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ÓČKO

TÉMA

INTERNET VISIT RATE RESEARCH

NetMonitor

NetMonitor is an extensive research project aimed to gather information on internet audience in the Czech Republic as well as socio-demographic profile of Czech internet visitors.

The project sponsor is SPIR. The project organizer are Gemius S.A. and Mediaresearch.

NetMonitor joins two research projects – The project sponsor is SPIR. The project organizer is Gemius S.A. and Socio-demographic research of visitors.

The NetMonitor research is realized via combination of methods: measurement on the server side (site-centric) as well as on the user side (user centric).

Note: The Internet visitors sociodemography research is carried out in users connecting to the Internet from the Czech Republic. Thus, the following sociodemographic charts and data concerning servers are based on numbers of unique users connected to the Internet from the Czech Republic.



4 653 503

UNIQUE VISITORS PER MONTH

2 824 116

UNIQUE VISITORS PER WEEK

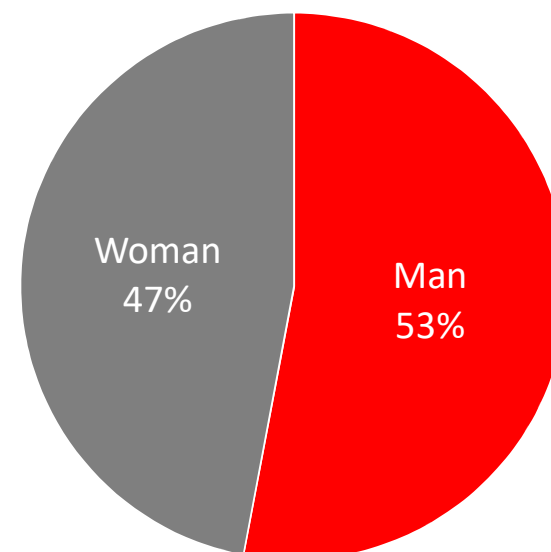
932 959 256

PAGES VIEWED PER MONTH

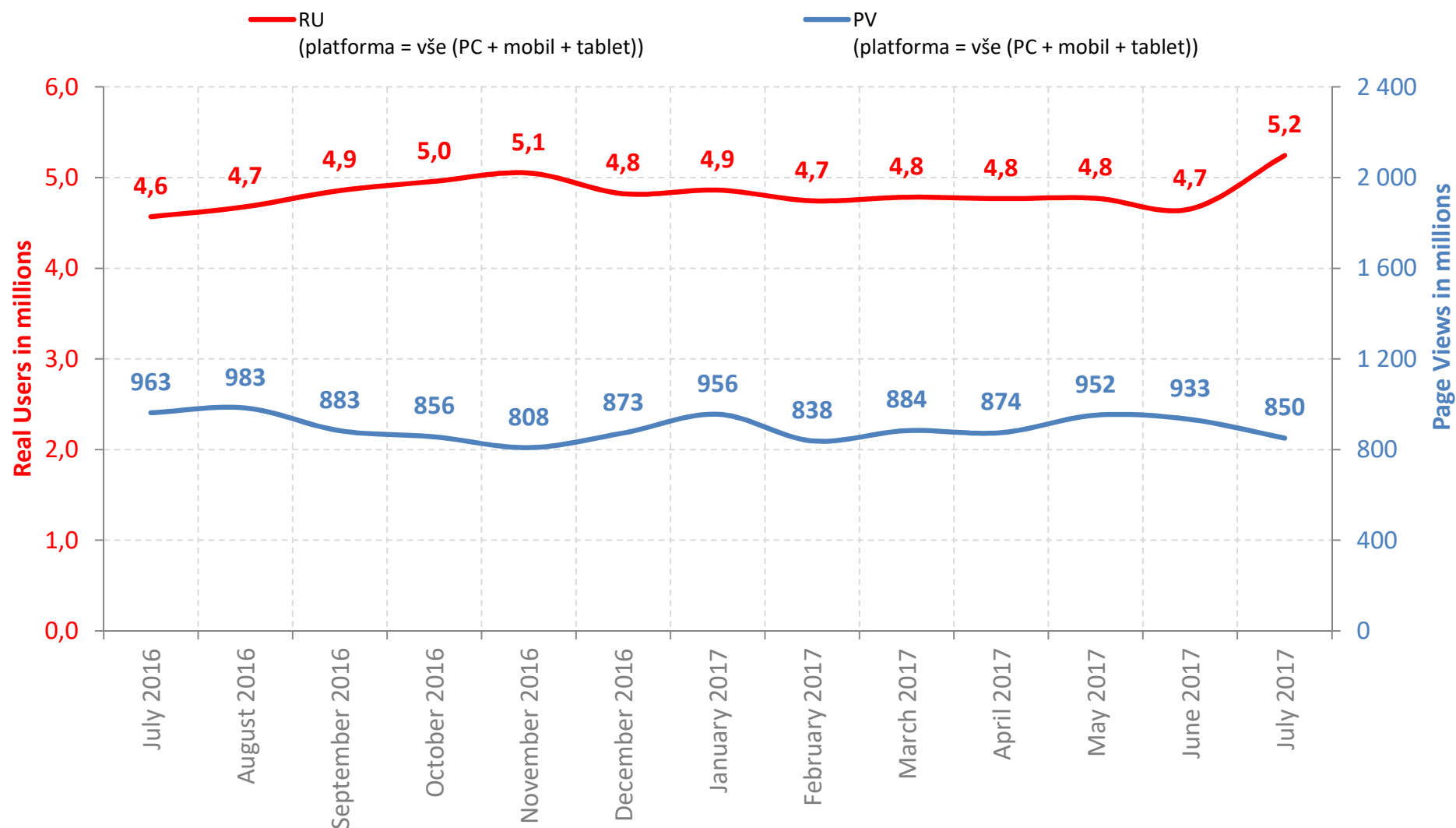
TOTAL VISIT RATE

STRUCTURE ACCORDING TO SEX

Affinity target group is red.

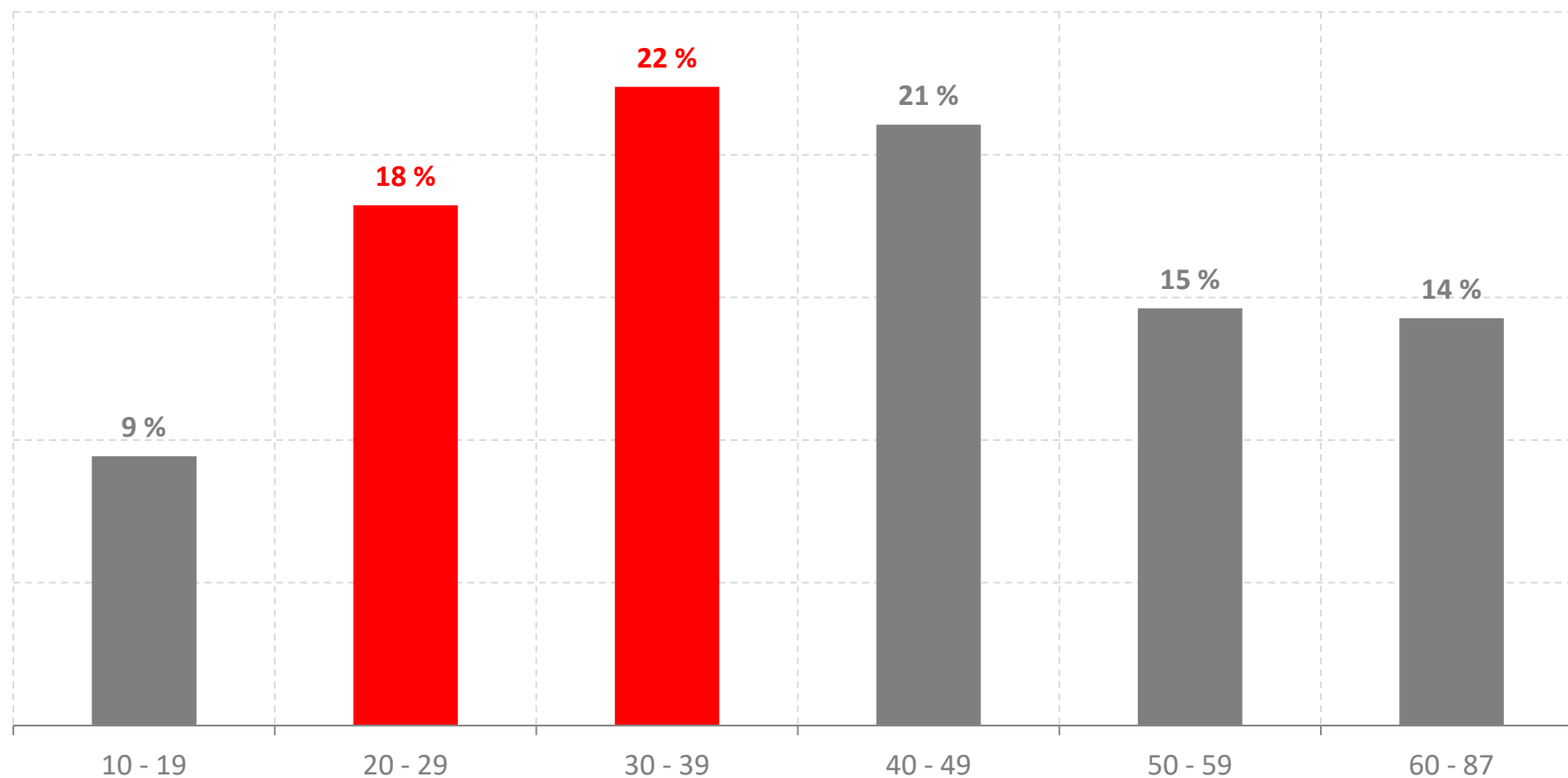


TOTAL VISIT RATE PER MONTH



Source: NetMonitor - SPIR - Gemius & Mediaresearch

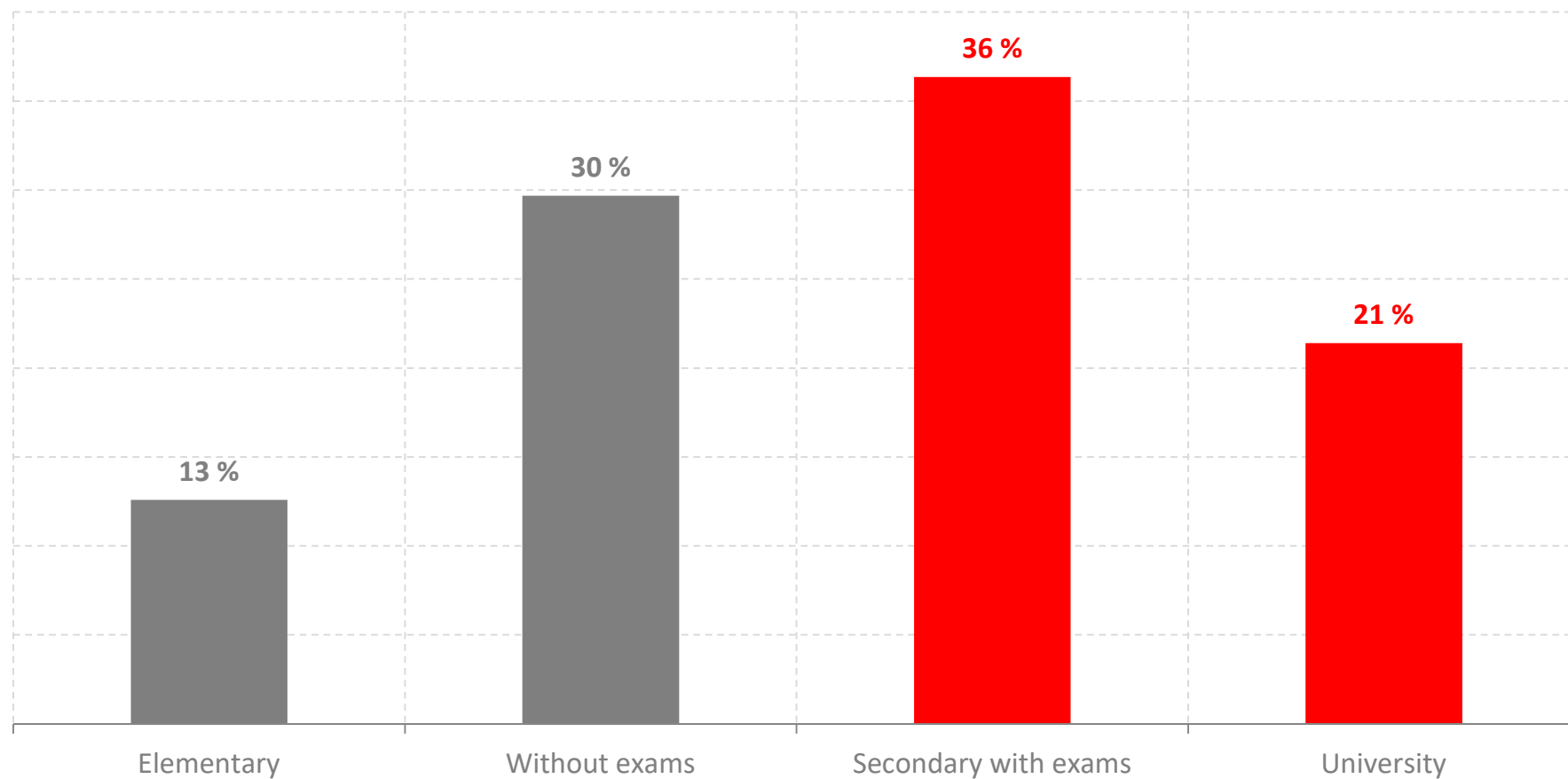
STRUCTURE ACCORDING TO AGE



Affinity target groups are red.

Source: NetMonitor - SPIR - Gemius & Mediaresearch, June 2017

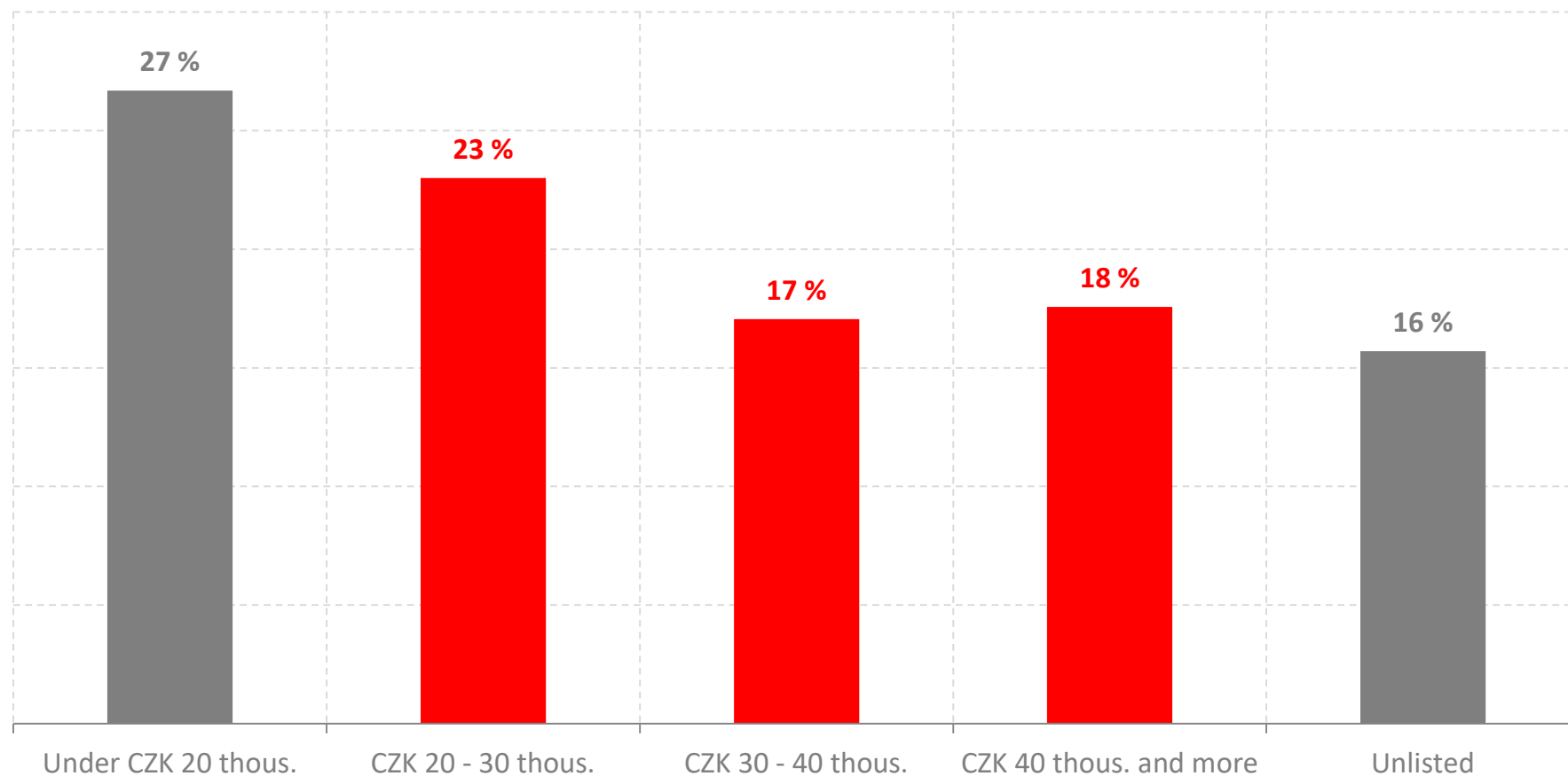
STRUCTURE ACCORDING TO EDUCATION



Affinity target groups are red.

Source: NetMonitor - SPIR - Gemius & Mediaresearch, June 2017

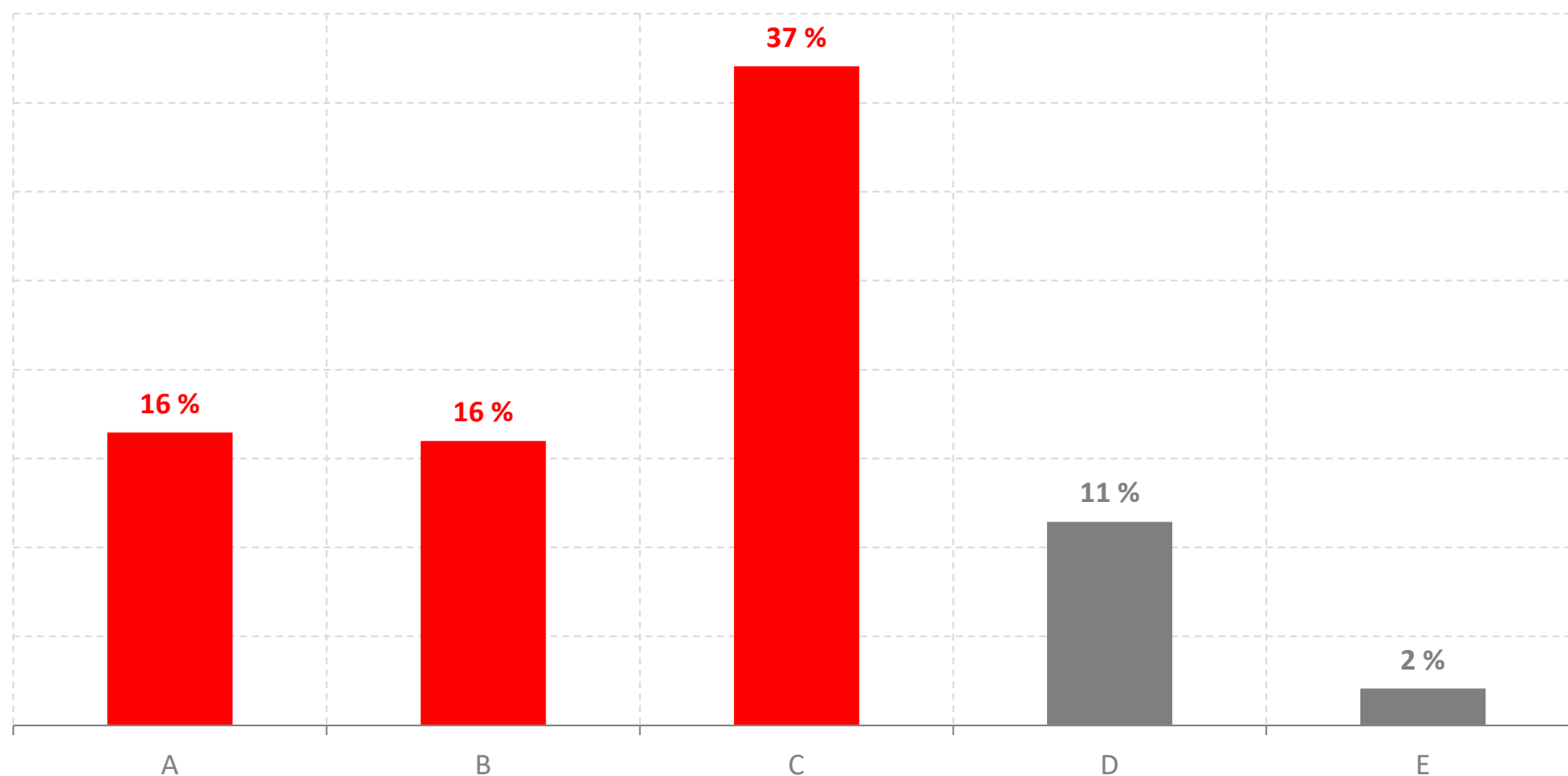
STRUCTURE ACCORDING TO NET HOUSEHOLD INCOME



Affinity target groups are red.

Source: NetMonitor - SPIR - Gemius & Mediaresearch, June 2017

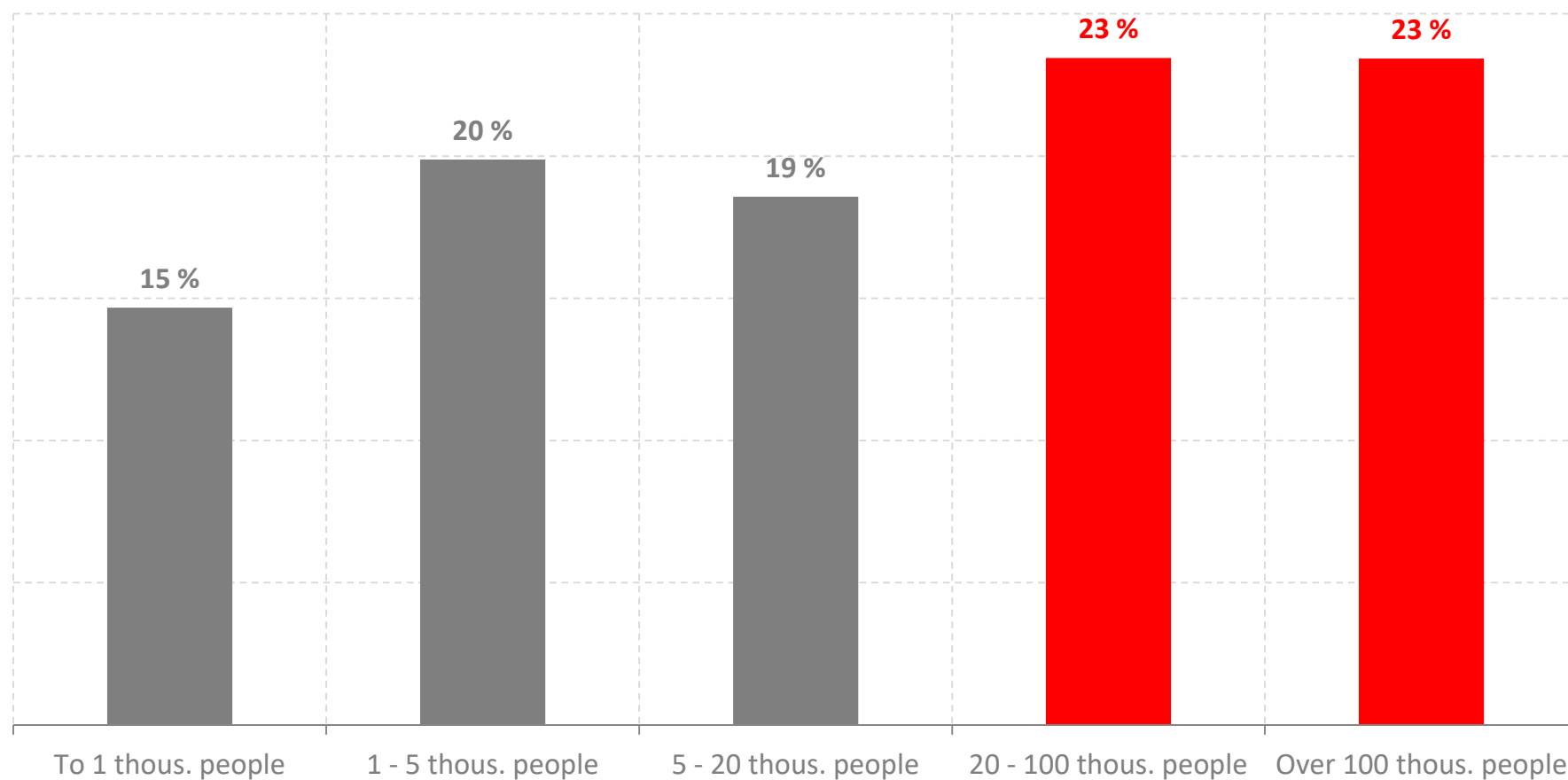
STRUCTURE ACCORDING TO SOCIO-ECONOMICAL CLASS OF POPULATION (ABCDE)



Affinity target groups are red.

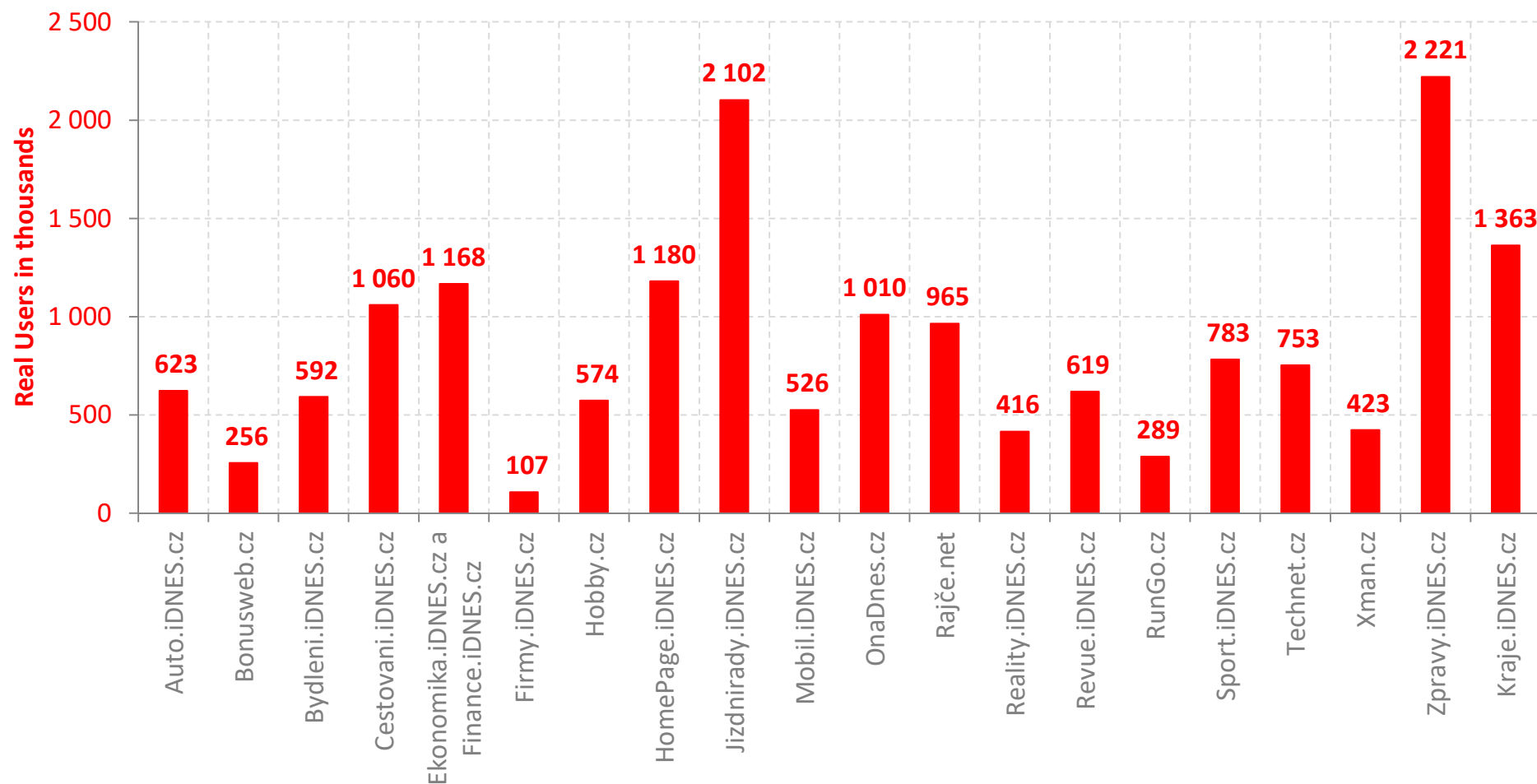
Source: NetMonitor - SPIR - Gemius & Mediaresearch, June 2017

STRUCTURE ACCORDING TO SIZE OF RESIDENCE



Affinity target groups are red.

Source: NetMonitor - SPIR - Gemius & Mediaresearch, June 2017



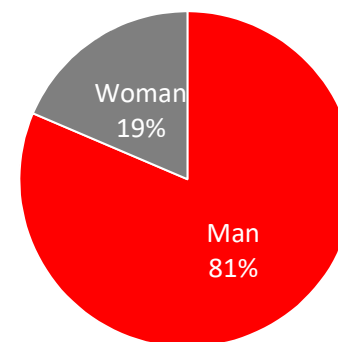
Source: NetMonitor - SPIR - Gemius & Mediaresearch, June 2017

623 thous. unique visitors per month

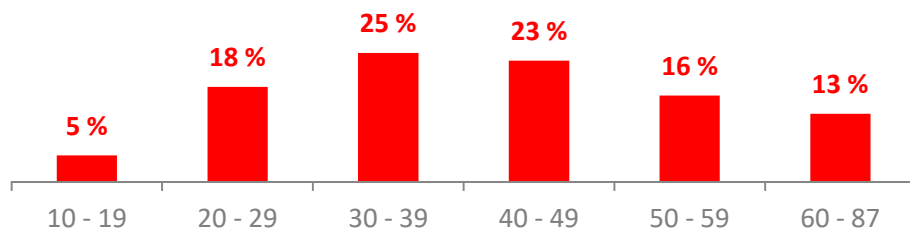
235 thous. unique visitors per week

14 mil. pages viewed per month

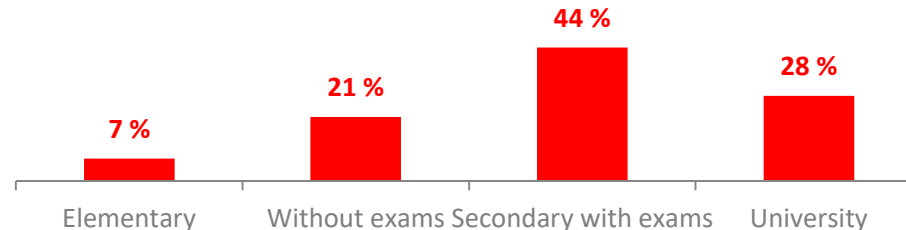
Structure according to sex



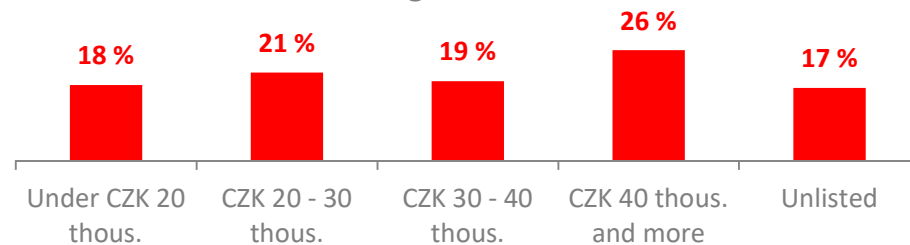
Structure according to age



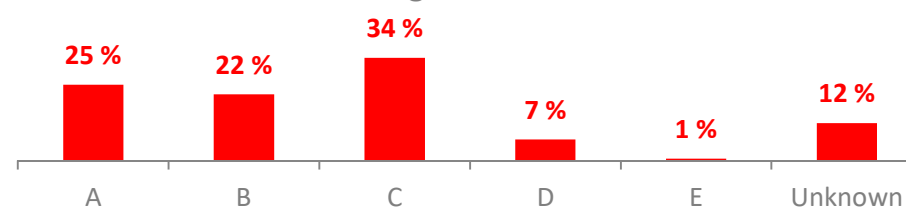
Structure according to education



Structure according to net household income



Structure according to socio-economical class



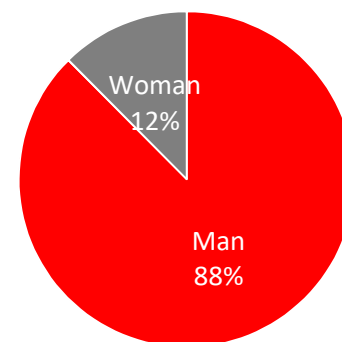
Source: NetMonitor - SPIR - Gemius & Mediaresearch, June 2017

256 thous. unique visitors per month

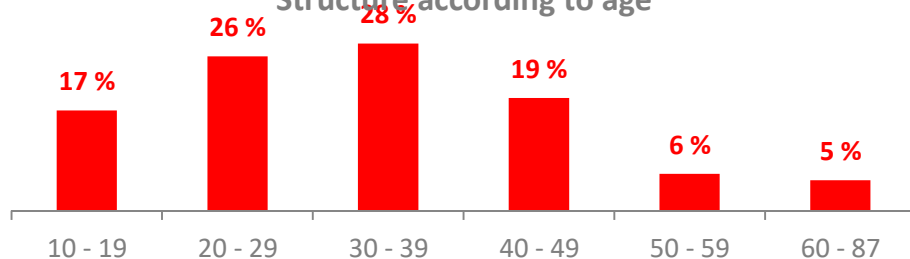
99 thous. unique visitors per week

3,3 mil. pages viewed per month

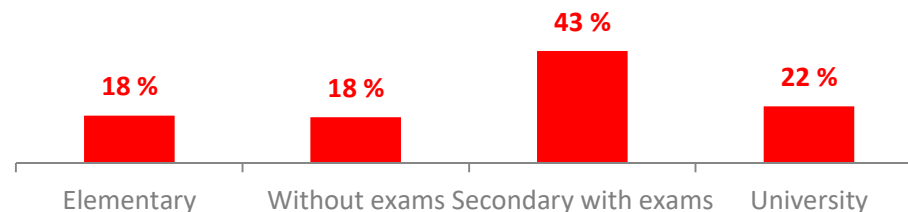
Structure according to sex



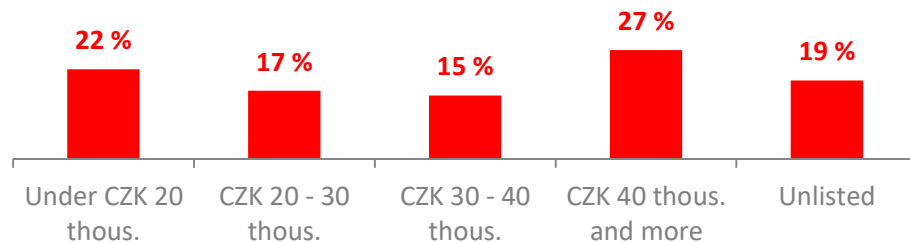
Structure according to age



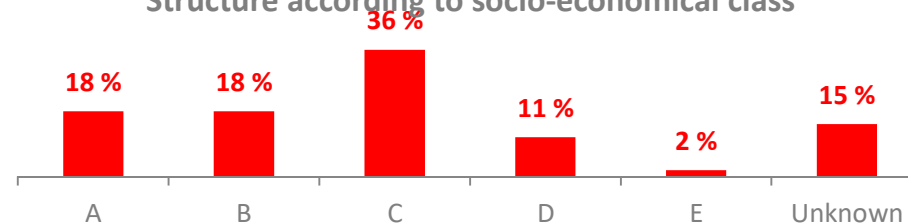
Structure according to education



Structure according to net household income



Structure according to socio-economical class



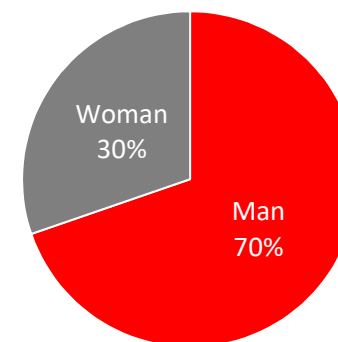
Source: NetMonitor - SPIR - Gemius & Mediaresearch, June 2017

592 thous. unique visitors per month

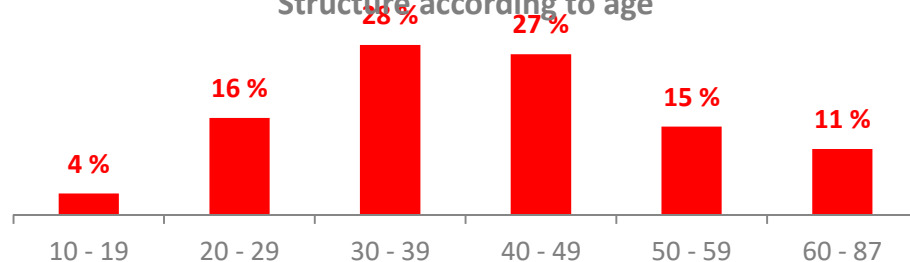
241 thous. unique visitors per week

33 mil. pages viewed per month

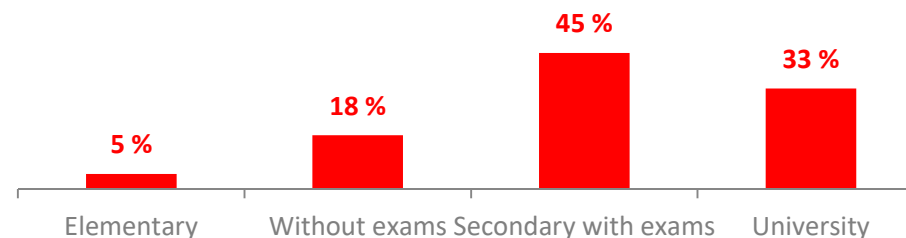
Structure according to sex



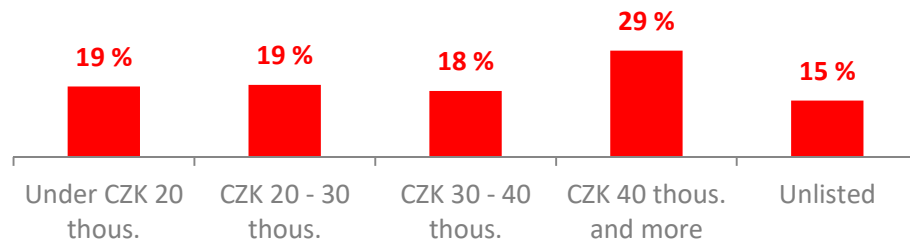
Structure according to age



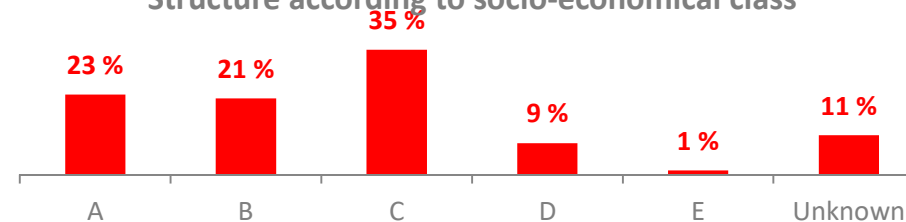
Structure according to education



Structure according to net household income



Structure according to socio-economical class



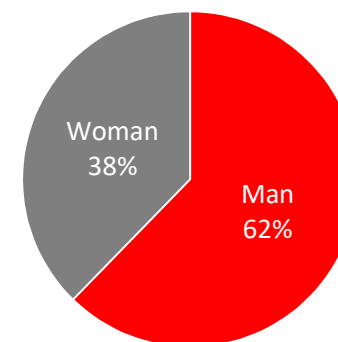
Source: NetMonitor - SPIR - Gemius & Mediaresearch, June 2017

1,1 mil. unique visitors per month

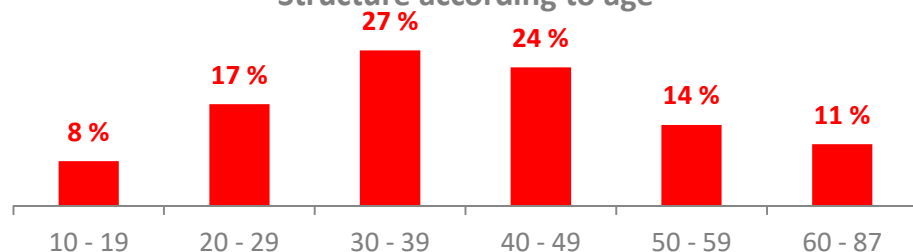
501 thous. unique visitors per week

21 mil. pages viewed per month

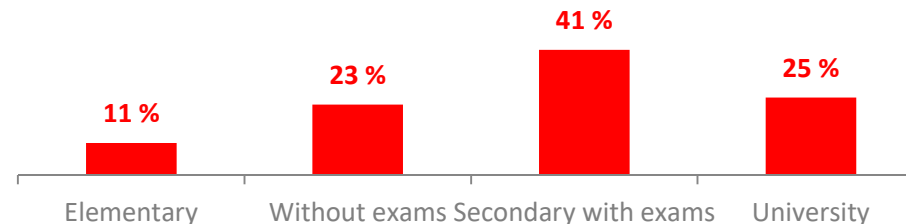
Structure according to sex



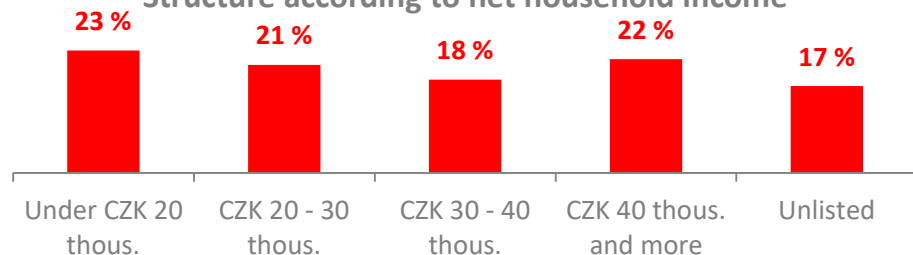
Structure according to age



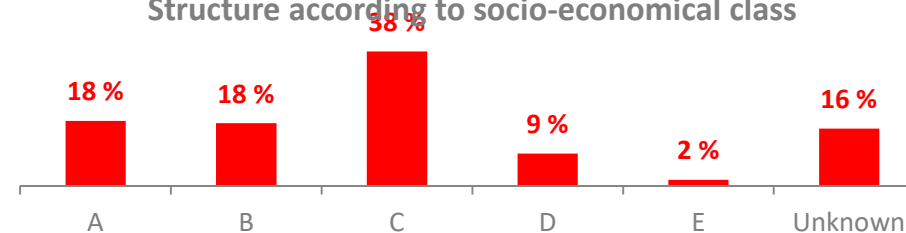
Structure according to education



Structure according to net household income



Structure according to socio-economical class



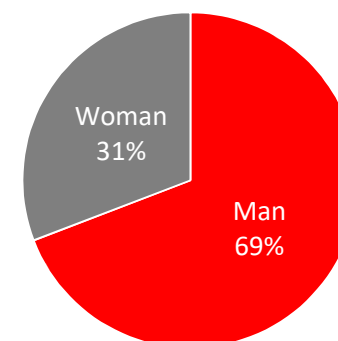
Source: NetMonitor - SPIR - Gemius & Mediaresearch, June 2017

1,2 mil. unique visitors per month

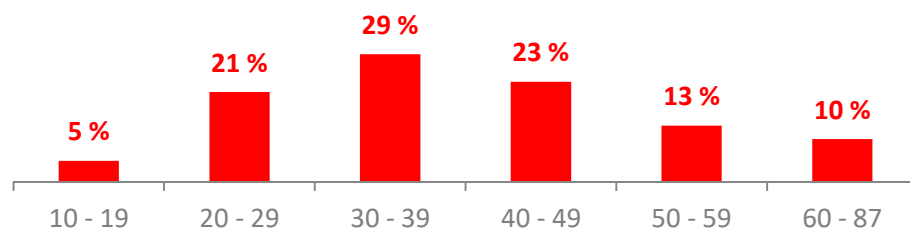
542 thous. unique visitors per week

17 mil. pages viewed per month

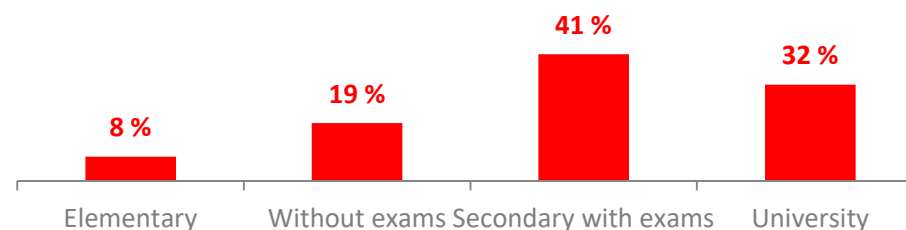
Structure according to sex



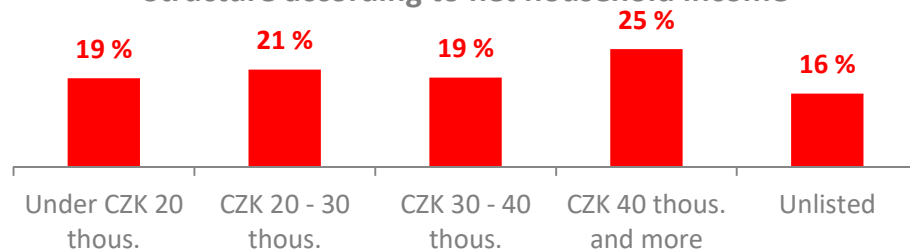
Structure according to age



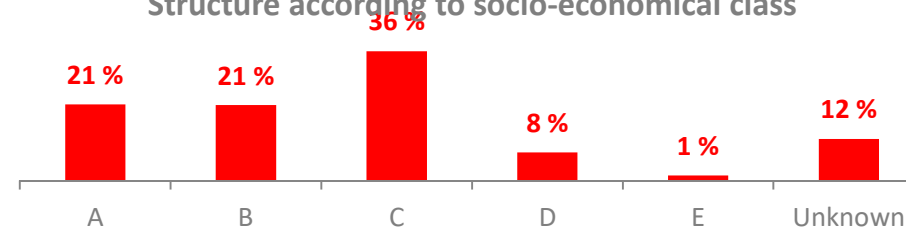
Structure according to education



Structure according to net household income



Structure according to socio-economical class



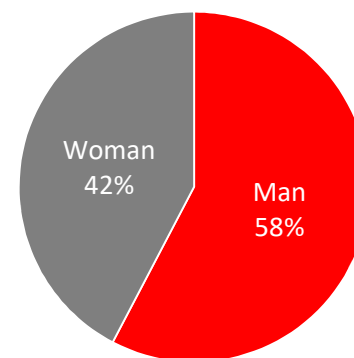
Source: NetMonitor - SPIR - Gemius & Mediaresearch, June 2017

107 thous. unique visitors per month

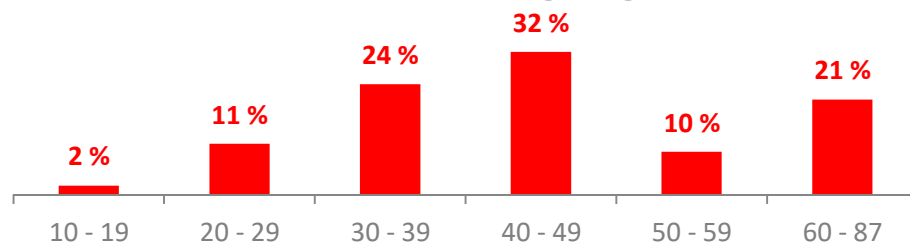
26 thous. unique visitors per week

310 thous. pages viewed per month

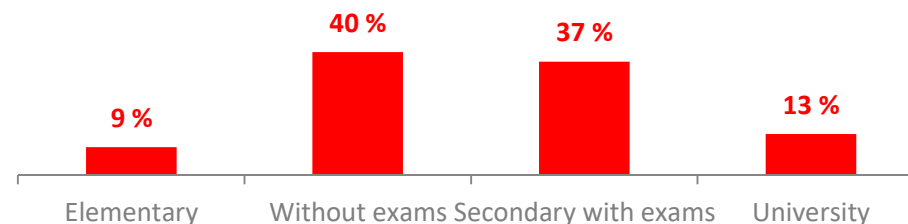
Structure according to sex



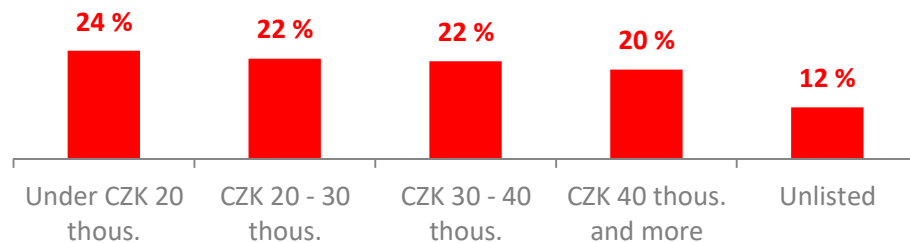
Structure according to age



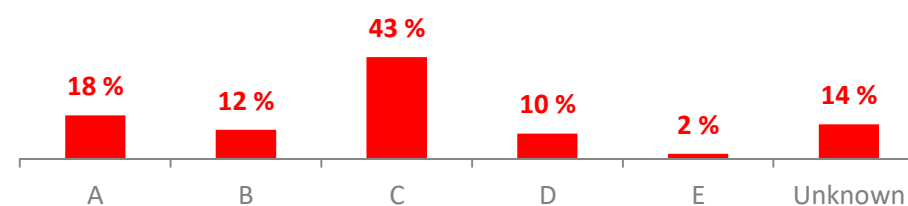
Structure according to education



Structure according to net household income



Structure according to socio-economical class



Source: NetMonitor - SPIR - Gemius & Mediaresearch, June 2017

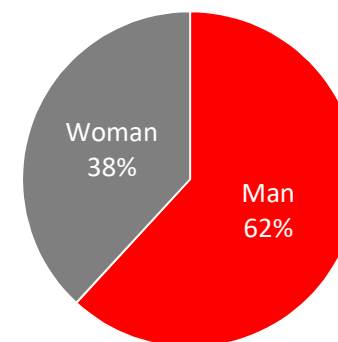
HOBBY.cz

574 thous. unique visitors per month

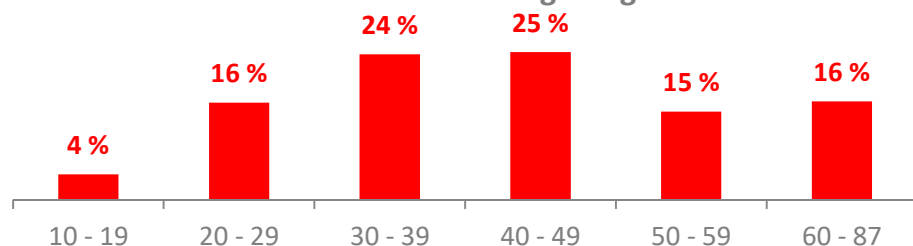
182 thous. unique visitors per week

4,5 mil. pages viewed per month

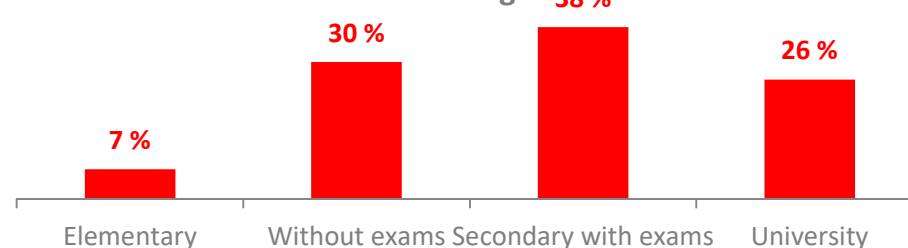
Structure according to sex



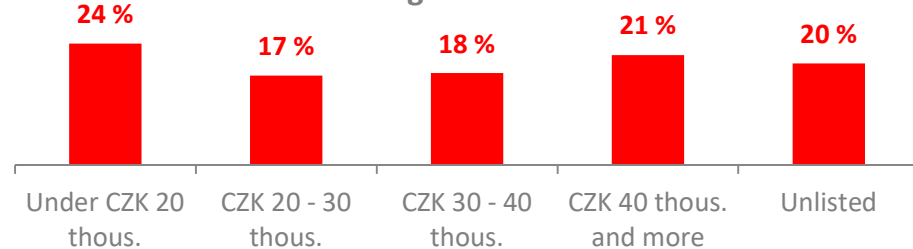
Structure according to age



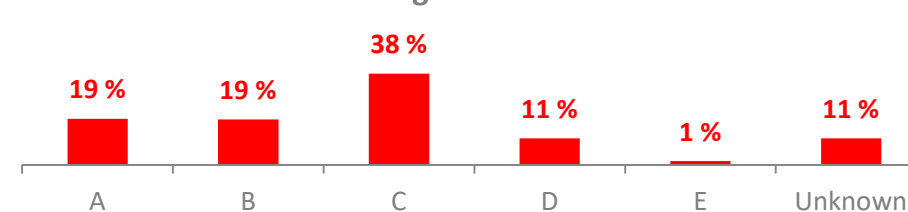
Structure according to education



Structure according to net household income



Structure according to socio-economical class



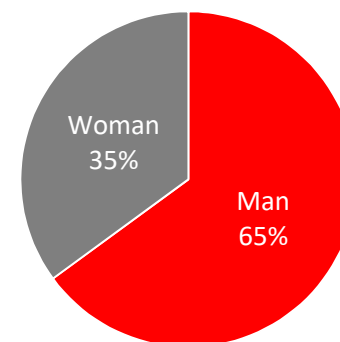
Source: NetMonitor - SPIR - Gemius & Mediaresearch, June 2017

1,2 mil. unique visitors per month

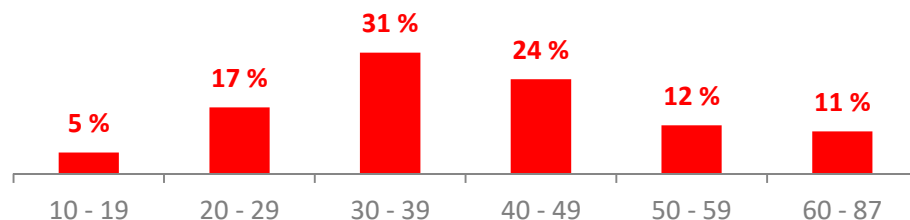
876 thous. unique visitors per week

79 mil. pages viewed per month

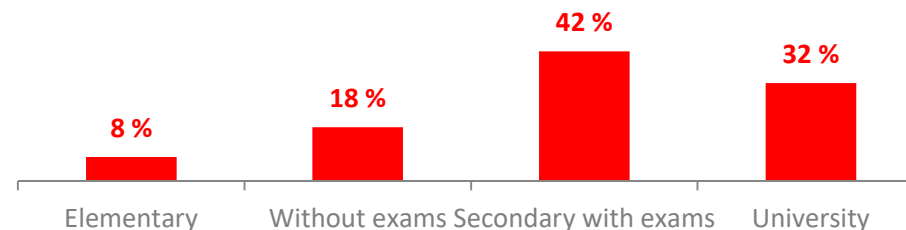
Structure according to sex



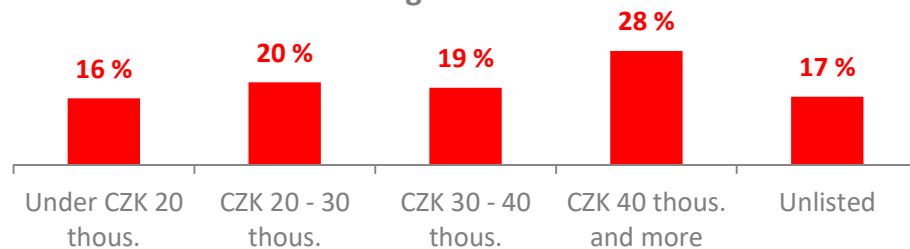
Structure according to age



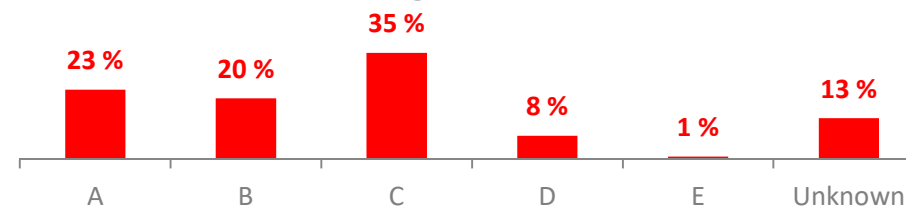
Structure according to education



Structure according to net household income



Structure according to socio-economical class



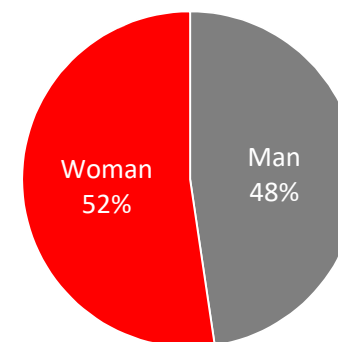
Source: NetMonitor - SPIR - Gemius & Mediaresearch, June 2017

2,1 mil. unique visitors per month

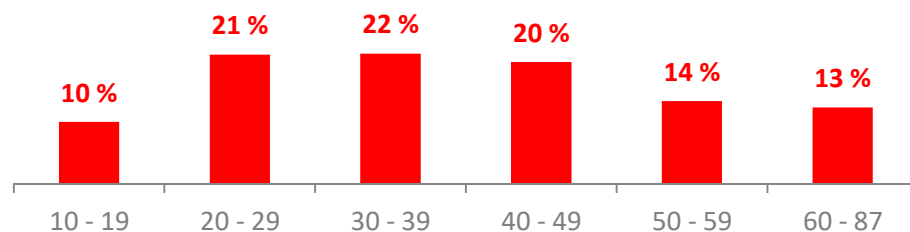
964 thous. unique visitors per week

78 mil. pages viewed per month

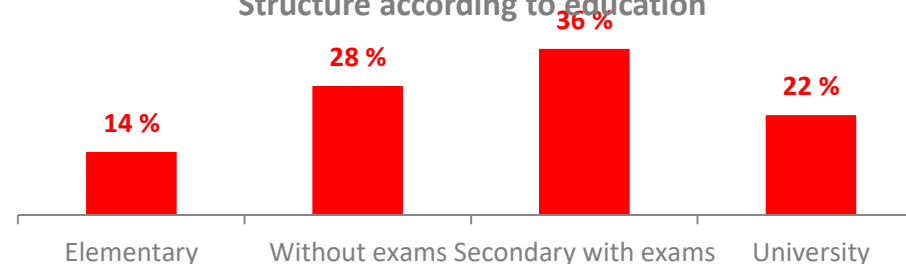
Structure according to sex



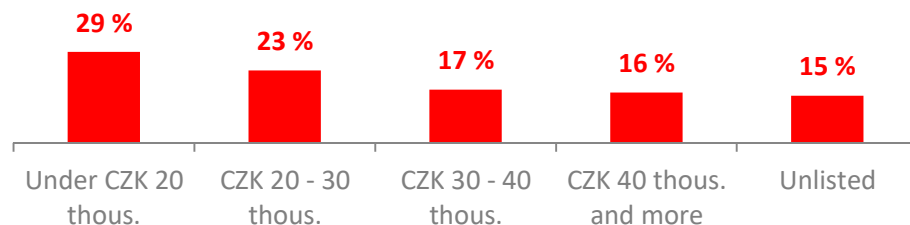
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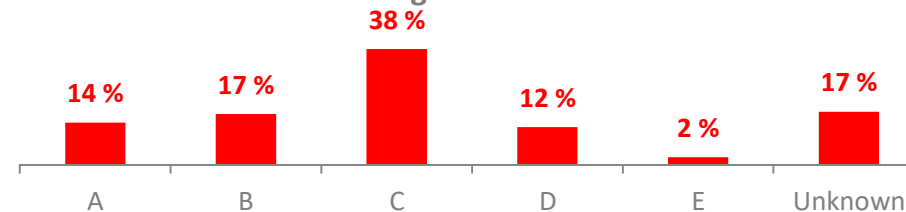
Structure according to education



Structure according to net household income



Structure according to socio-economical class



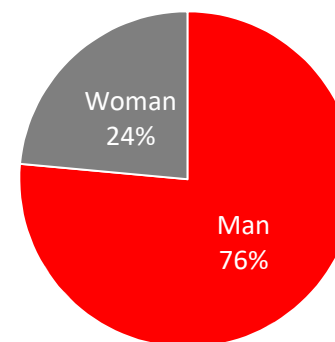
Source: NetMonitor - SPIR - Gemius & Mediaresearch, June 2017

526 thous. unique visitors per month

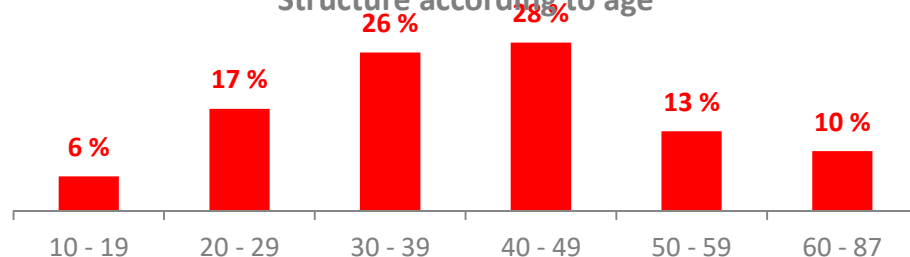
213 thous. unique visitors per week

5,1 mil. pages viewed per month

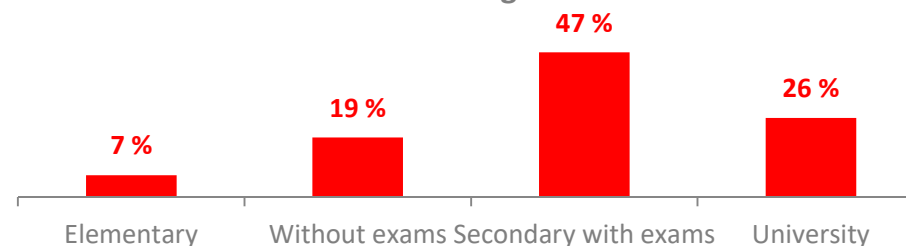
Structure according to sex



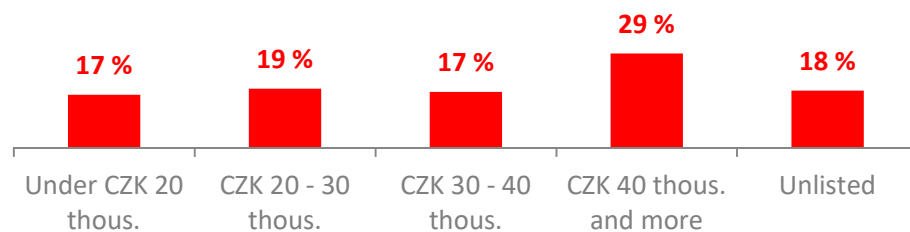
Structure according to age



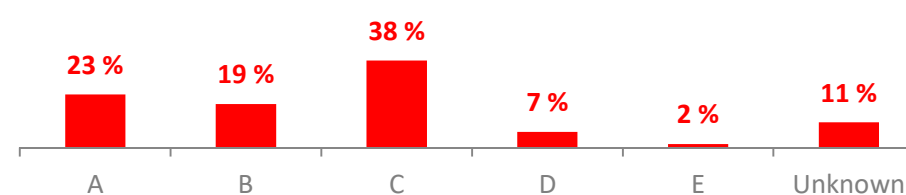
Structure according to education



Structure according to net household income



Structure according to socio-economical class



Source: NetMonitor - SPIR - Gemius & Mediaresearch, June 2017

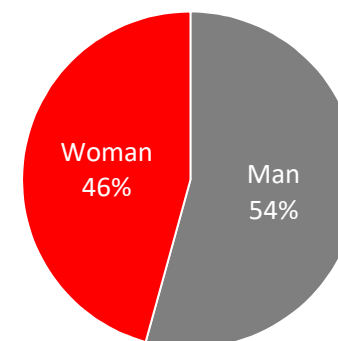
OnaDnes.cz

1,0 mil. unique visitors per month

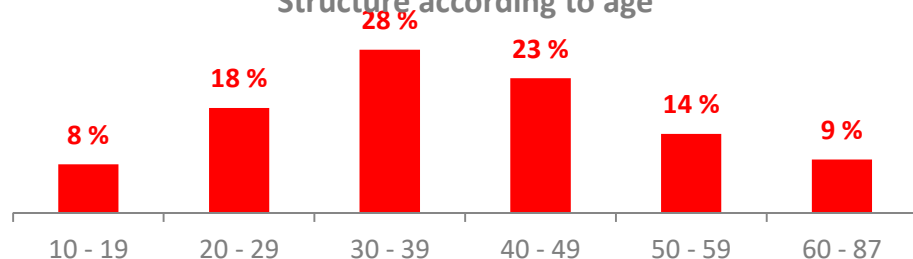
431 thous. unique visitors per week

18 mil. pages viewed per month

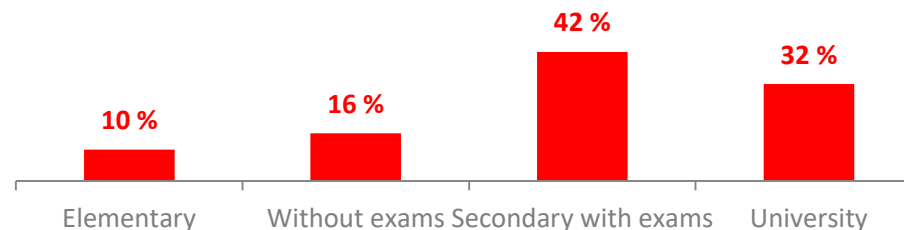
Structure according to sex



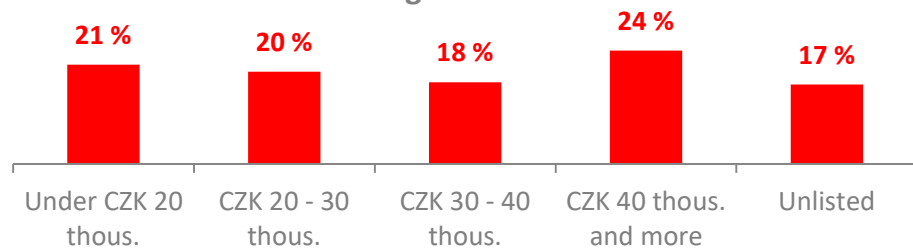
Structure according to age



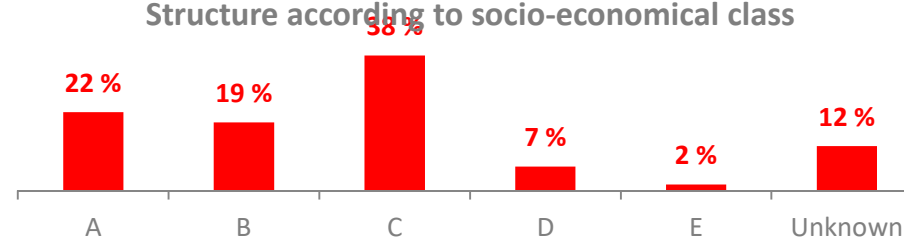
Structure according to education



Structure according to net household income



Structure according to socio-economical class



Source: NetMonitor - SPIR - Gemius & Mediaresearch, June 2017

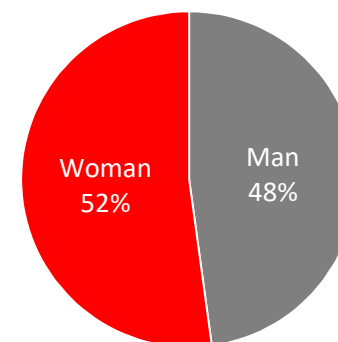


965 thous. unique visitors per month

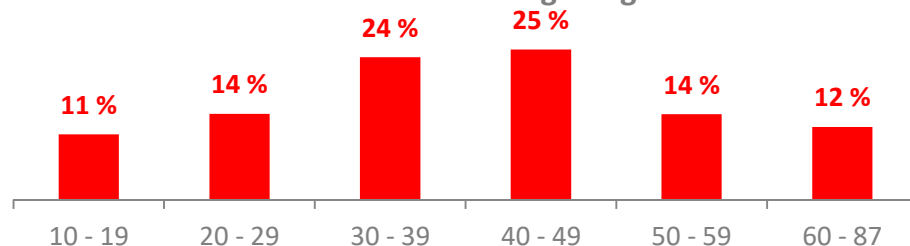
349 thous. unique visitors per week

420 mil. pages viewed per month

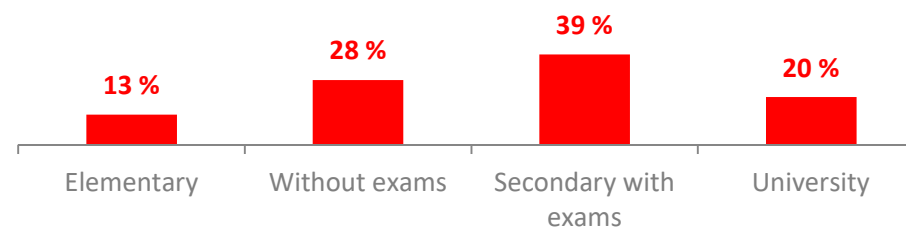
Structure according to sex



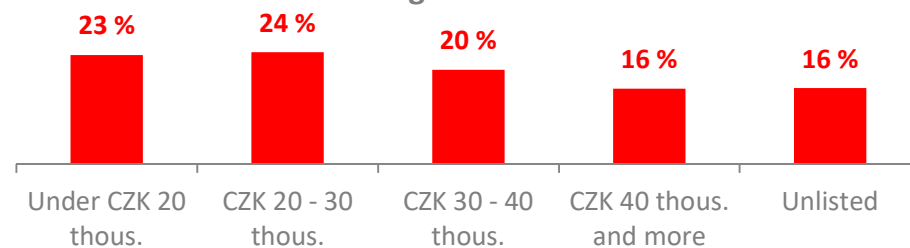
Structure according to age



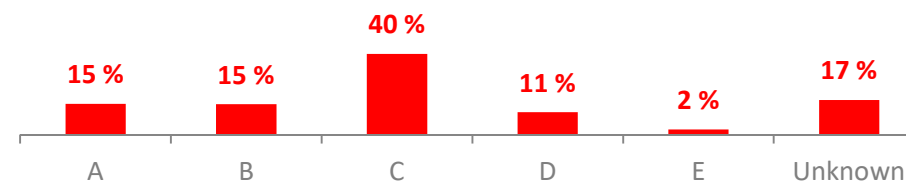
Structure according to education



Structure according to net household income



Structure according to socio-economical class



Source: NetMonitor - SPIR - Gemius & Mediaresearch, June 2017

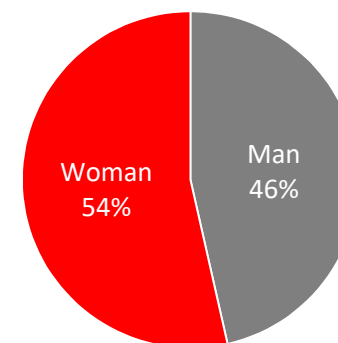


416 thous. unique visitors per month

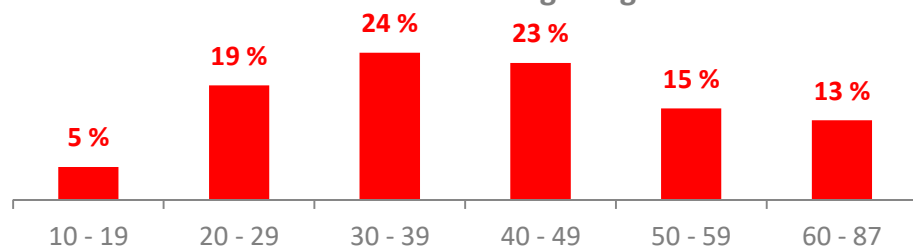
138 thous. unique visitors per week

27 mil. pages viewed per month

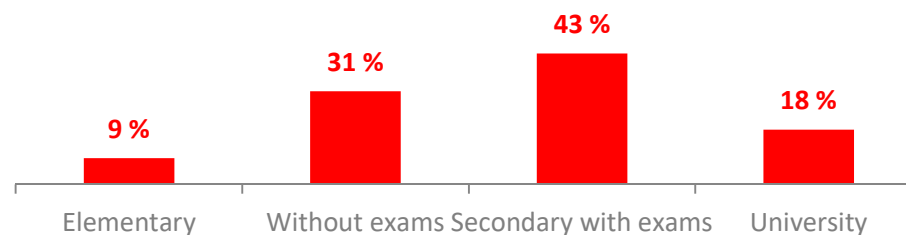
Structure according to sex



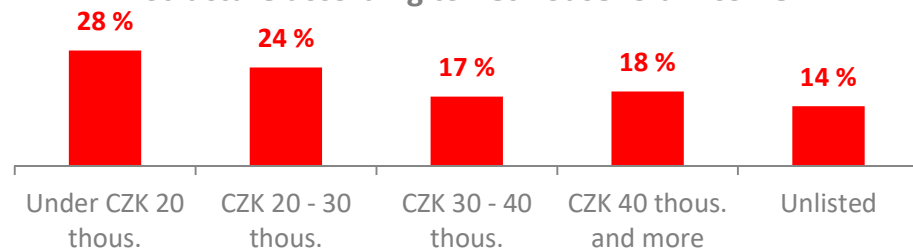
Structure according to age



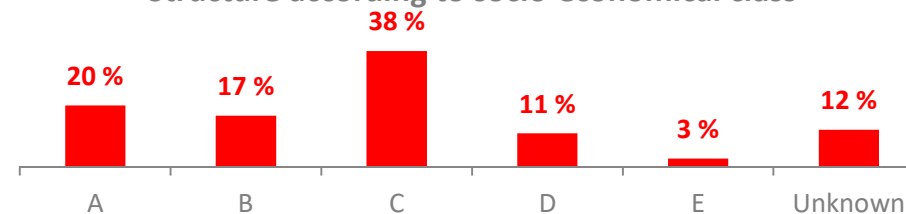
Structure according to education



Structure according to net household income



Structure according to socio-economical class



Source: NetMonitor - SPIR - Gemius & Mediaresearch, June 2017

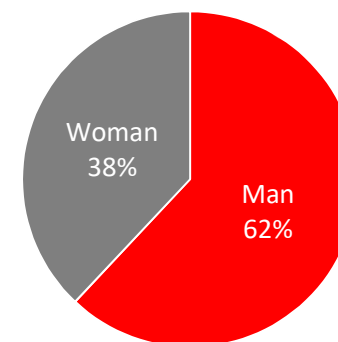


619 thous. unique visitors per month

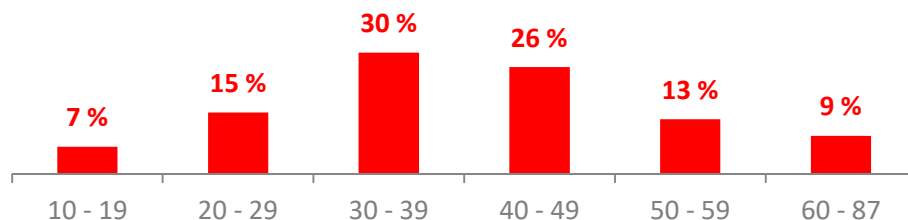
295 thous. unique visitors per week

25 mil. pages viewed per month

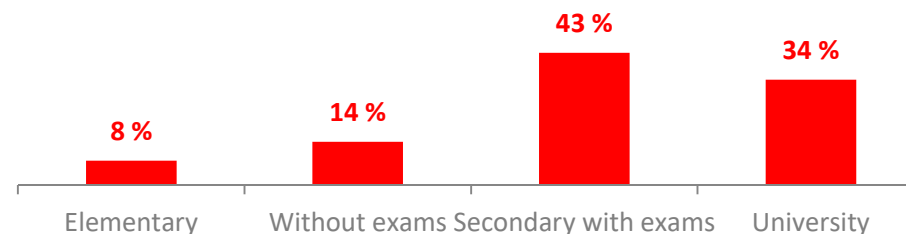
Structure according to sex



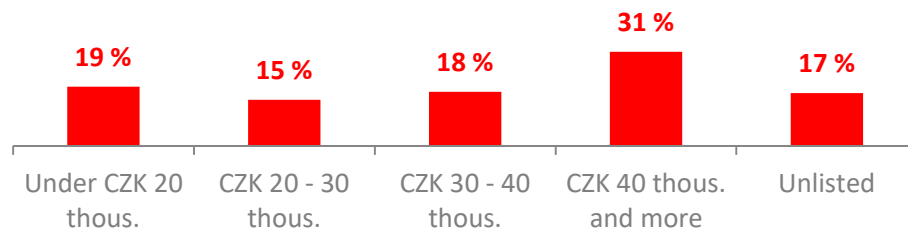
Structure according to age



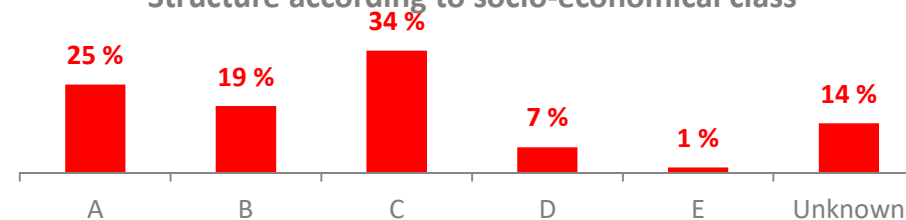
Structure according to education



Structure according to net household income



Structure according to socio-economical class



Source: NetMonitor - SPIR - Gemius & Mediaresearch, June 2017

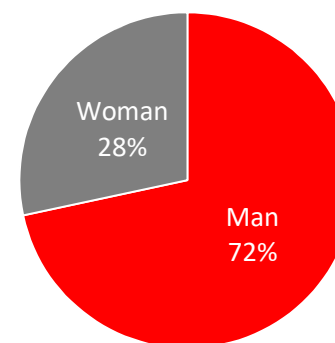


289 thous. unique visitors per month

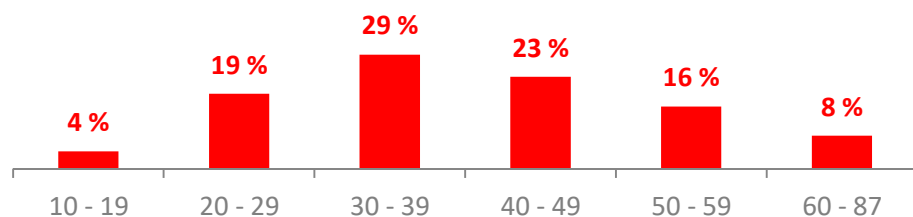
95 thous. unique visitors per week

1,8 mil. pages viewed per month

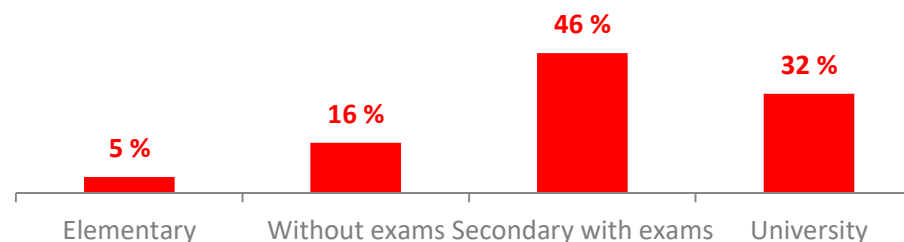
Structure according to sex



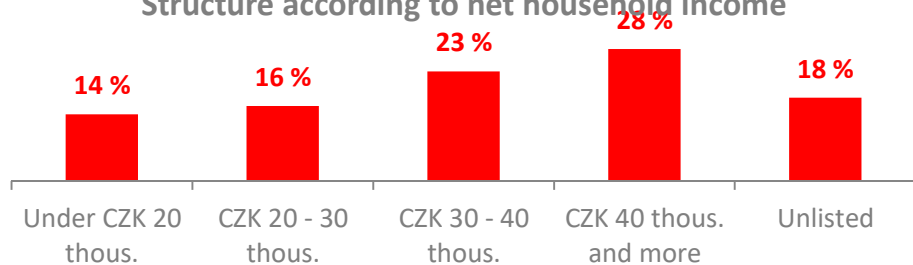
Structure according to age



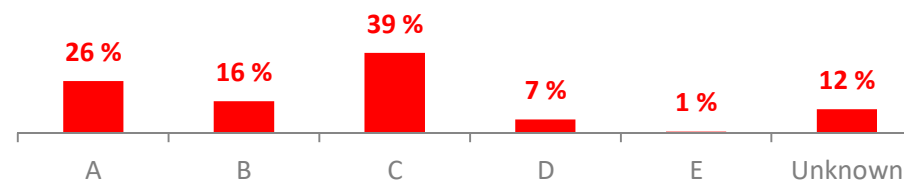
Structure according to education



Structure according to net household income



Structure according to socio-economical class



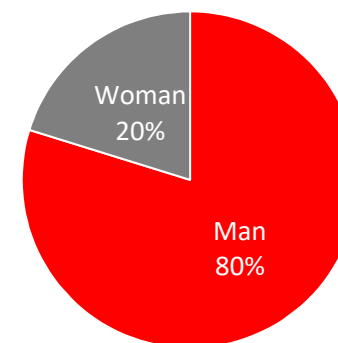
Source: NetMonitor - SPIR - Gemius & Mediaresearch, June 2017

783 thous. unique visitors per month

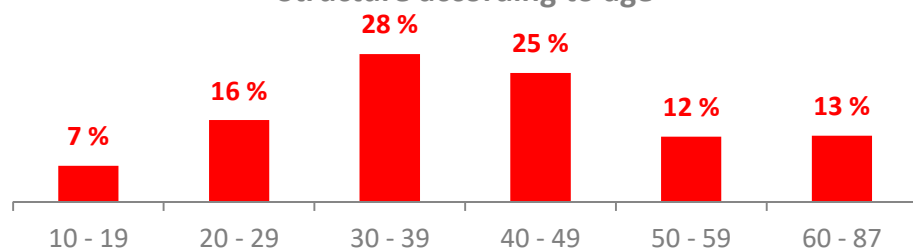
434 thous. unique visitors per week

34 mil. pages viewed per month

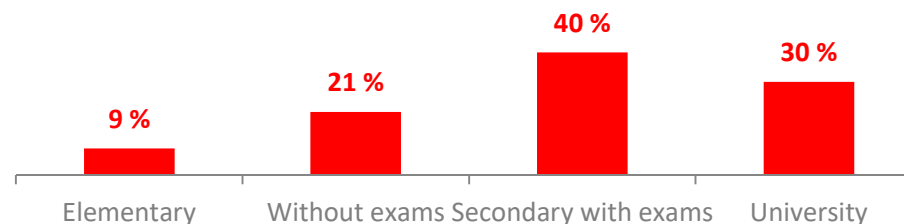
Structure according to sex



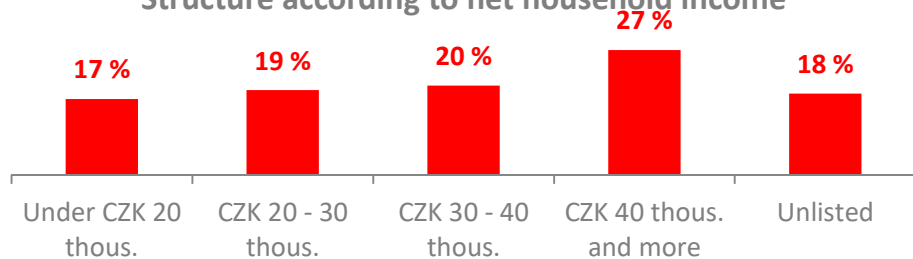
Structure according to age



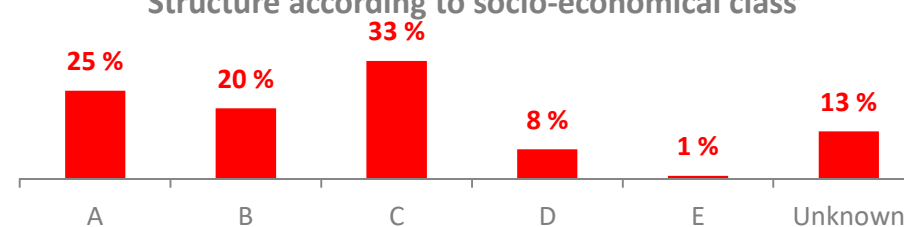
Structure according to education



Structure according to net household income



Structure according to socio-economical class



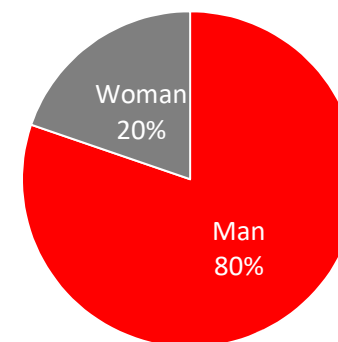
Source: NetMonitor - SPIR - Gemius & Mediaresearch, June 2017

753 tis. unique visitors per month

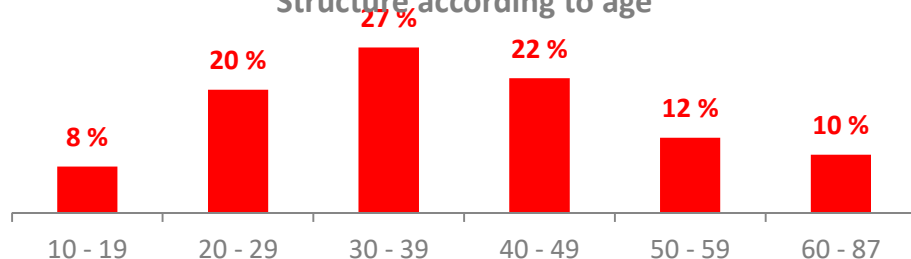
310 thous. unique visitors per week

10 mil. pages viewed per month

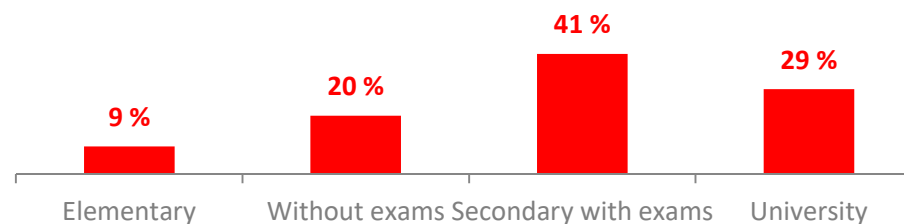
Structure according to sex



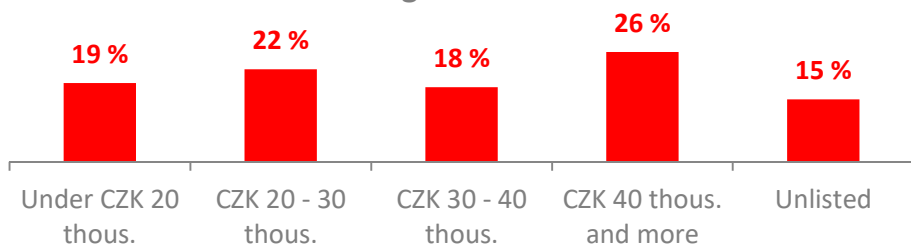
Structure according to age



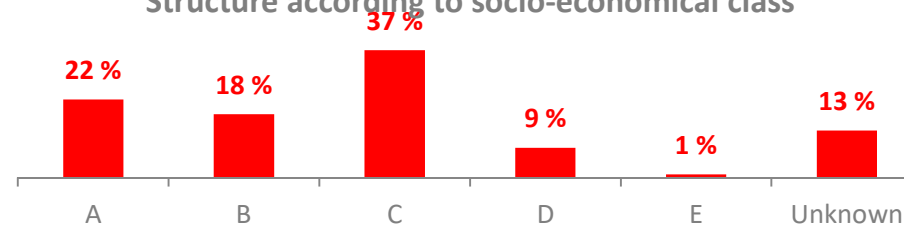
Structure according to education



Structure according to net household income



Structure according to socio-economical class



Source: NetMonitor - SPIR - Gemius & Mediaresearch, June 2017

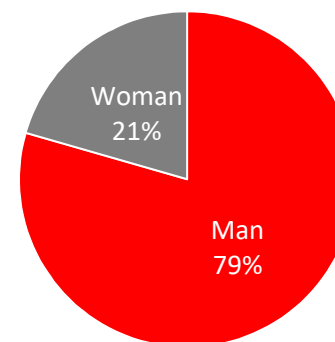


423 thous. unique visitors per month

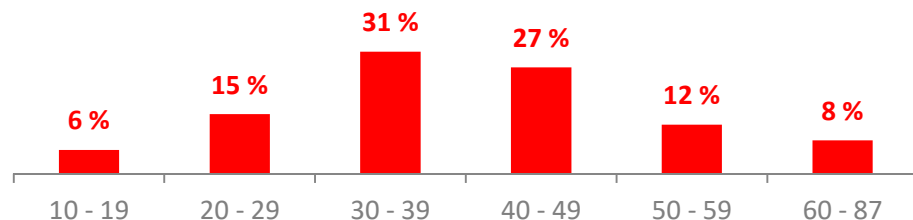
146 thous. unique visitors per week

5,8 mil. pages viewed per month

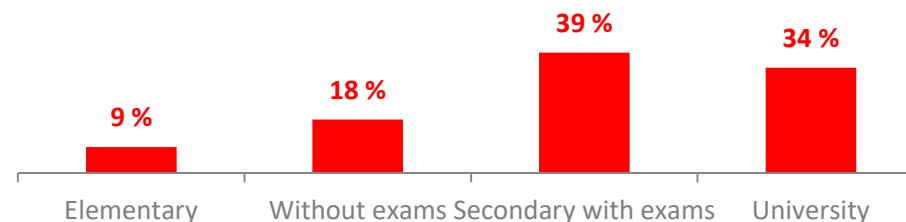
Structure according to sex



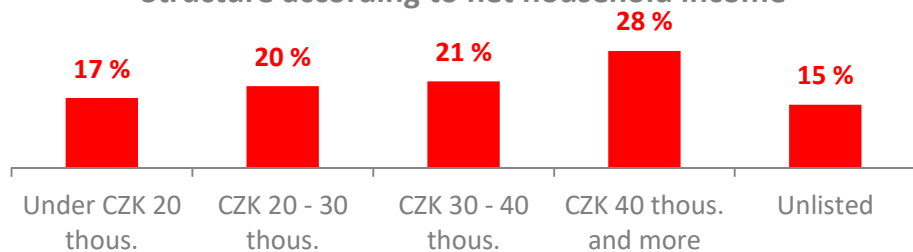
Structure according to age



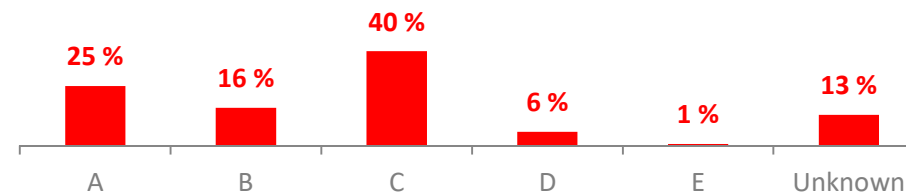
Structure according to education



Structure according to net household income



Structure according to socio-economical class



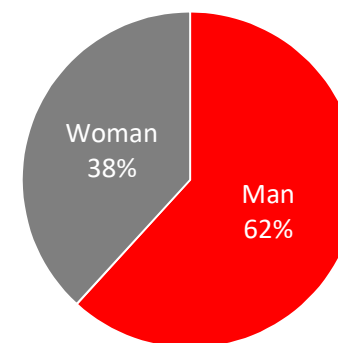
Source: NetMonitor - SPIR - Gemius & Mediaresearch, June 2017

2,2 mil. unique visitors per month

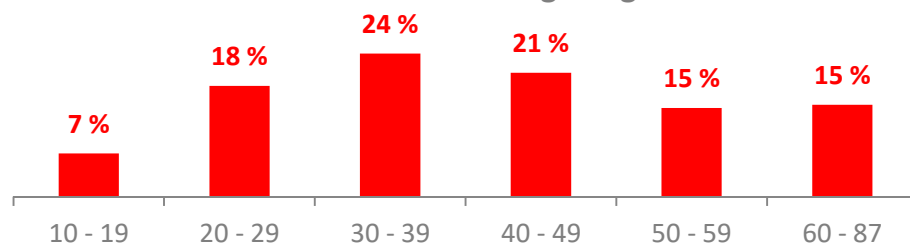
1,3 mil. unique visitors per week

135 mil. pages viewed per month

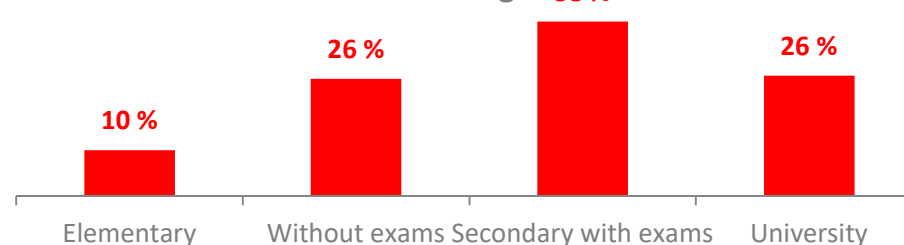
Structure according to sex



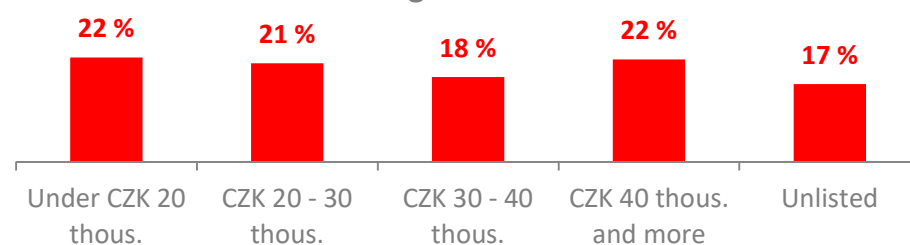
Structure according to age



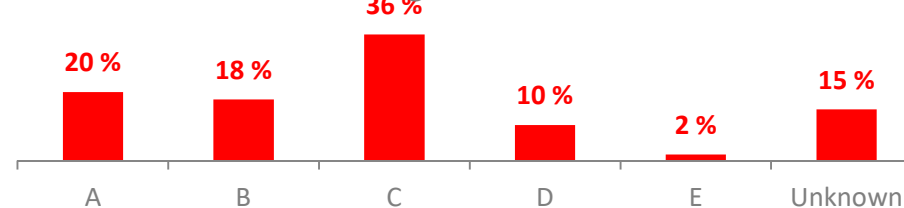
Structure according to education



Structure according to net household income



Structure according to socio-economical class



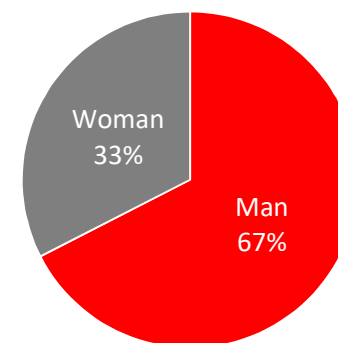
Source: NetMonitor - SPIR - Gemius & Mediaresearch, June 2017

1,4 mil. unique visitors per month

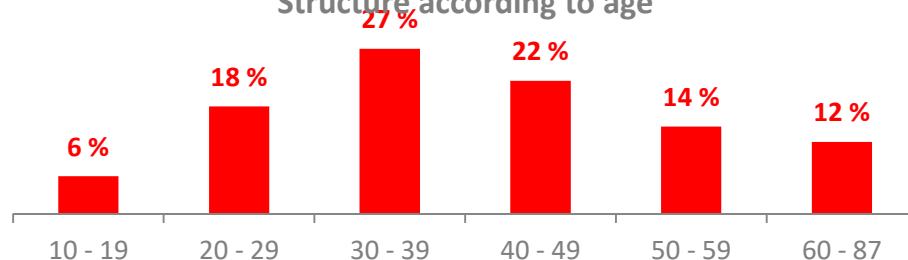
688 thous. unique visitors per week

37 mil. pages viewed per month

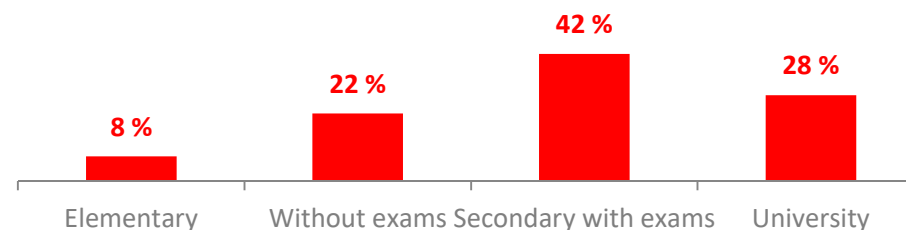
Structure according to sex



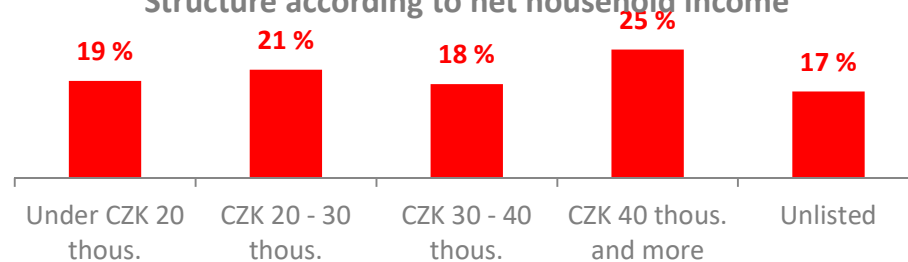
Structure according to age



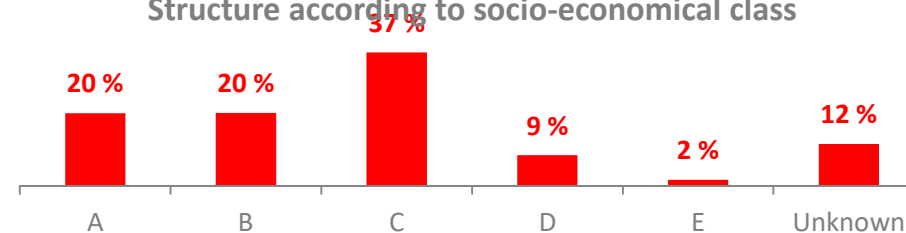
Structure according to education



Structure according to net household income



Structure according to socio-economical class



Source: NetMonitor - SPIR - Gemius & Mediaresearch, June 2017

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