

SPIR NetMonitor

Research on the Sociodemography of Internet Users in the Czech Republic

Medium title:

TOTAL

Month:

June 2014

Basic information	
The size of Internet population in the Czech Republic	6 500 147
Number of respondents	
Medium	N = 13 500
Total (for all measured media)	N = 13 500
RU(number)	6 350 643
Reach(%)	97.70
PV(number) (from Czech visitors)	7 430 050 027
PV(number) (from all visitors)	7 964 492 597
GRP (%)	114 305.88

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

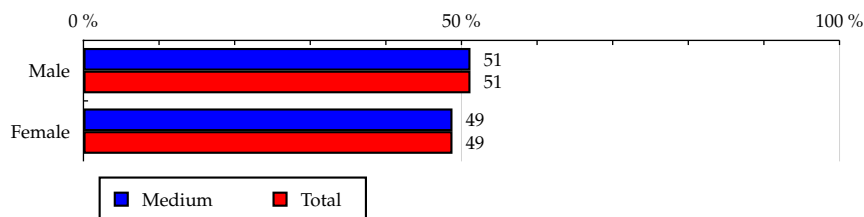
TOTAL

Table 1: Sex

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Male	51.19	3 250 776	97.54	51.06	3 794 039 443	113 838.67	99.83	51.19	3 250 776	51.06	3 794 039 443
Female	48.81	3 099 866	97.87	48.94	3 636 010 584	114 797.50	100.17	48.81	3 099 866	48.94	3 636 010 584

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

Chart 1: Sex by RU(%)



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

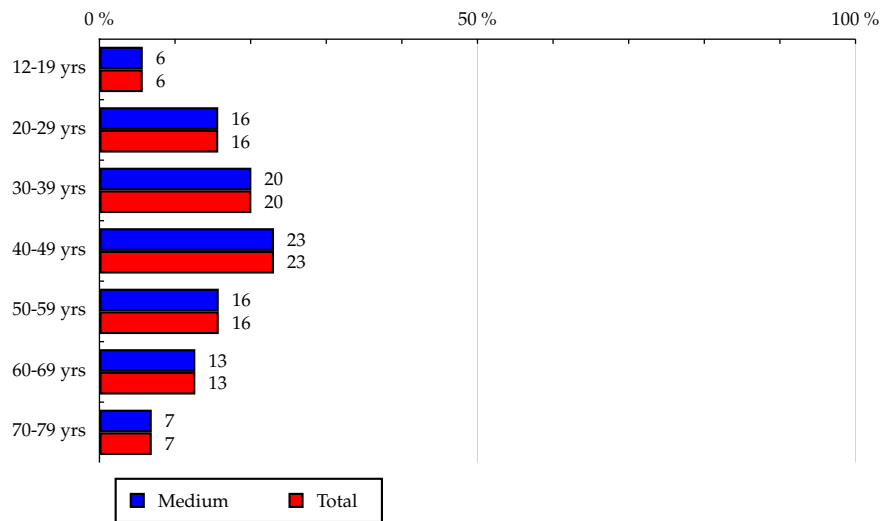
TOTAL

Table 2: Age

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
12-19 yrs	5.73	363 778	89.99	2.19	162 908 796	40 299.65	92.11	5.73	363 778	2.19	162 908 796
20-29 yrs	15.71	997 959	98.26	17.16	1 275 072 775	125 542.94	100.57	15.71	997 959	17.16	1 275 072 775
30-39 yrs	20.09	1 276 003	98.44	18.55	1 378 148 395	106 322.61	100.76	20.09	1 276 003	18.55	1 378 148 395
40-49 yrs	23.09	1 466 169	98.01	22.90	1 701 408 342	113 739.71	100.32	23.09	1 466 169	22.90	1 701 408 342
50-59 yrs	15.78	1 002 099	98.51	19.31	1 434 563 875	141 020.38	100.83	15.78	1 002 099	19.31	1 434 563 875
60-69 yrs	12.68	805 107	98.35	13.53	1 005 189 382	122 789.47	100.66	12.68	805 107	13.53	1 005 189 382
70-79 yrs	6.92	439 524	97.18	6.36	472 758 462	104 527.82	99.47	6.92	439 524	6.36	472 758 462

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

Chart 2: Age by RU(%)



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

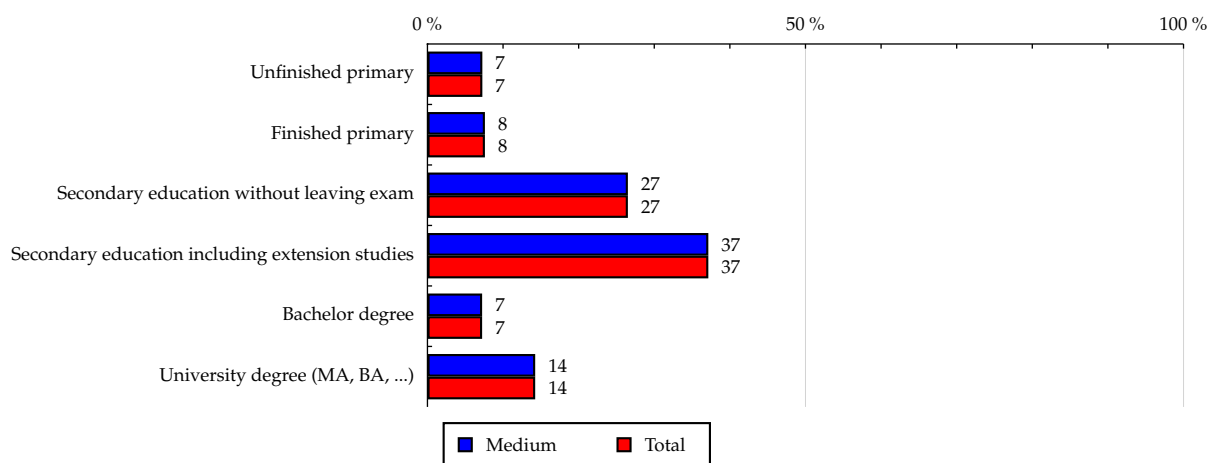
TOTAL

Table 3: Highest Education

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unfinished primary	7.26	461 298	91.37	3.05	226 589 330	44 881.09	93.52	7.26	461 298	3.05	226 589 330
Finished primary	7.60	482 393	98.26	8.30	616 789 086	125 630.19	100.57	7.60	482 393	8.30	616 789 086
Secondary education without leaving exam	26.51	1 683 605	97.98	29.34	2 180 111 392	126 870.24	100.28	26.51	1 683 605	29.34	2 180 111 392
Secondary education including extension studies	37.15	2 359 206	98.29	39.72	2 951 131 340	122 951.25	100.60	37.15	2 359 206	39.72	2 951 131 340
Bachelor degree	7.23	459 346	98.68	7.48	556 067 794	119 462.41	101.01	7.23	459 346	7.48	556 067 794
University degree (MA, BA, ...)	14.25	904 793	98.32	12.10	899 361 086	97 732.66	100.64	14.25	904 793	12.10	899 361 086

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

Chart 3: Highest Education by RU(%)



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

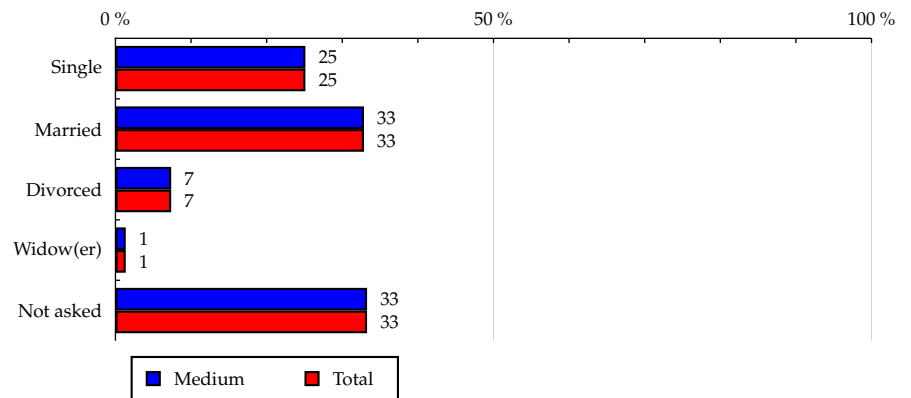
TOTAL

Table 4: Marital Status

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Single	25.12	1 595 226	88.28	24.50	1 820 684 635	100 759.28	90.36	25.12	1 595 226	24.50	1 820 684 635
Married	32.87	2 087 456	103.85	31.86	2 367 483 897	117 781.53	106.30	32.87	2 087 456	31.86	2 367 483 897
Divorced	7.37	468 252	68.47	7.55	561 180 525	82 057.12	70.08	7.37	468 252	7.55	561 180 525
Widow(er)	1.36	86 054	75.74	1.20	89 433 758	78 711.60	77.52	1.36	86 054	1.20	89 433 758
Not asked	33.28	2 113 652	112.09	34.88	2 591 267 212	137 423.56	114.73	33.28	2 113 652	34.88	2 591 267 212

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

Chart 4: Marital Status by RU(%)



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

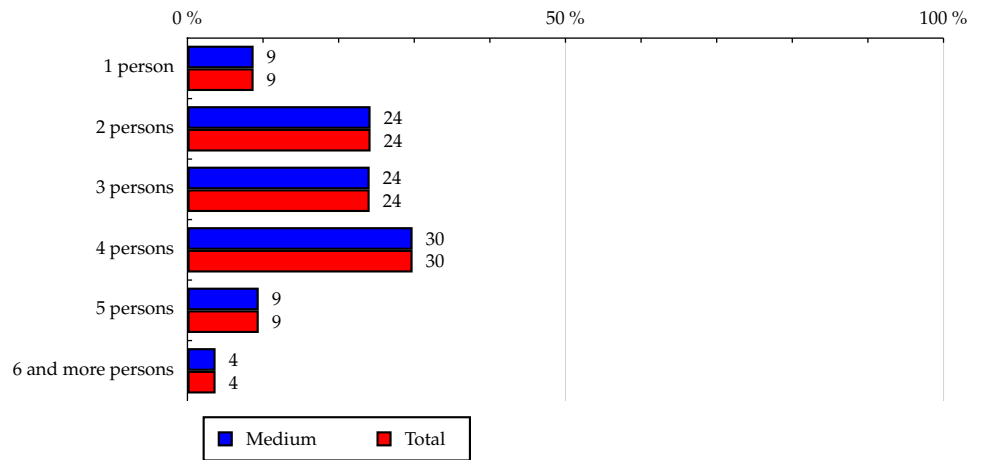
TOTAL

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	8.75	555 689	71.15	8.97	666 472 563	85 335.02	72.83	8.75	555 689	8.97	666 472 563
2 persons	24.22	1 538 261	87.69	24.63	1 830 002 289	104 326.29	89.76	24.22	1 538 261	24.63	1 830 002 289
3 persons	24.10	1 530 348	95.64	24.36	1 810 209 968	113 135.63	97.90	24.10	1 530 348	24.36	1 810 209 968
4 persons	29.78	1 891 285	116.60	30.08	2 235 067 111	137 794.27	119.34	29.78	1 891 285	30.08	2 235 067 111
5 persons	9.43	598 912	120.83	8.85	657 917 796	132 730.36	123.67	9.43	598 912	8.85	657 917 796
6 and more persons	3.72	236 145	95.50	3.10	230 380 300	93 166.36	97.75	3.72	236 145	3.10	230 380 300

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

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



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

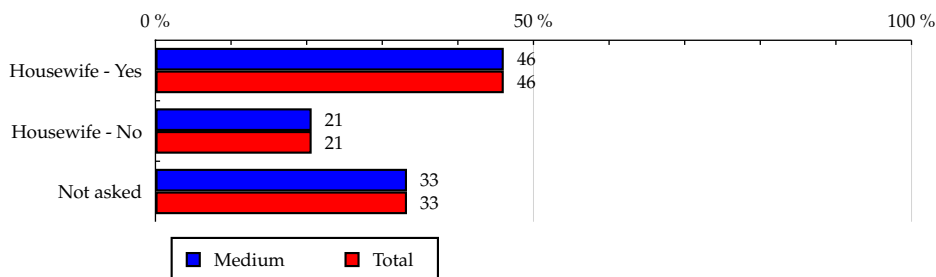
TOTAL

Table 6: Housewife

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Housewife - Yes	46.07	2 925 521	88.67	45.04	3 346 227 896	101 416.35	90.75	46.07	2 925 521	45.04	3 346 227 896
Housewife - No	20.66	1 311 999	99.68	20.09	1 492 650 708	113 399.79	102.02	20.66	1 311 999	20.09	1 492 650 708
Not asked	33.27	2 113 122	112.14	34.87	2 591 171 423	137 508.01	114.78	33.27	2 113 122	34.87	2 591 171 423

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

Chart 6: Housewife by RU(%)



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

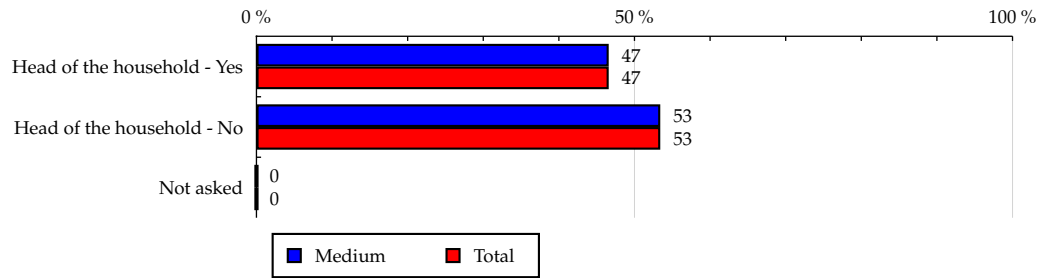
TOTAL

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	46.59	2 958 450	90.13	47.56	3 534 014 180	107 661.44	92.25	46.59	2 958 450	47.56	3 534 014 180
Head of the household - No	53.41	3 392 192	105.43	52.44	3 896 035 847	121 084.34	107.91	53.41	3 392 192	52.44	3 896 035 847
Not asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



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

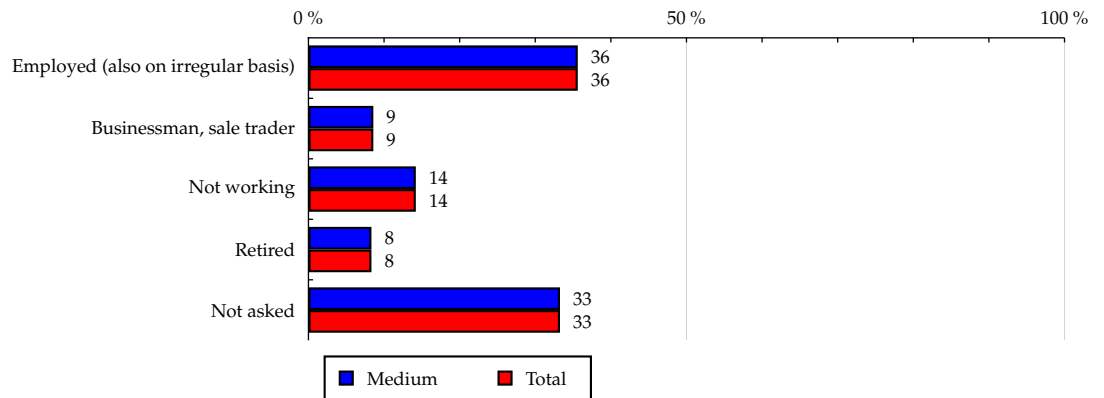
TOTAL

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)	35.62	2 262 245	83.92	33.91	2 519 253 977	93 449.54	85.89	35.62	2 262 245	33.91	2 519 253 977
Businessman, sale trader	8.58	544 904	77.79	8.52	633 206 709	90 400.59	79.63	8.58	544 904	8.52	633 206 709
Not working	14.20	901 597	108.24	14.59	1 083 707 286	130 104.68	110.79	14.20	901 597	14.59	1 083 707 286
Retired	8.33	528 772	136.80	8.11	602 710 632	155 929.10	140.02	8.33	528 772	8.11	602 710 632
Not asked	33.27	2 113 122	112.14	34.87	2 591 171 423	137 508.01	114.78	33.27	2 113 122	34.87	2 591 171 423

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

Chart 8: Economic Activity by RU(%)



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

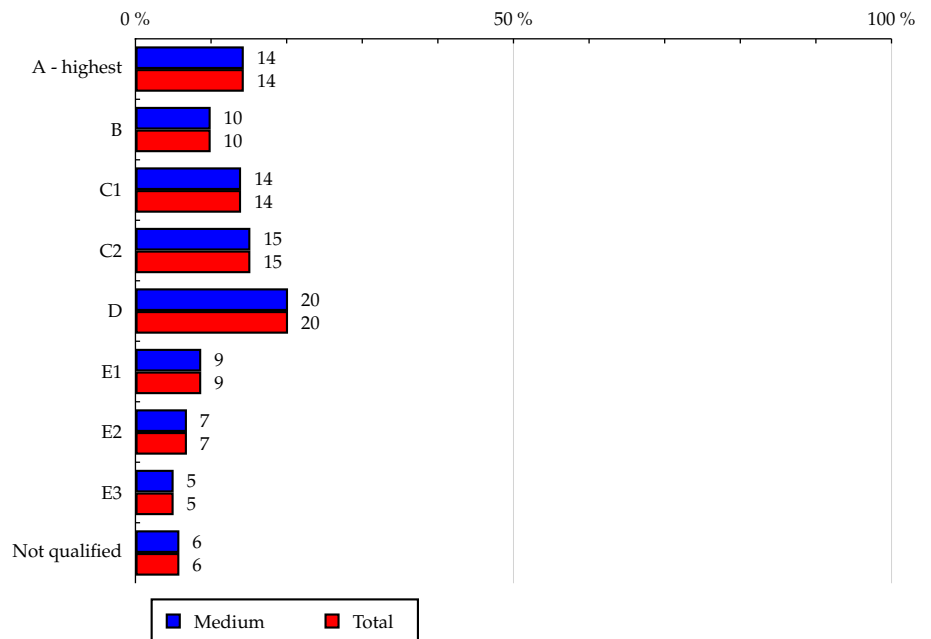
TOTAL

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	14.33	909 894	92.83	12.74	946 701 454	96 581.74	95.01	14.33	909 894	12.74	946 701 454
B	9.95	631 962	102.51	10.79	801 808 491	130 058.76	104.92	9.95	631 962	10.79	801 808 491
C1	13.97	886 998	91.79	15.69	1 165 670 546	120 634.60	93.96	13.97	886 998	15.69	1 165 670 546
C2	15.20	965 309	95.90	16.21	1 204 401 990	119 653.53	98.16	15.20	965 309	16.21	1 204 401 990
D	20.18	1 281 859	103.60	20.25	1 504 528 798	121 600.43	106.04	20.18	1 281 859	20.25	1 504 528 798
E1	8.70	552 818	99.88	9.90	735 767 425	132 935.32	102.23	8.70	552 818	9.90	735 767 425
E2	6.81	432 580	99.77	6.95	516 566 747	119 135.58	102.11	6.81	432 580	6.95	516 566 747
E3	5.05	320 496	100.65	4.76	353 340 914	110 961.12	103.02	5.05	320 496	4.76	353 340 914
Not qualified	5.81	368 723	95.08	2.71	201 263 661	51 898.43	97.32	5.81	368 723	2.71	201 263 661

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

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



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

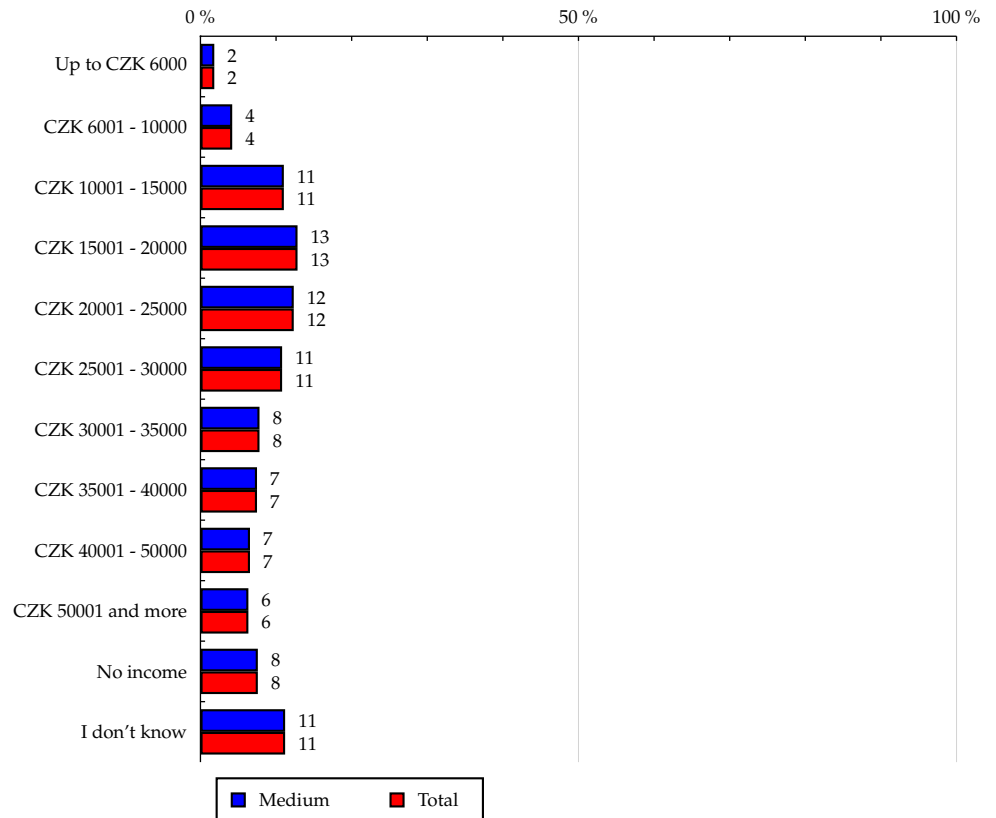
TOTAL

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	1.83	116 142	119.04	1.75	130 143 607	133 389.96	121.84	1.83	116 142	1.75	130 143 607
CZK 6001 - 10000	4.20	266 421	102.45	3.79	281 869 365	108 395.47	104.87	4.20	266 421	3.79	281 869 365
CZK 10001 - 15000	11.03	700 315	105.62	11.07	822 668 935	124 071.86	108.11	11.03	700 315	11.07	822 668 935
CZK 15001 - 20000	12.84	815 234	92.29	13.29	987 126 844	111 753.45	94.47	12.84	815 234	13.29	987 126 844
CZK 20001 - 25000	12.34	783 565	96.15	13.72	1 019 688 965	125 129.96	98.42	12.34	783 565	13.72	1 019 688 965
CZK 25001 - 30000	10.80	685 888	94.35	10.93	811 911 132	111 688.97	96.57	10.80	685 888	10.93	811 911 132
CZK 30001 - 35000	7.81	495 839	85.89	7.56	561 706 378	97 295.82	87.91	7.81	495 839	7.56	561 706 378
CZK 35001 - 40000	7.48	475 149	87.82	7.92	588 191 443	108 716.15	89.89	7.48	475 149	7.92	588 191 443
CZK 40001 - 50000	6.55	416 073	95.09	6.31	468 566 273	107 081.99	97.32	6.55	416 073	6.31	468 566 273
CZK 50001 and more	6.34	402 785	98.20	6.89	511 709 663	124 757.52	100.51	6.34	402 785	6.89	511 709 663
No income	7.59	481 906	91.87	4.30	319 791 702	60 966.15	94.04	7.59	481 906	4.30	319 791 702
I don't know	11.20	711 320	126.19	12.47	926 675 719	164 391.42	129.16	11.20	711 320	12.47	926 675 719

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

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



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

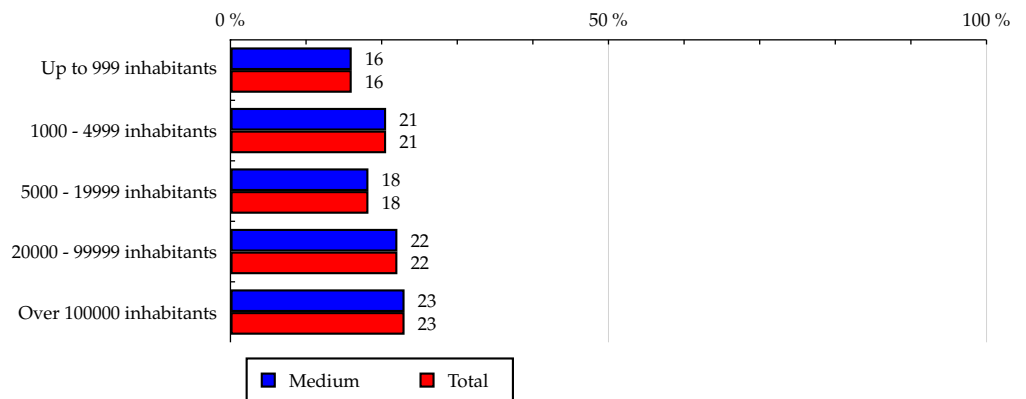
TOTAL

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	16.04	1 018 747	97.66	14.33	1 064 571 956	102 054.26	99.96	16.04	1 018 747	14.33	1 064 571 956
1000 - 4999 inhabitants	20.59	1 307 683	97.24	21.08	1 566 032 752	116 449.58	99.53	20.59	1 307 683	21.08	1 566 032 752
5000 - 19999 inhabitants	18.25	1 159 231	98.18	17.55	1 303 780 191	110 425.69	100.49	18.25	1 159 231	17.55	1 303 780 191
20000 - 99999 inhabitants	22.08	1 402 192	97.50	22.94	1 704 533 108	118 521.93	99.79	22.08	1 402 192	22.94	1 704 533 108
Over 100000 inhabitants	23.03	1 462 788	97.95	24.11	1 791 132 020	119 941.04	100.26	23.03	1 462 788	24.11	1 791 132 020

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

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



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

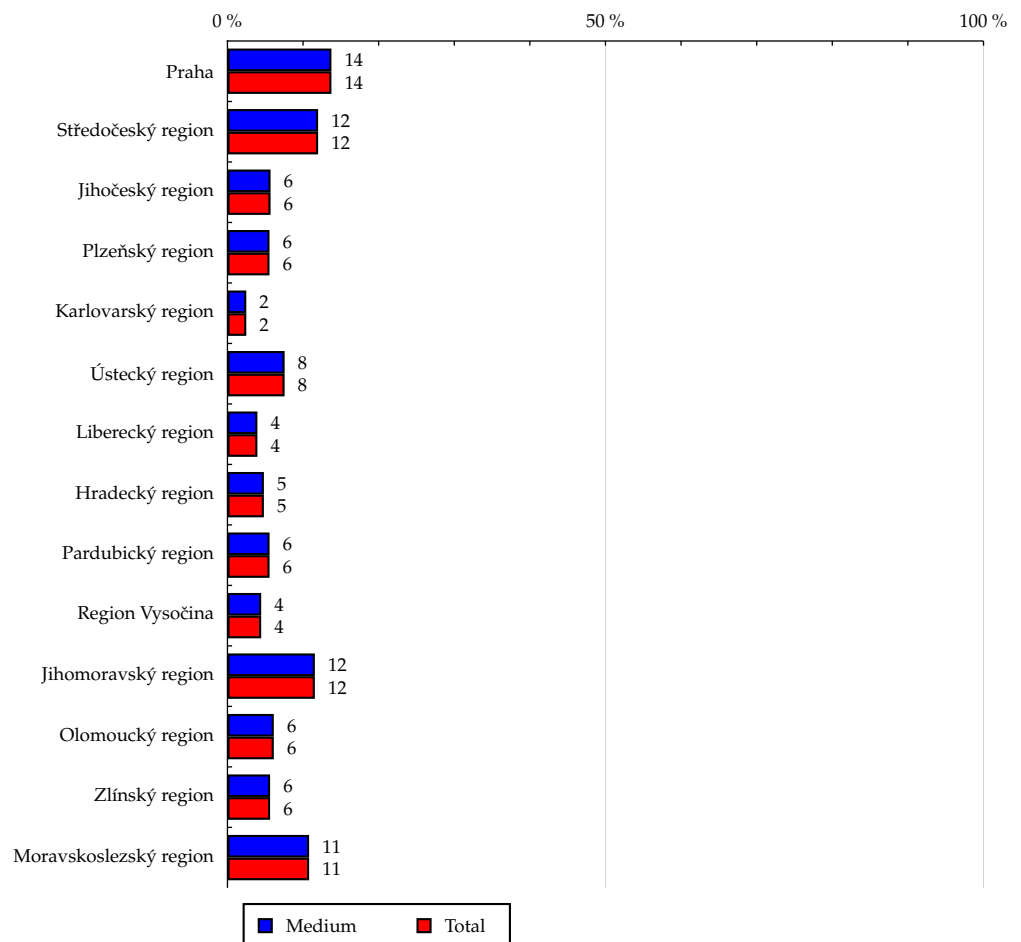
TOTAL

Table 12: Region

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Praha	13.75	873 176	97.93	15.19	1 128 960 432	126 618.16	100.24	13.75	873 176	15.19	1 128 960 432
Středočeský region	11.99	761 563	97.81	11.36	844 053 799	108 399.22	100.11	11.99	761 563	11.36	844 053 799
Jihočeský region	5.70	362 297	98.95	5.12	380 184 173	103 832.02	101.28	5.70	362 297	5.12	380 184 173
Plzeňský region	5.56	353 312	98.61	5.37	399 277 117	111 440.26	100.93	5.56	353 312	5.37	399 277 117
Karlovarský region	2.49	158 371	95.73	2.35	174 596 288	105 542.19	97.99	2.49	158 371	2.35	174 596 288
Ústecký region	7.56	479 820	97.76	7.84	582 420 085	118 660.96	100.06	7.56	479 820	7.84	582 420 085
Liberecký region	3.96	251 586	98.69	3.61	268 494 715	105 318.91	101.01	3.96	251 586	3.61	268 494 715
Hradecký region	4.82	306 246	97.28	4.56	339 105 688	107 720.27	99.57	4.82	306 246	4.56	339 105 688
Pardubický region	5.57	353 823	98.83	4.89	363 356 835	101 488.50	101.15	5.57	353 823	4.89	363 356 835
Region Vysočina	4.46	283 327	98.35	5.12	380 047 896	131 921.68	100.66	4.46	283 327	5.12	380 047 896
Jihomoravský region	11.56	734 069	96.43	11.23	834 275 766	109 595.33	98.70	11.56	734 069	11.23	834 275 766
Olomoucký region	6.13	389 329	98.71	5.53	410 597 361	104 099.18	101.03	6.13	389 329	5.53	410 597 361
Zlínský region	5.64	358 014	94.91	6.57	488 348 858	129 465.74	97.15	5.64	358 014	6.57	488 348 858
Moravskoslezský region	10.80	685 704	97.89	11.26	836 331 013	119 398.07	100.20	10.80	685 704	11.26	836 331 013

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

Chart 12: Region by RU(%)



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

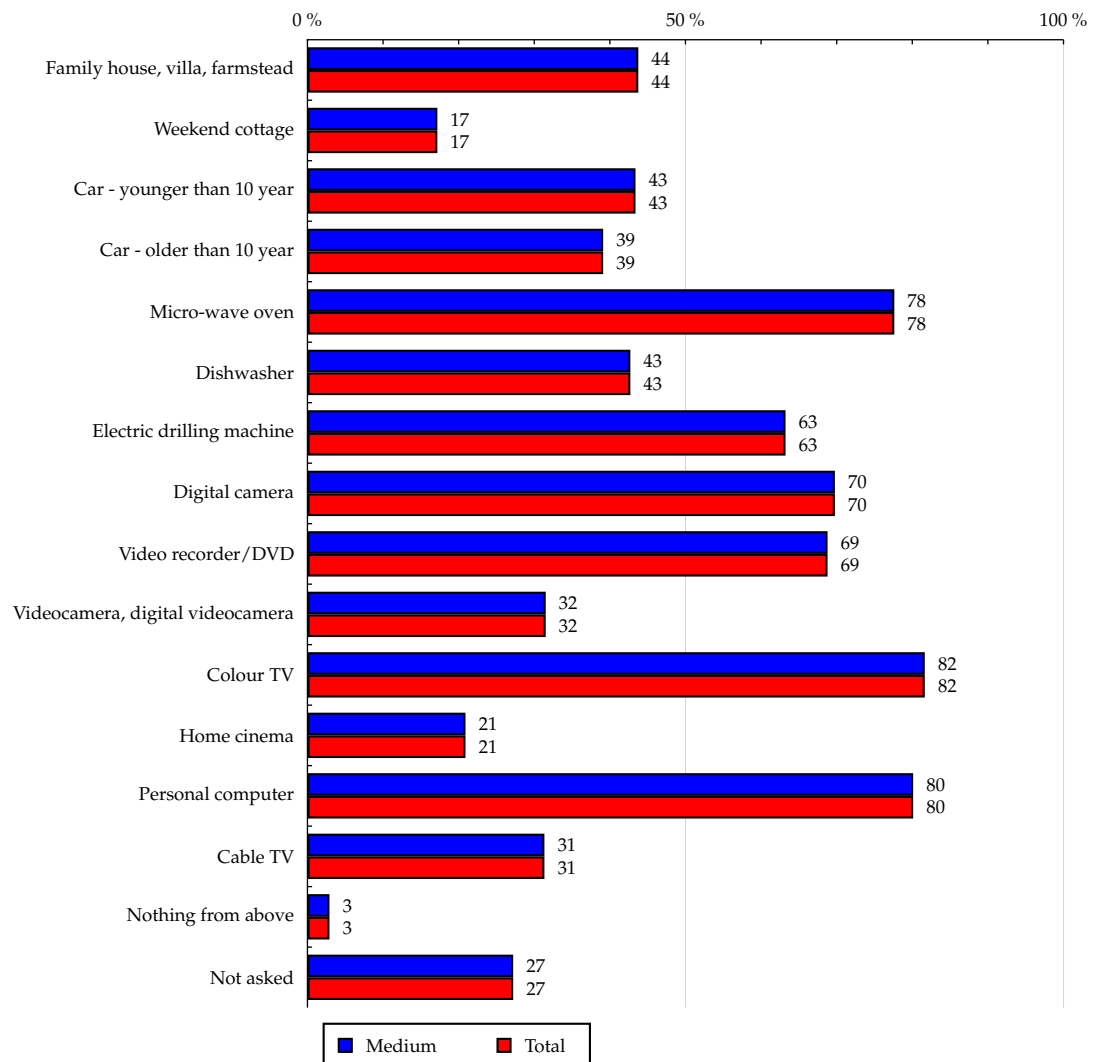
TOTAL

Table 13: Facilities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Family house, villa, farmstead	43.76	2 778 753	104.13	43.58	3 237 772 624	121 329.65	106.58	43.76	2 778 753	43.58	3 237 772 624
Weekend cottage	17.18	1 090 756	94.67	16.49	1 225 332 508	106 344.94	96.89	17.18	1 090 756	16.49	1 225 332 508
Car - younger than 10 year	43.39	2 755 252	100.39	43.30	3 217 017 138	117 218.36	102.76	43.39	2 755 252	43.30	3 217 017 138
Car - older than 10 year	39.11	2 484 036	95.60	40.01	2 972 980 605	114 422.87	97.86	39.11	2 484 036	40.01	2 972 980 605
Micro-wave oven	77.62	4 929 505	94.98	80.84	6 006 548 736	115 734.25	97.22	77.62	4 929 505	80.84	6 006 548 736
Dishwasher	42.71	2 712 663	101.01	42.74	3 175 547 750	118 249.12	103.39	42.71	2 712 663	42.74	3 175 547 750
Electric drilling machine	63.23	4 015 326	94.80	64.59	4 799 045 586	113 302.74	97.03	63.23	4 015 326	64.59	4 799 045 586
Digital camera	69.76	4 430 421	93.89	72.15	5 360 482 663	113 597.18	96.10	69.76	4 430 421	72.15	5 360 482 663
Video recorder/DVD	68.79	4 368 522	92.44	71.19	5 289 229 745	111 926.73	94.62	68.79	4 368 522	71.19	5 289 229 745
Videocamera, digital videocamera	31.51	2 000 978	89.34	31.40	2 332 809 109	104 158.11	91.45	31.51	2 000 978	31.40	2 332 809 109
Colour TV	81.65	5 184 989	95.50	84.44	6 273 725 148	115 554.25	97.75	81.65	5 184 989	84.44	6 273 725 148
Home cinema	20.90	1 327 537	80.91	20.73	1 540 148 031	93 864.53	82.81	20.90	1 327 537	20.73	1 540 148 031
Personal computer	80.11	5 087 338	93.52	82.86	6 156 331 701	113 165.21	95.72	80.11	5 087 338	82.86	6 156 331 701
Cable TV	31.34	1 990 199	88.39	31.98	2 376 398 533	105 539.79	90.47	31.34	1 990 199	31.98	2 376 398 533
Nothing from above	2.91	184 901	142.33	3.25	241 167 281	185 639.88	145.68	2.91	184 901	3.25	241 167 281
Not asked	27.21	1 728 287	111.47	28.81	2 140 353 277	138 041.23	114.09	27.21	1 728 287	28.81	2 140 353 277

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

Chart 13: Facilities by RU(%)



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

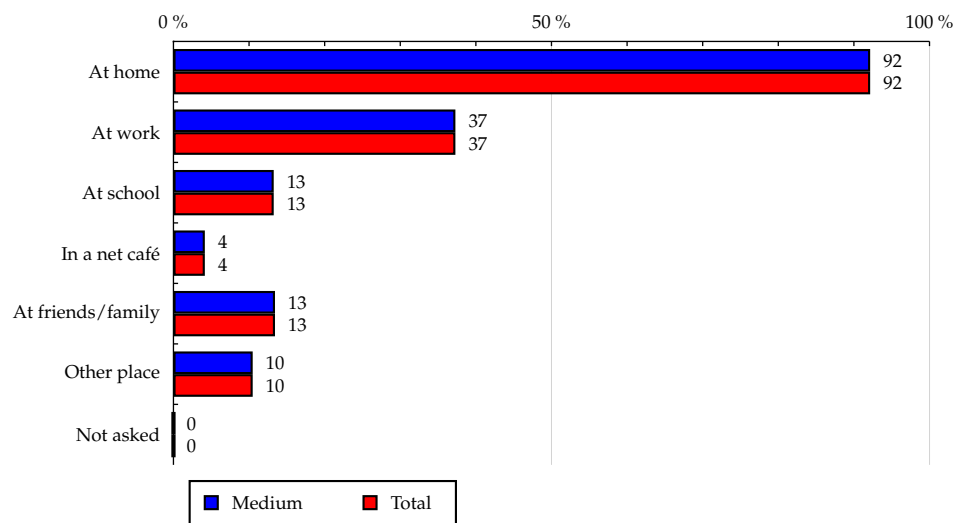
TOTAL

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	92.15	5 851 888	95.57	92.59	6 879 286 502	112 350.06	97.82	92.15	5 851 888	92.59	6 879 286 502
At work	37.29	2 368 060	98.64	37.63	2 795 908 149	116 466.55	100.97	37.29	2 368 060	37.63	2 795 908 149
At school	13.26	841 994	92.84	12.27	911 961 454	100 550.97	95.02	13.26	841 994	12.27	911 961 454
In a net café	4.15	263 592	68.95	3.35	248 872 069	65 097.48	70.57	4.15	263 592	3.35	248 872 069
At friends/family	13.43	852 885	76.25	13.32	989 411 176	88 459.15	78.05	13.43	852 885	13.32	989 411 176
Other place	10.48	665 512	74.61	10.02	744 474 155	83 462.41	76.37	10.48	665 512	10.02	744 474 155
Not asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



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

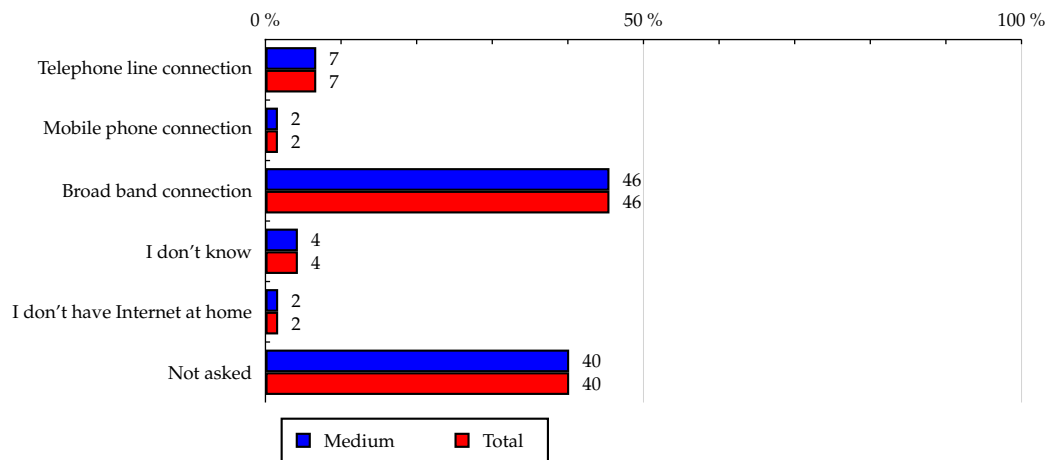
TOTAL

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	6.72	426 513	116.35	6.23	463 082 746	126 331.28	119.09	6.72	426 513	6.23	463 082 746
Mobile phone connection	1.65	104 680	115.47	1.56	115 663 044	127 588.64	118.19	1.65	104 680	1.56	115 663 044
Broad band connection	45.50	2 889 268	101.34	44.89	3 335 455 637	116 994.75	103.73	45.50	2 889 268	44.89	3 335 455 637
I don't know	4.29	272 546	357.72	4.66	346 315 104	454 538.73	366.14	4.29	272 546	4.66	346 315 104
I don't have Internet at home	1.68	106 866	-	1.96	145 745 222	-	-	1.68	106 866	1.96	145 745 222
Not asked	40.17	2 550 768	81.87	40.70	3 023 788 274	97 047.04	83.79	40.17	2 550 768	40.70	3 023 788 274

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

Chart 15: Connection from Home by RU(%)



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

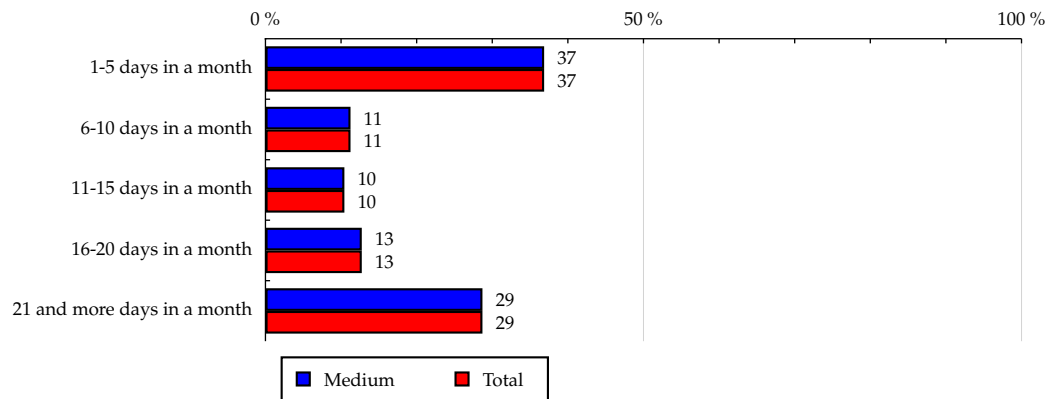
TOTAL

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	36.86	2 341 034	160.79	14.24	1 058 348 227	72 692.69	164.58	36.86	2 341 034	14.24	1 058 348 227
6-10 days in a month	11.25	714 354	79.21	2.99	221 824 374	24 597.30	81.08	11.25	714 354	2.99	221 824 374
11-15 days in a month	10.44	662 996	79.51	5.99	445 122 789	53 384.69	81.39	10.44	662 996	5.99	445 122 789
16-20 days in a month	12.74	809 331	82.67	13.66	1 015 079 944	103 688.45	84.62	12.74	809 331	13.66	1 015 079 944
21 and more days in a month	28.70	1 822 926	78.25	63.12	4 689 674 693	201 305.70	80.09	28.70	1 822 926	63.12	4 689 674 693

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

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



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

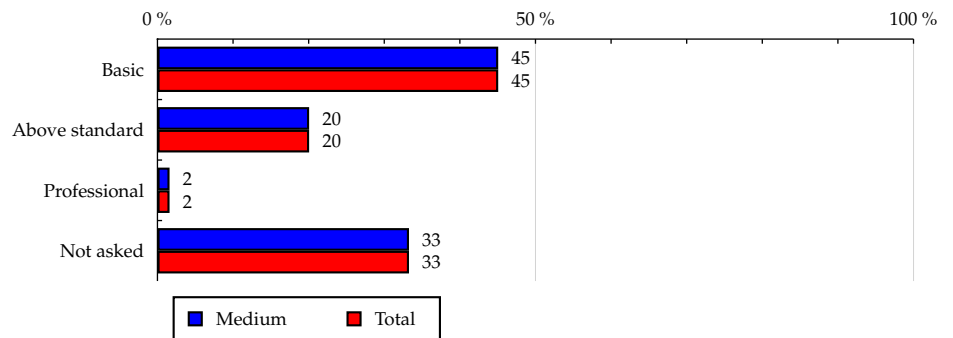
TOTAL

Table 17: IT Knowledge

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Basic	45.07	2 862 027	112.38	44.56	3 310 812 082	130 005.85	115.03	45.07	2 862 027	44.56	3 310 812 082
Above standard	20.06	1 273 823	67.40	19.16	1 423 413 721	75 320.43	68.99	20.06	1 273 823	19.16	1 423 413 721
Professional	1.60	101 669	56.71	1.41	104 652 801	58 369.52	58.04	1.60	101 669	1.41	104 652 801
Not asked	33.27	2 113 122	112.14	34.87	2 591 171 423	137 508.01	114.78	33.27	2 113 122	34.87	2 591 171 423

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

Chart 17: IT Knowledge by RU(%)



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

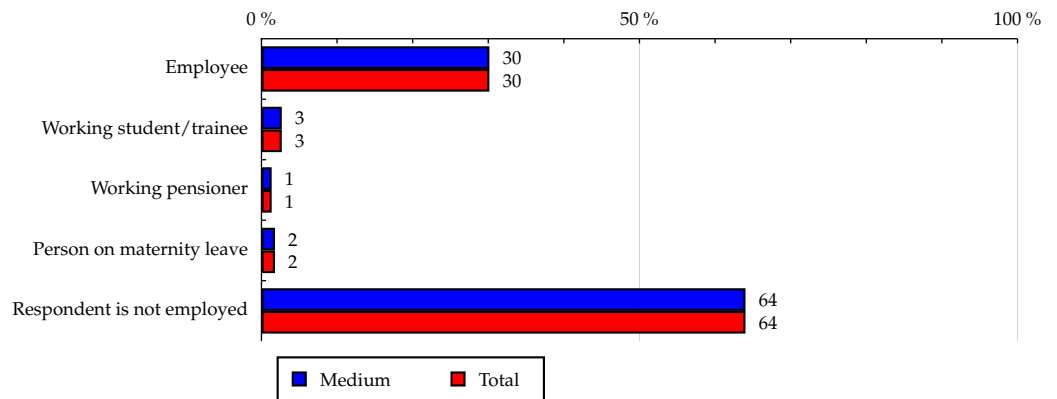
TOTAL

Table 18: Economically Active as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Employee	30.15	1 914 951	86.72	28.85	2 143 416 203	97 064.37	88.76	30.15	1 914 951	28.85	2 143 416 203
Working student/trainee	2.69	170 806	68.78	2.47	183 591 882	73 933.61	70.40	2.69	170 806	2.47	183 591 882
Working pensioner	1.35	85 564	39.51	1.14	84 883 061	39 193.07	40.44	1.35	85 564	1.14	84 883 061
Person on maternity leave	1.79	113 571	112.18	1.64	121 840 295	120 349.81	114.82	1.79	113 571	1.64	121 840 295
Respondent is not employed	64.02	4 065 748	109.13	65.90	4 896 318 585	131 417.63	111.69	64.02	4 065 748	65.90	4 896 318 585

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

Chart 18: Economically Active as by RU(%)



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

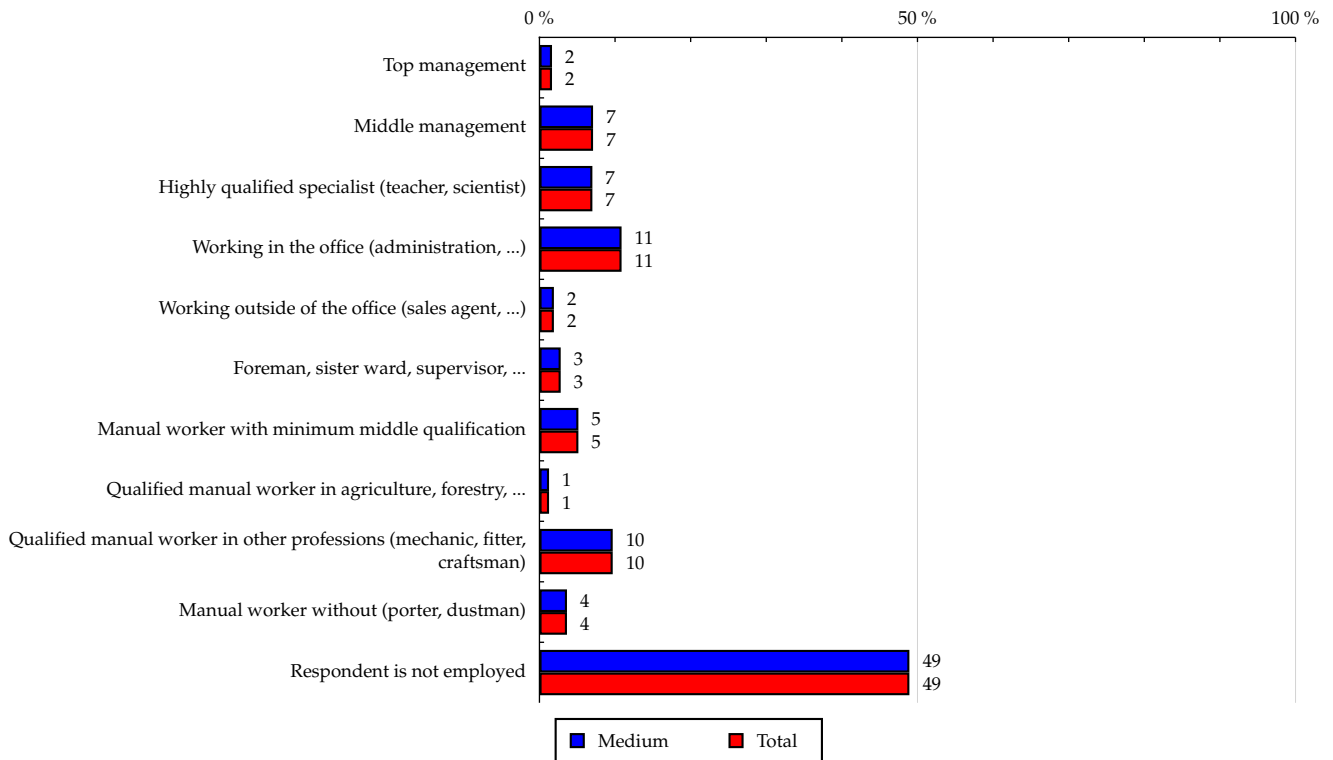
TOTAL

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	1.66	105 393	121.79	1.66	123 162 021	142 327.59	124.66	1.66	105 393	1.66	123 162 021
Middle management	7.09	450 527	88.59	6.92	513 946 400	101 056.89	90.67	7.09	450 527	6.92	513 946 400
Highly qualified specialist (teacher, scientist)	7.00	444 339	82.40	6.61	491 430 578	91 129.72	84.34	7.00	444 339	6.61	491 430 578
Working in the office (administration, ...)	10.86	689 418	107.24	11.29	838 764 289	130 473.24	109.77	10.86	689 418	11.29	838 764 289
Working outside of the office (sales agent, ...)	1.91	121 117	95.16	1.79	132 981 927	104 476.86	97.40	1.91	121 117	1.79	132 981 927
Foreman, sister ward, supervisor, ...	2.81	178 278	94.55	3.02	224 396 622	119 004.00	96.77	2.81	178 278	3.02	224 396 622
Manual worker with minimum middle qualification	5.15	327 259	83.40	4.86	361 466 323	92 122.19	85.37	5.15	327 259	4.86	361 466 323
Qualified manual worker in agriculture, forestry, ...	1.27	80 374	98.75	1.49	110 726 220	136 043.11	101.08	1.27	80 374	1.49	110 726 220
Qualified manual worker in other professions (mechanic, fitter, craftsman)	9.69	615 129	87.48	10.49	779 759 433	110 897.82	89.54	9.69	615 129	10.49	779 759 433
Manual worker without (porter, dustman)	3.64	231 364	80.90	3.41	253 530 533	88 654.80	82.81	3.64	231 364	3.41	253 530 533
Respondent is not employed	48.93	3 107 438	105.54	48.45	3 599 885 681	122 270.76	108.03	48.93	3 107 438	48.45	3 599 885 681

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

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



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

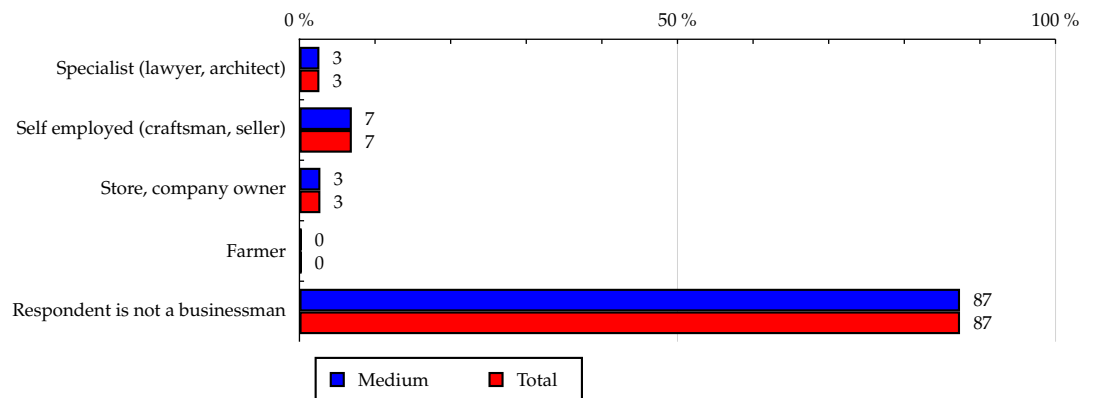
TOTAL

Table 20: Business Activities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Specialist (lawyer, architect)	2.64	167 403	76.32	2.18	162 023 566	73 870.94	78.12	2.64	167 403	2.18	162 023 566
Self employed (craftsman, seller)	6.93	440 391	76.89	7.26	539 563 127	94 202.68	78.70	6.93	440 391	7.26	539 563 127
Store, company owner	2.77	176 046	86.04	3.40	252 456 675	123 389.43	88.07	2.77	176 046	3.40	252 456 675
Farmer	0.29	18 218	106.71	0.34	25 213 480	147 685.61	109.22	0.29	18 218	0.34	25 213 480
Respondent is not a businessman	87.37	5 548 583	101.13	86.82	6 450 793 178	117 578.50	103.51	87.37	5 548 583	86.82	6 450 793 178

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

Chart 20: Business Activities by RU(%)



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

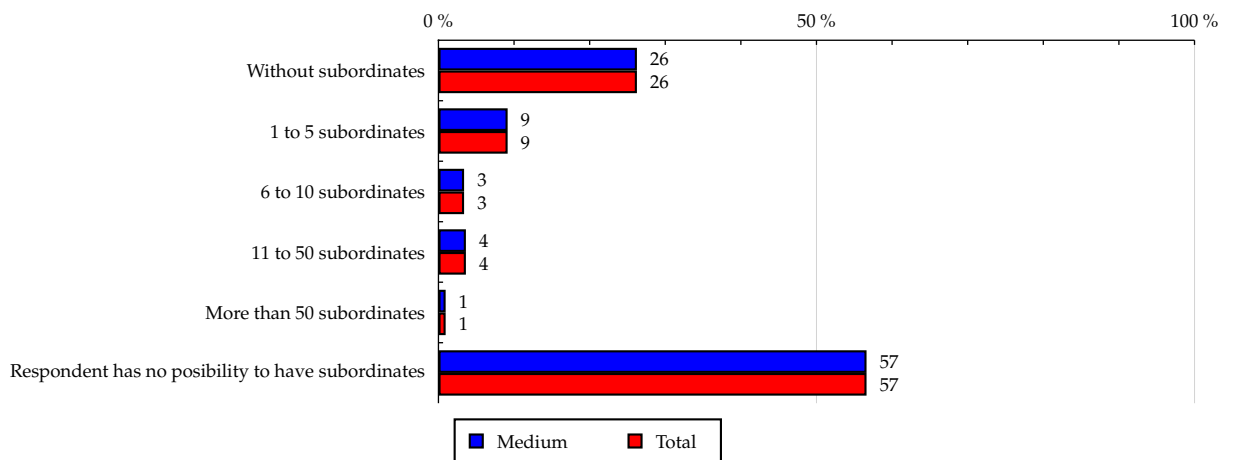
TOTAL

Table 21: Number of Subordinates

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Without subordinates	26.25	1 667 218	72.59	27.85	2 069 301 079	90 094.00	74.30	26.25	1 667 218	27.85	2 069 301 079
1 to 5 subordinates	9.15	581 351	82.88	10.68	793 664 109	113 144.18	84.83	9.15	581 351	10.68	793 664 109
6 to 10 subordinates	3.39	215 499	86.00	2.96	220 103 054	87 834.37	88.02	3.39	215 499	2.96	220 103 054
11 to 50 subordinates	3.63	230 573	97.45	3.38	251 409 117	106 256.23	99.74	3.63	230 573	3.38	251 409 117
More than 50 subordinates	0.95	60 180	75.28	0.69	50 987 154	63 782.58	77.06	0.95	60 180	0.69	50 987 154
Respondent has no possibility to have subordinates	56.62	3 595 819	122.53	54.44	4 044 585 514	137 818.19	125.41	56.62	3 595 819	54.44	4 044 585 514

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

Chart 21: Number of Subordinates by RU(%)



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

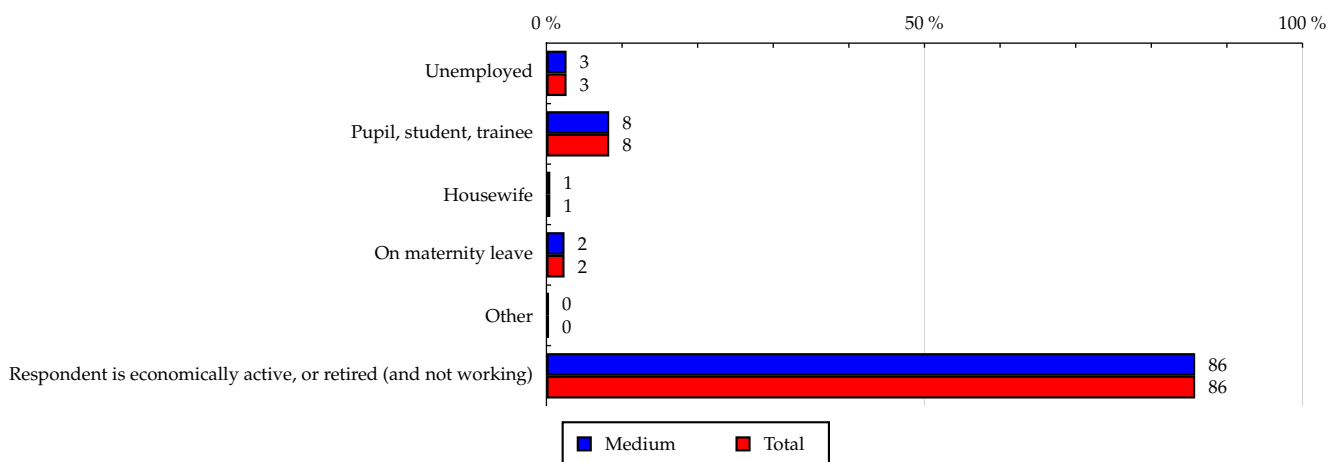
TOTAL

Table 22: Economically Inactive as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unemployed	2.66	169 190	94.35	3.60	267 551 639	149 199.54	96.57	2.66	169 190	3.60	267 551 639
Pupil, student, trainee	8.30	526 801	108.33	7.81	580 521 178	119 374.69	110.88	8.30	526 801	7.81	580 521 178
Housewife	0.51	32 638	103.89	0.51	37 975 916	120 885.91	106.34	0.51	32 638	0.51	37 975 916
On maternity leave	2.39	151 803	136.51	2.23	165 842 163	149 130.70	139.72	2.39	151 803	2.23	165 842 163
Other	0.34	21 279	85.49	0.43	31 860 903	128 007.42	87.51	0.34	21 279	0.43	31 860 903
Respondent is economically active, or retired (and not working)	85.80	5 448 930	96.15	85.41	6 346 298 229	111 986.71	98.42	85.80	5 448 930	85.41	6 346 298 229

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

Chart 22: Economically Inactive as by RU(%)



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

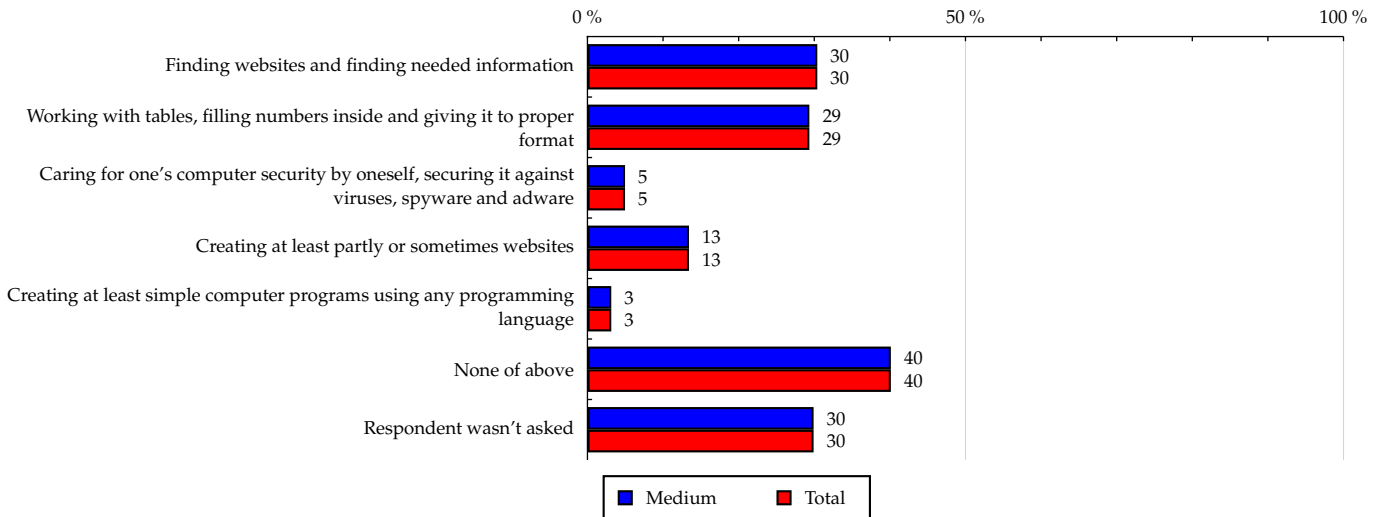
TOTAL

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	30.40	1 930 756	80.90	30.67	2 279 032 361	95 498.84	82.81	30.40	1 930 756	30.67	2 279 032 361
Working with tables, filling numbers inside and giving it to proper format	29.35	1 864 066	66.10	28.82	2 141 434 615	75 935.85	67.66	29.35	1 864 066	28.82	2 141 434 615
Caring for one's computer security by oneself, securing it against viruses, spyware and adware	4.97	315 634	59.31	4.82	358 418 389	67 352.76	60.71	4.97	315 634	4.82	358 418 389
Creating at least partly or sometimes websites	13.43	852 703	71.19	12.25	910 219 533	75 996.06	72.87	13.43	852 703	12.25	910 219 533
Creating at least simple computer programs using any programming language	3.15	200 057	75.45	2.94	218 376 057	82 356.75	77.22	3.15	200 057	2.94	218 376 057
None of above	40.13	2 548 375	220.58	42.20	3 135 659 061	271 417.55	225.78	40.13	2 548 375	42.20	3 135 659 061
Respondent wasn't asked	29.91	1 899 168	65.55	28.41	2 111 022 721	72 863.17	67.09	29.91	1 899 168	28.41	2 111 022 721

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

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



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

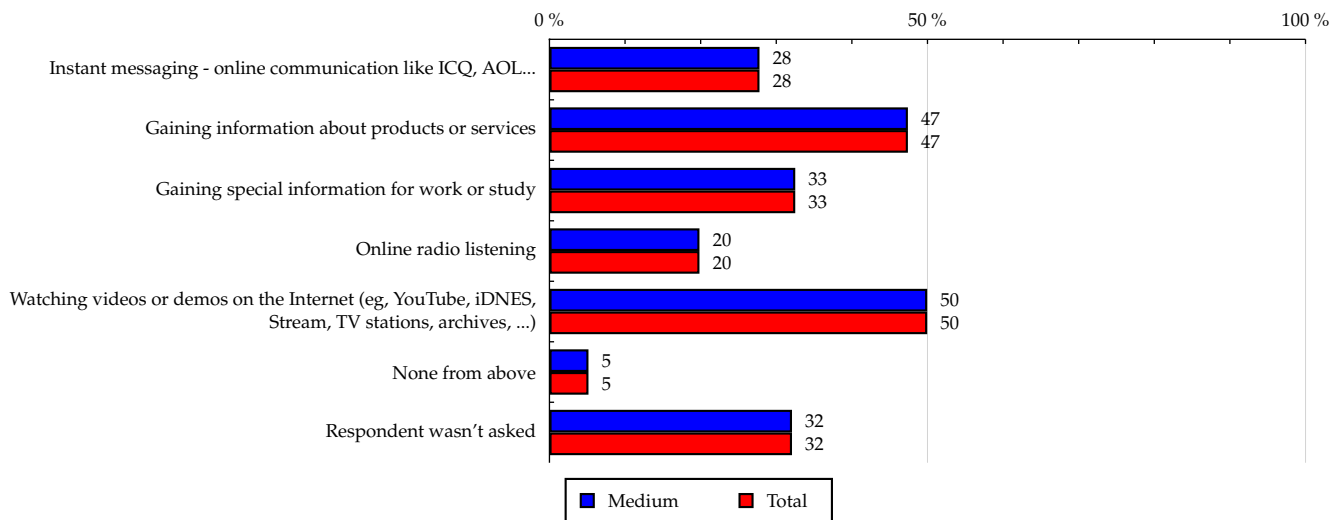
TOTAL

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...	27.78	1 764 151	64.78	26.06	1 936 301 601	71 095.98	66.30	27.78	1 764 151	26.06	1 936 301 601
Gaining information about products or services	47.41	3 010 598	92.01	45.89	3 409 678 885	104 206.47	94.18	47.41	3 010 598	45.89	3 409 678 885
Gaining special information for work or study	32.51	2 064 580	94.21	32.07	2 382 993 569	108 736.90	96.43	32.51	2 064 580	32.07	2 382 993 569
Online radio listening	19.84	1 260 119	84.99	20.21	1 501 684 824	101 279.43	86.99	19.84	1 260 119	20.21	1 501 684 824
Watching videos or demos on the Internet (eg, YouTube, iDNES, Stream, TV stations, archives, ...)	49.96	3 172 512	98.09	54.83	4 074 137 893	125 962.17	100.40	49.96	3 172 512	54.83	4 074 137 893
None from above	5.16	327 860	229.91	5.27	391 809 543	274 749.38	235.32	5.16	327 860	5.27	391 809 543
Respondent wasn't asked	32.08	2 037 359	102.63	33.29	2 473 279 369	124 593.20	105.05	32.08	2 037 359	33.29	2 473 279 369

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

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



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

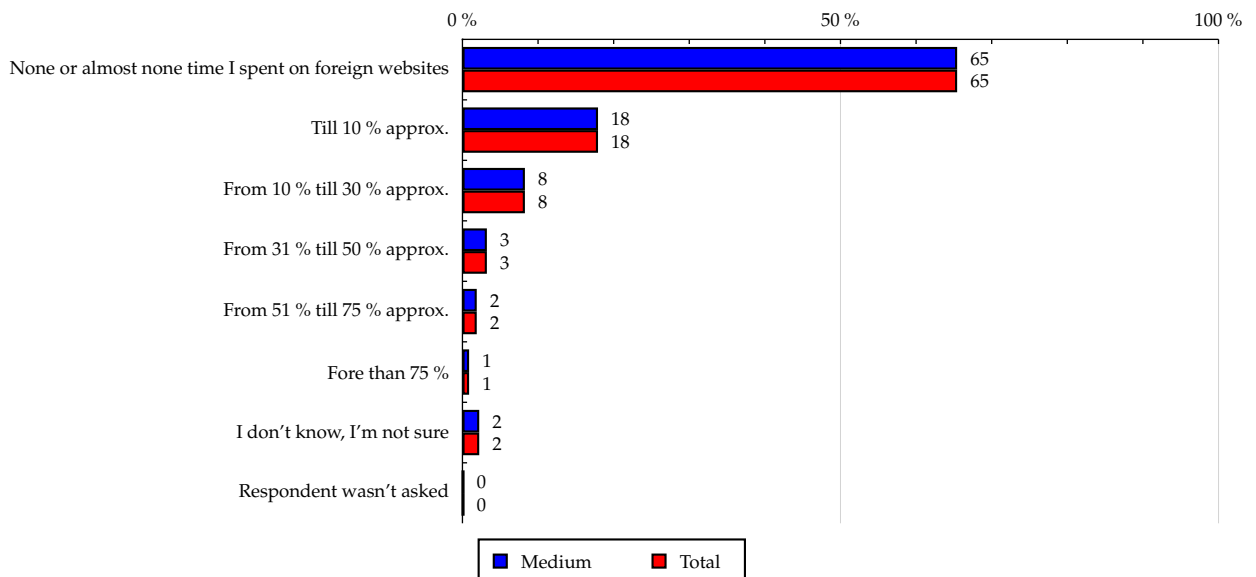
TOTAL

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	65.43	4 155 424	169.70	69.53	5 165 894 569	210 971.23	173.70	65.43	4 155 424	69.53	5 165 894 569
Till 10 % approx.	17.93	1 138 522	61.99	16.70	1 241 092 527	67 578.75	63.45	17.93	1 138 522	16.70	1 241 092 527
From 10 % till 30 % approx.	8.26	524 567	49.73	8.18	607 658 870	57 607.91	50.90	8.26	524 567	8.18	607 658 870
From 31 % till 50 % approx.	3.23	205 167	44.83	2.47	183 578 607	40 109.96	45.88	3.23	205 167	2.47	183 578 607
From 51 % till 75 % approx.	1.89	120 264	54.34	0.88	65 101 542	29 415.85	55.62	1.89	120 264	0.88	65 101 542
Fore than 75 %	0.88	56 155	65.54	0.68	50 713 936	59 186.49	67.08	0.88	56 155	0.68	50 713 936
I don't know, I'm not sure	2.22	140 984	41.02	1.47	109 249 539	31 786.21	41.99	2.22	140 984	1.47	109 249 539
Respondent wasn't asked	0.15	9 556	18.45	0.09	6 760 436	13 050.70	18.88	0.15	9 556	0.09	6 760 436

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

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



Source: NetMonitor – SPIR – Gemius & Mediaresearch, June 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

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

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".