

## SPIR NetMonitor

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

**Medium title:**

**TOTAL**

**Month:**

**October 2014**

Basic information	
The size of Internet population in the Czech Republic	7 021 766
Number of respondents	
Medium	N = 14 350
Total (for all measured media)	N = 14 350
RU(number)	6 860 265
Reach(%)	97.70
PV(number) (from Czech visitors)	7 880 207 151
PV(number) (from all visitors)	8 451 336 915
GRP (%)	112 225.43

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

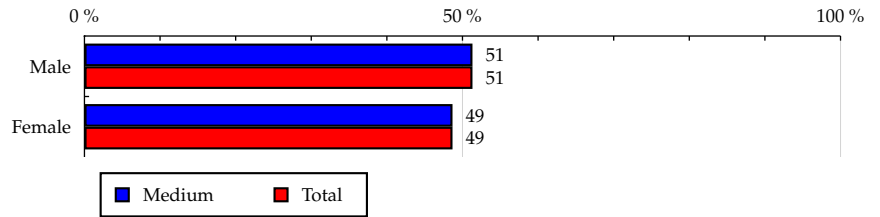
# TOTAL

**Table 1: Sex**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Male	51.32	3 520 464	97.71	51.19	4 033 789 156	111 952.65	100.01	51.32	3 520 464	51.19	4 033 789 156
Female	48.68	3 339 800	97.69	48.81	3 846 417 996	112 512.94	99.99	48.68	3 339 800	48.81	3 846 417 996

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

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



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

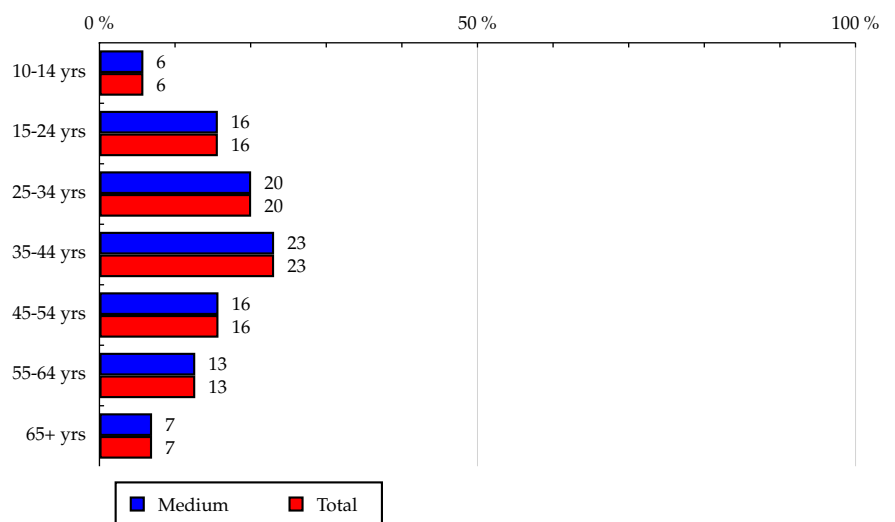
# TOTAL

Table 2: Age

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
10-14 yrs	5.81	398 265	92.27	2.01	158 776 214	36 786.30	94.44	5.81	398 265	2.01	158 776 214
15-24 yrs	15.66	1 074 550	97.86	16.71	1 316 541 915	119 900.96	100.17	15.66	1 074 550	16.71	1 316 541 915
25-34 yrs	20.06	1 376 098	98.19	18.93	1 491 407 587	106 419.24	100.50	20.06	1 376 098	18.93	1 491 407 587
35-44 yrs	23.10	1 585 025	98.01	23.77	1 873 076 968	115 816.86	100.31	23.10	1 585 025	23.77	1 873 076 968
45-54 yrs	15.74	1 079 774	98.22	16.56	1 305 352 332	118 740.31	100.53	15.74	1 079 774	16.56	1 305 352 332
55-64 yrs	12.67	869 332	98.22	14.63	1 152 736 243	130 241.57	100.53	12.67	869 332	14.63	1 152 736 243
65+ yrs	6.96	477 217	97.59	7.39	582 315 893	119 084.54	99.89	6.96	477 217	7.39	582 315 893

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

Chart 2: Age by RU(%)



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

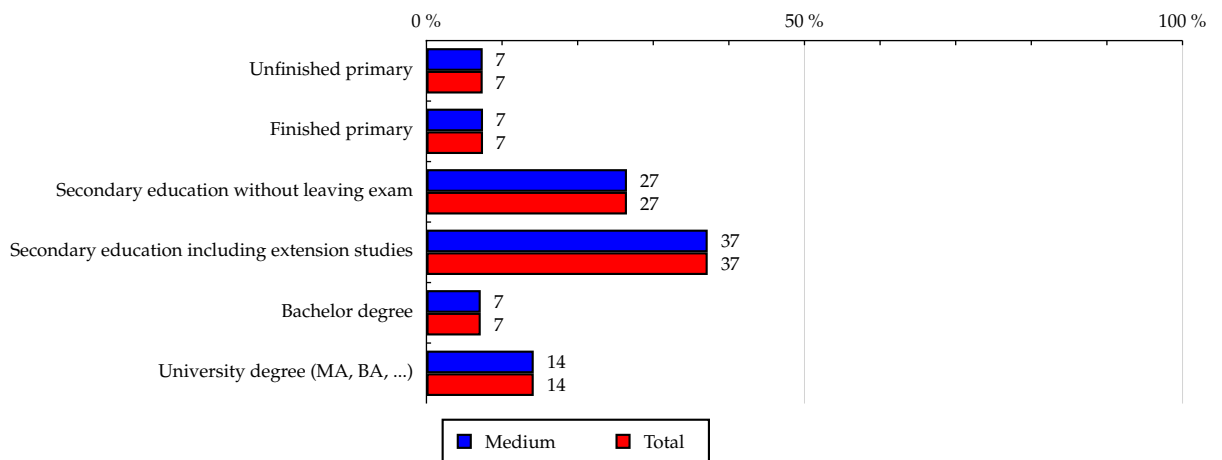
# TOTAL

**Table 3: Highest Education**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unfinished primary	7.44	510 532	93.61	3.00	236 510 143	43 364.26	95.81	7.44	510 532	3.00	236 510 143
Finished primary	7.48	513 001	96.72	8.27	651 874 067	122 905.29	99.00	7.48	513 001	8.27	651 874 067
Secondary education without leaving exam	26.52	1 819 084	98.00	29.83	2 350 345 166	126 620.80	100.31	26.52	1 819 084	29.83	2 350 345 166
Secondary education including extension studies	37.20	2 551 836	98.42	38.66	3 046 264 990	117 486.25	100.73	37.20	2 551 836	38.66	3 046 264 990
Bachelor degree	7.18	492 627	97.97	7.39	582 700 443	115 880.07	100.27	7.18	492 627	7.39	582 700 443
University degree (MA, BA, ...)	14.19	973 182	97.90	12.85	1 012 512 343	101 857.27	100.21	14.19	973 182	12.85	1 012 512 343

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

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



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

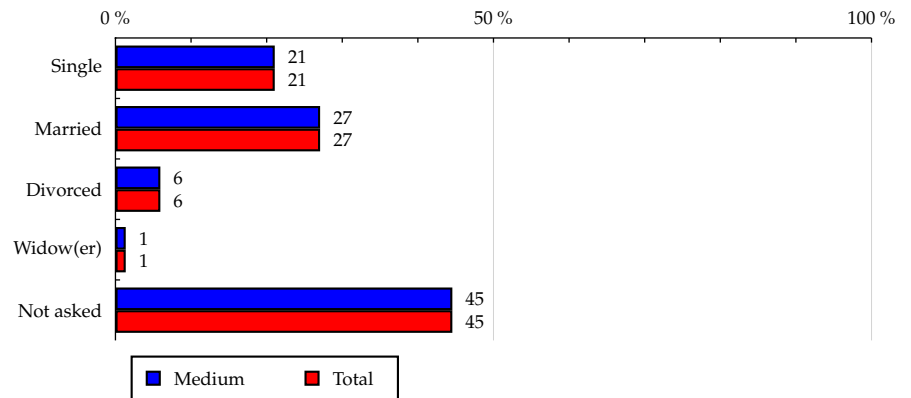
# TOTAL

**Table 4: Marital Status**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Single	21.07	1 445 638	85.74	20.47	1 613 343 843	95 690.62	87.76	21.07	1 445 638	20.47	1 613 343 843
Married	27.07	1 856 773	99.58	28.04	2 209 806 742	118 519.05	101.93	27.07	1 856 773	28.04	2 209 806 742
Divorced	5.94	407 599	60.67	5.60	441 440 036	65 704.53	62.10	5.94	407 599	5.60	441 440 036
Widow(er)	1.36	93 204	65.47	1.06	83 828 231	58 879.80	67.01	1.36	93 204	1.06	83 828 231
Not asked	44.56	3 057 048	115.06	44.82	3 531 788 300	132 922.83	117.76	44.56	3 057 048	44.82	3 531 788 300

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

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



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

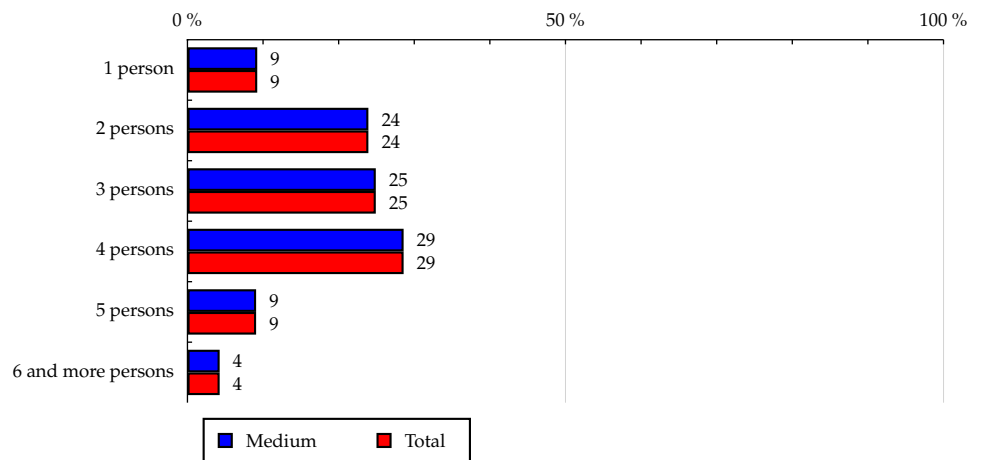
# TOTAL

**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	9.23	633 378	72.79	10.66	839 698 799	96 494.73	74.50	9.23	633 378	10.66	839 698 799
2 persons	23.93	1 641 334	86.60	26.53	2 090 802 943	110 315.26	88.64	23.93	1 641 334	26.53	2 090 802 943
3 persons	24.91	1 708 994	103.82	24.59	1 937 714 808	117 716.47	106.27	24.91	1 708 994	24.59	1 937 714 808
4 persons	28.59	1 961 020	108.84	26.45	2 084 694 150	115 699.20	111.40	28.59	1 961 020	26.45	2 084 694 150
5 persons	9.08	622 970	113.85	8.61	678 189 160	123 944.49	116.53	9.08	622 970	8.61	678 189 160
6 and more persons	4.26	292 567	112.02	3.16	249 107 291	95 375.59	114.65	4.26	292 567	3.16	249 107 291

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

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



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

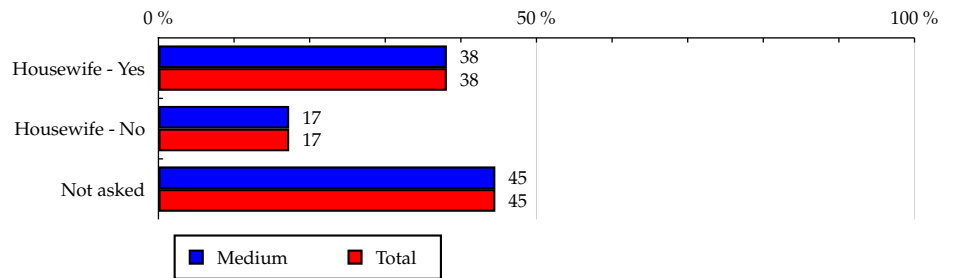
# TOTAL

**Table 6: Housewife**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Housewife - Yes	38.15	2 617 494	81.47	38.30	3 018 057 553	93 932.41	83.38	38.15	2 617 494	38.30	3 018 057 553
Housewife - No	17.29	1 186 077	102.90	16.88	1 330 418 605	115 420.34	105.32	17.29	1 186 077	16.88	1 330 418 605
Not asked	44.56	3 056 693	115.08	44.82	3 531 730 993	132 967.63	117.79	44.56	3 056 693	44.82	3 531 730 993

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

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



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

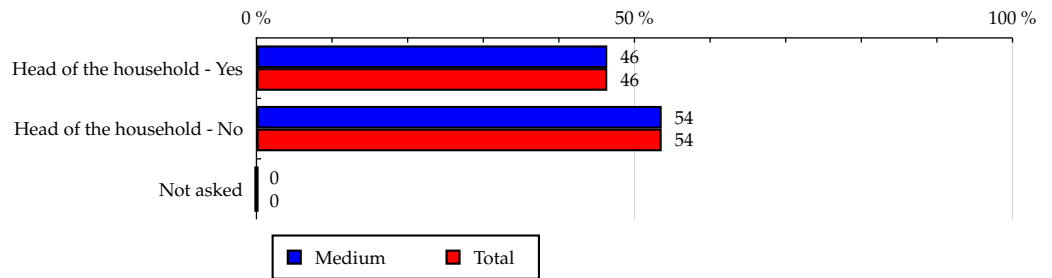
# TOTAL

**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	46.40	3 183 431	88.74	48.11	3 791 382 372	105 687.04	90.83	46.40	3 183 431	48.11	3 791 382 372
Head of the household - No	53.60	3 676 833	107.06	51.89	4 088 824 780	119 055.05	109.58	53.60	3 676 833	51.89	4 088 824 780
Not asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



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



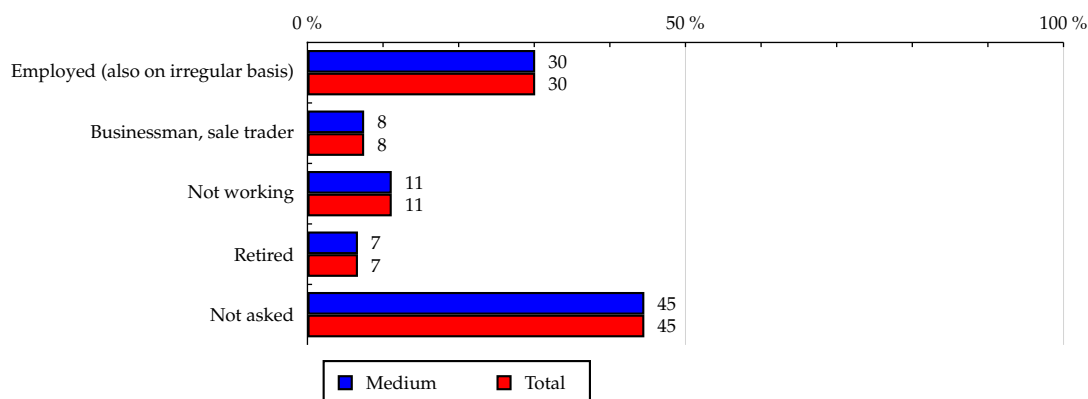
# TOTAL

**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)	30.12	2 066 264	79.34	29.16	2 297 857 346	88 234.39	81.21	30.12	2 066 264	29.16	2 297 857 346
Businessman, sale trader	7.50	514 341	78.60	7.54	593 815 134	90 745.10	80.45	7.50	514 341	7.54	593 815 134
Not working	11.15	765 016	105.18	11.34	893 490 927	122 848.03	107.66	11.15	765 016	11.34	893 490 927
Retired	6.68	457 949	120.60	7.15	563 312 752	148 346.99	123.44	6.68	457 949	7.15	563 312 752
Not asked	44.56	3 056 693	115.08	44.82	3 531 730 993	132 967.63	117.79	44.56	3 056 693	44.82	3 531 730 993

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

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



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

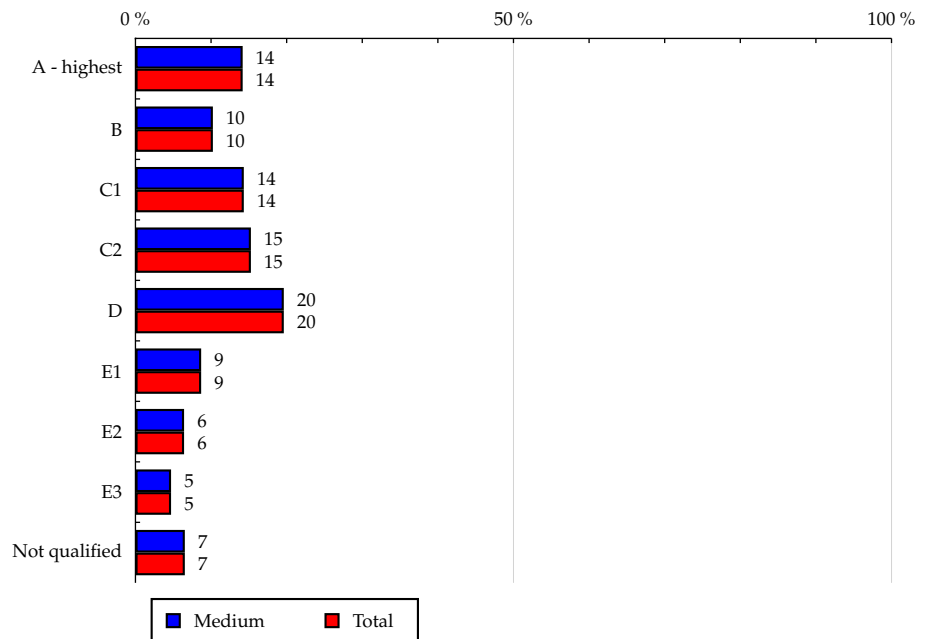
TOTAL

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	14.18	972 873	88.12	13.91	1 095 766 474	99 256.43	90.20	14.18	972 873	13.91	1 095 766 474
B	10.24	702 279	109.42	10.24	806 679 186	125 680.64	111.99	10.24	702 279	10.24	806 679 186
C1	14.33	983 112	92.82	14.31	1 127 268 342	106 434.63	95.01	14.33	983 112	14.31	1 127 268 342
C2	15.27	1 047 535	98.20	16.89	1 331 178 944	124 795.08	100.52	15.27	1 047 535	16.89	1 331 178 944
D	19.62	1 346 042	102.39	18.89	1 488 198 746	113 202.48	104.80	19.62	1 346 042	18.89	1 488 198 746
E1	8.69	596 373	98.19	10.24	806 635 004	132 804.48	100.50	8.69	596 373	10.24	806 635 004
E2	6.43	441 310	97.13	6.81	537 031 879	118 199.45	99.42	6.43	441 310	6.81	537 031 879
E3	4.71	322 788	106.95	5.54	436 392 484	144 590.67	109.47	4.71	322 788	5.54	436 392 484
Not qualified	6.53	447 950	94.91	3.19	251 056 093	53 194.79	97.15	6.53	447 950	3.19	251 056 093

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

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



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

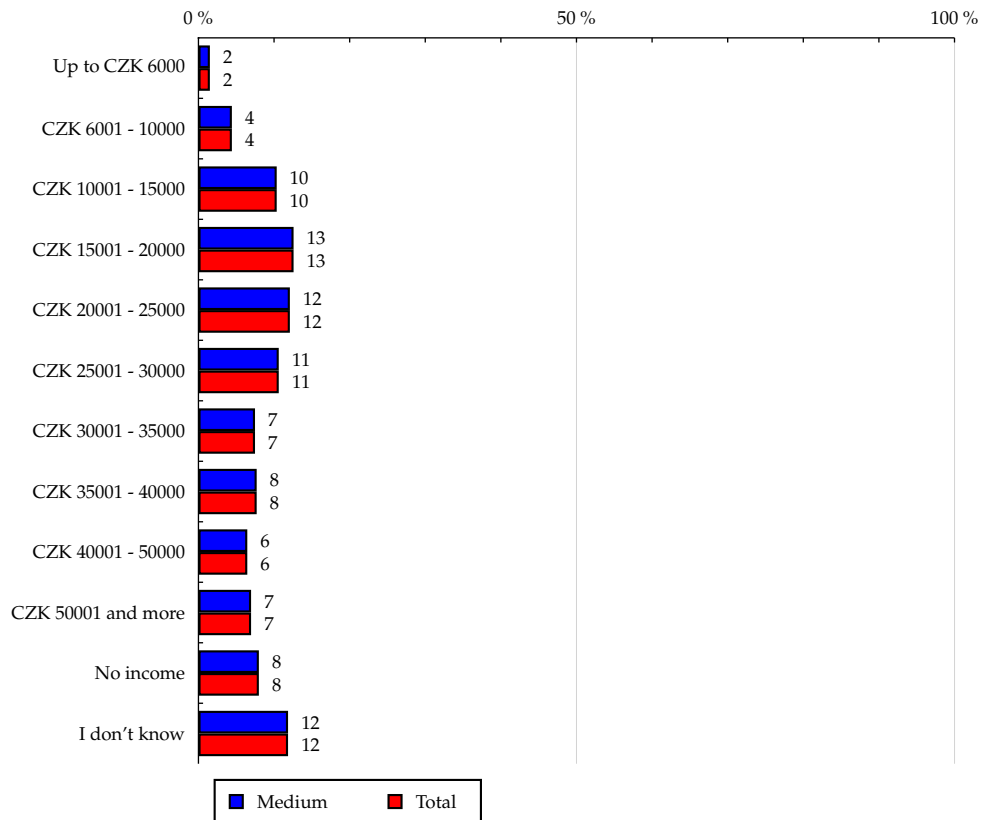
TOTAL

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	1.51	103 788	86.27	1.88	148 068 110	123 075.31	88.30	1.51	103 788	1.88	148 068 110
CZK 6001 - 10000	4.42	302 979	122.59	4.57	360 122 159	145 714.40	125.48	4.42	302 979	4.57	360 122 159
CZK 10001 - 15000	10.35	709 948	99.72	10.87	856 346 263	120 279.69	102.06	10.35	709 948	10.87	856 346 263
CZK 15001 - 20000	12.58	863 239	95.36	12.51	985 508 062	108 868.60	97.61	12.58	863 239	12.51	985 508 062
CZK 20001 - 25000	12.09	829 483	89.37	13.45	1 059 567 710	114 159.41	91.47	12.09	829 483	13.45	1 059 567 710
CZK 25001 - 30000	10.62	728 574	92.90	10.84	854 374 652	108 942.63	95.09	10.62	728 574	10.84	854 374 652
CZK 30001 - 35000	7.48	512 972	84.69	8.41	662 502 338	109 382.66	86.69	7.48	512 972	8.41	662 502 338
CZK 35001 - 40000	7.70	528 246	93.77	7.52	592 243 760	105 128.69	95.98	7.70	528 246	7.52	592 243 760
CZK 40001 - 50000	6.46	442 875	87.70	5.70	448 940 713	88 896.30	89.76	6.46	442 875	5.70	448 940 713
CZK 50001 and more	6.96	477 214	102.38	6.79	534 715 629	114 717.80	104.79	6.96	477 214	6.79	534 715 629
No income	7.99	548 256	92.78	5.28	415 953 283	70 390.22	94.96	7.99	548 256	5.28	415 953 283
I don't know	11.85	812 686	136.90	12.21	961 864 472	162 023.77	140.12	11.85	812 686	12.21	961 864 472

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

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



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

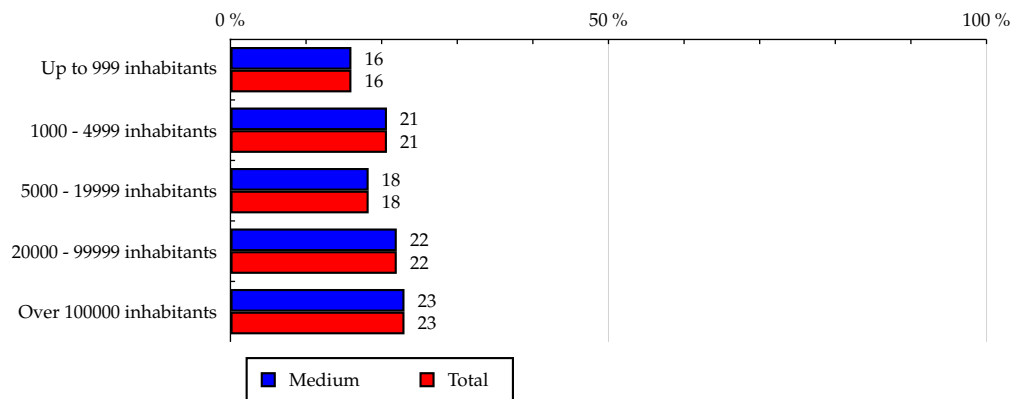
# TOTAL

**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	16.00	1 097 560	97.40	15.28	1 204 361 412	106 878.00	99.69	16.00	1 097 560	15.28	1 204 361 412
1000 - 4999 inhabitants	20.70	1 420 046	97.75	20.76	1 636 078 395	112 621.65	100.05	20.70	1 420 046	20.76	1 636 078 395
5000 - 19999 inhabitants	18.28	1 254 289	98.34	18.35	1 445 749 728	113 353.86	100.66	18.28	1 254 289	18.35	1 445 749 728
20000 - 99999 inhabitants	22.00	1 508 982	97.13	21.70	1 709 827 040	110 058.59	99.42	22.00	1 508 982	21.70	1 709 827 040
Over 100000 inhabitants	23.02	1 579 385	97.90	23.91	1 884 190 577	116 798.52	100.21	23.02	1 579 385	23.91	1 884 190 577

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

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



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

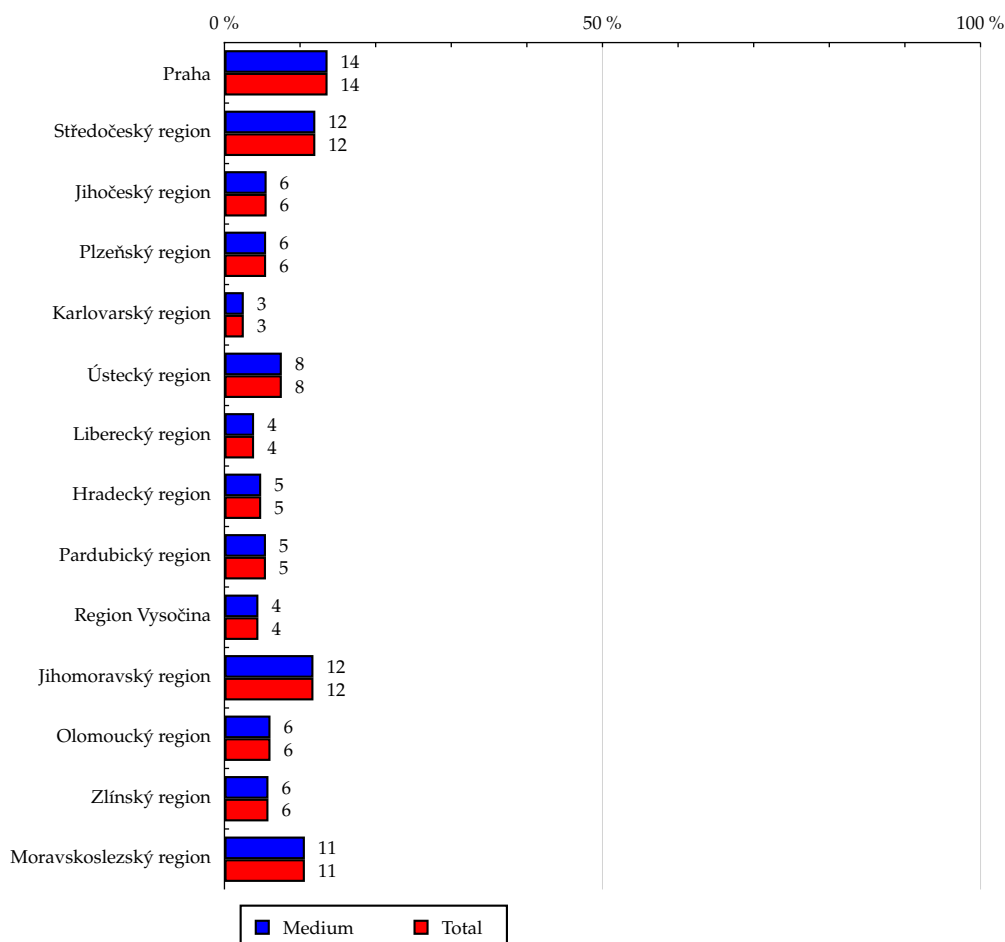
# TOTAL

**Table 12: Region**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Praha	13.64	936 043	97.16	14.73	1 160 705 190	120 484.06	99.45	13.64	936 043	14.73	1 160 705 190
Středočeský region	12.02	824 906	98.05	10.10	796 183 395	94 638.56	100.36	12.02	824 906	10.10	796 183 395
Jihočeský region	5.58	382 502	96.69	4.47	352 476 497	89 099.27	98.97	5.58	382 502	4.47	352 476 497
Plzeňský region	5.51	378 153	97.69	5.65	445 258 404	115 027.45	99.99	5.51	378 153	5.65	445 258 404
Karlovarský region	2.56	175 453	98.16	2.03	159 761 559	89 379.78	100.47	2.56	175 453	2.03	159 761 559
Ústecký region	7.59	520 555	98.16	7.84	617 568 895	116 454.26	100.47	7.59	520 555	7.84	617 568 895
Liberecký region	3.92	269 064	97.69	3.27	257 875 610	93 625.13	99.99	3.92	269 064	3.27	257 875 610
Hradecký region	4.86	333 679	98.10	5.11	403 017 212	118 490.20	100.41	4.86	333 679	5.11	403 017 212
Pardubický region	5.49	376 756	97.42	5.59	440 322 730	113 856.70	99.71	5.49	376 756	5.59	440 322 730
Region Vysočina	4.49	308 227	99.05	5.23	412 414 848	132 533.38	101.38	4.49	308 227	5.23	412 414 848
Jihomoravský region	11.77	807 760	98.26	11.63	916 314 644	111 460.80	100.57	11.77	807 760	11.63	916 314 644
Olomoucký region	6.09	417 925	98.12	6.81	536 861 774	126 041.51	100.43	6.09	417 925	6.81	536 861 774
Zlínský region	5.82	399 344	98.03	6.71	528 594 382	129 757.23	100.34	5.82	399 344	6.71	528 594 382
Moravskoslezský region	10.64	729 892	96.48	10.82	852 852 012	112 738.96	98.76	10.64	729 892	10.82	852 852 012

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

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



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

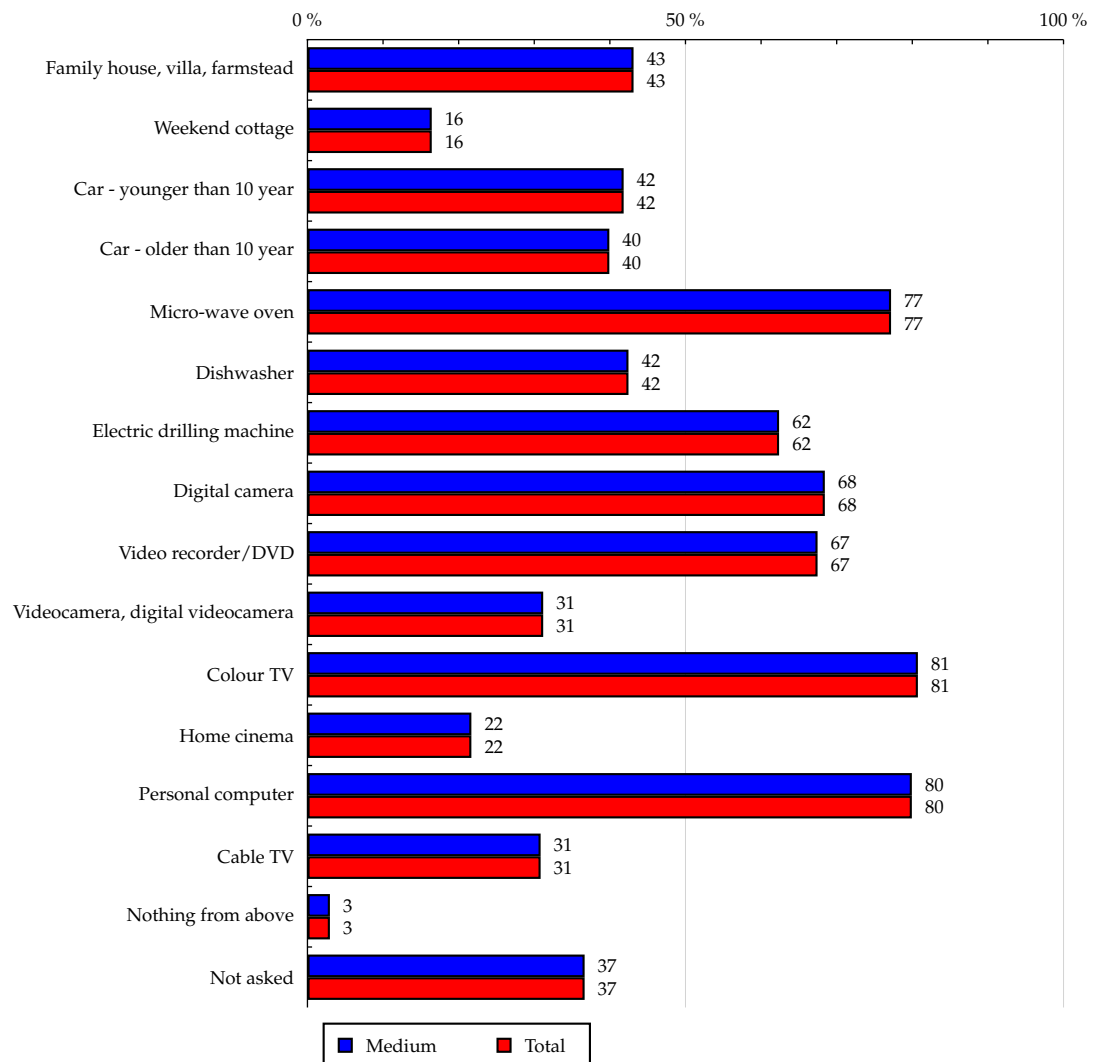
TOTAL

Table 13: Facilities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Family house, villa, farmstead	43.13	2 959 083	107.14	44.55	3 510 675 652	127 108.86	109.66	43.13	2 959 083	44.55	3 510 675 652
Weekend cottage	16.44	1 127 559	92.82	15.61	1 230 250 108	101 274.30	95.01	16.44	1 127 559	15.61	1 230 250 108
Car - younger than 10 year	41.82	2 868 720	99.54	42.81	3 373 568 870	117 051.55	101.88	41.82	2 868 720	42.81	3 373 568 870
Car - older than 10 year	39.93	2 739 190	97.35	39.80	3 136 374 034	111 463.01	99.64	39.93	2 739 190	39.80	3 136 374 034
Micro-wave oven	77.19	5 295 260	95.73	79.58	6 271 149 325	113 378.29	97.99	77.19	5 295 260	79.58	6 271 149 325
Dishwasher	42.46	2 913 011	99.05	42.38	3 339 849 704	113 562.46	101.38	42.46	2 913 011	42.38	3 339 849 704
Electric drilling machine	62.38	4 279 587	93.19	64.04	5 046 525 634	109 889.79	95.38	62.38	4 279 587	64.04	5 046 525 634
Digital camera	68.43	4 694 812	92.52	70.07	5 521 820 013	108 816.11	94.70	68.43	4 694 812	70.07	5 521 820 013
Video recorder/DVD	67.47	4 628 692	92.26	68.14	5 369 266 481	107 021.07	94.43	67.47	4 628 692	68.14	5 369 266 481
Videocamera, digital videocamera	31.18	2 139 171	90.58	30.35	2 391 600 817	101 264.73	92.71	31.18	2 139 171	30.35	2 391 600 817
Colour TV	80.74	5 538 912	96.04	84.29	6 641 987 698	115 168.28	98.30	80.74	5 538 912	84.29	6 641 987 698
Home cinema	21.68	1 487 449	87.14	20.85	1 642 644 687	96 236.08	89.20	21.68	1 487 449	20.85	1 642 644 687
Personal computer	79.94	5 484 062	94.85	82.42	6 494 881 496	112 336.95	97.09	79.94	5 484 062	82.42	6 494 881 496
Cable TV	30.84	2 116 034	84.81	32.97	2 598 377 925	104 143.84	86.81	30.84	2 116 034	32.97	2 598 377 925
Nothing from above	2.97	204 017	118.71	3.32	261 692 227	152 274.52	121.51	2.97	204 017	3.32	261 692 227
Not asked	36.66	2 515 260	116.45	36.41	2 869 312 620	132 839.15	119.19	36.66	2 515 260	36.41	2 869 312 620

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

Chart 13: Facilities by RU(%)



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

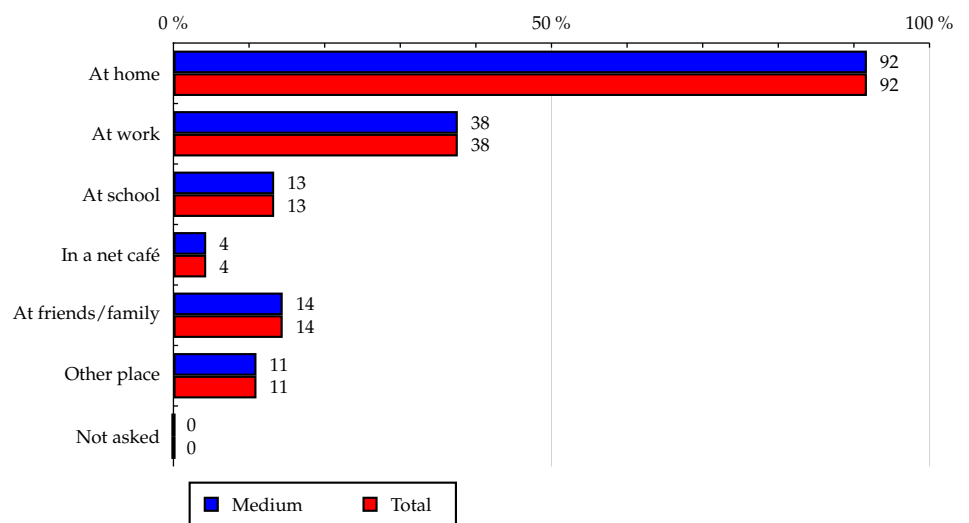
# TOTAL

**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	91.72	6 292 374	94.89	91.90	7 241 695 251	109 210.52	97.13	91.72	6 292 374	91.90	7 241 695 251
At work	37.61	2 580 117	97.00	37.04	2 918 811 349	109 730.25	99.28	37.61	2 580 117	37.04	2 918 811 349
At school	13.32	913 835	99.51	12.41	977 706 791	106 462.55	101.85	13.32	913 835	12.41	977 706 791
In a net café	4.33	296 832	78.30	3.92	309 138 189	81 548.09	80.15	4.33	296 832	3.92	309 138 189
At friends/family	14.45	991 183	84.37	13.44	1 058 765 469	90 120.54	86.35	14.45	991 183	13.44	1 058 765 469
Other place	10.98	752 916	80.32	9.79	771 258 017	82 280.53	82.21	10.98	752 916	9.79	771 258 017
Not asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



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

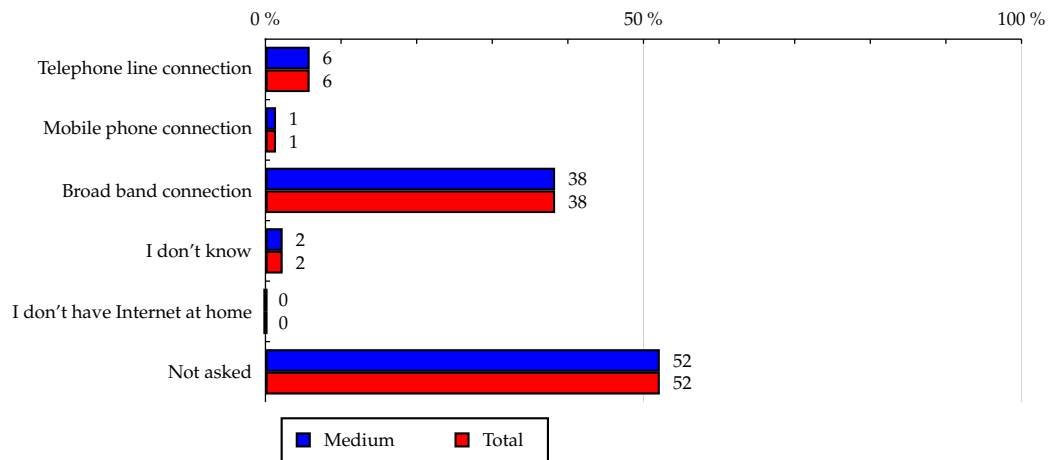
# TOTAL

**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	5.85	401 431	116.14	5.72	450 826 972	130 435.71	118.88	5.85	401 431	5.72	450 826 972
Mobile phone connection	1.40	95 753	105.29	1.78	140 117 359	154 066.35	107.76	1.40	95 753	1.78	140 117 359
Broad band connection	38.31	2 628 351	96.49	37.38	2 945 275 363	108 128.12	98.76	38.31	2 628 351	37.38	2 945 275 363
I don't know	2.28	156 247	169.50	3.34	263 505 426	285 862.12	173.49	2.28	156 247	3.34	263 505 426
I don't have Internet at home	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0
Not asked	52.16	3 578 480	94.94	51.78	4 080 482 031	108 260.49	97.18	52.16	3 578 480	51.78	4 080 482 031

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

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



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



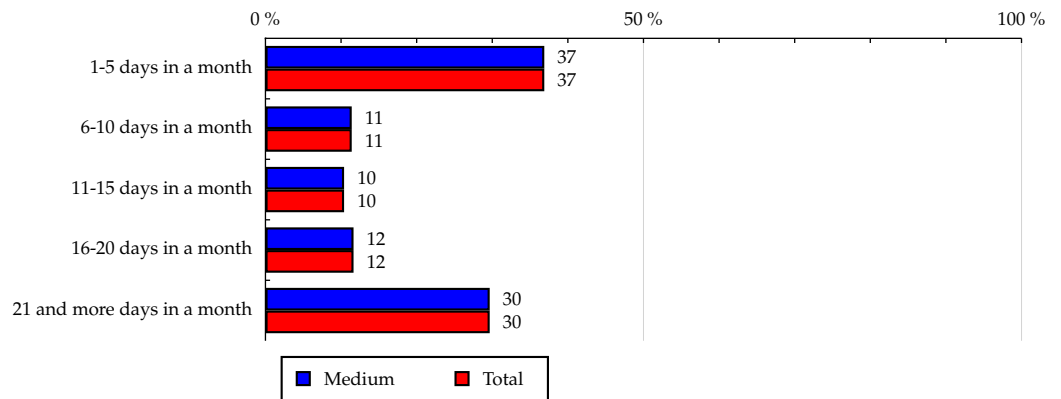
# TOTAL

**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	36.88	2 530 327	161.32	13.27	1 046 033 444	66 690.58	165.12	36.88	2 530 327	13.27	1 046 033 444
6-10 days in a month	11.41	782 506	78.47	3.00	236 053 164	23 671.13	80.32	11.41	782 506	3.00	236 053 164
11-15 days in a month	10.40	713 623	81.79	5.47	431 408 246	49 445.13	83.72	10.40	713 623	5.47	431 408 246
16-20 days in a month	11.65	799 273	83.13	12.00	945 420 323	98 327.45	85.08	11.65	799 273	12.00	945 420 323
21 and more days in a month	29.66	2 034 533	77.59	66.26	5 221 291 974	199 129.59	79.42	29.66	2 034 533	66.26	5 221 291 974

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

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



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

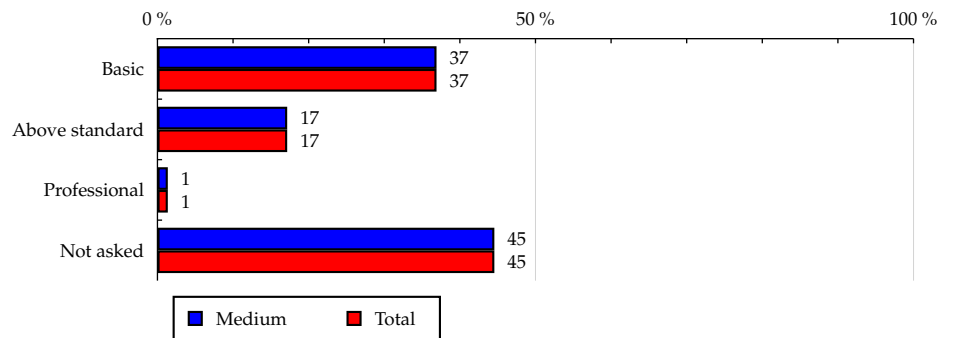
# TOTAL

**Table 17: IT Knowledge**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Basic	36.91	2 532 408	103.40	38.45	3 029 919 453	123 719.07	105.84	36.91	2 532 408	38.45	3 029 919 453
Above standard	17.16	1 177 315	66.92	15.61	1 229 730 558	69 900.29	68.50	17.16	1 177 315	15.61	1 229 730 558
Professional	1.37	93 847	59.63	1.13	88 826 147	56 438.16	61.03	1.37	93 847	1.13	88 826 147
Not asked	44.56	3 056 693	115.08	44.82	3 531 730 993	132 967.63	117.79	44.56	3 056 693	44.82	3 531 730 993

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

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



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

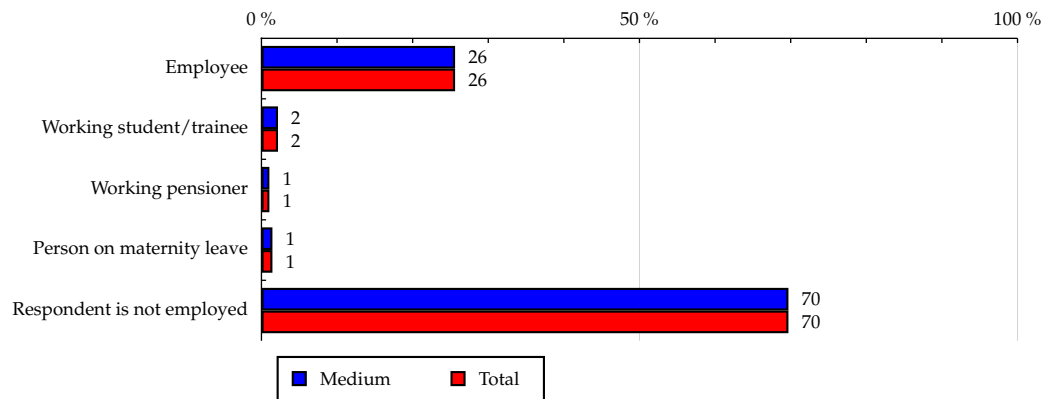
# TOTAL

**Table 18: Economically Active as**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Employee	25.61	1 756 881	81.42	25.14	1 981 378 093	91 824.82	83.34	25.61	1 756 881	25.14	1 981 378 093
Working student/trainee	2.19	150 403	71.63	1.85	145 996 820	69 529.83	73.31	2.19	150 403	1.85	145 996 820
Working pensioner	1.05	71 925	36.82	0.96	75 368 692	38 586.16	37.69	1.05	71 925	0.96	75 368 692
Person on maternity leave	1.45	99 556	96.31	1.31	103 151 407	99 787.40	98.58	1.45	99 556	1.31	103 151 407
Respondent is not employed	69.70	4 781 498	109.79	70.74	5 574 312 139	127 988.84	112.37	69.70	4 781 498	70.74	5 574 312 139

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

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



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

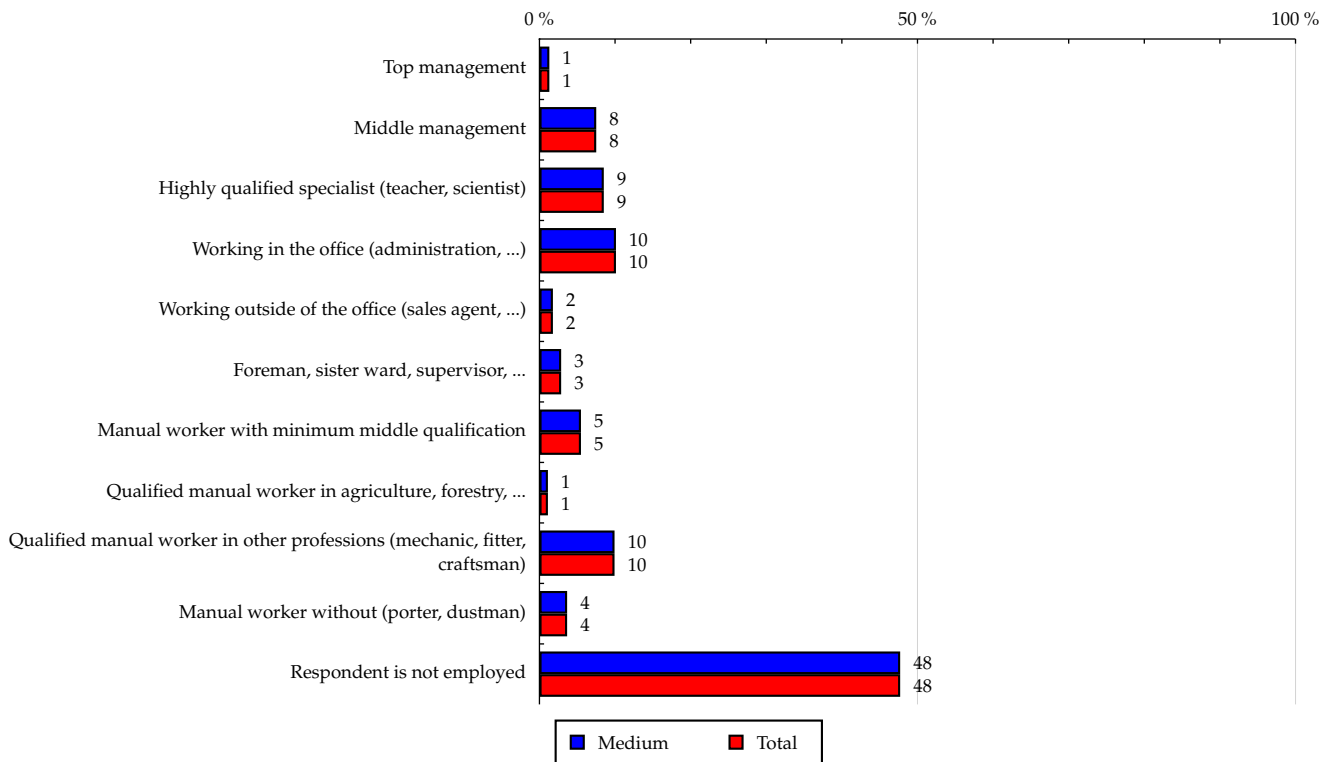
# TOTAL

**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	1.31	89 576	67.75	1.06	83 607 490	63 237.21	69.35	1.31	89 576	1.06	83 607 490
Middle management	7.51	514 929	87.82	6.46	509 019 799	86 808.89	89.88	7.51	514 929	6.46	509 019 799
Highly qualified specialist (teacher, scientist)	8.51	583 745	98.96	7.72	608 554 344	103 161.16	101.29	8.51	583 745	7.72	608 554 344
Working in the office (administration, ...)	10.12	694 280	110.27	10.54	830 456 004	131 897.60	112.87	10.12	694 280	10.54	830 456 004
Working outside of the office (sales agent, ...)	1.78	122 059	102.18	1.71	134 849 510	112 890.73	104.59	1.78	122 059	1.71	134 849 510
Foreman, sister ward, supervisor, ...	2.87	196 947	101.23	3.28	258 089 019	132 653.77	103.61	2.87	196 947	3.28	258 089 019
Manual worker with minimum middle qualification	5.49	376 518	85.91	5.56	438 356 054	100 018.59	87.93	5.49	376 518	5.56	438 356 054
Qualified manual worker in agriculture, forestry, ...	1.12	76 796	91.85	1.40	110 647 885	132 341.27	94.02	1.12	76 796	1.40	110 647 885
Qualified manual worker in other professions (mechanic, fitter, craftsman)	9.93	681 360	81.72	10.05	792 081 688	94 996.13	83.64	9.93	681 360	10.05	792 081 688
Manual worker without (porter, dustman)	3.66	250 984	81.36	3.71	292 737 447	94 895.19	83.28	3.66	250 984	3.71	292 737 447
Respondent is not employed	47.71	3 273 063	105.40	48.50	3 821 807 911	123 066.76	107.88	47.71	3 273 063	48.50	3 821 807 911

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

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



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

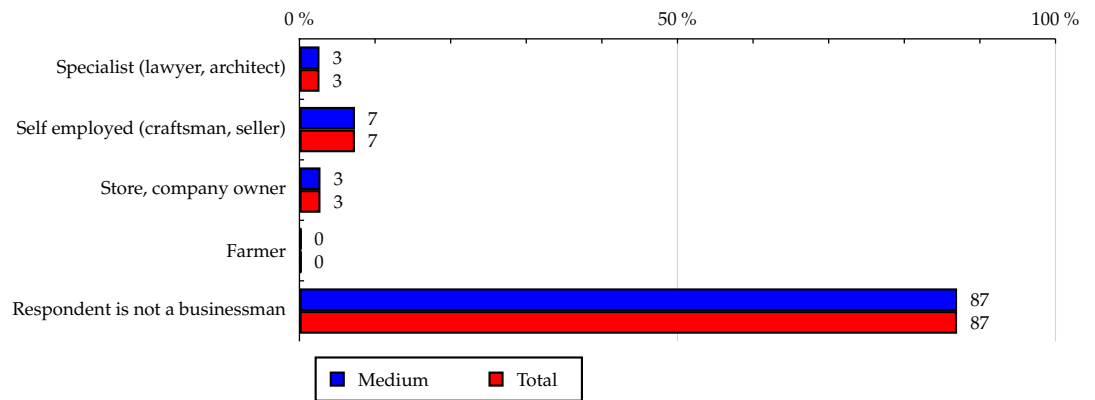
# TOTAL

**Table 20: Business Activities**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Specialist (lawyer, architect)	2.65	182 106	67.69	2.10	165 415 850	61 481.83	69.28	2.65	182 106	2.10	165 415 850
Self employed (craftsman, seller)	7.34	503 245	81.77	8.08	636 535 403	103 424.78	83.69	7.34	503 245	8.08	636 535 403
Store, company owner	2.78	190 798	99.98	2.71	213 357 200	111 806.43	102.34	2.78	190 798	2.71	213 357 200
Farmer	0.25	16 906	63.11	0.22	17 418 542	65 017.74	64.59	0.25	16 906	0.22	17 418 542
Respondent is not a businessman	86.98	5 967 207	100.80	86.89	6 847 480 156	115 673.88	103.18	86.98	5 967 207	86.89	6 847 480 156

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

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



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

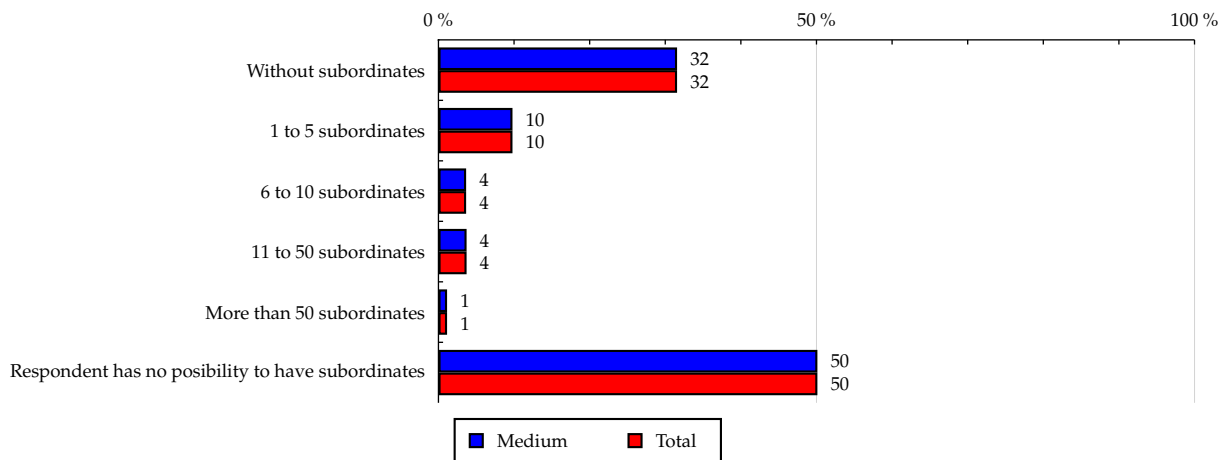
# TOTAL

**Table 21: Number of Subordinates**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Without subordinates	31.56	2 165 086	84.37	32.42	2 554 552 824	99 541.38	86.35	31.56	2 165 086	32.42	2 554 552 824
1 to 5 subordinates	9.79	671 681	75.59	9.60	756 789 725	85 163.95	77.37	9.79	671 681	9.60	756 789 725
6 to 10 subordinates	3.66	251 423	83.92	3.23	254 499 968	84 944.43	85.89	3.66	251 423	3.23	254 499 968
11 to 50 subordinates	3.72	255 491	96.03	3.63	285 807 346	107 429.87	98.30	3.72	255 491	3.63	285 807 346
More than 50 subordinates	1.14	78 147	78.40	0.95	75 141 853	75 381.00	80.24	1.14	78 147	0.95	75 141 853
Respondent has no possibility to have subordinates	50.12	3 438 432	118.51	50.17	3 953 415 435	136 254.89	121.30	50.12	3 438 432	50.17	3 953 415 435

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

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



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

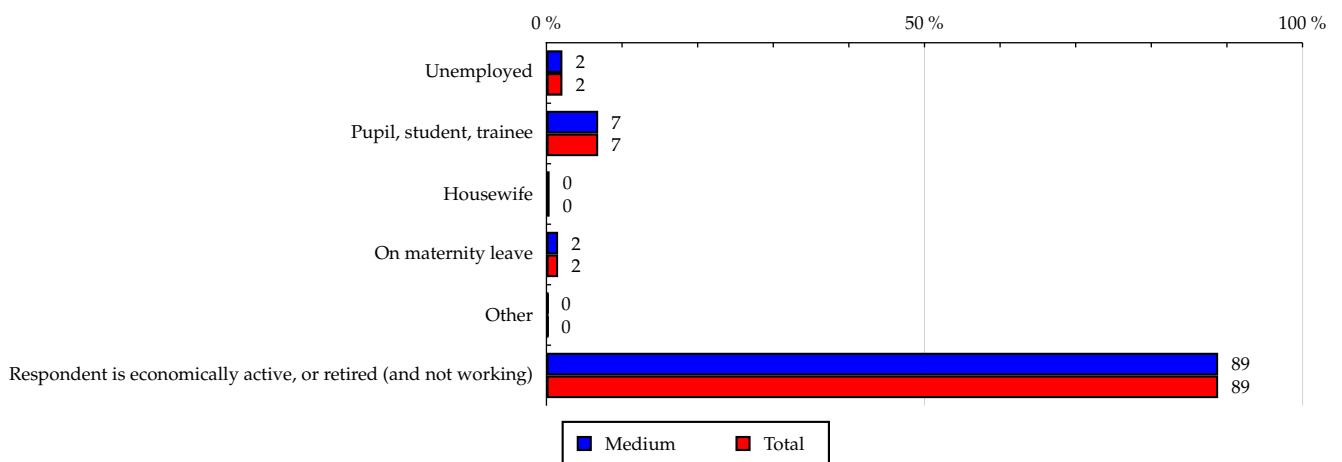
# TOTAL

**Table 22: Economically Inactive as**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unemployed	2.11	144 853	93.60	2.55	201 244 040	130 031.30	95.80	2.11	144 853	2.55	201 244 040
Pupil, student, trainee	6.84	469 423	108.44	6.64	522 866 930	120 784.13	110.99	6.84	469 423	6.64	522 866 930
Housewife	0.42	28 529	154.56	0.37	29 418 825	159 379.81	158.20	0.42	28 529	0.37	29 418 825
On maternity leave	1.54	105 415	108.84	1.55	121 770 616	125 725.18	111.40	1.54	105 415	1.55	121 770 616
Other	0.25	17 102	67.10	0.23	18 375 689	72 100.45	68.68	0.25	17 102	0.23	18 375 689
Respondent is economically active, or retired (and not working)	88.84	6 094 939	96.85	88.66	6 986 531 052	111 015.26	99.13	88.84	6 094 939	88.66	6 986 531 052

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

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



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

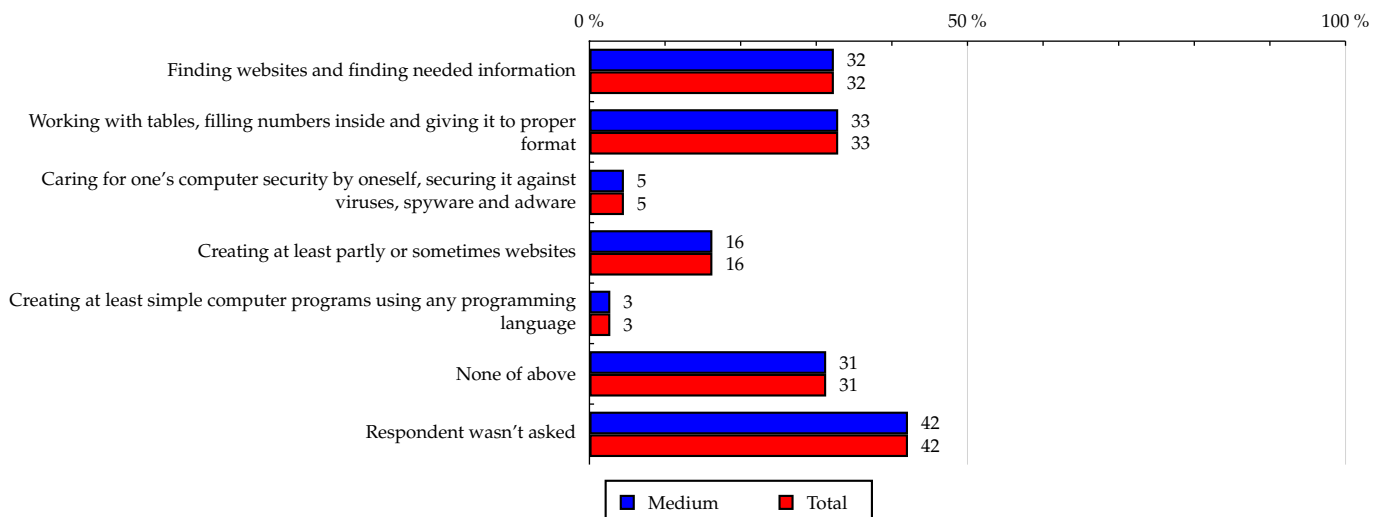
# TOTAL

**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	32.33	2 217 950	80.05	32.74	2 580 370 512	93 127.54	81.93	32.33	2 217 950	32.74	2 580 370 512
Working with tables, filling numbers inside and giving it to proper format	32.90	2 257 363	69.35	33.12	2 610 042 714	80 181.12	70.98	32.90	2 257 363	33.12	2 610 042 714
Caring for one's computer security by oneself, securing it against viruses, spyware and adware	4.56	312 498	68.36	4.37	344 002 714	75 250.60	69.97	4.56	312 498	4.37	344 002 714
Creating at least partly or sometimes websites	16.26	1 115 707	78.99	16.24	1 279 467 503	90 581.88	80.85	16.26	1 115 707	16.24	1 279 467 503
Creating at least simple computer programs using any programming language	2.76	189 664	86.32	2.56	201 692 089	91 797.31	88.36	2.76	189 664	2.56	201 692 089
None of above	31.31	2 148 075	179.32	34.13	2 689 222 409	224 491.58	183.54	31.31	2 148 075	34.13	2 689 222 409
Respondent wasn't asked	42.13	2 890 333	85.90	40.11	3 160 914 759	93 937.49	87.92	42.13	2 890 333	40.11	3 160 914 759

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

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



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



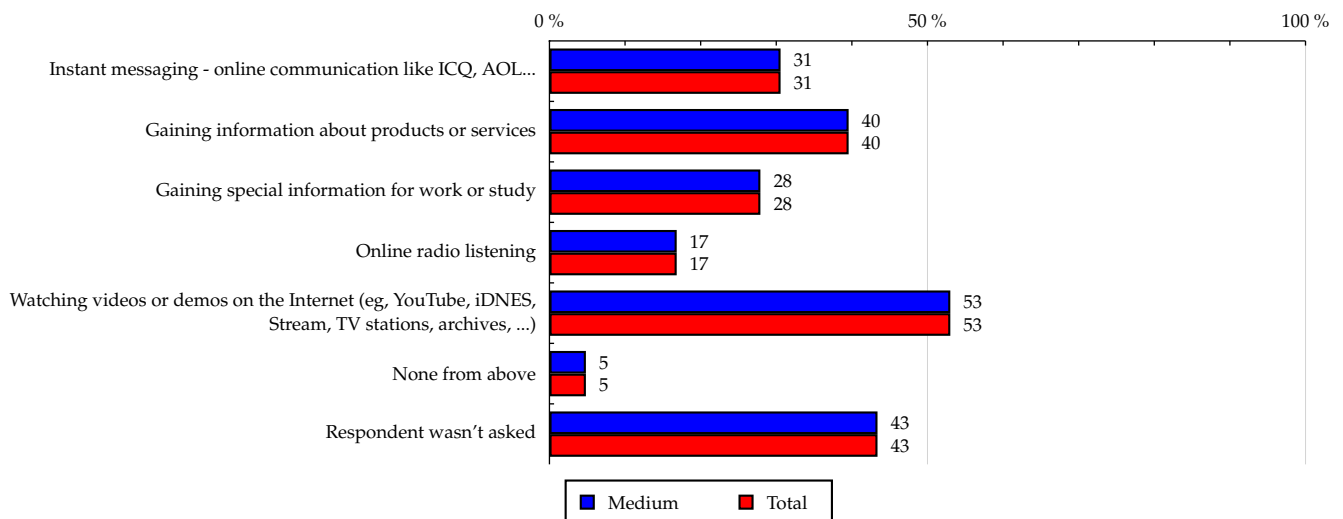
# TOTAL

**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...	30.57	2 096 927	71.73	28.21	2 223 039 204	76 045.13	73.42	30.57	2 096 927	28.21	2 223 039 204
Gaining information about products or services	39.57	2 714 314	89.69	39.11	3 081 824 142	101 829.41	91.80	39.57	2 714 314	39.11	3 081 824 142
Gaining special information for work or study	27.90	1 914 136	93.46	28.12	2 215 733 677	108 186.75	95.66	27.90	1 914 136	28.12	2 215 733 677
Online radio listening	16.83	1 154 907	84.47	17.15	1 351 300 101	98 839.83	86.46	16.83	1 154 907	17.15	1 351 300 101
Watching videos or demos on the Internet (eg, YouTube, iDNES, Stream, TV stations, archives, ...)	53.02	3 637 055	100.40	56.73	4 470 355 612	123 404.25	102.76	53.02	3 637 055	56.73	4 470 355 612
None from above	4.82	330 945	186.06	5.11	403 029 817	226 591.90	190.44	4.82	330 945	5.11	403 029 817
Respondent wasn't asked	43.39	2 976 770	110.12	42.91	3 381 575 279	125 089.32	112.71	43.39	2 976 770	42.91	3 381 575 279

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

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



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

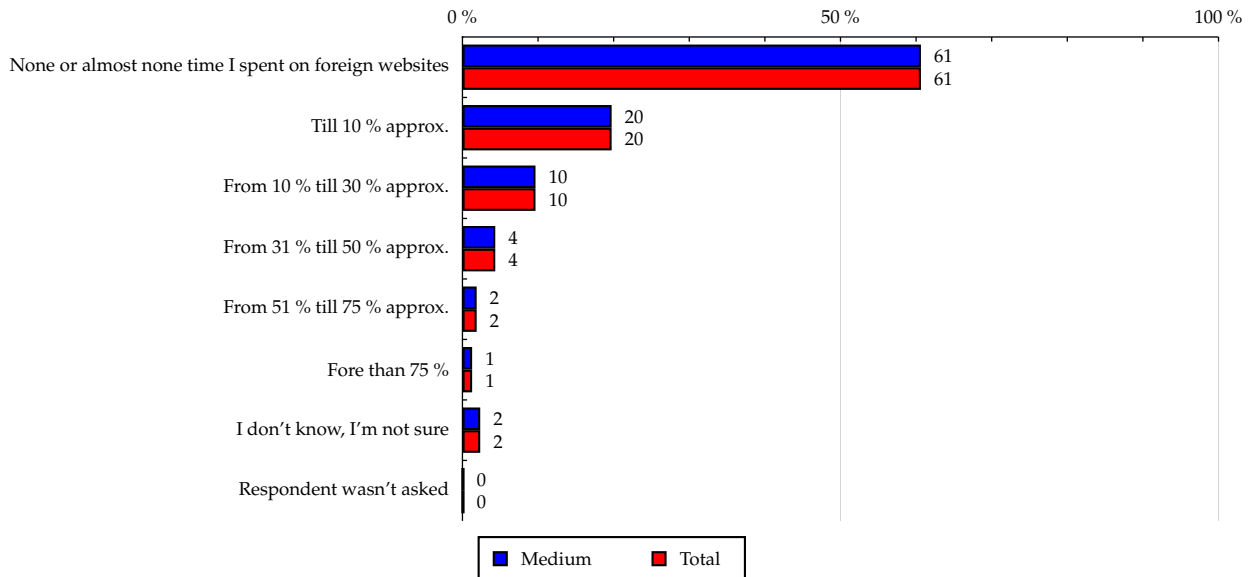
TOTAL

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	60.64	4 160 073	155.48	64.19	5 058 548 170	189 055.38	159.14	60.64	4 160 073	64.19	5 058 548 170
Till 10 % approx.	19.73	1 353 231	70.48	19.84	1 563 412 713	81 427.77	72.14	19.73	1 353 231	19.84	1 563 412 713
From 10 % till 30 % approx.	9.66	662 439	61.05	9.15	721 283 367	66 470.08	62.48	9.66	662 439	9.15	721 283 367
From 31 % till 50 % approx.	4.34	297 626	57.89	3.55	279 561 860	54 380.99	59.26	4.34	297 626	3.55	279 561 860
From 51 % till 75 % approx.	1.88	128 907	53.32	1.16	91 665 211	37 912.25	54.57	1.88	128 907	1.16	91 665 211
Fore than 75 %	1.28	87 813	73.76	0.93	73 620 591	61 841.19	75.50	1.28	87 813	0.93	73 620 591
I don't know, I'm not sure	2.35	160 923	38.69	1.12	88 141 083	21 192.86	39.60	2.35	160 923	1.12	88 141 083
Respondent wasn't asked	0.13	9 249	18.45	0.05	3 974 156	7 926.99	18.88	0.13	9 249	0.05	3 974 156

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

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



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