

SPiR NetMonitor

Research on the Sociodemography of Internet Users in the Czech Republic

Medium title:

TOTAL

Month:

August 2014

Basic information	
The size of Internet population in the Czech Republic	6 564 094
Number of respondents	
Medium	N = 14 550
Total (for all measured media)	N = 14 550
RU(number)	6 413 120
Reach(%)	97.70
PV(number) (from Czech visitors)	7 291 585 135
PV(number) (from all visitors)	7 871 672 462
GRP (%)	111 082.89

**Source: NetMonitor – SPiR – Gemius & Mediaresearch
August 2014**

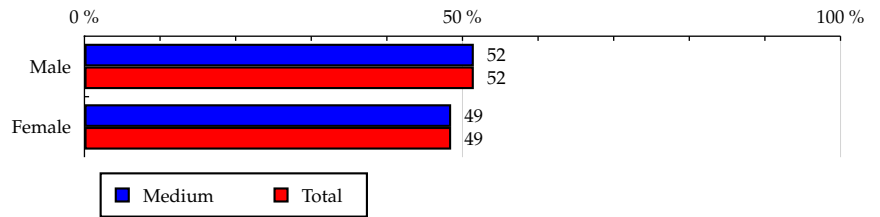
TOTAL

Table 1: Sex

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Male	51.50	3 302 808	98.06	51.52	3 756 333 751	111 520.06	100.36	51.50	3 302 808	51.52	3 756 333 751
Female	48.50	3 110 311	97.33	48.48	3 535 251 384	110 622.13	99.62	48.50	3 110 311	48.48	3 535 251 384

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

Chart 1: Sex by RU(%)



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

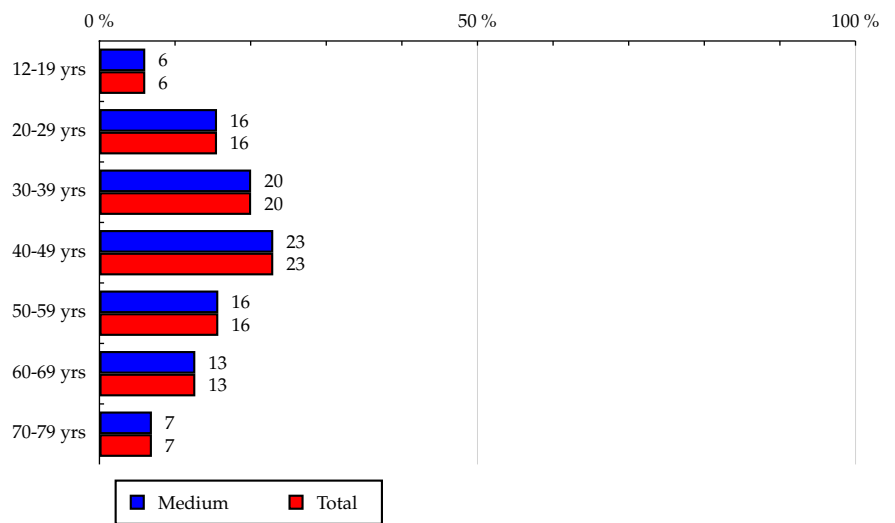
TOTAL

Table 2: Age

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
12-19 yrs	6.06	388 859	96.39	1.88	136 972 995	33 951.29	98.66	6.06	388 859	1.88	136 972 995
20-29 yrs	15.55	996 929	97.12	14.96	1 091 083 543	106 296.68	99.41	15.55	996 929	14.96	1 091 083 543
30-39 yrs	20.06	1 286 320	98.19	19.01	1 386 197 077	105 808.98	100.50	20.06	1 286 320	19.01	1 386 197 077
40-49 yrs	22.99	1 474 326	97.52	23.04	1 680 210 829	111 133.53	99.81	22.99	1 474 326	23.04	1 680 210 829
50-59 yrs	15.72	1 008 085	98.09	17.75	1 293 970 478	125 909.52	100.40	15.72	1 008 085	17.75	1 293 970 478
60-69 yrs	12.68	813 272	98.29	15.44	1 126 065 594	136 097.46	100.61	12.68	813 272	15.44	1 126 065 594
70-79 yrs	6.94	445 325	97.42	7.91	577 084 618	126 241.12	99.71	6.94	445 325	7.91	577 084 618

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

Chart 2: Age by RU(%)



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

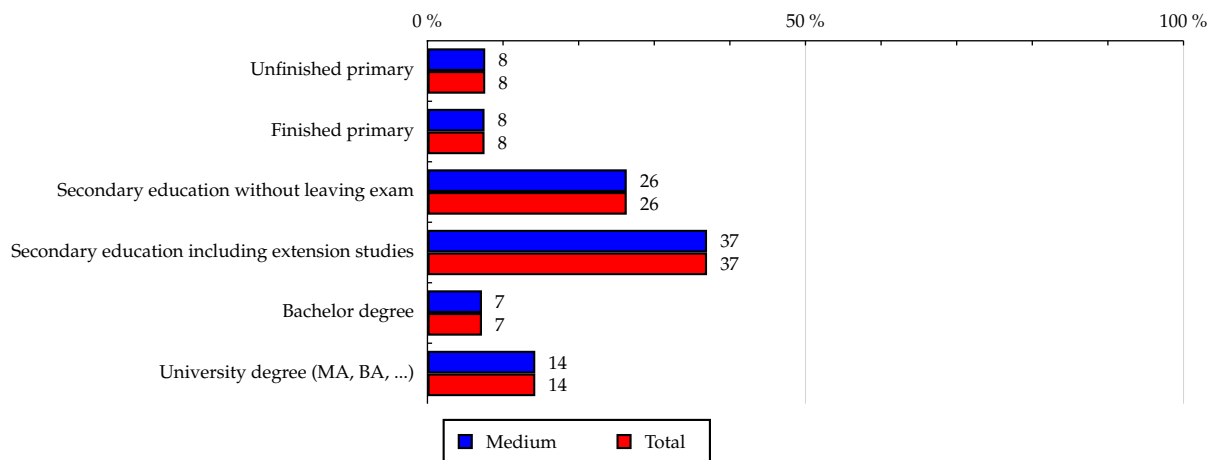
TOTAL

Table 3: Highest Education

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unfinished primary	7.64	489 978	96.10	3.13	228 096 111	44 738.03	98.37	7.64	489 978	3.13	228 096 111
Finished primary	7.55	483 917	97.60	7.49	546 471 417	110 216.68	99.90	7.55	483 917	7.49	546 471 417
Secondary education without leaving exam	26.36	1 690 721	97.44	31.88	2 324 255 848	133 945.18	99.73	26.36	1 690 721	31.88	2 324 255 848
Secondary education including extension studies	36.98	2 371 386	97.83	39.07	2 848 795 223	117 530.16	100.14	36.98	2 371 386	39.07	2 848 795 223
Bachelor degree	7.21	462 604	98.41	7.24	528 199 333	112 364.55	100.73	7.21	462 604	7.24	528 199 333
University degree (MA, BA, ...)	14.26	914 511	98.42	11.19	815 767 203	87 788.67	100.73	14.26	914 511	11.19	815 767 203

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

Chart 3: Highest Education by RU(%)



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

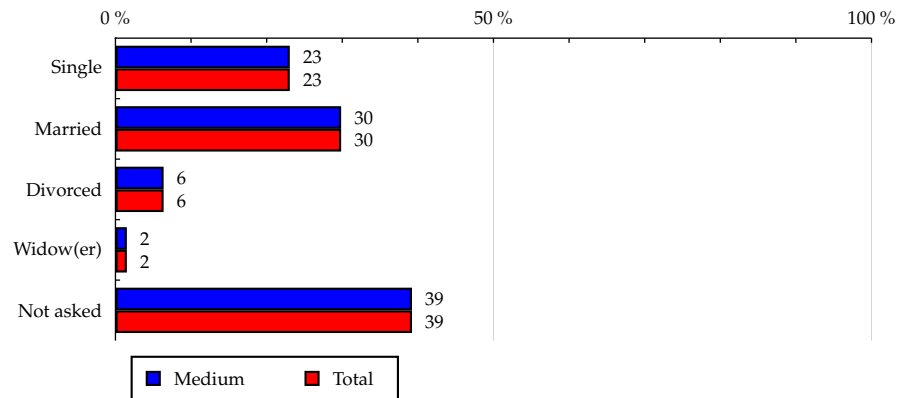
TOTAL

Table 4: Marital Status

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Single	23.06	1 478 573	86.56	21.33	1 555 136 570	91 037.98	88.59	23.06	1 478 573	21.33	1 555 136 570
Married	29.85	1 914 000	98.40	30.40	2 216 858 666	113 970.34	100.72	29.85	1 914 000	30.40	2 216 858 666
Divorced	6.37	408 415	62.07	6.38	464 962 021	70 665.90	63.53	6.37	408 415	6.38	464 962 021
Widow(er)	1.51	97 054	72.06	1.20	87 358 098	64 860.10	73.76	1.51	97 054	1.20	87 358 098
Not asked	39.22	2 515 076	118.74	40.69	2 967 269 780	140 091.97	121.54	39.22	2 515 076	40.69	2 967 269 780

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

Chart 4: Marital Status by RU(%)



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

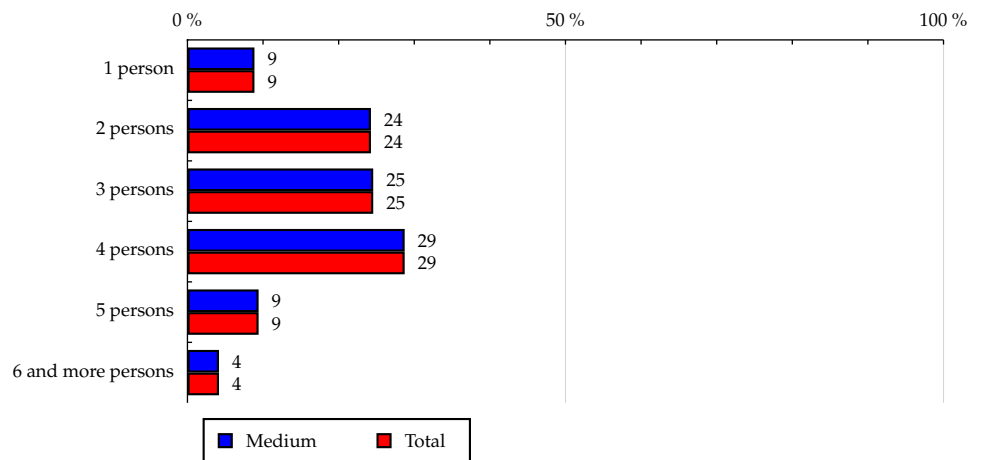
TOTAL

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	8.86	568 104	66.17	9.89	721 498 452	84 042.72	67.73	8.86	568 104	9.89	721 498 452
2 persons	24.27	1 556 317	88.81	25.04	1 825 644 932	104 177.02	90.90	24.27	1 556 317	25.04	1 825 644 932
3 persons	24.57	1 575 686	99.97	26.23	1 912 865 723	121 358.53	102.32	24.57	1 575 686	26.23	1 912 865 723
4 persons	28.73	1 842 395	111.81	25.87	1 886 234 803	114 469.52	114.44	28.73	1 842 395	25.87	1 886 234 803
5 persons	9.41	603 276	119.84	9.05	660 063 466	131 120.10	122.66	9.41	603 276	9.05	660 063 466
6 and more persons	4.17	267 338	118.43	3.91	285 277 760	126 374.97	121.22	4.17	267 338	3.91	285 277 760

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

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



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

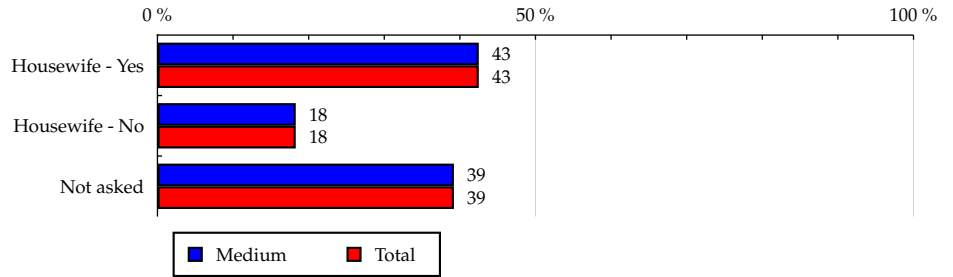
TOTAL

Table 6: Housewife

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Housewife - Yes	42.50	2 725 581	83.98	42.57	3 103 887 048	95 633.11	85.95	42.50	2 725 581	42.57	3 103 887 048
Housewife - No	18.29	1 172 773	97.63	16.74	1 220 530 465	101 604.31	99.93	18.29	1 172 773	16.74	1 220 530 465
Not asked	39.21	2 514 765	118.78	40.69	2 967 167 623	140 144.81	121.57	39.21	2 514 765	40.69	2 967 167 623

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

Chart 6: Housewife by RU(%)



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

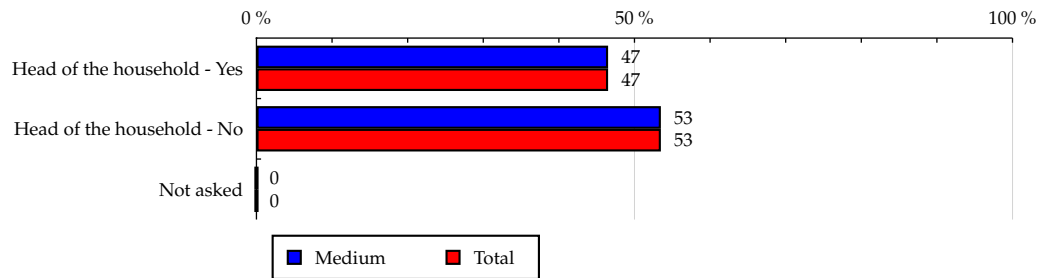
TOTAL

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	46.51	2 982 714	88.03	49.20	3 587 305 196	105 876.14	90.10	46.51	2 982 714	49.20	3 587 305 196
Head of the household - No	53.49	3 430 405	108.01	50.80	3 704 279 939	116 637.75	110.56	53.49	3 430 405	50.80	3 704 279 939
Not asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



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

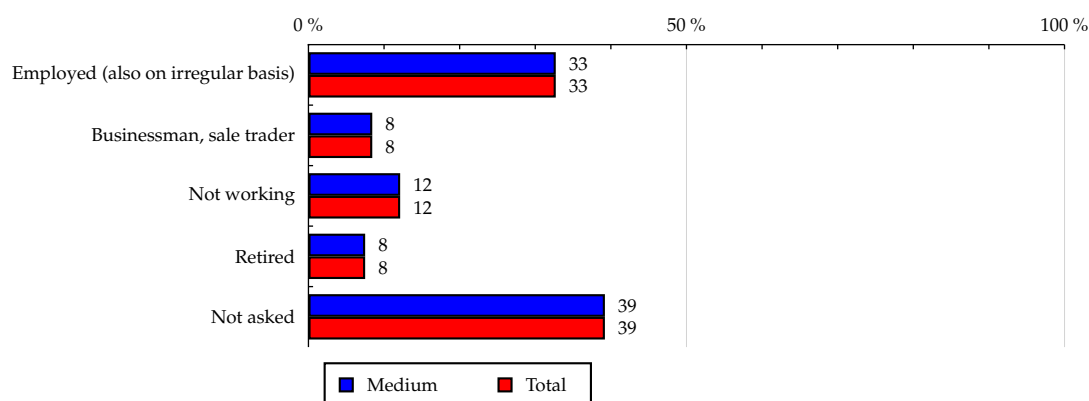
TOTAL

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)	32.71	2 097 658	79.39	32.08	2 338 962 229	88 517.50	81.25	32.71	2 097 658	32.08	2 338 962 229
Businessman, sale trader	8.44	541 557	78.94	7.83	570 766 846	83 195.07	80.80	8.44	541 557	7.83	570 766 846
Not working	12.13	777 895	109.12	10.65	776 611 993	108 942.18	111.69	12.13	777 895	10.65	776 611 993
Retired	7.50	481 243	118.66	8.75	638 076 443	157 324.16	121.45	7.50	481 243	8.75	638 076 443
Not asked	39.21	2 514 765	118.78	40.69	2 967 167 623	140 144.81	121.57	39.21	2 514 765	40.69	2 967 167 623

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

Chart 8: Economic Activity by RU(%)



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

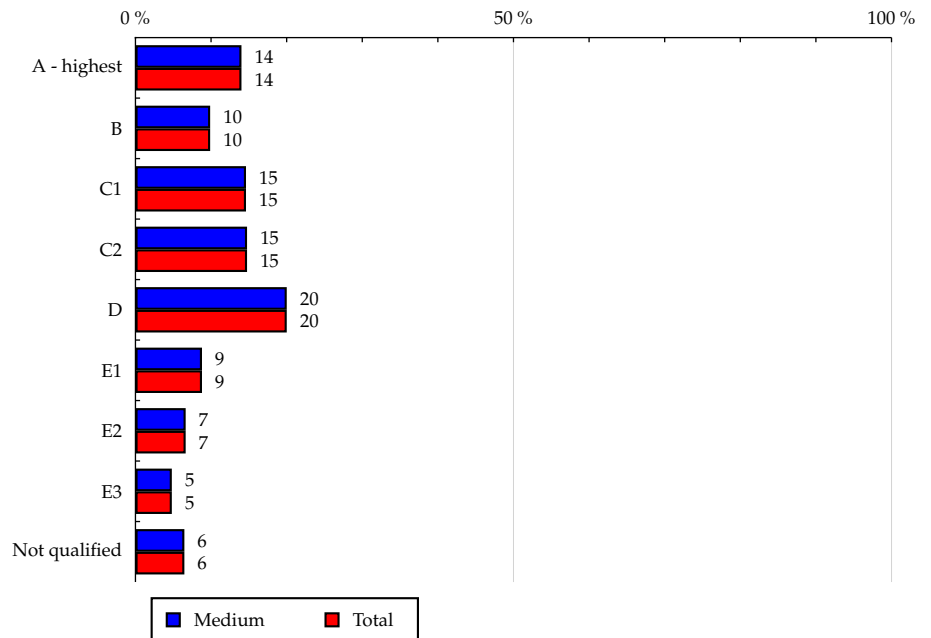
TOTAL

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	14.02	898 947	89.50	12.49	910 543 053	90 652.87	91.61	14.02	898 947	12.49	910 543 053
B	9.88	633 835	100.84	10.20	743 968 795	118 363.57	103.22	9.88	633 835	10.20	743 968 795
C1	14.62	937 812	96.80	14.67	1 069 978 888	110 439.19	99.08	14.62	937 812	14.67	1 069 978 888
C2	14.76	946 298	92.16	16.48	1 201 364 756	116 995.02	94.32	14.76	946 298	16.48	1 201 364 756
D	20.01	1 283 123	104.57	21.07	1 536 414 818	125 212.17	107.03	20.01	1 283 123	21.07	1 536 414 818
E1	8.80	564 541	108.76	11.14	812 476 714	156 527.94	111.32	8.80	564 541	11.14	812 476 714
E2	6.64	425 546	104.00	6.43	468 723 481	114 548.55	106.44	6.64	425 546	6.43	468 723 481
E3	4.81	308 333	91.21	4.70	342 986 900	101 463.89	93.36	4.81	308 333	4.70	342 986 900
Not qualified	6.47	414 682	93.80	2.81	205 127 731	46 399.79	96.01	6.47	414 682	2.81	205 127 731

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

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



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

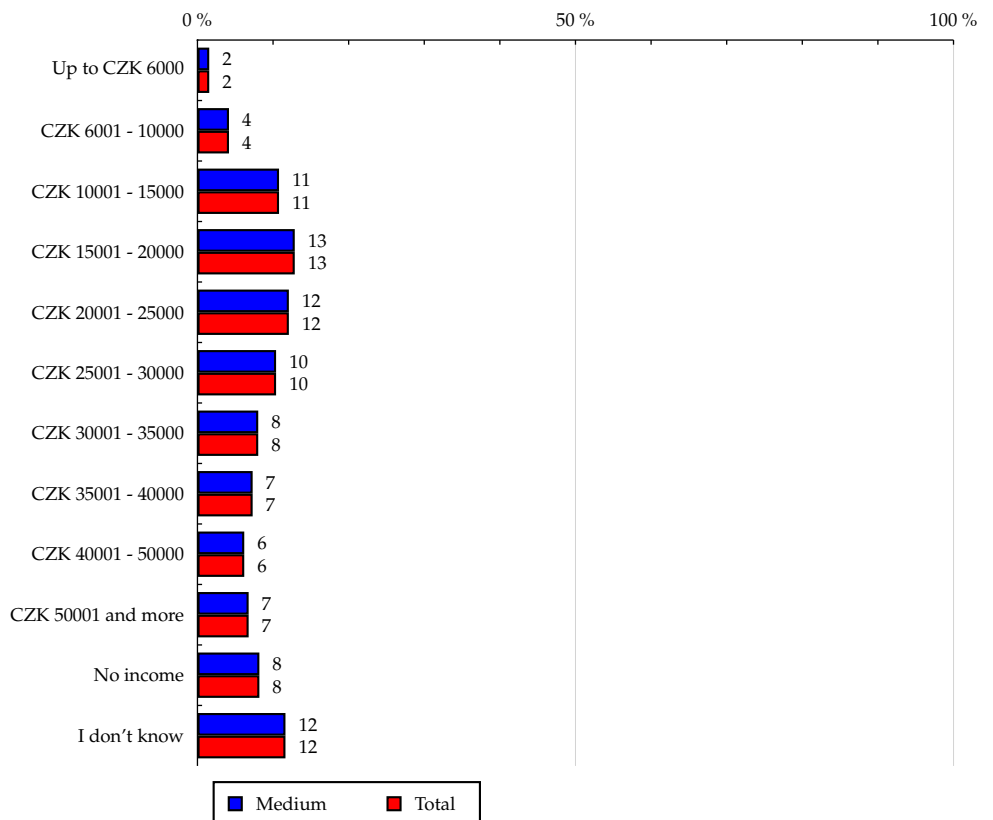
TOTAL

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	1.56	100 083	105.97	1.66	121 220 977	128 344.33	108.46	1.56	100 083	1.66	121 220 977
CZK 6001 - 10000	4.17	267 379	117.83	4.25	309 807 878	136 530.80	120.61	4.17	267 379	4.25	309 807 878
CZK 10001 - 15000	10.79	691 729	99.94	11.53	840 713 651	121 466.91	102.29	10.79	691 729	11.53	840 713 651
CZK 15001 - 20000	12.87	825 154	92.66	13.86	1 010 901 818	113 516.08	94.84	12.87	825 154	13.86	1 010 901 818
CZK 20001 - 25000	12.09	775 135	92.58	13.47	981 950 091	117 283.82	94.76	12.09	775 135	13.47	981 950 091
CZK 25001 - 30000	10.40	666 988	86.38	10.25	747 208 489	96 769.95	88.41	10.40	666 988	10.25	747 208 489
CZK 30001 - 35000	8.04	515 668	95.02	8.57	624 656 054	115 101.09	97.26	8.04	515 668	8.57	624 656 054
CZK 35001 - 40000	7.30	468 163	87.89	8.00	583 182 259	109 478.70	89.96	7.30	468 163	8.00	583 182 259
CZK 40001 - 50000	6.19	396 911	89.64	5.66	412 828 771	93 233.43	91.75	6.19	396 911	5.66	412 828 771
CZK 50001 and more	6.77	434 230	101.98	6.51	474 879 963	111 530.24	104.38	6.77	434 230	6.51	474 879 963
No income	8.19	525 179	94.96	3.98	290 534 388	52 531.83	97.19	8.19	525 179	3.98	290 534 388
I don't know	11.64	746 496	134.84	12.26	893 700 797	161 424.10	138.01	11.64	746 496	12.26	893 700 797

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

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



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

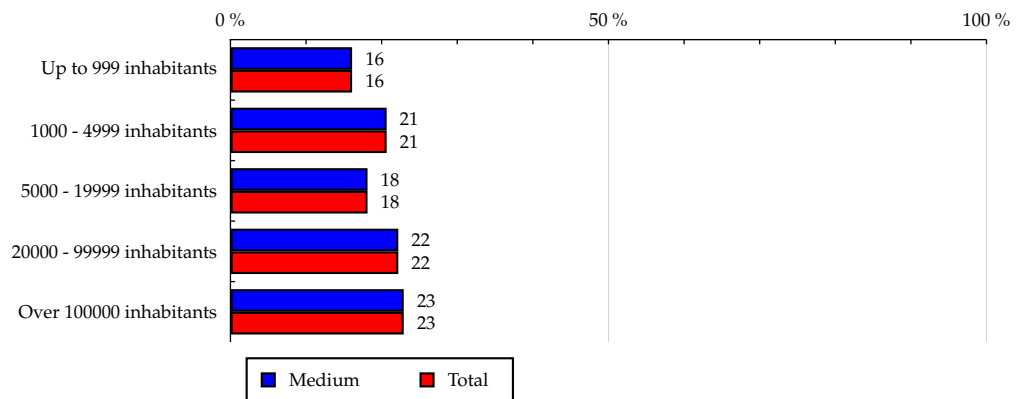
TOTAL

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	16.09	1 031 815	97.95	15.05	1 097 262 132	104 161.92	100.25	16.09	1 031 815	15.05	1 097 262 132
1000 - 4999 inhabitants	20.66	1 324 696	97.55	20.92	1 525 620 163	112 340.37	99.84	20.66	1 324 696	20.92	1 525 620 163
5000 - 19999 inhabitants	18.13	1 162 888	97.53	18.75	1 367 124 335	114 663.31	99.83	18.13	1 162 888	18.75	1 367 124 335
20000 - 99999 inhabitants	22.20	1 424 004	98.05	21.60	1 574 904 859	108 442.41	100.36	22.20	1 424 004	21.60	1 574 904 859
Over 100000 inhabitants	22.92	1 469 715	97.46	23.68	1 726 673 647	114 497.13	99.75	22.92	1 469 715	23.68	1 726 673 647

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

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



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

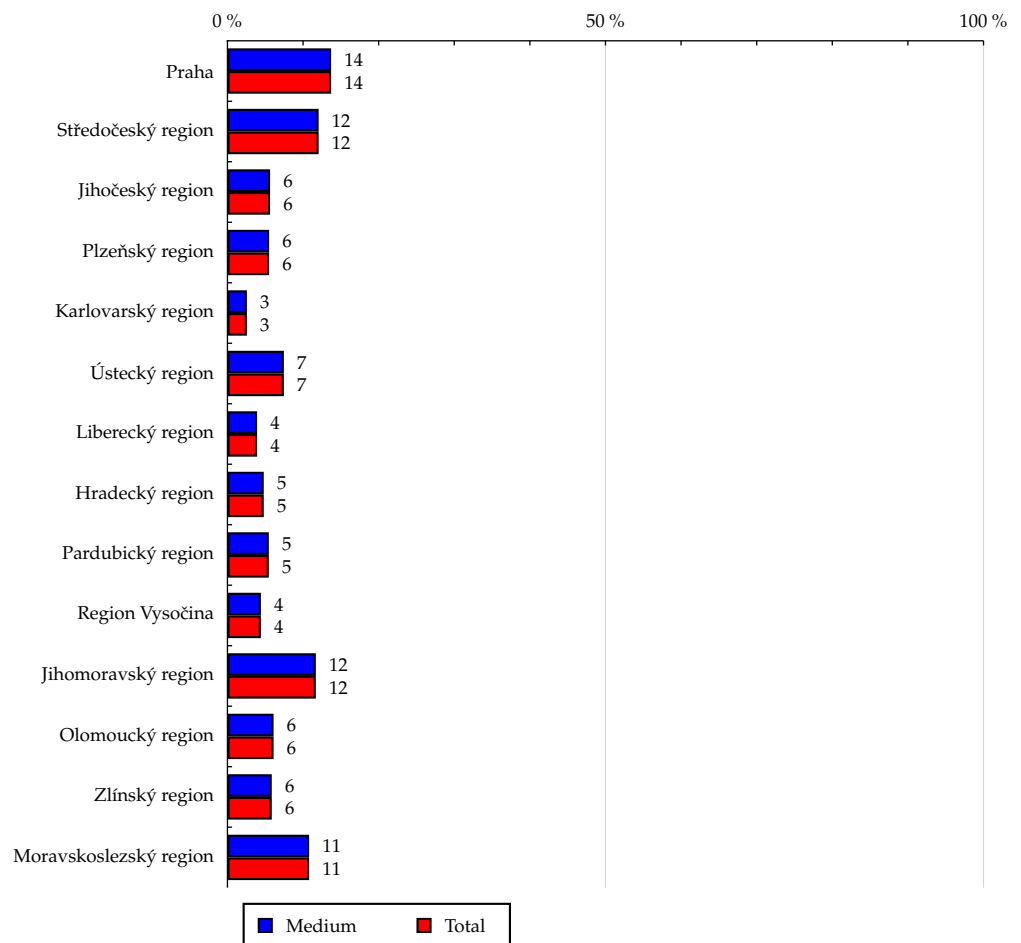
TOTAL

Table 12: Region

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Praha	13.71	879 260	97.63	14.13	1 030 304 679	114 404.29	99.93	13.71	879 260	14.13	1 030 304 679
Středočeský region	12.06	773 363	98.34	10.36	755 577 091	96 076.81	100.65	12.06	773 363	10.36	755 577 091
Jihočeský region	5.64	361 388	97.72	5.18	377 603 880	102 106.71	100.02	5.64	361 388	5.18	377 603 880
Plzeňský region	5.51	353 371	97.65	5.45	397 182 329	109 754.55	99.95	5.51	353 371	5.45	397 182 329
Karlovarský region	2.57	164 721	98.59	2.18	159 037 194	95 184.67	100.91	2.57	164 721	2.18	159 037 194
Ústecký region	7.46	478 693	96.56	7.72	562 691 022	113 506.91	98.84	7.46	478 693	7.72	562 691 022
Liberecký region	3.92	251 215	97.56	4.04	294 714 724	114 458.30	99.86	3.92	251 215	4.04	294 714 724
Hradecký region	4.80	308 138	96.91	5.02	366 306 766	115 208.11	99.19	4.80	308 138	5.02	366 306 766
Pardubický region	5.47	350 665	97.00	6.33	461 425 192	127 635.35	99.28	5.47	350 665	6.33	461 425 192
Region Vysočina	4.42	283 244	97.37	4.56	332 600 991	114 334.87	99.66	4.42	283 244	4.56	332 600 991
Jihomoravský region	11.69	749 551	97.53	11.92	869 485 912	113 137.89	99.83	11.69	749 551	11.92	869 485 912
Olomoucký region	6.10	391 274	98.26	5.79	422 364 863	106 072.01	100.58	6.10	391 274	5.79	422 364 863
Zlínský region	5.86	375 900	98.71	6.20	452 157 202	118 732.52	101.03	5.86	375 900	6.20	452 157 202
Moravskoslezský region	10.80	692 330	97.90	11.11	810 133 290	114 557.22	100.20	10.80	692 330	11.11	810 133 290

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

Chart 12: Region by RU(%)



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

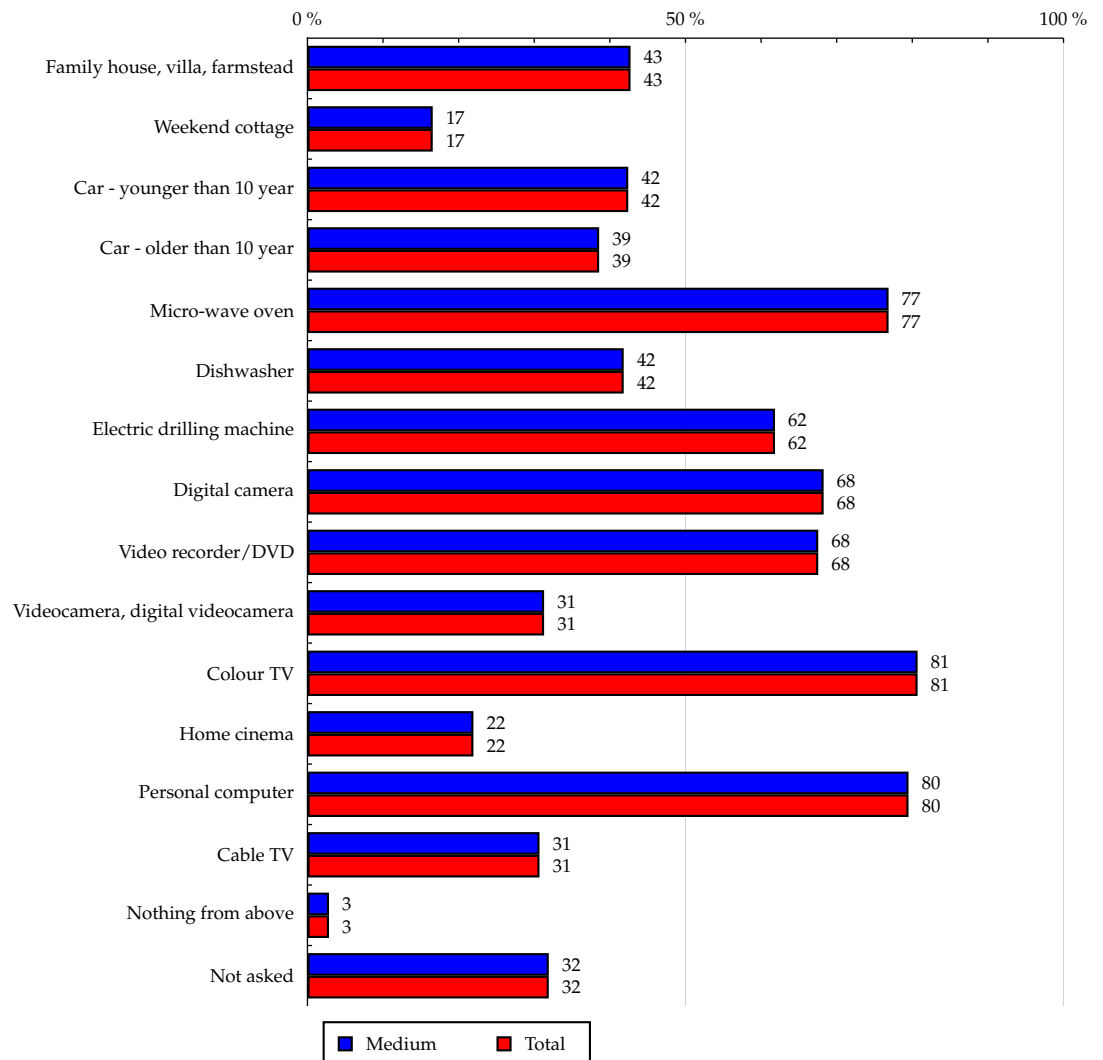
TOTAL

Table 13: Facilities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Family house, villa, farmstead	42.73	2 740 627	106.27	44.05	3 212 165 257	124 559.47	108.78	42.73	2 740 627	44.05	3 212 165 257
Weekend cottage	16.57	1 062 461	87.48	15.25	1 111 612 233	91 531.92	89.54	16.57	1 062 461	15.25	1 111 612 233
Car - younger than 10 year	42.43	2 721 307	100.37	42.98	3 133 567 424	115 575.05	102.73	42.43	2 721 307	42.98	3 133 567 424
Car - older than 10 year	38.58	2 474 143	95.27	40.26	2 935 410 160	113 036.02	97.52	38.58	2 474 143	40.26	2 935 410 160
Micro-wave oven	76.86	4 929 363	95.00	79.71	5 811 790 564	112 011.44	97.24	76.86	4 929 363	79.71	5 811 790 564
Dishwasher	41.83	2 682 589	100.09	41.03	2 991 424 554	111 614.16	102.45	41.83	2 682 589	41.03	2 991 424 554
Electric drilling machine	61.84	3 965 815	94.50	64.41	4 696 225 952	111 908.87	96.73	61.84	3 965 815	64.41	4 696 225 952
Digital camera	68.27	4 377 938	92.95	70.27	5 123 901 900	108 792.13	95.14	68.27	4 377 938	70.27	5 123 901 900
Video recorder/DVD	67.56	4 332 805	92.21	69.28	5 051 327 639	107 503.00	94.38	67.56	4 332 805	69.28	5 051 327 639
Videocamera, digital videocamera	31.30	2 007 248	90.43	30.60	2 231 546 660	100 537.52	92.56	31.30	2 007 248	30.60	2 231 546 660
Colour TV	80.70	5 175 217	95.54	84.99	6 196 972 544	114 402.38	97.79	80.70	5 175 217	84.99	6 196 972 544
Home cinema	21.95	1 407 619	83.27	21.36	1 557 400 000	92 125.44	85.23	21.95	1 407 619	21.36	1 557 400 000
Personal computer	79.50	5 098 343	94.00	82.36	6 005 536 939	110 729.63	96.22	79.50	5 098 343	82.36	6 005 536 939
Cable TV	30.69	1 968 062	85.41	31.56	2 300 875 480	99 848.86	87.42	30.69	1 968 062	31.56	2 300 875 480
Nothing from above	2.85	182 881	133.30	2.88	210 076 691	153 127.53	136.44	2.85	182 881	2.88	210 076 691
Not asked	31.92	2 046 918	117.31	32.87	2 396 506 350	137 349.93	120.08	31.92	2 046 918	32.87	2 396 506 350

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

Chart 13: Facilities by RU(%)



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

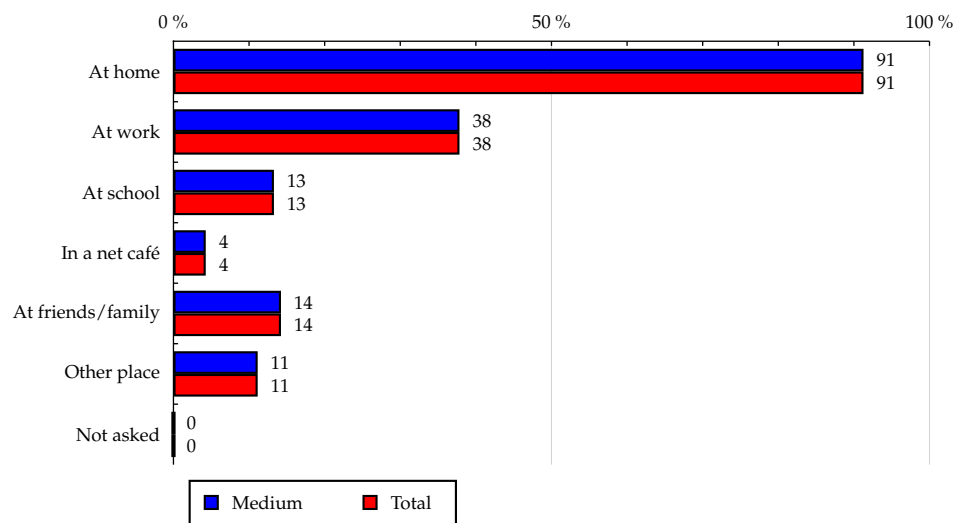
TOTAL

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	91.27	5 853 165	94.42	92.05	6 711 724 394	108 271.30	96.64	91.27	5 853 165	92.05	6 711 724 394
At work	37.83	2 426 360	97.82	35.73	2 605 109 396	105 026.16	100.12	37.83	2 426 360	35.73	2 605 109 396
At school	13.29	852 381	99.82	11.08	807 992 237	94 620.95	102.17	13.29	852 381	11.08	807 992 237
In a net café	4.27	273 768	78.02	3.70	269 821 741	76 899.41	79.86	4.27	273 768	3.70	269 821 741
At friends/family	14.22	911 965	83.83	12.55	914 831 306	84 089.70	85.80	14.22	911 965	12.55	914 831 306
Other place	11.14	714 214	77.78	9.28	676 631 210	73 684.49	79.61	11.14	714 214	9.28	676 631 210
Not asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



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

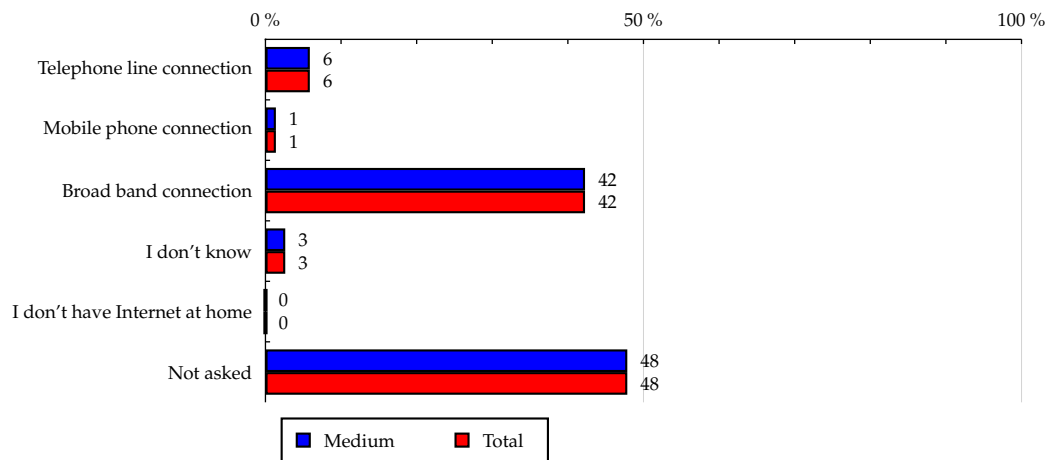
TOTAL

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	5.87	376 707	110.58	5.90	430 166 255	126 270.38	113.18	5.87	376 707	5.90	430 166 255
Mobile phone connection	1.38	88 526	91.20	1.59	115 914 296	119 416.87	93.35	1.38	88 526	1.59	115 914 296
Broad band connection	42.27	2 710 684	97.74	41.78	3 046 463 730	109 844.66	100.04	42.27	2 710 684	41.78	3 046 463 730
I don't know	2.62	168 175	205.84	2.88	209 667 900	256 619.49	210.68	2.62	168 175	2.88	209 667 900
I don't have Internet at home	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0
Not asked	47.86	3 069 025	93.82	47.85	3 489 372 955	106 668.76	96.03	47.86	3 069 025	47.85	3 489 372 955

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

Chart 15: Connection from Home by RU(%)



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

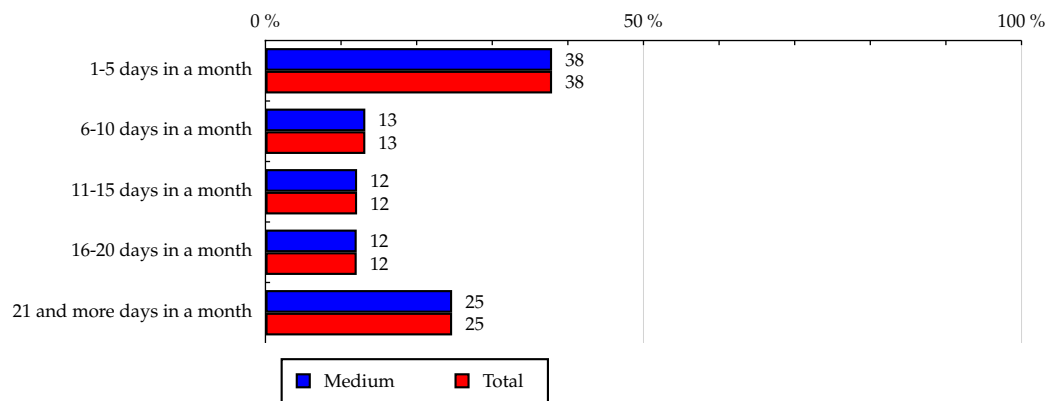
TOTAL

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	37.91	2 431 397	161.01	13.92	1 015 234 208	67 231.17	164.80	37.91	2 431 397	13.92	1 015 234 208
6-10 days in a month	13.21	846 946	84.39	3.93	286 824 496	28 578.56	86.37	13.21	846 946	3.93	286 824 496
11-15 days in a month	12.12	777 184	91.24	8.33	607 083 383	71 271.15	93.39	12.12	777 184	8.33	607 083 383
16-20 days in a month	12.07	774 029	81.43	14.45	1 053 743 052	110 854.21	83.35	12.07	774 029	14.45	1 053 743 052
21 and more days in a month	24.69	1 583 561	70.44	59.37	4 328 699 996	192 554.99	72.10	24.69	1 583 561	59.37	4 328 699 996

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

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



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

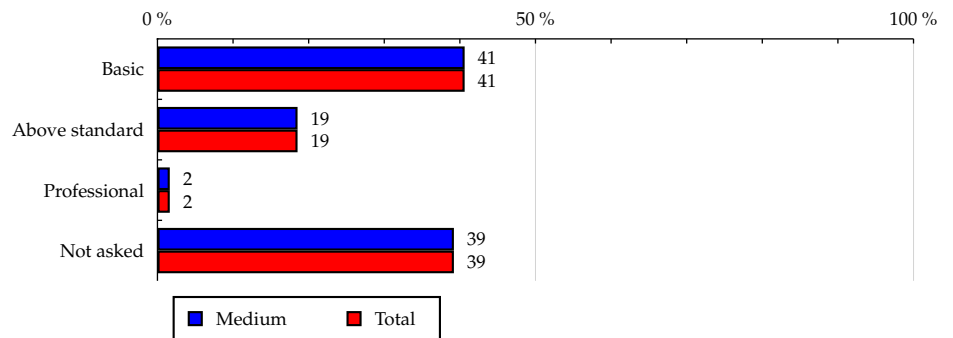
TOTAL

Table 17: IT Knowledge

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Basic	40.63	2 605 476	103.25	40.96	2 986 940 602	118 366.37	105.68	40.63	2 605 476	40.96	2 986 940 602
Above standard	18.53	1 188 474	68.02	17.17	1 251 783 795	71 648.56	69.63	18.53	1 188 474	17.17	1 251 783 795
Professional	1.63	104 403	59.22	1.18	85 693 115	48 608.84	60.62	1.63	104 403	1.18	85 693 115
Not asked	39.21	2 514 765	118.78	40.69	2 967 167 623	140 144.81	121.57	39.21	2 514 765	40.69	2 967 167 623

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

Chart 17: IT Knowledge by RU(%)



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

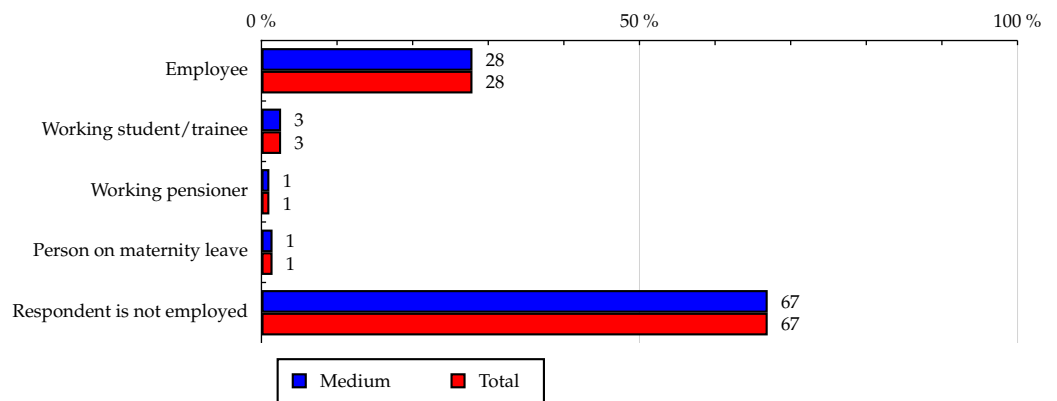
TOTAL

Table 18: Economically Active as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Employee	27.91	1 789 780	82.13	27.55	2 008 926 227	92 182.11	84.06	27.91	1 789 780	27.55	2 008 926 227
Working student/trainee	2.60	167 026	72.06	2.50	182 031 450	78 528.32	73.75	2.60	167 026	2.50	182 031 450
Working pensioner	1.05	67 620	31.48	0.82	59 762 680	27 821.53	32.22	1.05	67 620	0.82	59 762 680
Person on maternity leave	1.47	94 288	107.38	1.35	98 529 451	112 213.60	109.91	1.47	94 288	1.35	98 529 451
Respondent is not employed	66.96	4 294 403	111.53	67.78	4 942 335 327	128 359.82	114.16	66.96	4 294 403	67.78	4 942 335 327

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

Chart 18: Economically Active as by RU(%)



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

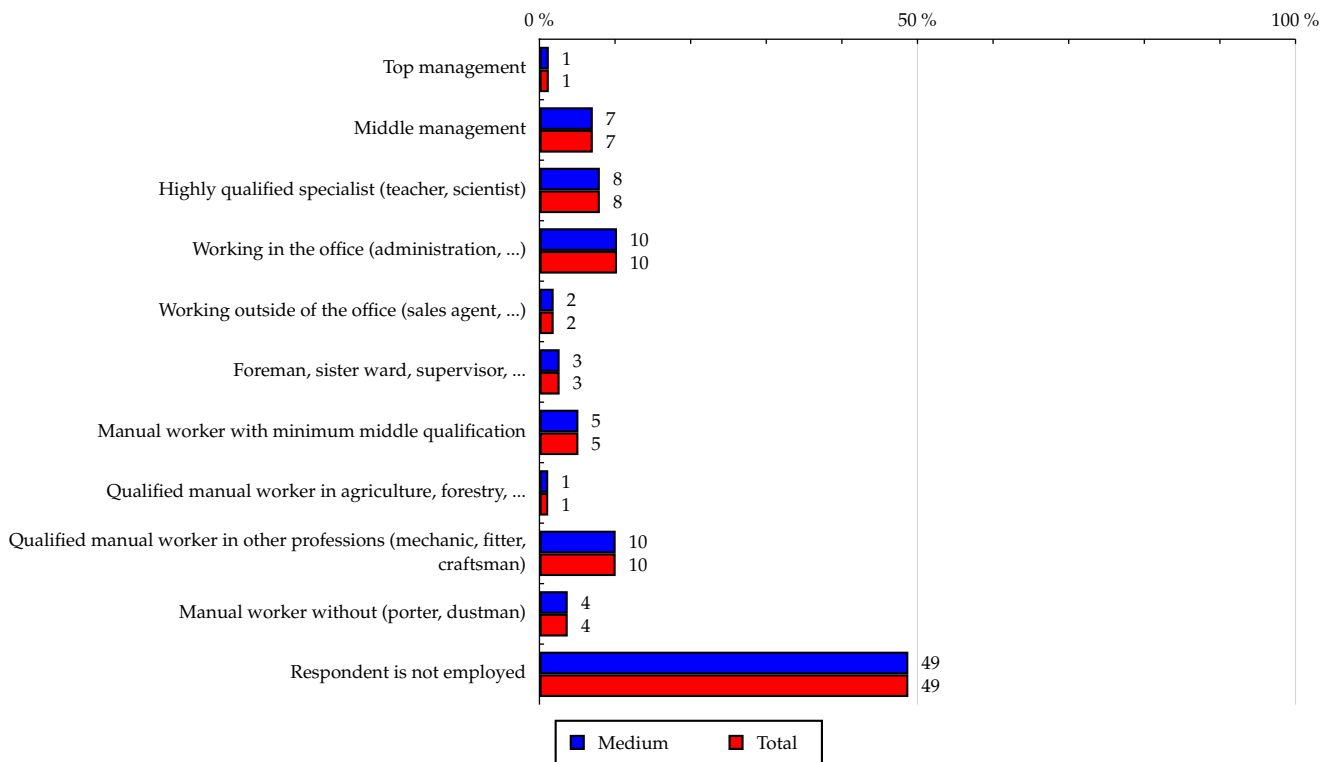
TOTAL

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	1.24	79 486	78.33	0.92	66 779 670	65 807.25	80.17	1.24	79 486	0.92	66 779 670
Middle management	7.06	452 623	85.23	6.52	475 219 549	89 488.65	87.24	7.06	452 623	6.52	475 219 549
Highly qualified specialist (teacher, scientist)	7.99	512 658	100.97	7.39	538 765 664	106 107.50	103.34	7.99	512 658	7.39	538 765 664
Working in the office (administration, ...)	10.26	657 675	103.92	9.47	690 501 626	109 109.39	106.37	10.26	657 675	9.47	690 501 626
Working outside of the office (sales agent, ...)	1.88	120 440	90.17	1.87	136 313 859	102 052.45	92.29	1.88	120 440	1.87	136 313 859
Foreman, sister ward, supervisor, ...	2.67	170 977	97.53	2.71	197 778 189	112 813.46	99.82	2.67	170 977	2.71	197 778 189
Manual worker with minimum middle qualification	5.15	330 246	81.23	7.38	538 274 344	132 400.86	83.14	5.15	330 246	7.38	538 274 344
Qualified manual worker in agriculture, forestry, ...	1.16	74 321	79.55	1.21	87 967 663	94 155.48	81.42	1.16	74 321	1.21	87 967 663
Qualified manual worker in other professions (mechanic, fitter, craftsman)	10.08	646 127	86.73	10.97	799 875 943	107 363.30	88.77	10.08	646 127	10.97	799 875 943
Manual worker without (porter, dustman)	3.74	239 654	81.68	3.86	281 640 674	95 985.21	83.60	3.74	239 654	3.86	281 640 674
Respondent is not employed	48.79	3 128 909	106.29	47.71	3 478 467 952	118 167.84	108.80	48.79	3 128 909	47.71	3 478 467 952

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

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



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

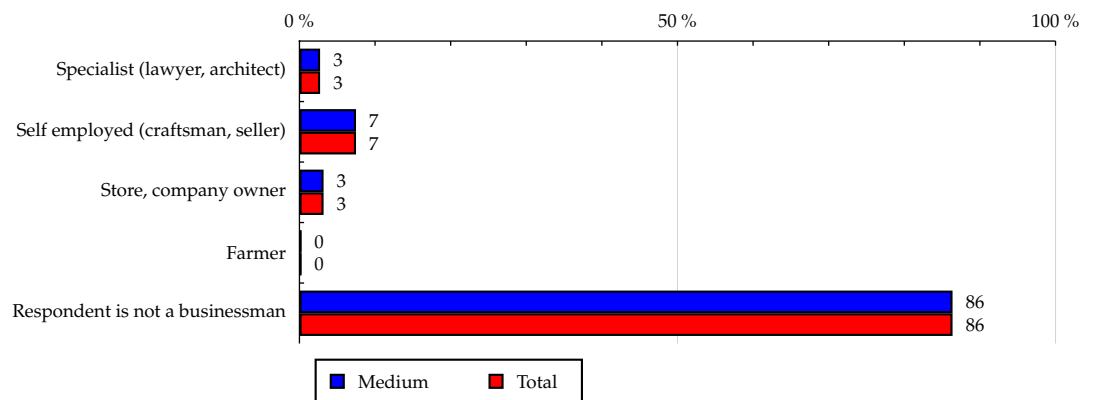
TOTAL

Table 20: Business Activities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Specialist (lawyer, architect)	2.73	175 040	70.41	2.35	171 068 519	68 816.75	72.07	2.73	175 040	2.35	171 068 519
Self employed (craftsman, seller)	7.48	479 758	80.02	7.57	552 288 060	92 122.68	81.91	7.48	479 758	7.57	552 288 060
Store, company owner	3.19	204 320	104.54	3.27	238 705 432	122 134.40	107.00	3.19	204 320	3.27	238 705 432
Farmer	0.22	14 364	81.58	0.25	18 216 955	103 455.64	83.50	0.22	14 364	0.25	18 216 955
Respondent is not a businessman	86.38	5 539 636	100.67	86.56	6 311 306 169	114 689.69	103.04	86.38	5 539 636	86.56	6 311 306 169

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

Chart 20: Business Activities by RU(%)



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

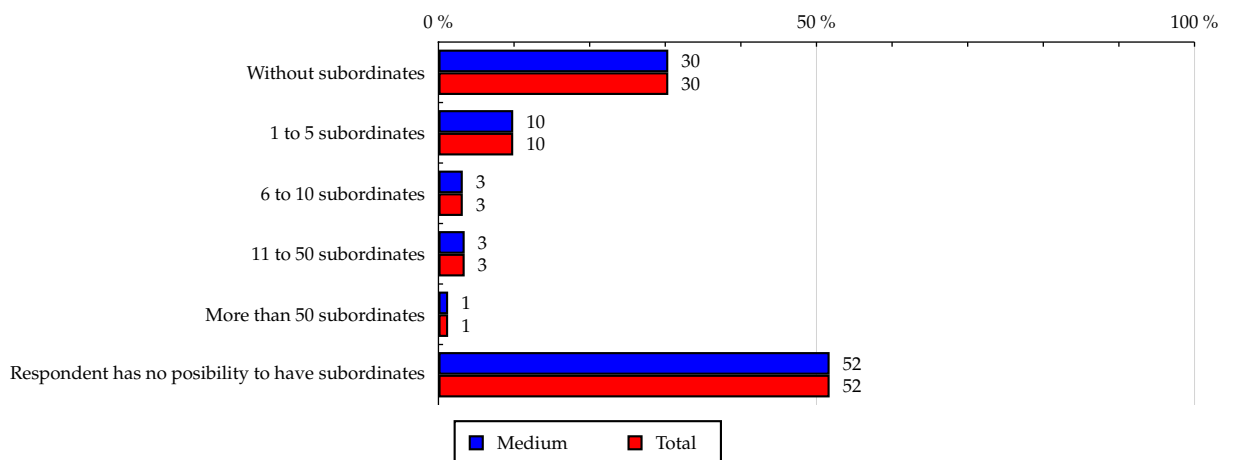
TOTAL

Table 21: Number of Subordinates

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Without subordinates	30.40	1 949 436	81.77	32.15	2 344 324 371	98 333.52	83.69	30.40	1 949 436	32.15	2 344 324 371
1 to 5 subordinates	9.89	634 571	81.21	10.59	772 502 292	98 864.61	83.12	9.89	634 571	10.59	772 502 292
6 to 10 subordinates	3.22	206 317	85.01	2.90	211 713 289	87 234.06	87.01	3.22	206 317	2.90	211 713 289
11 to 50 subordinates	3.47	222 768	93.74	3.27	238 097 674	100 185.77	95.94	3.47	222 768	3.27	238 097 674
More than 50 subordinates	1.28	81 823	98.68	0.96	69 859 036	84 250.94	101.00	1.28	81 823	0.96	69 859 036
Respondent has no possibility to have subordinates	51.74	3 318 202	117.03	50.13	3 655 088 472	128 909.28	119.78	51.74	3 318 202	50.13	3 655 088 472

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

Chart 21: Number of Subordinates by RU(%)



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

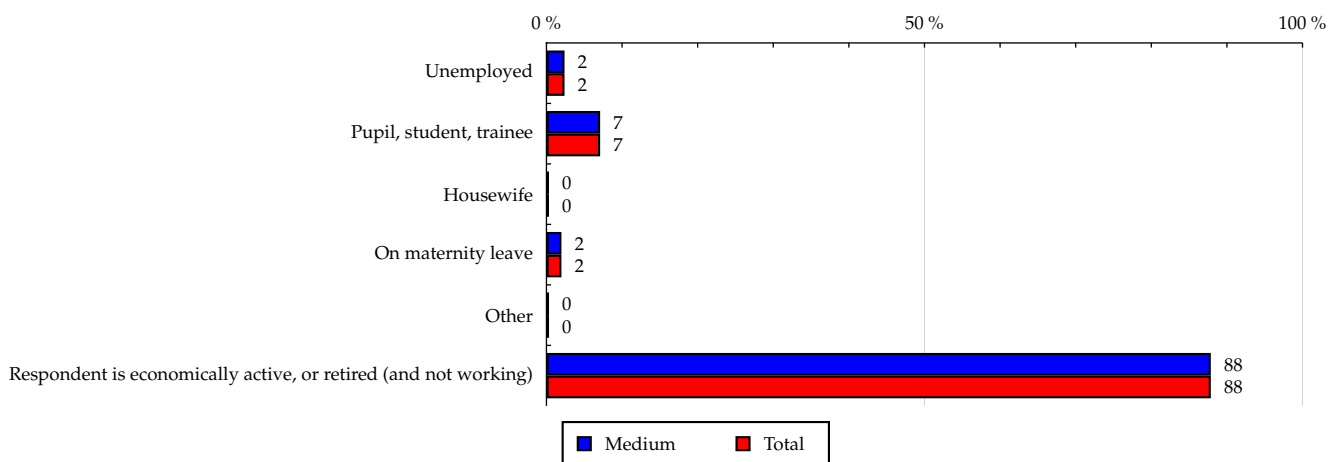
TOTAL

Table 22: Economically Inactive as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unemployed	2.39	153 293	97.67	2.70	197 198 182	125 638.37	99.96	2.39	153 293	2.70	197 198 182
Pupil, student, trainee	7.10	455 362	108.67	5.49	399 995 499	95 456.32	111.23	7.10	455 362	5.49	399 995 499
Housewife	0.32	20 757	93.96	0.20	14 833 120	67 144.31	96.17	0.32	20 757	0.20	14 833 120
On maternity leave	1.98	126 882	132.95	1.93	140 961 219	147 699.19	136.08	1.98	126 882	1.93	140 961 219
Other	0.34	21 648	110.77	0.32	23 650 077	121 011.77	113.38	0.34	21 648	0.32	23 650 077
Respondent is economically active, or retired (and not working)	87.87	5 635 175	96.31	89.35	6 514 947 037	111 347.04	98.58	87.87	5 635 175	89.35	6 514 947 037

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

Chart 22: Economically Inactive as by RU(%)



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

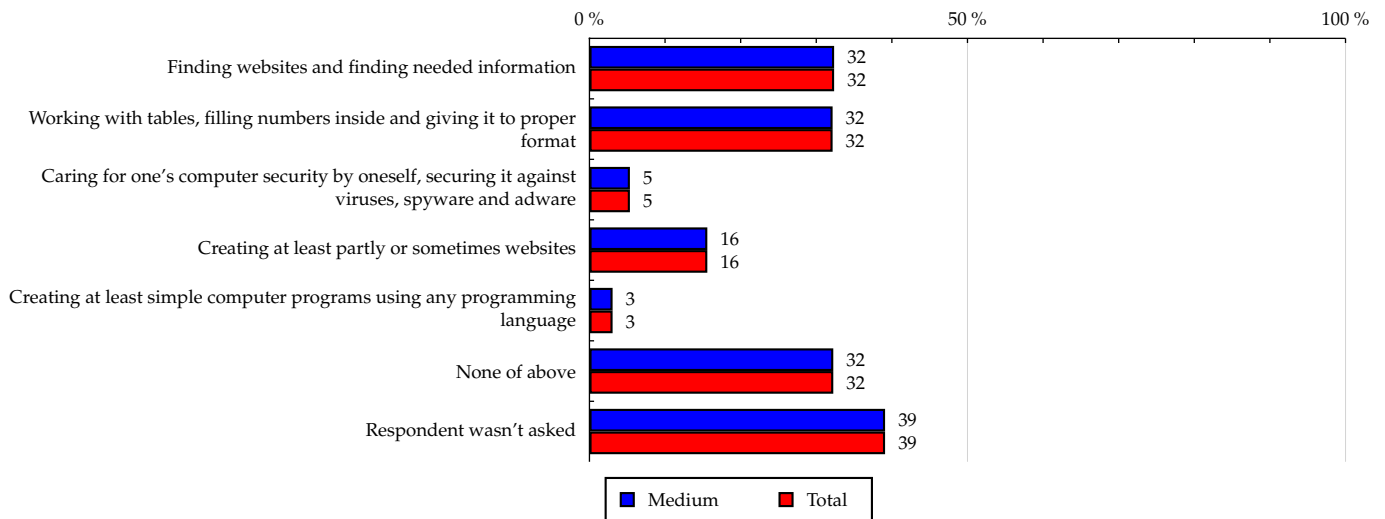
TOTAL

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	32.36	2 075 065	83.69	32.47	2 367 331 463	95 479.35	85.66	32.36	2 075 065	32.47	2 367 331 463
Working with tables, filling numbers inside and giving it to proper format	32.16	2 062 310	70.74	31.80	2 318 504 955	79 529.17	72.41	32.16	2 062 310	31.80	2 318 504 955
Caring for one's computer security by oneself, securing it against viruses, spyware and adware	5.35	342 820	67.17	4.93	359 440 858	70 421.79	68.75	5.35	342 820	4.93	359 440 858
Creating at least partly or sometimes websites	15.59	999 931	78.28	15.10	1 101 012 212	86 198.39	80.13	15.59	999 931	15.10	1 101 012 212
Creating at least simple computer programs using any programming language	3.06	196 131	83.09	2.58	187 959 896	79 628.69	85.05	3.06	196 131	2.58	187 959 896
None of above	32.25	2 068 116	183.96	35.10	2 559 644 887	227 683.87	188.29	32.25	2 068 116	35.10	2 559 644 887
Respondent wasn't asked	39.10	2 507 698	83.47	35.56	2 592 964 387	86 306.18	85.43	39.10	2 507 698	35.56	2 592 964 387

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

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



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

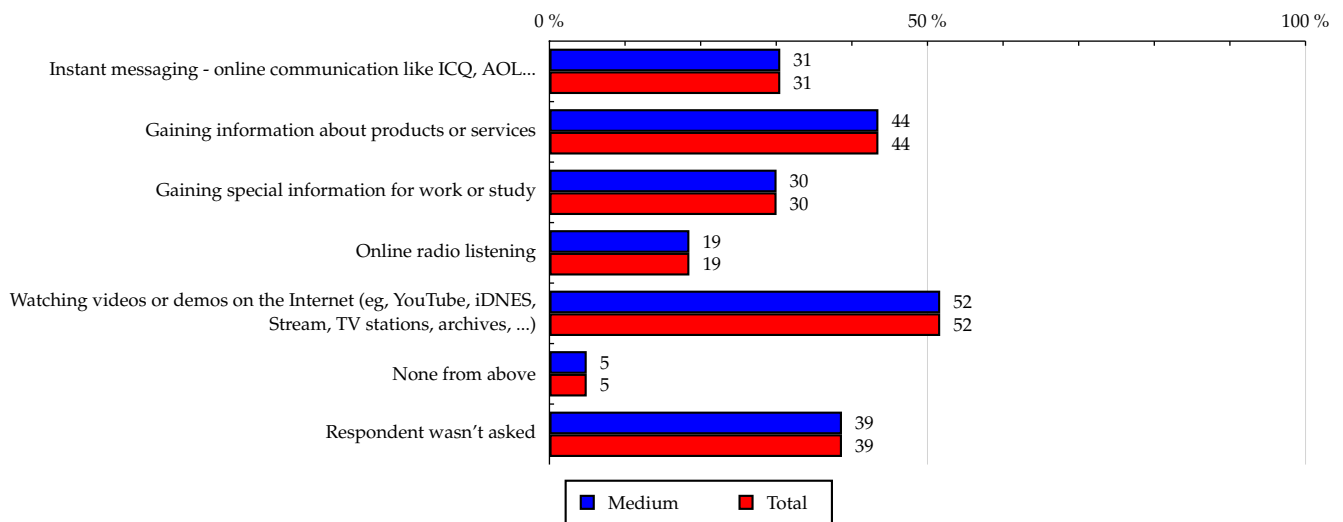
TOTAL

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...	30.53	1 958 171	71.31	27.66	2 016 819 462	73 446.97	72.99	30.53	1 958 171	27.66	2 016 819 462
Gaining information about products or services	43.51	2 790 218	89.86	42.77	3 118 787 081	100 441.58	91.98	43.51	2 790 218	42.77	3 118 787 081
Gaining special information for work or study	30.04	1 926 785	91.88	28.87	2 105 210 326	100 386.66	94.04	30.04	1 926 785	28.87	2 105 210 326
Online radio listening	18.51	1 186 936	85.61	18.96	1 382 383 317	99 710.68	87.63	18.51	1 186 936	18.96	1 382 383 317
Watching videos or demos on the Internet (eg, YouTube, iDNES, Stream, TV stations, archives, ...)	51.68	3 314 548	100.70	55.91	4 076 631 544	123 847.57	103.07	51.68	3 314 548	55.91	4 076 631 544
None from above	4.93	316 459	175.30	4.79	349 537 899	193 622.64	179.43	4.93	316 459	4.79	349 537 899
Respondent wasn't asked	38.69	2 480 997	113.64	39.43	2 875 062 696	131 687.49	116.31	38.69	2 480 997	39.43	2 875 062 696

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

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



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

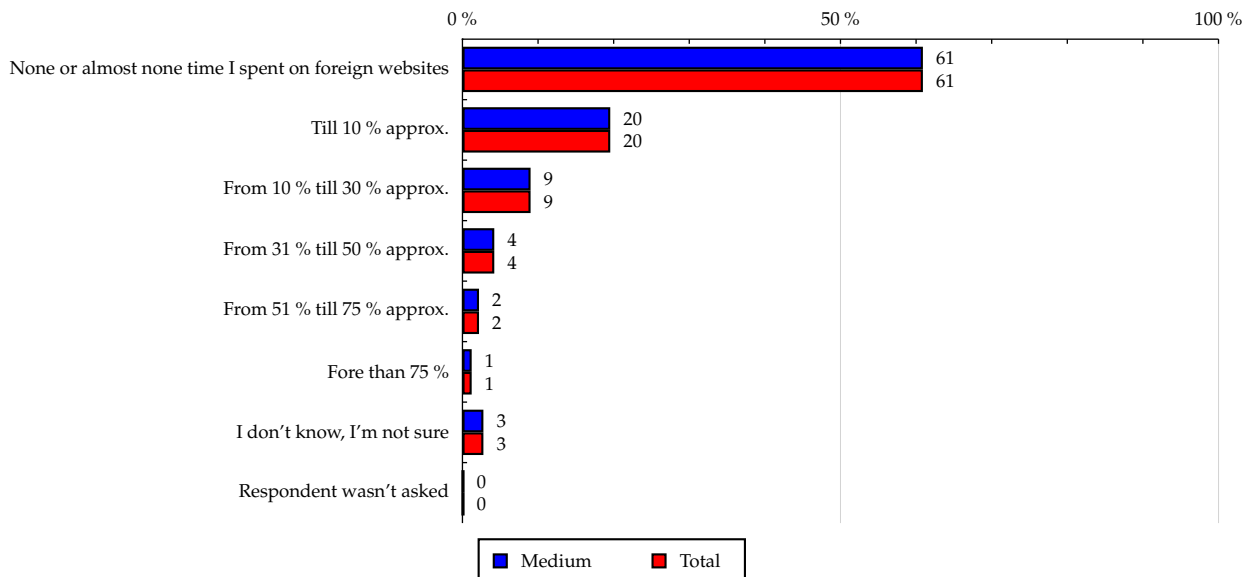
TOTAL

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	60.90	3 905 893	157.65	67.20	4 900 150 613	197 786.12	161.37	60.90	3 905 893	67.20	4 900 150 613
Till 10 % approx.	19.55	1 253 855	68.73	18.38	1 340 264 582	73 469.35	70.35	19.55	1 253 855	18.38	1 340 264 582
From 10 % till 30 % approx.	9.01	578 026	59.12	7.90	576 159 523	58 924.30	60.51	9.01	578 026	7.90	576 159 523
From 31 % till 50 % approx.	4.21	269 725	51.53	3.11	226 991 321	43 369.02	52.75	4.21	269 725	3.11	226 991 321
From 51 % till 75 % approx.	2.19	140 382	66.34	1.28	93 524 343	44 198.53	67.90	2.19	140 382	1.28	93 524 343
Fore than 75 %	1.22	78 443	68.99	0.80	58 199 803	51 189.76	70.62	1.22	78 443	0.80	58 199 803
I don't know, I'm not sure	2.77	177 902	45.62	1.29	93 782 720	24 050.33	46.70	2.77	177 902	1.29	93 782 720
Respondent wasn't asked	0.14	8 892	19.37	0.03	2 512 231	5 471.58	19.82	0.14	8 892	0.03	2 512 231

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

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



Source: NetMonitor – SPIR – Gemius & Mediaresearch, August 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".