

SPIR NetMonitor

Research on the Sociodemography of Internet Users in the Czech Republic

Medium title:
TOTAL

Month:
January 2015

| Basic information | |
|---|---------------|
| The size of Internet population in the Czech Republic | 7 071 087 |
| Number of respondents | |
| Medium | N = 15 500 |
| Total (for all measured media) | N = 15 500 |
| RU(number) | 6 908 451 |
| Reach(%) | 97.70 |
| PV(number) (from Czech visitors) | 8 611 772 182 |
| PV(number) (from all visitors) | 9 213 986 317 |
| GRP (%) | 121 788.52 |

**Source: NetMonitor – SPIR – Gemius & Mediaresearch
January 2015**

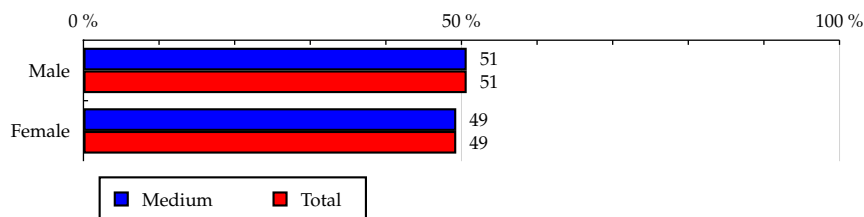
TOTAL

Table 1: Sex

| | MEDIUM | | | | | | | TOTAL | | | |
|--------|--------|-------------|-----------|--------|---------------|------------|--------------|--------|-------------|--------|---------------|
| | RU (%) | RU (number) | Reach (%) | PV (%) | PV (number) | TRP (%) | Affinity (%) | RU (%) | RU (number) | PV (%) | PV (number) |
| Male | 50.69 | 3 502 176 | 97.50 | 49.76 | 4 285 328 041 | 119 307.91 | 99.80 | 50.69 | 3 502 176 | 49.76 | 4 285 328 041 |
| Female | 49.31 | 3 406 275 | 97.90 | 50.24 | 4 326 444 142 | 124 349.38 | 100.21 | 49.31 | 3 406 275 | 50.24 | 4 326 444 142 |

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2015

Chart 1: Sex by RU(%)



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2015

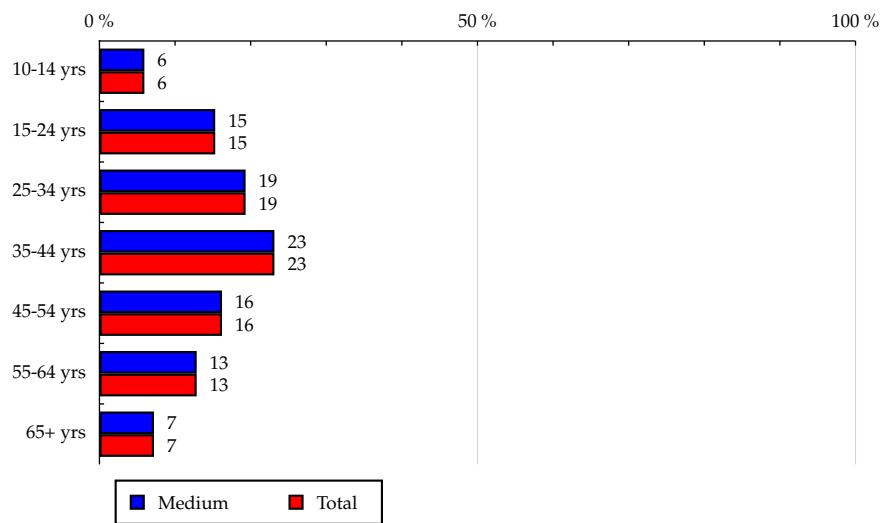
TOTAL

Table 2: Age

| | MEDIUM | | | | | | | TOTAL | | | |
|-----------|--------|-------------|-----------|--------|---------------|------------|--------------|--------|-------------|--------|---------------|
| | RU (%) | RU (number) | Reach (%) | PV (%) | PV (number) | TRP (%) | Affinity (%) | RU (%) | RU (number) | PV (%) | PV (number) |
| 10-14 yrs | 5.94 | 410 401 | 91.24 | 2.30 | 197 792 444 | 43 974.61 | 93.39 | 5.94 | 410 401 | 2.30 | 197 792 444 |
| 15-24 yrs | 15.31 | 1 057 782 | 98.11 | 14.74 | 1 269 268 281 | 117 728.27 | 100.42 | 15.31 | 1 057 782 | 14.74 | 1 269 268 281 |
| 25-34 yrs | 19.33 | 1 335 078 | 98.09 | 18.91 | 1 628 482 596 | 119 642.98 | 100.40 | 19.33 | 1 335 078 | 18.91 | 1 628 482 596 |
| 35-44 yrs | 23.14 | 1 598 730 | 98.05 | 22.50 | 1 937 661 736 | 118 836.54 | 100.36 | 23.14 | 1 598 730 | 22.50 | 1 937 661 736 |
| 45-54 yrs | 16.21 | 1 120 007 | 98.25 | 17.48 | 1 505 706 420 | 132 088.89 | 100.57 | 16.21 | 1 120 007 | 17.48 | 1 505 706 420 |
| 55-64 yrs | 12.86 | 888 195 | 97.95 | 15.46 | 1 331 319 099 | 146 815.53 | 100.25 | 12.86 | 888 195 | 15.46 | 1 331 319 099 |
| 65+ yrs | 7.21 | 498 256 | 98.70 | 8.61 | 741 541 605 | 146 896.98 | 101.03 | 7.21 | 498 256 | 8.61 | 741 541 605 |

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2015

Chart 2: Age by RU(%)



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2015

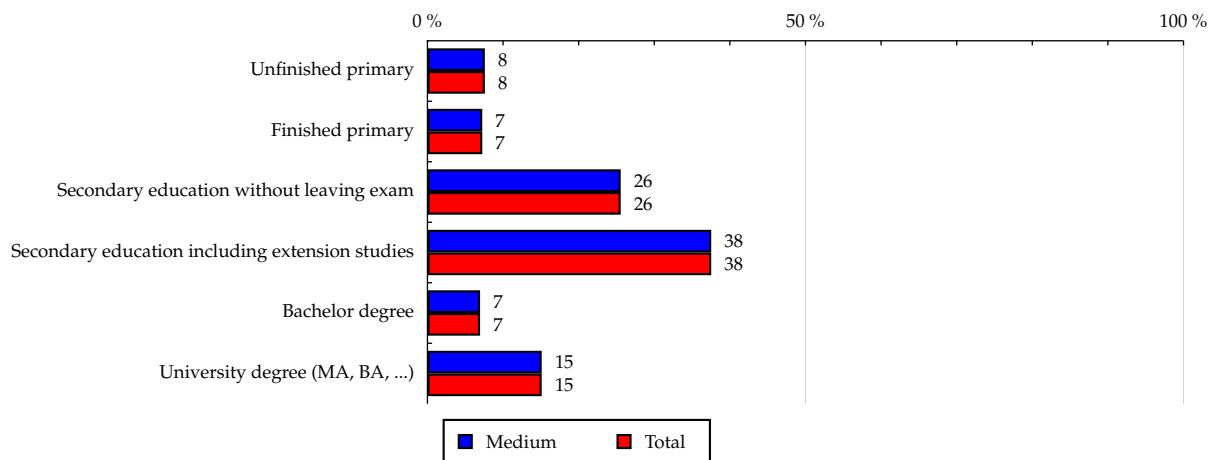
TOTAL

Table 3: Highest Education

| | MEDIUM | | | | | | | TOTAL | | | |
|---|--------|-------------|-----------|--------|---------------|------------|--------------|--------|-------------|--------|---------------|
| | RU (%) | RU (number) | Reach (%) | PV (%) | PV (number) | TRP (%) | Affinity (%) | RU (%) | RU (number) | PV (%) | PV (number) |
| Unfinished primary | 7.59 | 524 632 | 91.97 | 3.37 | 290 149 605 | 50 865.53 | 94.14 | 7.59 | 524 632 | 3.37 | 290 149 605 |
| Finished primary | 7.25 | 500 588 | 97.93 | 8.76 | 754 263 650 | 147 561.16 | 100.24 | 7.25 | 500 588 | 8.76 | 754 263 650 |
| Secondary education without leaving exam | 25.56 | 1 765 612 | 98.08 | 29.45 | 2 536 508 354 | 140 909.00 | 100.39 | 25.56 | 1 765 612 | 29.45 | 2 536 508 354 |
| Secondary education including extension studies | 37.53 | 2 592 760 | 98.14 | 37.13 | 3 197 571 528 | 121 036.49 | 100.45 | 37.53 | 2 592 760 | 37.13 | 3 197 571 528 |
| Bachelor degree | 6.96 | 480 844 | 98.55 | 7.47 | 643 214 461 | 131 832.91 | 100.87 | 6.96 | 480 844 | 7.47 | 643 214 461 |
| University degree (MA, BA, ...) | 15.11 | 1 044 015 | 98.52 | 13.82 | 1 190 064 586 | 112 304.22 | 100.84 | 15.11 | 1 044 015 | 13.82 | 1 190 064 586 |

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2015

Chart 3: Highest Education by RU(%)



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2015

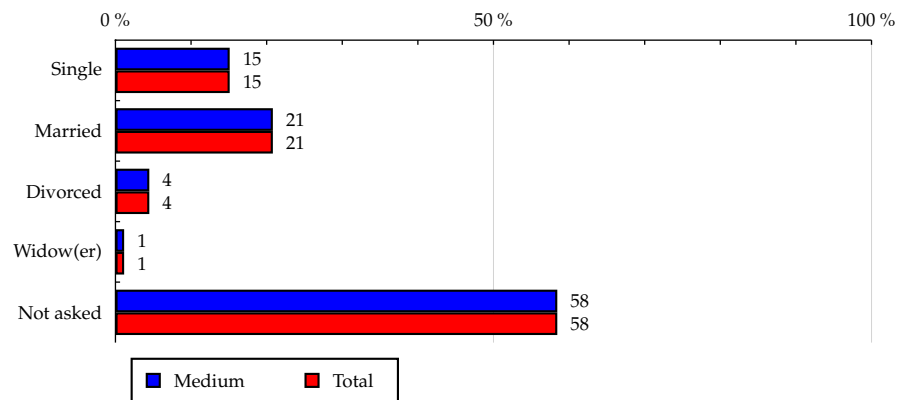
TOTAL

Table 4: Marital Status

| | MEDIUM | | | | | | | TOTAL | | | |
|-----------|--------|-------------|-----------|--------|---------------|------------|--------------|--------|-------------|--------|---------------|
| | RU (%) | RU (number) | Reach (%) | PV (%) | PV (number) | TRP (%) | Affinity (%) | RU (%) | RU (number) | PV (%) | PV (number) |
| Single | 15.11 | 1 043 750 | 81.10 | 13.85 | 1 192 662 426 | 92 665.88 | 83.01 | 15.11 | 1 043 750 | 13.85 | 1 192 662 426 |
| Married | 20.82 | 1 438 493 | 96.14 | 22.12 | 1 905 261 942 | 127 329.38 | 98.40 | 20.82 | 1 438 493 | 22.12 | 1 905 261 942 |
| Divorced | 4.48 | 309 293 | 61.62 | 4.14 | 356 226 302 | 70 972.40 | 63.07 | 4.48 | 309 293 | 4.14 | 356 226 302 |
| Widow(er) | 1.15 | 79 478 | 70.01 | 1.14 | 97 939 291 | 86 273.17 | 71.66 | 1.15 | 79 478 | 1.14 | 97 939 291 |
| Not asked | 58.44 | 4 037 437 | 109.94 | 58.75 | 5 059 682 221 | 137 781.15 | 112.53 | 58.44 | 4 037 437 | 58.75 | 5 059 682 221 |

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2015

Chart 4: Marital Status by RU(%)



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2015

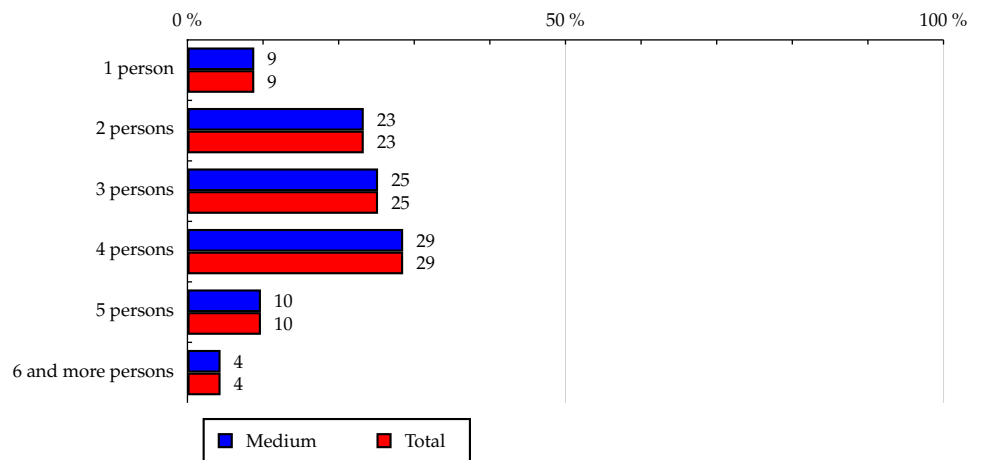
TOTAL

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 | 8.84 | 610 455 | 65.72 | 10.23 | 881 399 855 | 94 887.55 | 67.27 | 8.84 | 610 455 | 10.23 | 881 399 855 |
| 2 persons | 23.32 | 1 610 838 | 86.03 | 25.70 | 2 213 103 695 | 118 193.87 | 88.05 | 23.32 | 1 610 838 | 25.70 | 2 213 103 695 |
| 3 persons | 25.21 | 1 741 570 | 102.07 | 25.37 | 2 184 939 640 | 128 060.93 | 104.48 | 25.21 | 1 741 570 | 25.37 | 2 184 939 640 |
| 4 persons | 28.53 | 1 971 262 | 117.20 | 26.25 | 2 260 922 967 | 134 417.41 | 119.96 | 28.53 | 1 971 262 | 26.25 | 2 260 922 967 |
| 5 persons | 9.72 | 671 562 | 114.14 | 8.63 | 742 935 523 | 126 271.17 | 116.83 | 9.72 | 671 562 | 8.63 | 742 935 523 |
| 6 and more persons | 4.38 | 302 762 | 103.26 | 3.81 | 328 470 503 | 112 025.97 | 105.69 | 4.38 | 302 762 | 3.81 | 328 470 503 |

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2015

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



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2015

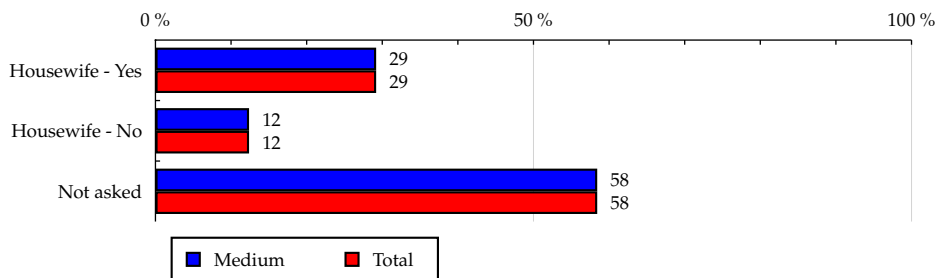
TOTAL

Table 6: Housewife

| | MEDIUM | | | | | | | TOTAL | | | |
|-----------------|--------|-------------|-----------|--------|---------------|------------|--------------|--------|-------------|--------|---------------|
| | RU (%) | RU (number) | Reach (%) | PV (%) | PV (number) | TRP (%) | Affinity (%) | RU (%) | RU (number) | PV (%) | PV (number) |
| Housewife - Yes | 29.19 | 2 016 368 | 79.90 | 28.92 | 2 490 117 693 | 98 673.26 | 81.78 | 29.19 | 2 016 368 | 28.92 | 2 490 117 693 |
| Housewife - No | 12.38 | 855 290 | 97.52 | 12.33 | 1 062 077 160 | 121 096.84 | 99.81 | 12.38 | 855 290 | 12.33 | 1 062 077 160 |
| Not asked | 58.43 | 4 036 792 | 109.98 | 58.75 | 5 059 577 329 | 137 846.62 | 112.57 | 58.43 | 4 036 792 | 58.75 | 5 059 577 329 |

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2015

Chart 6: Housewife by RU(%)



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2015

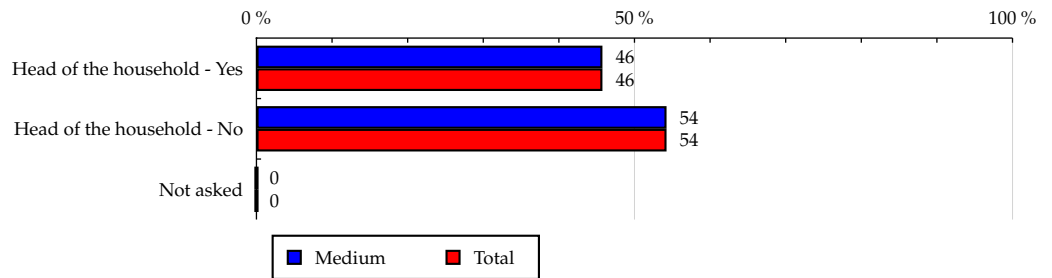
TOTAL

Table 7: Head of the Household

| | MEDIUM | | | | | | | TOTAL | | | |
|-----------------------------|--------|-------------|-----------|--------|---------------|------------|--------------|--------|-------------|--------|---------------|
| | RU (%) | RU (number) | Reach (%) | PV (%) | PV (number) | TRP (%) | Affinity (%) | RU (%) | RU (number) | PV (%) | PV (number) |
| Head of the household - Yes | 45.76 | 3 161 356 | 87.39 | 47.46 | 4 087 089 381 | 112 975.15 | 89.44 | 45.76 | 3 161 356 | 47.46 | 4 087 089 381 |
| Head of the household - No | 54.24 | 3 747 095 | 108.50 | 52.54 | 4 524 682 801 | 131 021.17 | 111.06 | 54.24 | 3 747 095 | 52.54 | 4 524 682 801 |
| Not asked | 0.00 | 0 | - | 0.00 | 0 | - | - | 0.00 | 0 | 0.00 | 0 |

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2015

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



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2015

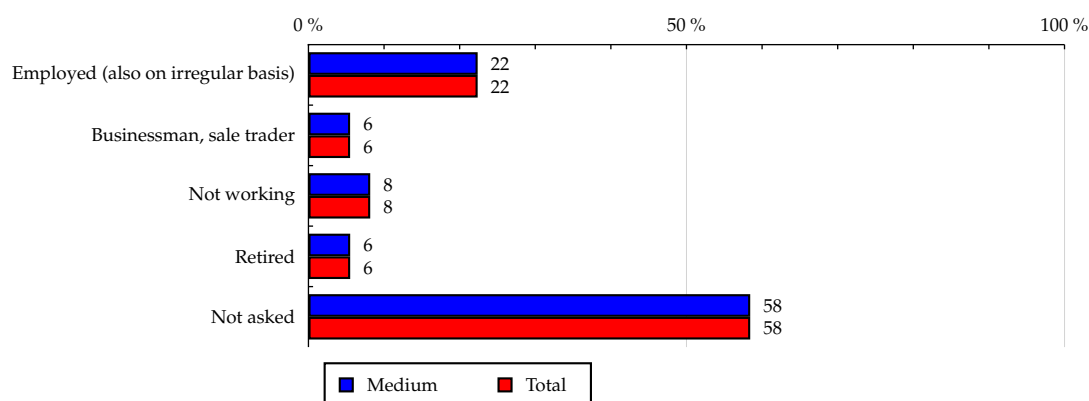
TOTAL

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) | 22.38 | 1 545 960 | 74.84 | 20.58 | 1 771 992 639 | 85 782.10 | 76.60 | 22.38 | 1 545 960 | 20.58 | 1 771 992 639 |
| Businessman, sale trader | 5.51 | 380 383 | 77.47 | 5.35 | 461 118 616 | 93 916.98 | 79.30 | 5.51 | 380 383 | 5.35 | 461 118 616 |
| Not working | 8.17 | 564 161 | 103.84 | 8.13 | 699 905 056 | 128 825.39 | 106.28 | 8.17 | 564 161 | 8.13 | 699 905 056 |
| Retired | 5.52 | 381 153 | 126.77 | 7.19 | 619 178 541 | 205 930.27 | 129.75 | 5.52 | 381 153 | 7.19 | 619 178 541 |
| Not asked | 58.43 | 4 036 792 | 109.98 | 58.75 | 5 059 577 329 | 137 846.62 | 112.57 | 58.43 | 4 036 792 | 58.75 | 5 059 577 329 |

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2015

Chart 8: Economic Activity by RU(%)



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2015

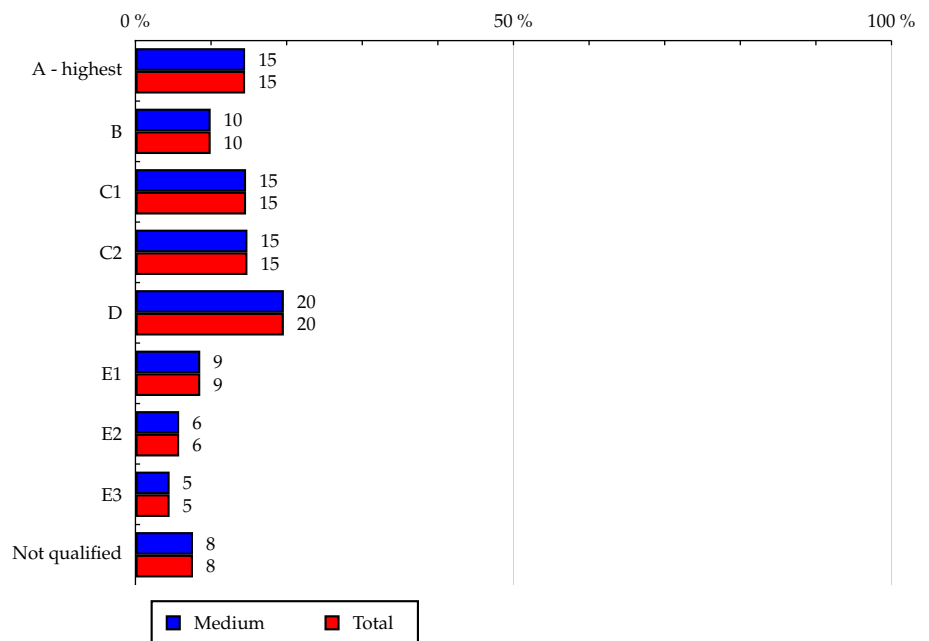
TOTAL

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 | 14.50 | 1 001 431 | 87.35 | 14.08 | 1 212 435 688 | 105 754.85 | 89.41 | 14.50 | 1 001 431 | 14.08 | 1 212 435 688 |
| B | 9.95 | 687 198 | 96.84 | 11.11 | 956 337 333 | 134 760.11 | 99.11 | 9.95 | 687 198 | 11.11 | 956 337 333 |
| C1 | 14.63 | 1 010 966 | 93.11 | 14.67 | 1 263 256 846 | 116 340.22 | 95.30 | 14.63 | 1 010 966 | 14.67 | 1 263 256 846 |
| C2 | 14.81 | 1 023 028 | 97.40 | 16.75 | 1 442 330 832 | 137 321.68 | 99.69 | 14.81 | 1 023 028 | 16.75 | 1 442 330 832 |
| D | 19.63 | 1 356 127 | 106.70 | 19.82 | 1 706 707 661 | 134 284.83 | 109.21 | 19.63 | 1 356 127 | 19.82 | 1 706 707 661 |
| E1 | 8.57 | 591 995 | 103.82 | 9.45 | 813 598 821 | 142 689.61 | 106.27 | 8.57 | 591 995 | 9.45 | 813 598 821 |
| E2 | 5.78 | 399 489 | 112.11 | 5.50 | 473 854 846 | 132 983.83 | 114.75 | 5.78 | 399 489 | 5.50 | 473 854 846 |
| E3 | 4.52 | 312 324 | 106.18 | 5.12 | 440 595 451 | 149 787.17 | 108.68 | 4.52 | 312 324 | 5.12 | 440 595 451 |
| Not qualified | 7.61 | 525 889 | 89.56 | 3.51 | 302 654 703 | 51 543.10 | 91.67 | 7.61 | 525 889 | 3.51 | 302 654 703 |

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2015

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



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2015

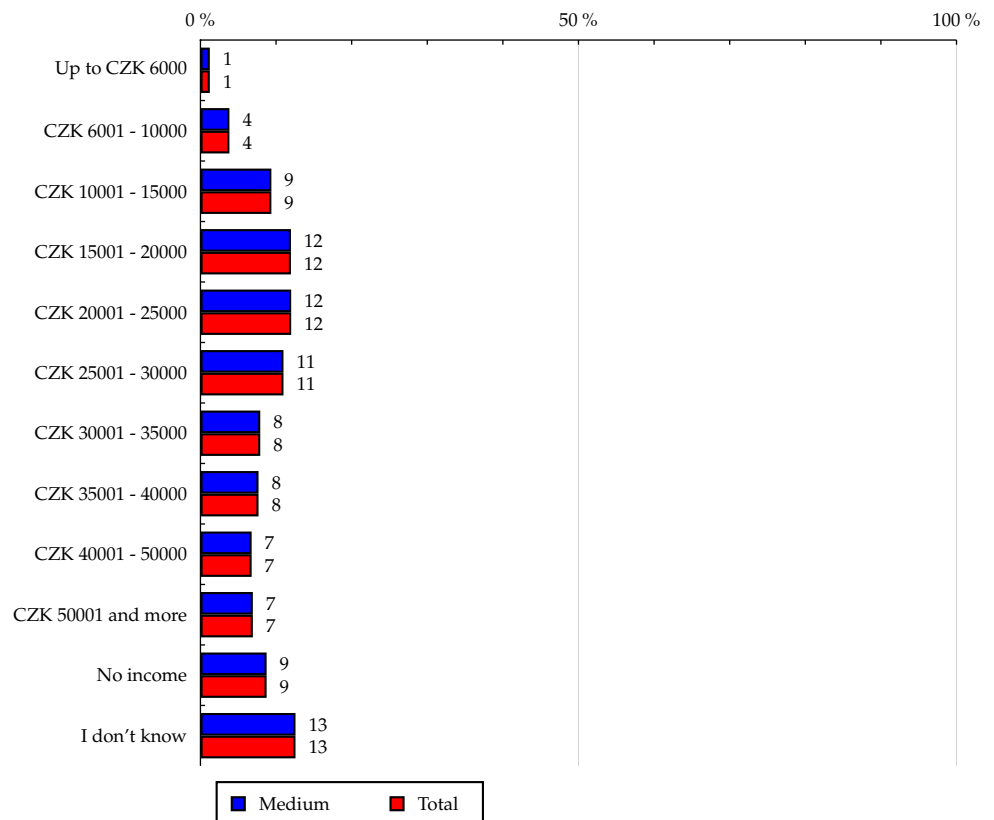
TOTAL

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 | 1.24 | 85 954 | 72.84 | 1.31 | 112 994 899 | 95 749.25 | 74.55 | 1.24 | 85 954 | 1.31 | 112 994 899 |
| CZK 6001 - 10000 | 3.83 | 264 713 | 117.53 | 4.26 | 366 610 672 | 162 771.13 | 120.30 | 3.83 | 264 713 | 4.26 | 366 610 672 |
| CZK 10001 - 15000 | 9.38 | 647 880 | 107.44 | 9.99 | 860 076 217 | 142 635.24 | 109.97 | 9.38 | 647 880 | 9.99 | 860 076 217 |
| CZK 15001 - 20000 | 11.97 | 826 831 | 99.34 | 12.81 | 1 103 458 342 | 132 580.96 | 101.68 | 11.97 | 826 831 | 12.81 | 1 103 458 342 |
| CZK 20001 - 25000 | 12.00 | 828 848 | 100.79 | 13.28 | 1 143 614 478 | 139 066.10 | 103.16 | 12.00 | 828 848 | 13.28 | 1 143 614 478 |
| CZK 25001 - 30000 | 10.98 | 758 425 | 91.80 | 11.13 | 958 528 103 | 116 019.85 | 93.96 | 10.98 | 758 425 | 11.13 | 958 528 103 |
| CZK 30001 - 35000 | 7.91 | 546 526 | 89.50 | 8.09 | 697 115 253 | 114 165.34 | 91.61 | 7.91 | 546 526 | 8.09 | 697 115 253 |
| CZK 35001 - 40000 | 7.68 | 530 802 | 90.35 | 7.45 | 641 344 912 | 109 168.94 | 92.48 | 7.68 | 530 802 | 7.45 | 641 344 912 |
| CZK 40001 - 50000 | 6.77 | 467 376 | 93.30 | 6.74 | 580 672 612 | 115 913.33 | 95.49 | 6.77 | 467 376 | 6.74 | 580 672 612 |
| CZK 50001 and more | 6.93 | 478 665 | 92.34 | 7.04 | 605 991 226 | 116 905.39 | 94.52 | 6.93 | 478 665 | 7.04 | 605 991 226 |
| No income | 8.75 | 604 198 | 87.58 | 5.31 | 457 490 810 | 66 311.32 | 89.64 | 8.75 | 604 198 | 5.31 | 457 490 810 |
| I don't know | 12.57 | 868 227 | 117.85 | 12.59 | 1 083 874 660 | 147 123.80 | 120.63 | 12.57 | 868 227 | 12.59 | 1 083 874 660 |

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2015

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



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2015

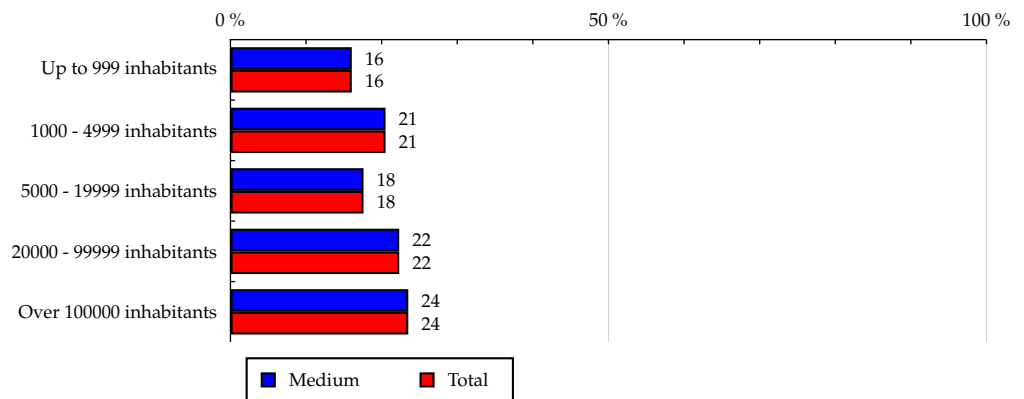
TOTAL

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 | 16.05 | 1 108 495 | 97.93 | 14.66 | 1 262 632 479 | 111 546.05 | 100.23 | 16.05 | 1 108 495 | 14.66 | 1 262 632 479 |
| 1000 - 4999 inhabitants | 20.51 | 1 417 072 | 97.14 | 21.59 | 1 859 243 137 | 127 447.05 | 99.42 | 20.51 | 1 417 072 | 21.59 | 1 859 243 137 |
| 5000 - 19999 inhabitants | 17.60 | 1 215 696 | 97.78 | 17.90 | 1 541 288 421 | 123 966.69 | 100.08 | 17.60 | 1 215 696 | 17.90 | 1 541 288 421 |
| 20000 - 99999 inhabitants | 22.32 | 1 542 116 | 98.21 | 22.34 | 1 923 813 281 | 122 513.71 | 100.52 | 22.32 | 1 542 116 | 22.34 | 1 923 813 281 |
| Over 100000 inhabitants | 23.52 | 1 625 071 | 97.50 | 23.51 | 2 024 794 864 | 121 483.78 | 99.80 | 23.52 | 1 625 071 | 23.51 | 2 024 794 864 |

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2015

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



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2015

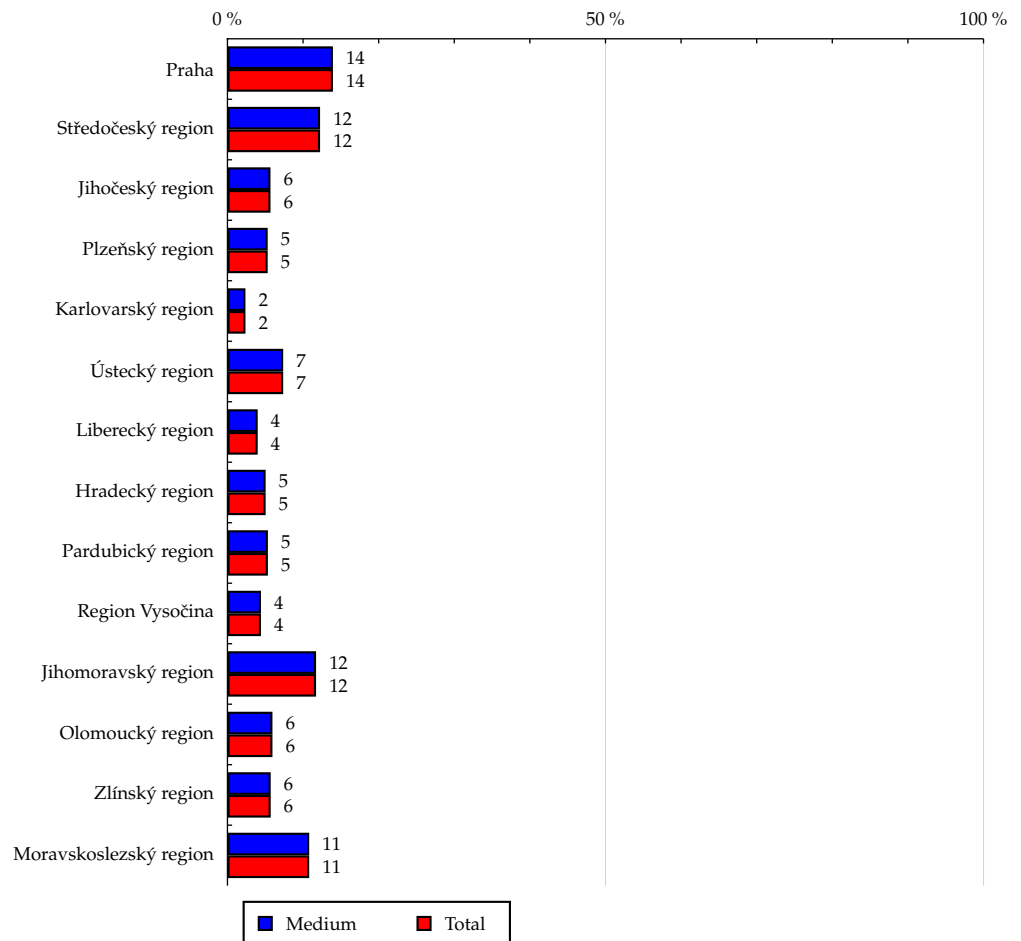
TOTAL

Table 12: Region

| | MEDIUM | | | | | | | TOTAL | | | |
|------------------------|--------|-------------|-----------|--------|---------------|------------|--------------|--------|-------------|--------|---------------|
| | RU (%) | RU (number) | Reach (%) | PV (%) | PV (number) | TRP (%) | Affinity (%) | RU (%) | RU (number) | PV (%) | PV (number) |
| Praha | 13.95 | 964 020 | 96.81 | 13.91 | 1 197 510 606 | 120 253.95 | 99.09 | 13.95 | 964 020 | 13.91 | 1 197 510 606 |
| Středočeský region | 12.25 | 846 309 | 97.25 | 11.00 | 947 346 687 | 108 860.87 | 99.54 | 12.25 | 846 309 | 11.00 | 947 346 687 |
| Jihočeský region | 5.69 | 393 077 | 98.91 | 5.16 | 444 259 019 | 111 792.80 | 101.24 | 5.69 | 393 077 | 5.16 | 444 259 019 |
| Plzeňský region | 5.32 | 367 731 | 97.11 | 5.19 | 446 635 832 | 117 952.36 | 99.40 | 5.32 | 367 731 | 5.19 | 446 635 832 |
| Karlovarský region | 2.38 | 164 679 | 96.80 | 1.93 | 166 120 489 | 97 643.06 | 99.08 | 2.38 | 164 679 | 1.93 | 166 120 489 |
| Ústecký region | 7.37 | 509 332 | 98.03 | 6.90 | 594 549 831 | 114 428.11 | 100.33 | 7.37 | 509 332 | 6.90 | 594 549 831 |
| Liberecký region | 4.00 | 276 645 | 98.15 | 4.19 | 361 068 672 | 128 105.69 | 100.46 | 4.00 | 276 645 | 4.19 | 361 068 672 |
| Hradecký region | 5.05 | 348 714 | 98.12 | 5.07 | 436 369 055 | 122 784.95 | 100.43 | 5.05 | 348 714 | 5.07 | 436 369 055 |
| Pardubický region | 5.35 | 369 665 | 99.20 | 6.14 | 528 687 357 | 141 874.25 | 101.54 | 5.35 | 369 665 | 6.14 | 528 687 357 |
| Region Vysočina | 4.43 | 305 778 | 98.30 | 4.63 | 399 002 735 | 128 273.58 | 100.62 | 4.43 | 305 778 | 4.63 | 399 002 735 |
| Jihomoravský region | 11.72 | 809 325 | 97.54 | 12.09 | 1 041 254 329 | 125 493.72 | 99.84 | 11.72 | 809 325 | 12.09 | 1 041 254 329 |
| Olomoucký region | 5.95 | 411 233 | 98.27 | 6.18 | 532 299 631 | 127 201.98 | 100.58 | 5.95 | 411 233 | 6.18 | 532 299 631 |
| Zlínský region | 5.72 | 395 346 | 98.73 | 6.12 | 527 310 355 | 131 683.82 | 101.05 | 5.72 | 395 346 | 6.12 | 527 310 355 |
| Moravskoslezský region | 10.81 | 746 588 | 97.00 | 11.49 | 989 357 585 | 128 539.98 | 99.28 | 10.81 | 746 588 | 11.49 | 989 357 585 |

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2015

Chart 12: Region by RU(%)



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2015

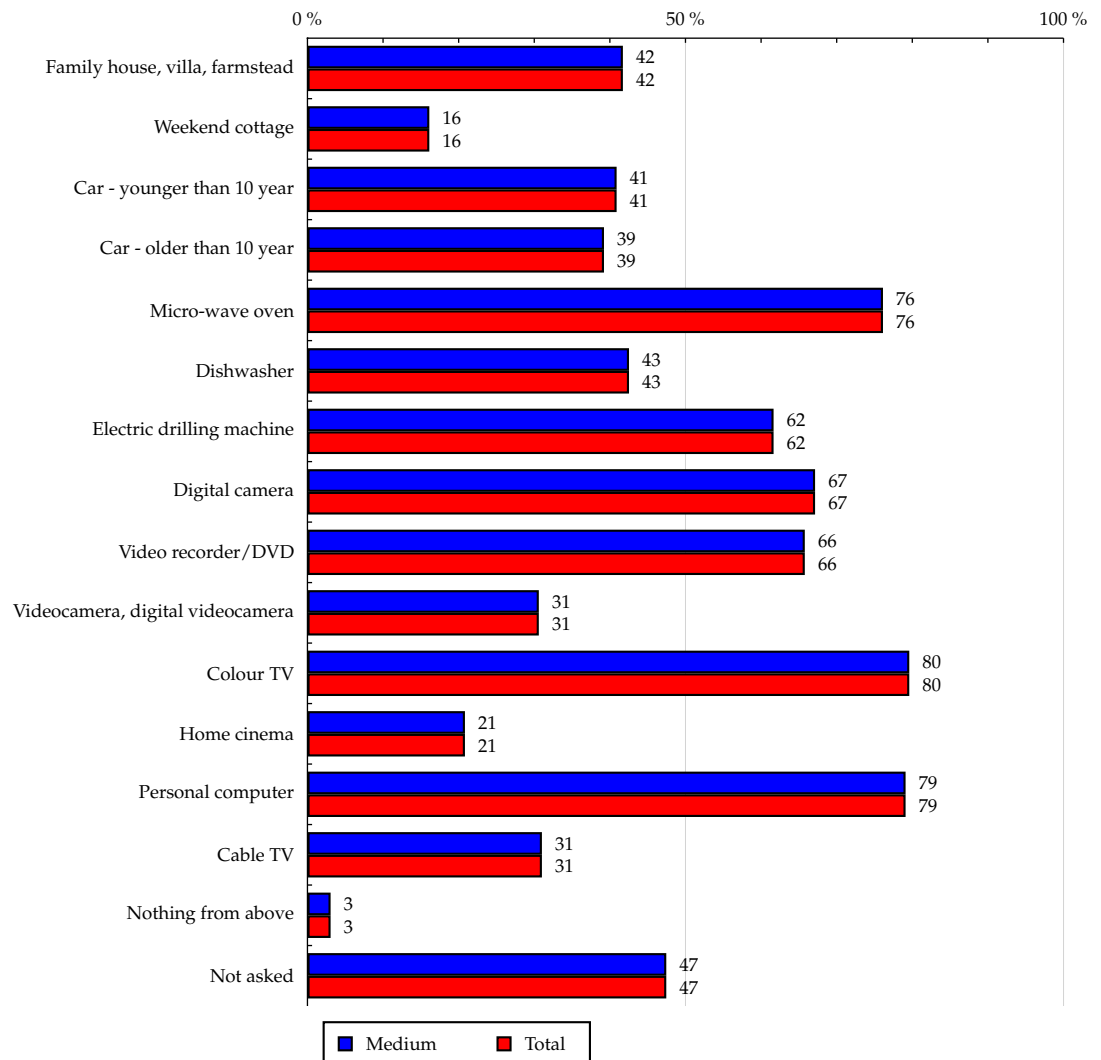
TOTAL

Table 13: Facilities

| | MEDIUM | | | | | | | TOTAL | | | |
|----------------------------------|--------|-------------|-----------|--------|---------------|------------|--------------|--------|-------------|--------|---------------|
| | RU (%) | RU (number) | Reach (%) | PV (%) | PV (number) | TRP (%) | Affinity (%) | RU (%) | RU (number) | PV (%) | PV (number) |
| Family house, villa, farmstead | 41.72 | 2 882 537 | 101.49 | 43.15 | 3 716 358 386 | 130 848.02 | 103.88 | 41.72 | 2 882 537 | 43.15 | 3 716 358 386 |
| Weekend cottage | 16.12 | 1 113 894 | 91.34 | 14.63 | 1 260 316 700 | 103 344.39 | 93.49 | 16.12 | 1 113 894 | 14.63 | 1 260 316 700 |
| Car - younger than 10 year | 40.89 | 2 825 066 | 95.32 | 42.19 | 3 632 881 312 | 122 570.30 | 97.56 | 40.89 | 2 825 066 | 42.19 | 3 632 881 312 |
| Car - older than 10 year | 39.22 | 2 709 489 | 93.14 | 39.40 | 3 393 124 285 | 116 646.10 | 95.34 | 39.22 | 2 709 489 | 39.40 | 3 393 124 285 |
| Micro-wave oven | 76.12 | 5 258 409 | 94.38 | 79.90 | 6 880 729 953 | 123 497.88 | 96.60 | 76.12 | 5 258 409 | 79.90 | 6 880 729 953 |
| Dishwasher | 42.53 | 2 938 143 | 99.63 | 41.46 | 3 570 567 065 | 121 071.13 | 101.97 | 42.53 | 2 938 143 | 41.46 | 3 570 567 065 |
| Electric drilling machine | 61.65 | 4 259 239 | 92.81 | 63.89 | 5 502 241 656 | 119 897.83 | 95.00 | 61.65 | 4 259 239 | 63.89 | 5 502 241 656 |
| Digital camera | 67.14 | 4 638 326 | 91.64 | 68.42 | 5 891 823 227 | 116 406.39 | 93.80 | 67.14 | 4 638 326 | 68.42 | 5 891 823 227 |
| Video recorder/DVD | 65.78 | 4 544 081 | 91.82 | 67.62 | 5 823 315 005 | 117 667.19 | 93.98 | 65.78 | 4 544 081 | 67.62 | 5 823 315 005 |
| Videocamera, digital videocamera | 30.60 | 2 114 118 | 93.26 | 28.65 | 2 467 004 806 | 108 826.57 | 95.46 | 30.60 | 2 114 118 | 28.65 | 2 467 004 806 |
| Colour TV | 79.60 | 5 499 381 | 94.61 | 83.32 | 7 175 049 632 | 123 431.48 | 96.83 | 79.60 | 5 499 381 | 83.32 | 7 175 049 632 |
| Home cinema | 20.83 | 1 439 092 | 81.92 | 18.50 | 1 593 562 089 | 90 711.82 | 83.85 | 20.83 | 1 439 092 | 18.50 | 1 593 562 089 |
| Personal computer | 79.11 | 5 465 088 | 93.13 | 82.60 | 7 113 028 834 | 121 209.07 | 95.32 | 79.11 | 5 465 088 | 82.60 | 7 113 028 834 |
| Cable TV | 31.01 | 2 142 291 | 84.99 | 30.24 | 2 603 896 222 | 103 306.99 | 86.99 | 31.01 | 2 142 291 | 30.24 | 2 603 896 222 |
| Nothing from above | 3.06 | 211 610 | 140.35 | 2.79 | 240 333 297 | 159 403.02 | 143.66 | 3.06 | 211 610 | 2.79 | 240 333 297 |
| Not asked | 47.46 | 3 279 077 | 107.50 | 47.86 | 4 121 721 146 | 135 124.89 | 110.03 | 47.46 | 3 279 077 | 47.86 | 4 121 721 146 |

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2015

Chart 13: Facilities by RU(%)



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2015

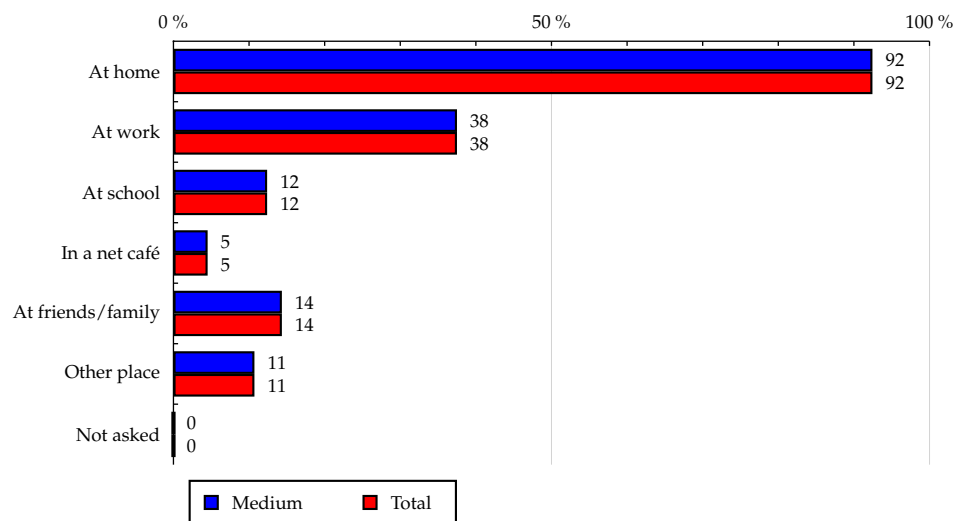
TOTAL

Table 14: All Places of Internet Connection

| | MEDIUM | | | | | | | TOTAL | | | |
|-------------------|--------|-------------|-----------|--------|---------------|------------|--------------|--------|-------------|--------|---------------|
| | RU (%) | RU (number) | Reach (%) | PV (%) | PV (number) | TRP (%) | Affinity (%) | RU (%) | RU (number) | PV (%) | PV (number) |
| At home | 92.45 | 6 387 191 | 94.72 | 94.23 | 8 114 530 735 | 120 339.73 | 96.95 | 92.45 | 6 387 191 | 94.23 | 8 114 530 735 |
| At work | 37.50 | 2 590 733 | 95.34 | 33.78 | 2 908 866 500 | 107 042.43 | 97.58 | 37.50 | 2 590 733 | 33.78 | 2 908 866 500 |
| At school | 12.39 | 855 772 | 103.59 | 11.53 | 992 537 715 | 120 145.32 | 106.03 | 12.39 | 855 772 | 11.53 | 992 537 715 |
| In a net café | 4.52 | 312 032 | 74.11 | 3.30 | 284 024 463 | 67 460.41 | 75.86 | 4.52 | 312 032 | 3.30 | 284 024 463 |
| At friends/family | 14.34 | 990 781 | 81.09 | 12.96 | 1 116 454 187 | 91 375.79 | 83.00 | 14.34 | 990 781 | 12.96 | 1 116 454 187 |
| Other place | 10.71 | 739 886 | 81.46 | 9.12 | 785 331 487 | 86 460.35 | 83.37 | 10.71 | 739 886 | 9.12 | 785 331 487 |
| Not asked | 0.00 | 0 | - | 0.00 | 0 | - | - | 0.00 | 0 | 0.00 | 0 |

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2015

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



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2015

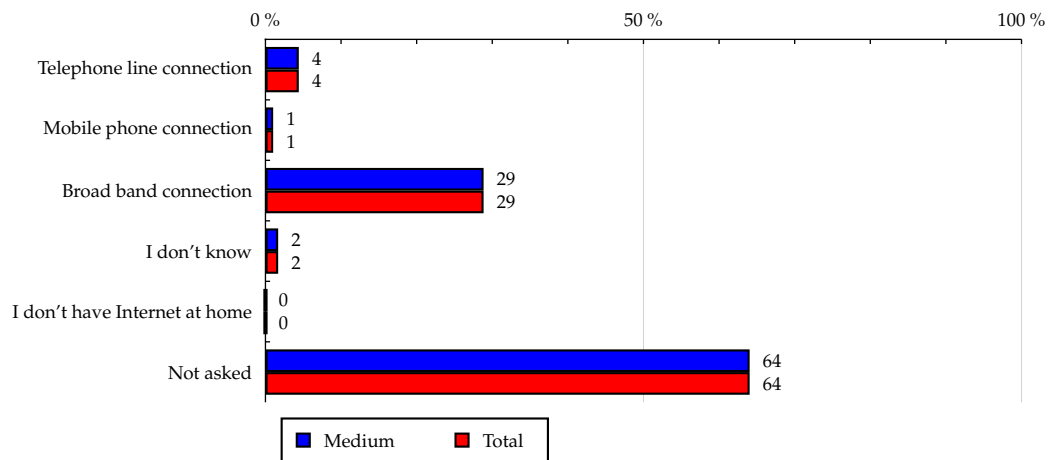
TOTAL

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 | 4.41 | 304 765 | 113.71 | 4.49 | 386 243 017 | 144 110.84 | 116.39 | 4.41 | 304 765 | 4.49 | 386 243 017 |
| Mobile phone connection | 1.02 | 70 319 | 92.61 | 0.99 | 85 661 598 | 112 819.73 | 94.79 | 1.02 | 70 319 | 0.99 | 85 661 598 |
| Broad band connection | 28.85 | 1 992 766 | 92.84 | 28.15 | 2 424 318 487 | 112 946.53 | 95.03 | 28.85 | 1 992 766 | 28.15 | 2 424 318 487 |
| I don't know | 1.68 | 116 336 | 197.01 | 3.38 | 291 036 480 | 492 854.21 | 201.65 | 1.68 | 116 336 | 3.38 | 291 036 480 |
| I don't have Internet at home | 0.00 | 0 | - | 0.00 | 0 | - | - | 0.00 | 0 | 0.00 | 0 |
| Not asked | 64.04 | 4 424 263 | 97.85 | 62.99 | 5 424 512 600 | 119 967.29 | 100.15 | 64.04 | 4 424 263 | 62.99 | 5 424 512 600 |

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2015

Chart 15: Connection from Home by RU(%)



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2015

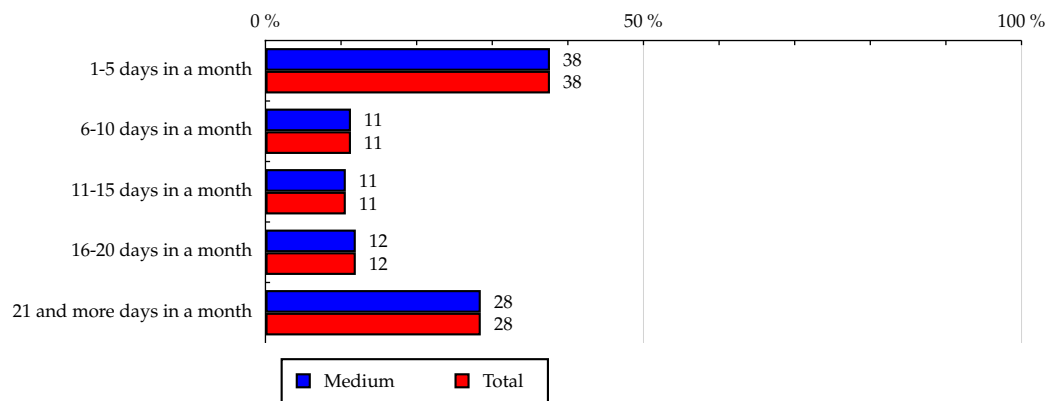
TOTAL

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 | 37.63 | 2 599 666 | 160.39 | 16.12 | 1 388 331 765 | 85 656.78 | 164.17 | 37.63 | 2 599 666 | 16.12 | 1 388 331 765 |
| 6-10 days in a month | 11.31 | 781 591 | 83.72 | 2.65 | 228 349 702 | 24 458.74 | 85.69 | 11.31 | 781 591 | 2.65 | 228 349 702 |
| 11-15 days in a month | 10.63 | 734 469 | 84.65 | 5.34 | 460 249 039 | 53 043.11 | 86.64 | 10.63 | 734 469 | 5.34 | 460 249 039 |
| 16-20 days in a month | 11.95 | 825 403 | 88.04 | 11.41 | 982 565 144 | 104 801.97 | 90.11 | 11.95 | 825 403 | 11.41 | 982 565 144 |
| 21 and more days in a month | 28.48 | 1 967 321 | 72.56 | 64.47 | 5 552 276 532 | 204 772.70 | 74.26 | 28.48 | 1 967 321 | 64.47 | 5 552 276 532 |

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2015

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



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2015

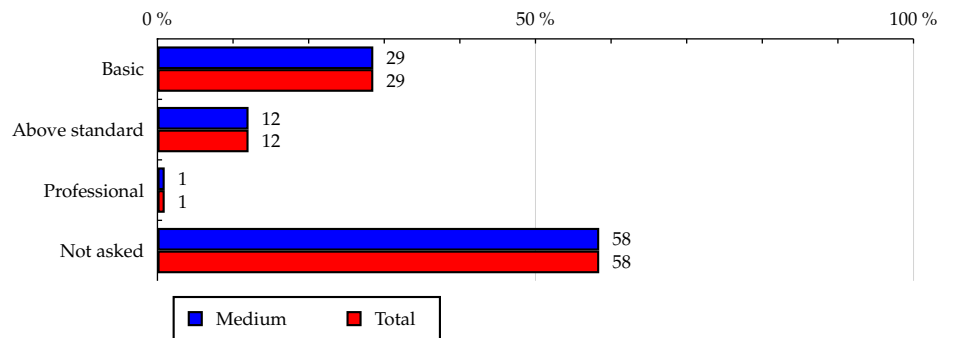
TOTAL

Table 17: IT Knowledge

| | MEDIUM | | | | | | | TOTAL | | | |
|----------------|--------|-------------|-----------|--------|---------------|------------|--------------|--------|-------------|--------|---------------|
| | RU (%) | RU (number) | Reach (%) | PV (%) | PV (number) | TRP (%) | Affinity (%) | RU (%) | RU (number) | PV (%) | PV (number) |
| Basic | 28.55 | 1 972 585 | 102.84 | 29.88 | 2 572 865 757 | 134 133.35 | 105.26 | 28.55 | 1 972 585 | 29.88 | 2 572 865 757 |
| Above standard | 12.05 | 832 756 | 61.95 | 10.59 | 912 105 046 | 67 848.46 | 63.40 | 12.05 | 832 756 | 10.59 | 912 105 046 |
| Professional | 0.96 | 66 317 | 47.99 | 0.78 | 67 224 050 | 48 649.57 | 49.12 | 0.96 | 66 317 | 0.78 | 67 224 050 |
| Not asked | 58.43 | 4 036 792 | 109.98 | 58.75 | 5 059 577 329 | 137 846.62 | 112.57 | 58.43 | 4 036 792 | 58.75 | 5 059 577 329 |

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2015

Chart 17: IT Knowledge by RU(%)



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2015

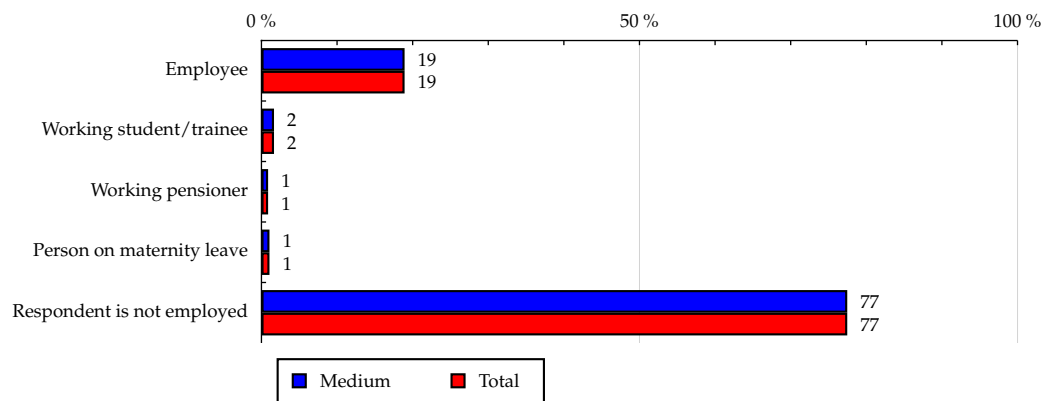
TOTAL

Table 18: Economically Active as

| | MEDIUM | | | | | | | TOTAL | | | |
|----------------------------|--------|-------------|-----------|--------|---------------|------------|--------------|--------|-------------|--------|---------------|
| | RU (%) | RU (number) | Reach (%) | PV (%) | PV (number) | TRP (%) | Affinity (%) | RU (%) | RU (number) | PV (%) | PV (number) |
| Employee | 18.93 | 1 307 799 | 75.70 | 17.43 | 1 500 831 437 | 86 877.32 | 77.49 | 18.93 | 1 307 799 | 17.43 | 1 500 831 437 |
| Working student/trainee | 1.66 | 114 403 | 73.34 | 1.37 | 117 688 152 | 75 443.63 | 75.06 | 1.66 | 114 403 | 1.37 | 117 688 152 |
| Working pensioner | 0.88 | 60 876 | 38.64 | 0.86 | 73 702 611 | 46 778.25 | 39.55 | 0.88 | 60 876 | 0.86 | 73 702 611 |
| Person on maternity leave | 1.06 | 72 998 | 110.32 | 1.00 | 86 530 570 | 130 770.58 | 112.92 | 1.06 | 72 998 | 1.00 | 86 530 570 |
| Respondent is not employed | 77.48 | 5 352 374 | 107.83 | 79.35 | 6 833 019 412 | 137 656.04 | 110.37 | 77.48 | 5 352 374 | 79.35 | 6 833 019 412 |

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2015

Chart 18: Economically Active as by RU(%)



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2015

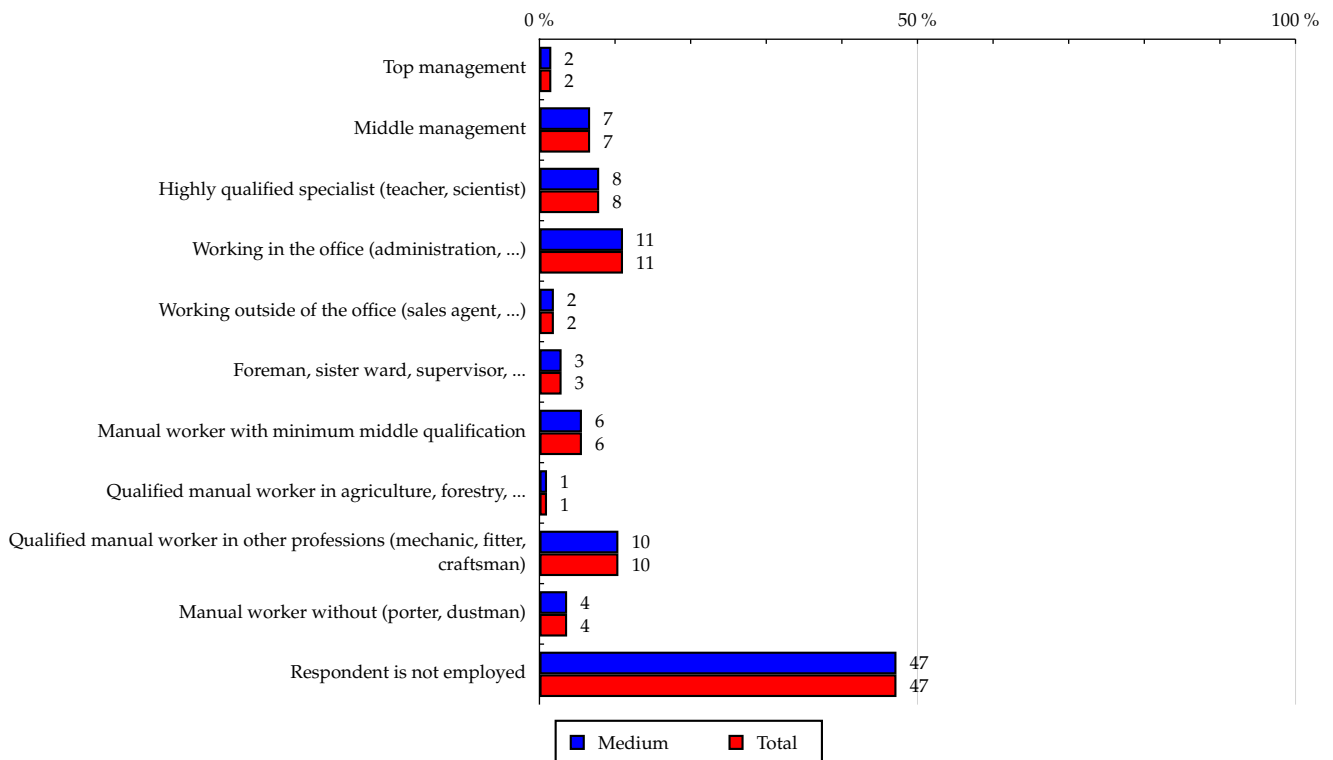
TOTAL

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 | 1.57 | 108 458 | 113.00 | 1.15 | 99 240 559 | 103 393.09 | 115.66 | 1.57 | 108 458 | 1.15 | 99 240 559 |
| Middle management | 6.70 | 462 907 | 91.39 | 5.87 | 505 693 860 | 99 840.63 | 93.54 | 6.70 | 462 907 | 5.87 | 505 693 860 |
| Highly qualified specialist (teacher, scientist) | 7.90 | 545 860 | 96.08 | 6.76 | 582 324 367 | 102 497.95 | 98.34 | 7.90 | 545 860 | 6.76 | 582 324 367 |
| Working in the office (administration, ...) | 11.05 | 763 594 | 98.43 | 9.71 | 836 032 925 | 107 769.87 | 100.75 | 11.05 | 763 594 | 9.71 | 836 032 925 |
| Working outside of the office (sales agent, ...) | 1.91 | 132 246 | 117.47 | 1.62 | 139 245 787 | 123 691.84 | 120.24 | 1.91 | 132 246 | 1.62 | 139 245 787 |
| Foreman, sister ward, supervisor, ... | 2.93 | 202 533 | 108.39 | 2.82 | 242 550 027 | 129 801.00 | 110.94 | 2.93 | 202 533 | 2.82 | 242 550 027 |
| Manual worker with minimum middle qualification | 5.62 | 388 082 | 82.71 | 6.10 | 525 701 204 | 112 046.55 | 84.66 | 5.62 | 388 082 | 6.10 | 525 701 204 |
| Qualified manual worker in agriculture, forestry, ... | 1.00 | 69 285 | 78.91 | 1.15 | 99 405 313 | 113 218.11 | 80.77 | 1.00 | 69 285 | 1.15 | 99 405 313 |
| Qualified manual worker in other professions (mechanic, fitter, craftsman) | 10.44 | 720 899 | 85.51 | 11.86 | 1 021 562 136 | 121 168.80 | 87.52 | 10.44 | 720 899 | 11.86 | 1 021 562 136 |
| Manual worker without (porter, dustman) | 3.66 | 252 596 | 82.28 | 3.59 | 309 055 539 | 100 666.43 | 84.21 | 3.66 | 252 596 | 3.59 | 309 055 539 |
| Respondent is not employed | 47.22 | 3 261 988 | 104.61 | 49.36 | 4 250 960 465 | 136 327.66 | 107.07 | 47.22 | 3 261 988 | 49.36 | 4 250 960 465 |

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2015

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



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2015

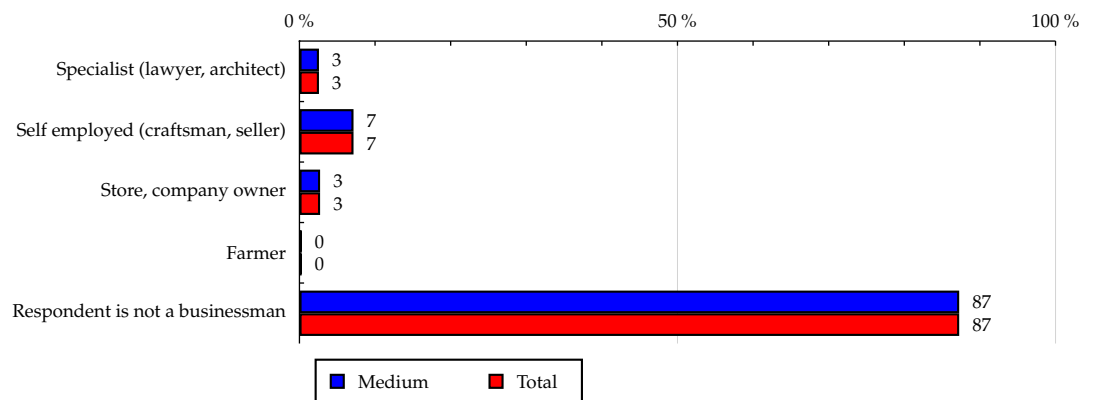
TOTAL

Table 20: Business Activities

| | MEDIUM | | | | | | | TOTAL | | | |
|-----------------------------------|--------|-------------|-----------|--------|---------------|------------|--------------|--------|-------------|--------|---------------|
| | RU (%) | RU (number) | Reach (%) | PV (%) | PV (number) | TRP (%) | Affinity (%) | RU (%) | RU (number) | PV (%) | PV (number) |
| Specialist (lawyer, architect) | 2.58 | 178 168 | 65.62 | 2.27 | 195 720 901 | 72 082.71 | 67.16 | 2.58 | 178 168 | 2.27 | 195 720 901 |
| Self employed (craftsman, seller) | 7.15 | 493 674 | 82.57 | 7.70 | 663 442 981 | 110 960.71 | 84.51 | 7.15 | 493 674 | 7.70 | 663 442 981 |
| Store, company owner | 2.73 | 188 374 | 79.28 | 2.36 | 203 549 617 | 85 663.53 | 81.14 | 2.73 | 188 374 | 2.36 | 203 549 617 |
| Farmer | 0.29 | 19 733 | 76.94 | 0.34 | 29 656 804 | 115 624.43 | 78.75 | 0.29 | 19 733 | 0.34 | 29 656 804 |
| Respondent is not a businessman | 87.26 | 6 028 501 | 101.52 | 87.32 | 7 519 401 880 | 126 623.54 | 103.91 | 87.26 | 6 028 501 | 87.32 | 7 519 401 880 |

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2015

Chart 20: Business Activities by RU(%)



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2015

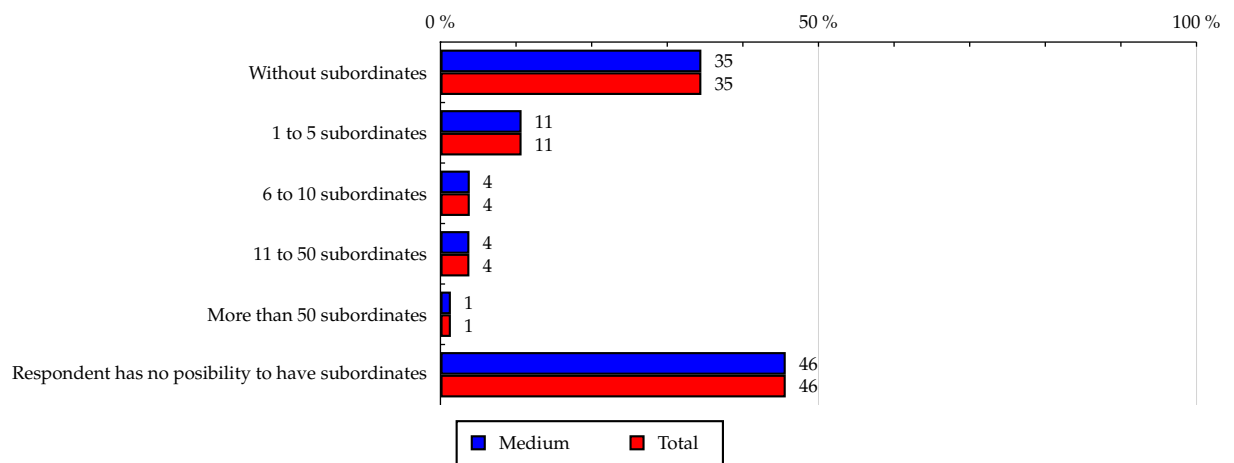
TOTAL

Table 21: Number of Subordinates

| | MEDIUM | | | | | | | TOTAL | | | |
|--|--------|-------------|-----------|--------|---------------|------------|--------------|--------|-------------|--------|---------------|
| | RU (%) | RU (number) | Reach (%) | PV (%) | PV (number) | TRP (%) | Affinity (%) | RU (%) | RU (number) | PV (%) | PV (number) |
| Without subordinates | 34.51 | 2 384 347 | 87.23 | 34.99 | 3 013 413 572 | 110 244.64 | 89.28 | 34.51 | 2 384 347 | 34.99 | 3 013 413 572 |
| 1 to 5 subordinates | 10.73 | 740 978 | 80.75 | 10.89 | 937 412 442 | 102 160.04 | 82.65 | 10.73 | 740 978 | 10.89 | 937 412 442 |
| 6 to 10 subordinates | 3.88 | 267 740 | 82.10 | 3.30 | 283 918 314 | 87 058.49 | 84.03 | 3.88 | 267 740 | 3.30 | 283 918 314 |
| 11 to 50 subordinates | 3.83 | 264 415 | 79.29 | 3.00 | 258 369 348 | 77 477.79 | 81.16 | 3.83 | 264 415 | 3.00 | 258 369 348 |
| More than 50 subordinates | 1.38 | 95 674 | 82.67 | 1.06 | 90 895 713 | 78 542.15 | 84.62 | 1.38 | 95 674 | 1.06 | 90 895 713 |
| Respondent has no possibility to have subordinates | 45.67 | 3 155 293 | 119.30 | 46.77 | 4 027 762 792 | 152 291.07 | 122.11 | 45.67 | 3 155 293 | 46.77 | 4 027 762 792 |

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2015

Chart 21: Number of Subordinates by RU(%)



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2015

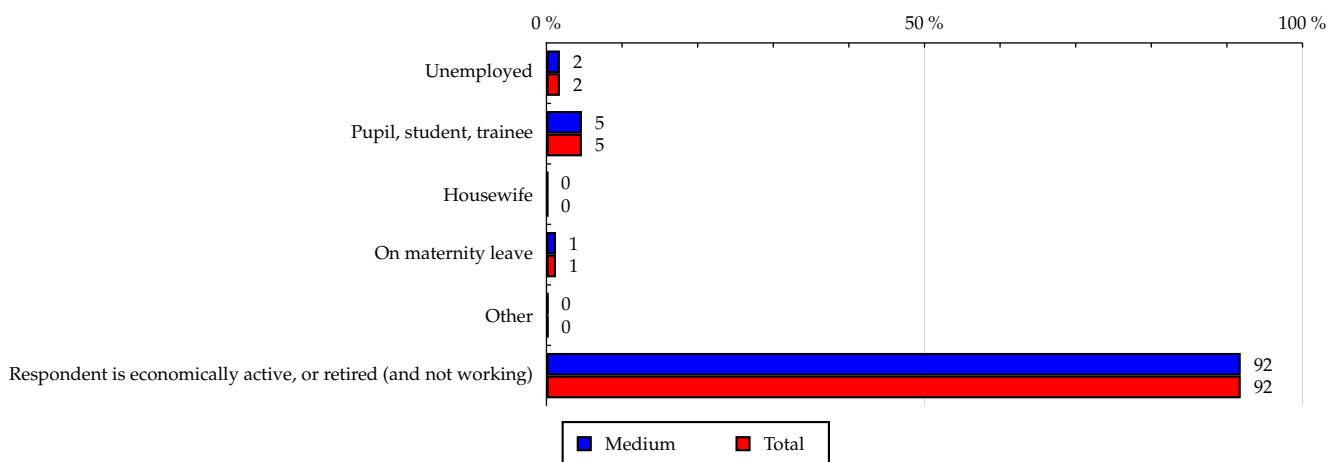
TOTAL

Table 22: Economically Inactive as

| | MEDIUM | | | | | | | TOTAL | | | |
|---|--------|-------------|-----------|--------|---------------|------------|--------------|--------|-------------|--------|---------------|
| | RU (%) | RU (number) | Reach (%) | PV (%) | PV (number) | TRP (%) | Affinity (%) | RU (%) | RU (number) | PV (%) | PV (number) |
| Unemployed | 1.78 | 123 068 | 86.69 | 1.62 | 139 351 584 | 98 165.33 | 88.74 | 1.78 | 123 068 | 1.62 | 139 351 584 |
| Pupil, student, trainee | 4.69 | 324 101 | 111.47 | 4.84 | 416 694 228 | 143 319.70 | 114.10 | 4.69 | 324 101 | 4.84 | 416 694 228 |
| Housewife | 0.20 | 14 021 | 84.10 | 0.16 | 14 136 344 | 84 787.17 | 86.08 | 0.20 | 14 021 | 0.16 | 14 136 344 |
| On maternity leave | 1.26 | 87 024 | 115.43 | 1.23 | 106 300 206 | 140 994.58 | 118.14 | 1.26 | 87 024 | 1.23 | 106 300 206 |
| Other | 0.23 | 15 945 | 84.69 | 0.27 | 23 422 694 | 124 396.74 | 86.68 | 0.23 | 15 945 | 0.27 | 23 422 694 |
| Respondent is economically active, or retired (and not working) | 91.83 | 6 344 290 | 97.19 | 91.87 | 7 911 867 127 | 121 208.39 | 99.48 | 91.83 | 6 344 290 | 91.87 | 7 911 867 127 |

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2015

Chart 22: Economically Inactive as by RU(%)



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2015

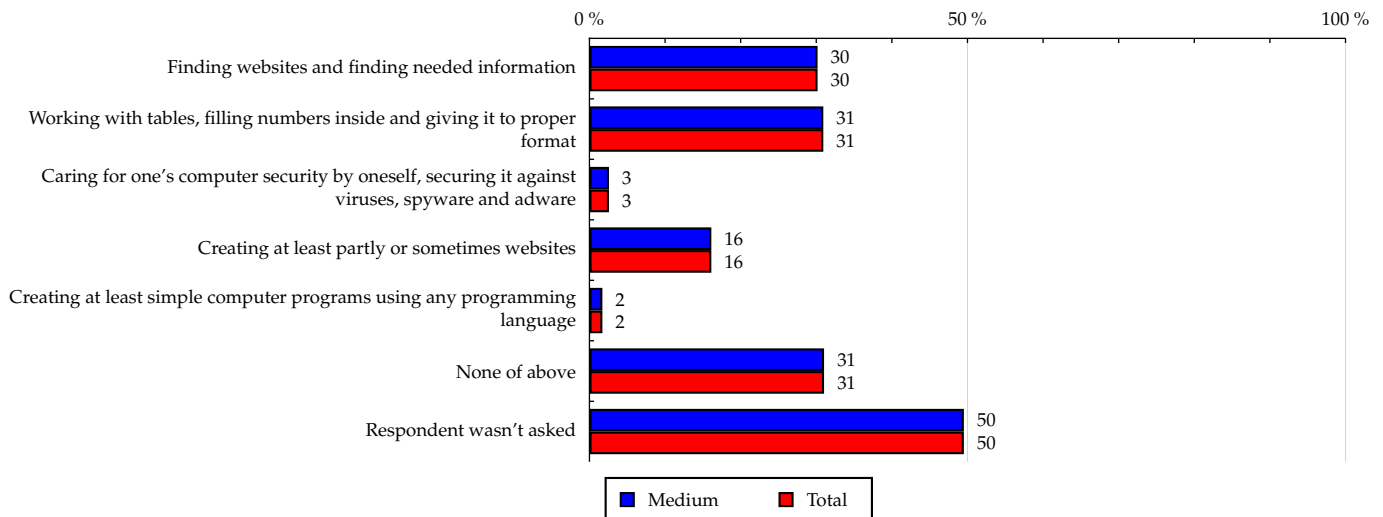
TOTAL

Table 23: Activities on computers which respondent does

| | MEDIUM | | | | | | | TOTAL | | | |
|--|--------|-------------|-----------|--------|---------------|------------|--------------|--------|-------------|--------|---------------|
| | RU (%) | RU (number) | Reach (%) | PV (%) | PV (number) | TRP (%) | Affinity (%) | RU (%) | RU (number) | PV (%) | PV (number) |
| Finding websites and finding needed information | 30.17 | 2 084 615 | 75.05 | 29.85 | 2 571 030 263 | 92 567.05 | 76.82 | 30.17 | 2 084 615 | 29.85 | 2 571 030 263 |
| Working with tables, filling numbers inside and giving it to proper format | 30.93 | 2 137 063 | 57.32 | 30.81 | 2 653 624 525 | 71 170.05 | 58.67 | 30.93 | 2 137 063 | 30.81 | 2 653 624 525 |
| Caring for one's computer security by oneself, securing it against viruses, spyware and adware | 2.58 | 178 240 | 82.22 | 2.09 | 180 215 765 | 83 130.34 | 84.15 | 2.58 | 178 240 | 2.09 | 180 215 765 |
| Creating at least partly or sometimes websites | 16.12 | 1 113 467 | 65.98 | 15.23 | 1 311 731 236 | 77 732.77 | 67.54 | 16.12 | 1 113 467 | 15.23 | 1 311 731 236 |
| Creating at least simple computer programs using any programming language | 1.71 | 117 943 | 119.70 | 1.75 | 150 468 071 | 152 705.54 | 122.51 | 1.71 | 117 943 | 1.75 | 150 468 071 |
| None of above | 31.03 | 2 143 874 | 189.71 | 33.03 | 2 844 523 886 | 251 709.73 | 194.18 | 31.03 | 2 143 874 | 33.03 | 2 844 523 886 |
| Respondent wasn't asked | 49.52 | 3 421 367 | 80.31 | 47.53 | 4 093 423 593 | 96 084.28 | 82.20 | 49.52 | 3 421 367 | 47.53 | 4 093 423 593 |

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2015

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



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2015

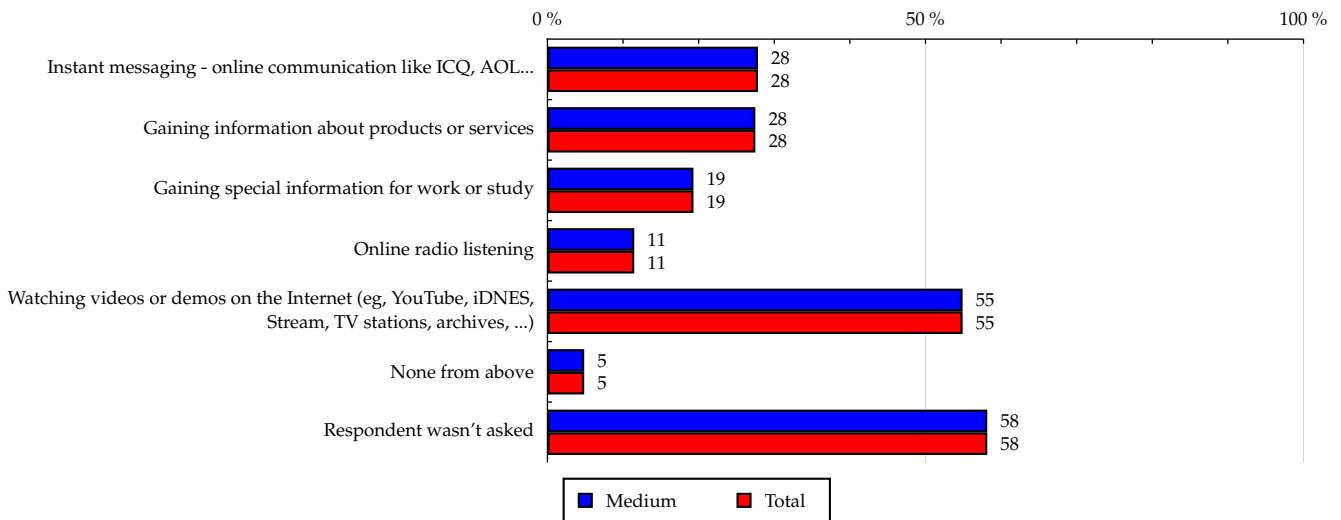
TOTAL

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... | 27.84 | 1 922 996 | 80.79 | 24.77 | 2 132 736 380 | 89 604.92 | 82.69 | 27.84 | 1 922 996 | 24.77 | 2 132 736 380 |
| Gaining information about products or services | 27.50 | 1 899 524 | 126.99 | 27.39 | 2 358 976 059 | 157 704.91 | 129.98 | 27.50 | 1 899 524 | 27.39 | 2 358 976 059 |
| Gaining special information for work or study | 19.31 | 1 333 792 | 127.50 | 18.68 | 1 608 861 364 | 153 799.70 | 130.51 | 19.31 | 1 333 792 | 18.68 | 1 608 861 364 |
| Online radio listening | 11.48 | 793 078 | 116.56 | 11.18 | 962 748 098 | 141 495.41 | 119.30 | 11.48 | 793 078 | 11.18 | 962 748 098 |
| Watching videos or demos on the Internet (eg, YouTube, iDNES, Stream, TV stations, archives, ...) | 54.91 | 3 793 521 | 89.53 | 58.35 | 5 024 564 909 | 118 588.99 | 91.64 | 54.91 | 3 793 521 | 58.35 | 5 024 564 909 |
| None from above | 4.86 | 335 782 | 175.71 | 4.91 | 422 864 460 | 221 279.35 | 179.85 | 4.86 | 335 782 | 4.91 | 422 864 460 |
| Respondent wasn't asked | 58.17 | 4 018 568 | 83.42 | 57.73 | 4 971 304 388 | 103 196.57 | 85.38 | 58.17 | 4 018 568 | 57.73 | 4 971 304 388 |

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2015

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



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2015

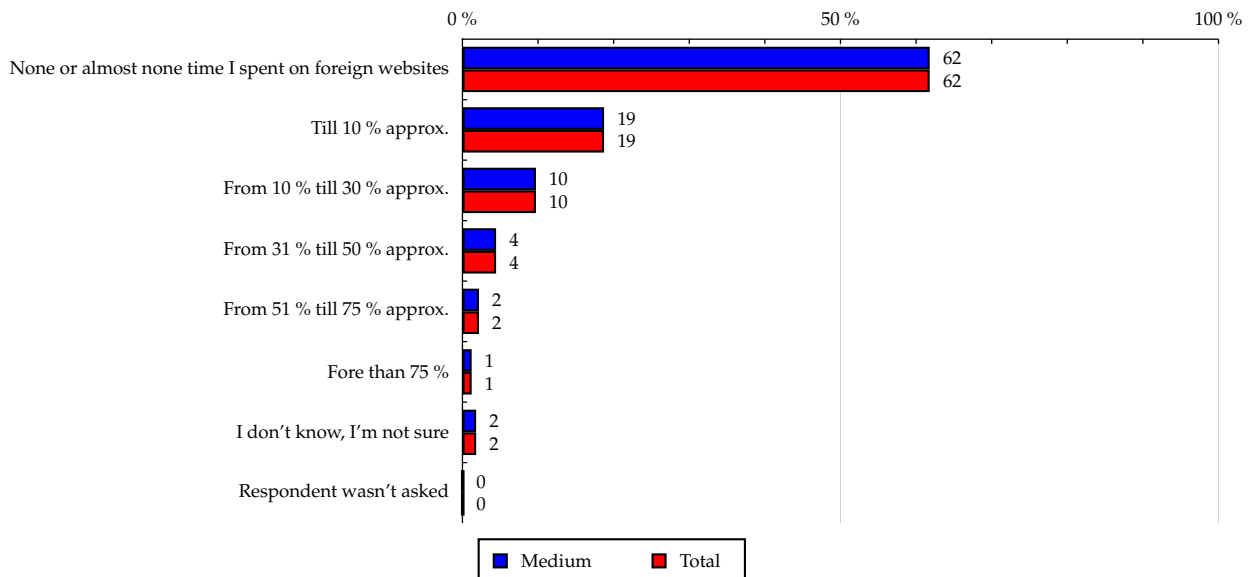
TOTAL

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 | 61.80 | 4 269 702 | 152.15 | 65.81 | 5 667 731 752 | 201 965.37 | 155.73 | 61.80 | 4 269 702 | 65.81 | 5 667 731 752 |
| Till 10 % approx. | 18.73 | 1 294 112 | 65.48 | 18.48 | 1 591 677 819 | 80 535.78 | 67.02 | 18.73 | 1 294 112 | 18.48 | 1 591 677 819 |
| From 10 % till 30 % approx. | 9.72 | 671 159 | 65.66 | 9.34 | 804 467 479 | 78 707.54 | 67.21 | 9.72 | 671 159 | 9.34 | 804 467 479 |
| From 31 % till 50 % approx. | 4.45 | 307 370 | 61.56 | 3.03 | 260 808 742 | 52 233.60 | 63.01 | 4.45 | 307 370 | 3.03 | 260 808 742 |
| From 51 % till 75 % approx. | 2.19 | 151 398 | 63.96 | 1.41 | 121 078 841 | 51 153.88 | 65.47 | 2.19 | 151 398 | 1.41 | 121 078 841 |
| Fore than 75 % | 1.22 | 84 484 | 52.35 | 0.92 | 79 287 560 | 49 128.04 | 53.58 | 1.22 | 84 484 | 0.92 | 79 287 560 |
| I don't know, I'm not sure | 1.81 | 124 803 | 37.35 | 0.98 | 84 278 070 | 25 220.84 | 38.23 | 1.81 | 124 803 | 0.98 | 84 278 070 |
| Respondent wasn't asked | 0.08 | 5 420 | 15.58 | 0.03 | 2 441 919 | 7 020.61 | 15.95 | 0.08 | 5 420 | 0.03 | 2 441 919 |

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2015

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



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2015

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".