

SPIR NetMonitor

Research on the Sociodemography of Internet Users in the Czech Republic

Medium title:

TOTAL

Month:

July 2014

Basic information	
The size of Internet population in the Czech Republic	6 409 952
Number of respondents	
Medium	N = 12 700
Total (for all measured media)	N = 12 700
RU(number)	6 262 523
Reach(%)	97.70
PV(number) (from Czech visitors)	7 278 589 926
PV(number) (from all visitors)	7 869 031 416
GRP (%)	113 551.40

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

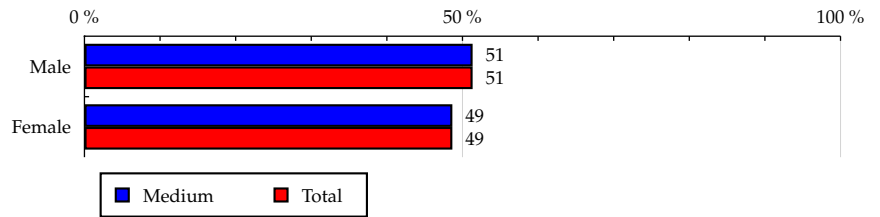
TOTAL

Table 1: Sex

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Male	51.34	3 215 445	97.84	52.61	3 829 381 698	116 515.86	100.14	51.34	3 215 445	52.61	3 829 381 698
Female	48.66	3 047 077	97.56	47.39	3 449 208 228	110 432.03	99.85	48.66	3 047 077	47.39	3 449 208 228

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

Chart 1: Sex by RU(%)



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

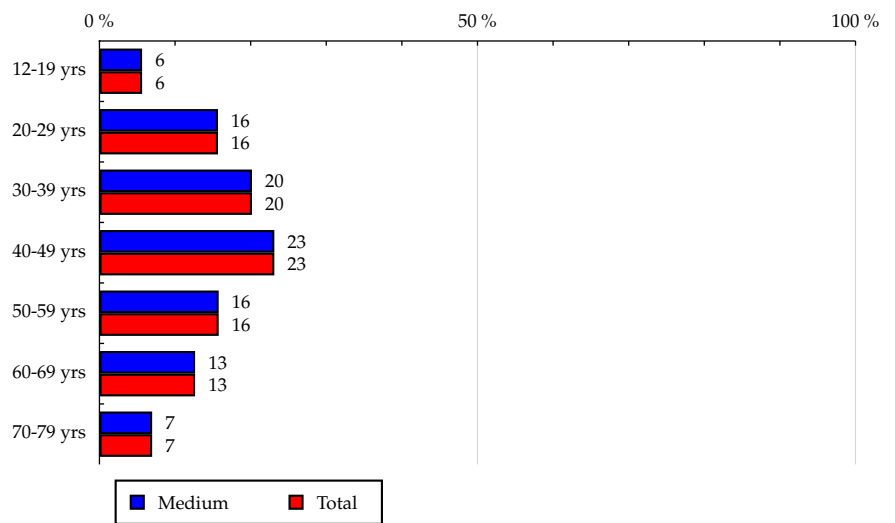
TOTAL

Table 2: Age

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
12-19 yrs	5.64	352 921	88.53	2.10	153 010 640	38 383.77	90.62	5.64	352 921	2.10	153 010 640
20-29 yrs	15.68	981 998	98.05	15.75	1 146 408 583	114 462.78	100.36	15.68	981 998	15.75	1 146 408 583
30-39 yrs	20.17	1 263 371	98.84	17.96	1 307 372 623	102 281.56	101.17	20.17	1 263 371	17.96	1 307 372 623
40-49 yrs	23.13	1 448 647	98.21	24.73	1 800 111 975	122 031.33	100.52	23.13	1 448 647	24.73	1 800 111 975
50-59 yrs	15.77	987 383	98.43	18.80	1 368 489 072	136 418.15	100.74	15.77	987 383	18.80	1 368 489 072
60-69 yrs	12.65	791 948	98.10	13.84	1 007 233 478	124 770.52	100.41	12.65	791 948	13.84	1 007 233 478
70-79 yrs	6.97	436 251	97.81	6.81	495 963 555	111 201.63	100.12	6.97	436 251	6.81	495 963 555

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

Chart 2: Age by RU(%)



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

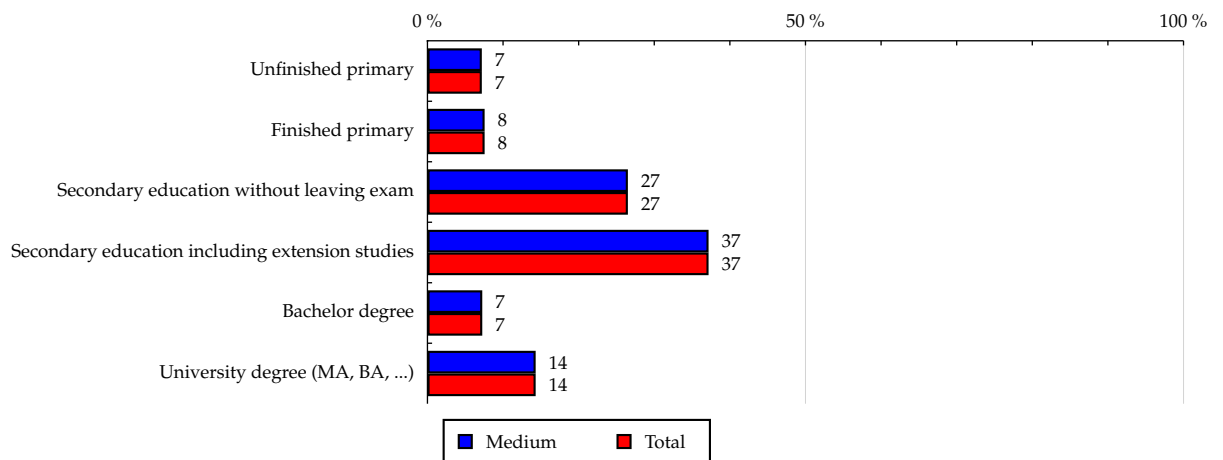
TOTAL

Table 3: Highest Education

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unfinished primary	7.19	450 051	90.40	2.93	212 918 661	42 766.65	92.53	7.19	450 051	2.93	212 918 661
Finished primary	7.56	473 483	97.80	7.19	523 343 848	108 096.67	100.10	7.56	473 483	7.19	523 343 848
Secondary education without leaving exam	26.51	1 660 274	97.98	29.44	2 143 175 097	126 475.70	100.28	26.51	1 660 274	29.44	2 143 175 097
Secondary education including extension studies	37.18	2 328 654	98.38	39.26	2 857 571 991	120 728.60	100.70	37.18	2 328 654	39.26	2 857 571 991
Bachelor degree	7.25	454 094	98.93	7.24	526 777 518	114 762.51	101.26	7.25	454 094	7.24	526 777 518
University degree (MA, BA, ...)	14.31	895 964	98.73	13.94	1 014 802 811	111 829.28	101.06	14.31	895 964	13.94	1 014 802 811

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

Chart 3: Highest Education by RU(%)



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

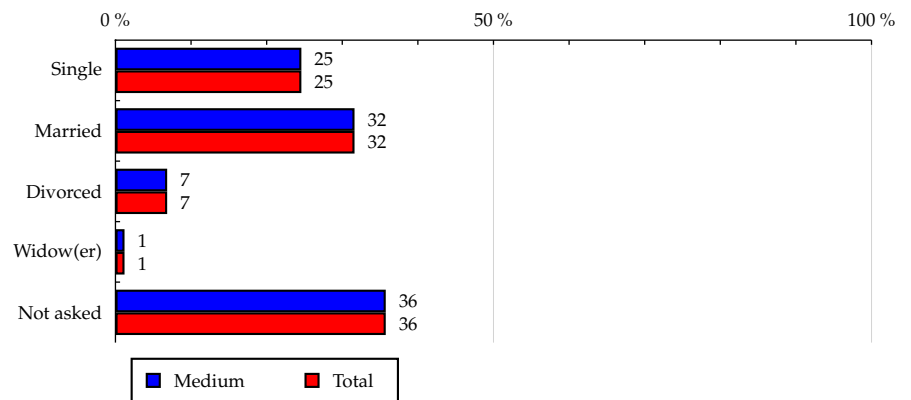
TOTAL

Table 4: Marital Status

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Single	24.59	1 539 715	88.41	23.55	1 714 047 837	98 417.08	90.49	24.59	1 539 715	23.55	1 714 047 837
Married	31.62	1 980 346	104.39	31.20	2 270 675 057	119 698.72	106.85	31.62	1 980 346	31.20	2 270 675 057
Divorced	6.84	428 308	64.73	7.84	570 307 744	86 189.63	66.25	6.84	428 308	7.84	570 307 744
Widow(er)	1.20	75 412	65.02	1.06	76 842 153	66 249.76	66.55	1.20	75 412	1.06	76 842 153
Not asked	35.75	2 238 740	112.29	36.36	2 646 717 135	132 756.30	114.94	35.75	2 238 740	36.36	2 646 717 135

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

Chart 4: Marital Status by RU(%)



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

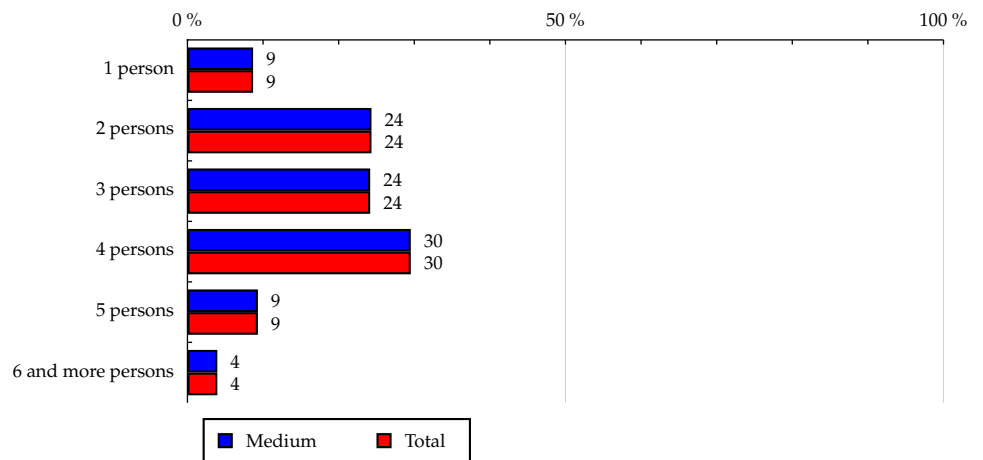
TOTAL

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	8.68	543 500	66.36	8.80	640 739 575	78 236.08	67.93	8.68	543 500	8.80	640 739 575
2 persons	24.34	1 524 113	92.52	25.67	1 868 704 105	113 436.40	94.70	24.34	1 524 113	25.67	1 868 704 105
3 persons	24.17	1 513 697	95.14	24.54	1 786 426 489	112 276.83	97.38	24.17	1 513 697	24.54	1 786 426 489
4 persons	29.54	1 850 043	113.49	28.45	2 070 508 018	127 013.14	116.16	29.54	1 850 043	28.45	2 070 508 018
5 persons	9.32	583 919	119.91	9.05	658 483 925	135 222.39	122.73	9.32	583 919	9.05	658 483 925
6 and more persons	3.95	247 248	105.03	3.49	253 727 814	107 783.98	107.50	3.95	247 248	3.49	253 727 814

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

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



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

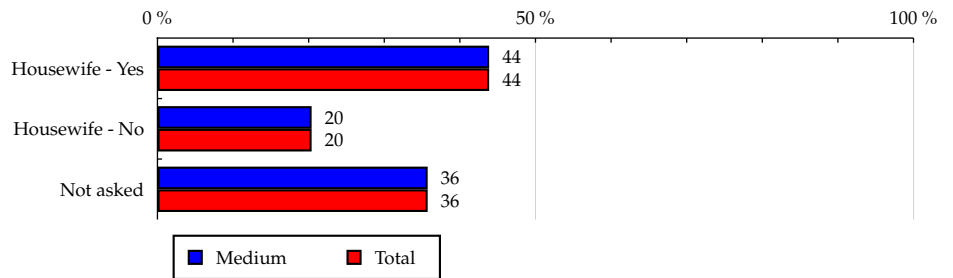
TOTAL

Table 6: Housewife

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Housewife - Yes	43.87	2 747 357	86.33	43.37	3 156 672 948	99 196.86	88.37	43.87	2 747 357	43.37	3 156 672 948
Housewife - No	20.39	1 276 684	103.36	20.27	1 475 241 209	119 439.95	105.80	20.39	1 276 684	20.27	1 475 241 209
Not asked	35.74	2 238 480	112.34	36.36	2 646 675 769	132 825.96	114.98	35.74	2 238 480	36.36	2 646 675 769

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

Chart 6: Housewife by RU(%)



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

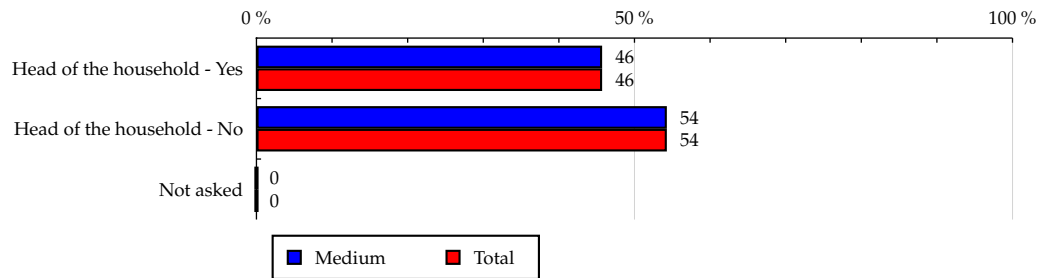
TOTAL

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	45.72	2 863 392	87.92	47.66	3 468 870 394	106 516.87	89.99	45.72	2 863 392	47.66	3 468 870 394
Head of the household - No	54.28	3 399 130	107.80	52.34	3 809 719 532	120 816.42	110.33	54.28	3 399 130	52.34	3 809 719 532
Not asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



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

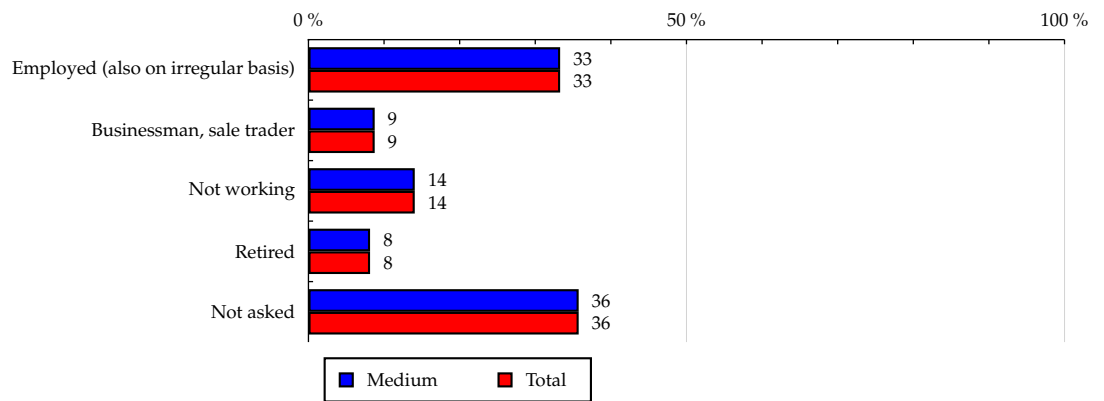
TOTAL

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)	33.29	2 084 785	80.51	33.29	2 422 884 848	93 570.25	82.41	33.29	2 084 785	33.29	2 422 884 848
Businessman, sale trader	8.76	548 628	78.44	8.23	598 929 421	85 636.57	80.29	8.76	548 628	8.23	598 929 421
Not working	14.06	880 347	117.65	13.74	1 000 087 756	133 650.32	120.42	14.06	880 347	13.74	1 000 087 756
Retired	8.15	510 279	134.17	8.38	610 012 132	160 396.31	137.33	8.15	510 279	8.38	610 012 132
Not asked	35.74	2 238 480	112.34	36.36	2 646 675 769	132 825.96	114.98	35.74	2 238 480	36.36	2 646 675 769

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

Chart 8: Economic Activity by RU(%)



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

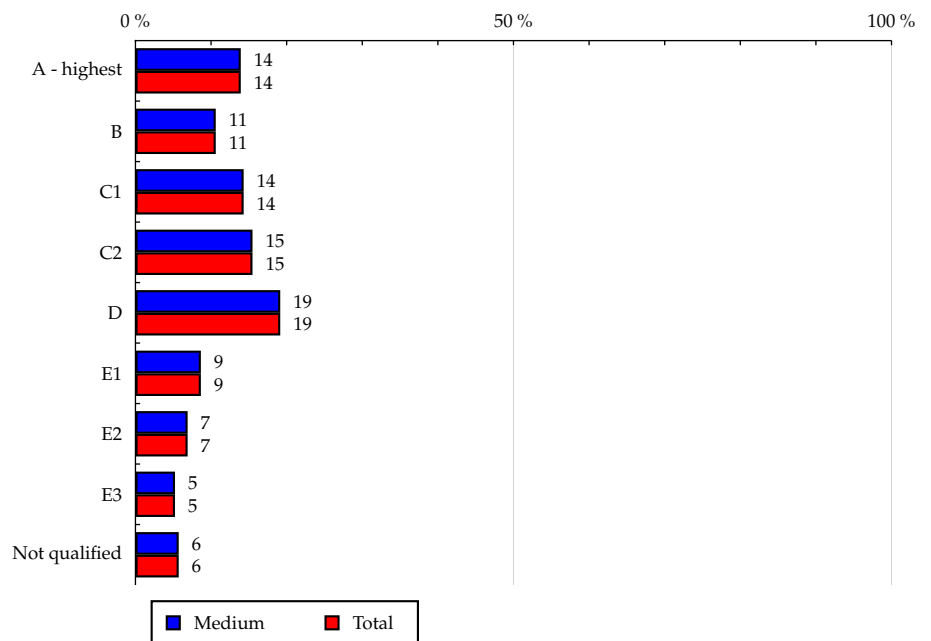
TOTAL

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	13.93	872 670	89.51	14.03	1 020 846 992	104 710.91	91.62	13.93	872 670	14.03	1 020 846 992
B	10.62	665 053	113.26	10.96	797 444 585	135 807.33	115.93	10.62	665 053	10.96	797 444 585
C1	14.31	896 411	96.31	15.17	1 104 037 367	118 618.00	98.58	14.31	896 411	15.17	1 104 037 367
C2	15.48	969 501	94.37	16.05	1 167 857 572	113 671.67	96.59	15.48	969 501	16.05	1 167 857 572
D	19.15	1 199 179	97.59	18.97	1 380 845 882	112 373.12	99.89	19.15	1 199 179	18.97	1 380 845 882
E1	8.65	541 592	99.07	10.16	739 741 657	135 316.52	101.40	8.65	541 592	10.16	739 741 657
E2	6.90	432 271	112.82	7.53	548 171 384	143 062.98	115.47	6.90	432 271	7.53	548 171 384
E3	5.23	327 674	101.30	5.00	364 280 032	112 613.13	103.68	5.23	327 674	5.00	364 280 032
Not qualified	5.72	358 168	87.88	2.13	155 364 454	38 119.49	89.95	5.72	358 168	2.13	155 364 454

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

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



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

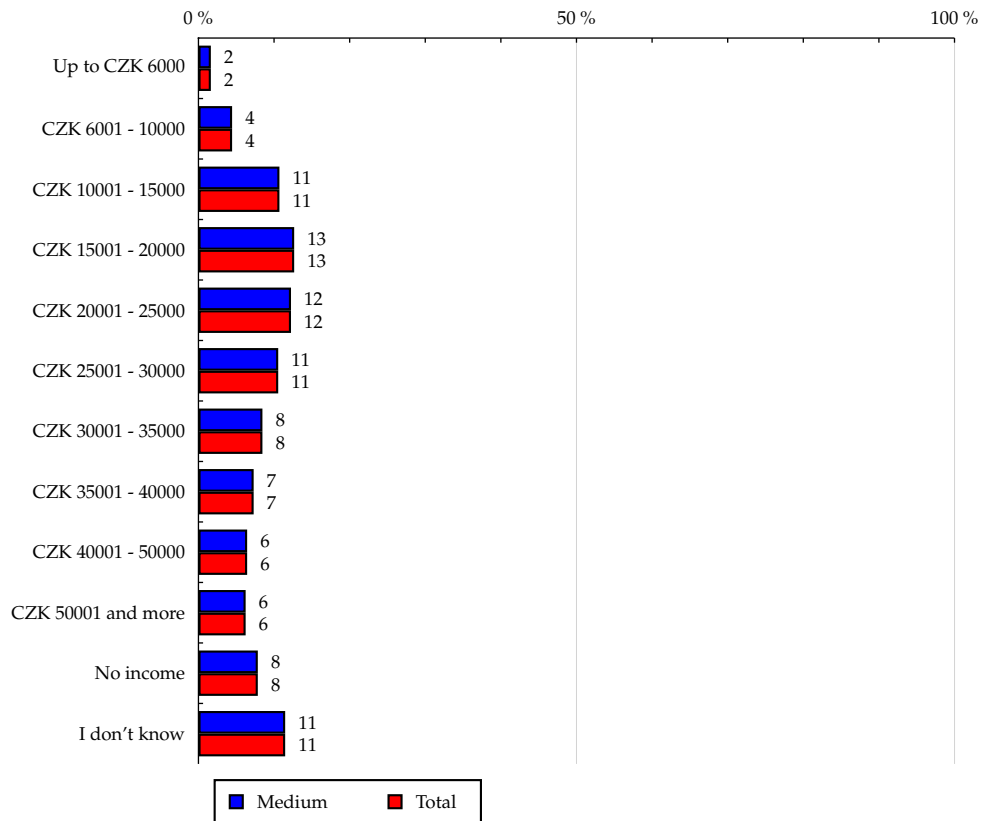
TOTAL

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	1.64	102 518	122.33	1.73	125 879 238	150 205.39	125.21	1.64	102 518	1.73	125 879 238
CZK 6001 - 10000	4.45	278 690	116.39	4.12	299 645 940	125 145.80	119.13	4.45	278 690	4.12	299 645 940
CZK 10001 - 15000	10.71	670 462	99.75	10.78	784 705 000	116 742.28	102.09	10.71	670 462	10.78	784 705 000
CZK 15001 - 20000	12.66	792 544	93.41	13.22	962 360 844	113 422.56	95.61	12.66	792 544	13.22	962 360 844
CZK 20001 - 25000	12.24	766 365	95.04	12.76	928 975 750	115 203.46	97.28	12.24	766 365	12.76	928 975 750
CZK 25001 - 30000	10.55	660 934	92.62	10.95	797 295 987	111 733.95	94.80	10.55	660 934	10.95	797 295 987
CZK 30001 - 35000	8.46	529 759	94.64	8.37	609 195 706	108 829.37	96.87	8.46	529 759	8.37	609 195 706
CZK 35001 - 40000	7.30	457 212	90.02	7.79	567 221 442	111 674.25	92.13	7.30	457 212	7.79	567 221 442
CZK 40001 - 50000	6.44	403 427	97.75	6.66	484 529 170	117 402.81	100.05	6.44	403 427	6.66	484 529 170
CZK 50001 and more	6.24	390 716	92.11	6.90	502 068 785	118 362.26	94.28	6.24	390 716	6.90	502 068 785
No income	7.85	491 601	89.26	3.92	285 577 286	51 853.45	91.36	7.85	491 601	3.92	285 577 286
I don't know	11.47	718 289	121.58	12.79	931 134 778	157 605.64	124.44	11.47	718 289	12.79	931 134 778

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

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



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

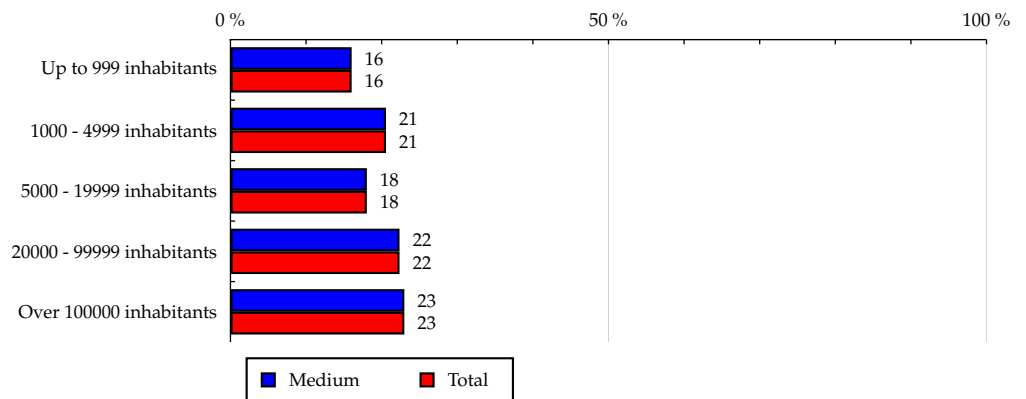
TOTAL

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	16.03	1 003 674	97.57	14.11	1 026 812 797	99 819.55	99.87	16.03	1 003 674	14.11	1 026 812 797
1000 - 4999 inhabitants	20.57	1 287 997	97.12	21.61	1 572 903 851	118 606.39	99.41	20.57	1 287 997	21.61	1 572 903 851
5000 - 19999 inhabitants	18.04	1 129 878	97.04	18.56	1 350 965 330	116 032.13	99.33	18.04	1 129 878	18.56	1 350 965 330
20000 - 99999 inhabitants	22.36	1 400 389	98.74	21.81	1 587 365 654	111 928.01	101.07	22.36	1 400 389	21.81	1 587 365 654
Over 100000 inhabitants	23.00	1 440 583	97.82	23.91	1 740 542 295	118 193.31	100.13	23.00	1 440 583	23.91	1 740 542 295

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

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



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

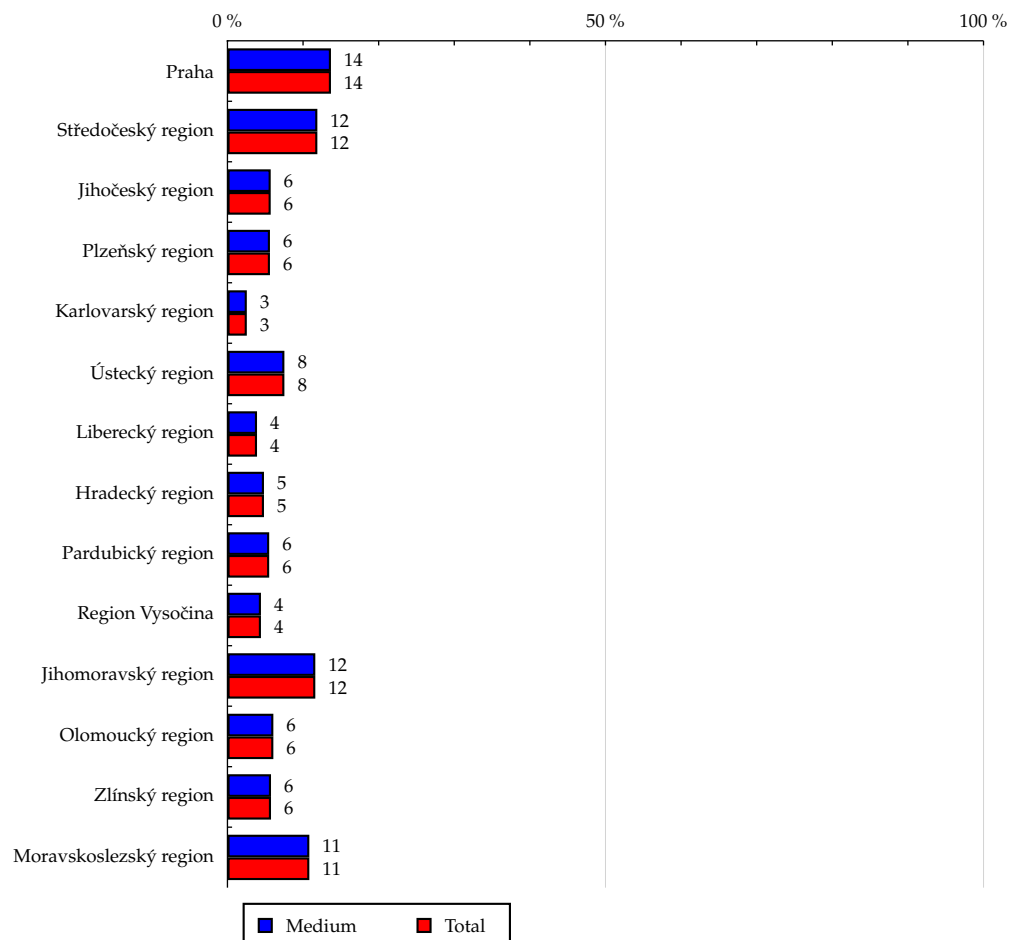
TOTAL

Table 12: Region

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Praha	13.69	857 295	97.50	13.52	983 832 165	111 893.98	99.80	13.69	857 295	13.52	983 832 165
Středočeský region	11.89	744 531	96.96	11.42	830 957 116	108 218.82	99.25	11.89	744 531	11.42	830 957 116
Jihočeský region	5.72	358 201	99.20	5.49	399 865 621	110 744.07	101.54	5.72	358 201	5.49	399 865 621
Plzeňský region	5.62	351 649	99.53	6.34	461 221 923	130 540.91	101.87	5.62	351 649	6.34	461 221 923
Karlovarský region	2.56	160 546	98.41	2.34	170 134 211	104 291.67	100.73	2.56	160 546	2.34	170 134 211
Ústecký region	7.53	471 789	97.47	7.56	550 185 209	113 670.97	99.77	7.53	471 789	7.56	550 185 209
Liberecký region	3.91	245 169	97.52	3.64	264 986 403	105 405.12	99.82	3.91	245 169	3.64	264 986 403
Hradecký region	4.83	302 750	97.53	4.91	357 472 797	115 152.94	99.82	4.83	302 750	4.91	357 472 797
Pardubický region	5.52	345 795	97.94	5.48	398 783 530	112 950.63	100.25	5.52	345 795	5.48	398 783 530
Region Vysočina	4.43	277 551	97.70	4.33	315 458 460	111 042.15	100.00	4.43	277 551	4.33	315 458 460
Jihomoravský region	11.62	727 712	96.94	12.04	876 034 175	116 700.28	99.22	11.62	727 712	12.04	876 034 175
Olomoucký region	6.07	380 223	97.75	5.21	379 483 930	97 564.73	100.06	6.07	380 223	5.21	379 483 930
Zlínský region	5.76	360 857	97.01	6.80	494 805 462	133 023.23	99.30	5.76	360 857	6.80	494 805 462
Moravskoslezský region	10.83	678 447	98.22	10.93	795 368 922	115 147.83	100.53	10.83	678 447	10.93	795 368 922

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

Chart 12: Region by RU(%)



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

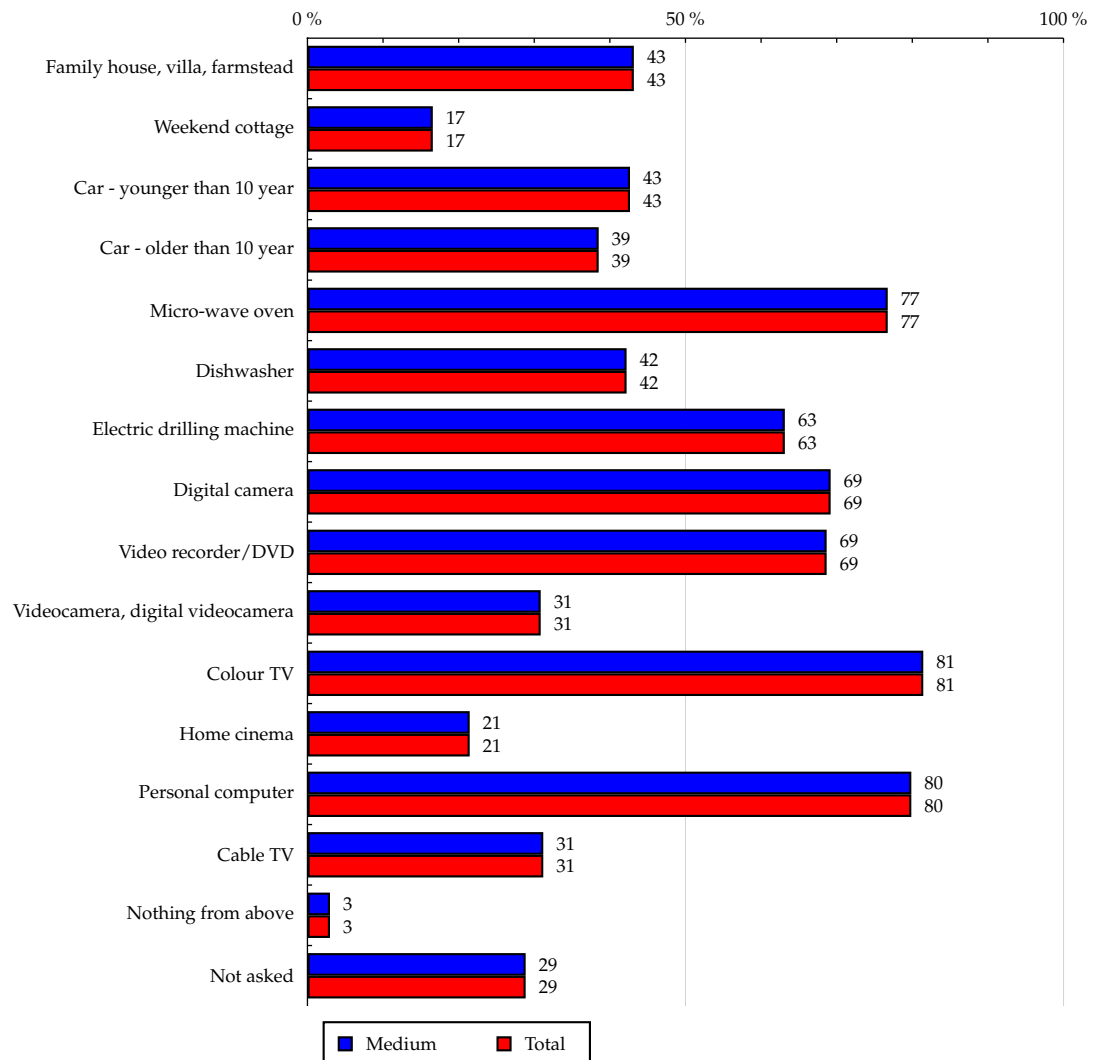
TOTAL

Table 13: Facilities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Family house, villa, farmstead	43.17	2 703 233	102.21	44.19	3 216 272 572	121 613.04	104.62	43.17	2 703 233	44.19	3 216 272 572
Weekend cottage	16.58	1 038 468	92.75	16.41	1 194 672 674	106 704.51	94.94	16.58	1 038 468	16.41	1 194 672 674
Car - younger than 10 year	42.66	2 671 420	99.35	40.77	2 967 516 444	110 366.53	101.69	42.66	2 671 420	40.77	2 967 516 444
Car - older than 10 year	38.52	2 412 309	96.57	39.66	2 886 668 207	115 559.29	98.84	38.52	2 412 309	39.66	2 886 668 207
Micro-wave oven	76.75	4 806 571	93.95	79.14	5 760 338 091	112 592.56	96.16	76.75	4 806 571	79.14	5 760 338 091
Dishwasher	42.21	2 643 616	99.78	42.34	3 081 907 774	116 324.35	102.13	42.21	2 643 616	42.34	3 081 907 774
Electric drilling machine	63.14	3 954 118	95.01	63.46	4 618 977 972	110 980.83	97.24	63.14	3 954 118	63.46	4 618 977 972
Digital camera	69.20	4 333 645	93.46	70.87	5 157 980 082	111 242.11	95.66	69.20	4 333 645	70.87	5 157 980 082
Video recorder/DVD	68.67	4 300 454	93.47	70.83	5 155 103 608	112 050.36	95.67	68.67	4 300 454	70.83	5 155 103 608
Videocamera, digital videocamera	30.85	1 931 731	89.22	30.37	2 210 602 684	102 102.40	91.32	30.85	1 931 731	30.37	2 210 602 684
Colour TV	81.45	5 100 629	95.73	83.78	6 097 769 162	114 439.33	97.98	81.45	5 100 629	83.78	6 097 769 162
Home cinema	21.46	1 344 200	81.82	19.95	1 452 417 034	88 401.84	83.74	21.46	1 344 200	19.95	1 452 417 034
Personal computer	79.87	5 001 925	93.46	81.51	5 932 917 120	110 850.41	95.66	79.87	5 001 925	81.51	5 932 917 120
Cable TV	31.19	1 953 438	87.34	30.71	2 235 591 004	99 958.07	89.40	31.19	1 953 438	30.71	2 235 591 004
Nothing from above	2.98	186 738	149.08	4.09	297 423 926	237 436.89	152.59	2.98	186 738	4.09	297 423 926
Not asked	28.86	1 807 115	110.77	29.40	2 140 100 741	131 182.22	113.38	28.86	1 807 115	29.40	2 140 100 741

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

Chart 13: Facilities by RU(%)



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

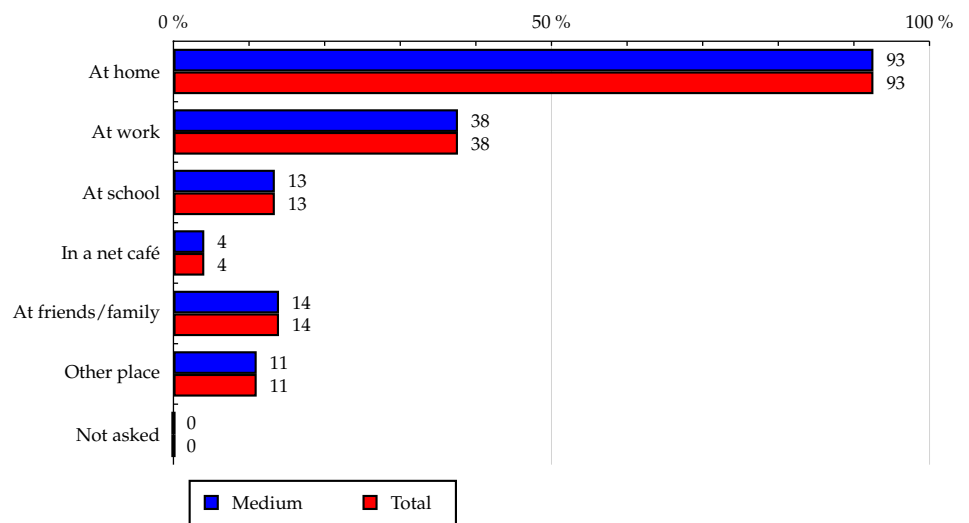
TOTAL

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	92.58	5 797 667	95.37	93.42	6 799 502 101	111 847.32	97.61	92.58	5 797 667	93.42	6 799 502 101
At work	37.63	2 356 610	98.52	38.53	2 804 292 980	117 235.94	100.84	37.63	2 356 610	38.53	2 804 292 980
At school	13.41	839 551	95.16	11.56	841 129 578	95 342.00	97.40	13.41	839 551	11.56	841 129 578
In a net café	4.08	255 398	68.62	3.75	273 158 500	73 395.32	70.24	4.08	255 398	3.75	273 158 500
At friends/family	13.96	874 188	81.72	13.61	990 341 945	92 572.91	83.64	13.96	874 188	13.61	990 341 945
Other place	11.01	689 378	74.85	10.31	750 583 643	81 492.70	76.61	11.01	689 378	10.31	750 583 643
Not asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



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

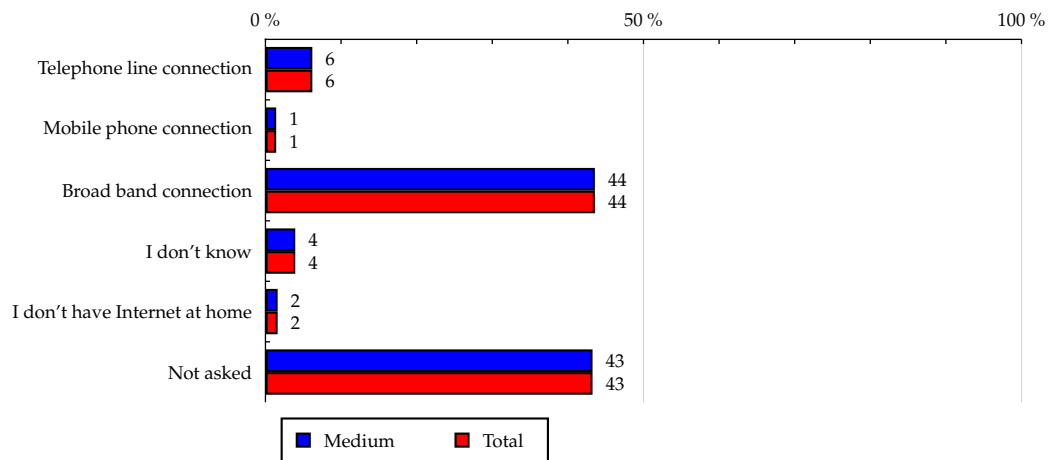
TOTAL

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	6.20	388 085	112.46	5.83	424 186 276	122 924.97	115.11	6.20	388 085	5.83	424 186 276
Mobile phone connection	1.42	89 136	105.48	1.28	93 453 036	110 584.84	107.96	1.42	89 136	1.28	93 453 036
Broad band connection	43.57	2 728 439	98.17	43.96	3 199 466 649	115 123.49	100.49	43.57	2 728 439	43.96	3 199 466 649
I don't know	3.94	246 446	322.89	4.48	326 083 282	427 229.62	330.49	3.94	246 446	4.48	326 083 282
I don't have Internet at home	1.61	101 048	-	1.68	122 129 660	-	-	1.61	101 048	1.68	122 129 660
Not asked	43.26	2 709 366	86.70	42.77	3 113 271 024	99 628.47	88.74	43.26	2 709 366	42.77	3 113 271 024

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

Chart 15: Connection from Home by RU(%)



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

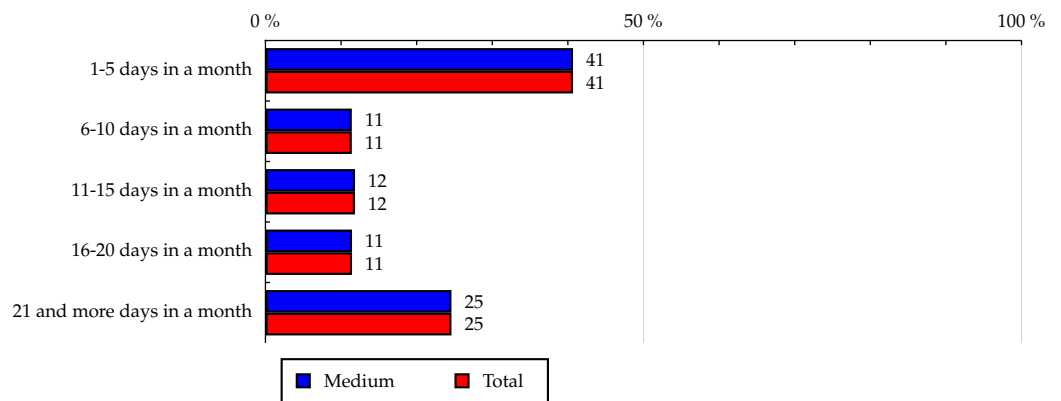
TOTAL

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	40.68	2 547 899	164.15	18.44	1 342 423 964	86 486.41	168.01	40.68	2 547 899	18.44	1 342 423 964
6-10 days in a month	11.42	715 099	79.87	3.51	255 815 918	28 570.69	81.75	11.42	715 099	3.51	255 815 918
11-15 days in a month	11.84	741 536	85.61	8.02	583 847 467	67 406.72	87.63	11.84	741 536	8.02	583 847 467
16-20 days in a month	11.45	717 313	83.23	13.13	955 440 563	110 856.41	85.19	11.45	717 313	13.13	955 440 563
21 and more days in a month	24.60	1 540 674	68.95	56.89	4 141 062 014	185 335.01	70.58	24.60	1 540 674	56.89	4 141 062 014

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

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



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

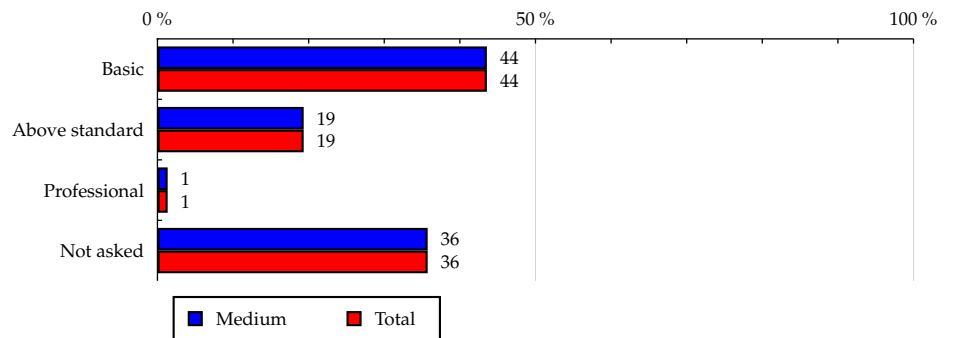
TOTAL

Table 17: IT Knowledge

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Basic	43.57	2 728 636	108.61	44.78	3 259 559 580	129 748.05	111.17	43.57	2 728 636	44.78	3 259 559 580
Above standard	19.34	1 211 092	69.48	17.02	1 239 092 857	71 088.46	71.12	19.34	1 211 092	17.02	1 239 092 857
Professional	1.35	84 312	52.01	1.83	133 261 720	82 204.16	53.23	1.35	84 312	1.83	133 261 720
Not asked	35.74	2 238 480	112.34	36.36	2 646 675 769	132 825.96	114.98	35.74	2 238 480	36.36	2 646 675 769

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

Chart 17: IT Knowledge by RU(%)



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

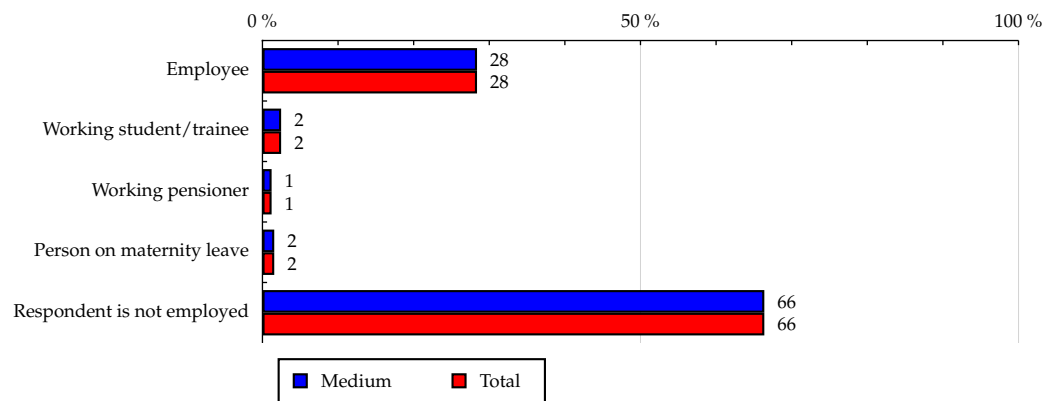
TOTAL

Table 18: Economically Active as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Employee	28.38	1 777 404	82.67	28.38	2 065 830 833	96 080.27	84.61	28.38	1 777 404	28.38	2 065 830 833
Working student/trainee	2.47	154 653	68.50	2.53	184 130 675	81 550.99	70.11	2.47	154 653	2.53	184 130 675
Working pensioner	1.21	75 737	39.80	1.21	88 421 312	46 465.18	40.74	1.21	75 737	1.21	88 421 312
Person on maternity leave	1.56	97 736	97.66	1.29	94 095 869	94 017.92	99.95	1.56	97 736	1.29	94 095 869
Respondent is not employed	66.38	4 156 990	111.04	66.58	4 846 111 237	129 447.87	113.65	66.38	4 156 990	66.58	4 846 111 237

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

Chart 18: Economically Active as by RU(%)



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

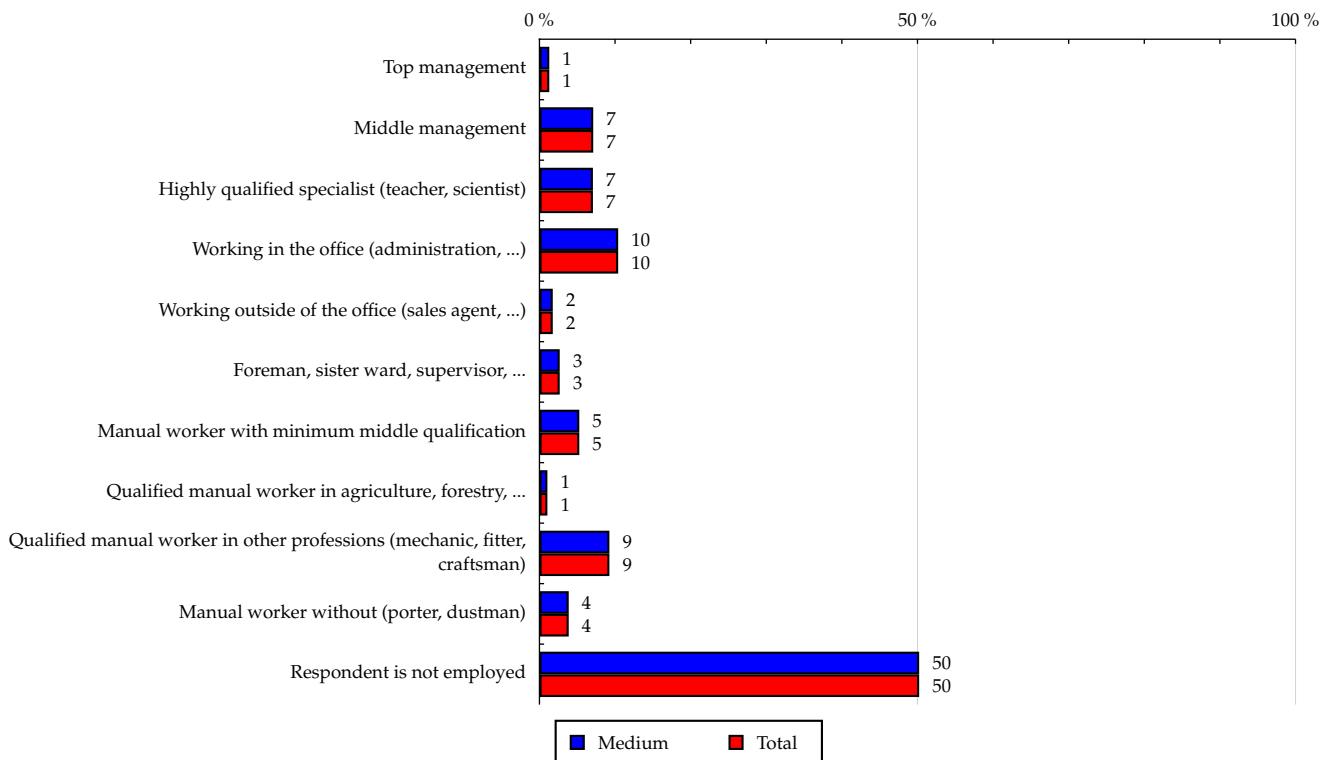
TOTAL

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	1.30	81 382	82.96	1.11	80 454 209	82 009.30	84.91	1.30	81 382	1.11	80 454 209
Middle management	7.11	445 516	88.38	8.58	624 345 908	123 851.84	90.46	7.11	445 516	8.58	624 345 908
Highly qualified specialist (teacher, scientist)	7.07	442 849	93.41	6.98	508 168 910	107 185.84	95.61	7.07	442 849	6.98	508 168 910
Working in the office (administration, ...)	10.41	651 821	101.81	10.10	735 179 940	114 830.80	104.21	10.41	651 821	10.10	735 179 940
Working outside of the office (sales agent, ...)	1.76	110 427	91.87	1.64	119 324 723	99 276.49	94.04	1.76	110 427	1.64	119 324 723
Foreman, sister ward, supervisor, ...	2.68	167 872	90.80	2.28	166 172 691	89 880.25	92.94	2.68	167 872	2.28	166 172 691
Manual worker with minimum middle qualification	5.27	330 312	80.47	6.48	471 372 574	114 840.24	82.37	5.27	330 312	6.48	471 372 574
Qualified manual worker in agriculture, forestry, ...	1.05	65 742	95.63	1.01	73 353 475	106 702.17	97.88	1.05	65 742	1.01	73 353 475
Qualified manual worker in other professions (mechanic, fitter, craftsman)	9.25	579 554	79.44	10.37	754 965 078	103 481.78	81.31	9.25	579 554	10.37	754 965 078
Manual worker without (porter, dustman)	3.87	242 112	85.86	3.56	259 251 689	91 933.70	87.88	3.87	242 112	3.56	259 251 689
Respondent is not employed	50.22	3 144 931	108.54	47.89	3 486 000 730	120 307.83	111.09	50.22	3 144 931	47.89	3 486 000 730

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

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



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

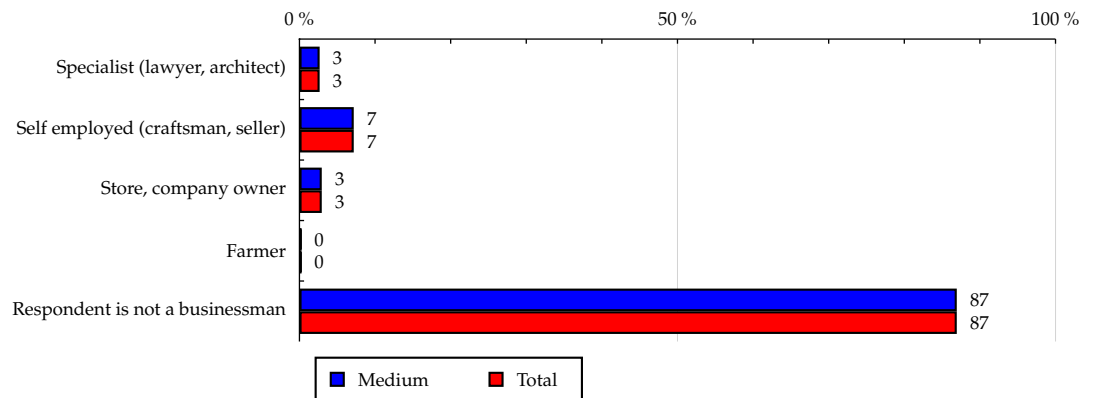
TOTAL

Table 20: Business Activities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Specialist (lawyer, architect)	2.67	167 297	72.77	2.04	148 707 353	64 685.56	74.49	2.67	167 297	2.04	148 707 353
Self employed (craftsman, seller)	7.18	449 797	77.02	7.46	542 646 004	92 916.55	78.83	7.18	449 797	7.46	542 646 004
Store, company owner	2.95	185 005	95.62	3.09	225 055 393	116 316.61	97.87	2.95	185 005	3.09	225 055 393
Farmer	0.25	15 595	91.57	0.28	20 465 996	120 172.15	93.73	0.25	15 595	0.28	20 465 996
Respondent is not a businessman	86.94	5 444 827	101.10	87.13	6 341 715 180	117 754.73	103.48	86.94	5 444 827	87.13	6 341 715 180

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

Chart 20: Business Activities by RU(%)



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

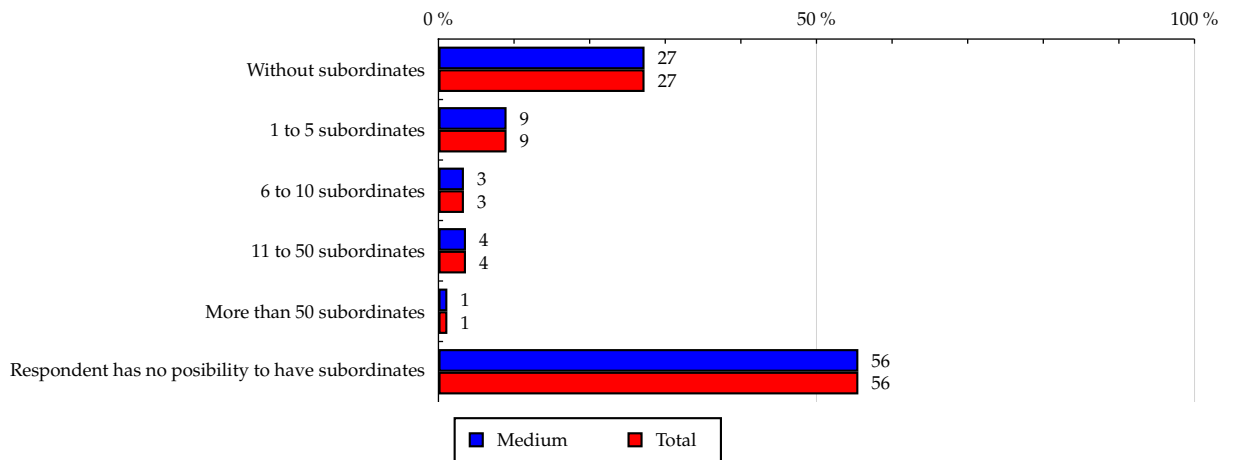
TOTAL

Table 21: Number of Subordinates

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Without subordinates	27.26	1 707 271	73.54	28.18	2 051 223 768	88 359.89	75.27	27.26	1 707 271	28.18	2 051 223 768
1 to 5 subordinates	9.01	564 021	79.50	10.81	787 004 130	110 925.94	81.37	9.01	564 021	10.81	787 004 130
6 to 10 subordinates	3.37	211 036	93.92	3.07	223 695 982	99 557.89	96.13	3.37	211 036	3.07	223 695 982
11 to 50 subordinates	3.64	228 201	92.18	4.40	320 062 037	129 283.40	94.35	3.64	228 201	4.40	320 062 037
More than 50 subordinates	1.18	73 928	88.41	0.93	67 749 133	81 021.07	90.49	1.18	73 928	0.93	67 749 133
Respondent has no possibility to have subordinates	55.54	3 478 063	123.20	52.60	3 828 854 877	135 623.55	126.10	55.54	3 478 063	52.60	3 828 854 877

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

Chart 21: Number of Subordinates by RU(%)



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

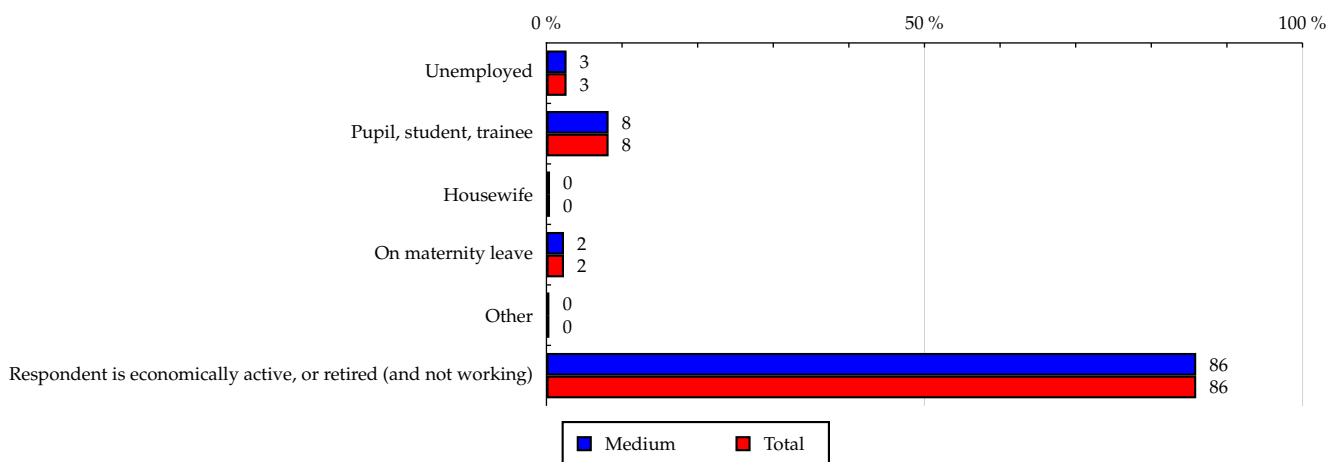
TOTAL

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	166 619	101.37	3.37	245 350 311	149 270.89	103.76	2.66	166 619	3.37	245 350 311
Pupil, student, trainee	8.22	514 997	116.42	7.02	510 718 659	115 451.55	119.16	8.22	514 997	7.02	510 718 659
Housewife	0.47	29 545	146.84	0.58	42 267 012	210 073.17	150.30	0.47	29 545	0.58	42 267 012
On maternity leave	2.32	145 108	146.65	2.16	157 471 657	159 149.09	150.11	2.32	145 108	2.16	157 471 657
Other	0.39	24 193	106.39	0.61	44 317 618	194 877.79	108.89	0.39	24 193	0.61	44 317 618
Respondent is economically active, or retired (and not working)	85.94	5 382 058	95.07	86.26	6 278 464 670	110 899.26	97.30	85.94	5 382 058	86.26	6 278 464 670

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

Chart 22: Economically Inactive as by RU(%)



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

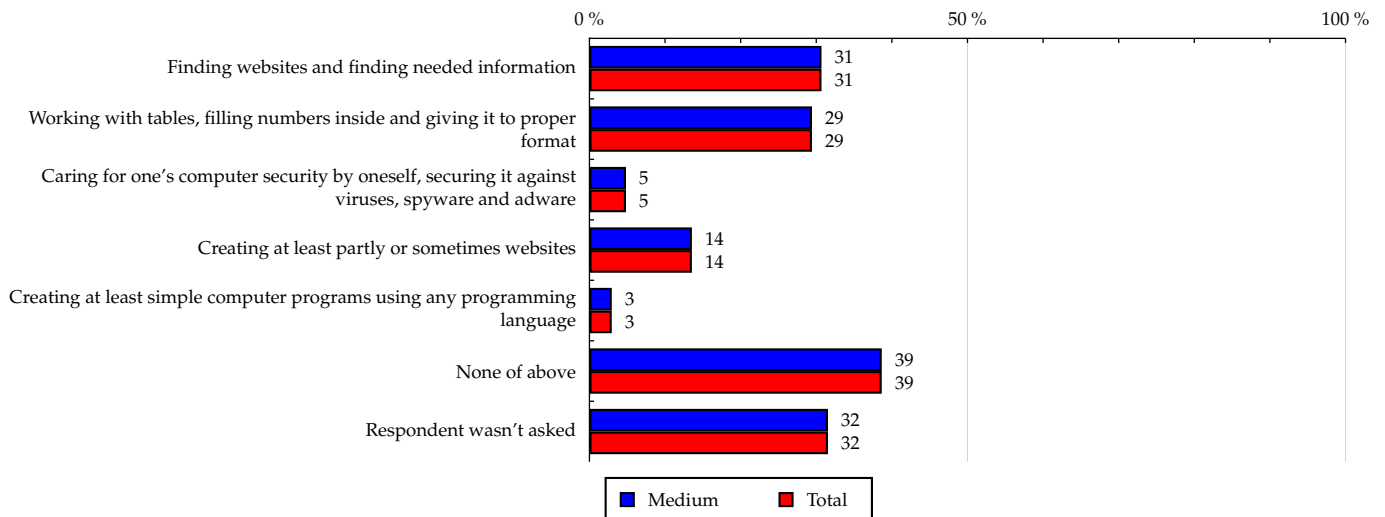
TOTAL

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	30.69	1 921 774	80.44	31.99	2 328 612 277	97 474.14	82.34	30.69	1 921 774	31.99	2 328 612 277
Working with tables, filling numbers inside and giving it to proper format	29.43	1 843 110	67.00	28.77	2 094 036 449	76 125.52	68.58	29.43	1 843 110	28.77	2 094 036 449
Caring for one's computer security by oneself, securing it against viruses, spyware and adware	4.83	302 764	58.30	4.72	343 483 494	66 143.97	59.68	4.83	302 764	4.72	343 483 494
Creating at least partly or sometimes websites	13.55	848 631	72.34	12.36	899 913 847	76 710.25	74.04	13.55	848 631	12.36	899 913 847
Creating at least simple computer programs using any programming language	2.95	184 580	82.70	2.67	194 440 794	87 116.78	84.65	2.95	184 580	2.67	194 440 794
None of above	38.66	2 421 075	212.39	40.42	2 941 720 088	258 064.69	217.39	38.66	2 421 075	40.42	2 941 720 088
Respondent wasn't asked	31.55	1 976 085	68.55	29.35	2 135 997 937	74 102.45	70.17	31.55	1 976 085	29.35	2 135 997 937

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

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



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

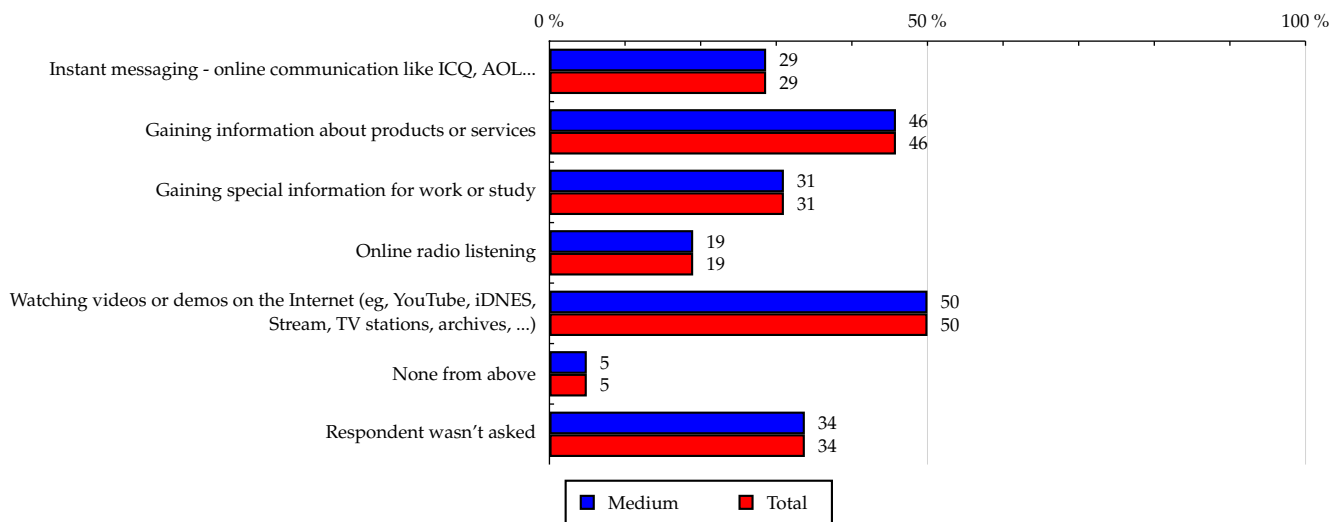
TOTAL

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...	28.66	1 794 540	65.58	25.72	1 871 978 640	68 408.41	67.12	28.66	1 794 540	25.72	1 871 978 640
Gaining information about products or services	45.83	2 870 172	92.86	45.40	3 304 374 511	106 903.10	95.04	45.83	2 870 172	45.40	3 304 374 511
Gaining special information for work or study	31.01	1 941 760	92.65	30.71	2 235 078 366	106 646.97	94.83	31.01	1 941 760	30.71	2 235 078 366
Online radio listening	19.01	1 190 551	86.66	19.76	1 438 301 800	104 691.20	88.70	19.01	1 190 551	19.76	1 438 301 800
Watching videos or demos on the Internet (eg, YouTube, iDNES, Stream, TV stations, archives, ...)	50.00	3 131 267	97.80	54.77	3 986 250 700	124 504.84	100.10	50.00	3 131 267	54.77	3 986 250 700
None from above	4.94	309 574	215.57	4.88	355 155 773	247 307.29	220.64	4.94	309 574	4.88	355 155 773
Respondent wasn't asked	33.78	2 115 684	102.72	34.16	2 486 156 634	120 707.85	105.14	33.78	2 115 684	34.16	2 486 156 634

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

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



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

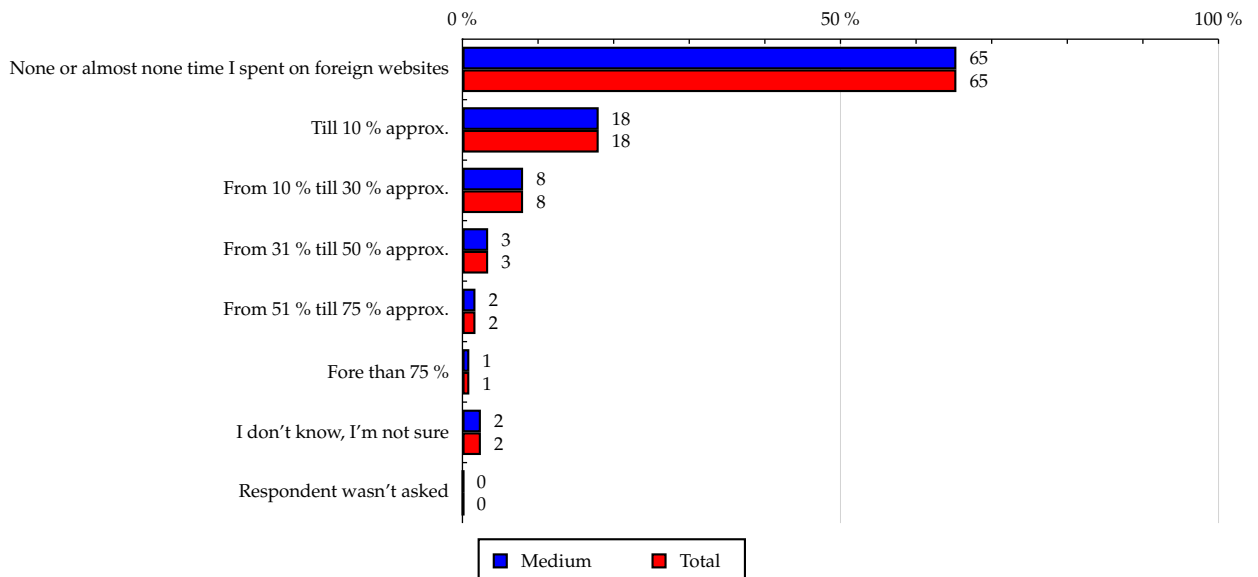
TOTAL

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	65.33	4 091 432	164.64	69.14	5 032 269 738	202 497.09	168.51	65.33	4 091 432	69.14	5 032 269 738
Till 10 % approx.	18.02	1 128 754	64.10	17.67	1 286 130 739	73 039.79	65.61	18.02	1 128 754	17.67	1 286 130 739
From 10 % till 30 % approx.	8.02	502 168	50.57	8.50	618 426 408	62 271.62	51.76	8.02	502 168	8.50	618 426 408
From 31 % till 50 % approx.	3.40	213 193	44.50	2.03	147 673 148	30 825.48	45.55	3.40	213 193	2.03	147 673 148
From 51 % till 75 % approx.	1.72	107 719	53.42	0.89	64 443 875	31 961.47	54.68	1.72	107 719	0.89	64 443 875
Fore than 75 %	0.91	57 199	52.15	0.47	34 197 176	31 177.18	53.38	0.91	57 199	0.47	34 197 176
I don't know, I'm not sure	2.44	152 885	45.59	1.21	88 037 444	26 252.31	46.66	2.44	152 885	1.21	88 037 444
Respondent wasn't asked	0.15	9 169	20.31	0.10	7 411 399	16 418.41	20.79	0.15	9 169	0.10	7 411 399

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

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



Source: NetMonitor – SPIR – Gemius & Mediaresearch, July 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

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

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".