

## SPIR NetMonitor

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

**Medium title:**

**TOTAL**

**Month:**

**November 2015**

| Basic information                                     |               |
|---|---------------|
| The size of Internet population in the Czech Republic | 6 949 307     |
| Number of respondents                                 |               |
| Total (for all measured media)                        | N = 22 339    |
| RU(number)  | 6 789 473     |
| Reach(%)  | 97.70         |
| PV(number) (from Czech visitors)                      | 6 244 297 395 |
| PV(number) (from all visitors)                        | 6 687 025 310 |
| GRP (%)   | 89 854.97     |

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

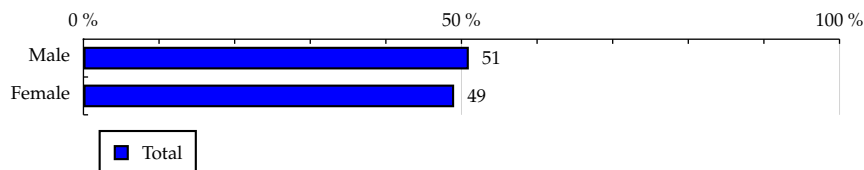
# TOTAL

**Table 1: Sex**

|        | TOTAL  |             |        |               |           |
|--------|--------|-------------|--------|---------------|-----------|
|        | RU (%) | RU (number) | PV (%) | PV (number)   | TRP (%)   |
| Male   | 50.97  | 3 460 284   | 53.19  | 3 321 065 853 | 94 081.85 |
| Female | 49.03  | 3 329 188   | 46.81  | 2 923 231 541 | 85 491.31 |

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

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



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

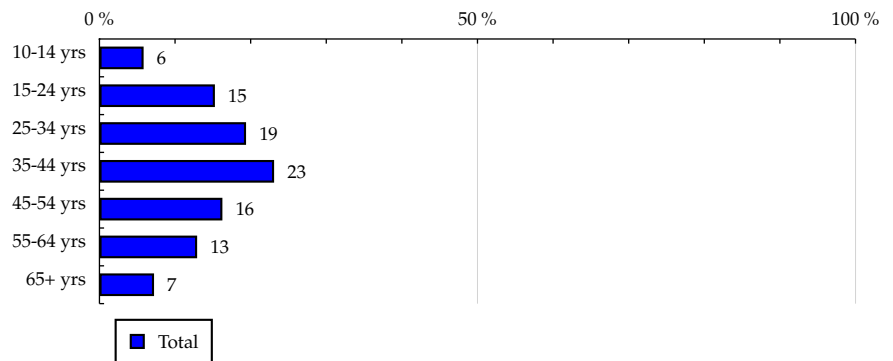
# TOTAL

**Table 2: Age**

|           | TOTAL  |             |        |               |            |
|-----------|--------|-------------|--------|---------------|------------|
|           | RU (%) | RU (number) | PV (%) | PV (number)   | TRP (%)    |
| 10-14 yrs | 5.84   | 396 564     | 2.23   | 139 253 550   | 31 503.79  |
| 15-24 yrs | 15.27  | 1 036 978   | 13.57  | 847 264 060   | 79 963.70  |
| 25-34 yrs | 19.39  | 1 316 617   | 17.26  | 1 077 917 565 | 80 581.87  |
| 35-44 yrs | 23.10  | 1 568 140   | 24.66  | 1 539 568 547 | 96 076.48  |
| 45-54 yrs | 16.26  | 1 103 784   | 18.65  | 1 164 394 782 | 103 936.06 |
| 55-64 yrs | 12.92  | 876 914     | 15.34  | 958 069 741   | 107 503.97 |
| 65+ yrs   | 7.22   | 490 472     | 8.29   | 517 829 150   | 104 375.27 |

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

**Chart 2: Age by RU(%)**



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

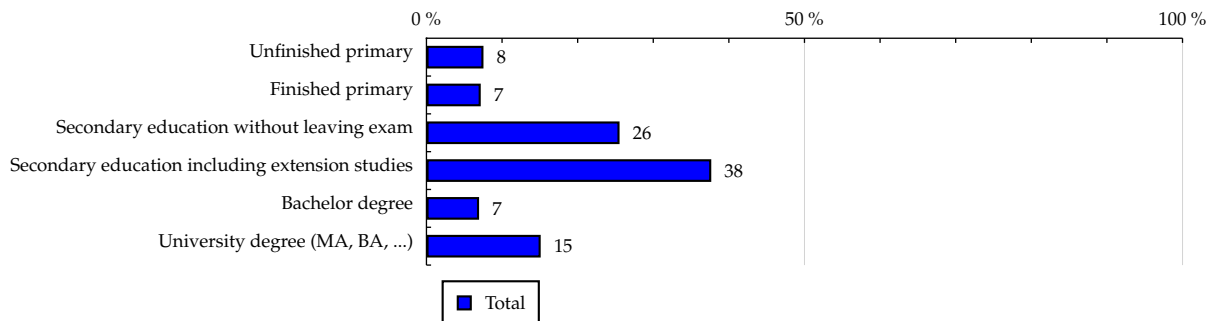
# TOTAL

**Table 3: Highest Education**

|   | TOTAL  |             |        |               |            |
|---|--------|-------------|--------|---------------|------------|
|   | RU (%) | RU (number) | PV (%) | PV (number)   | TRP (%)    |
| Unfinished primary                              | 7.54   | 512 073     | 3.35   | 209 296 082   | 37 335.67  |
| Finished primary                                | 7.18   | 487 226     | 6.45   | 402 976 543   | 80 216.05  |
| Secondary education without leaving exam        | 25.54  | 1 734 225   | 30.00  | 1 873 278 810 | 105 888.79 |
| Secondary education including extension studies | 37.67  | 2 557 400   | 38.48  | 2 402 719 706 | 92 542.47  |
| Bachelor degree                                 | 6.96   | 472 331     | 7.12   | 444 488 967   | 92 698.55  |
| University degree (MA, BA, ...)                 | 15.11  | 1 026 215   | 14.60  | 911 537 287   | 87 528.21  |

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

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



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

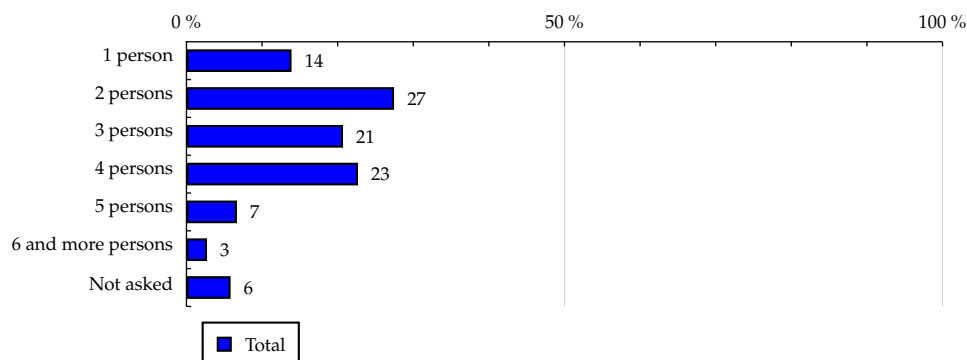
# TOTAL

**Table 4: Number of Persons in the Household**

|                    | TOTAL  |             |        |               |            |
|--------------------|--------|-------------|--------|---------------|------------|
|                    | RU (%) | RU (number) | PV (%) | PV (number)   | TRP (%)    |
| 1 person           | 13.90  | 943 631     | 14.59  | 911 239 615   | 104 966.17 |
| 2 persons          | 27.46  | 1 864 251   | 28.51  | 1 780 034 589 | 91 104.01  |
| 3 persons          | 20.71  | 1 406 351   | 22.15  | 1 382 827 936 | 93 065.65  |
| 4 persons          | 22.69  | 1 540 760   | 23.29  | 1 454 061 441 | 96 580.50  |
| 5 persons          | 6.68   | 453 423     | 6.61   | 412 594 892   | 86 163.13  |
| 6 and more persons | 2.72   | 184 491     | 2.63   | 164 285 372   | 76 393.95  |
| Not asked          | 5.84   | 396 564     | 2.23   | 139 253 550   | 31 503.79  |

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

**Chart 4: Number of Persons in the Household by RU(%)**



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

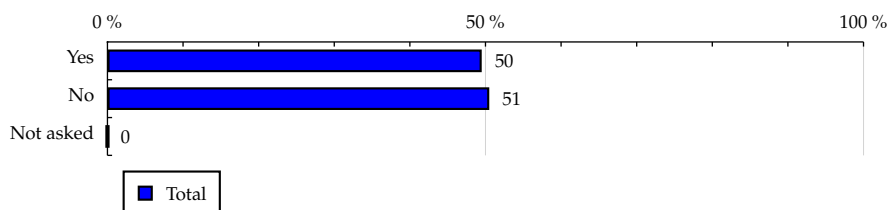
# TOTAL

**Table 5: Head of the Household**

|           | TOTAL  |             |        |               |           |
|-----------|--------|-------------|--------|---------------|-----------|
|           | RU (%) | RU (number) | PV (%) | PV (number)   | TRP (%)   |
| Yes       | 49.50  | 3 360 956   | 52.54  | 3 280 542 163 | 94 632.35 |
| No        | 50.50  | 3 428 516   | 47.46  | 2 963 755 231 | 85 099.62 |
| Not asked | 0.00   | 0           | 0.00   | 0             | -         |

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

**Chart 5: Head of the Household by RU(%)**



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

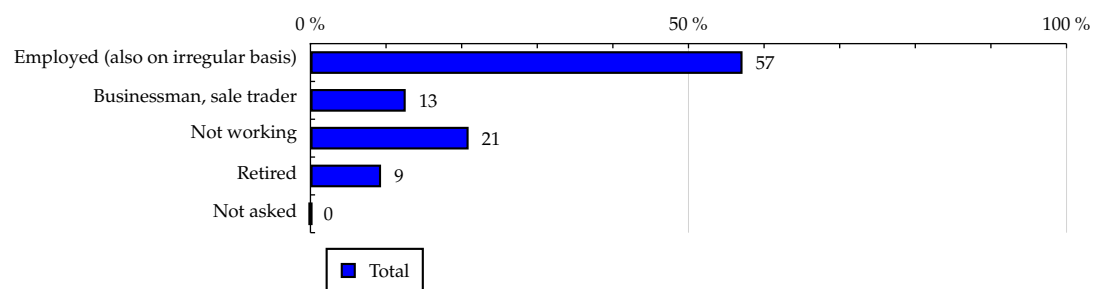
# TOTAL

**Table 6: Economic Activity**

|                                    | TOTAL  |             |        |               |            |
|------------------------------------|--------|-------------|--------|---------------|------------|
|                                    | RU (%) | RU (number) | PV (%) | PV (number)   | TRP (%)    |
| Employed (also on irregular basis) | 57.15  | 3 879 927   | 57.07  | 3 563 533 038 | 91 495.83  |
| Businessman, sale trader           | 12.60  | 855 388     | 13.52  | 843 938 607   | 89 195.09  |
| Not working                        | 20.92  | 1 420 341   | 17.22  | 1 075 102 012 | 72 993.54  |
| Retired                            | 9.34   | 633 815     | 12.20  | 761 723 739   | 119 859.58 |
| Not asked                          | 0.00   | 0           | 0.00   | 0             | -          |

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

**Chart 6: Economic Activity by RU(%)**



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

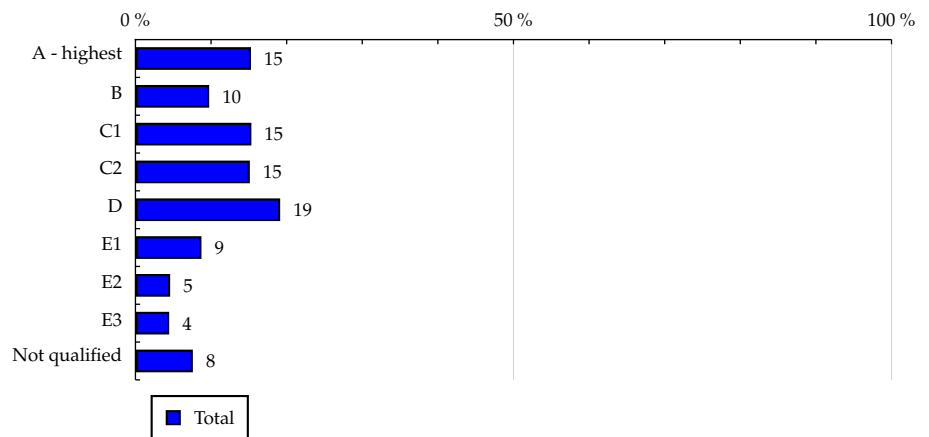
# TOTAL

**Table 7: ABCDE National Socioeconomic Classification**

|               | TOTAL  |             |        |               |            |
|---------------|--------|-------------|--------|---------------|------------|
|               | RU (%) | RU (number) | PV (%) | PV (number)   | TRP (%)    |
| A - highest   | 15.28  | 1 037 248   | 15.48  | 966 848 019   | 87 124.46  |
| B             | 9.75   | 662 263     | 10.41  | 649 771 662   | 87 642.86  |
| C1            | 15.33  | 1 040 790   | 15.48  | 966 869 352   | 85 315.54  |
| C2            | 15.13  | 1 027 284   | 16.70  | 1 042 914 534 | 100 004.76 |
| D             | 19.14  | 1 299 701   | 19.69  | 1 229 430 928 | 93 865.25  |
| E1            | 8.73   | 592 912     | 10.14  | 633 185 129   | 136 702.86 |
| E2            | 4.59   | 311 525     | 4.42   | 275 869 443   | 94 194.61  |
| E3            | 4.46   | 302 585     | 4.22   | 263 652 840   | 103 091.43 |
| Not qualified | 7.59   | 515 160     | 3.46   | 215 755 487   | 35 932.11  |

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

**Chart 7: ABCDE National Socioeconomic Classification by RU(%)**



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



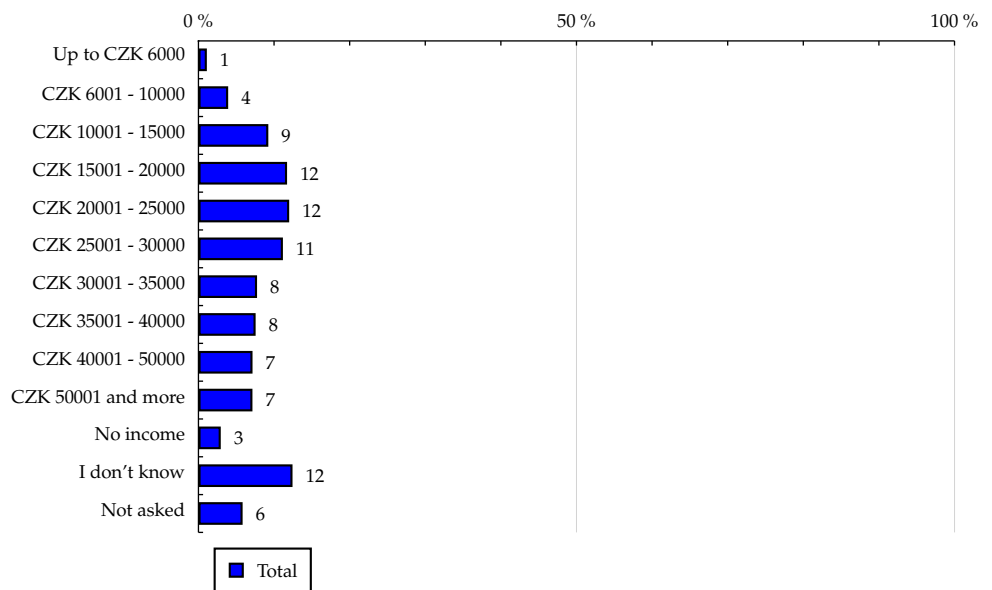
# TOTAL

**Table 8: Net Income of the Household**

|                    | TOTAL  |             |        |             |            |
|--------------------|--------|-------------|--------|-------------|------------|
|                    | RU (%) | RU (number) | PV (%) | PV (number) | TRP (%)    |
| Up to CZK 6000     | 1.11   | 75 086      | 0.88   | 54 665 405  | 73 825.19  |
| CZK 6001 - 10000   | 3.93   | 267 143     | 4.15   | 259 044 053 | 110 954.45 |
| CZK 10001 - 15000  | 9.24   | 627 592     | 10.59  | 661 449 448 | 117 707.49 |
| CZK 15001 - 20000  | 11.72  | 796 027     | 12.75  | 796 427 233 | 106 863.46 |
| CZK 20001 - 25000  | 12.00  | 814 670     | 13.12  | 819 137 671 | 105 343.73 |
| CZK 25001 - 30000  | 11.17  | 758 046     | 11.76  | 734 257 096 | 88 226.71  |
| CZK 30001 - 35000  | 7.75   | 526 101     | 8.34   | 520 962 339 | 76 103.78  |
| CZK 35001 - 40000  | 7.56   | 513 208     | 7.97   | 497 396 949 | 79 292.69  |
| CZK 40001 - 50000  | 7.15   | 485 260     | 6.93   | 433 036 641 | 80 019.88  |
| CZK 50001 and more | 7.14   | 485 056     | 7.23   | 451 288 974 | 84 856.45  |
| No income          | 2.95   | 200 292     | 1.96   | 122 657 818 | 47 267.25  |
| I don't know       | 12.44  | 844 423     | 12.09  | 754 720 218 | 118 219.57 |
| Not asked          | 5.84   | 396 564     | 2.23   | 139 253 550 | 31 503.79  |

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

**Chart 8: Net Income of the Household by RU(%)**



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

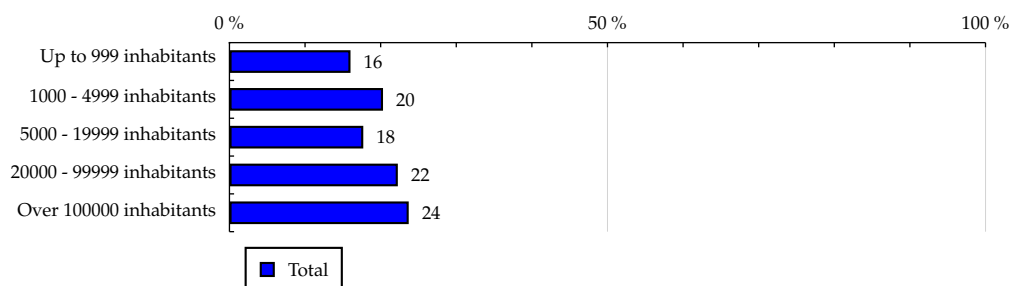
# TOTAL

**Table 9: Size of the Place of Residence**

|                           | TOTAL  |             |        |               |           |
|---------------------------|--------|-------------|--------|---------------|-----------|
|                           | RU (%) | RU (number) | PV (%) | PV (number)   | TRP (%)   |
| Up to 999 inhabitants     | 16.01  | 1 087 186   | 16.04  | 1 001 337 455 | 90 013.10 |
| 1000 - 4999 inhabitants   | 20.31  | 1 379 090   | 20.16  | 1 258 864 306 | 87 804.10 |
| 5000 - 19999 inhabitants  | 17.70  | 1 201 617   | 17.55  | 1 095 602 589 | 89 663.66 |
| 20000 - 99999 inhabitants | 22.27  | 1 512 095   | 23.98  | 1 497 401 324 | 97 030.43 |
| Over 100000 inhabitants   | 23.71  | 1 609 481   | 22.28  | 1 391 091 721 | 84 925.13 |

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

**Chart 9: Size of the Place of Residence by RU(%)**



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

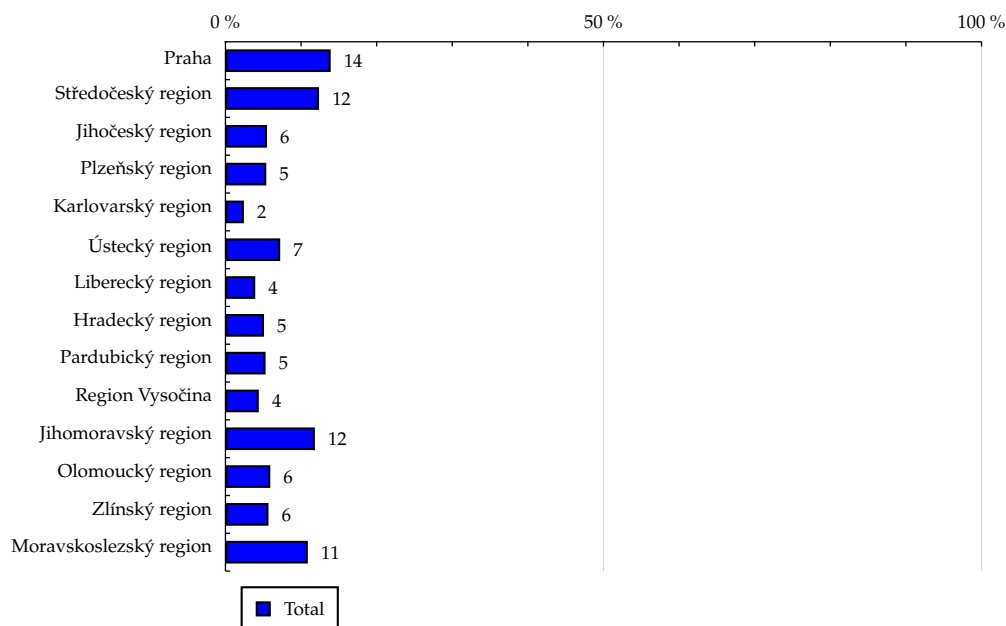
# TOTAL

Table 10: Region

|                        | TOTAL  |             |        |             |            |
|------------------------|--------|-------------|--------|-------------|------------|
|                        | RU (%) | RU (number) | PV (%) | PV (number) | TRP (%)    |
| Praha                  | 13.92  | 945 223     | 12.08  | 754 073 659 | 77 050.89  |
| Středočeský region     | 12.38  | 840 397     | 11.47  | 716 504 049 | 83 777.12  |
| Jihočeský region       | 5.50   | 373 670     | 5.66   | 353 362 598 | 90 477.40  |
| Plzeňský region        | 5.40   | 366 601     | 5.70   | 356 071 214 | 95 684.72  |
| Karlovarský region     | 2.44   | 165 768     | 1.79   | 111 532 735 | 66 704.71  |
| Ústecký region         | 7.24   | 491 439     | 6.64   | 414 574 569 | 81 187.74  |
| Liberecký region       | 3.94   | 267 601     | 3.98   | 248 579 184 | 89 739.83  |
| Hradecký region        | 5.10   | 346 157     | 5.08   | 316 920 659 | 90 735.87  |
| Pardubický region      | 5.31   | 360 696     | 5.97   | 372 654 968 | 101 754.78 |
| Region Vysočina        | 4.41   | 299 288     | 4.70   | 293 535 315 | 96 021.70  |
| Jihomoravský region    | 11.83  | 803 024     | 12.56  | 784 273 907 | 96 179.74  |
| Olomoucký region       | 5.93   | 402 837     | 6.84   | 427 413 115 | 103 927.95 |
| Zlínský region         | 5.69   | 386 410     | 6.08   | 379 519 885 | 96 437.07  |
| Moravskoslezský region | 10.90  | 740 354     | 11.45  | 715 281 540 | 94 559.66  |

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

Chart 10: Region by RU(%)



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

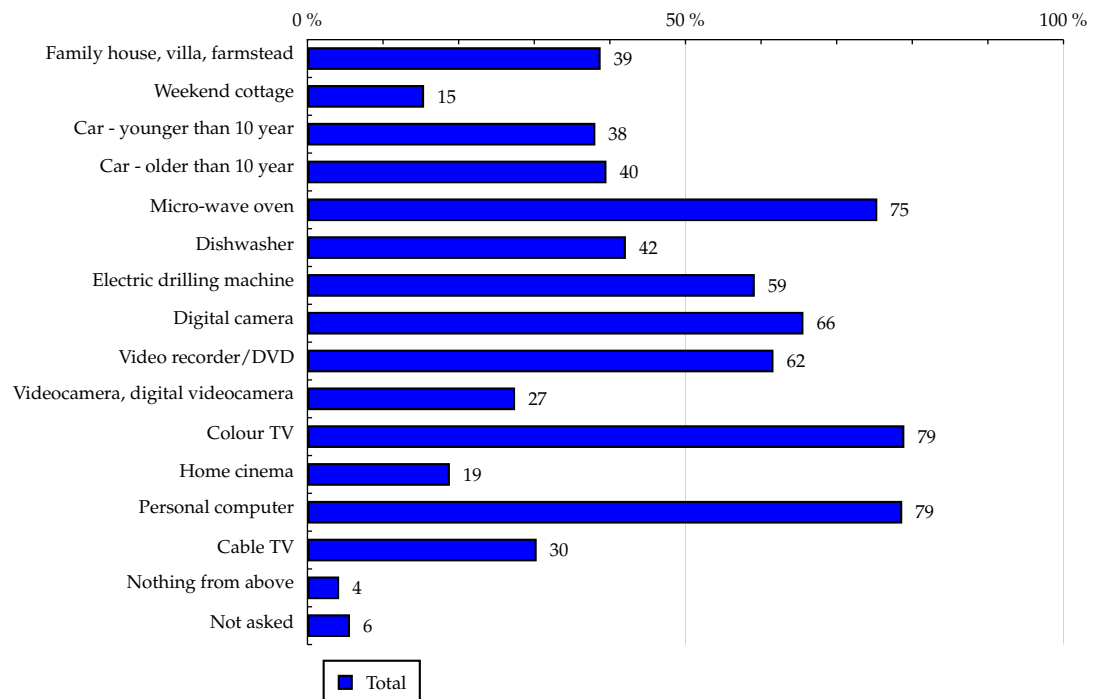
TOTAL

Table 11: Facilities

|                                  | TOTAL  |             |        |               |            |
|----------------------------------|--------|-------------|--------|---------------|------------|
|                                  | RU (%) | RU (number) | PV (%) | PV (number)   | TRP (%)    |
| Family house, villa, farmstead   | 38.78  | 2 632 882   | 41.15  | 2 569 576 593 | 93 186.89  |
| Weekend cottage                  | 15.43  | 1 047 568   | 15.37  | 959 682 641   | 80 814.68  |
| Car - younger than 10 year       | 38.08  | 2 585 225   | 39.61  | 2 473 628 139 | 91 205.04  |
| Car - older than 10 year         | 39.55  | 2 685 252   | 41.82  | 2 611 083 125 | 86 111.68  |
| Micro-wave oven                  | 75.37  | 5 117 278   | 78.93  | 4 928 661 091 | 90 243.38  |
| Dishwasher                       | 42.12  | 2 859 901   | 42.13  | 2 630 975 715 | 84 676.29  |
| Electric drilling machine        | 59.17  | 4 017 193   | 61.81  | 3 859 851 959 | 86 597.99  |
| Digital camera                   | 65.60  | 4 453 903   | 69.26  | 4 324 744 245 | 87 842.42  |
| Video recorder/DVD               | 61.64  | 4 185 175   | 65.18  | 4 069 875 163 | 85 766.27  |
| Videocamera, digital videocamera | 27.46  | 1 864 063   | 26.91  | 1 680 287 611 | 74 854.37  |
| Colour TV                        | 78.95  | 5 360 276   | 83.59  | 5 219 500 037 | 91 261.00  |
| Home cinema                      | 18.84  | 1 279 464   | 18.36  | 1 146 484 006 | 75 409.03  |
| Personal computer                | 78.67  | 5 341 486   | 82.99  | 5 181 914 488 | 88 949.52  |
| Cable TV                         | 30.32  | 2 058 287   | 31.11  | 1 942 826 141 | 79 620.81  |
| Nothing from above               | 4.19   | 284 531     | 3.78   | 235 769 537   | 132 856.47 |
| Not asked                        | 5.63   | 382 372     | 2.13   | 132 975 209   | 32 948.51  |

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

Chart 11: Facilities by RU(%)



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

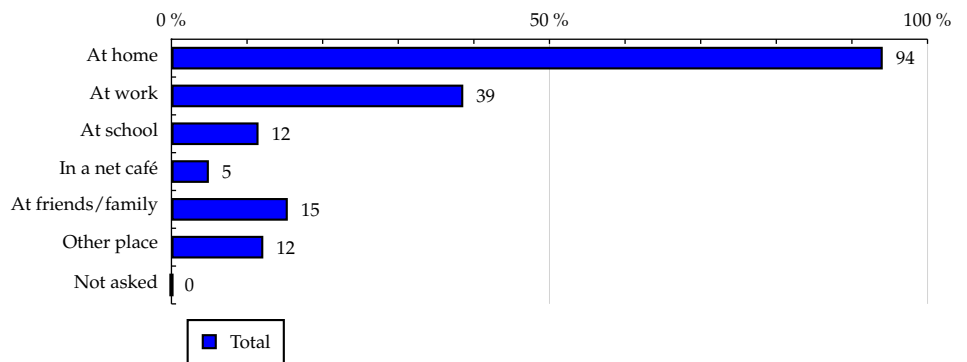
# TOTAL

**Table 12: All Places of Internet Connection**

|                   | TOTAL  |             |        |               |           |
|-------------------|--------|-------------|--------|---------------|-----------|
|                   | RU (%) | RU (number) | PV (%) | PV (number)   | TRP (%)   |
| At home           | 94.08  | 6 387 477   | 94.68  | 5 911 906 925 | 89 360.18 |
| At work           | 38.60  | 2 621 022   | 38.69  | 2 415 881 553 | 87 947.95 |
| At school         | 11.52  | 781 915     | 9.48   | 591 804 969   | 77 728.92 |
| In a net café     | 4.95   | 336 133     | 4.14   | 258 764 783   | 53 156.53 |
| At friends/family | 15.39  | 1 045 144   | 13.40  | 836 464 742   | 63 335.22 |
| Other place       | 12.15  | 825 109     | 10.29  | 642 677 139   | 65 765.61 |
| Not asked         | 0.00   | 0           | 0.00   | 0             | -         |

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

**Chart 12: All Places of Internet Connection by RU(%)**



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

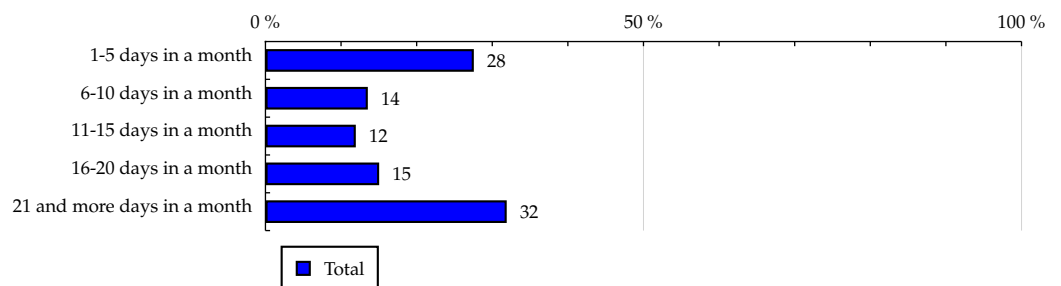
# TOTAL

**Table 13: Measured Frequency of the Internet Use (NetMonitor)**

|                             | TOTAL  |             |        |               |            |
|-----------------------------|--------|-------------|--------|---------------|------------|
|                             | RU (%) | RU (number) | PV (%) | PV (number)   | TRP (%)    |
| 1-5 days in a month         | 27.56  | 1 871 436   | 1.66   | 103 377 745   | 7 119.62   |
| 6-10 days in a month        | 13.54  | 919 187     | 3.87   | 241 404 475   | 22 876.95  |
| 11-15 days in a month       | 11.95  | 811 430     | 6.64   | 414 856 412   | 44 975.58  |
| 16-20 days in a month       | 15.04  | 1 020 850   | 16.97  | 1 059 950 275 | 106 175.67 |
| 21 and more days in a month | 31.91  | 2 166 567   | 70.86  | 4 424 708 487 | 175 488.81 |

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

**Chart 13: Measured Frequency of the Internet Use (NetMonitor) by RU(%)**



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

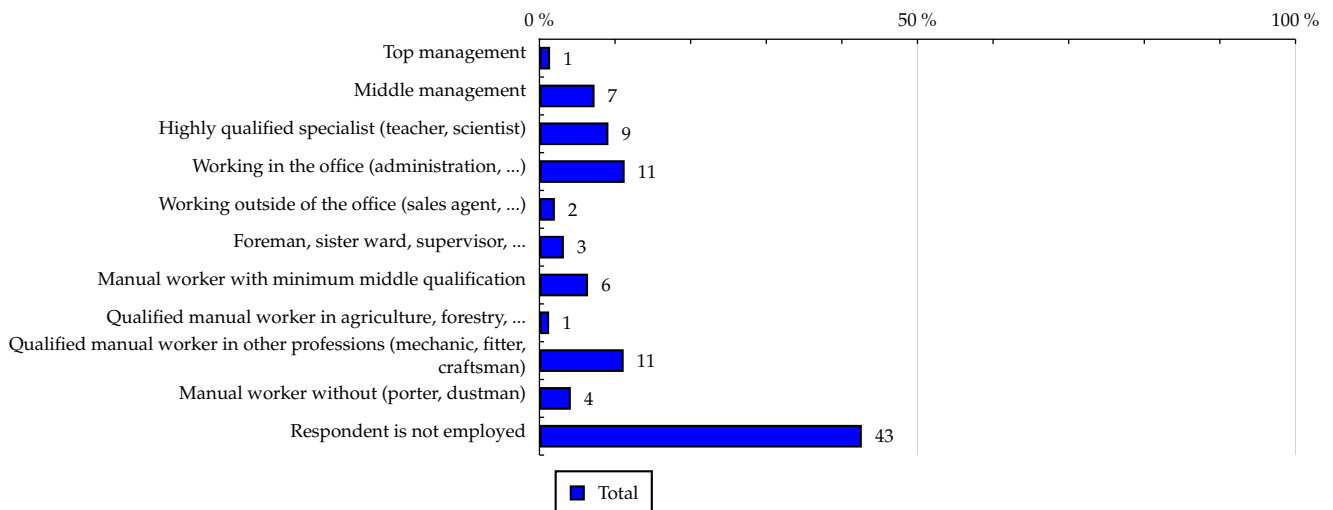
# TOTAL

**Table 14: Characteristics of the Employment**

|  | TOTAL  |             |        |               |            |
|--|--------|-------------|--------|---------------|------------|
|  | RU (%) | RU (number) | PV (%) | PV (number)   | TRP (%)    |
| Top management   | 1.41   | 95 855      | 1.16   | 72 391 091    | 77 417.87  |
| Middle management  | 7.29   | 495 069     | 6.80   | 424 792 697   | 81 002.39  |
| Highly qualified specialist (teacher, scientist)                           | 9.12   | 619 173     | 8.61   | 537 696 854   | 89 651.61  |
| Working in the office (administration, ...)                                | 11.27  | 765 478     | 11.60  | 724 170 885   | 89 665.96  |
| Working outside of the office (sales agent, ...)                           | 2.04   | 138 758     | 1.60   | 99 722 409    | 70 094.89  |
| Foreman, sister ward, supervisor, ...                                      | 3.23   | 218 974     | 2.75   | 171 802 096   | 105 088.34 |
| Manual worker with minimum middle qualification                            | 6.43   | 436 277     | 6.34   | 395 691 457   | 81 067.44  |
| Qualified manual worker in agriculture, forestry, ...                      | 1.28   | 86 939      | 1.38   | 86 396 895    | 75 806.39  |
| Qualified manual worker in other professions (mechanic, fitter, craftsman) | 11.14  | 756 051     | 12.84  | 801 913 987   | 104 425.50 |
| Manual worker without (porter, dustman)                                    | 4.15   | 281 565     | 4.09   | 255 384 197   | 81 111.61  |
| Respondent is not employed   | 42.64  | 2 895 328   | 42.83  | 2 674 334 826 | 91 169.13  |

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

**Chart 14: Characteristics of the Employment by RU(%)**



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

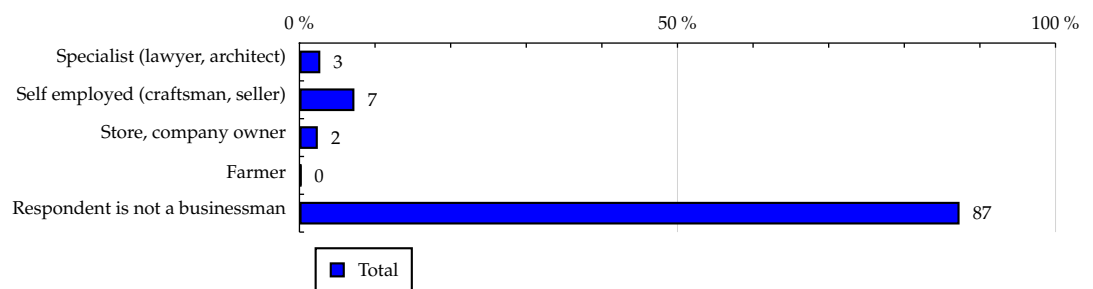
# TOTAL

**Table 15: Business Activities**

|                                   | TOTAL  |             |        |               |            |
|-----------------------------------|--------|-------------|--------|---------------|------------|
|                                   | RU (%) | RU (number) | PV (%) | PV (number)   | TRP (%)    |
| Specialist (lawyer, architect)    | 2.76   | 187 361     | 2.98   | 185 905 324   | 70 437.49  |
| Self employed (craftsman, seller) | 7.27   | 493 323     | 7.96   | 497 129 821   | 84 850.07  |
| Store, company owner              | 2.43   | 164 947     | 2.34   | 145 970 728   | 88 456.11  |
| Farmer                            | 0.24   | 15 991      | 0.32   | 20 256 510    | 320 067.71 |
| Respondent is not a businessman   | 87.31  | 5 927 849   | 86.40  | 5 395 035 012 | 91 007.27  |

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

**Chart 15: Business Activities by RU(%)**



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



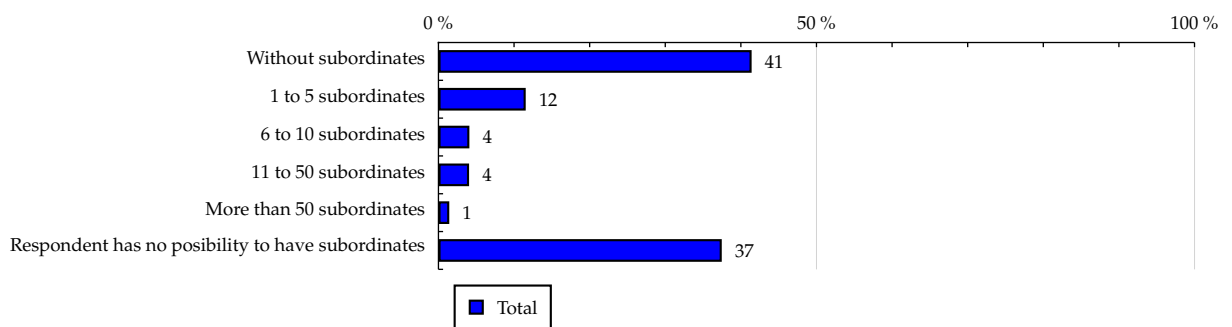
# TOTAL

**Table 16: Number of Subordinates**

|  | TOTAL  |             |        |               |           |
|--|--------|-------------|--------|---------------|-----------|
|  | RU (%) | RU (number) | PV (%) | PV (number)   | TRP (%)   |
| Without subordinates                               | 41.42  | 2 812 184   | 44.03  | 2 749 230 045 | 94 519.12 |
| 1 to 5 subordinates                                | 11.54  | 783 210     | 10.90  | 680 529 559   | 67 700.64 |
| 6 to 10 subordinates                               | 4.09   | 277 720     | 4.18   | 261 202 436   | 78 570.26 |
| 11 to 50 subordinates                              | 4.05   | 275 145     | 3.67   | 228 859 712   | 92 617.56 |
| More than 50 subordinates                          | 1.43   | 97 124      | 1.38   | 86 310 720    | 85 775.16 |
| Respondent has no possibility to have subordinates | 37.47  | 2 544 087   | 35.84  | 2 238 164 921 | 95 027.44 |

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

**Chart 16: Number of Subordinates by RU(%)**



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

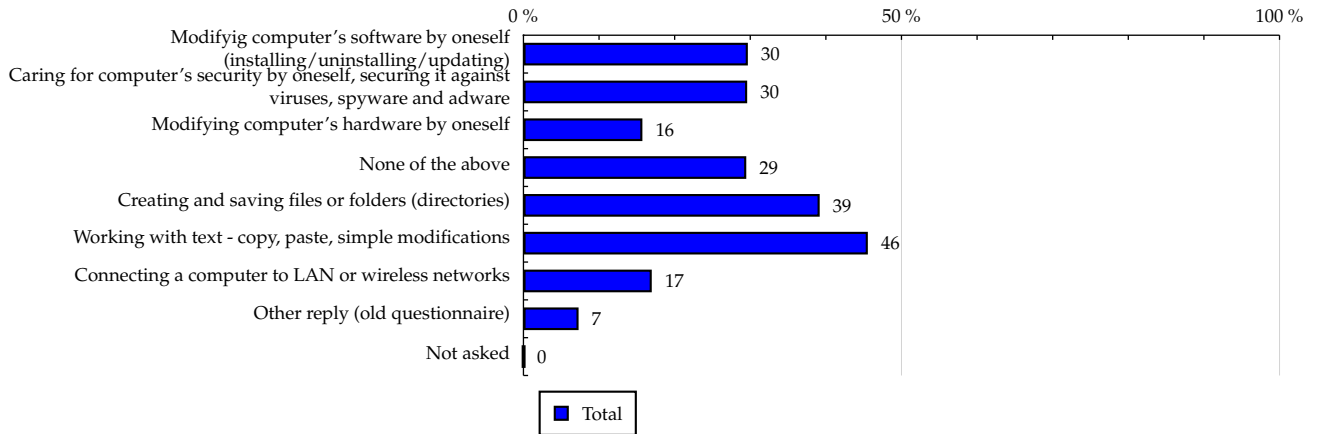
TOTAL

Table 17: Computer Activities Performed by Respondent

|  | TOTAL  |             |        |               |            |
|--|--------|-------------|--------|---------------|------------|
|  | RU (%) | RU (number) | PV (%) | PV (number)   | TRP (%)    |
| Modifying computer's software by oneself (installing/uninstalling/updating)                | 29.68  | 2 014 975   | 28.13  | 1 756 810 334 | 59 957.86  |
| Caring for computer's security by oneself, securing it against viruses, spyware and adware | 29.59  | 2 008 976   | 27.44  | 1 713 497 466 | 43 873.66  |
| Modifying computer's hardware by oneself   | 15.73  | 1 068 283   | 15.00  | 936 441 094   | 48 939.64  |
| None of the above  | 29.47  | 2 000 838   | 30.72  | 1 918 307 976 | 197 379.89 |
| Creating and saving files or folders (directories)   | 39.18  | 2 660 230   | 39.40  | 2 460 475 584 | 71 455.38  |
| Working with text - copy, paste, simple modifications                                      | 45.55  | 3 092 806   | 48.21  | 3 010 596 133 | 80 926.38  |
| Connecting a computer to LAN or wireless networks  | 16.97  | 1 152 501   | 16.57  | 1 034 657 076 | 56 493.00  |
| Other reply (old questionnaire)  | 7.29   | 494 891     | 5.24   | 326 900 804   | 57 512.42  |
| Not asked  | 0.04   | 2 623       | 0.01   | 727 599       | 1 439.30   |

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

Chart 17: Computer Activities Performed by Respondent by RU(%)



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

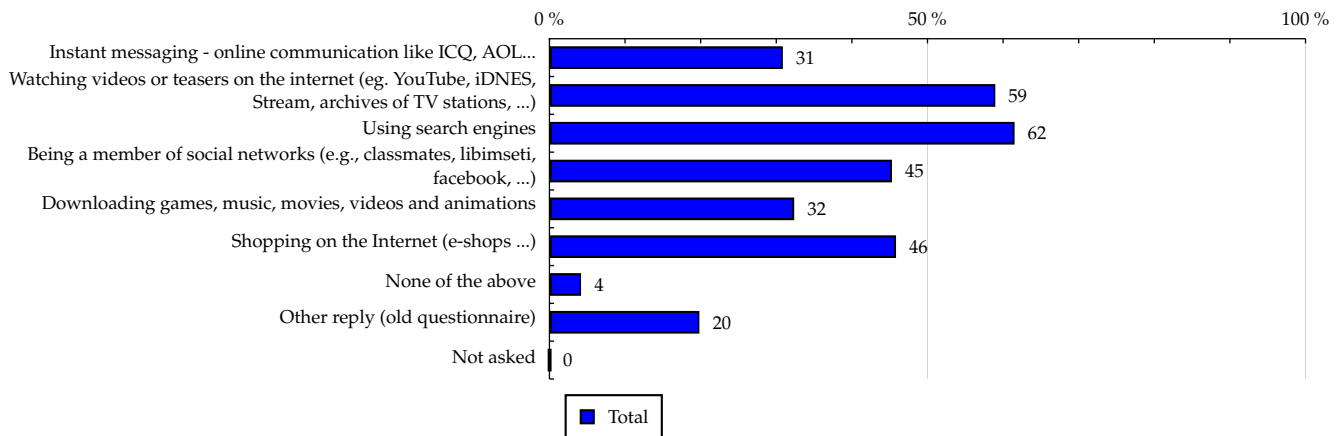
# TOTAL

**Table 18: Online Activities Done by Respondent**

|   | TOTAL  |             |        |               |            |
|---|--------|-------------|--------|---------------|------------|
|   | RU (%) | RU (number) | PV (%) | PV (number)   | TRP (%)    |
| Instant messaging - online communication like ICQ, AOL...   | 30.87  | 2 095 847   | 26.85  | 1 676 585 457 | 75 257.50  |
| Watching videos or teasers on the internet (eg. YouTube, iDNES, Stream, archives of TV stations, ...) | 58.97  | 4 003 886   | 60.30  | 3 765 441 605 | 82 168.61  |
| Using search engines  | 61.52  | 4 176 621   | 65.09  | 4 064 485 209 | 81 721.84  |
| Being a member of social networks (e.g., classmates, libimseti, facebook, ...)                        | 45.30  | 3 075 850   | 46.98  | 2 933 839 748 | 76 701.01  |
| Downloading games, music, movies, videos and animations   | 32.37  | 2 197 433   | 30.90  | 1 929 336 952 | 64 645.11  |
| Shopping on the Internet (e-shops ...)  | 45.84  | 3 112 086   | 51.41  | 3 210 287 683 | 85 787.05  |
| None of the above   | 4.18   | 283 623     | 4.05   | 252 794 781   | 198 143.41 |
| Other reply (old questionnaire)   | 19.83  | 1 346 379   | 16.82  | 1 050 384 873 | 106 444.13 |
| Not asked   | 0.04   | 2 623       | 0.01   | 727 599       | 1 439.30   |

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

**Chart 18: Online Activities Done by Respondent by RU(%)**



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

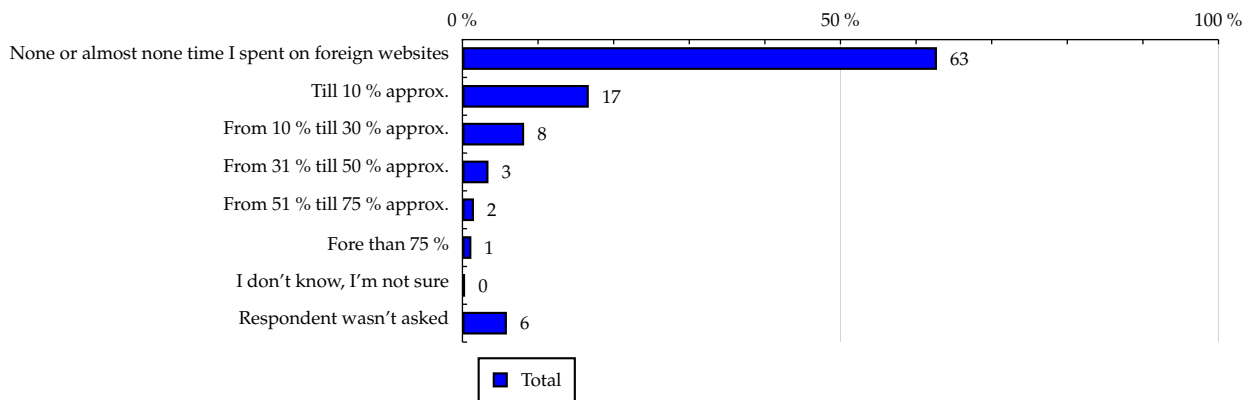
# TOTAL

**Table 19: Total internet time spent on foreign websites**

|  | TOTAL  |             |        |               |            |
|--|--------|-------------|--------|---------------|------------|
|  | RU (%) | RU (number) | PV (%) | PV (number)   | TRP (%)    |
| None or almost none time I spent on foreign websites | 62.76  | 4 260 834   | 68.91  | 4 303 009 185 | 174 037.51 |
| Till 10 % approx.                                    | 16.71  | 1 134 445   | 16.43  | 1 025 890 062 | 53 931.37  |
| From 10 % till 30 % approx.                          | 8.16   | 554 070     | 7.39   | 461 354 939   | 45 181.92  |
| From 31 % till 50 % approx.                          | 3.44   | 233 653     | 2.73   | 170 455 364   | 33 337.03  |
| From 51 % till 75 % approx.                          | 1.52   | 103 162     | 1.17   | 73 145 576    | 38 315.78  |
| Fore than 75 %                                       | 1.18   | 80 189      | 0.85   | 52 835 793    | 48 205.48  |
| I don't know, I'm not sure                           | 0.35   | 23 929      | 0.28   | 17 625 326    | 7 074.57   |
| Respondent wasn't asked                              | 5.88   | 399 187     | 2.24   | 139 981 149   | 28 418.32  |

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

**Chart 19: Total internet time spent on foreign websites by RU(%)**



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

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

## 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".