

SPIR NetMonitor

Research on the Sociodemography of Internet Users in the Czech Republic

Medium title:

TOTAL

Month:

November 2014

Basic information	
The size of Internet population in the Czech Republic	6 971 031
Number of respondents	
Medium	N = 14 380
Total (for all measured media)	N = 14 380
RU(number)	6 810 697
Reach(%)	97.70
PV(number) (from Czech visitors)	7 865 191 975
PV(number) (from all visitors)	8 410 242 653
GRP (%)	112 826.81

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

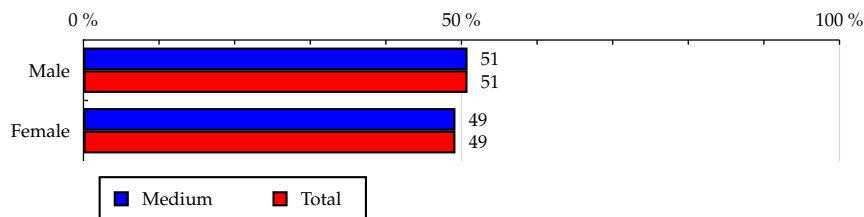
TOTAL

Table 1: Sex

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Male	50.80	3 460 103	97.72	49.98	3 930 741 179	111 006.91	100.02	50.80	3 460 103	49.98	3 930 741 179
Female	49.20	3 350 593	97.68	50.02	3 934 450 796	114 705.57	99.98	49.20	3 350 593	50.02	3 934 450 796

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

Chart 1: Sex by RU(%)



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

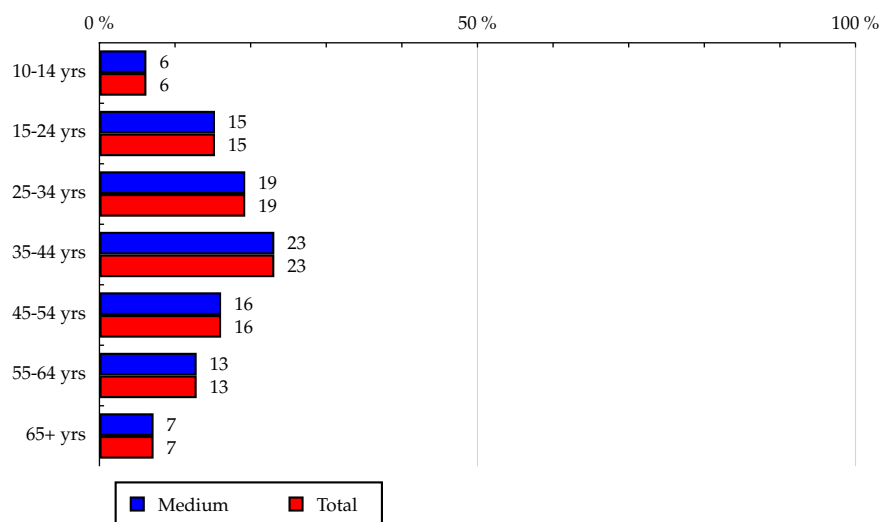
TOTAL

Table 2: Age

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
10-14 yrs	6.21	422 617	95.31	2.87	225 814 178	50 925.88	97.55	6.21	422 617	2.87	225 814 178
15-24 yrs	15.28	1 040 686	97.91	15.32	1 205 112 880	113 383.60	100.22	15.28	1 040 686	15.32	1 205 112 880
25-34 yrs	19.28	1 312 973	97.85	18.42	1 448 877 350	107 974.00	100.15	19.28	1 312 973	18.42	1 448 877 350
35-44 yrs	23.13	1 575 043	97.98	23.70	1 864 069 594	115 965.52	100.29	23.13	1 575 043	23.70	1 864 069 594
45-54 yrs	16.09	1 095 884	97.52	17.41	1 369 001 420	121 817.87	99.81	16.09	1 095 884	17.41	1 369 001 420
55-64 yrs	12.86	875 549	97.94	14.36	1 129 598 406	126 358.54	100.25	12.86	875 549	14.36	1 129 598 406
65+ yrs	7.16	487 942	98.05	7.92	622 718 146	125 127.51	100.35	7.16	487 942	7.92	622 718 146

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

Chart 2: Age by RU(%)



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

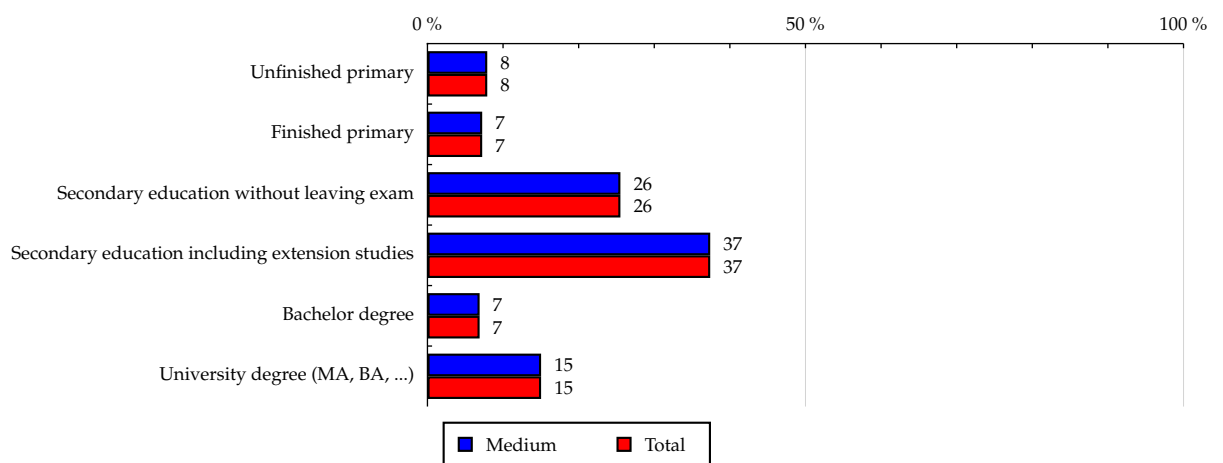
TOTAL

Table 3: Highest Education

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unfinished primary	7.91	538 804	95.82	3.92	308 184 294	54 808.25	98.08	7.91	538 804	3.92	308 184 294
Finished primary	7.24	493 191	97.88	7.58	596 433 102	118 365.44	100.18	7.24	493 191	7.58	596 433 102
Secondary education without leaving exam	25.52	1 738 090	97.94	28.99	2 279 740 214	128 461.06	100.25	25.52	1 738 090	28.99	2 279 740 214
Secondary education including extension studies	37.40	2 547 080	97.80	38.86	3 056 793 948	117 366.68	100.10	37.40	2 547 080	38.86	3 056 793 948
Bachelor degree	6.90	470 133	97.74	7.39	581 054 065	120 795.40	100.04	6.90	470 133	7.39	581 054 065
University degree (MA, BA, ...)	15.03	1 023 396	97.96	13.26	1 042 986 351	99 837.48	100.27	15.03	1 023 396	13.26	1 042 986 351

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

Chart 3: Highest Education by RU(%)



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

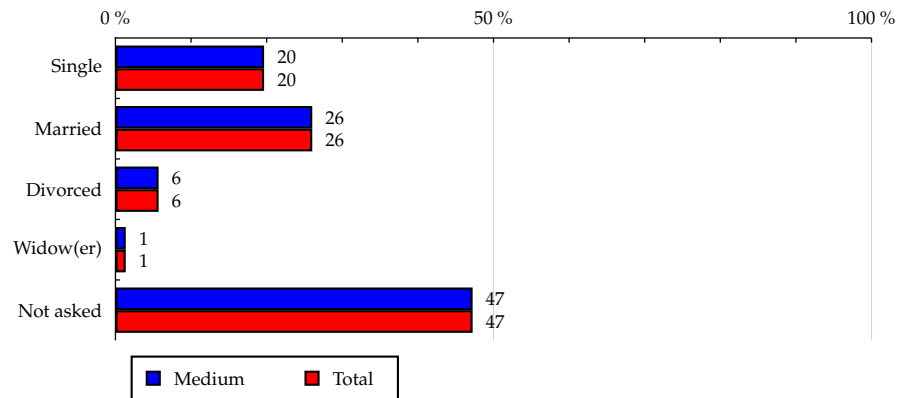
TOTAL

Table 4: Marital Status

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Single	19.66	1 339 198	86.60	19.50	1 533 663 319	99 173.42	88.64	19.66	1 339 198	19.50	1 533 663 319
Married	26.03	1 773 062	101.45	26.27	2 065 921 614	118 208.75	103.84	26.03	1 773 062	26.27	2 065 921 614
Divorced	5.71	388 564	62.48	5.41	425 486 185	68 416.13	63.95	5.71	388 564	5.41	425 486 185
Widow(er)	1.36	92 598	70.15	1.10	86 759 177	65 726.18	71.80	1.36	92 598	1.10	86 759 177
Not asked	47.24	3 217 273	110.07	47.72	3 753 361 679	128 408.49	112.66	47.24	3 217 273	47.72	3 753 361 679

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

Chart 4: Marital Status by RU(%)



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

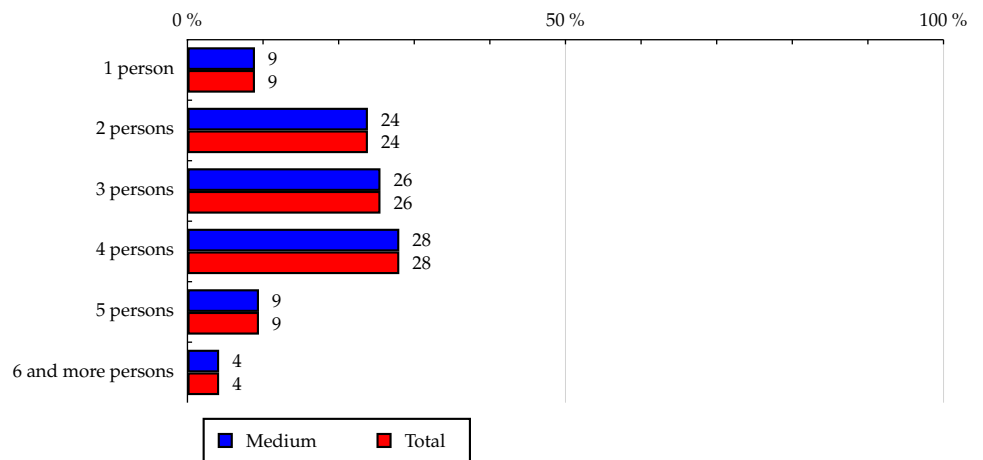
TOTAL

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	8.93	608 413	68.23	10.04	789 911 709	88 577.71	69.83	8.93	608 413	10.04	789 911 709
2 persons	23.87	1 625 373	87.64	25.24	1 984 804 941	107 017.28	89.70	23.87	1 625 373	25.24	1 984 804 941
3 persons	25.53	1 739 065	104.32	26.06	2 049 302 284	122 935.49	106.78	25.53	1 739 065	26.06	2 049 302 284
4 persons	28.02	1 908 169	110.54	25.99	2 044 137 525	118 417.08	113.14	28.02	1 908 169	25.99	2 044 137 525
5 persons	9.46	644 207	122.32	9.17	720 921 334	136 886.35	125.20	9.46	644 207	9.17	720 921 334
6 and more persons	4.19	285 467	93.67	3.51	276 114 182	90 603.19	95.88	4.19	285 467	3.51	276 114 182

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

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



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

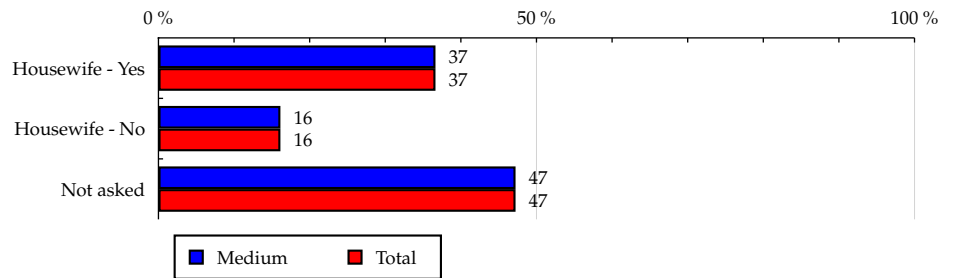
TOTAL

Table 6: Housewife

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Housewife - Yes	36.64	2 495 452	83.94	36.98	2 908 176 002	97 819.85	85.91	36.64	2 495 452	36.98	2 908 176 002
Housewife - No	16.13	1 098 652	102.12	15.30	1 203 727 308	111 887.26	104.52	16.13	1 098 652	15.30	1 203 727 308
Not asked	47.23	3 216 592	110.07	47.72	3 753 288 664	128 440.51	112.67	47.23	3 216 592	47.72	3 753 288 664

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

Chart 6: Housewife by RU(%)



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

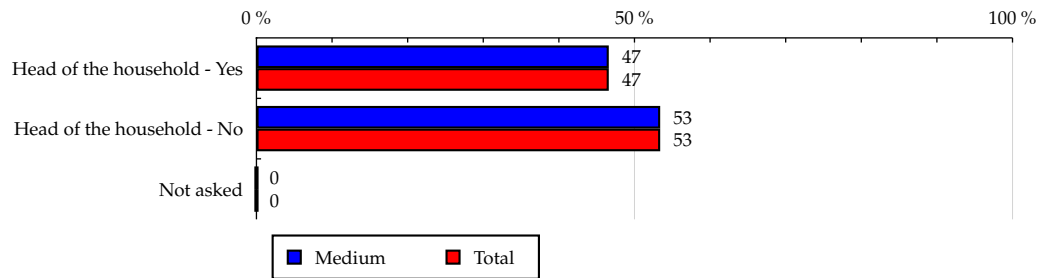
TOTAL

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	46.60	3 174 047	88.76	47.60	3 743 515 070	104 684.90	90.85	46.60	3 174 047	47.60	3 743 515 070
Head of the household - No	53.40	3 636 649	107.12	52.40	4 121 676 905	121 402.63	109.64	53.40	3 636 649	52.40	4 121 676 905
Not asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



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

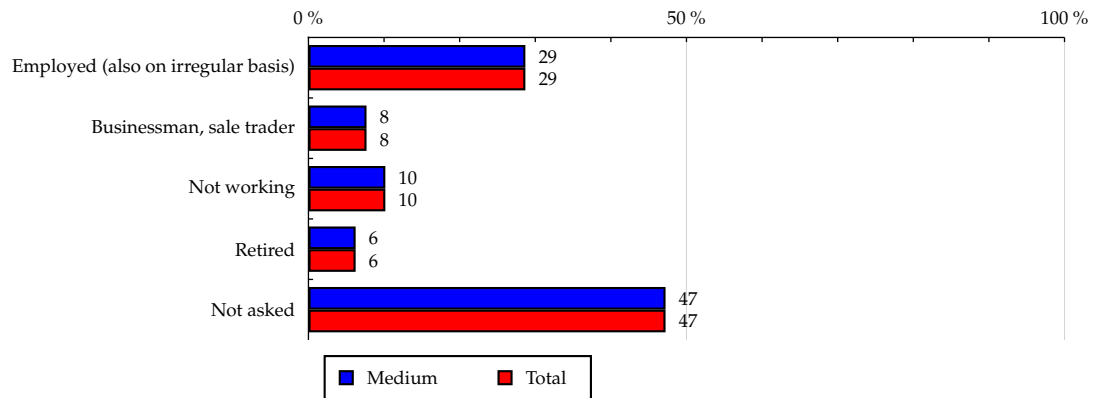
TOTAL

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)	28.69	1 953 969	80.91	27.01	2 124 673 109	87 979.32	82.82	28.69	1 953 969	27.01	2 124 673 109
Businessman, sale trader	7.68	523 033	85.92	7.03	552 862 804	90 820.06	87.94	7.68	523 033	7.03	552 862 804
Not working	10.17	692 370	99.63	11.06	869 699 685	125 144.07	101.97	10.17	692 370	11.06	869 699 685
Retired	6.24	424 731	128.64	7.18	564 667 713	171 029.41	131.67	6.24	424 731	7.18	564 667 713
Not asked	47.23	3 216 592	110.07	47.72	3 753 288 664	128 440.51	112.67	47.23	3 216 592	47.72	3 753 288 664

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

Chart 8: Economic Activity by RU(%)



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

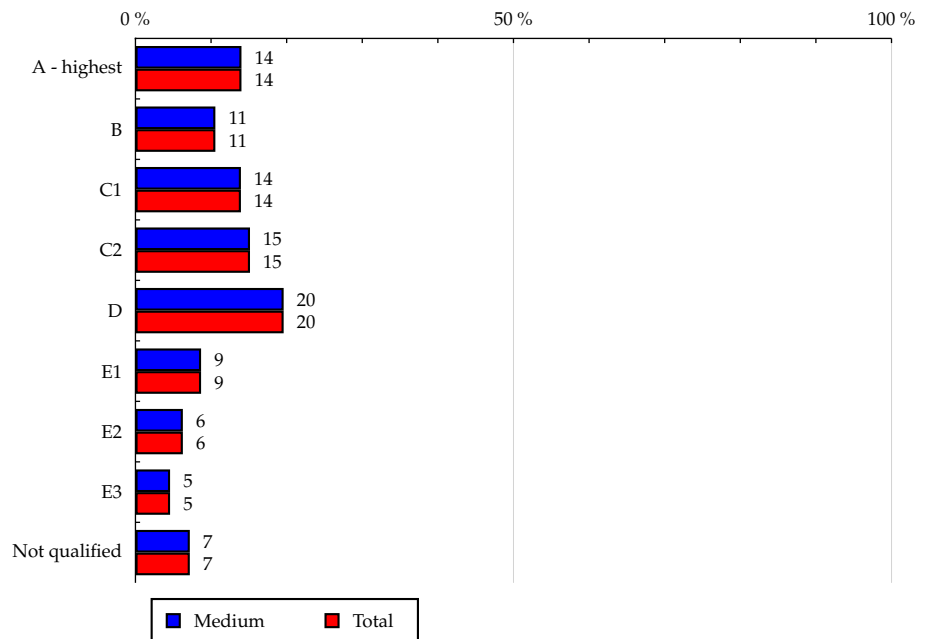
TOTAL

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	954 730	88.61	13.16	1 035 139 767	96 069.17	90.69	14.02	954 730	13.16	1 035 139 767
B	10.57	719 738	107.27	11.33	891 030 686	132 800.38	109.80	10.57	719 738	11.33	891 030 686
C1	13.95	949 884	93.88	14.59	1 147 406 070	113 399.61	96.09	13.95	949 884	14.59	1 147 406 070
C2	15.15	1 031 796	93.62	15.81	1 243 467 317	112 822.47	95.82	15.15	1 031 796	15.81	1 243 467 317
D	19.60	1 335 164	102.10	20.38	1 603 038 833	122 584.33	104.50	19.60	1 335 164	20.38	1 603 038 833
E1	8.68	591 410	100.41	10.20	802 391 669	136 228.26	102.77	8.68	591 410	10.20	802 391 669
E2	6.27	426 694	95.82	5.49	431 970 484	97 007.98	98.08	6.27	426 694	5.49	431 970 484
E3	4.58	311 637	106.02	5.42	426 300 080	145 031.31	108.52	4.58	311 637	5.42	426 300 080
Not qualified	7.19	489 639	103.59	3.62	284 447 068	60 178.43	106.03	7.19	489 639	3.62	284 447 068

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

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



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

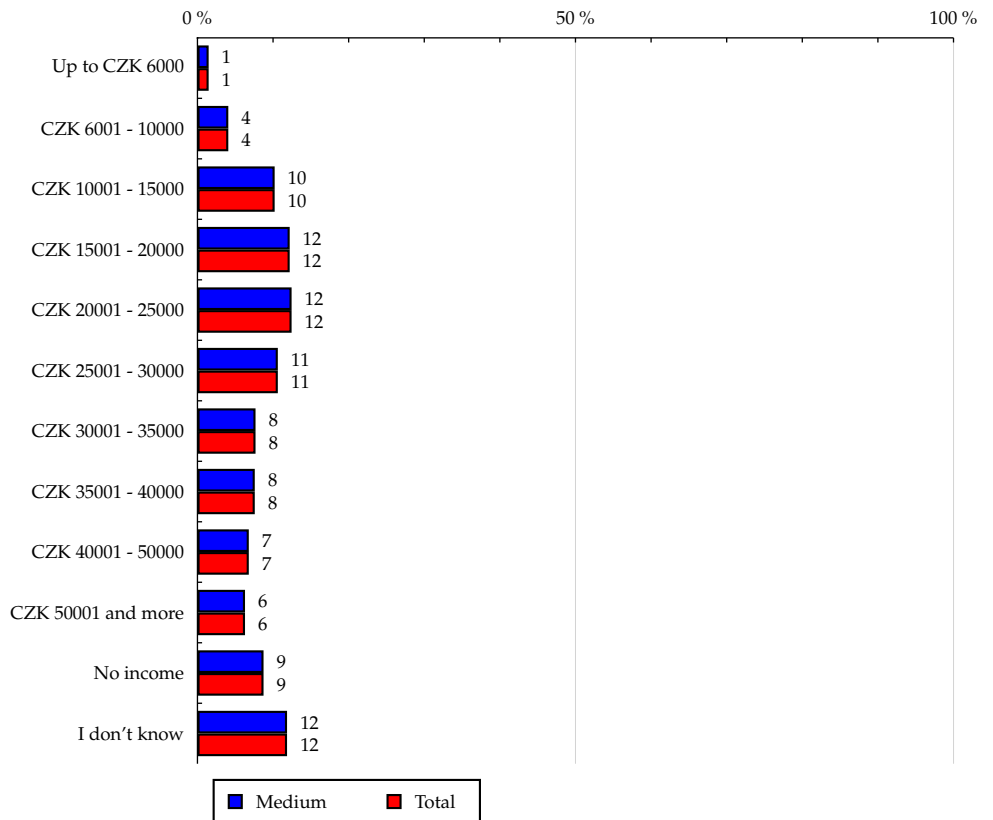
TOTAL

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	1.48	100 506	82.90	1.79	141 022 643	116 313.86	84.85	1.48	100 506	1.79	141 022 643
CZK 6001 - 10000	4.08	278 178	109.09	4.23	332 451 833	130 377.87	111.66	4.08	278 178	4.23	332 451 833
CZK 10001 - 15000	10.21	695 508	99.11	10.10	794 353 492	113 191.43	101.44	10.21	695 508	10.10	794 353 492
CZK 15001 - 20000	12.20	830 987	91.74	13.13	1 032 817 756	114 026.12	93.90	12.20	830 987	13.13	1 032 817 756
CZK 20001 - 25000	12.45	847 953	89.44	12.71	999 304 339	105 401.85	91.54	12.45	847 953	12.71	999 304 339
CZK 25001 - 30000	10.63	724 222	86.96	11.46	901 361 361	108 231.14	89.01	10.63	724 222	11.46	901 361 361
CZK 30001 - 35000	7.68	523 273	92.72	7.71	606 032 844	107 381.04	94.90	7.68	523 273	7.71	606 032 844
CZK 35001 - 40000	7.58	516 421	92.33	7.59	596 937 536	106 724.11	94.50	7.58	516 421	7.59	596 937 536
CZK 40001 - 50000	6.79	462 777	101.24	7.12	560 110 097	122 532.30	103.62	6.79	462 777	7.12	560 110 097
CZK 50001 and more	6.29	428 351	94.49	5.85	460 285 542	101 529.99	96.71	6.29	428 351	5.85	460 285 542
No income	8.74	595 411	96.65	5.91	464 924 443	75 470.62	98.93	8.74	595 411	5.91	464 924 443
I don't know	11.85	807 102	145.12	12.40	975 590 087	175 420.22	148.54	11.85	807 102	12.40	975 590 087

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

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



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

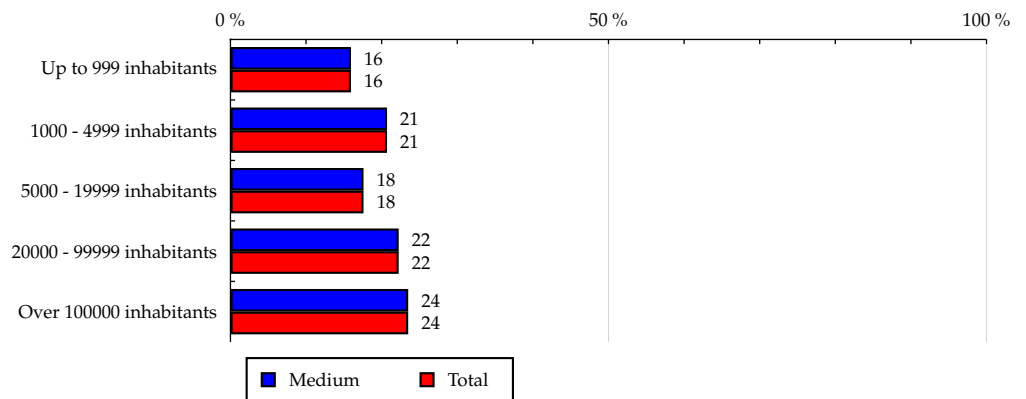
TOTAL

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	15.94	1 085 413	97.27	14.21	1 117 972 944	100 184.84	99.56	15.94	1 085 413	14.21	1 117 972 944
1000 - 4999 inhabitants	20.71	1 410 224	98.06	20.57	1 617 659 271	112 478.65	100.36	20.71	1 410 224	20.57	1 617 659 271
5000 - 19999 inhabitants	17.60	1 198 573	97.79	18.03	1 417 711 226	115 665.99	100.09	17.60	1 198 573	18.03	1 417 711 226
20000 - 99999 inhabitants	22.25	1 515 604	97.90	22.89	1 800 587 460	116 310.28	100.21	22.25	1 515 604	22.89	1 800 587 460
Over 100000 inhabitants	23.51	1 600 881	97.43	24.30	1 911 261 075	116 317.27	99.72	23.51	1 600 881	24.30	1 911 261 075

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

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



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

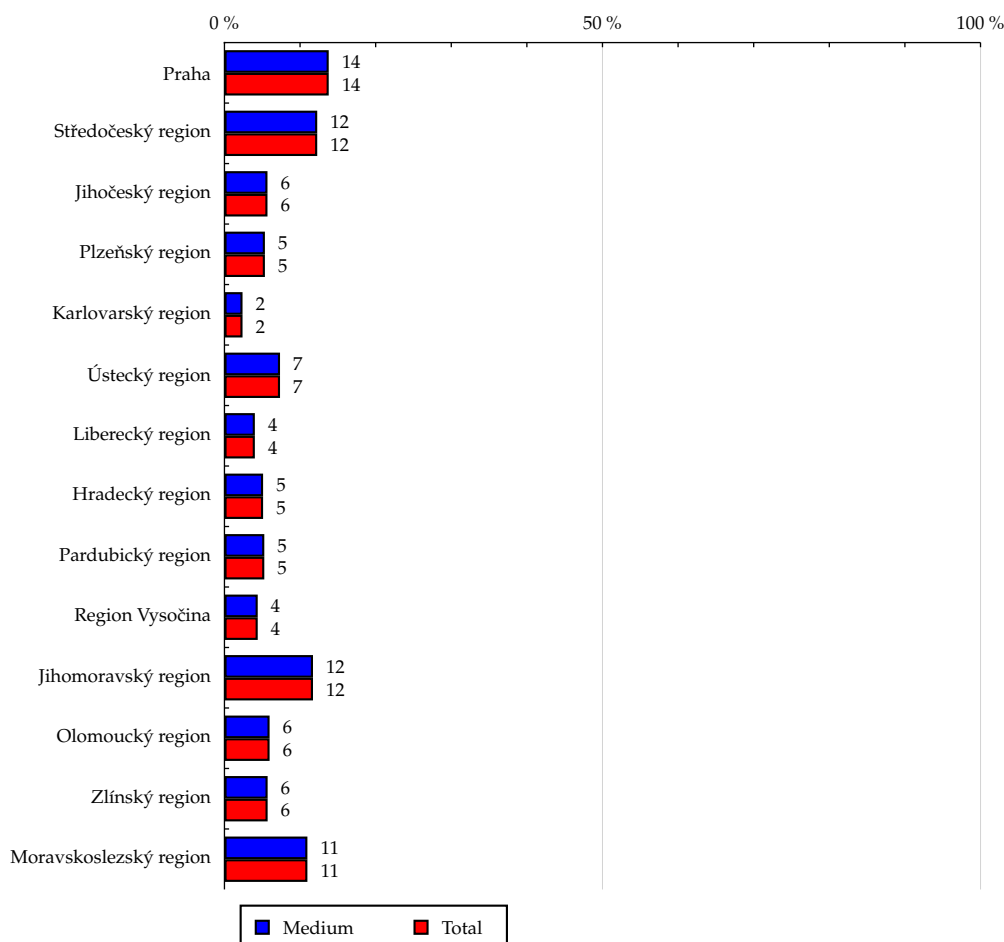
TOTAL

Table 12: Region

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Praha	13.79	939 080	95.66	14.62	1 150 090 132	117 152.53	97.91	13.79	939 080	14.62	1 150 090 132
Středočeský region	12.27	835 340	97.37	10.73	843 972 588	98 372.59	99.66	12.27	835 340	10.73	843 972 588
Jihočeský region	5.69	387 190	98.83	4.51	354 741 286	90 548.78	101.16	5.69	387 190	4.51	354 741 286
Plzeňský region	5.35	364 539	97.65	5.42	426 408 467	114 227.36	99.95	5.35	364 539	5.42	426 408 467
Karlovarský region	2.39	162 888	97.12	2.25	176 650 422	105 327.33	99.41	2.39	162 888	2.25	176 650 422
Ústecký region	7.35	500 813	97.77	7.38	580 492 212	113 326.56	100.07	7.35	500 813	7.38	580 492 212
Liberecký region	4.02	274 063	98.63	3.69	289 840 387	104 308.25	100.95	4.02	274 063	3.69	289 840 387
Hradecký region	5.11	348 094	99.35	5.53	435 041 683	124 170.06	101.69	5.11	348 094	5.53	435 041 683
Pardubický region	5.27	359 132	97.76	4.80	377 597 172	102 782.49	100.06	5.27	359 132	4.80	377 597 172
Region Vysočina	4.40	299 944	97.81	5.17	407 005 660	132 724.43	100.11	4.40	299 944	5.17	407 005 660
Jihomoravský region	11.71	797 294	97.47	12.06	948 813 993	115 993.34	99.76	11.71	797 294	12.06	948 813 993
Olomoucký region	5.97	406 543	98.54	6.01	472 447 015	114 518.45	100.86	5.97	406 543	6.01	472 447 015
Zlínský region	5.71	388 656	98.45	6.81	535 587 437	135 669.31	100.77	5.71	388 656	6.81	535 587 437
Moravskoslezský region	10.97	747 115	98.46	11.02	866 503 520	114 192.71	100.78	10.97	747 115	11.02	866 503 520

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

Chart 12: Region by RU(%)



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

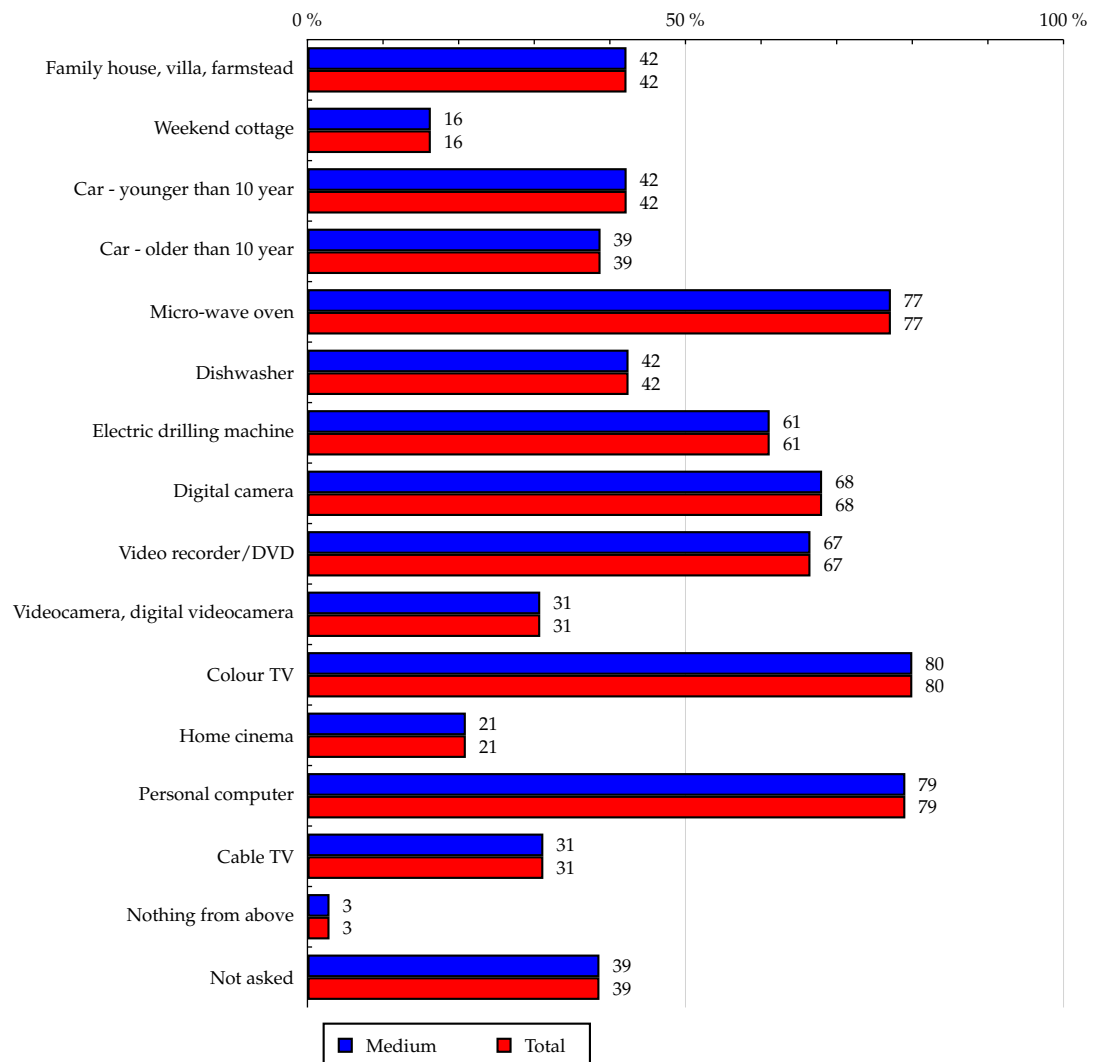
TOTAL

Table 13: Facilities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Family house, villa, farmstead	42.20	2 874 147	104.61	43.69	3 436 413 174	125 072.59	107.07	42.20	2 874 147	43.69	3 436 413 174
Weekend cottage	16.32	1 111 344	90.92	15.44	1 214 250 386	99 339.65	93.06	16.32	1 111 344	15.44	1 214 250 386
Car - younger than 10 year	42.22	2 875 619	99.05	42.42	3 336 069 861	114 910.79	101.38	42.22	2 875 619	42.42	3 336 069 861
Car - older than 10 year	38.77	2 640 569	97.82	38.53	3 030 071 807	112 245.68	100.12	38.77	2 640 569	38.53	3 030 071 807
Micro-wave oven	77.17	5 256 101	95.53	79.53	6 255 088 468	113 687.93	97.78	77.17	5 256 101	79.53	6 255 088 468
Dishwasher	42.47	2 892 565	100.04	43.47	3 418 759 071	118 241.02	102.40	42.47	2 892 565	43.47	3 418 759 071
Electric drilling machine	61.14	4 163 818	93.28	62.12	4 886 043 863	109 460.07	95.48	61.14	4 163 818	62.12	4 886 043 863
Digital camera	68.07	4 635 921	92.51	68.94	5 422 576 672	108 212.49	94.69	68.07	4 635 921	68.94	5 422 576 672
Video recorder/DVD	66.53	4 531 369	91.42	66.55	5 234 251 166	105 602.74	93.57	66.53	4 531 369	66.55	5 234 251 166
Videocamera, digital videocamera	30.79	2 097 255	90.27	30.12	2 368 745 104	101 955.11	92.39	30.79	2 097 255	30.12	2 368 745 104
Colour TV	80.00	5 448 287	95.73	82.91	6 520 851 799	114 573.57	97.98	80.00	5 448 287	82.91	6 520 851 799
Home cinema	20.95	1 426 834	82.90	20.17	1 586 225 054	92 156.18	84.85	20.95	1 426 834	20.17	1 586 225 054
Personal computer	79.08	5 386 195	93.65	81.16	6 383 152 968	110 980.76	95.85	79.08	5 386 195	81.16	6 383 152 968
Cable TV	31.20	2 125 184	88.98	32.21	2 533 423 077	106 073.30	91.08	31.20	2 125 184	32.21	2 533 423 077
Nothing from above	2.92	199 110	145.30	3.15	247 518 941	180 625.61	148.72	2.92	199 110	3.15	247 518 941
Not asked	38.62	2 630 356	109.12	38.69	3 043 290 328	126 254.86	111.69	38.62	2 630 356	38.69	3 043 290 328

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

Chart 13: Facilities by RU(%)



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

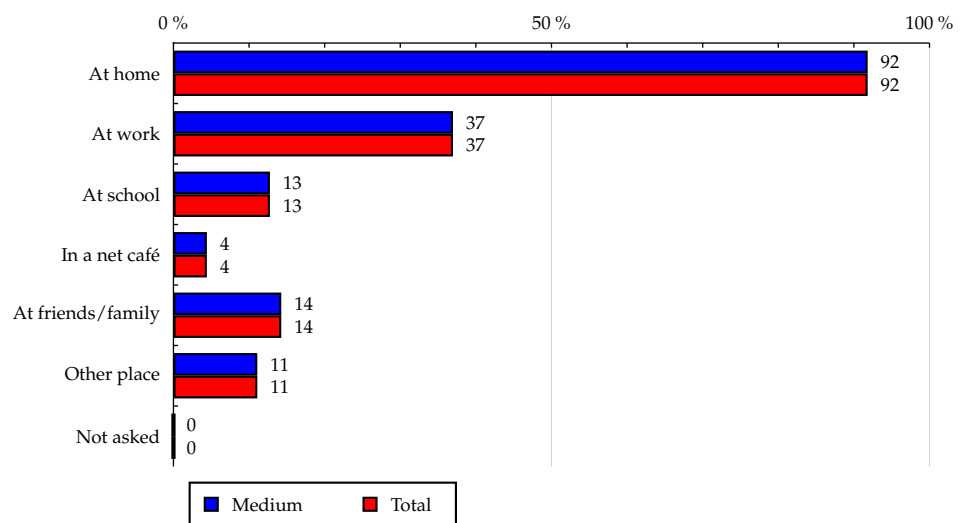
TOTAL

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	91.82	6 253 523	95.10	93.20	7 330 731 506	111 481.19	97.34	91.82	6 253 523	93.20	7 330 731 506
At work	36.97	2 518 074	96.17	34.75	2 733 368 066	104 392.81	98.43	36.97	2 518 074	34.75	2 733 368 066
At school	12.76	869 372	101.29	11.84	931 352 058	108 506.14	103.67	12.76	869 372	11.84	931 352 058
In a net café	4.42	300 747	78.26	3.72	292 474 068	76 110.23	80.11	4.42	300 747	3.72	292 474 068
At friends/family	14.26	970 883	82.69	12.51	983 706 593	83 781.50	84.64	14.26	970 883	12.51	983 706 593
Other place	11.09	755 394	85.06	9.78	769 042 153	86 595.70	87.06	11.09	755 394	9.78	769 042 153
Not asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



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

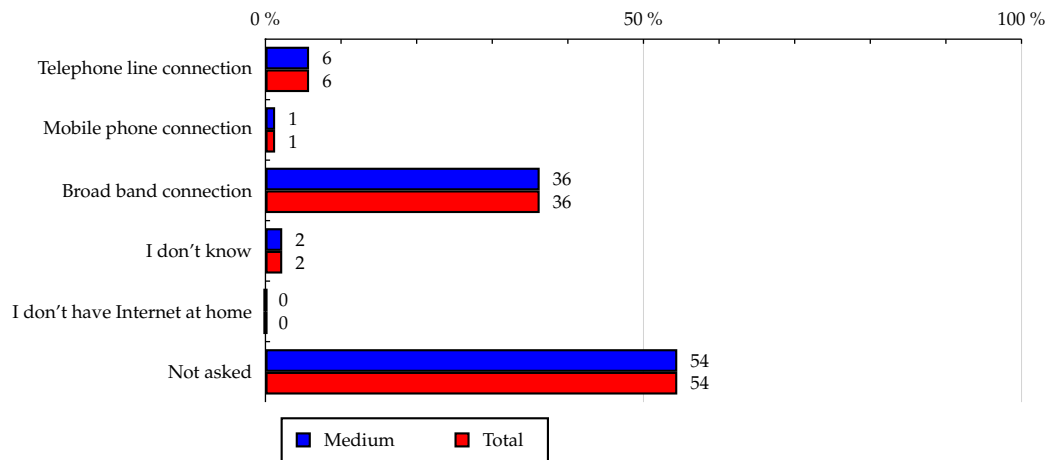
TOTAL

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	5.77	392 826	116.49	5.49	431 945 367	128 094.09	119.24	5.77	392 826	5.49	431 945 367
Mobile phone connection	1.28	87 065	71.80	1.49	117 345 410	96 773.62	73.49	1.28	87 065	1.49	117 345 410
Broad band connection	36.27	2 470 174	97.56	35.78	2 813 855 283	111 128.83	99.85	36.27	2 470 174	35.78	2 813 855 283
I don't know	2.22	151 104	146.73	3.38	265 871 267	258 179.32	150.19	2.22	151 104	3.38	265 871 267
I don't have Internet at home	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0
Not asked	54.47	3 709 526	95.67	53.86	4 236 174 647	109 249.63	97.92	54.47	3 709 526	53.86	4 236 174 647

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

Chart 15: Connection from Home by RU(%)



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

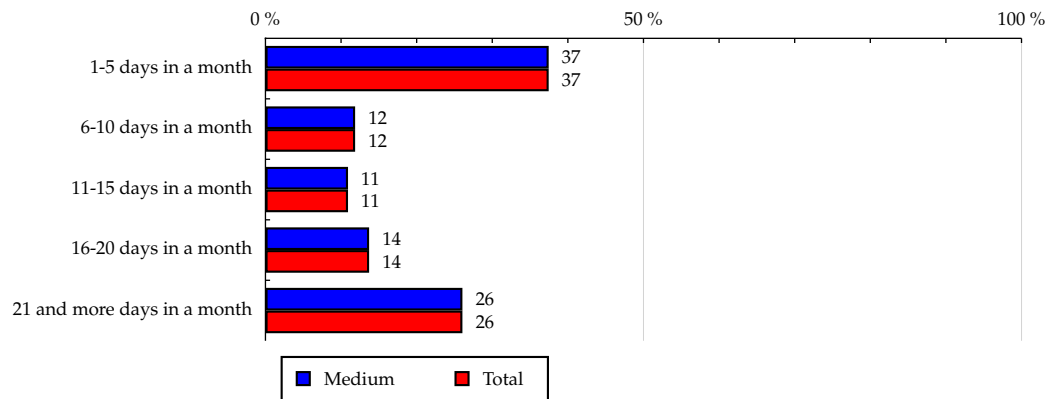
TOTAL

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	37.46	2 551 063	152.73	13.81	1 086 328 437	65 036.14	156.32	37.46	2 551 063	13.81	1 086 328 437
6-10 days in a month	11.86	807 601	85.42	3.31	260 032 389	27 503.73	87.43	11.86	807 601	3.31	260 032 389
11-15 days in a month	10.92	743 882	88.71	6.26	492 194 516	58 697.17	90.80	10.92	743 882	6.26	492 194 516
16-20 days in a month	13.71	934 059	88.58	16.46	1 294 935 064	122 799.41	90.66	13.71	934 059	16.46	1 294 935 064
21 and more days in a month	26.05	1 774 088	72.05	60.16	4 731 701 568	192 173.96	73.75	26.05	1 774 088	60.16	4 731 701 568

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

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



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

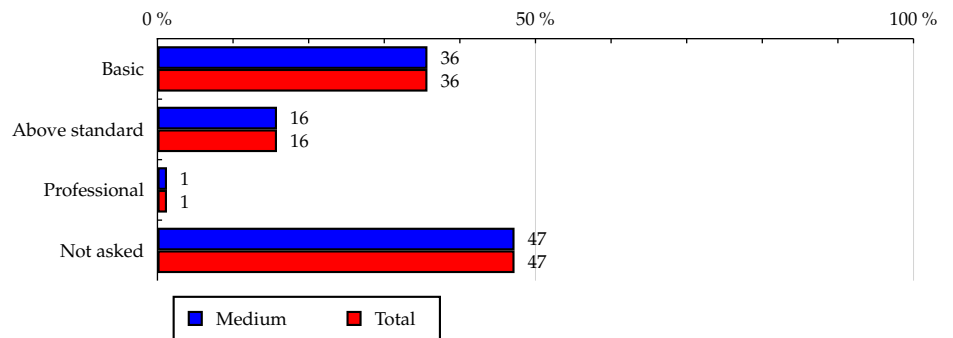
TOTAL

Table 17: IT Knowledge

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Basic	35.71	2 431 917	105.23	36.91	2 903 338 505	125 625.17	107.70	35.71	2 431 917	36.91	2 903 338 505
Above standard	15.81	1 076 691	67.21	14.28	1 123 125 507	70 104.90	68.79	15.81	1 076 691	14.28	1 123 125 507
Professional	1.26	85 495	63.02	1.09	85 439 298	62 982.89	64.51	1.26	85 495	1.09	85 439 298
Not asked	47.23	3 216 592	110.07	47.72	3 753 288 664	128 440.51	112.67	47.23	3 216 592	47.72	3 753 288 664

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

Chart 17: IT Knowledge by RU(%)



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

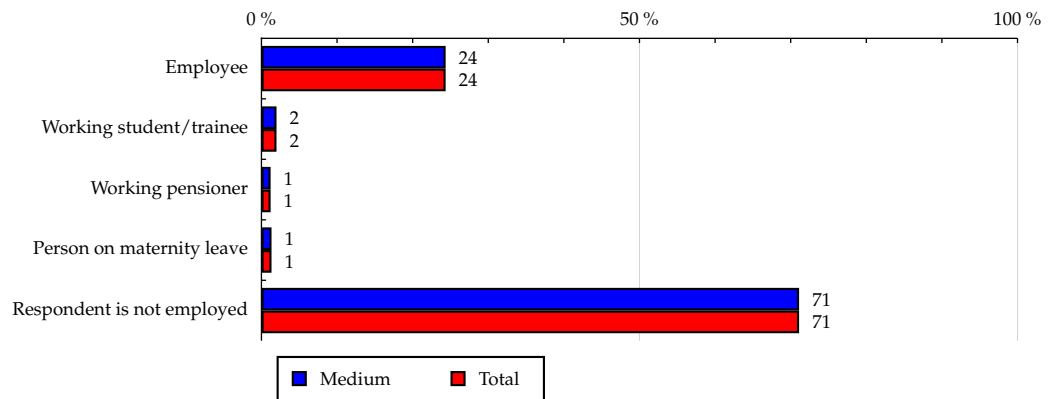
TOTAL

Table 18: Economically Active as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Employee	24.36	1 659 234	84.08	22.78	1 791 861 259	90 796.08	86.05	24.36	1 659 234	22.78	1 791 861 259
Working student/trainee	1.99	135 510	71.49	1.76	138 171 255	72 889.49	73.17	1.99	135 510	1.76	138 171 255
Working pensioner	1.21	82 643	41.53	1.11	87 312 638	43 880.88	42.51	1.21	82 643	1.11	87 312 638
Person on maternity leave	1.33	90 395	89.36	1.44	113 173 707	111 872.52	91.46	1.33	90 395	1.44	113 173 707
Respondent is not employed	71.11	4 842 912	107.43	72.91	5 734 673 116	127 215.88	109.96	71.11	4 842 912	72.91	5 734 673 116

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

Chart 18: Economically Active as by RU(%)



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

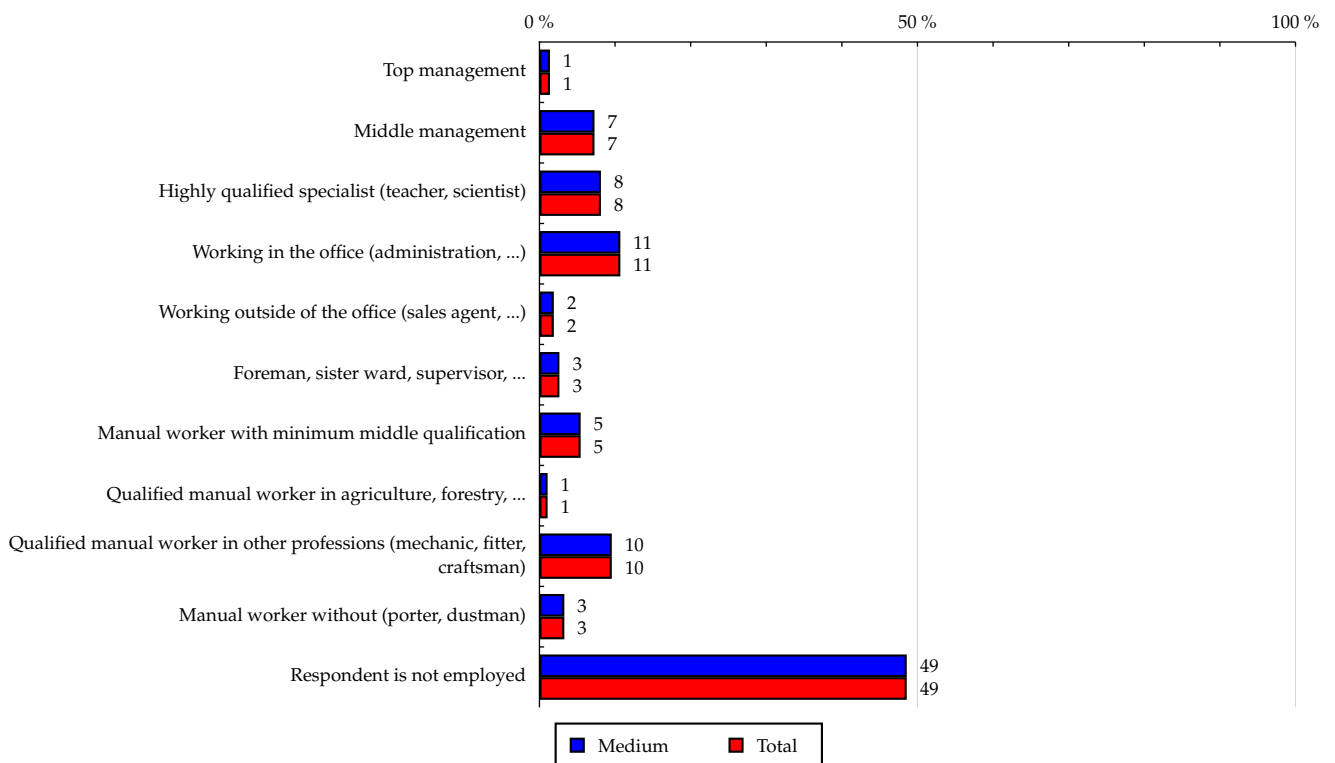
TOTAL

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	94 505	85.21	1.14	89 358 432	80 570.15	87.22	1.39	94 505	1.14	89 358 432
Middle management	7.28	495 909	90.30	6.00	471 824 869	85 911.40	92.42	7.28	495 909	6.00	471 824 869
Highly qualified specialist (teacher, scientist)	8.13	553 454	90.48	7.75	609 617 111	99 657.92	92.61	8.13	553 454	7.75	609 617 111
Working in the office (administration, ...)	10.70	728 449	108.76	10.65	837 558 226	125 048.24	111.32	10.70	728 449	10.65	837 558 226
Working outside of the office (sales agent, ...)	1.90	129 221	108.03	2.08	163 879 010	137 001.52	110.57	1.90	129 221	2.08	163 879 010
Foreman, sister ward, supervisor, ...	2.64	180 020	86.32	2.90	227 827 878	109 239.62	88.35	2.64	180 020	2.90	227 827 878
Manual worker with minimum middle qualification	5.45	371 303	83.88	5.88	462 263 671	104 427.95	85.85	5.45	371 303	5.88	462 263 671
Qualified manual worker in agriculture, forestry, ...	1.08	73 397	88.13	1.18	92 806 648	111 440.48	90.21	1.08	73 397	1.18	92 806 648
Qualified manual worker in other professions (mechanic, fitter, craftsman)	9.57	651 670	85.84	10.14	797 231 598	105 010.06	87.86	9.57	651 670	10.14	797 231 598
Manual worker without (porter, dustman)	3.29	224 124	76.60	3.38	265 502 094	90 739.56	78.40	3.29	224 124	3.38	265 502 094
Respondent is not employed	48.58	3 308 639	105.93	48.92	3 847 322 437	123 172.86	108.42	48.58	3 308 639	48.92	3 847 322 437

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

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



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

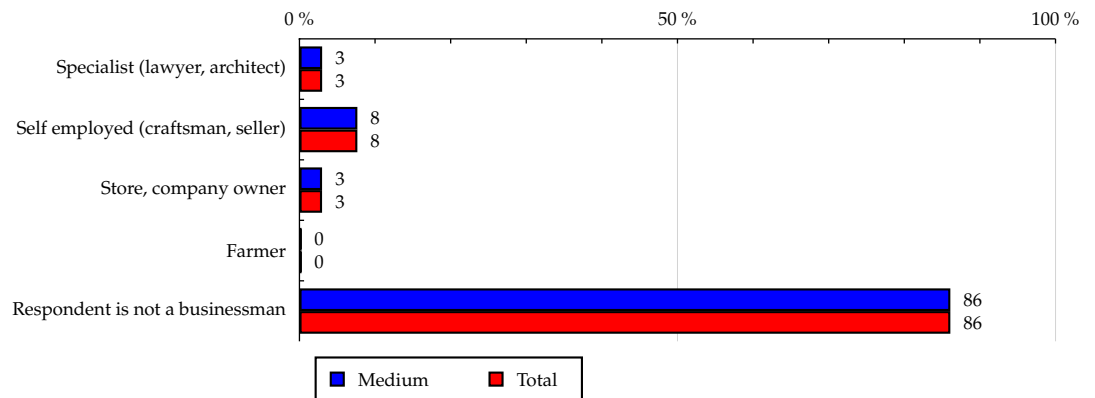
TOTAL

Table 20: Business Activities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Specialist (lawyer, architect)	3.00	204 618	80.14	2.37	186 186 006	72 918.20	82.02	3.00	204 618	2.37	186 186 006
Self employed (craftsman, seller)	7.66	521 776	88.30	7.88	619 524 922	104 838.42	90.38	7.66	521 776	7.88	619 524 922
Store, company owner	2.99	203 936	94.88	2.64	207 561 150	96 564.42	97.11	2.99	203 936	2.64	207 561 150
Farmer	0.25	17 019	56.92	0.26	20 678 338	69 156.62	58.26	0.25	17 019	0.26	20 678 338
Respondent is not a businessman	86.09	5 863 345	99.72	86.85	6 831 241 559	116 179.24	102.07	86.09	5 863 345	86.85	6 831 241 559

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

Chart 20: Business Activities by RU(%)



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

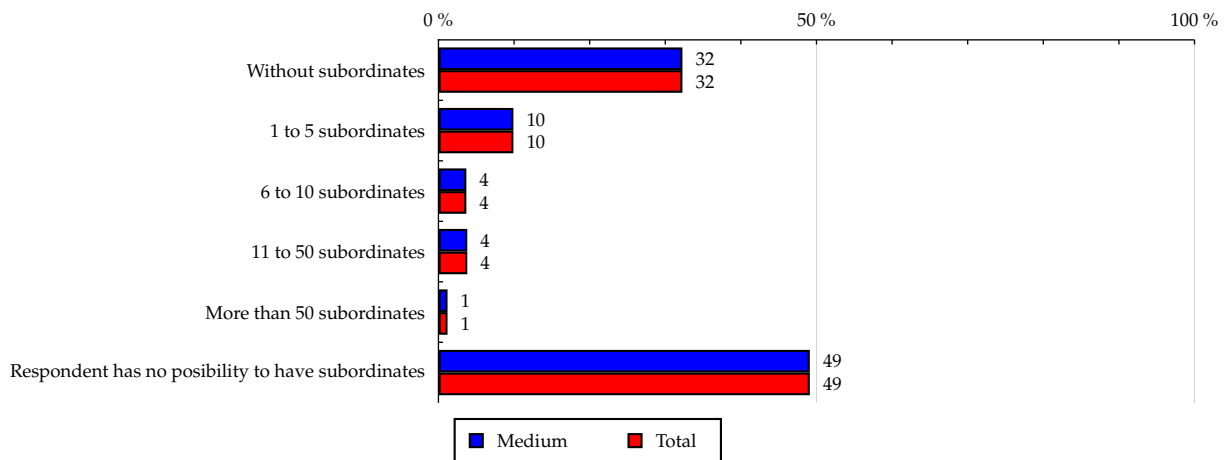
TOTAL

Table 21: Number of Subordinates

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Without subordinates	32.27	2 197 854	84.95	34.07	2 679 971 982	103 585.13	86.95	32.27	2 197 854	34.07	2 679 971 982
1 to 5 subordinates	9.91	674 997	81.34	9.64	758 314 138	91 374.65	83.25	9.91	674 997	9.64	758 314 138
6 to 10 subordinates	3.69	251 157	95.35	3.10	244 184 738	92 705.73	97.60	3.69	251 157	3.10	244 184 738
11 to 50 subordinates	3.81	259 212	95.41	3.14	246 855 837	90 857.78	97.65	3.81	259 212	3.14	246 855 837
More than 50 subordinates	1.20	81 919	81.21	1.12	88 342 088	87 576.52	83.12	1.20	81 919	1.12	88 342 088
Respondent has no possibility to have subordinates	49.12	3 345 555	114.65	48.92	3 847 523 192	131 856.97	117.35	49.12	3 345 555	48.92	3 847 523 192

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

Chart 21: Number of Subordinates by RU(%)



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

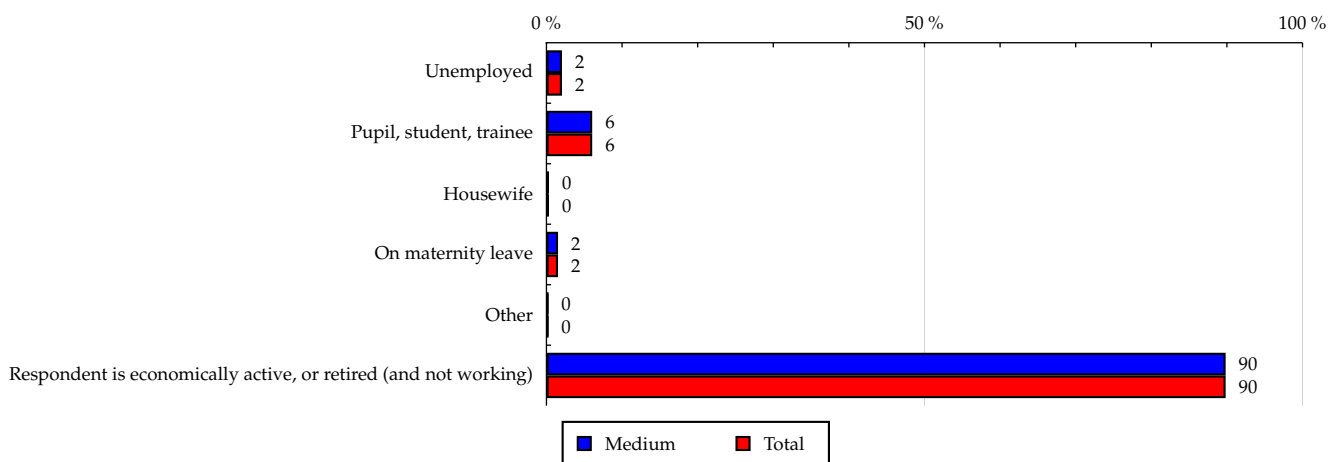
TOTAL

Table 22: Economically Inactive as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unemployed	2.05	139 417	80.85	2.35	185 016 036	107 296.45	82.76	2.05	139 417	2.35	185 016 036
Pupil, student, trainee	6.05	411 959	98.15	6.26	492 733 302	117 388.91	100.46	6.05	411 959	6.26	492 733 302
Housewife	0.31	21 222	124.76	0.21	16 456 649	96 741.25	127.70	0.31	21 222	0.21	16 456 649
On maternity leave	1.53	103 956	149.79	1.96	154 118 671	222 061.76	153.31	1.53	103 956	1.96	154 118 671
Other	0.23	15 896	96.73	0.27	21 465 007	130 613.57	99.01	0.23	15 896	0.27	21 465 007
Respondent is economically active, or retired (and not working)	89.83	6 118 243	97.49	88.94	6 995 402 309	111 462.69	99.78	89.83	6 118 243	88.94	6 995 402 309

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

Chart 22: Economically Inactive as by RU(%)



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

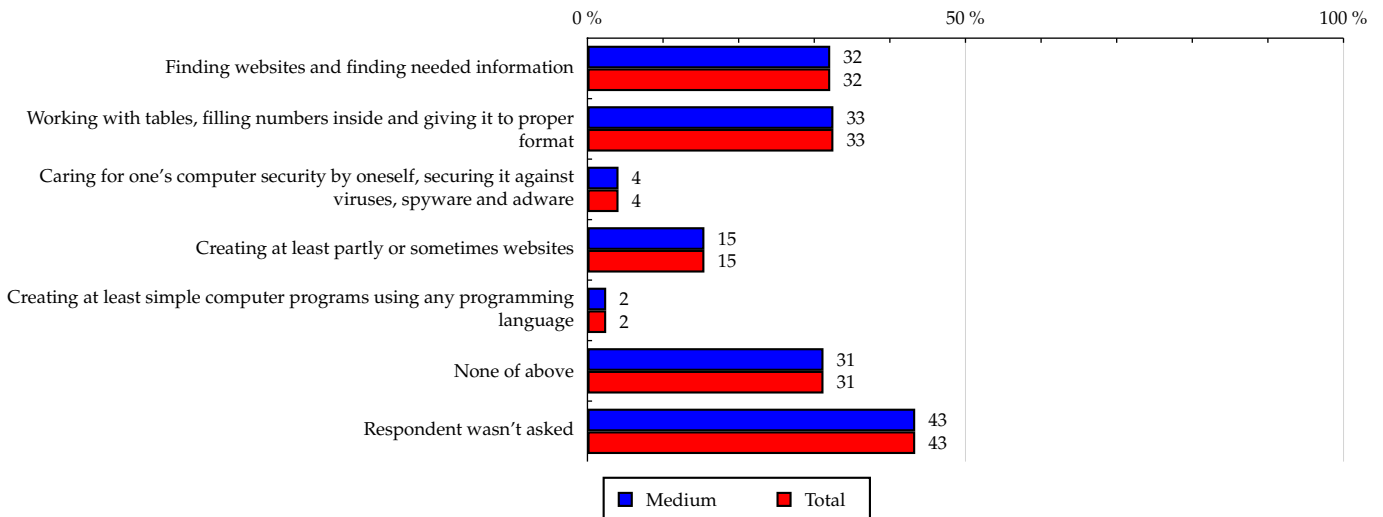
TOTAL

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	32.11	2 187 032	79.11	31.98	2 515 253 843	90 987.09	80.98	32.11	2 187 032	31.98	2 515 253 843
Working with tables, filling numbers inside and giving it to proper format	32.53	2 215 298	66.16	31.57	2 483 411 157	74 171.62	67.72	32.53	2 215 298	31.57	2 483 411 157
Caring for one's computer security by oneself, securing it against viruses, spyware and adware	4.11	279 836	62.88	3.73	293 707 614	65 996.67	64.36	4.11	279 836	3.73	293 707 614
Creating at least partly or sometimes websites	15.47	1 053 628	74.96	15.36	1 207 994 925	85 940.41	76.72	15.47	1 053 628	15.36	1 207 994 925
Creating at least simple computer programs using any programming language	2.48	169 051	81.96	2.18	171 333 404	83 062.61	83.89	2.48	169 051	2.18	171 333 404
None of above	31.22	2 126 347	185.95	34.35	2 701 674 937	236 259.50	190.33	31.22	2 126 347	34.35	2 701 674 937
Respondent wasn't asked	43.35	2 952 519	87.59	41.15	3 236 726 018	96 016.00	89.65	43.35	2 952 519	41.15	3 236 726 018

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

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



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

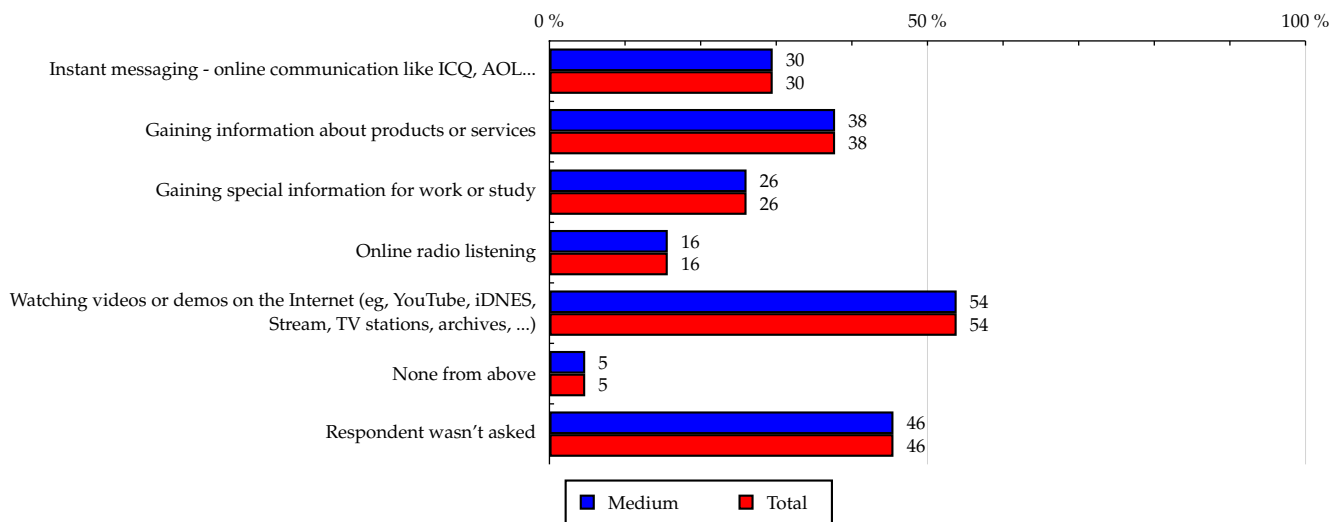
TOTAL

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...	29.53	2 010 941	73.12	27.55	2 166 544 971	78 778.92	74.84	29.53	2 010 941	27.55	2 166 544 971
Gaining information about products or services	37.78	2 573 417	89.58	36.95	2 906 082 053	101 154.75	91.68	37.78	2 573 417	36.95	2 906 082 053
Gaining special information for work or study	26.07	1 775 559	89.46	26.39	2 075 702 251	104 578.15	91.56	26.07	1 775 559	26.39	2 075 702 251
Online radio listening	15.65	1 065 752	80.97	15.39	1 210 360 212	91 953.89	82.87	15.65	1 065 752	15.39	1 210 360 212
Watching videos or demos on the Internet (eg, YouTube, iDNES, Stream, TV stations, archives, ...)	53.86	3 668 192	98.17	57.41	4 515 258 201	120 840.33	100.48	53.86	3 668 192	57.41	4 515 258 201
None from above	4.73	322 180	168.24	4.72	370 956 808	193 715.37	172.20	4.73	322 180	4.72	370 956 808
Respondent wasn't asked	45.50	3 099 070	104.86	45.09	3 546 039 330	119 979.56	107.32	45.50	3 099 070	45.09	3 546 039 330

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

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



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

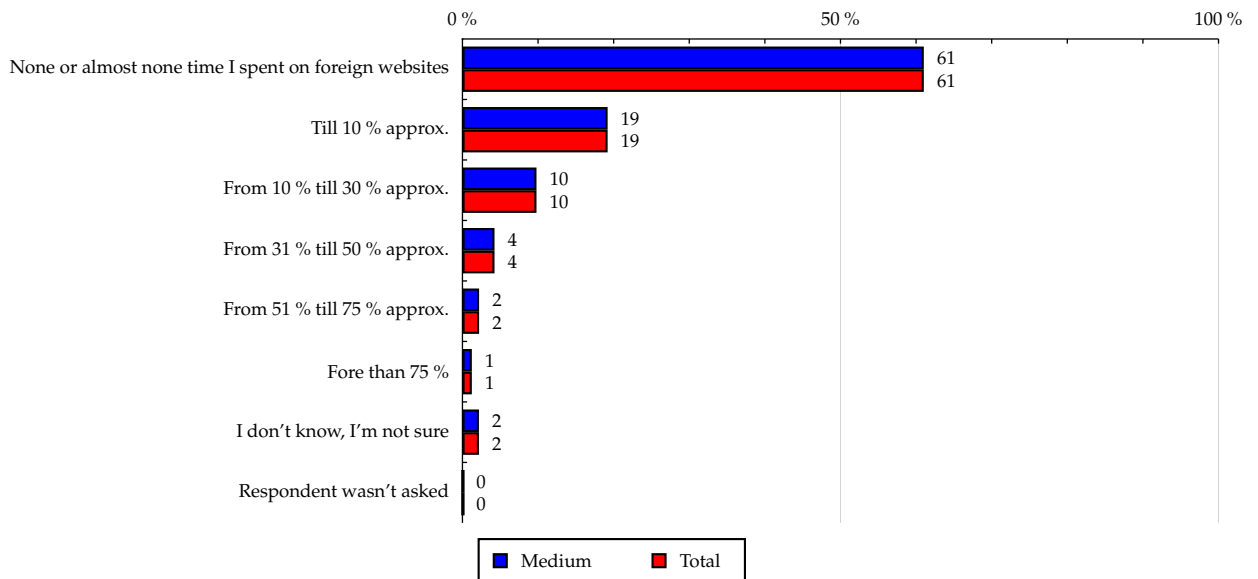
TOTAL

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	61.02	4 155 914	154.32	65.31	5 136 705 018	190 741.21	157.95	61.02	4 155 914	65.31	5 136 705 018
Till 10 % approx.	19.20	1 307 460	68.90	18.73	1 472 826 909	77 618.22	70.53	19.20	1 307 460	18.73	1 472 826 909
From 10 % till 30 % approx.	9.79	667 026	63.09	9.26	728 207 208	68 875.80	64.57	9.79	667 026	9.26	728 207 208
From 31 % till 50 % approx.	4.24	288 953	54.10	3.24	254 956 265	47 734.08	55.37	4.24	288 953	3.24	254 956 265
From 51 % till 75 % approx.	2.20	149 857	68.45	1.46	114 879 768	52 474.22	70.06	2.20	149 857	1.46	114 879 768
Fore than 75 %	1.24	84 514	71.67	0.79	61 859 787	52 455.22	73.35	1.24	84 514	0.79	61 859 787
I don't know, I'm not sure	2.18	148 564	36.94	1.17	91 643 776	22 784.26	37.81	2.18	148 564	1.17	91 643 776
Respondent wasn't asked	0.12	8 406	16.81	0.05	4 113 245	8 225.19	17.21	0.12	8 406	0.05	4 113 245

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

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



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