

SPiR NetMonitor

Research on the Sociodemography of Internet Users in the Czech Republic

Medium title:

TOTAL

Month:

September 2014

Basic information	
The size of Internet population in the Czech Republic	6 780 755
Number of respondents	
Medium	N = 14 800
Total (for all measured media)	N = 14 800
RU(number)	6 624 797
Reach(%)	97.70
PV(number) (from Czech visitors)	7 563 467 899
PV(number) (from all visitors)	8 135 485 888
GRP (%)	111 543.15

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

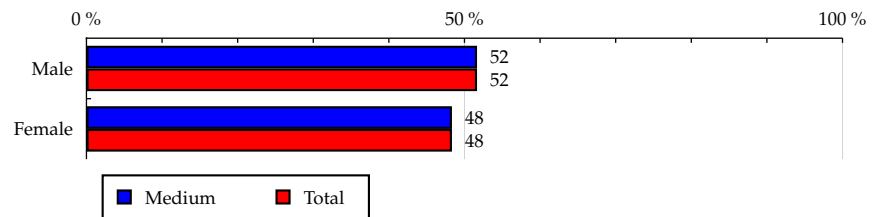
TOTAL

Table 1: Sex

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Male	51.66	3 422 574	97.82	49.83	3 769 042 569	107 719.90	100.12	51.66	3 422 574	49.83	3 769 042 569
Female	48.34	3 202 222	97.57	50.17	3 794 425 330	115 619.35	99.87	48.34	3 202 222	50.17	3 794 425 330

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

Chart 1: Sex by RU(%)



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

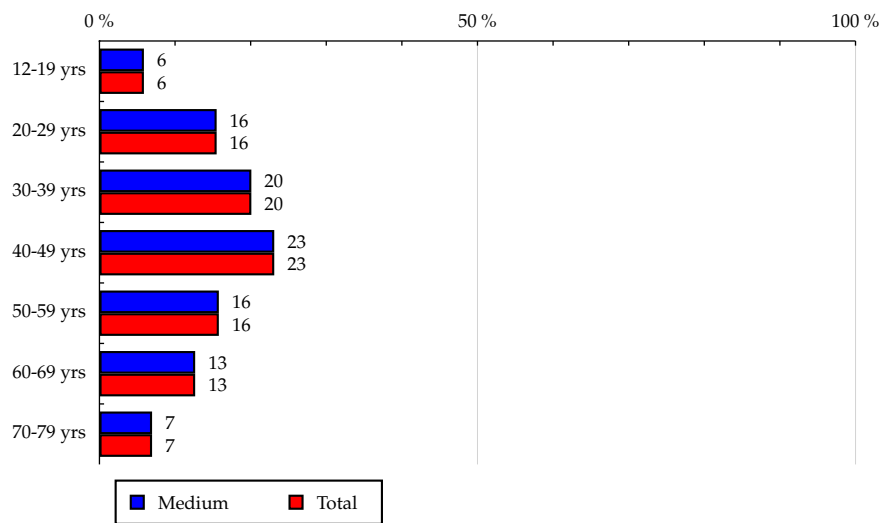
TOTAL

Table 2: Age

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
12-19 yrs	5.88	389 564	93.47	1.86	140 646 544	33 744.21	95.67	5.88	389 564	1.86	140 646 544
20-29 yrs	15.50	1 027 091	96.87	16.06	1 215 046 353	114 593.78	99.15	15.50	1 027 091	16.06	1 215 046 353
30-39 yrs	20.09	1 331 060	98.35	18.05	1 365 031 359	100 864.83	100.67	20.09	1 331 060	18.05	1 365 031 359
40-49 yrs	23.12	1 531 692	98.07	25.25	1 909 489 749	122 263.26	100.38	23.12	1 531 692	25.25	1 909 489 749
50-59 yrs	15.79	1 045 811	98.51	17.43	1 318 443 465	124 190.67	100.83	15.79	1 045 811	17.43	1 318 443 465
60-69 yrs	12.66	838 781	98.14	14.14	1 069 112 096	125 087.61	100.45	12.66	838 781	14.14	1 069 112 096
70-79 yrs	6.96	460 793	97.58	7.21	545 698 332	115 561.86	99.88	6.96	460 793	7.21	545 698 332

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

Chart 2: Age by RU(%)



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

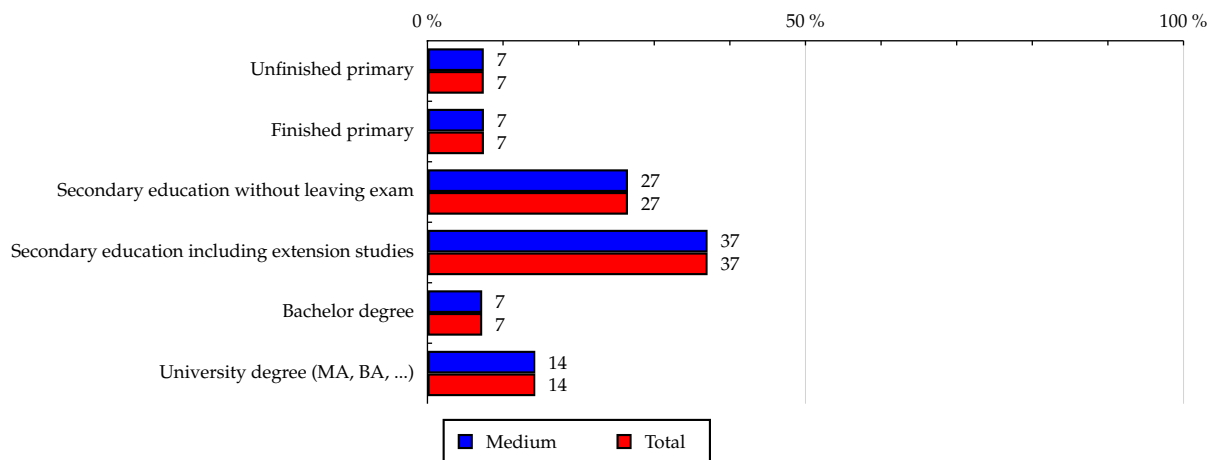
TOTAL

Table 3: Highest Education

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unfinished primary	7.45	493 668	93.73	2.79	210 910 261	40 045.27	95.94	7.45	493 668	2.79	210 910 261
Finished primary	7.47	495 200	96.68	8.36	632 289 806	123 450.65	98.96	7.47	495 200	8.36	632 289 806
Secondary education without leaving exam	26.52	1 756 767	98.01	29.66	2 243 609 115	125 168.13	100.32	26.52	1 756 767	29.66	2 243 609 115
Secondary education including extension studies	37.05	2 454 804	98.04	39.74	3 005 582 630	120 035.83	100.35	37.05	2 454 804	39.74	3 005 582 630
Bachelor degree	7.24	479 756	98.80	7.42	560 988 057	115 527.32	101.12	7.24	479 756	7.42	560 988 057
University degree (MA, BA, ...)	14.26	944 599	98.40	12.03	910 088 029	94 808.29	100.72	14.26	944 599	12.03	910 088 029

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

Chart 3: Highest Education by RU(%)



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

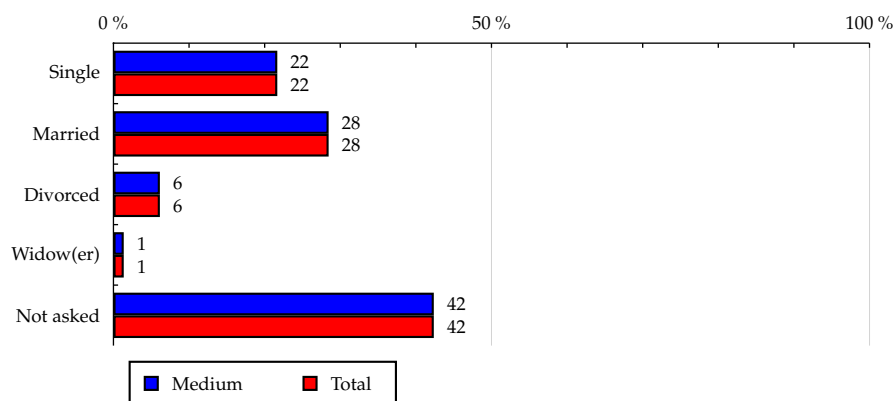
TOTAL

Table 4: Marital Status

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Single	21.67	1 435 504	87.76	20.59	1 557 428 086	95 212.40	89.82	21.67	1 435 504	20.59	1 557 428 086
Married	28.46	1 885 563	98.82	29.81	2 254 781 580	118 174.19	101.15	28.46	1 885 563	29.81	2 254 781 580
Divorced	6.14	406 749	59.06	6.01	454 774 104	66 029.60	60.45	6.14	406 749	6.01	454 774 104
Widow(er)	1.36	90 117	67.39	1.36	103 151 103	77 135.04	68.98	1.36	90 117	1.36	103 151 103
Not asked	42.37	2 806 861	116.25	42.22	3 193 333 025	132 254.99	118.99	42.37	2 806 861	42.22	3 193 333 025

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

Chart 4: Marital Status by RU(%)



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

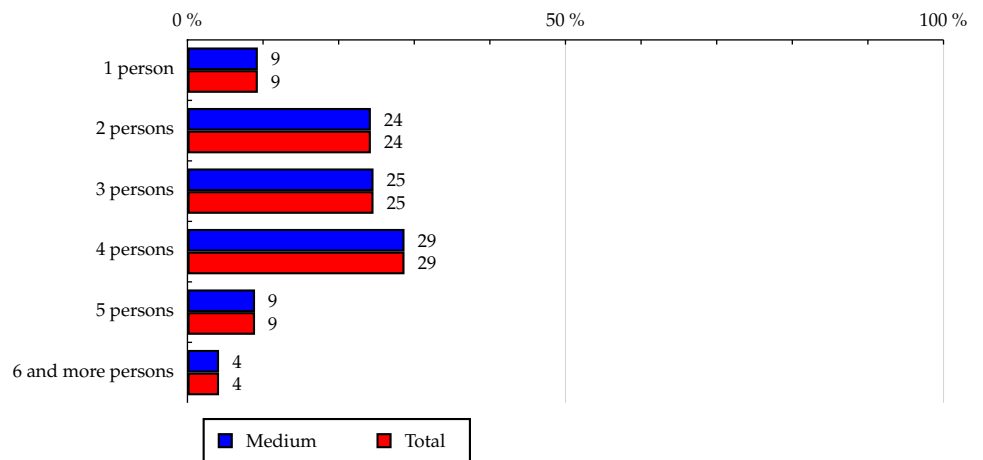
TOTAL

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	9.31	616 507	70.81	9.36	708 186 569	81 340.26	72.48	9.31	616 507	9.36	708 186 569
2 persons	24.26	1 607 075	89.96	26.54	2 007 084 154	112 352.51	92.08	24.26	1 607 075	26.54	2 007 084 154
3 persons	24.61	1 630 207	98.01	25.59	1 935 778 222	116 382.46	100.32	24.61	1 630 207	25.59	1 935 778 222
4 persons	28.71	1 901 720	111.94	26.41	1 997 180 906	117 555.32	114.57	28.71	1 901 720	26.41	1 997 180 906
5 persons	8.94	592 365	119.20	8.73	660 364 684	132 880.31	122.00	8.94	592 365	8.73	660 364 684
6 and more persons	4.18	276 919	104.69	3.37	254 873 363	96 356.96	107.16	4.18	276 919	3.37	254 873 363

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

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



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

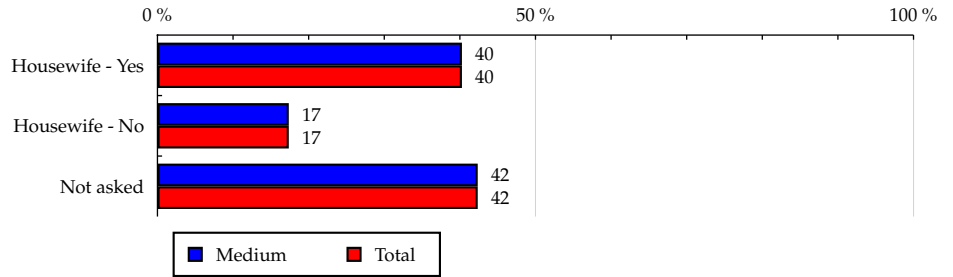
TOTAL

Table 6: Housewife

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Housewife - Yes	40.27	2 668 088	83.42	41.16	3 113 135 944	97 336.83	85.39	40.27	2 668 088	41.16	3 113 135 944
Housewife - No	17.37	1 150 567	98.13	16.62	1 257 302 582	107 228.47	100.44	17.37	1 150 567	16.62	1 257 302 582
Not asked	42.36	2 806 141	116.44	42.22	3 193 029 373	132 496.53	119.18	42.36	2 806 141	42.22	3 193 029 373

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

Chart 6: Housewife by RU(%)



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

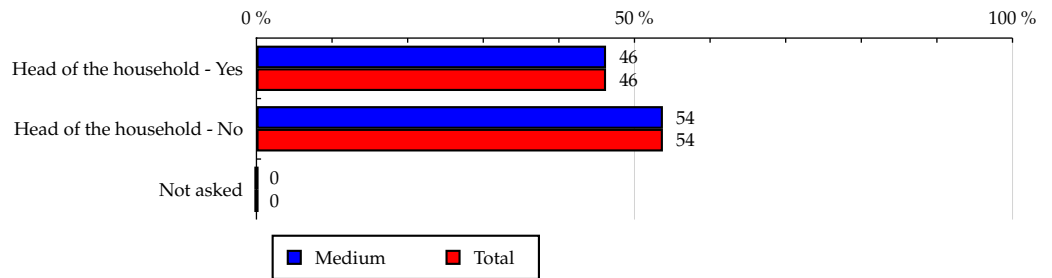
TOTAL

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	46.24	3 063 086	88.71	46.98	3 552 992 482	102 900.79	90.80	46.24	3 063 086	46.98	3 552 992 482
Head of the household - No	53.76	3 561 710	107.03	53.02	4 010 475 417	120 509.92	109.54	53.76	3 561 710	53.02	4 010 475 417
Not asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



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

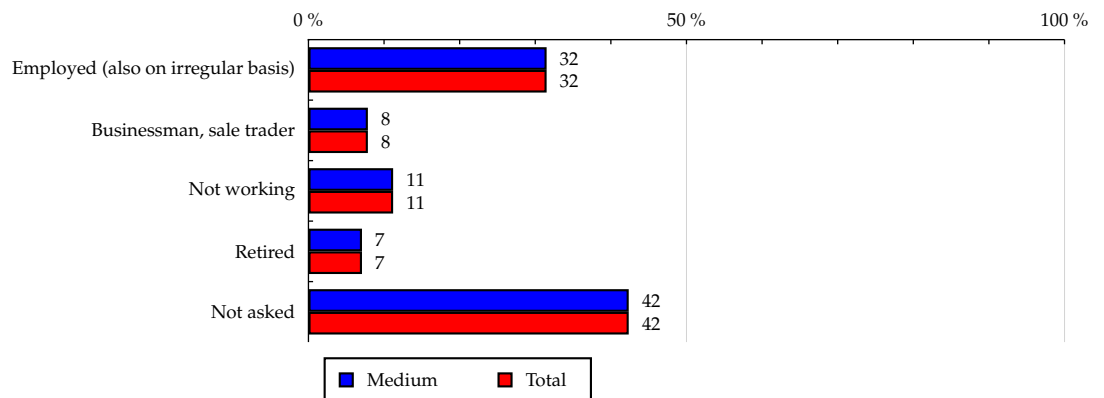
TOTAL

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)	31.50	2 086 987	79.89	30.90	2 337 261 941	89 469.28	81.77	31.50	2 086 987	30.90	2 337 261 941
Businessman, sale trader	7.86	521 004	77.21	8.13	614 945 912	91 126.01	79.02	7.86	521 004	8.13	614 945 912
Not working	11.20	741 689	104.75	10.68	807 847 048	114 093.12	107.22	11.20	741 689	10.68	807 847 048
Retired	7.08	468 974	124.86	8.07	610 383 625	162 506.53	127.80	7.08	468 974	8.07	610 383 625
Not asked	42.36	2 806 141	116.44	42.22	3 193 029 373	132 496.53	119.18	42.36	2 806 141	42.22	3 193 029 373

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

Chart 8: Economic Activity by RU(%)



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

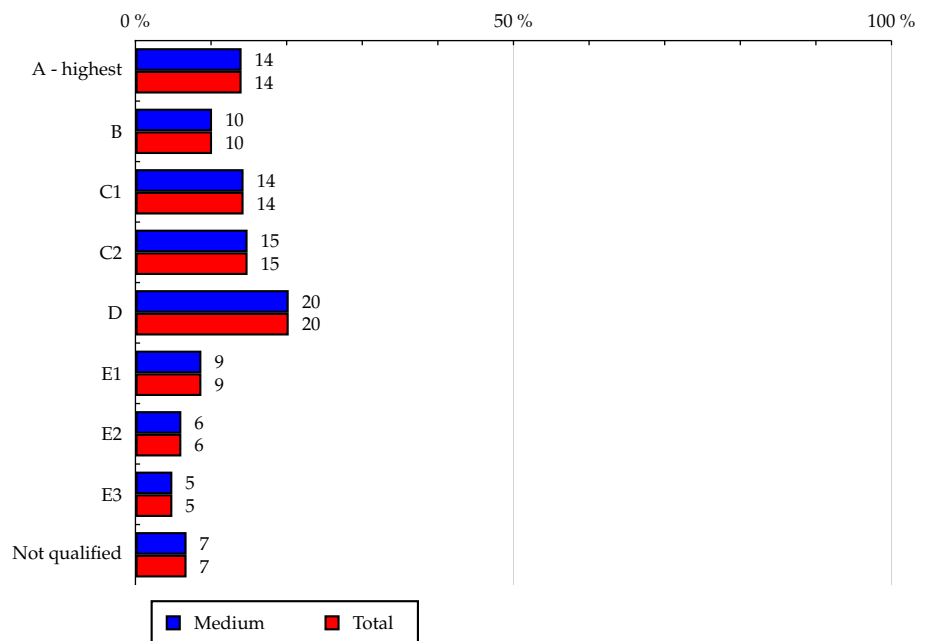
TOTAL

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	14.04	929 962	86.97	13.38	1 012 122 343	94 651.77	89.02	14.04	929 962	13.38	1 012 122 343
B	10.13	670 973	106.49	10.92	826 234 933	131 126.95	108.99	10.13	670 973	10.92	826 234 933
C1	14.30	947 156	97.06	13.94	1 054 402 874	108 054.24	99.35	14.30	947 156	13.94	1 054 402 874
C2	14.83	982 657	99.63	15.70	1 187 757 028	120 418.95	101.97	14.83	982 657	15.70	1 187 757 028
D	20.27	1 342 853	101.96	20.17	1 525 774 343	115 846.13	104.36	20.27	1 342 853	20.17	1 525 774 343
E1	8.72	577 909	100.02	10.48	792 305 594	137 129.65	102.38	8.72	577 909	10.48	792 305 594
E2	6.07	401 966	96.97	6.01	454 627 230	109 672.79	99.25	6.07	401 966	6.01	454 627 230
E3	4.88	323 220	98.66	5.83	440 801 581	134 544.46	100.98	4.88	323 220	5.83	440 801 581
Not qualified	6.76	448 097	92.93	3.56	269 441 973	55 880.78	95.12	6.76	448 097	3.56	269 441 973

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

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



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

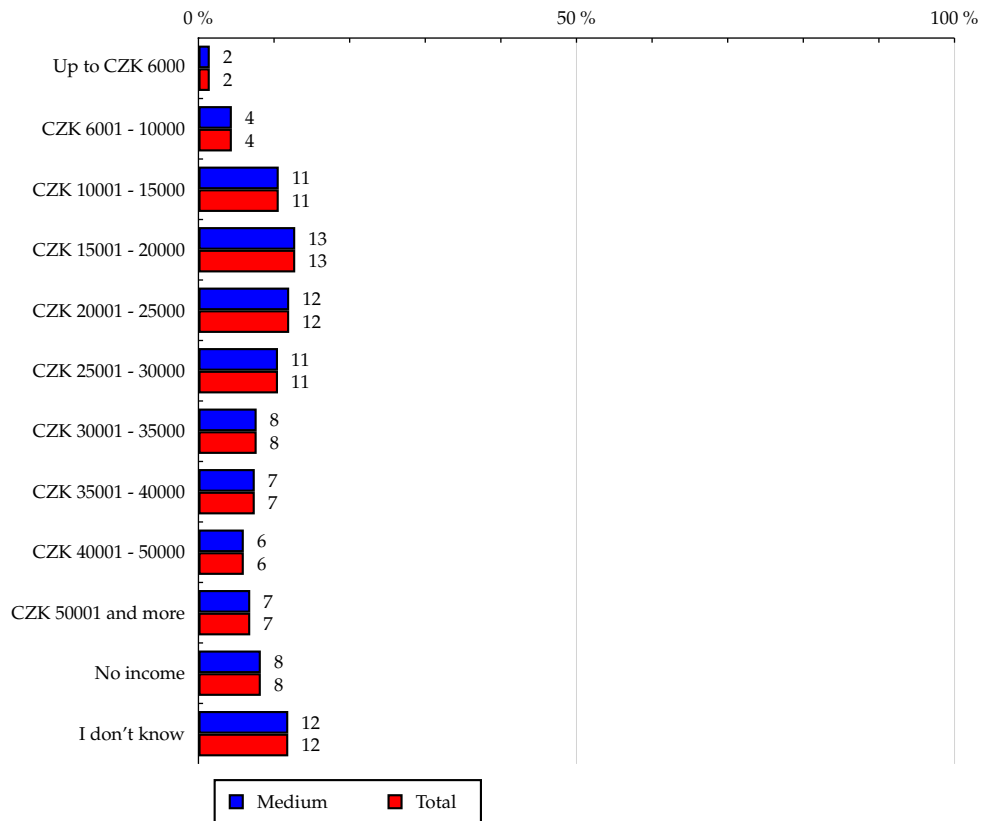
TOTAL

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	1.50	99 433	91.95	1.26	95 346 935	88 167.00	94.11	1.50	99 433	1.26	95 346 935
CZK 6001 - 10000	4.42	293 123	117.27	4.40	332 595 050	133 059.60	120.03	4.42	293 123	4.40	332 595 050
CZK 10001 - 15000	10.62	703 426	98.02	10.87	822 408 686	114 599.12	100.33	10.62	703 426	10.87	822 408 686
CZK 15001 - 20000	12.80	847 714	95.74	13.32	1 007 365 239	113 772.65	98.00	12.80	847 714	13.32	1 007 365 239
CZK 20001 - 25000	12.00	794 675	90.56	13.01	983 652 408	112 094.99	92.69	12.00	794 675	13.01	983 652 408
CZK 25001 - 30000	10.52	696 922	93.19	11.12	840 882 706	112 443.96	95.39	10.52	696 922	11.12	840 882 706
CZK 30001 - 35000	7.70	510 336	90.56	7.87	595 081 393	105 593.40	92.69	7.70	510 336	7.87	595 081 393
CZK 35001 - 40000	7.45	493 873	87.07	8.34	630 779 201	111 205.62	89.12	7.45	493 873	8.34	630 779 201
CZK 40001 - 50000	6.00	397 705	88.45	5.37	406 535 888	90 415.46	90.53	6.00	397 705	5.37	406 535 888
CZK 50001 and more	6.85	453 493	104.83	6.77	511 714 185	118 282.84	107.29	6.85	453 493	6.77	511 714 185
No income	8.25	546 745	93.34	5.58	421 981 578	72 043.23	95.54	8.25	546 745	5.58	421 981 578
I don't know	11.88	787 345	132.22	12.10	915 124 631	153 676.02	135.33	11.88	787 345	12.10	915 124 631

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

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



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

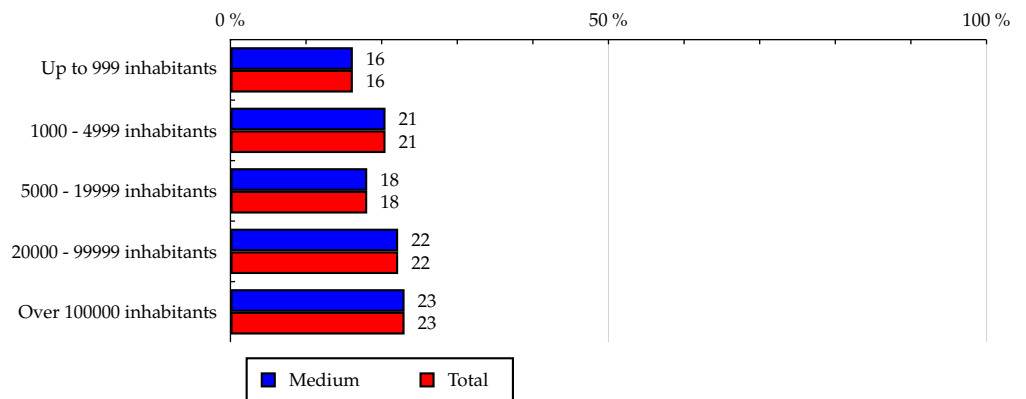
TOTAL

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	16.19	1 072 461	98.55	15.30	1 157 079 466	106 330.60	100.87	16.19	1 072 461	15.30	1 157 079 466
1000 - 4999 inhabitants	20.51	1 358 549	96.84	20.64	1 561 067 992	111 276.96	99.12	20.51	1 358 549	20.64	1 561 067 992
5000 - 19999 inhabitants	18.09	1 198 538	97.31	18.29	1 383 128 778	112 299.28	99.60	18.09	1 198 538	18.29	1 383 128 778
20000 - 99999 inhabitants	22.18	1 469 326	97.94	20.97	1 585 809 055	105 702.66	100.24	22.18	1 469 326	20.97	1 585 809 055
Over 100000 inhabitants	23.03	1 525 920	97.95	24.81	1 876 382 609	120 451.05	100.26	23.03	1 525 920	24.81	1 876 382 609

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

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



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

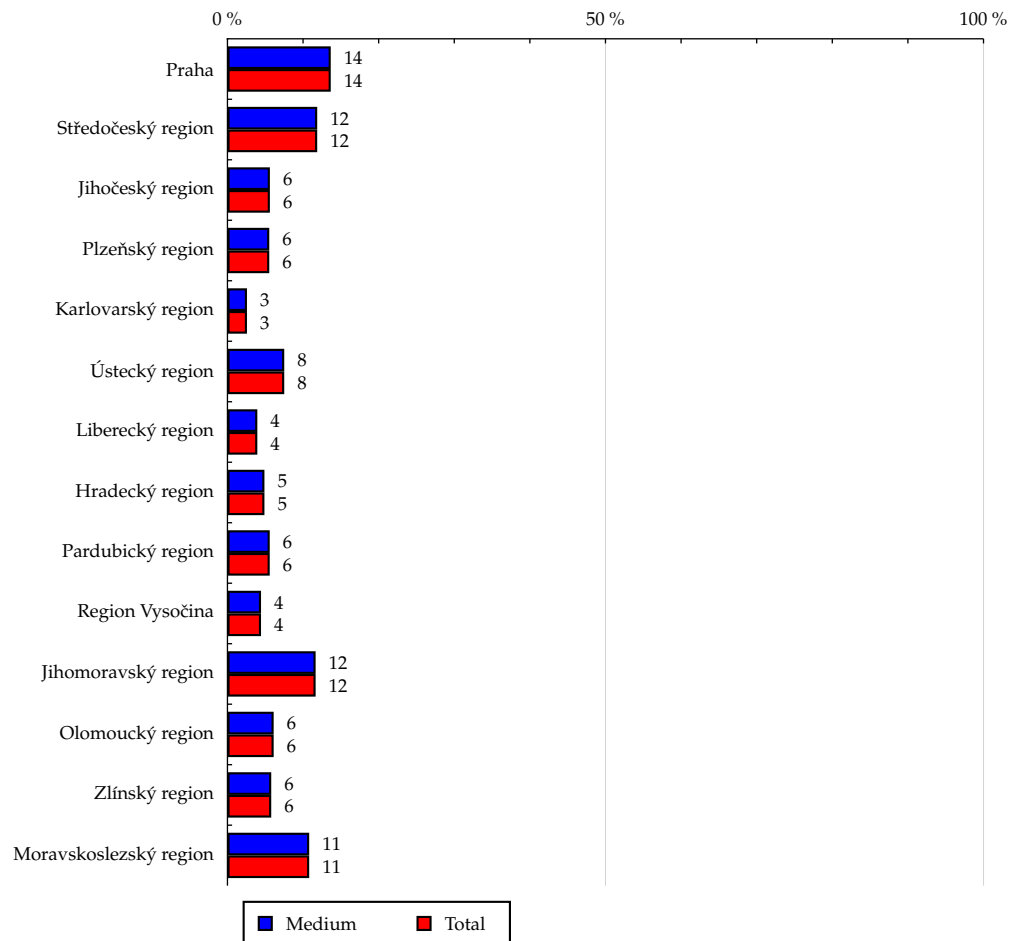
TOTAL

Table 12: Region

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Praha	13.66	904 839	97.27	15.21	1 150 735 258	123 698.86	99.56	13.66	904 839	15.21	1 150 735 258
Středočeský region	11.87	786 315	96.78	10.30	778 897 551	95 869.32	99.06	11.87	786 315	10.30	778 897 551
Jihočeský region	5.61	371 673	97.29	4.97	375 797 299	98 373.08	99.58	5.61	371 673	4.97	375 797 299
Plzeňský region	5.53	366 154	97.95	5.65	427 397 326	114 332.90	100.26	5.53	366 154	5.65	427 397 326
Karlovarský region	2.58	170 626	98.86	2.06	155 903 557	90 330.11	101.19	2.58	170 626	2.06	155 903 557
Ústecký region	7.51	497 791	97.20	7.20	544 890 868	106 399.38	99.49	7.51	497 791	7.20	544 890 868
Liberecký region	3.95	261 953	98.49	3.29	248 874 737	93 570.31	100.81	3.95	261 953	3.29	248 874 737
Hradecký region	4.89	323 812	98.59	5.28	399 019 016	121 486.63	100.91	4.89	323 812	5.28	399 019 016
Pardubický region	5.59	370 535	99.23	5.63	425 910 225	114 054.50	101.56	5.59	370 535	5.63	425 910 225
Region Vysočina	4.44	294 301	97.93	4.39	331 830 255	110 423.49	100.24	4.44	294 301	4.39	331 830 255
Jihomoravský region	11.66	772 680	97.33	11.39	861 752 031	108 549.53	99.62	11.66	772 680	11.39	861 752 031
Olomoucký region	6.11	404 475	98.33	6.39	483 525 317	117 551.59	100.65	6.11	404 475	6.39	483 525 317
Zlínský region	5.79	383 765	97.55	7.44	562 957 931	143 105.53	99.85	5.79	383 765	7.44	562 957 931
Moravskoslezský region	10.81	715 871	97.99	10.79	815 976 529	111 696.49	100.30	10.81	715 871	10.79	815 976 529

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

Chart 12: Region by RU(%)



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

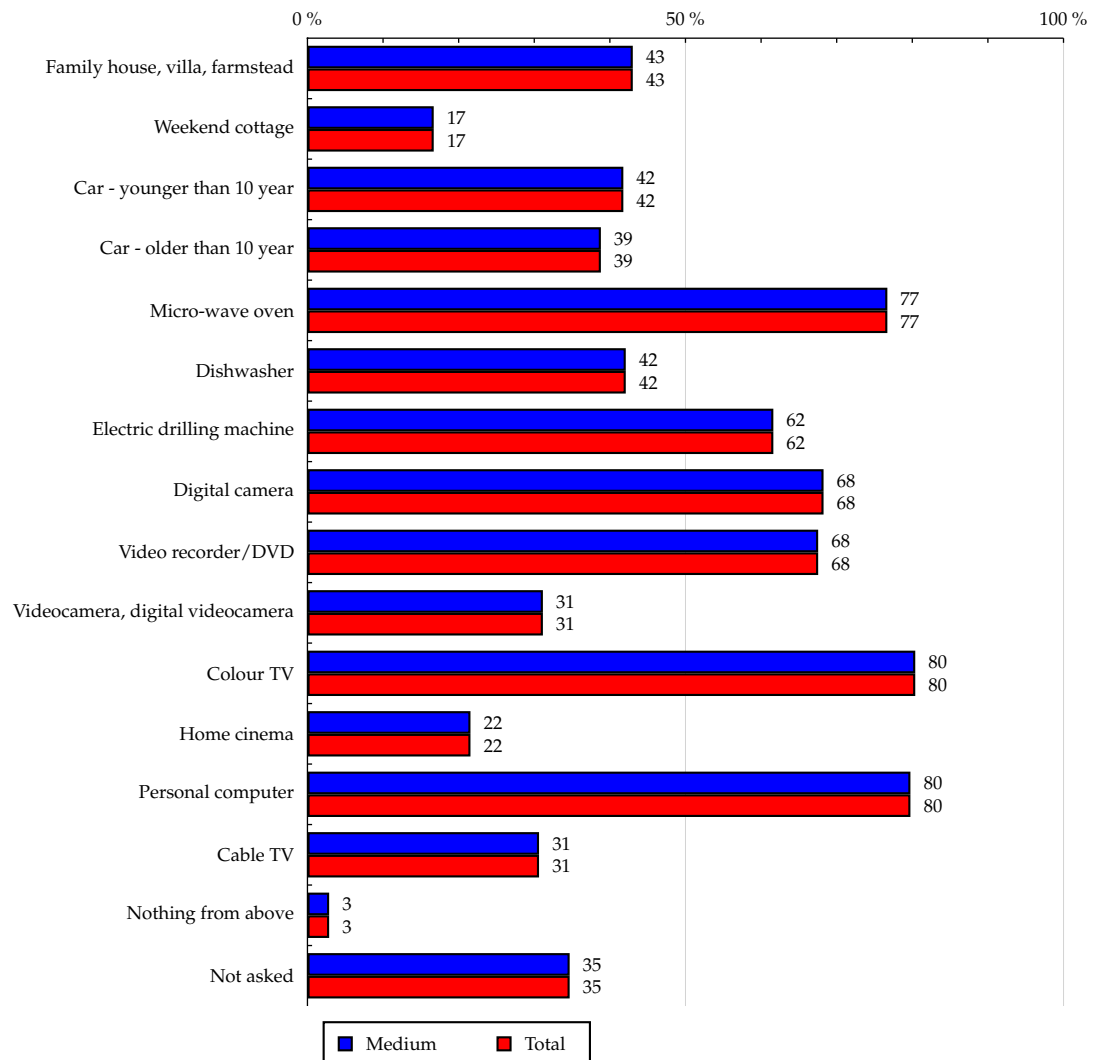
TOTAL

Table 13: Facilities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Family house, villa, farmstead	43.03	2 850 711	105.80	44.73	3 383 009 542	125 551.32	108.29	43.03	2 850 711	44.73	3 383 009 542
Weekend cottage	16.70	1 106 467	96.73	16.68	1 261 681 091	110 302.57	99.01	16.70	1 106 467	16.68	1 261 681 091
Car - younger than 10 year	41.78	2 767 791	99.35	42.87	3 242 427 540	116 391.10	101.69	41.78	2 767 791	42.87	3 242 427 540
Car - older than 10 year	38.81	2 571 313	97.57	40.31	3 049 087 720	115 705.34	99.87	38.81	2 571 313	40.31	3 049 087 720
Micro-wave oven	76.70	5 081 319	95.53	80.07	6 056 361 832	113 857.22	97.78	76.70	5 081 319	80.07	6 056 361 832
Dishwasher	42.10	2 789 242	100.40	43.64	3 300 862 861	118 816.93	102.76	42.10	2 789 242	43.64	3 300 862 861
Electric drilling machine	61.62	4 082 094	93.35	64.70	4 893 700 317	111 909.39	95.55	61.62	4 082 094	64.70	4 893 700 317
Digital camera	68.26	4 522 394	92.19	70.71	5 347 794 530	109 021.11	94.36	68.26	4 522 394	70.71	5 347 794 530
Video recorder/DVD	67.55	4 475 072	91.99	68.90	5 210 900 375	107 118.29	94.16	67.55	4 475 072	68.90	5 210 900 375
Videocamera, digital videocamera	31.14	2 062 982	91.10	31.04	2 347 347 138	103 654.55	93.24	31.14	2 062 982	31.04	2 347 347 138
Colour TV	80.39	5 325 424	95.04	83.38	6 306 504 041	112 553.17	97.28	80.39	5 325 424	83.38	6 306 504 041
Home cinema	21.56	1 428 410	81.16	20.76	1 570 149 497	89 218.84	83.08	21.56	1 428 410	20.76	1 570 149 497
Personal computer	79.75	5 283 352	94.40	81.26	6 146 384 518	109 820.47	96.62	79.75	5 283 352	81.26	6 146 384 518
Cable TV	30.63	2 029 123	85.29	31.37	2 372 867 882	99 738.25	87.30	30.63	2 029 123	31.37	2 372 867 882
Nothing from above	2.87	190 340	145.63	3.00	226 757 478	173 494.46	149.06	2.87	190 340	3.00	226 757 478
Not asked	34.68	2 297 472	115.50	33.78	2 555 073 726	128 454.22	118.22	34.68	2 297 472	33.78	2 555 073 726

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

Chart 13: Facilities by RU(%)



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

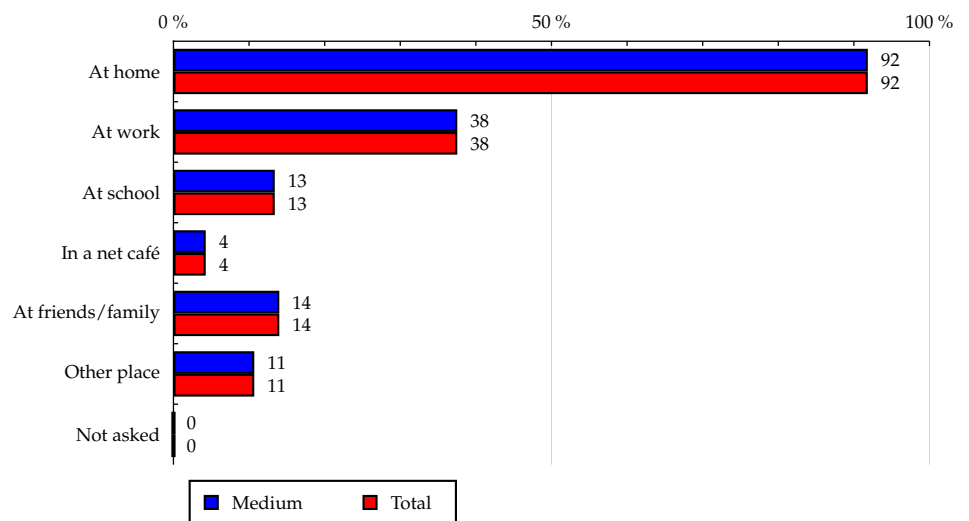
TOTAL

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	91.84	6 083 915	94.51	92.25	6 977 621 670	108 394.59	96.74	91.84	6 083 915	92.25	6 977 621 670
At work	37.54	2 486 842	96.53	36.93	2 793 180 867	108 421.71	98.80	37.54	2 486 842	36.93	2 793 180 867
At school	13.40	887 864	97.65	11.65	881 404 522	96 943.40	99.95	13.40	887 864	11.65	881 404 522
In a net café	4.27	282 582	78.45	4.23	320 073 416	88 861.07	80.30	4.27	282 582	4.23	320 073 416
At friends/family	14.00	927 694	83.98	12.62	954 428 552	86 402.56	85.96	14.00	927 694	12.62	954 428 552
Other place	10.69	708 198	77.12	9.53	720 835 061	78 498.23	78.94	10.69	708 198	9.53	720 835 061
Not asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



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

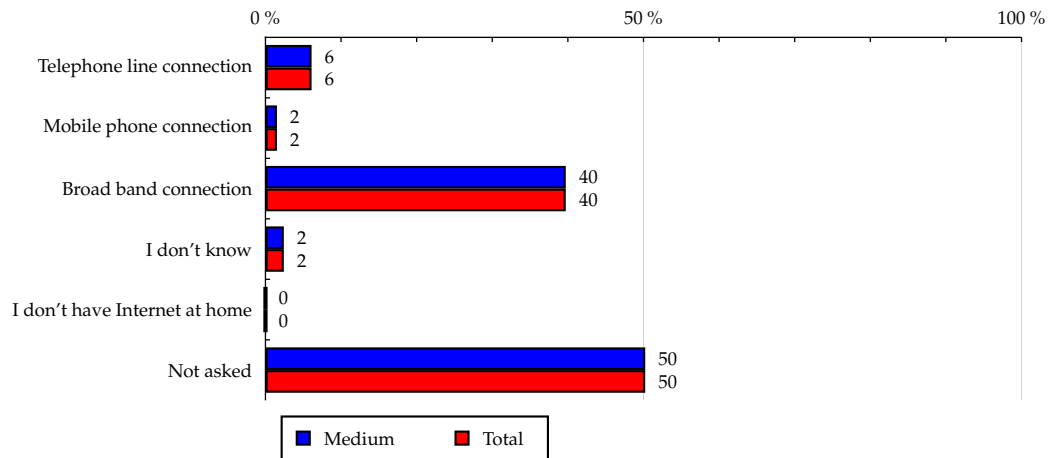
TOTAL

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	6.10	403 907	119.56	6.05	457 489 382	135 423.90	122.38	6.10	403 907	6.05	457 489 382
Mobile phone connection	1.52	100 579	93.07	2.01	152 160 207	140 797.59	95.26	1.52	100 579	2.01	152 160 207
Broad band connection	39.72	2 631 389	96.22	39.44	2 983 104 698	109 080.23	98.48	39.72	2 631 389	39.44	2 983 104 698
I don't know	2.43	161 182	200.95	3.56	269 483 126	335 968.75	205.68	2.43	161 182	3.56	269 483 126
I don't have Internet at home	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0
Not asked	50.23	3 327 737	94.54	48.94	3 701 230 486	105 152.39	96.77	50.23	3 327 737	48.94	3 701 230 486

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

Chart 15: Connection from Home by RU(%)



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

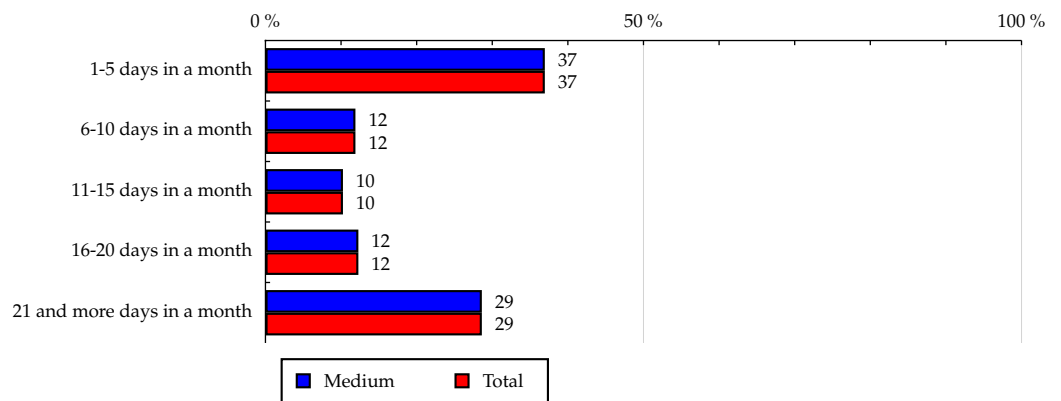
TOTAL

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	36.95	2 447 649	152.63	12.37	935 614 536	58 343.22	156.22	36.95	2 447 649	12.37	935 614 536
6-10 days in a month	11.90	788 549	78.21	3.34	252 377 341	25 032.40	80.05	11.90	788 549	3.34	252 377 341
11-15 days in a month	10.25	678 721	68.92	5.96	450 841 845	45 781.15	70.54	10.25	678 721	5.96	450 841 845
16-20 days in a month	12.29	814 038	89.04	12.87	973 315 138	106 462.80	91.14	12.29	814 038	12.87	973 315 138
21 and more days in a month	28.62	1 895 837	83.52	65.46	4 951 319 037	218 128.76	85.49	28.62	1 895 837	65.46	4 951 319 037

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

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



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

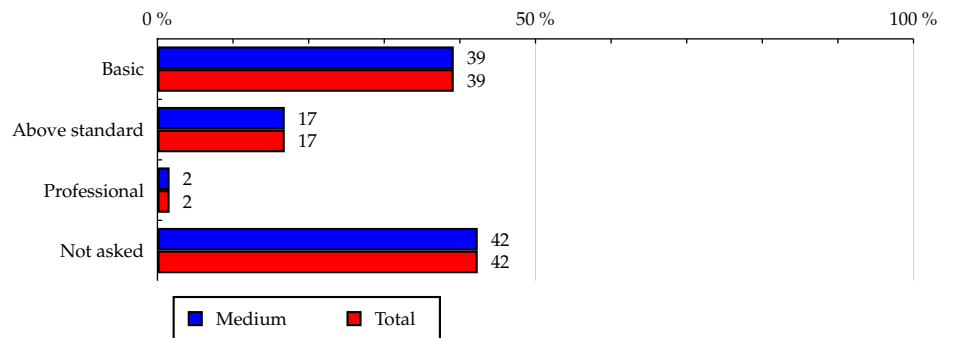
TOTAL

Table 17: IT Knowledge

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Basic	39.19	2 596 212	104.94	41.14	3 111 984 847	125 788.70	107.41	39.19	2 596 212	41.14	3 111 984 847
Above standard	16.84	1 115 596	65.13	15.13	1 144 039 231	66 786.84	66.66	16.84	1 115 596	15.13	1 144 039 231
Professional	1.61	106 846	58.10	1.51	114 414 448	62 212.62	59.47	1.61	106 846	1.51	114 414 448
Not asked	42.36	2 806 141	116.44	42.22	3 193 029 373	132 496.53	119.18	42.36	2 806 141	42.22	3 193 029 373

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

Chart 17: IT Knowledge by RU(%)



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

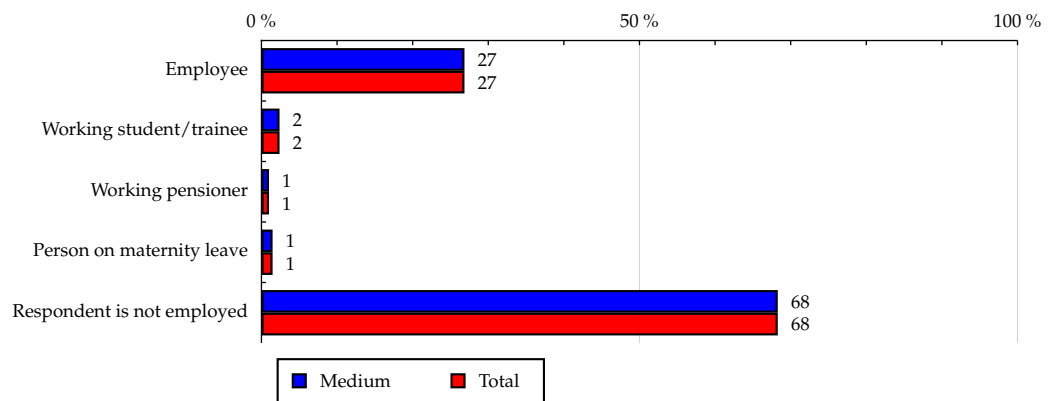
TOTAL

Table 18: Economically Active as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Employee	26.85	1 778 737	83.67	26.86	2 031 398 617	95 560.49	85.64	26.85	1 778 737	26.86	2 031 398 617
Working student/trainee	2.39	158 663	61.57	1.79	135 289 045	52 495.29	63.01	2.39	158 663	1.79	135 289 045
Working pensioner	1.00	66 208	33.78	0.85	64 285 345	32 798.31	34.57	1.00	66 208	0.85	64 285 345
Person on maternity leave	1.47	97 053	98.66	1.50	113 645 528	115 522.24	100.98	1.47	97 053	1.50	113 645 528
Respondent is not employed	68.29	4 524 134	110.27	69.00	5 218 849 363	127 199.41	112.86	68.29	4 524 134	69.00	5 218 849 363

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

Chart 18: Economically Active as by RU(%)



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

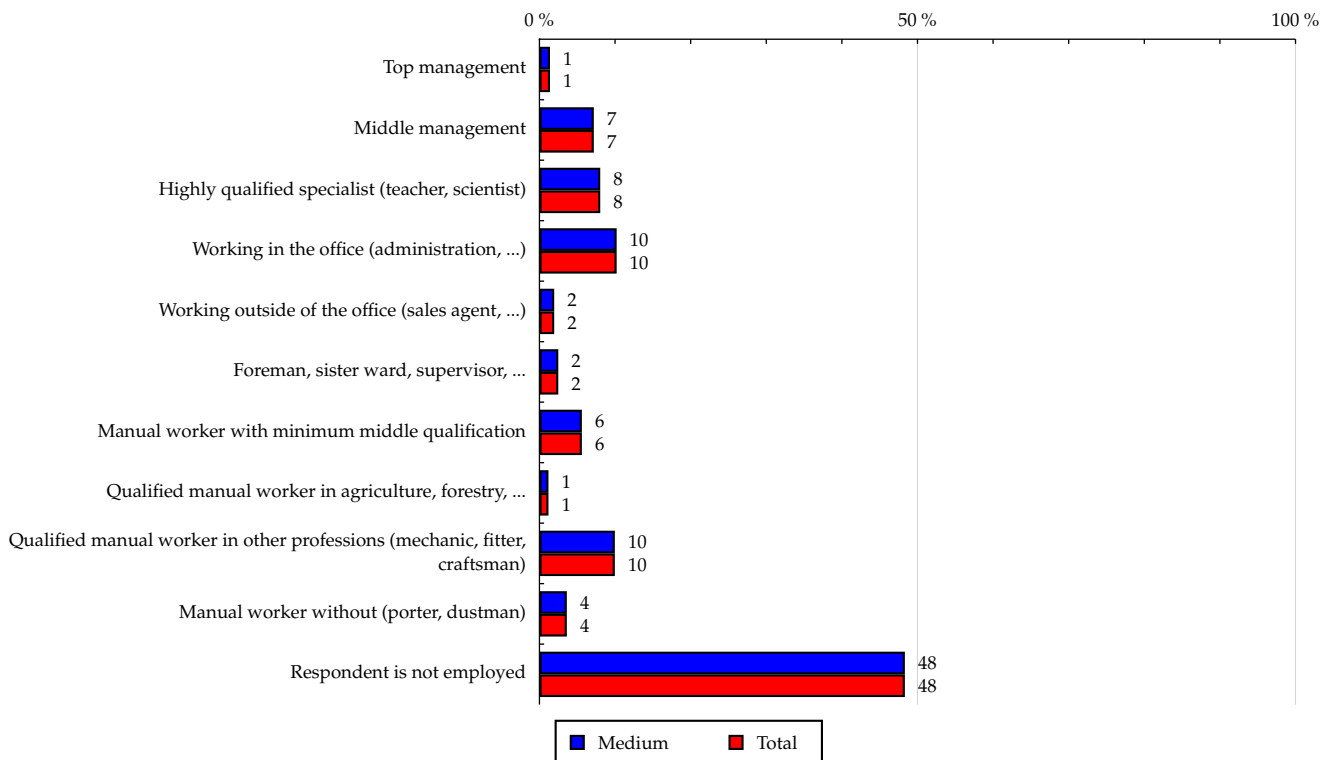
TOTAL

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	1.39	92 332	73.43	1.11	84 010 196	66 812.00	75.16	1.39	92 332	1.11	84 010 196
Middle management	7.19	476 437	90.88	6.87	519 259 528	99 045.44	93.02	7.19	476 437	6.87	519 259 528
Highly qualified specialist (teacher, scientist)	8.04	532 948	91.68	7.64	577 502 872	99 344.57	93.84	8.04	532 948	7.64	577 502 872
Working in the office (administration, ...)	10.21	676 226	102.84	10.28	777 377 557	118 218.14	105.26	10.21	676 226	10.28	777 377 557
Working outside of the office (sales agent, ...)	1.95	129 352	104.37	1.63	123 110 901	99 329.07	106.82	1.95	129 352	1.63	123 110 901
Foreman, sister ward, supervisor, ...	2.49	164 830	92.25	2.53	191 368 824	107 102.13	94.42	2.49	164 830	2.53	191 368 824
Manual worker with minimum middle qualification	5.61	371 898	92.98	6.92	523 201 297	130 808.37	95.17	5.61	371 898	6.92	523 201 297
Qualified manual worker in agriculture, forestry, ...	1.19	79 103	90.91	1.30	98 487 007	113 188.35	93.05	1.19	79 103	1.30	98 487 007
Qualified manual worker in other professions (mechanic, fitter, craftsman)	9.97	660 171	82.64	9.99	755 718 548	94 606.28	84.59	9.97	660 171	9.99	755 718 548
Manual worker without (porter, dustman)	3.62	239 846	83.78	3.55	268 681 405	93 849.91	85.75	3.62	239 846	3.55	268 681 405
Respondent is not employed	48.33	3 201 649	106.11	48.19	3 644 749 761	120 800.80	108.61	48.33	3 201 649	48.19	3 644 749 761

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

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



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

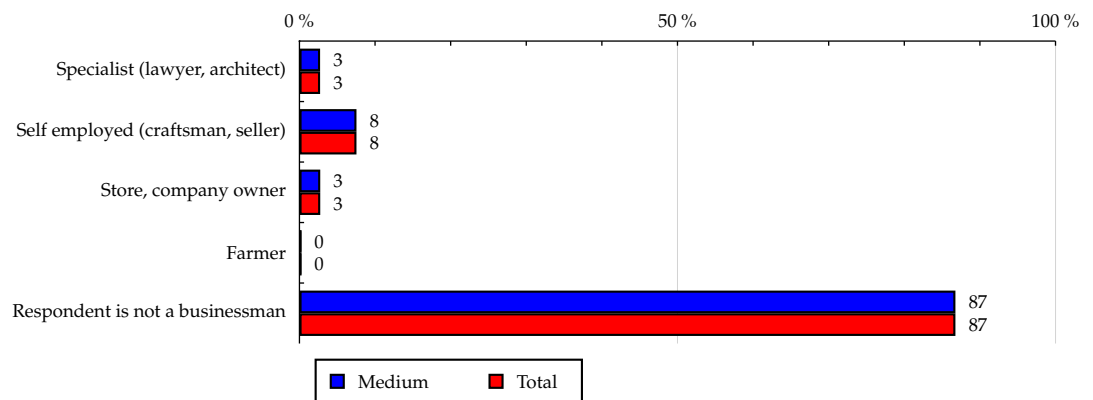
TOTAL

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	180 745	76.25	2.51	189 934 747	80 129.34	78.05	2.73	180 745	2.51	189 934 747
Self employed (craftsman, seller)	7.54	499 728	82.53	8.29	627 314 336	103 597.17	84.47	7.54	499 728	8.29	627 314 336
Store, company owner	2.75	181 894	93.22	2.36	178 448 501	91 450.27	95.41	2.75	181 894	2.36	178 448 501
Farmer	0.22	14 613	63.03	0.22	16 408 486	70 771.81	64.51	0.22	14 613	0.22	16 408 486
Respondent is not a businessman	86.76	5 747 815	100.49	86.62	6 551 361 829	114 536.90	102.85	86.76	5 747 815	86.62	6 551 361 829

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

Chart 20: Business Activities by RU(%)



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

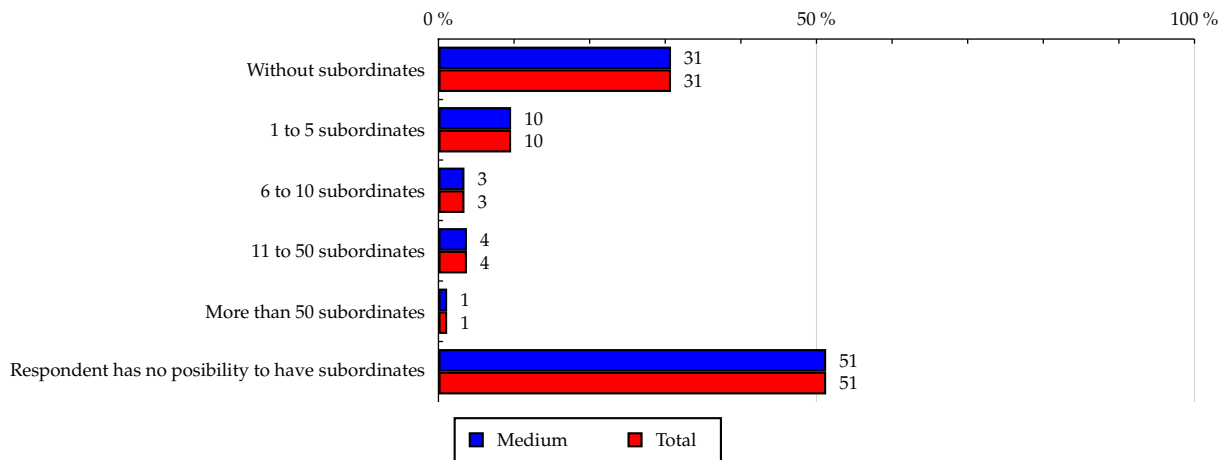
TOTAL

Table 21: Number of Subordinates

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Without subordinates	30.76	2 038 046	82.02	32.32	2 444 146 447	98 358.70	83.95	30.76	2 038 046	32.32	2 444 146 447
1 to 5 subordinates	9.61	636 438	80.76	9.94	752 020 482	95 431.57	82.67	9.61	636 438	9.94	752 020 482
6 to 10 subordinates	3.44	227 818	91.70	2.99	225 880 645	90 922.86	93.86	3.44	227 818	2.99	225 880 645
11 to 50 subordinates	3.77	249 513	98.90	3.25	245 462 877	97 297.96	101.23	3.77	249 513	3.25	245 462 877
More than 50 subordinates	1.15	76 041	75.70	0.96	72 394 624	72 070.11	77.48	1.15	76 041	0.96	72 394 624
Respondent has no possibility to have subordinates	51.28	3 396 939	116.87	50.55	3 823 562 824	131 545.75	119.62	51.28	3 396 939	50.55	3 823 562 824

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

Chart 21: Number of Subordinates by RU(%)



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

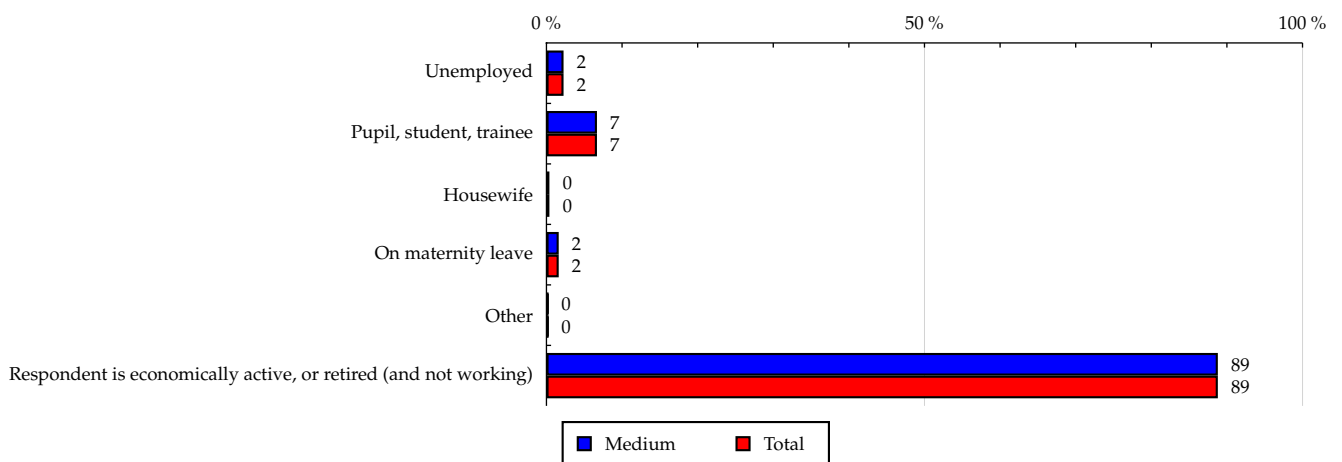
TOTAL

Table 22: Economically Inactive as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unemployed	2.26	149 802	84.07	2.30	173 867 628	97 578.79	86.05	2.26	149 802	2.30	173 867 628
Pupil, student, trainee	6.68	442 358	112.79	6.08	459 642 405	117 198.12	115.45	6.68	442 358	6.08	459 642 405
Housewife	0.39	25 767	97.86	0.25	18 715 926	71 077.10	100.16	0.39	25 767	0.25	18 715 926
On maternity leave	1.62	107 337	109.69	1.82	137 424 889	140 441.97	112.28	1.62	107 337	1.82	137 424 889
Other	0.25	16 567	120.49	0.24	18 291 056	133 025.43	123.32	0.25	16 567	0.24	18 291 056
Respondent is economically active, or retired (and not working)	88.80	5 882 963	96.88	89.32	6 755 525 995	111 248.84	99.16	88.80	5 882 963	89.32	6 755 525 995

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

Chart 22: Economically Inactive as by RU(%)



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

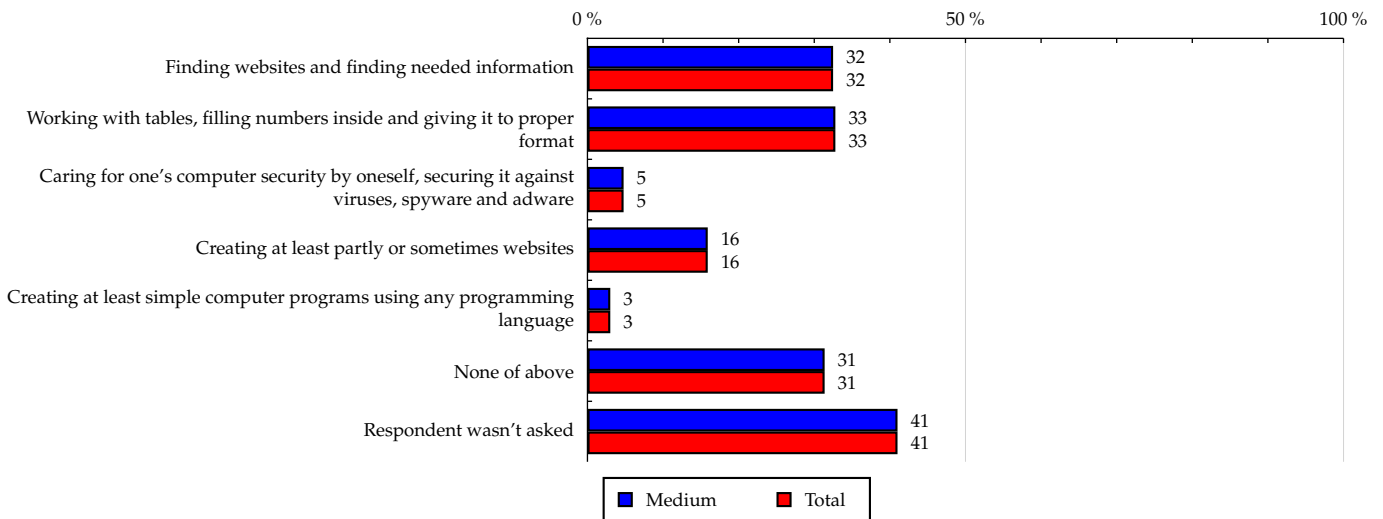
TOTAL

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	32.49	2 152 177	82.92	31.80	2 405 351 470	92 675.86	84.87	32.49	2 152 177	31.80	2 405 351 470
Working with tables, filling numbers inside and giving it to proper format	32.79	2 172 268	70.79	31.15	2 356 361 827	76 785.24	72.45	32.79	2 172 268	31.15	2 356 361 827
Caring for one's computer security by oneself, securing it against viruses, spyware and adware	4.78	316 692	63.44	4.09	308 989 761	61 899.00	64.94	4.78	316 692	4.09	308 989 761
Creating at least partly or sometimes websites	15.91	1 053 785	79.01	15.23	1 152 137 815	86 383.91	80.87	15.91	1 053 785	15.23	1 152 137 815
Creating at least simple computer programs using any programming language	3.02	199 908	94.02	2.69	203 576 001	95 747.41	96.24	3.02	199 908	2.69	203 576 001
None of above	31.37	2 078 019	182.02	35.93	2 717 223 159	238 008.71	186.30	31.37	2 078 019	35.93	2 717 223 159
Respondent wasn't asked	41.01	2 716 968	86.28	38.21	2 889 817 473	91 771.59	88.31	41.01	2 716 968	38.21	2 889 817 473

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

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



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

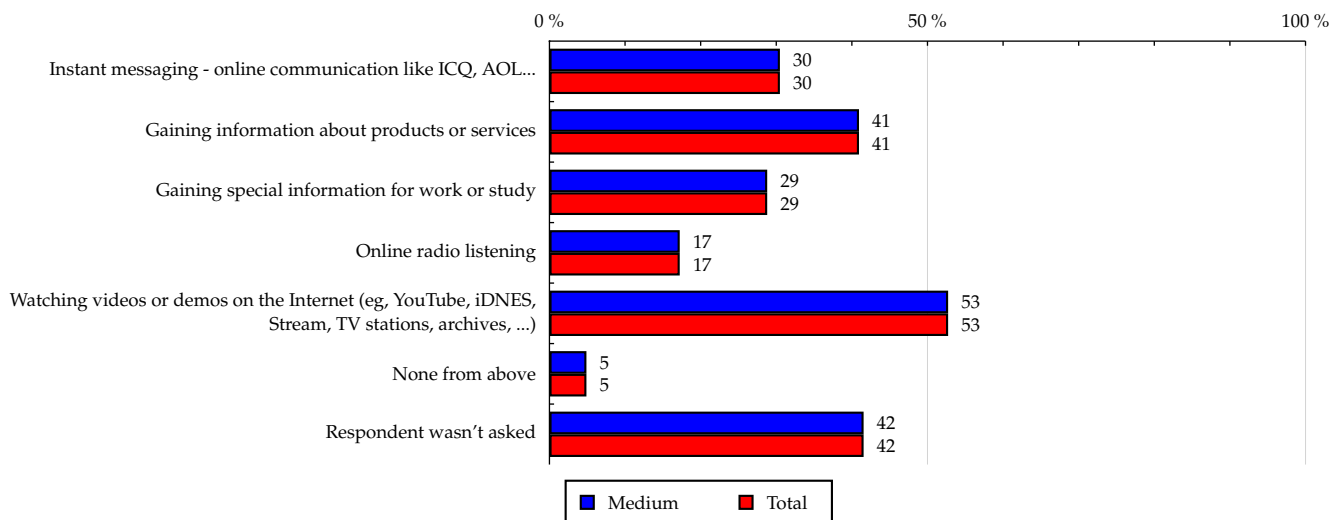
TOTAL

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...	30.48	2 018 910	71.30	28.10	2 125 708 041	75 071.56	72.98	30.48	2 018 910	28.10	2 125 708 041
Gaining information about products or services	40.94	2 712 391	87.73	40.49	3 062 209 259	99 042.87	89.79	40.94	2 712 391	40.49	3 062 209 259
Gaining special information for work or study	28.80	1 908 174	92.72	29.35	2 220 026 069	107 878.06	94.91	28.80	1 908 174	29.35	2 220 026 069
Online radio listening	17.23	1 141 567	85.58	17.45	1 319 804 726	98 940.48	87.59	17.23	1 141 567	17.45	1 319 804 726
Watching videos or demos on the Internet (eg, YouTube, iDNES, Stream, TV stations, archives, ...)	52.73	3 493 148	101.59	56.90	4 303 807 432	125 164.08	103.98	52.73	3 493 148	56.90	4 303 807 432
None from above	4.89	323 915	180.68	4.80	362 824 441	202 377.92	184.93	4.89	323 915	4.80	362 824 441
Respondent wasn't asked	41.55	2 752 412	112.59	40.63	3 072 993 574	125 703.61	115.24	41.55	2 752 412	40.63	3 072 993 574

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

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



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

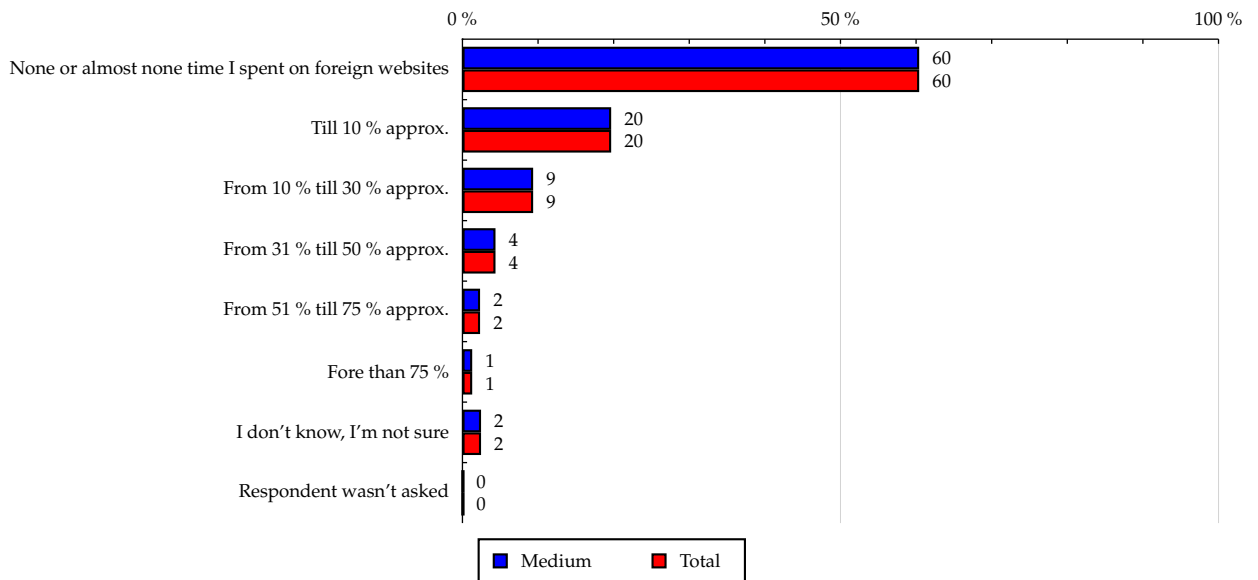
TOTAL

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	60.41	4 001 813	152.91	64.33	4 865 483 484	185 910.44	156.51	60.41	4 001 813	64.33	4 865 483 484
Till 10 % approx.	19.67	1 303 141	69.07	20.38	1 541 678 570	81 715.87	70.70	19.67	1 303 141	20.38	1 541 678 570
From 10 % till 30 % approx.	9.35	619 352	63.67	8.40	635 551 177	65 336.89	65.17	9.35	619 352	8.40	635 551 177
From 31 % till 50 % approx.	4.37	289 792	56.09	2.95	223 062 601	43 171.32	57.41	4.37	289 792	2.95	223 062 601
From 51 % till 75 % approx.	2.33	154 234	61.34	1.39	105 294 517	41 877.44	62.79	2.33	154 234	1.39	105 294 517
Fore than 75 %	1.29	85 535	77.82	1.46	110 535 681	100 569.48	79.66	1.29	85 535	1.46	110 535 681
I don't know, I'm not sure	2.46	163 044	42.35	1.05	79 235 252	20 578.74	43.34	2.46	163 044	1.05	79 235 252
Respondent wasn't asked	0.12	7 883	19.13	0.03	2 626 615	6 373.80	19.58	0.12	7 883	0.03	2 626 615

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

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



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

THE KEY

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

MEDIUM:

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

RU(%) – structure of visitors

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

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

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

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

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

PV(%) – structure of page views

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

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

TRP(%) – Target Rating Points

Gross rating of a given target group on a chosen medium

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

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

Affinity(%) – affinity of reach

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

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

TOTAL:

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

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

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

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

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

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

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

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

Question on IT knowledge

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

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

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

ABCDE classification

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

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

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

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

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

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

Questions on the economic activity and employment:

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