

A photograph of a horse show at night. The scene is dark, with silhouettes of people and horses in the foreground. In the background, there is a bright, glowing area, possibly a stage or a large screen, which illuminates the scene. The overall atmosphere is dramatic and focused on the performance.

Internet Access in Households and Internet Users in 13 CEE Countries Autumn 2007

GfK

Survey specifications

2

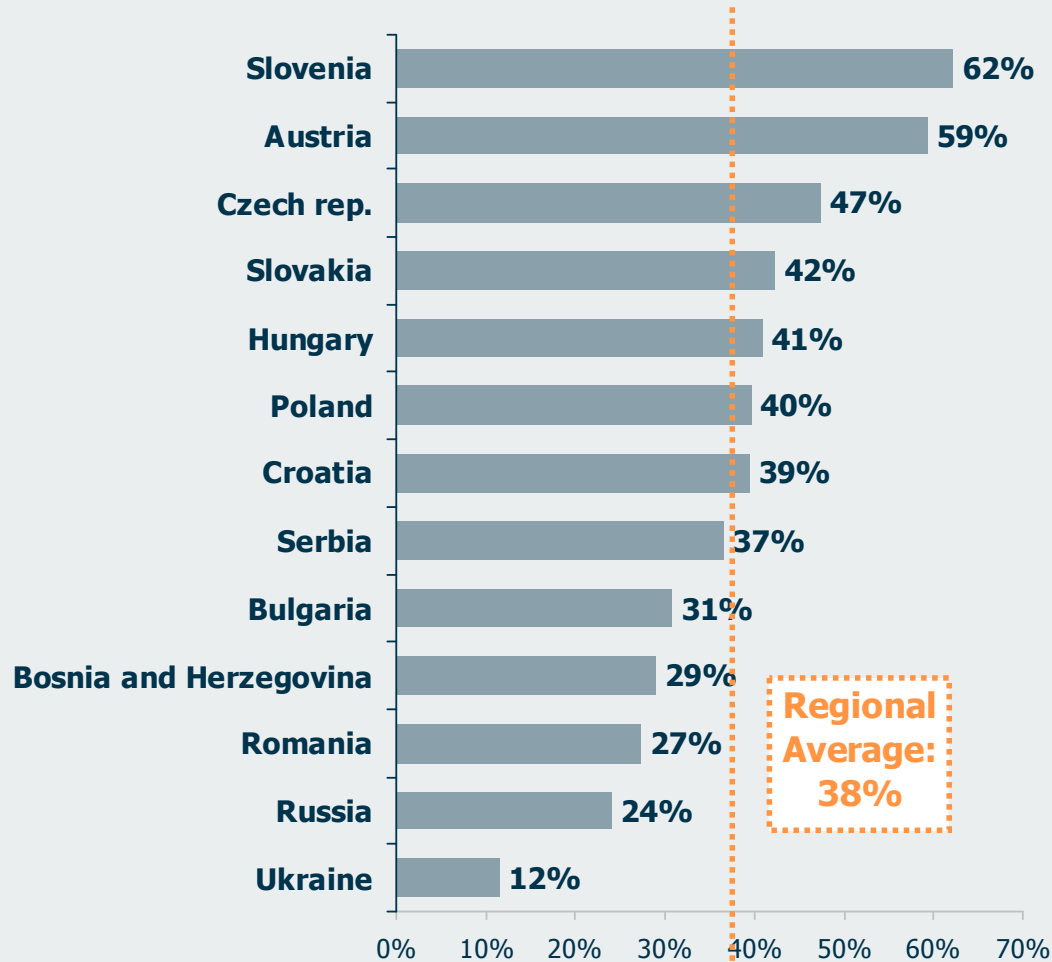
- ***Subject***
 - **Internet study in 13 CEE countries**
- ***Type of study***
 - Quantitative multinational survey
- ***Sample***
 - Age 15+, representative of national populations, weighted
- ***No. of interviews***
 - 1000 per country
- ***Fieldwork***
 - September 2007

Countries involved

- *Austria*
- *Bulgaria*
- *Croatia*
- *Czech Republic*
- *Hungary*
- *Romania*
- *Russia*
- *Slovakia*
- *Slovenia*
- *Ukraine*
- *Poland*
- *Serbia*
- *Bosnia and Herzegovina*

Do you personally use the Internet?

4



The graph shows the internet users penetration in the individual countries.

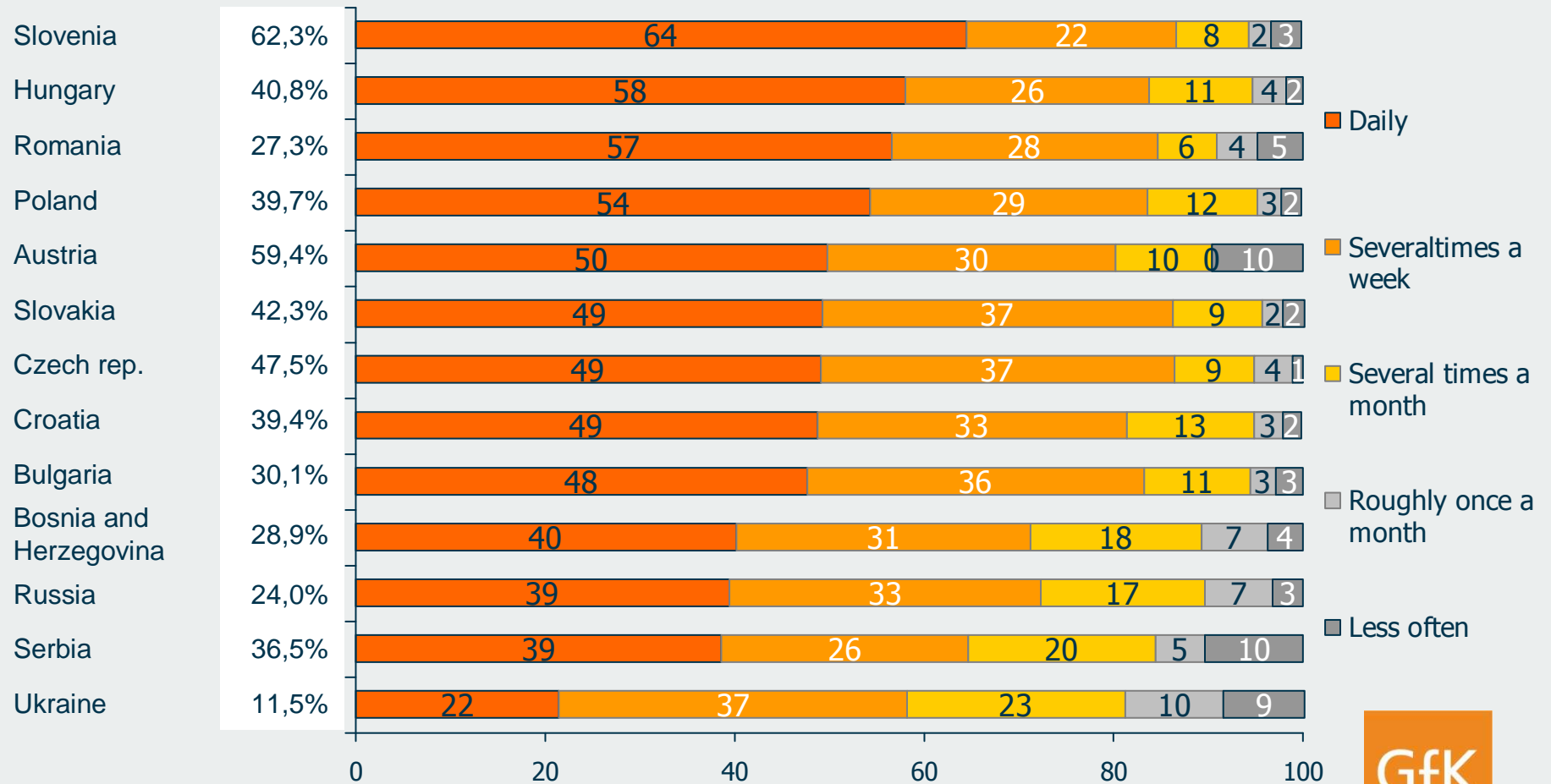
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Base: whole population, 15+, weighted sample, N=1000 per country

How often do you use the Internet in general?

Penetration of Internet users

5

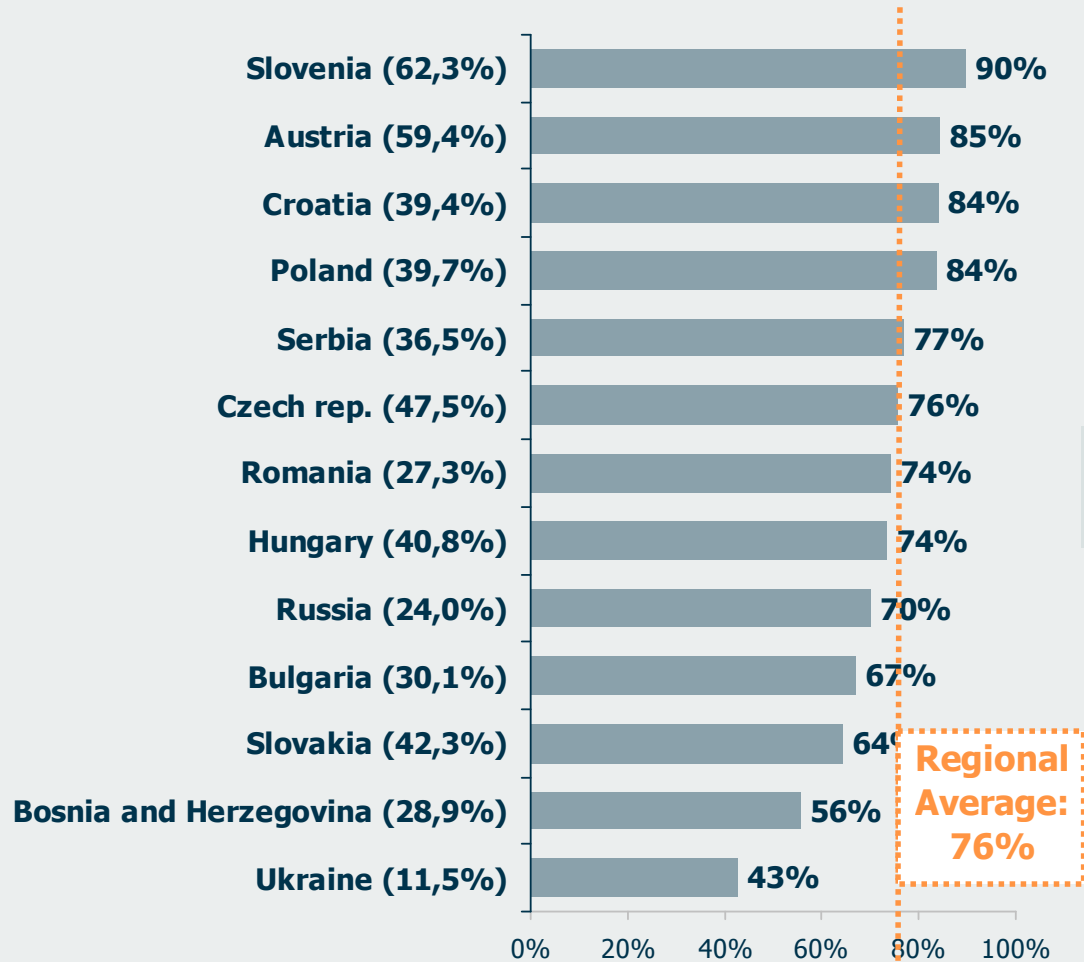


Base: weighted sample, Internet users

GfK

Where do you access the Internet? Home

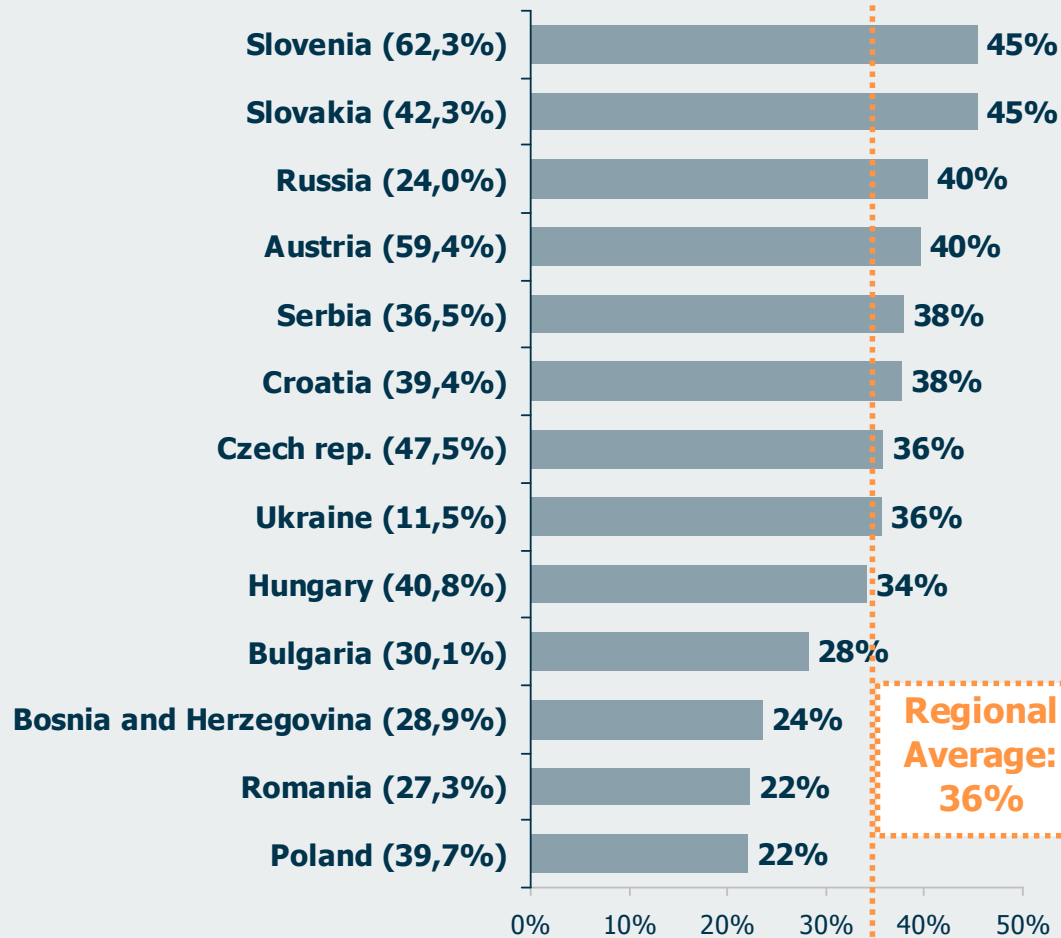
6



Base: weighted sample, Internet users

Where do you access the Internet? Work

7



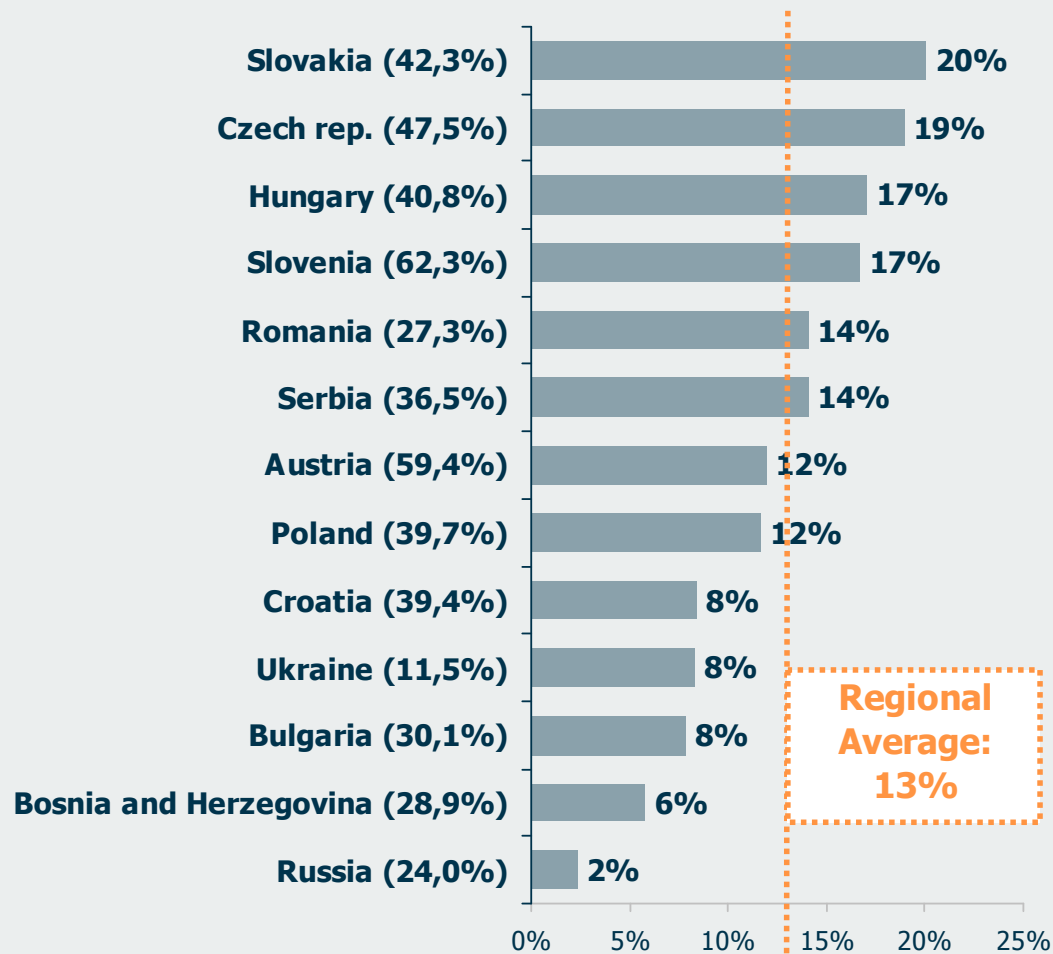
Possibility of accessing the
Internet at work

**Regional
Average:
36%**

Base: weighted sample, Internet users

Where do you access the Internet? School

8



Possibility of accessing the Internet at school

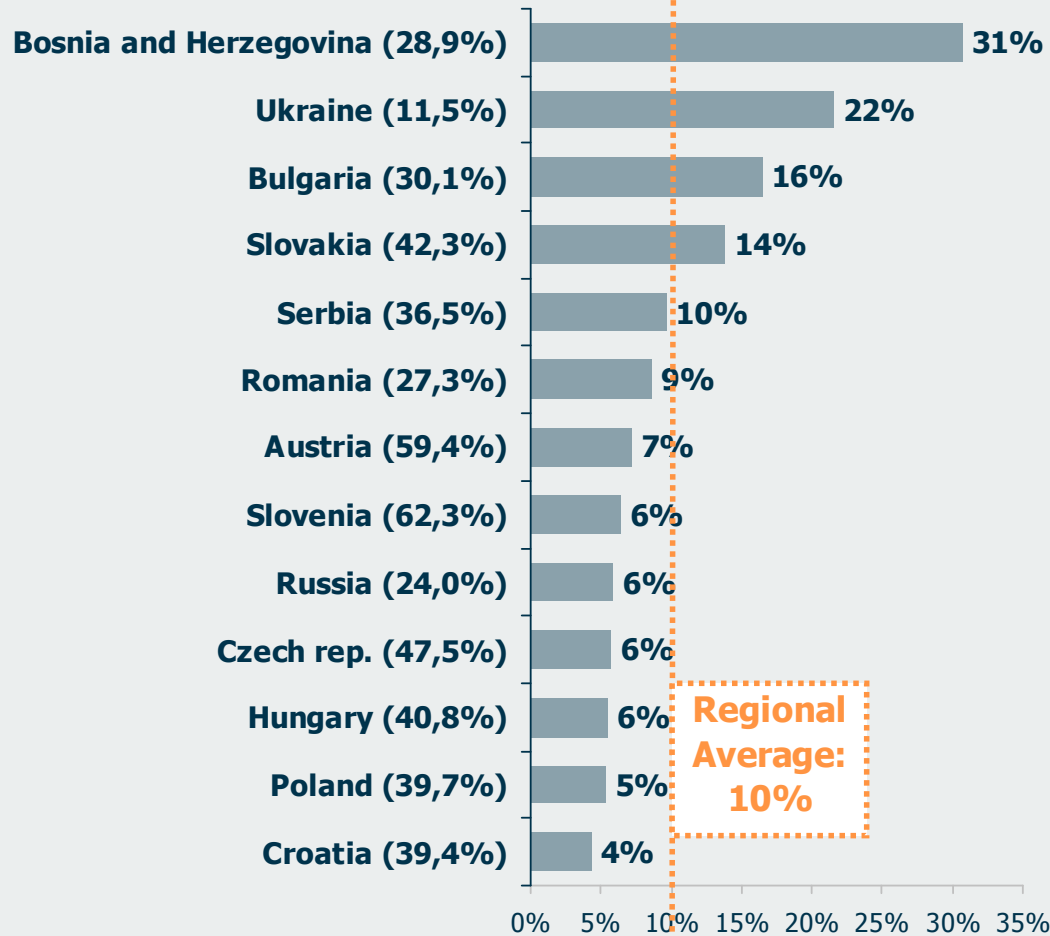
**Regional
Average:
13%**

Base: weighted sample, Internet users

GfK

Where do you access the Internet? Internet cafe or another public spot

9

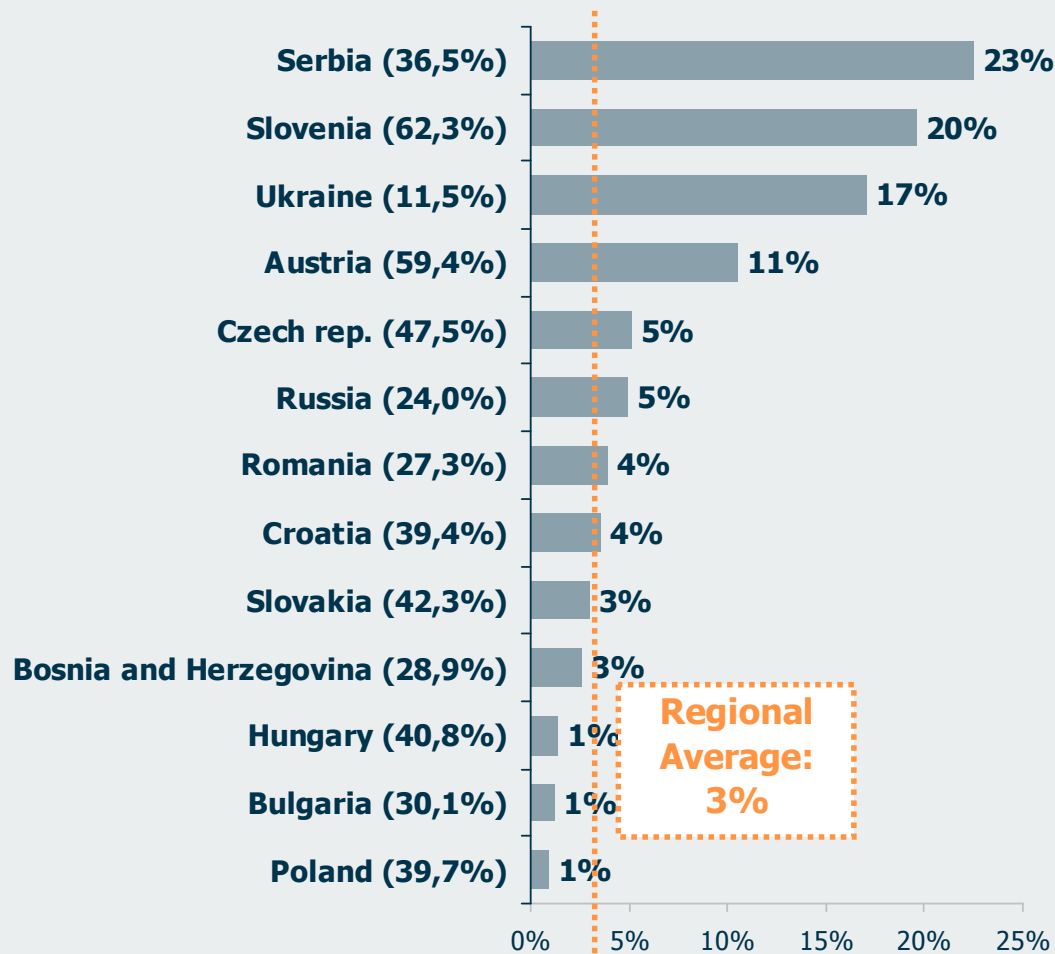


Possibility of accessing the Internet at an internet cafe or another public spot.

Base: weighted sample, Internet users

Where do you access the Internet? Wherever (mobile Internet)

10



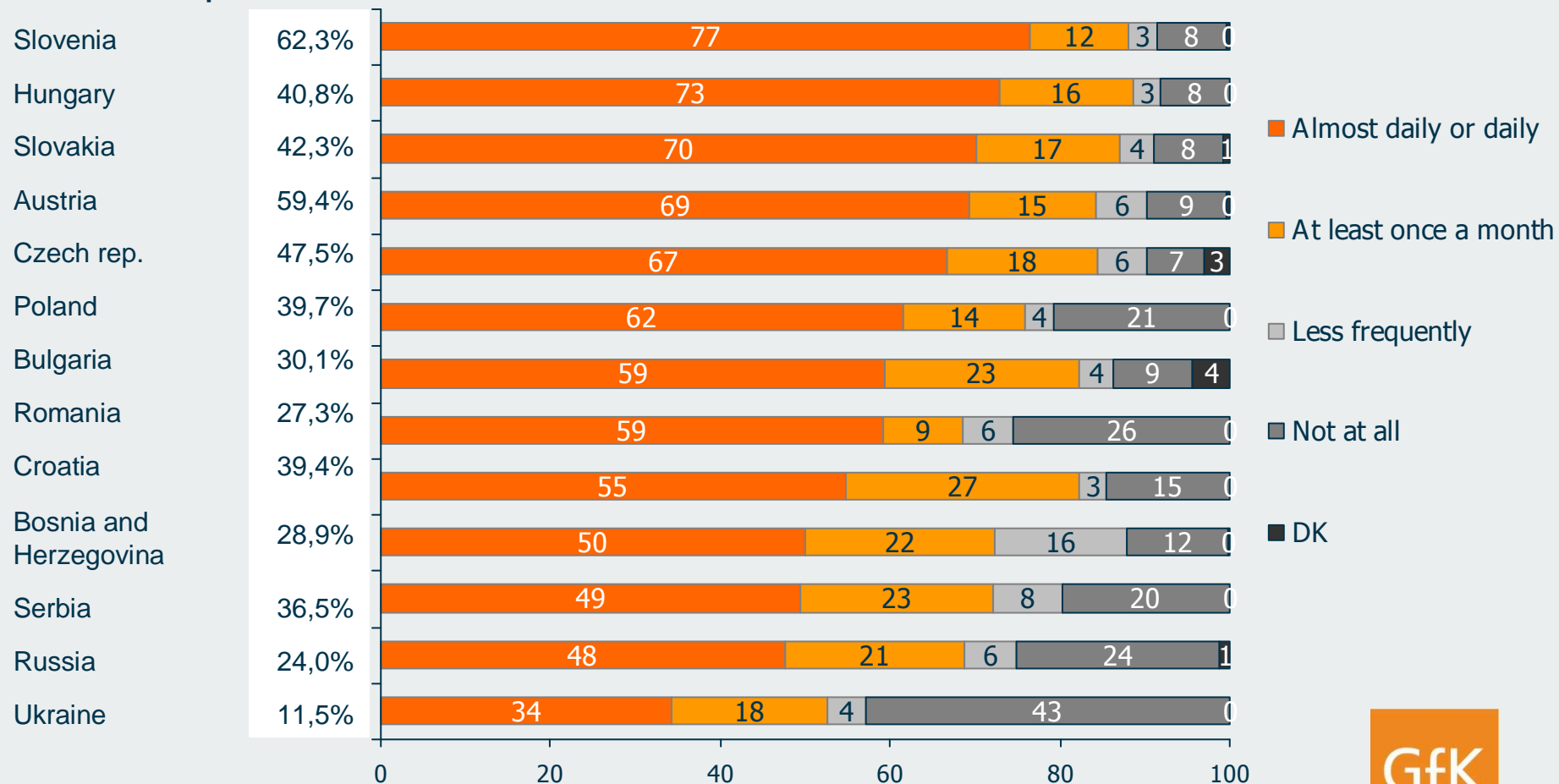
Using mobile Internet with
notebook or mobile phone.

Base: weighted sample, Internet users

How often do you use the following internet services? Sending and receiving e-mails

11

Internet users penetration

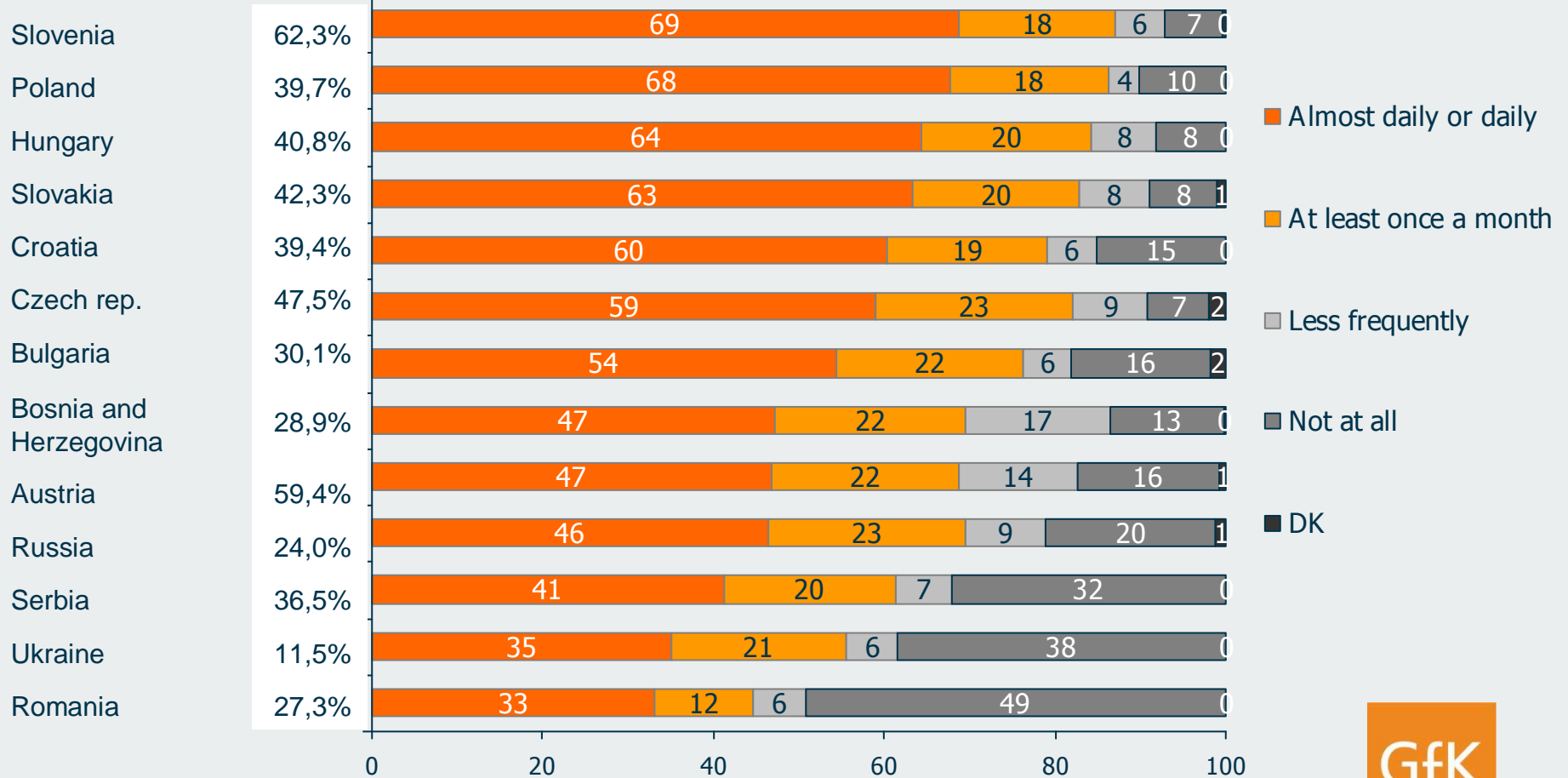


Base: weighted sample, Internet users

How often do you use the following internet services? Checking the latest information/news

12

Internet users penetration



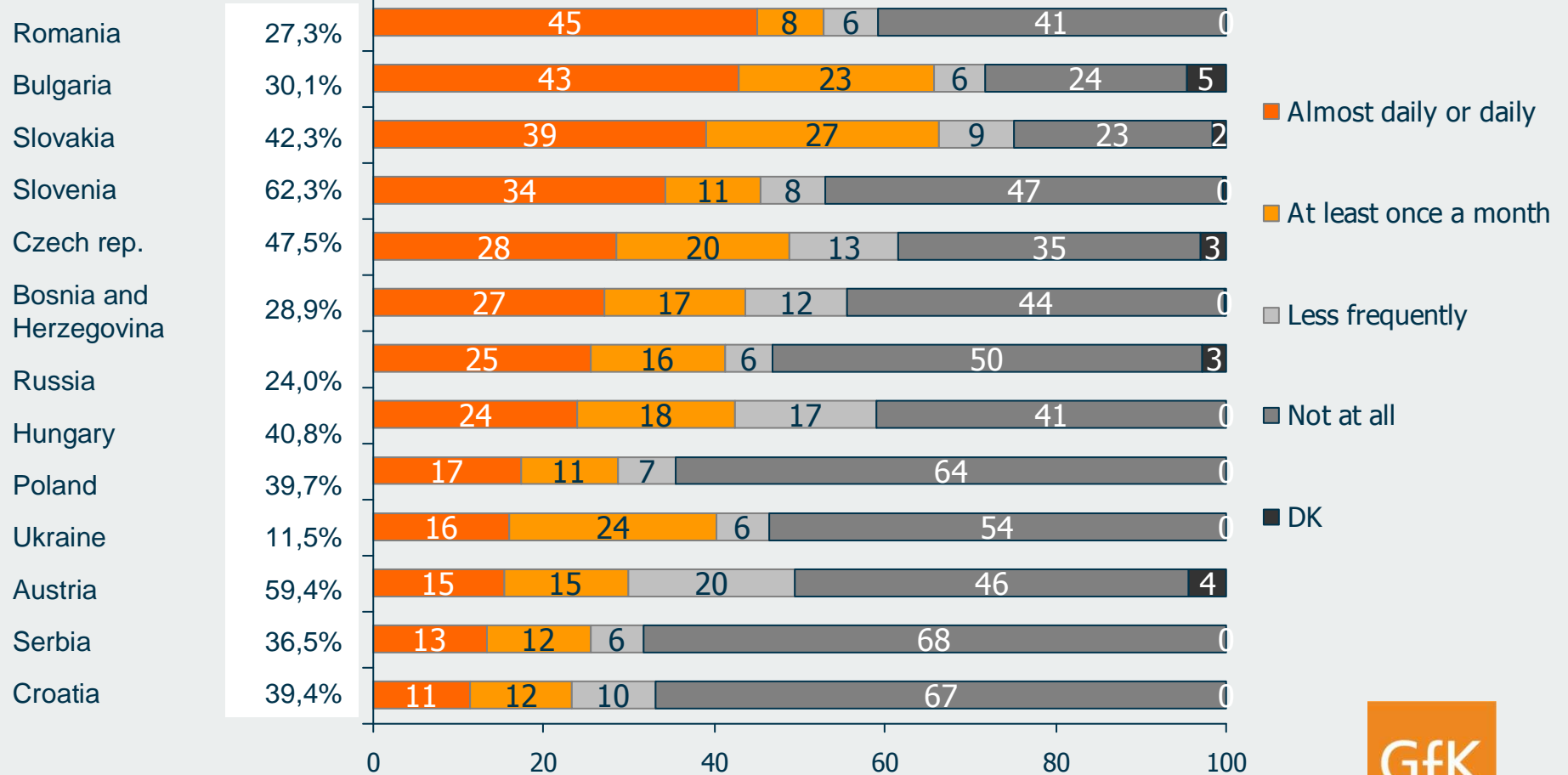
Base: weighted sample, Internet users

How often do you make use of the following internet services?

Chat

Internet users penetration

13



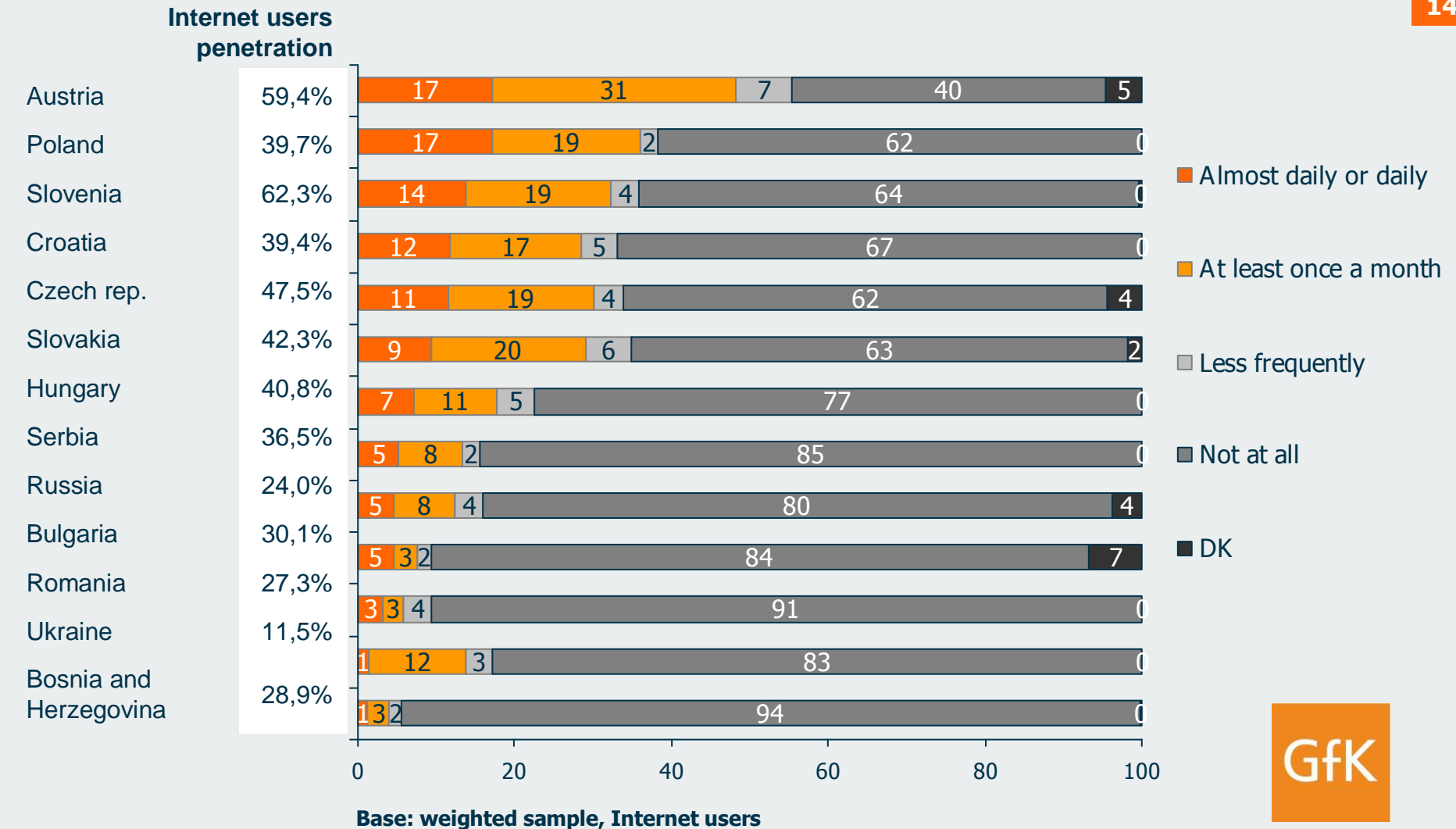
Base: weighted sample, Internet users

GfK

How often do you use the following internet services?

Internet banking

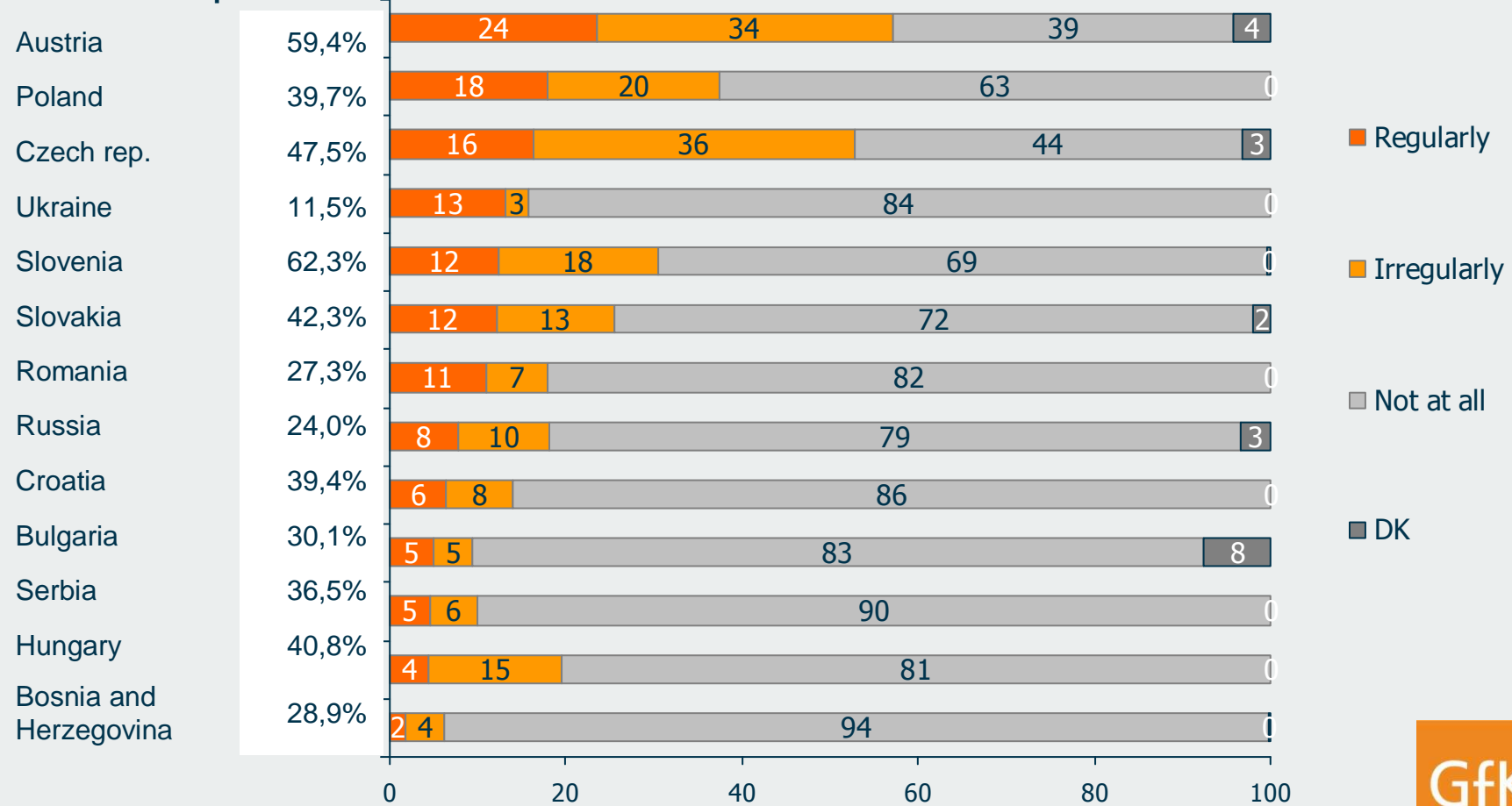
14



How often do you use the following internet services? Shopping over the Internet

15

Internet users penetration

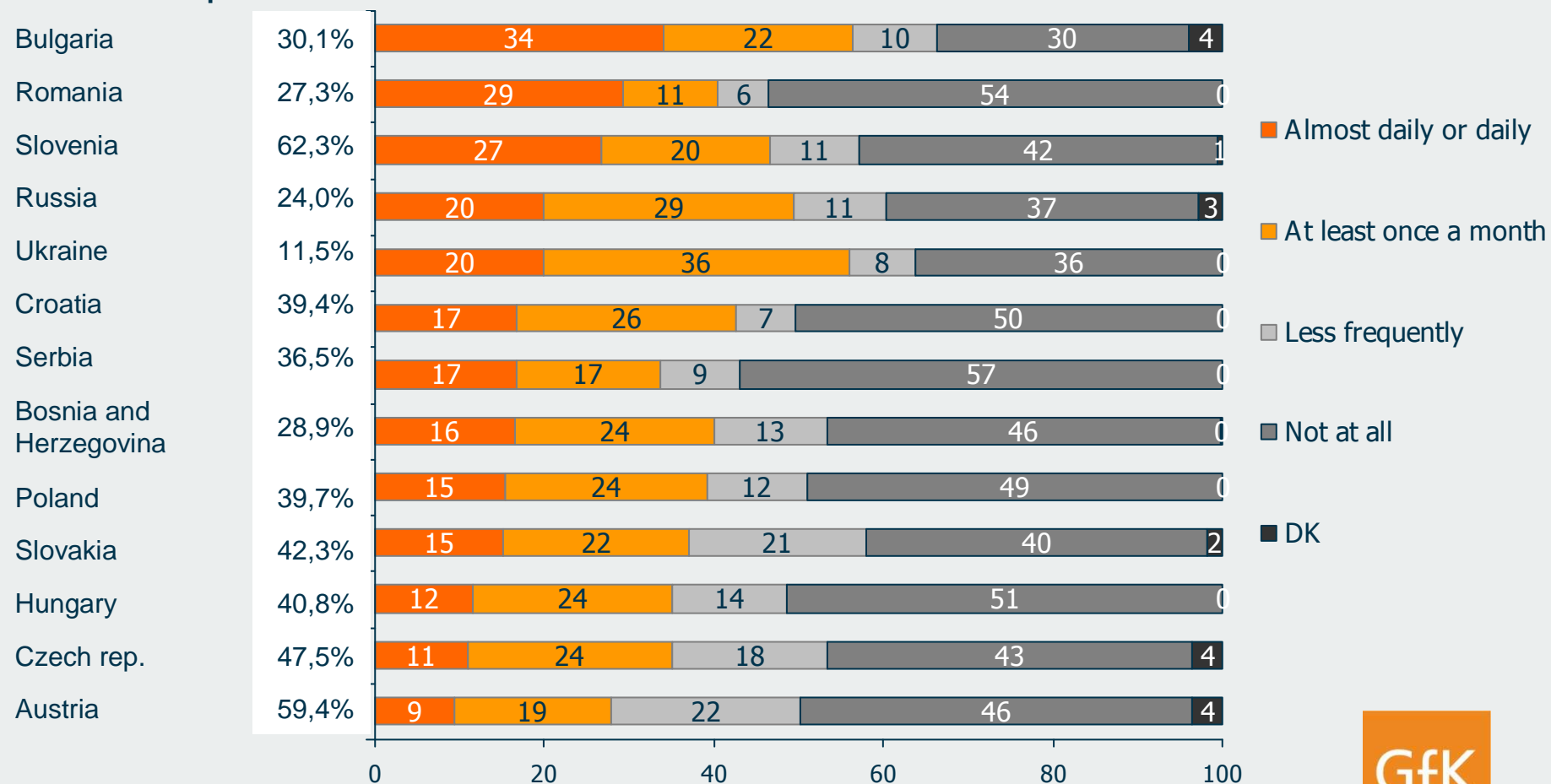


Base: weighted sample, Internet users

How often do you use the following internet services? Downloading music, films, and pictures

16

Internet users penetration

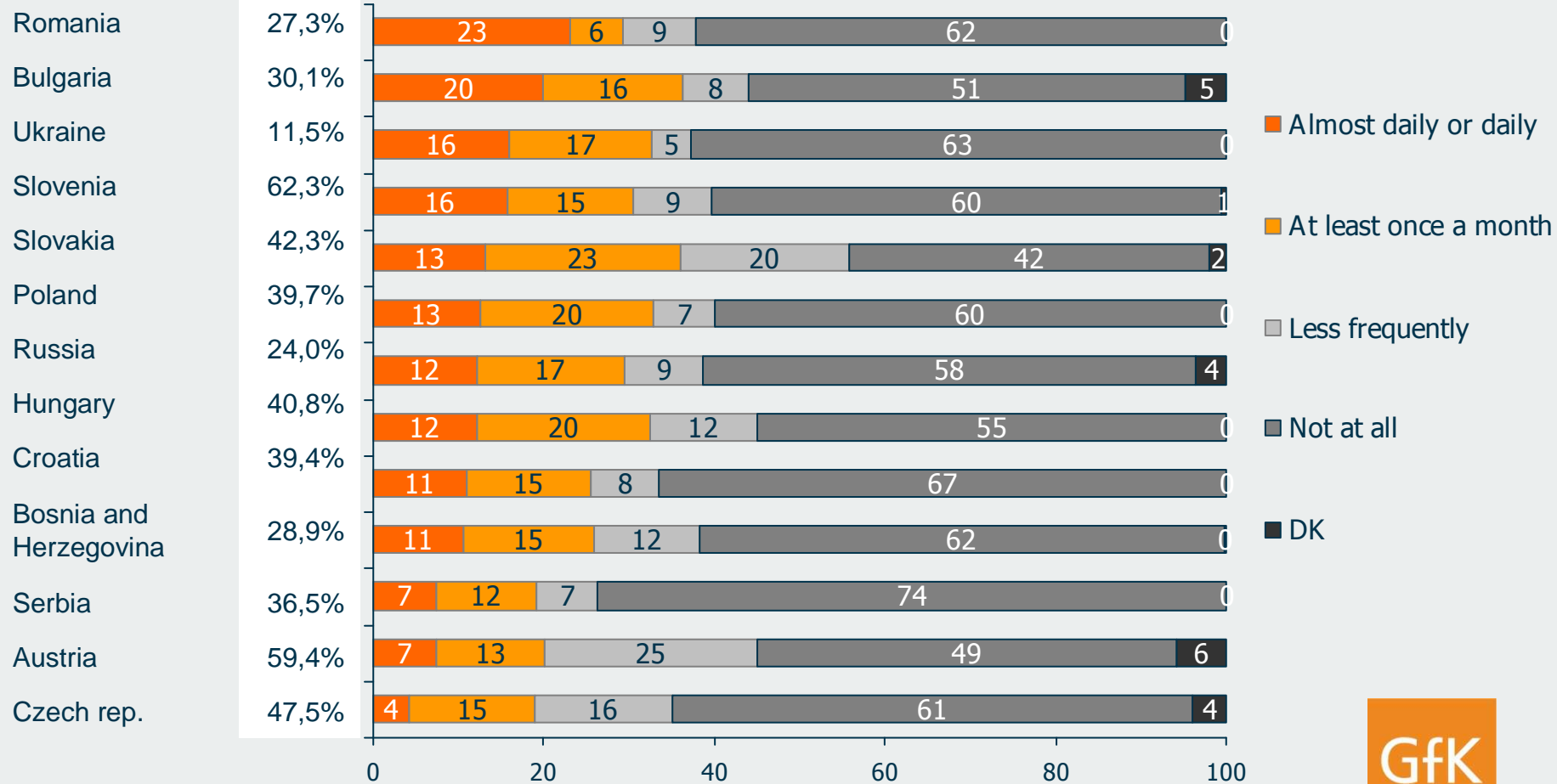


Base: weighted sample, Internet users

How often do you use the following internet services? Sharing music, films, and pictures

Internet users
penetration

17



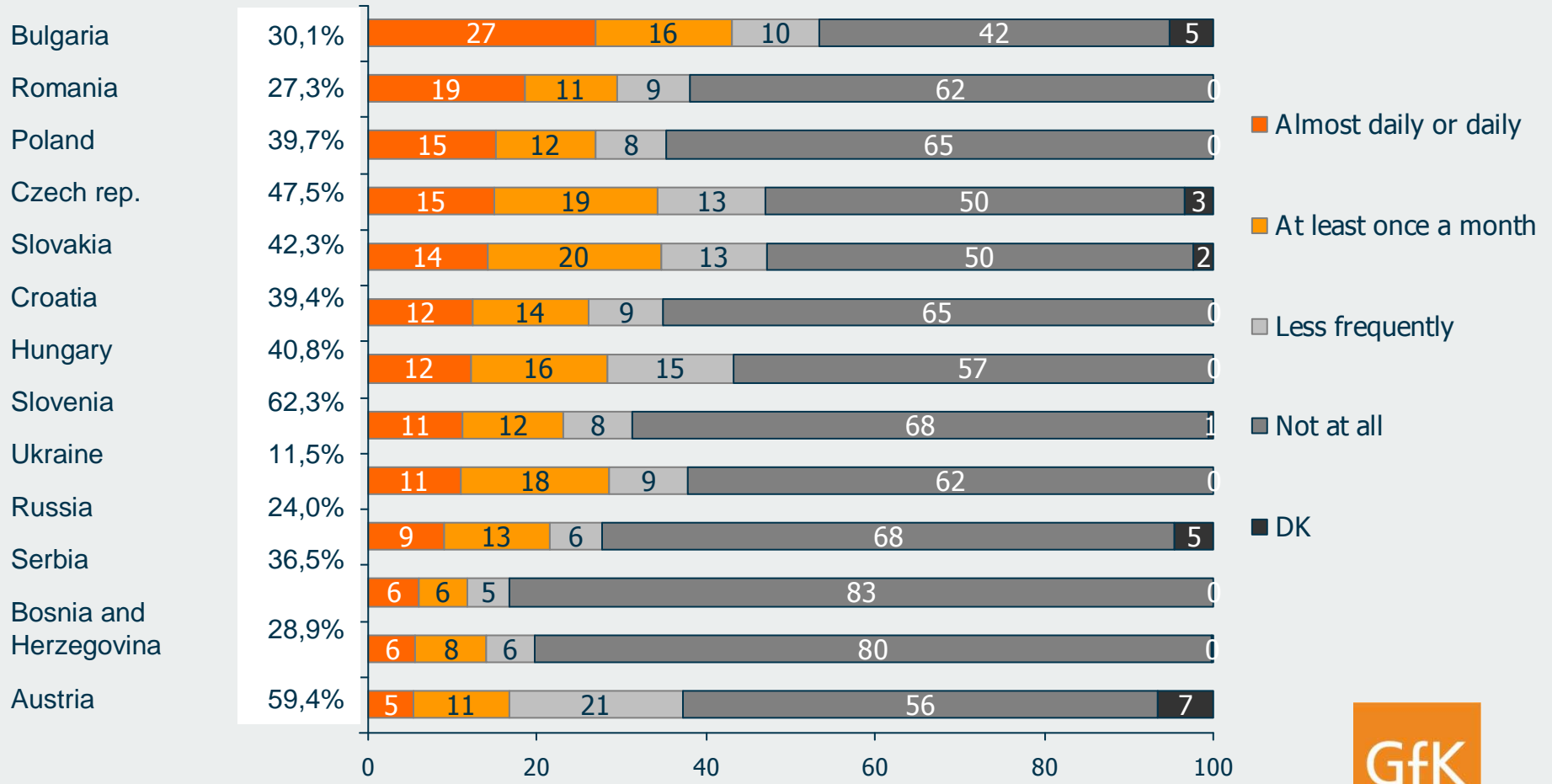
Base: weighted sample, Internet users

GfK

How often do you use the following internet services? Playing online games

18

Internet users penetration

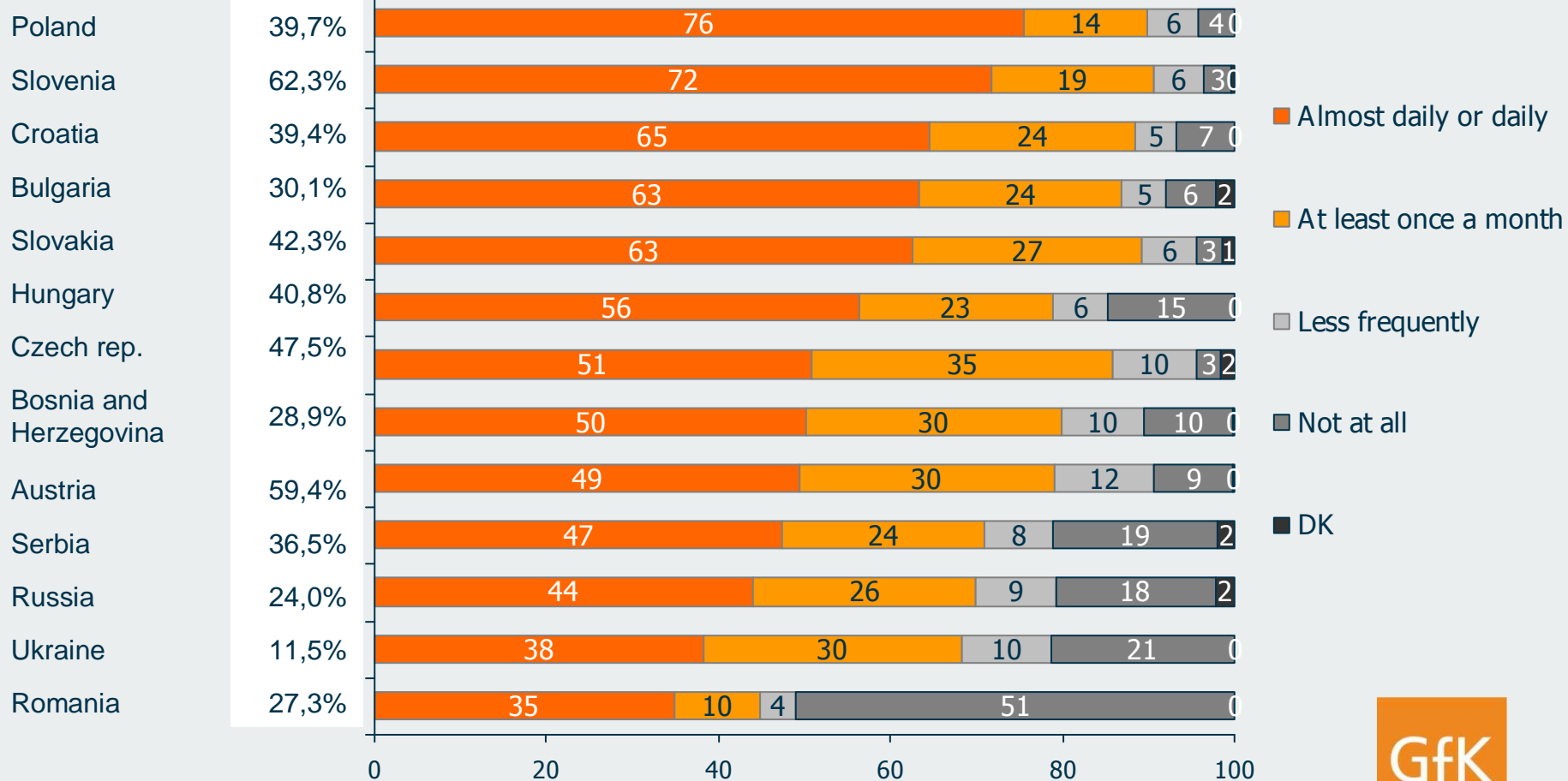


Base: weighted sample, Internet users

How often do you use the following internet services? Generally browsing various web pages

Internet users
penetration

19

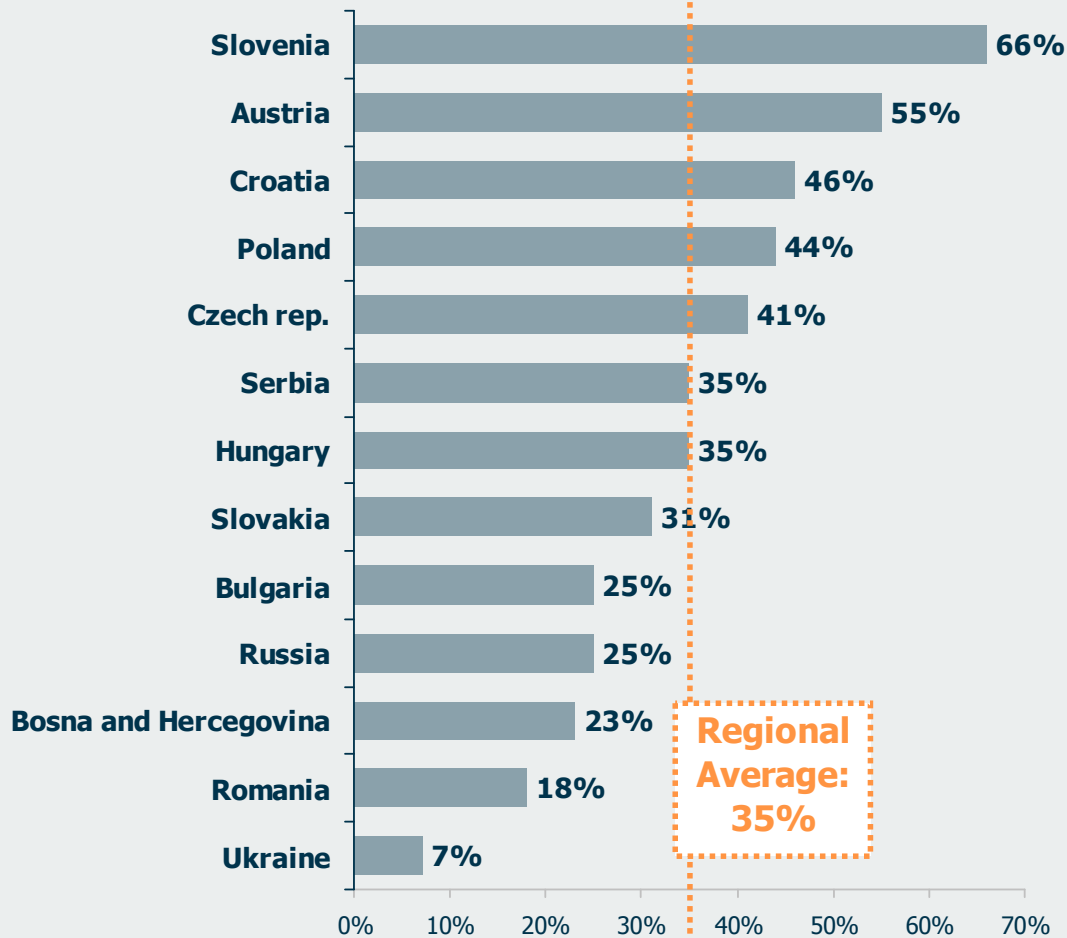


Base: weighted sample, Internet users

GfK

Do you have access to the Internet in your household?

20

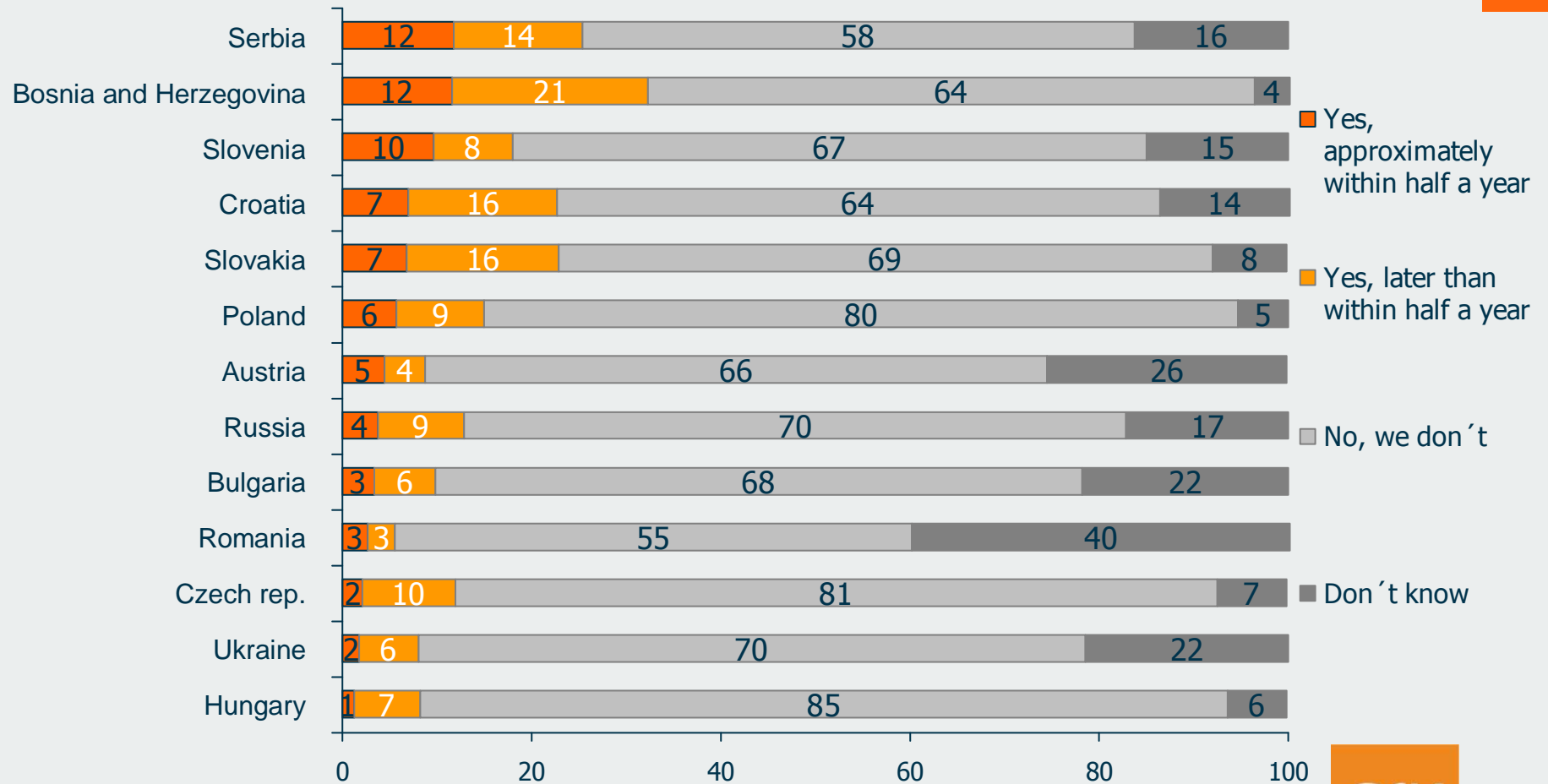


Internet access in the household

Base: whole population, 15+, weighted sample, N=1000 per country

Do you plan to get access to the Internet for your household?

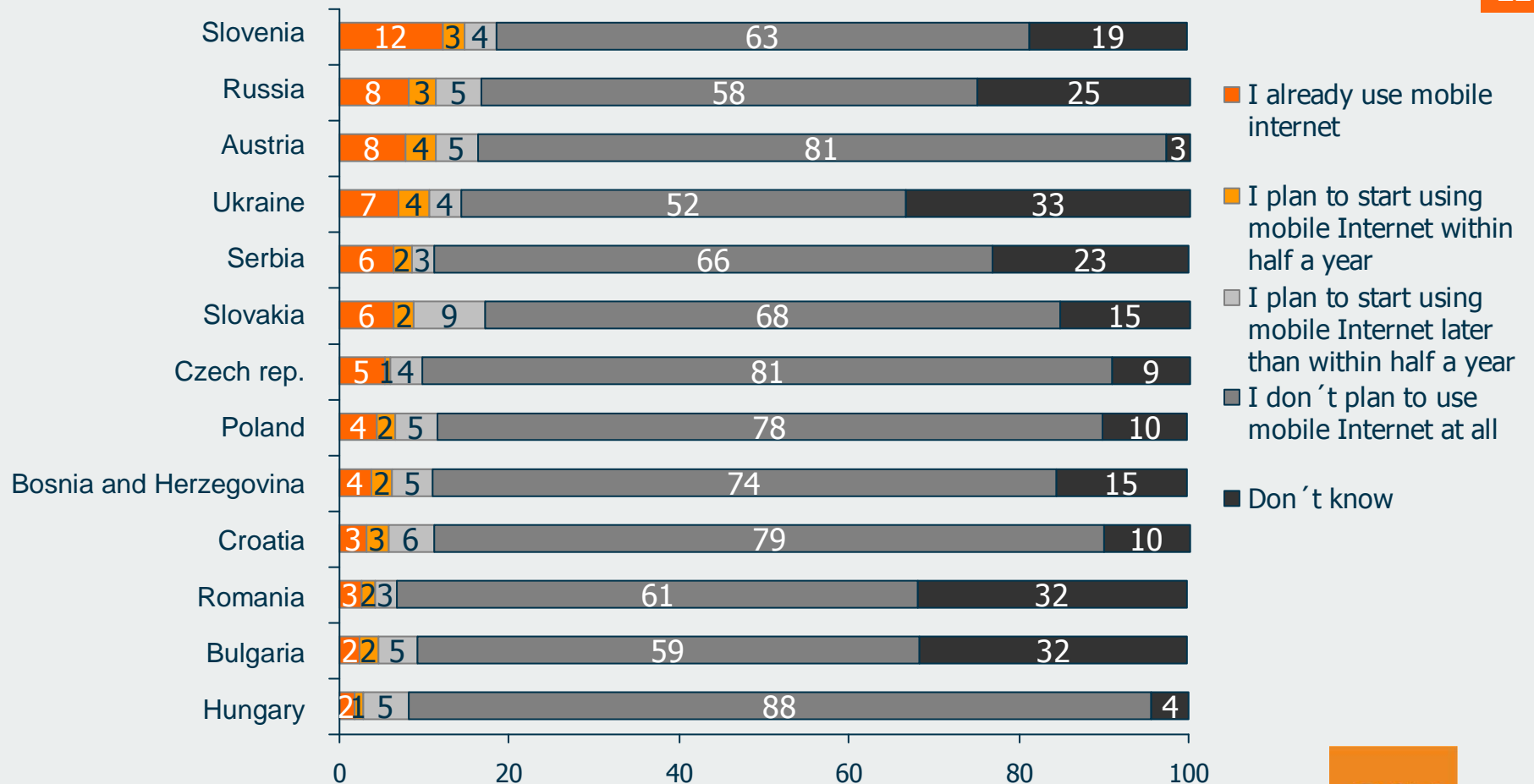
21



Base: weighted sample, no Internet access in the household

What is your personal attitude to usage of mobile Internet?

22



Base: whole population, 15+, weighted sample, N=1000 per country