

## SPIR NetMonitor

### Research on the Sociodemography of Internet Users in the Czech Republic

**Medium title:**

**TOTAL**

**Month:**

**May 2014**

Basic information	
The size of Internet population in the Czech Republic	6 745 742
Number of respondents	
Medium	N = 14 200
Total (for all measured media)	N = 14 200
RU(number)	6 590 590
Reach(%)	97.70
PV(number) (from Czech visitors)	8 043 276 248
PV(number) (from all visitors)	8 634 972 984
GRP (%)	119 234.86

**Source: NetMonitor – SPIR – Gemius & Mediaresearch  
May 2014**

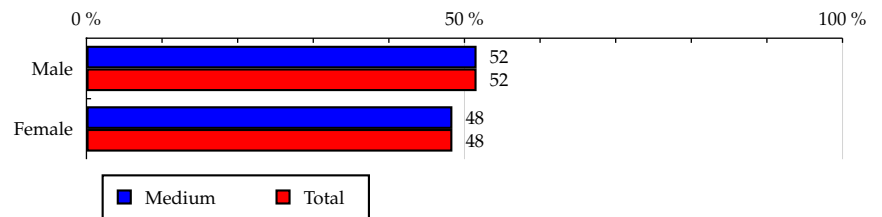
# TOTAL

**Table 1: Sex**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Male	51.60	3 400 834	97.70	52.15	4 194 810 443	120 509.53	100.00	51.60	3 400 834	52.15	4 194 810 443
Female	48.40	3 189 755	97.70	47.85	3 848 465 806	117 875.85	100.00	48.40	3 189 755	47.85	3 848 465 806

Source: NetMonitor – SPIR – Gemius & Mediaresearch, May 2014

**Chart 1: Sex by RU(%)**



Source: NetMonitor – SPIR – Gemius & Mediaresearch, May 2014

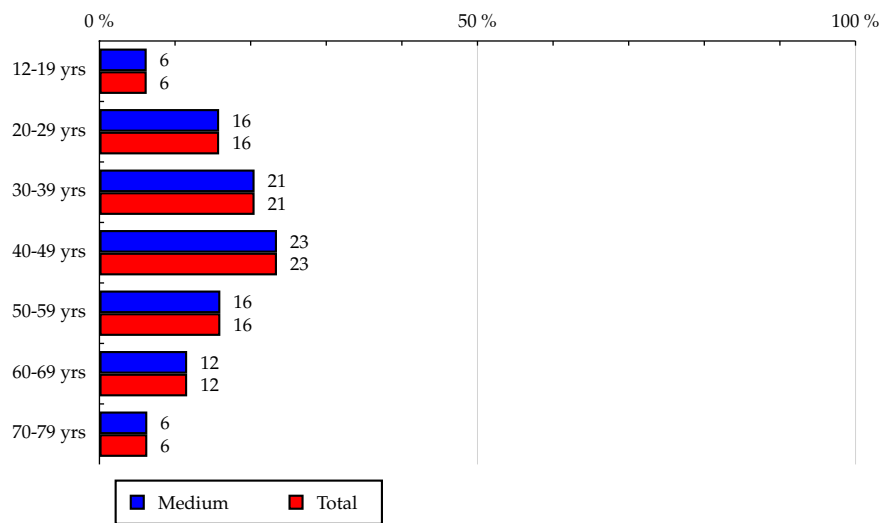
# TOTAL

Table 2: Age

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
12-19 yrs	6.25	412 212	97.70	2.53	203 186 183	48 157.96	100.00	6.25	412 212	2.53	203 186 183
20-29 yrs	15.83	1 043 069	97.70	18.79	1 511 140 536	141 542.33	100.00	15.83	1 043 069	18.79	1 511 140 536
30-39 yrs	20.52	1 352 300	97.70	18.86	1 517 029 037	109 601.22	100.00	20.52	1 352 300	18.86	1 517 029 037
40-49 yrs	23.48	1 547 505	97.70	24.76	1 991 882 991	125 755.24	100.00	23.48	1 547 505	24.76	1 991 882 991
50-59 yrs	15.99	1 053 942	97.70	17.00	1 367 491 994	126 765.85	100.00	15.99	1 053 942	17.00	1 367 491 994
60-69 yrs	11.60	764 517	97.70	12.50	1 005 135 668	128 449.24	100.00	11.60	764 517	12.50	1 005 135 668
70-79 yrs	6.33	417 042	97.70	5.56	447 409 840	104 814.23	100.00	6.33	417 042	5.56	447 409 840

Source: NetMonitor – SPIR – Gemius & Mediaresearch, May 2014

Chart 2: Age by RU(%)



Source: NetMonitor – SPIR – Gemius & Mediaresearch, May 2014

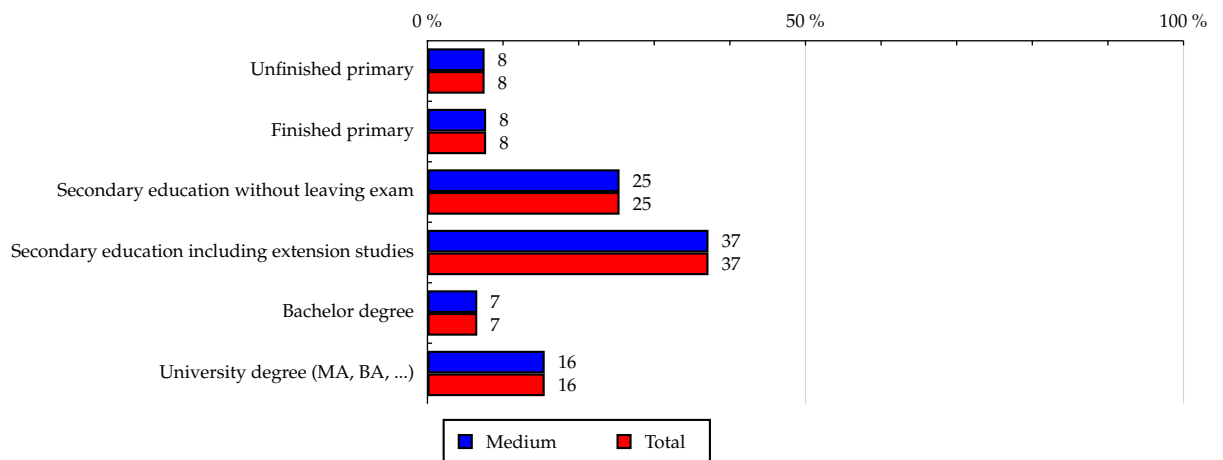
# TOTAL

**Table 3: Highest Education**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unfinished primary	7.56	498 520	97.70	3.49	281 092 549	55 088.44	100.00	7.56	498 520	3.49	281 092 549
Finished primary	7.76	511 184	97.70	8.17	657 148 106	125 597.18	100.00	7.76	511 184	8.17	657 148 106
Secondary education without leaving exam	25.41	1 674 616	97.70	29.65	2 385 145 703	139 153.50	100.00	25.41	1 674 616	29.65	2 385 145 703
Secondary education including extension studies	37.17	2 449 910	97.70	38.87	3 126 627 790	124 686.81	100.00	37.17	2 449 910	38.87	3 126 627 790
Bachelor degree	6.59	434 244	97.70	7.04	566 484 658	127 452.65	100.00	6.59	434 244	7.04	566 484 658
University degree (MA, BA, ...)	15.51	1 022 113	97.70	12.77	1 026 777 443	98 145.85	100.00	15.51	1 022 113	12.77	1 026 777 443

Source: NetMonitor – SPIR – Gemius & Mediaresearch, May 2014

**Chart 3: Highest Education by RU(%)**



Source: NetMonitor – SPIR – Gemius & Mediaresearch, May 2014

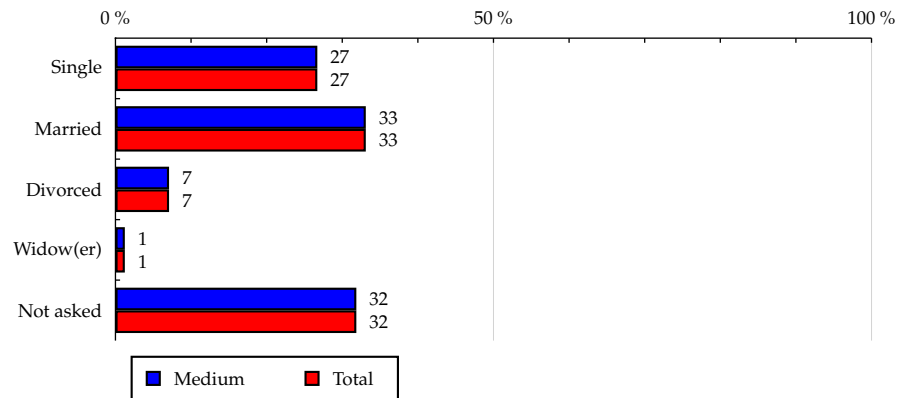
# TOTAL

**Table 4: Marital Status**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Single	26.70	1 759 577	97.70	27.26	2 192 526 334	121 739.38	100.00	26.70	1 759 577	27.26	2 192 526 334
Married	33.11	2 182 392	97.70	31.56	2 538 478 171	113 641.04	100.00	33.11	2 182 392	31.56	2 538 478 171
Divorced	7.09	467 055	97.70	7.15	575 457 053	120 375.69	100.00	7.09	467 055	7.15	575 457 053
Widow(er)	1.24	81 616	97.70	1.03	82 965 596	99 314.97	100.00	1.24	81 616	1.03	82 965 596
Not asked	31.86	2 099 948	97.70	32.99	2 653 849 095	123 470.21	100.00	31.86	2 099 948	32.99	2 653 849 095

Source: NetMonitor – SPIR – Gemius & Mediaresearch, May 2014

**Chart 4: Marital Status by RU(%)**



Source: NetMonitor – SPIR – Gemius & Mediaresearch, May 2014

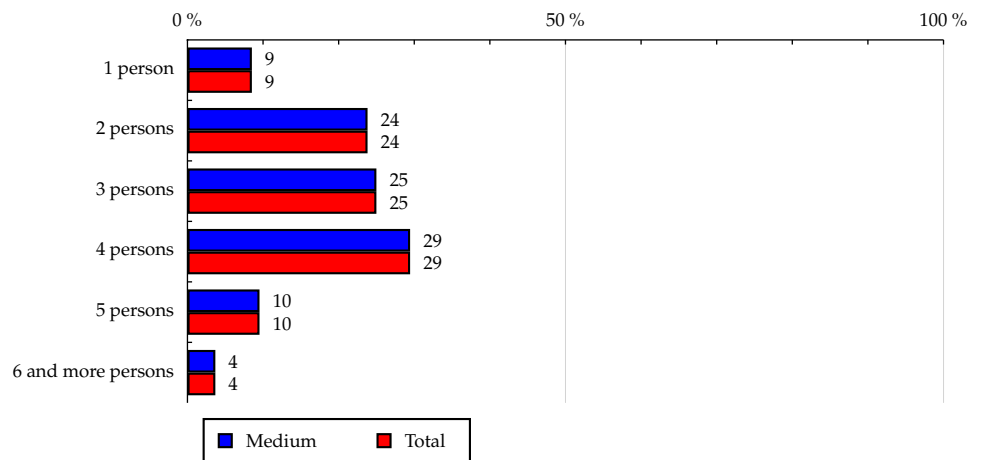
# TOTAL

**Table 5: Number of Persons in the Household**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
1 person	8.52	561 391	97.70	8.88	713 964 001	124 252.48	100.00	8.52	561 391	8.88	713 964 001
2 persons	23.82	1 569 902	97.70	24.93	2 005 197 241	124 789.76	100.00	23.82	1 569 902	24.93	2 005 197 241
3 persons	24.99	1 647 208	97.70	25.27	2 032 269 868	120 538.91	100.00	24.99	1 647 208	25.27	2 032 269 868
4 persons	29.45	1 940 602	97.70	28.33	2 278 447 838	114 708.91	100.00	29.45	1 940 602	28.33	2 278 447 838
5 persons	9.53	628 249	97.70	9.69	779 512 859	121 223.24	100.00	9.53	628 249	9.69	779 512 859
6 and more persons	3.69	243 235	97.70	2.91	233 884 441	93 943.94	100.00	3.69	243 235	2.91	233 884 441

Source: NetMonitor – SPIR – Gemius & Mediaresearch, May 2014

**Chart 5: Number of Persons in the Household by RU(%)**



Source: NetMonitor – SPIR – Gemius & Mediaresearch, May 2014

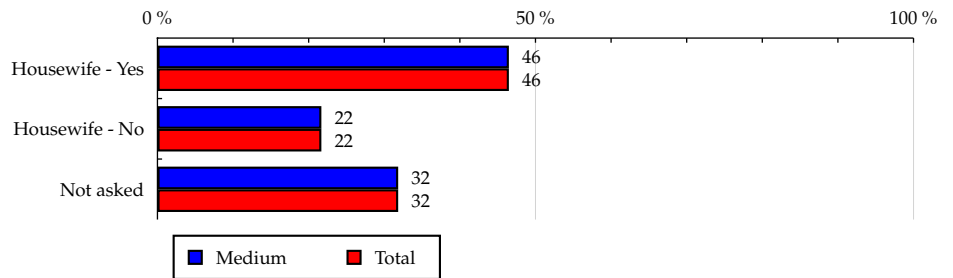
# TOTAL

**Table 6: Housewife**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Housewife - Yes	46.48	3 063 410	97.70	45.36	3 648 310 659	116 353.95	100.00	46.48	3 063 410	45.36	3 648 310 659
Housewife - No	21.68	1 429 047	97.70	21.65	1 741 558 214	119 065.47	100.00	21.68	1 429 047	21.65	1 741 558 214
Not asked	31.84	2 098 131	97.70	32.99	2 653 407 375	123 556.57	100.00	31.84	2 098 131	32.99	2 653 407 375

Source: NetMonitor – SPIR – Gemius & Mediaresearch, May 2014

**Chart 6: Housewife by RU(%)**



Source: NetMonitor – SPIR – Gemius & Mediaresearch, May 2014

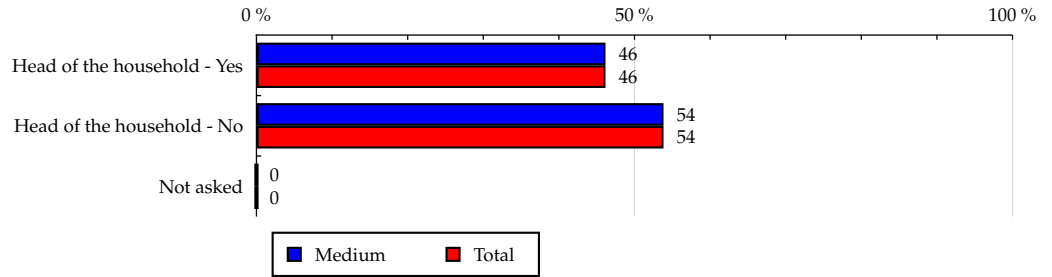
# TOTAL

**Table 7: Head of the Household**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Head of the household - Yes	46.16	3 042 405	97.70	46.83	3 766 852 693	120 964.01	100.00	46.16	3 042 405	46.83	3 766 852 693
Head of the household - No	53.84	3 548 184	97.70	53.17	4 276 423 555	117 752.20	100.00	53.84	3 548 184	53.17	4 276 423 555
Not asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

Source: NetMonitor – SPIR – Gemius & Mediaresearch, May 2014

**Chart 7: Head of the Household by RU(%)**



Source: NetMonitor – SPIR – Gemius & Mediaresearch, May 2014



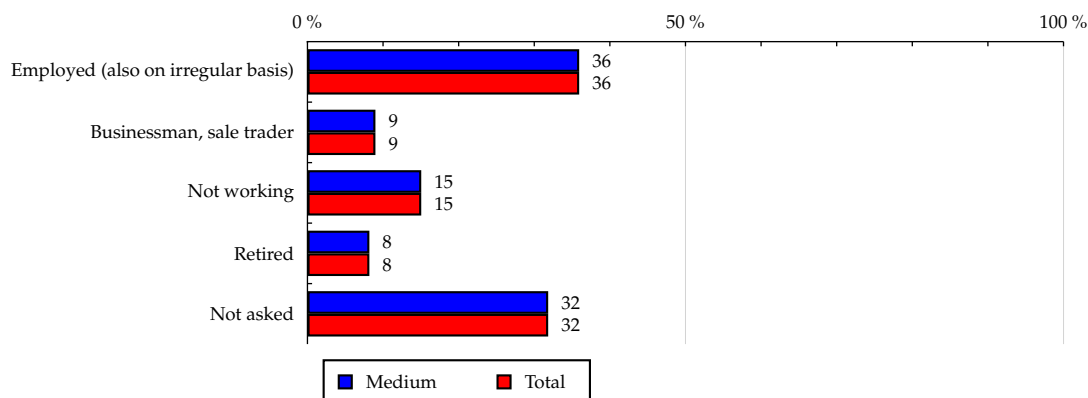
# TOTAL

**Table 8: Economic Activity**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Employed (also on irregular basis)	35.94	2 368 746	97.70	34.00	2 734 932 598	112 803.53	100.00	35.94	2 368 746	34.00	2 734 932 598
Businessman, sale trader	8.99	592 169	97.70	8.49	683 112 842	112 704.46	100.00	8.99	592 169	8.49	683 112 842
Not working	15.05	991 906	97.70	16.17	1 300 912 103	128 136.23	100.00	15.05	991 906	16.17	1 300 912 103
Retired	8.19	539 637	97.70	8.34	670 911 331	121 466.90	100.00	8.19	539 637	8.34	670 911 331
Not asked	31.84	2 098 131	97.70	32.99	2 653 407 375	123 556.57	100.00	31.84	2 098 131	32.99	2 653 407 375

Source: NetMonitor – SPIR – Gemius & Mediaresearch, May 2014

**Chart 8: Economic Activity by RU(%)**



Source: NetMonitor – SPIR – Gemius & Mediaresearch, May 2014

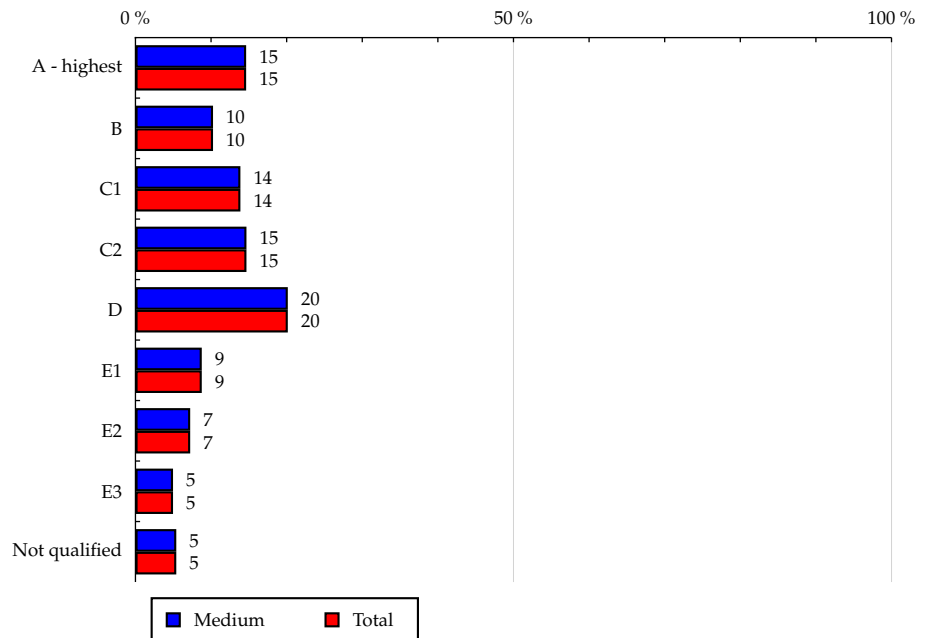
TOTAL

Table 9: ABCDE National Socioeconomic Classification

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
A - highest	14.64	964 980	97.70	13.24	1 065 266 613	107 853.55	100.00	14.64	964 980	13.24	1 065 266 613
B	10.26	676 484	97.70	11.02	886 613 705	128 047.58	100.00	10.26	676 484	11.02	886 613 705
C1	13.88	914 553	97.70	13.95	1 122 418 758	119 905.90	100.00	13.88	914 553	13.95	1 122 418 758
C2	14.68	967 398	97.70	16.54	1 330 479 445	134 368.43	100.00	14.68	967 398	16.54	1 330 479 445
D	20.15	1 328 169	97.70	19.55	1 572 680 588	115 686.19	100.00	20.15	1 328 169	19.55	1 572 680 588
E1	8.77	578 004	97.70	9.91	796 771 794	134 678.16	100.00	8.77	578 004	9.91	796 771 794
E2	7.24	477 087	97.70	7.26	584 297 060	119 654.83	100.00	7.24	477 087	7.26	584 297 060
E3	4.97	327 777	97.70	5.95	478 588 652	142 652.20	100.00	4.97	327 777	5.95	478 588 652
Not qualified	5.40	356 134	97.70	2.56	206 159 634	56 556.66	100.00	5.40	356 134	2.56	206 159 634

Source: NetMonitor – SPIR – Gemius & Mediaresearch, May 2014

Chart 9: ABCDE National Socioeconomic Classification by RU(%)



Source: NetMonitor – SPIR – Gemius & Mediaresearch, May 2014

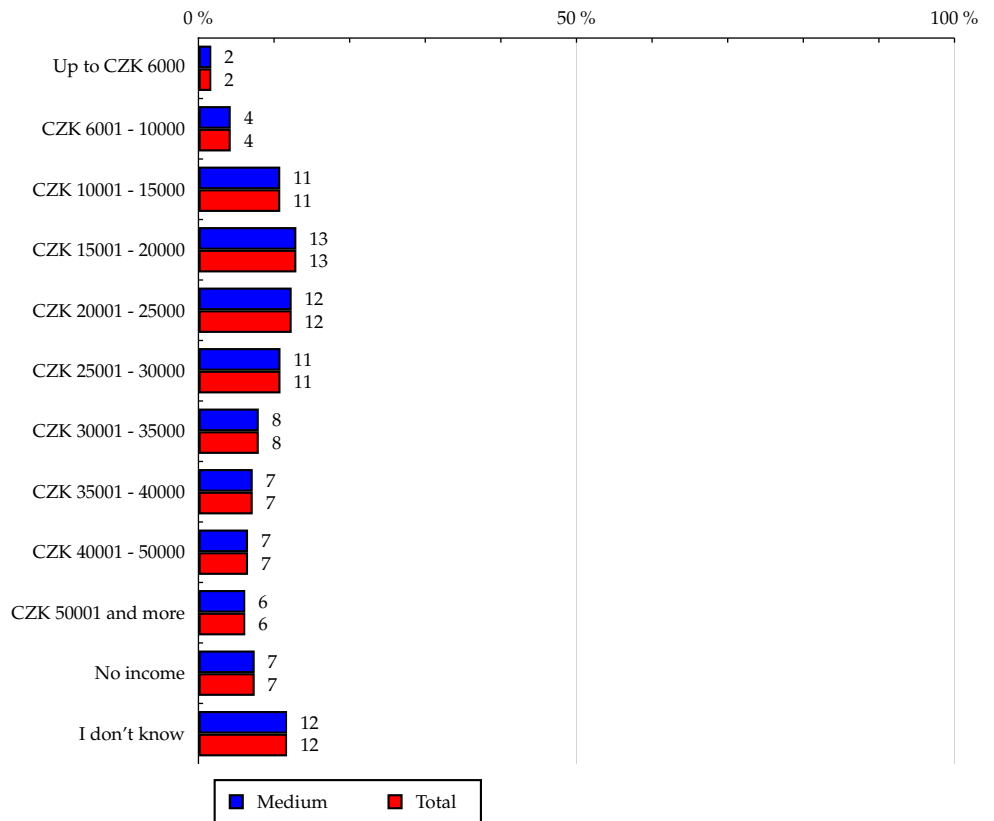
TOTAL

Table 10: Net Income of the Household

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Up to CZK 6000	1.70	112 235	97.70	2.36	189 617 991	165 060.59	100.00	1.70	112 235	2.36	189 617 991
CZK 6001 - 10000	4.27	281 286	97.70	4.42	355 716 965	123 552.33	100.00	4.27	281 286	4.42	355 716 965
CZK 10001 - 15000	10.82	712 846	97.70	11.51	925 845 436	126 892.74	100.00	10.82	712 846	11.51	925 845 436
CZK 15001 - 20000	12.95	853 464	97.70	13.20	1 062 019 859	121 574.27	100.00	12.95	853 464	13.20	1 062 019 859
CZK 20001 - 25000	12.33	812 930	97.70	12.38	995 537 835	119 646.27	100.00	12.33	812 930	12.38	995 537 835
CZK 25001 - 30000	10.85	715 294	97.70	10.66	857 628 448	117 140.91	100.00	10.85	715 294	10.66	857 628 448
CZK 30001 - 35000	7.98	525 936	97.70	7.82	628 978 626	116 841.53	100.00	7.98	525 936	7.82	628 978 626
CZK 35001 - 40000	7.18	473 288	97.70	8.33	670 012 868	138 309.55	100.00	7.18	473 288	8.33	670 012 868
CZK 40001 - 50000	6.56	432 500	97.70	6.41	515 367 869	116 419.26	100.00	6.56	432 500	6.41	515 367 869
CZK 50001 and more	6.19	407 816	97.70	6.01	483 275 387	115 777.47	100.00	6.19	407 816	6.01	483 275 387
No income	7.44	490 505	97.70	4.60	370 122 659	73 721.92	100.00	7.44	490 505	4.60	370 122 659
I don't know	11.72	772 484	97.70	12.30	989 152 305	125 103.09	100.00	11.72	772 484	12.30	989 152 305

Source: NetMonitor – SPIR – Gemius & Mediaresearch, May 2014

Chart 10: Net Income of the Household by RU(%)



Source: NetMonitor – SPIR – Gemius & Mediaresearch, May 2014

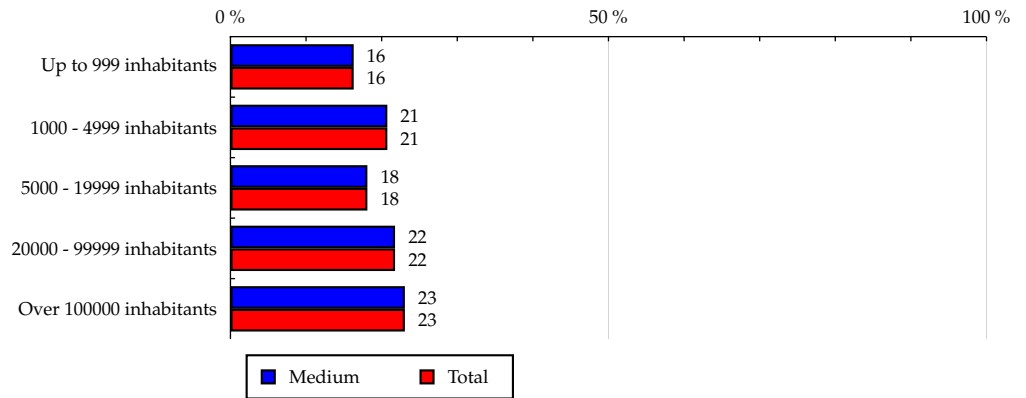
TOTAL

Table 11: Size of the Place of Residence

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Up to 999 inhabitants	16.30	1 074 273	97.70	15.29	1 230 201 652	111 880.96	100.00	16.30	1 074 273	15.29	1 230 201 652
1000 - 4999 inhabitants	20.75	1 367 260	97.70	21.57	1 735 203 506	123 992.06	100.00	20.75	1 367 260	21.57	1 735 203 506
5000 - 19999 inhabitants	18.11	1 193 714	97.70	17.79	1 430 824 791	117 106.35	100.00	18.11	1 193 714	17.79	1 430 824 791
20000 - 99999 inhabitants	21.77	1 434 610	97.70	22.56	1 814 908 837	123 599.15	100.00	21.77	1 434 610	22.56	1 814 908 837
Over 100000 inhabitants	23.07	1 520 731	97.70	22.78	1 832 137 462	117 706.37	100.00	23.07	1 520 731	22.78	1 832 137 462

Source: NetMonitor – SPIR – Gemius & Mediaresearch, May 2014

Chart 11: Size of the Place of Residence by RU(%)



Source: NetMonitor – SPIR – Gemius & Mediaresearch, May 2014

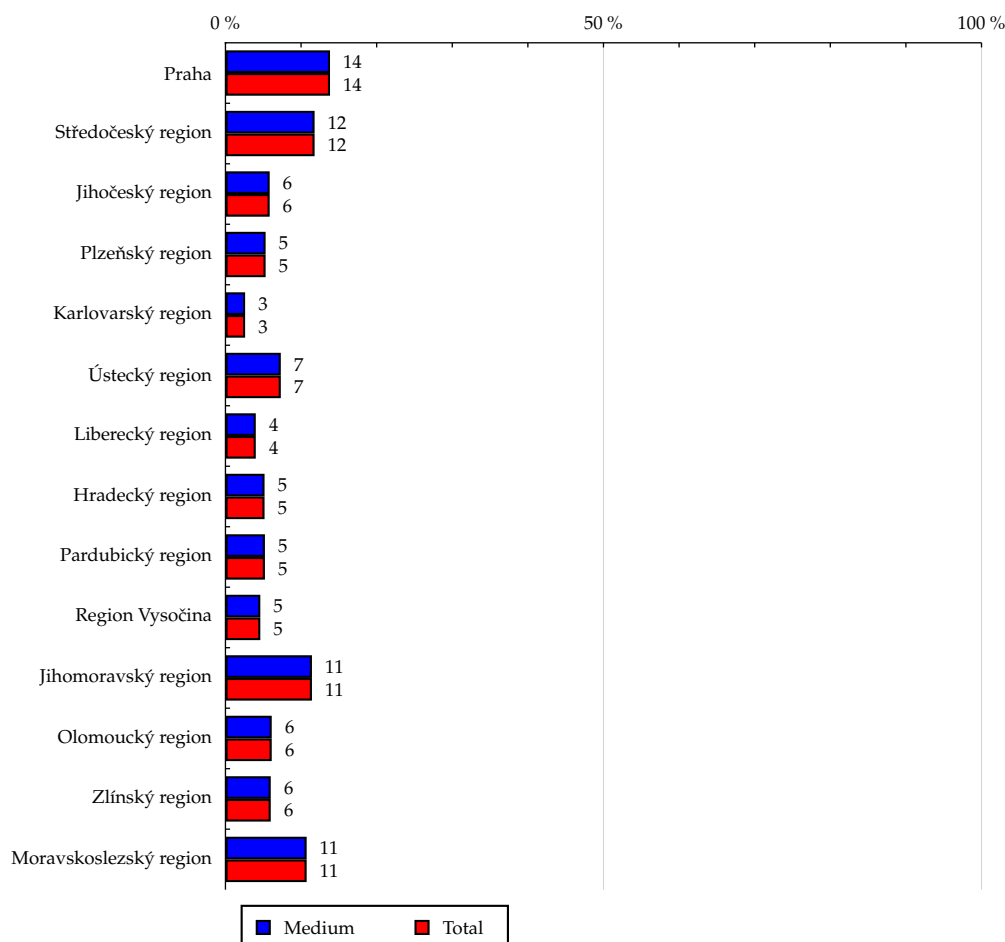
# TOTAL

**Table 12: Region**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Praha	13.83	911 209	97.70	14.75	1 186 102 322	127 173.99	100.00	13.83	911 209	14.75	1 186 102 322
Středočeský region	11.79	777 300	97.70	10.67	858 413 654	107 895.22	100.00	11.79	777 300	10.67	858 413 654
Jihočeský region	5.85	385 695	97.70	5.42	435 862 633	110 407.73	100.00	5.85	385 695	5.42	435 862 633
Plzeňský region	5.31	350 063	97.70	5.04	405 282 595	113 111.08	100.00	5.31	350 063	5.04	405 282 595
Karlovarský region	2.60	171 303	97.70	2.70	217 493 687	124 043.50	100.00	2.60	171 303	2.70	217 493 687
Ústecký region	7.32	482 721	97.70	7.47	600 940 446	121 626.95	100.00	7.32	482 721	7.47	600 940 446
Liberecký region	4.01	264 110	97.70	4.11	330 356 199	122 205.90	100.00	4.01	264 110	4.11	330 356 199
Hradecký region	5.17	340 406	97.70	4.53	364 338 041	104 568.72	100.00	5.17	340 406	4.53	364 338 041
Pardubický region	5.22	344 250	97.70	4.96	398 829 232	113 189.58	100.00	5.22	344 250	4.96	398 829 232
Region Vysočina	4.61	303 592	97.70	5.36	431 158 979	138 752.72	100.00	4.61	303 592	5.36	431 158 979
Jihomoravský region	11.44	753 656	97.70	11.06	889 410 633	115 298.52	100.00	11.44	753 656	11.06	889 410 633
Olomoucký region	6.12	403 584	97.70	5.78	464 723 755	112 500.77	100.00	6.12	403 584	5.78	464 723 755
Zlínský region	5.99	394 920	97.70	6.83	549 653 339	135 979.46	100.00	5.99	394 920	6.83	549 653 339
Moravskoslezský region	10.74	707 774	97.70	11.32	910 710 734	125 712.89	100.00	10.74	707 774	11.32	910 710 734

Source: NetMonitor – SPIR – Gemius & Mediaresearch, May 2014

**Chart 12: Region by RU(%)**



Source: NetMonitor – SPIR – Gemius & Mediaresearch, May 2014

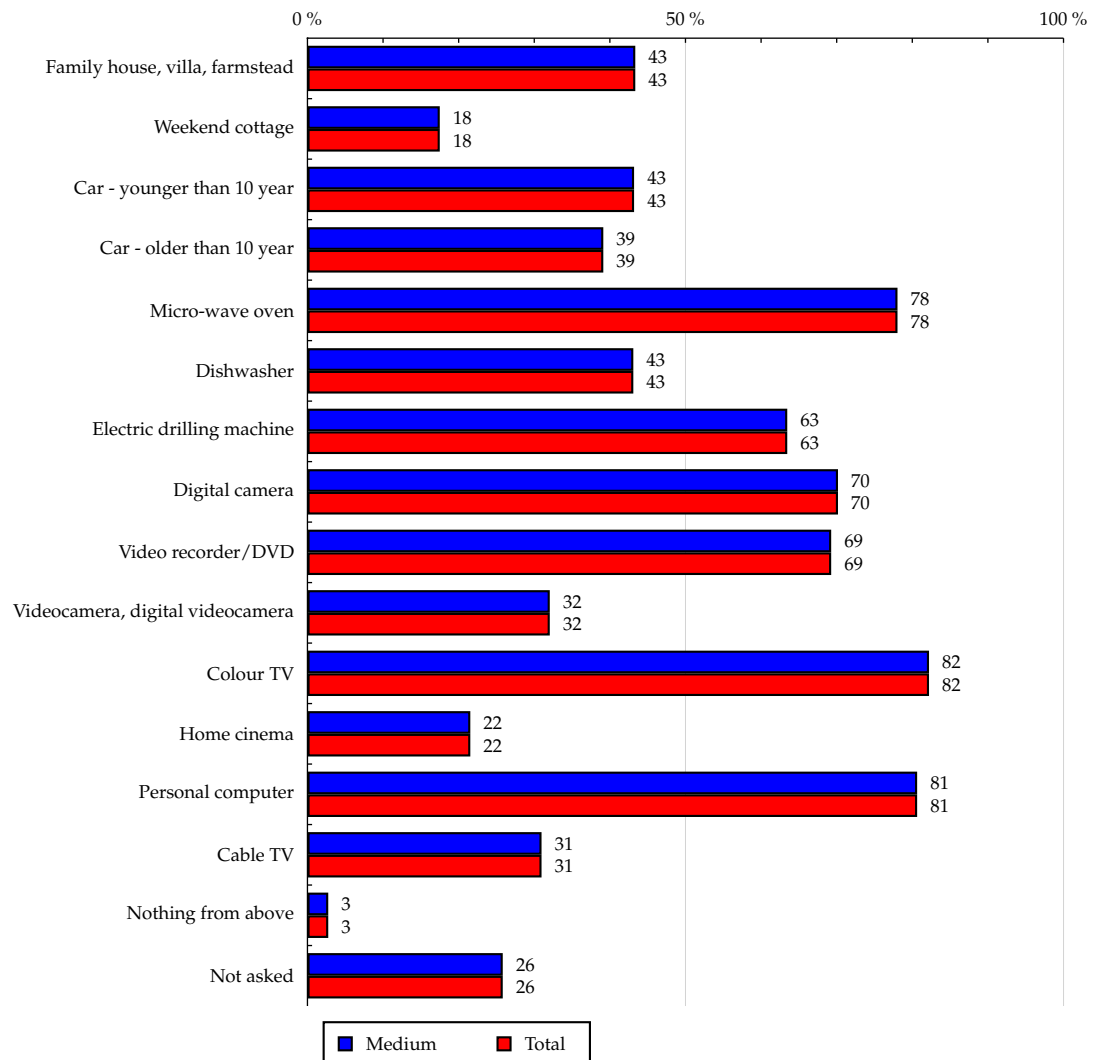
TOTAL

Table 13: Facilities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Family house, villa, farmstead	43.36	2 857 662	97.70	44.59	3 586 620 141	122 622.16	100.00	43.36	2 857 662	44.59	3 586 620 141
Weekend cottage	17.50	1 153 161	97.70	16.62	1 337 023 585	113 277.43	100.00	17.50	1 153 161	16.62	1 337 023 585
Car - younger than 10 year	43.20	2 846 815	97.70	42.45	3 414 228 325	117 173.05	100.00	43.20	2 846 815	42.45	3 414 228 325
Car - older than 10 year	39.13	2 579 014	97.70	39.96	3 213 972 856	121 753.95	100.00	39.13	2 579 014	39.96	3 213 972 856
Micro-wave oven	78.04	5 143 035	97.70	80.58	6 481 513 104	123 126.48	100.00	78.04	5 143 035	80.58	6 481 513 104
Dishwasher	43.10	2 840 673	97.70	42.70	3 434 688 524	118 130.11	100.00	43.10	2 840 673	42.70	3 434 688 524
Electric drilling machine	63.46	4 182 183	97.70	64.02	5 149 363 046	120 294.27	100.00	63.46	4 182 183	64.02	5 149 363 046
Digital camera	70.17	4 624 376	97.70	72.06	5 795 717 424	122 447.11	100.00	70.17	4 624 376	72.06	5 795 717 424
Video recorder/DVD	69.27	4 565 201	97.70	71.16	5 723 216 955	122 482.72	100.00	69.27	4 565 201	71.16	5 723 216 955
Videocamera, digital videocamera	32.05	2 112 444	97.70	31.78	2 555 829 985	118 206.47	100.00	32.05	2 112 444	31.78	2 555 829 985
Colour TV	82.21	5 418 224	97.70	84.69	6 811 748 785	122 827.66	100.00	82.21	5 418 224	84.69	6 811 748 785
Home cinema	21.54	1 419 652	97.70	21.14	1 700 018 033	116 994.64	100.00	21.54	1 419 652	21.14	1 700 018 033
Personal computer	80.64	5 314 377	97.70	82.53	6 638 146 702	122 036.29	100.00	80.64	5 314 377	82.53	6 638 146 702
Cable TV	30.96	2 040 493	97.70	31.89	2 565 263 290	122 826.29	100.00	30.96	2 040 493	31.89	2 565 263 290
Nothing from above	2.75	180 945	97.70	3.18	255 763 911	138 097.38	100.00	2.75	180 945	3.18	255 763 911
Not asked	25.83	1 702 596	97.70	27.35	2 200 102 989	126 248.42	100.00	25.83	1 702 596	27.35	2 200 102 989

Source: NetMonitor – SPIR – Gemius & Mediaresearch, May 2014

Chart 13: Facilities by RU(%)



Source: NetMonitor – SPIR – Gemius & Mediaresearch, May 2014

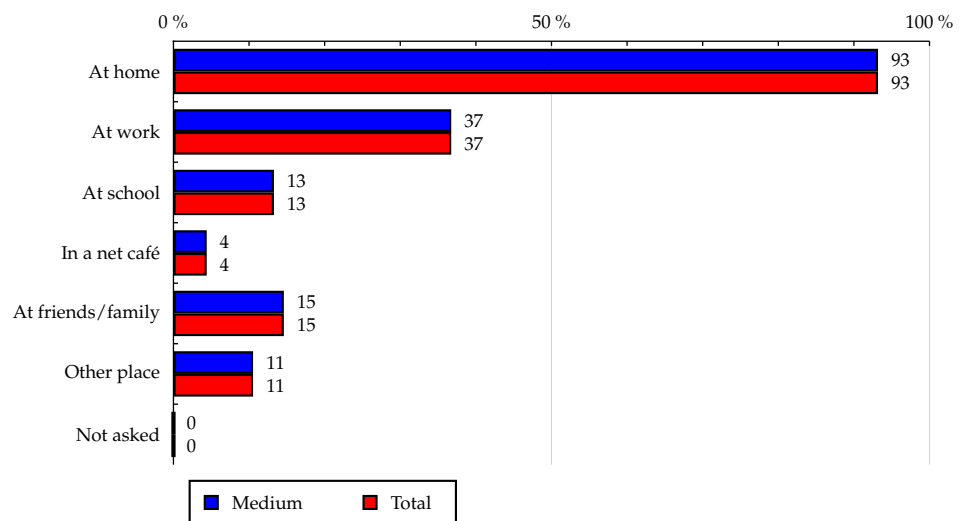
# TOTAL

**Table 14: All Places of Internet Connection**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
At home	93.19	6 142 094	97.70	94.40	7 593 045 089	120 779.73	100.00	93.19	6 142 094	94.40	7 593 045 089
At work	36.74	2 421 635	97.70	34.43	2 769 495 290	111 734.27	100.00	36.74	2 421 635	34.43	2 769 495 290
At school	13.29	875 575	97.70	13.33	1 072 365 890	119 658.55	100.00	13.29	875 575	13.33	1 072 365 890
In a net café	4.40	289 952	97.70	3.42	274 820 167	92 601.06	100.00	4.40	289 952	3.42	274 820 167
At friends/family	14.60	962 059	97.70	15.15	1 218 833 822	123 776.21	100.00	14.60	962 059	15.15	1 218 833 822
Other place	10.53	693 963	97.70	9.72	781 558 905	110 032.11	100.00	10.53	693 963	9.72	781 558 905
Not asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

Source: NetMonitor – SPIR – Gemius & Mediaresearch, May 2014

**Chart 14: All Places of Internet Connection by RU(%)**



Source: NetMonitor – SPIR – Gemius & Mediaresearch, May 2014

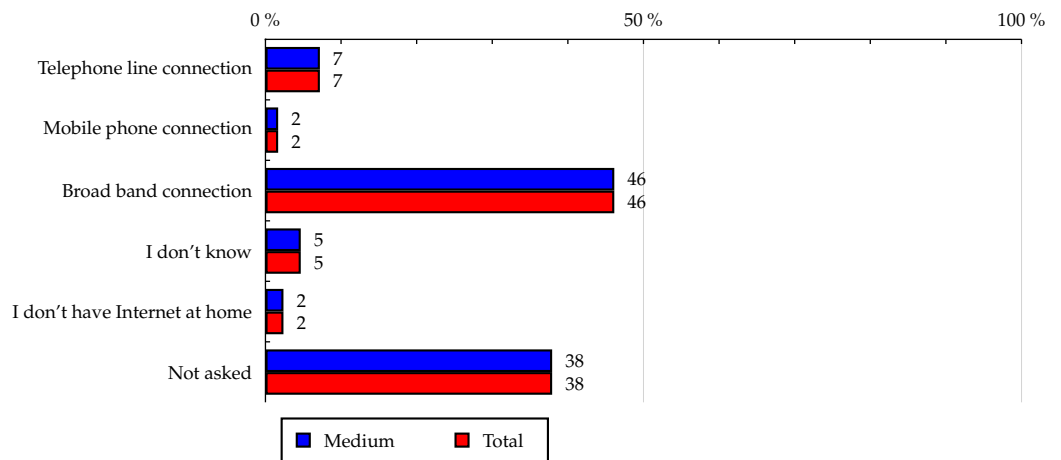
# TOTAL

**Table 15: Connection from Home**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Telephone line connection	7.20	474 775	97.70	7.54	606 857 648	124 880.17	100.00	7.20	474 775	7.54	606 857 648
Mobile phone connection	1.68	110 588	97.70	1.82	146 029 120	129 010.68	100.00	1.68	110 588	1.82	146 029 120
Broad band connection	46.14	3 040 814	97.70	46.24	3 718 913 439	119 487.01	100.00	46.14	3 040 814	46.24	3 718 913 439
I don't know	4.67	307 966	97.70	4.87	391 762 628	124 283.77	100.00	4.67	307 966	4.87	391 762 628
I don't have Internet at home	2.38	157 055	97.70	2.56	205 582 915	127 887.86	100.00	2.38	157 055	2.56	205 582 915
Not asked	37.92	2 499 390	97.70	36.98	2 974 130 498	116 257.36	100.00	37.92	2 499 390	36.98	2 974 130 498

Source: NetMonitor – SPIR – Gemius & Mediaresearch, May 2014

**Chart 15: Connection from Home by RU(%)**



Source: NetMonitor – SPIR – Gemius & Mediaresearch, May 2014



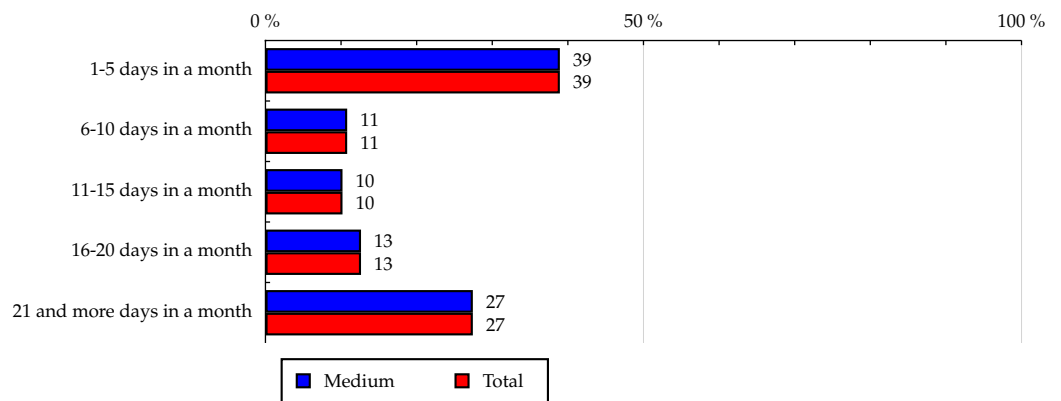
# TOTAL

**Table 16: Measured Frequency of the Internet Use (NetMonitor)**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
1-5 days in a month	38.94	2 566 273	97.70	13.98	1 124 756 753	42 820.35	100.00	38.94	2 566 273	13.98	1 124 756 753
6-10 days in a month	10.81	712 334	97.70	2.89	232 273 591	31 857.39	100.00	10.81	712 334	2.89	232 273 591
11-15 days in a month	10.19	671 271	97.70	6.03	485 191 730	70 617.13	100.00	10.19	671 271	6.03	485 191 730
16-20 days in a month	12.64	832 825	97.70	13.12	1 054 895 965	123 751.40	100.00	12.64	832 825	13.12	1 054 895 965
21 and more days in a month	27.43	1 807 884	97.70	63.98	5 146 158 210	278 103.83	100.00	27.43	1 807 884	63.98	5 146 158 210

Source: NetMonitor – SPIR – Gemius & Mediaresearch, May 2014

**Chart 16: Measured Frequency of the Internet Use (NetMonitor) by RU(%)**



Source: NetMonitor – SPIR – Gemius & Mediaresearch, May 2014

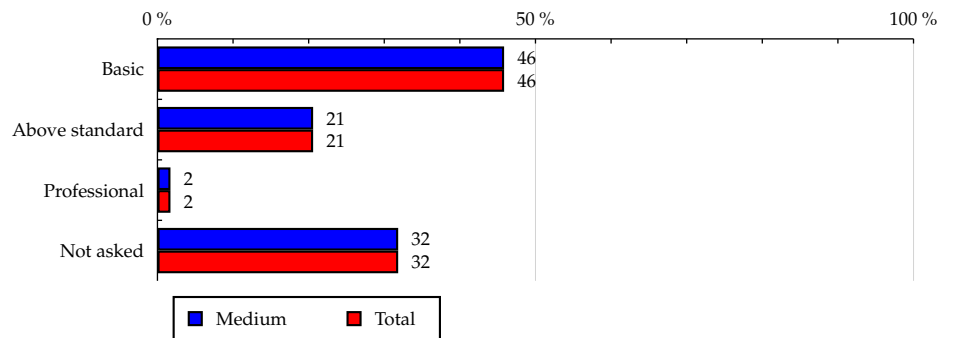
# TOTAL

**Table 17: IT Knowledge**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Basic	45.85	3 022 056	97.70	45.73	3 678 167 495	118 911.41	100.00	45.85	3 022 056	45.73	3 678 167 495
Above standard	20.59	1 356 930	97.70	19.66	1 581 409 412	113 862.68	100.00	20.59	1 356 930	19.66	1 581 409 412
Professional	1.72	113 472	97.70	1.62	130 291 966	112 181.74	100.00	1.72	113 472	1.62	130 291 966
Not asked	31.84	2 098 131	97.70	32.99	2 653 407 375	123 556.57	100.00	31.84	2 098 131	32.99	2 653 407 375

Source: NetMonitor – SPIR – Gemius & Mediaresearch, May 2014

**Chart 17: IT Knowledge by RU(%)**



Source: NetMonitor – SPIR – Gemius & Mediaresearch, May 2014

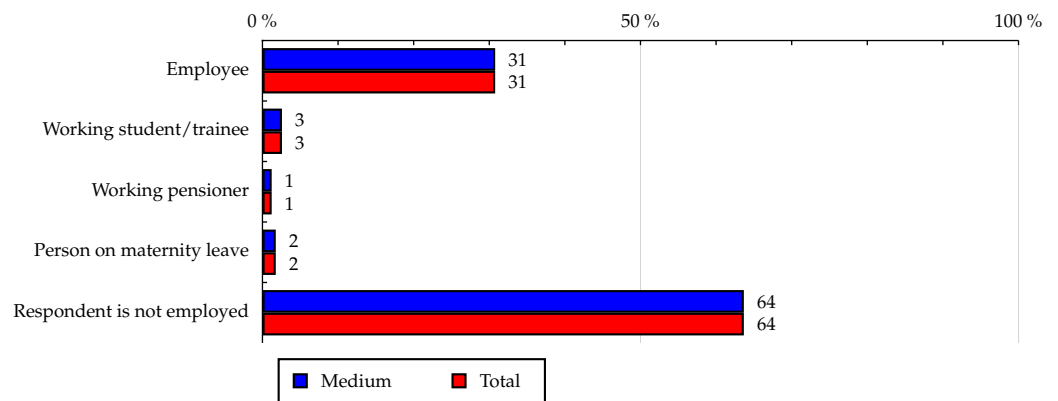
# TOTAL

**Table 18: Economically Active as**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Employee	30.78	2 028 427	97.70	29.20	2 348 808 746	113 131.26	100.00	30.78	2 028 427	29.20	2 348 808 746
Working student/trainee	2.58	169 804	97.70	2.50	201 333 132	115 840.27	100.00	2.58	169 804	2.50	201 333 132
Working pensioner	1.22	80 099	97.70	0.99	79 748 039	97 271.12	100.00	1.22	80 099	0.99	79 748 039
Person on maternity leave	1.76	115 884	97.70	1.52	122 603 642	103 365.14	100.00	1.76	115 884	1.52	122 603 642
Respondent is not employed	63.67	4 196 373	97.70	65.78	5 290 782 689	123 180.05	100.00	63.67	4 196 373	65.78	5 290 782 689

Source: NetMonitor – SPIR – Gemius & Mediaresearch, May 2014

**Chart 18: Economically Active as by RU(%)**



Source: NetMonitor – SPIR – Gemius & Mediaresearch, May 2014

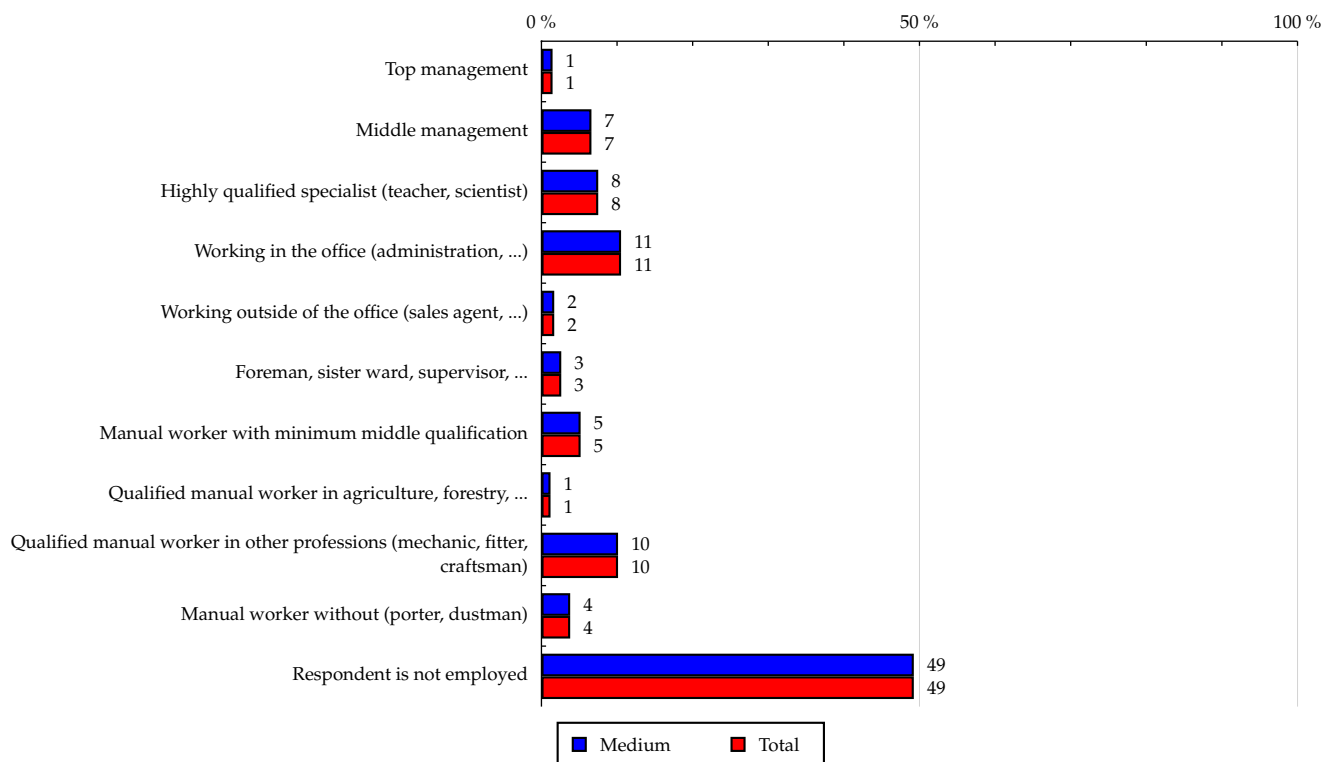
# TOTAL

**Table 19: Characteristics of the Employment**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Top management	1.47	97 167	97.70	1.46	117 313 225	117 956.14	100.00	1.47	97 167	1.46	117 313 225
Middle management	6.61	435 627	97.70	6.22	500 449 600	112 237.88	100.00	6.61	435 627	6.22	500 449 600
Highly qualified specialist (teacher, scientist)	7.51	494 800	97.70	6.28	505 390 896	99 791.01	100.00	7.51	494 800	6.28	505 390 896
Working in the office (administration, ...)	10.53	693 999	97.70	10.25	824 803 542	116 114.29	100.00	10.53	693 999	10.25	824 803 542
Working outside of the office (sales agent, ...)	1.69	111 588	97.70	1.65	133 043 939	116 485.01	100.00	1.69	111 588	1.65	133 043 939
Foreman, sister ward, supervisor, ...	2.62	172 348	97.70	2.51	201 529 621	114 242.10	100.00	2.62	172 348	2.51	201 529 621
Manual worker with minimum middle qualification	5.18	341 626	97.70	5.41	435 270 180	124 480.69	100.00	5.18	341 626	5.41	435 270 180
Qualified manual worker in agriculture, forestry, ...	1.20	79 274	97.70	1.28	102 564 566	126 403.88	100.00	1.20	79 274	1.28	102 564 566
Qualified manual worker in other professions (mechanic, fitter, craftsman)	10.13	667 890	97.70	11.03	887 012 895	129 753.55	100.00	10.13	667 890	11.03	887 012 895
Manual worker without (porter, dustman)	3.80	250 490	97.70	3.85	309 535 434	120 729.69	100.00	3.80	250 490	3.85	309 535 434
Respondent is not employed	49.25	3 245 775	97.70	50.06	4 026 362 351	121 196.18	100.00	49.25	3 245 775	50.06	4 026 362 351

Source: NetMonitor – SPIR – Gemius & Mediaresearch, May 2014

**Chart 19: Characteristics of the Employment by RU(%)**



Source: NetMonitor – SPIR – Gemius & Mediaresearch, May 2014

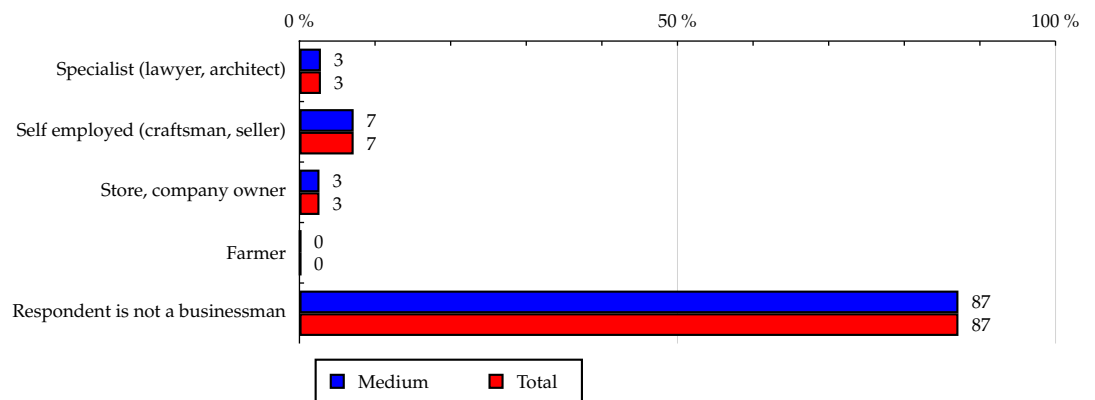
# TOTAL

**Table 20: Business Activities**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Specialist (lawyer, architect)	2.84	187 353	97.70	2.11	170 112 388	88 709.40	100.00	2.84	187 353	2.11	170 112 388
Self employed (craftsman, seller)	7.17	472 371	97.70	7.49	602 044 030	124 519.97	100.00	7.17	472 371	7.49	602 044 030
Store, company owner	2.65	174 845	97.70	2.90	233 356 112	130 394.16	100.00	2.65	174 845	2.90	233 356 112
Farmer	0.18	11 777	97.70	0.23	18 837 311	156 269.69	100.00	0.18	11 777	0.23	18 837 311
Respondent is not a businessman	87.16	5 744 242	97.70	87.26	7 018 926 407	119 380.26	100.00	87.16	5 744 242	87.26	7 018 926 407

Source: NetMonitor – SPIR – Gemius & Mediaresearch, May 2014

**Chart 20: Business Activities by RU(%)**



Source: NetMonitor – SPIR – Gemius & Mediaresearch, May 2014

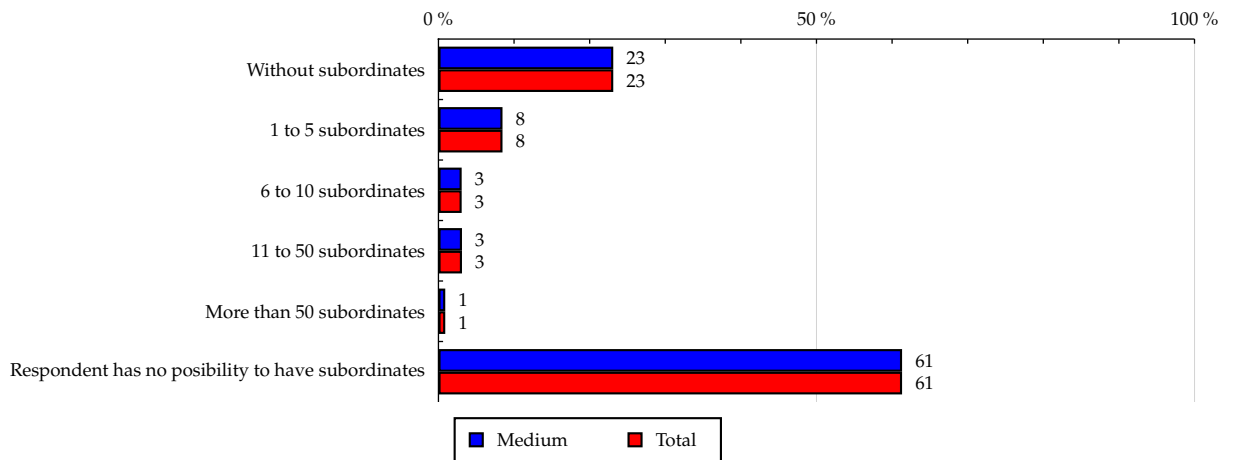
# TOTAL

**Table 21: Number of Subordinates**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Without subordinates	23.12	1 523 982	97.70	22.77	1 831 801 698	117 433.79	100.00	23.12	1 523 982	22.77	1 831 801 698
1 to 5 subordinates	8.47	558 454	97.70	9.34	751 077 981	131 398.88	100.00	8.47	558 454	9.34	751 077 981
6 to 10 subordinates	3.07	202 421	97.70	2.69	216 270 914	104 384.51	100.00	3.07	202 421	2.69	216 270 914
11 to 50 subordinates	3.11	205 160	97.70	3.01	242 288 426	115 380.58	100.00	3.11	205 160	3.01	242 288 426
More than 50 subordinates	0.90	59 002	97.70	0.76	60 818 068	100 706.83	100.00	0.90	59 002	0.76	60 818 068
Respondent has no possibility to have subordinates	61.32	4 041 568	97.70	61.43	4 941 019 161	119 443.13	100.00	61.32	4 041 568	61.43	4 941 019 161

Source: NetMonitor – SPIR – Gemius & Mediaresearch, May 2014

**Chart 21: Number of Subordinates by RU(%)**



Source: NetMonitor – SPIR – Gemius & Mediaresearch, May 2014

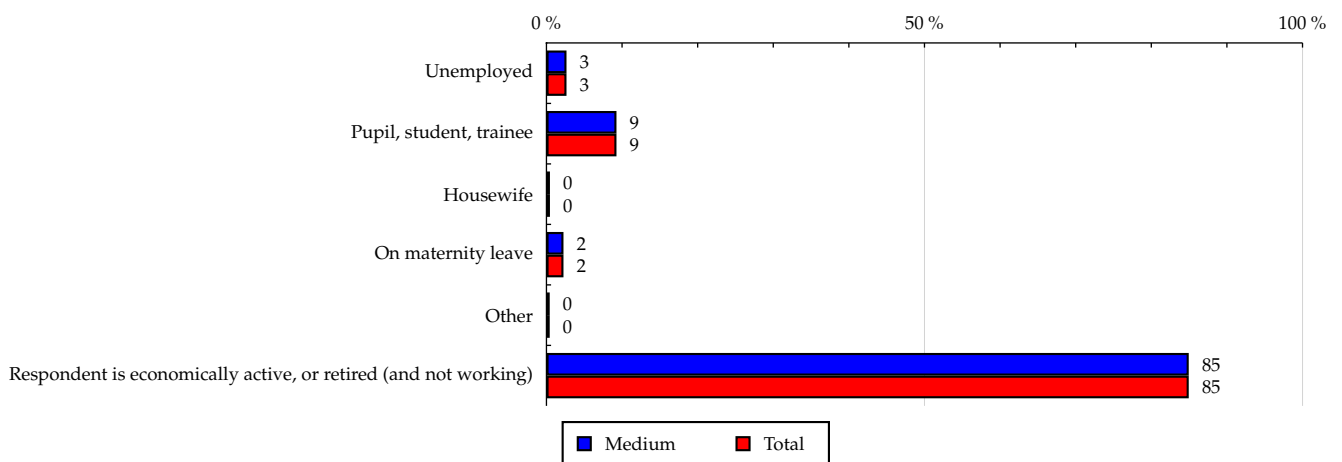
# TOTAL

**Table 22: Economically Inactive as**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unemployed	2.65	174 415	97.70	3.80	305 502 842	171 129.91	100.00	2.65	174 415	3.80	305 502 842
Pupil, student, trainee	9.26	610 460	97.70	9.25	743 619 379	119 011.24	100.00	9.26	610 460	9.25	743 619 379
Housewife	0.46	30 155	97.70	0.40	32 223 996	104 400.13	100.00	0.46	30 155	0.40	32 223 996
On maternity leave	2.25	148 336	97.70	1.99	160 276 358	105 563.98	100.00	2.25	148 336	1.99	160 276 358
Other	0.43	28 538	97.70	0.74	59 289 528	202 974.24	100.00	0.43	28 538	0.74	59 289 528
Respondent is economically active, or retired (and not working)	84.95	5 598 683	97.70	83.83	6 742 364 146	117 657.83	100.00	84.95	5 598 683	83.83	6 742 364 146

Source: NetMonitor – SPIR – Gemius & Mediaresearch, May 2014

**Chart 22: Economically Inactive as by RU(%)**



Source: NetMonitor – SPIR – Gemius & Mediaresearch, May 2014

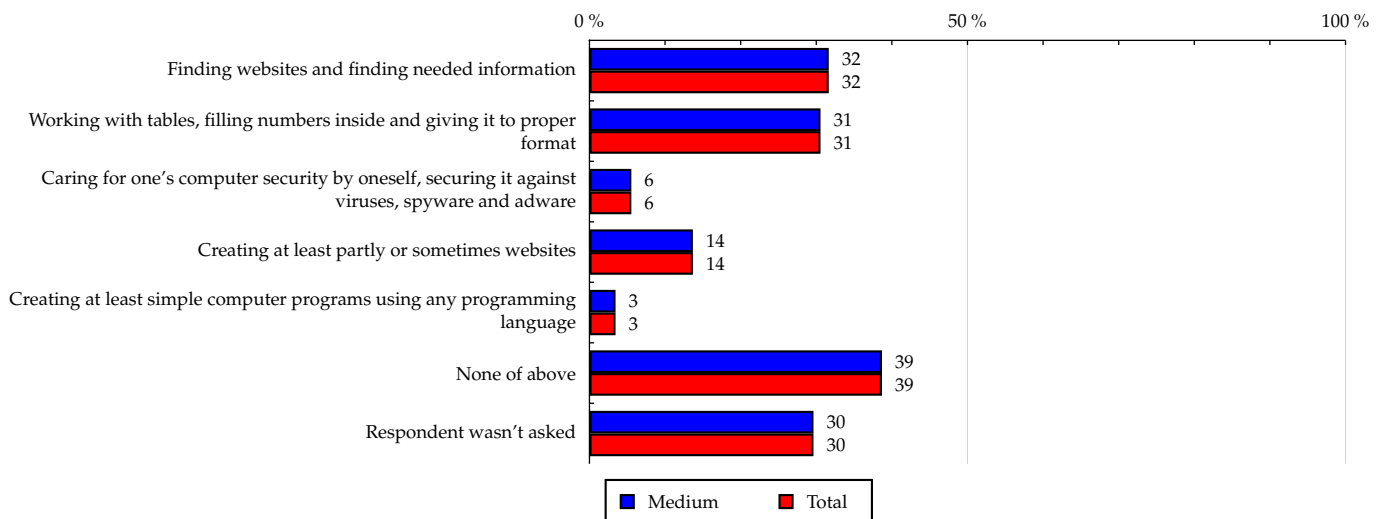
# TOTAL

**Table 23: Activities on computers which respondent does**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Finding websites and finding needed information	31.65	2 085 691	97.70	32.44	2 608 894 206	122 208.38	100.00	31.65	2 085 691	32.44	2 608 894 206
Working with tables, filling numbers inside and giving it to proper format	30.56	2 014 341	97.70	31.08	2 499 705 151	121 241.23	100.00	30.56	2 014 341	31.08	2 499 705 151
Caring for one's computer security by oneself, securing it against viruses, spyware and adware	5.54	365 279	97.70	5.18	416 475 300	111 393.27	100.00	5.54	365 279	5.18	416 475 300
Creating at least partly or sometimes websites	13.68	901 724	97.70	13.44	1 080 788 157	117 101.24	100.00	13.68	901 724	13.44	1 080 788 157
Creating at least simple computer programs using any programming language	3.45	227 133	97.70	3.07	247 295 946	106 372.75	100.00	3.45	227 133	3.07	247 295 946
None of above	38.69	2 550 077	97.70	40.82	3 283 342 473	125 793.28	100.00	38.69	2 550 077	40.82	3 283 342 473
Respondent wasn't asked	29.63	1 953 107	97.70	26.25	2 111 704 147	105 633.44	100.00	29.63	1 953 107	26.25	2 111 704 147

Source: NetMonitor – SPIR – Gemius & Mediaresearch, May 2014

**Chart 23: Activities on computers which respondent does by RU(%)**



Source: NetMonitor – SPIR – Gemius & Mediaresearch, May 2014



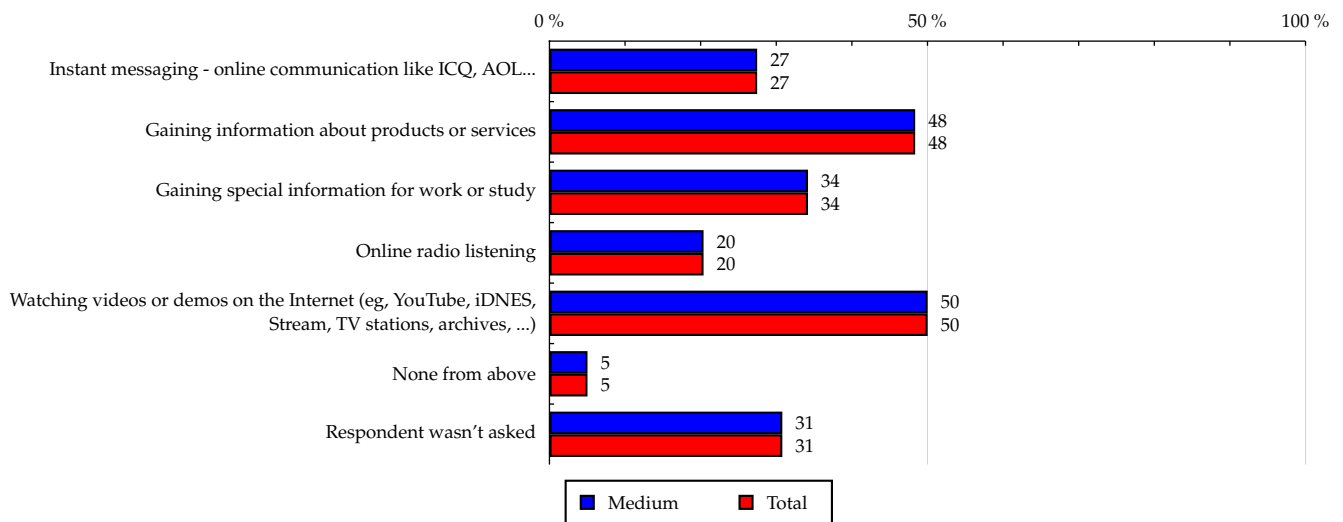
# TOTAL

**Table 24: Activities on internet which respondent does**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Instant messaging - online communication like ICQ, AOL...	27.47	1 810 735	97.70	26.06	2 096 446 915	113 115.86	100.00	27.47	1 810 735	26.06	2 096 446 915
Gaining information about products or services	48.37	3 187 829	97.70	47.54	3 823 451 221	117 180.42	100.00	48.37	3 187 829	47.54	3 823 451 221
Gaining special information for work or study	34.20	2 254 167	97.70	33.33	2 681 065 931	116 202.61	100.00	34.20	2 254 167	33.33	2 681 065 931
Online radio listening	20.38	1 343 405	97.70	22.24	1 788 687 102	130 083.35	100.00	20.38	1 343 405	22.24	1 788 687 102
Watching videos or demos on the Internet (eg, YouTube, iDNES, Stream, TV stations, archives, ...)	50.02	3 296 680	97.70	56.72	4 562 145 447	135 203.16	100.00	50.02	3 296 680	56.72	4 562 145 447
None from above	5.03	331 761	97.70	4.63	372 031 683	109 559.16	100.00	5.03	331 761	4.63	372 031 683
Respondent wasn't asked	30.80	2 029 751	97.70	31.65	2 546 000 342	122 549.11	100.00	30.80	2 029 751	31.65	2 546 000 342

Source: NetMonitor – SPIR – Gemius & Mediaresearch, May 2014

**Chart 24: Activities on internet which respondent does by RU(%)**



Source: NetMonitor – SPIR – Gemius & Mediaresearch, May 2014

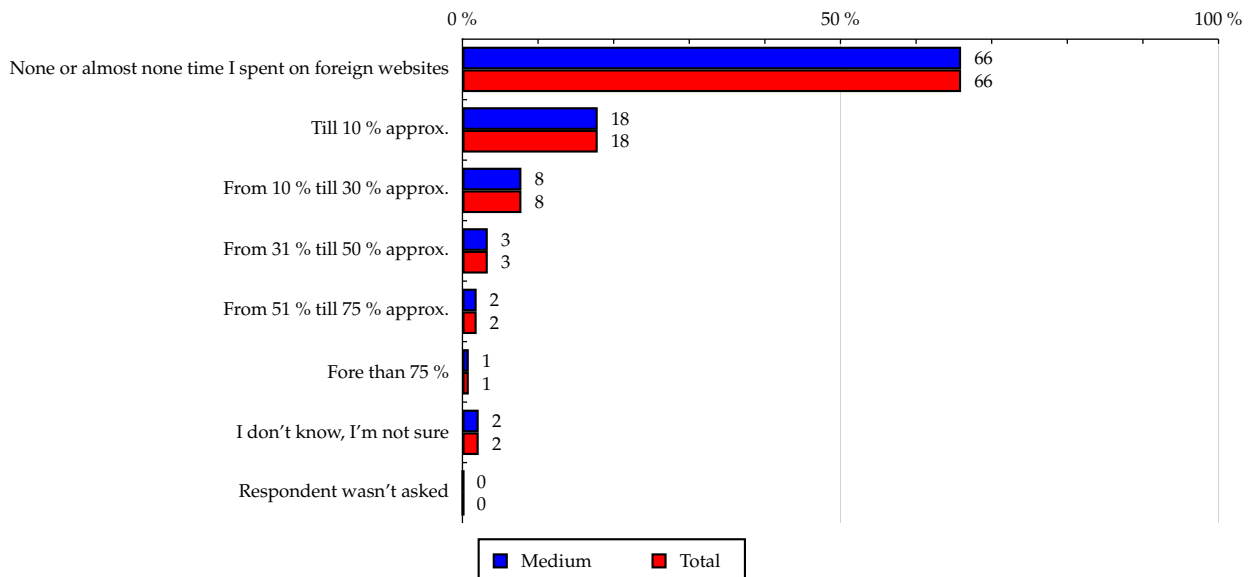
# TOTAL

**Table 25: Total internet time spent on foreign websites**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
None or almost none time I spent on foreign websites	65.95	4 346 239	97.70	68.14	5 480 716 448	123 202.15	100.00	65.95	4 346 239	68.14	5 480 716 448
Till 10 % approx.	17.89	1 179 005	97.70	18.14	1 458 748 146	120 881.30	100.00	17.89	1 179 005	18.14	1 458 748 146
From 10 % till 30 % approx.	7.80	514 042	97.70	8.69	698 801 831	132 815.65	100.00	7.80	514 042	8.69	698 801 831
From 31 % till 50 % approx.	3.35	221 073	97.70	2.49	200 366 783	88 548.90	100.00	3.35	221 073	2.49	200 366 783
From 51 % till 75 % approx.	1.88	124 230	97.70	1.03	82 454 497	64 845.62	100.00	1.88	124 230	1.03	82 454 497
Fore than 75 %	0.84	55 445	97.70	0.34	27 010 922	47 595.45	100.00	0.84	55 445	0.34	27 010 922
I don't know, I'm not sure	2.15	141 472	97.70	1.11	89 239 742	61 628.46	100.00	2.15	141 472	1.11	89 239 742
Respondent wasn't asked	0.14	9 080	97.70	0.07	5 937 880	63 888.51	100.00	0.14	9 080	0.07	5 937 880

Source: NetMonitor – SPIR – Gemius & Mediaresearch, May 2014

**Chart 25: Total internet time spent on foreign websites by RU(%)**



Source: NetMonitor – SPIR – Gemius & Mediaresearch, May 2014

## THE KEY

Below mentioned term "target group" (given target group, chosen target group, chosen TG) is being used here as a target group given in a table line (or column of graph) of a given sociodemographic indicator, i.e. target group "women", "Liberec region", "Retired", etc. The target group "All" is defined as Persons in the age of 10+ that have visited Internet at least once in the last month.

## MEDIUM:

**RU(number)** – a number of visitors (real users) from the respective target group of a chosen medium

**RU(%)** – structure of visitors

Information on the visitors profile of a chosen medium – in the form of proportional spreading of Internet users (according to Reach) among individual target groups

$$RU(\%) = RU(\text{number})(\text{medium})(\text{chosen TG}) / RU(\text{number})(\text{medium})(\text{TG All}) * 100$$

**Reach(%)** – proportion of the number of the medium visitors from the respective target group to the size of this target group

$$\text{Reach}(\%)(\text{CS}) = RU(\text{number})(\text{medium})(\text{TG}) / \text{size of TG}(\text{number}) * 100$$

**PV(number)** – number of page views generated in the medium by users from a respective target group

**PV(%)** – structure of page views

Information on the visitors profile of a chosen medium – in the form of proportional spreading of Internet users (according to page views) among individual target groups

$$PV(\%) = PV(\text{number})(\text{medium})(\text{chosen TG}) / PV(\text{number})(\text{medium})(\text{TG All}) * 100$$

**TRP(%)** – Target Rating Points

Gross rating of a given target group on a chosen medium

$$TRP(\%) = PV(\text{number})(\text{medium}) / \text{size of TG}(\text{number}) * 100$$

(similarly is defined indicator GRP(%) Gross Rating Points, the difference is that as target group all population is considered, target group All)

**Affinity(%)** – affinity of reach

Coefficient expressing the relationship between the audience of a chosen medium and the audience of all measured medium

$$\text{Affinity}(\%) = \text{Reach}(\%)(\text{medium})(\text{chosen TG}) / \text{Reach}(\%)(\text{medium})(\text{TG All})$$

## TOTAL:

**Total RU(number)** – a number of visitors (real users) from the respective target group of all measured medium

**Total RU(%)** – structure of visitors, i.e. information on the total Reach profile for all measured medium

Information on the visitors profile of all measured medium – in the form of proportional spreading of Internet users (according to Reach) among individual target groups

$$RU(\%) = RU(\text{number})(\text{all medium})(\text{chosen TG}) / RU(\text{number})(\text{all medium})(\text{TG All}) * 100$$

**Total PV(number)** – number of page views generated on all measured medium by users from a respective target group

**Total PV(%)** – structure of visitors, i.e. information on the profile of page views in total for all measured medium

Information on the visitors profile of all measured medium – in the form of proportional spreading of Internet users (according to page views) among individual target groups.

$$PV(\%) = PV(\text{number})(\text{all medium})(\text{chosen TG}) / PV(\text{number})(\text{all media})(\text{TG All}) * 100$$

## Question on IT knowledge

**Basic** – persons, which declare basic computer and Internet knowledge (e.g. writing basic text, saving files, electronic mail, surfing websites, etc)

**Above standard** – persons, which declare above standard computer and Internet knowledge (e.g. using mathematical functions in a table calculator, creating graphical presentations, work with search engines, databases on the users level, etc.)

**Professional** – IT professionals (e.g. administrators or coders)

## ABCDE classification

ABCDE classification enables evaluation of social and economical status of an individual in the society. Usually it is calculated for the head of a household. Considering the particularity of Internet questioning a method of direct calculation for individual respondents has been adopted. The methodological committee has been working on the ABCDE classification update with representatives of the research agencies, media agencies and public professionals resulting in the suggestion of the scale A,B,C1,C2,D,E1,E2,E3. This scale corresponds with the international standard accredited by ESOMAR and also the algorithm of the individual's categorization corresponds with the international customs. ABCDE classification divides household individuals into social categories based on economical status (economically active x inactive individual). For economically active it then divides entrepreneur and employee. The place at work then serves to further differentiation (including possible number of subordinates for managing positions). The education of the examined person has the influence on the final categorization for all aroused classes. Based on the ESOMAR standards for economically inactive people we do not proceed according to their last employment but the level of the economic strength measured through the household facilities. The education influence is present here as well. Owing to the fact that the international procedure corresponds to the European levels, the social structure of the Czech population comes out worse than it used to for the current ABCD classification. Nevertheless this structure enables us to conduct comparisons within Europe. Still the committee has decided that for using it within the Czech Republic, the scale will be adjusted to take into account the specifics of the Czech Republic. This adjusted scale results from the European standard by shifting one or two classes up or down based on the subsistence index of the examined person's household.

A – The group with the highest social status in the society given by a very prestigious employment and highest income at the same time.

B – The group with outstanding income, usually higher management and the group of higher specialists with minimum secondary education.

C1, C2 – The group with average living standard and average income, e.g. small businessmen, self employees, technicians, officers and lower specialists.

D – The group with average and slightly below-average living standard, e.g. qualified manual workers.

E1, E2, E3 – The group characterised with below-average living standard predominantly with inactive individuals, i.e. unemployed, retired or not qualified workers.

### Questions on the economic activity and employment:

These questions (18, 19, 20, 21 a 22) have been used (apart the others) mainly to set up the ABCDE classification. Based on the respondent's answer to question 8 (Economic activity), he/she is then questioned by a group of specific questions. Question 8 is hence used a filter to put further questions. Thus not each respondent is asked the above mentioned five questions. Therefore for the opportunity of target groups creation within the whole population the segmentation of single answers to this question is supplemented with the group of respondents that haven't been asked this question. So for instance at question 20 "Business activities" this group is called "Respondent is not a businessman".