

WWW.HYUNDAI.CZ

The socio-demographic profile of the website users

Case Study

gemiusProfile

June 2006



- **Methodology 3**
- **Summary 7**
- **The profile of the website visitors (real users) in reference to all Czech internet users 10**
- **The profile of the website sections visitors (real users)..... 38**
- **Definitions of concepts..... 53**

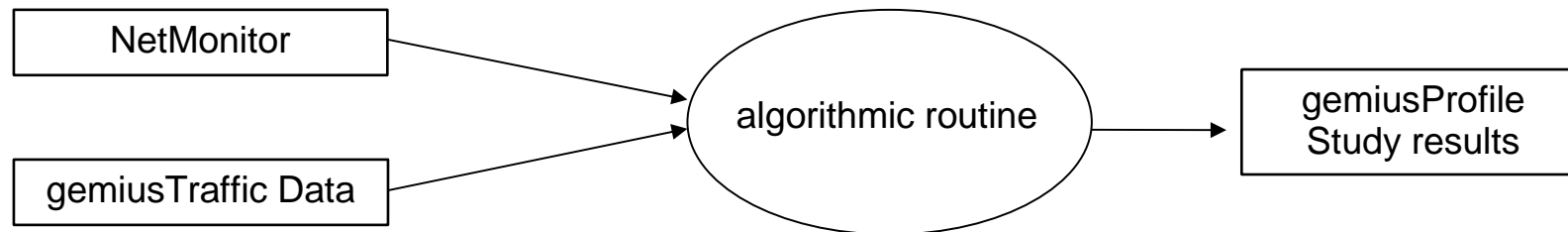
Methodology



- The main objective of the study is to identify the online audience profile.
- In this report the following parameters are analyzed:
 - the size of the online audience
 - the website activity
 - the socio-demographic profile of the website's internet users in comparison to data collected from all users of the Czech internet
 - the socio-demographic profile of the Hyundai.cz sections:
Nabizene modely, Prodej a sluzby and Uvodni stranka.

- gemiusProfile is a study research designed to provide to the client the socio-demographic profile of the analyzed website.
- gemiusProfile is a study conducted on the basis of the NetMonitor study and gemiusTraffic study which is conducted on the client's website.
- NetMonitor study aim is to gather information about whole Czech internet users community and to specify the users socio-demographic profile, as well as the internet usage intensity. Furthermore, the study gives possibility to create a list of top-ranked websites. The NetMonitor study is based on the world-wide unique methodology, combining the user-centric research with the site-centric research.
- The socio-demographic profile of the website users, their usage patterns and the amount of time spent on the analyzed websites are inferred from the source of a few thousand internet users panel.

- gemiusTraffic study, conducted on the client's website, collects data in real-time about internet users behaviour on this websites giving a very precise picture of the usage patterns of the visitors. It enables also registration of the traffic generated by visitors. The data from NetMonitor are combined with data collected from client's website thanks to gemiusTraffic study.



- Consequently, it is possible to specify the size and characteristics of the online audience visiting particular sections of the client's website.
- In gemiusProfile study only Czech visitors and page views generated by them are included.

Summary



- In June 2006 Hyundai.cz website was visited by 29 377 Czech visitors (real users) who made 341 214 page views. The average number of page views per visitor (real user) was 11,6 whilst the average time spent on the website per visitor (real user) amounted to 7 minutes and 45 seconds. It is important as well to mention that the average page view duration was 40 seconds and the number of visits on this website was 43 794.
- A predominance of men, appearing among all Czech internet users (54,3%) is overwhelming among Hyundai.cz visitors (71,8%). What is more interesting – females were more active visitors (real users) – they generated more page views per visitor (real user) than males – 13,5 and spent more time on the website – 8 minutes and 31 seconds on average.
- Taking as reference the age of the visitors (real users), it is worth to mention that the website was mostly visited by visitors (real users) aged 25 to 44. When comparing the age distribution among visitors (real users) of Hyundai.cz and those of the whole Czech internet, the highest difference is registered for the group aged 25 to 34. Its share amounts to 33,3% for Hyundai.cz whilst for the whole internet is 8,1 percentage points lower. Furthermore, the most active visitors (real users) were people over 54 – the average time spent on the website Hyundai.cz being 24 minutes and 11 seconds, generating 22,2 page views, on average.

- Age structure analysis reveals, that Hyundai.cz attracts in particular people in the early productive phase of life (25-34 and 35-44).
- The visitors' households are generally in good economic condition, especially in comparison with the total of Czech internet users in terms of top income intervals or goods possessed. Moreover, the households are rather not numerous – 2 out of 3 visitors live with up to 2 other persons.
- Hyundai.cz is highly attractive to inhabitants of urban areas, especially Prague and other large cities of over 100 000 citizens.
- Uvodni stranka and Nabizene modely are the most popular sections. The latter has an outstanding position in terms of average time spent and average number of page views.

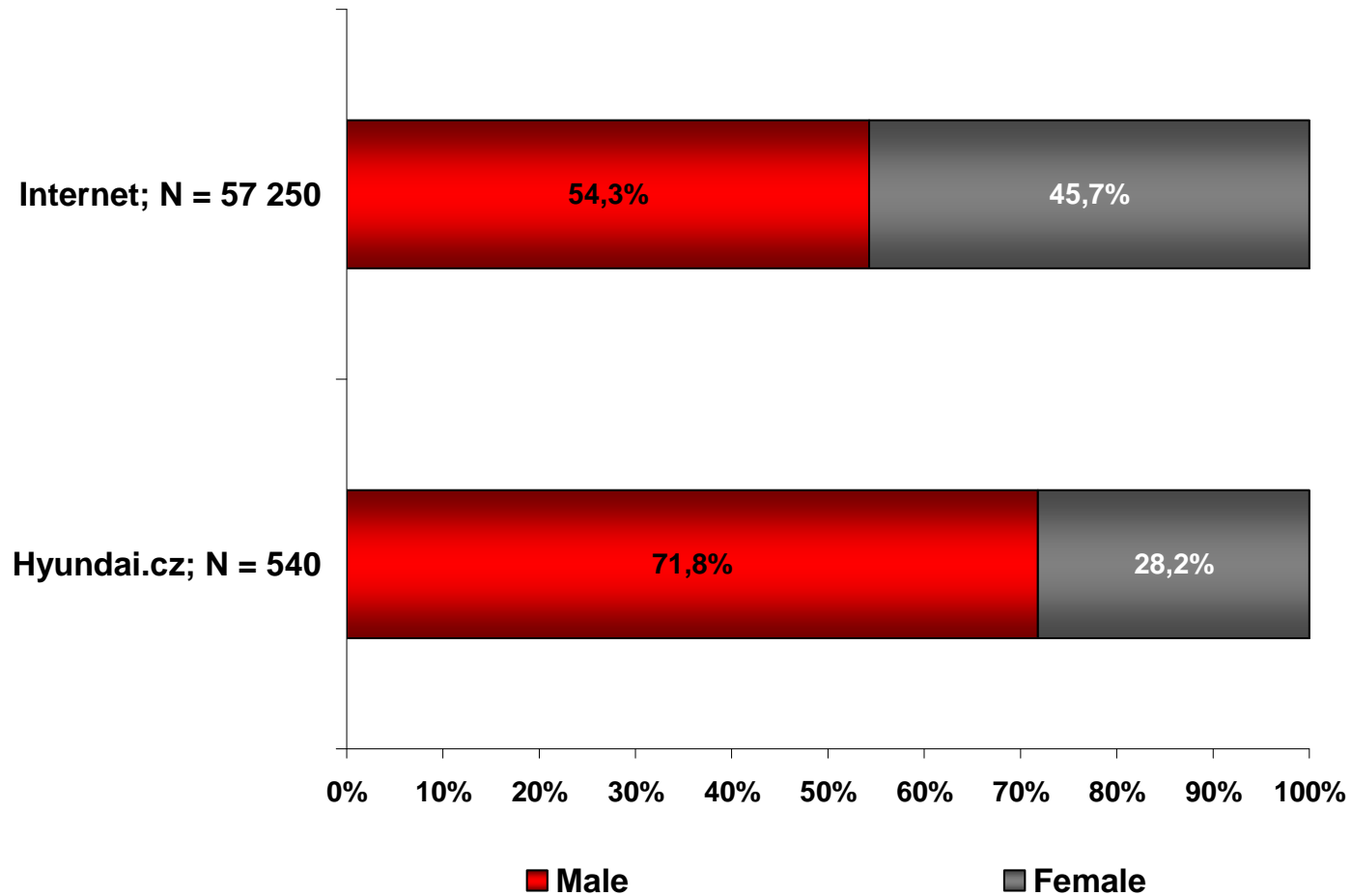
The profile of the website visitors (real users) in reference to all Czech internet users



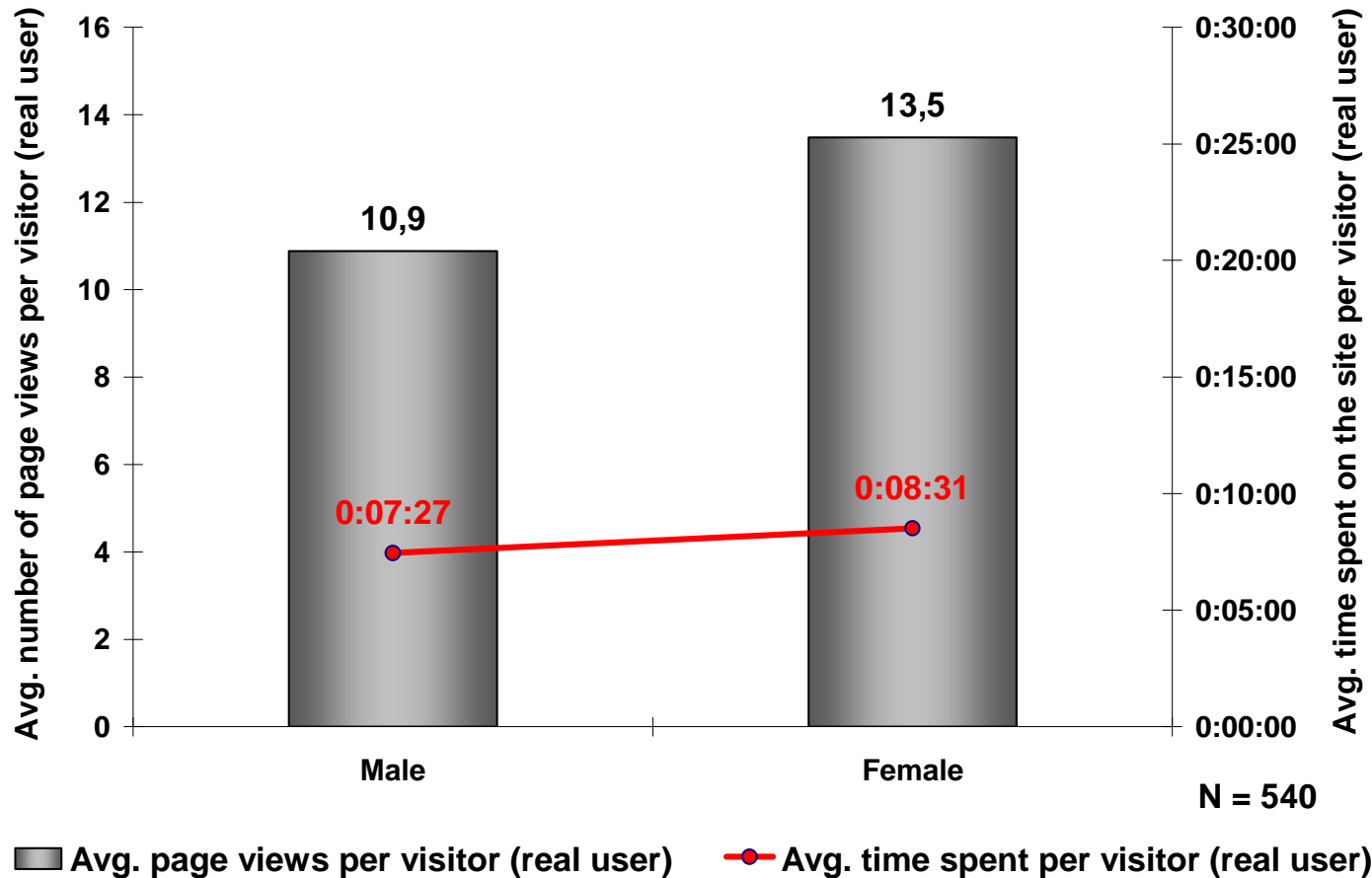
- In June 2006 a vast majority of Hyundai.cz visitors were males (71,8%), whose advantage over women is superior even to analogical difference among all Czech internet users (54,3% of men against 45,7% of women). Nonetheless, women spend more time on the website, what is reflected both in average visit time and number of pages viewed.
- The website attracts in particular people in the early part of productive phase of life (33,3% are 25-34 and 18,1% are 35-44 years old). Still every fourth visitor is below 25 years of age. Page views and time analysis reveal that after 24 the activeness increases with age. On the other hand, the two middle age groups (25-34 and 35-44) seem to be the fastest to find what they seek.
- Hyundai.cz visitors' education structure closely resembles the national one with the sole advantage of University degree group (19,4%), to the detriment of the worst educated one (below significance of measurement). Moreover, members of the last education groups seem to like the website the most - their visits are the longest ones.
- In terms of employment, Hyundai.cz attracts mostly employees (56,4%), what mirrors their high share in the national structure (53,2%). Still, a vast difference was observed among second employment group - their share in Hyundai.cz audience was higher by a half compared to the national one (24,7% versus 16,6%). This difference was balanced by an inverse relation among the group of people who don't work. Page views and time analysis confirms that the greatest interest is observed among businessmen. On the other hand, people not working tend to skip through the website (high page view number with low time spent) and leave the website relatively fast.

- 2 out of 5 Hyundai.cz visitors come from households earning between 15000 and 30000 CZK, but the same ratio occurs among all Czech internet users. Still, a remarkable difference is observed for the visitors from 3 top household budget groups - their share in Hyundai.cz audience exceeds 1/4 while for all internet users is lower by a third of the value (27,9% against 17,9%). The rich are among the most active visitors, but still the middle income group 15001-20000 seems also to find something interesting on the website.
- An average Hyundai.cz visitor seems generally to be better equipped than a Czech internet user. 11 out of 14 listed household goods were possessed less often by the latter group.
- Hyundai.cz visitors come mostly from well urbanized areas (25,0% come from cities 20 – 100 th., whereas 30,8% live in the largest cities). The structure resembles strongly the national one. On the other hand inhabitants of villages spend most time on Hyundai websites.
- Almost every fourth Hyundai.cz visitor comes from Prague. Jihomoravsky kraj (14,0%) and Stredocesky kraj (12,4%) are the runner-ups. Although the 3 regions are also highly ranked for all Czech internet, their dominance in the website structure is apparent.

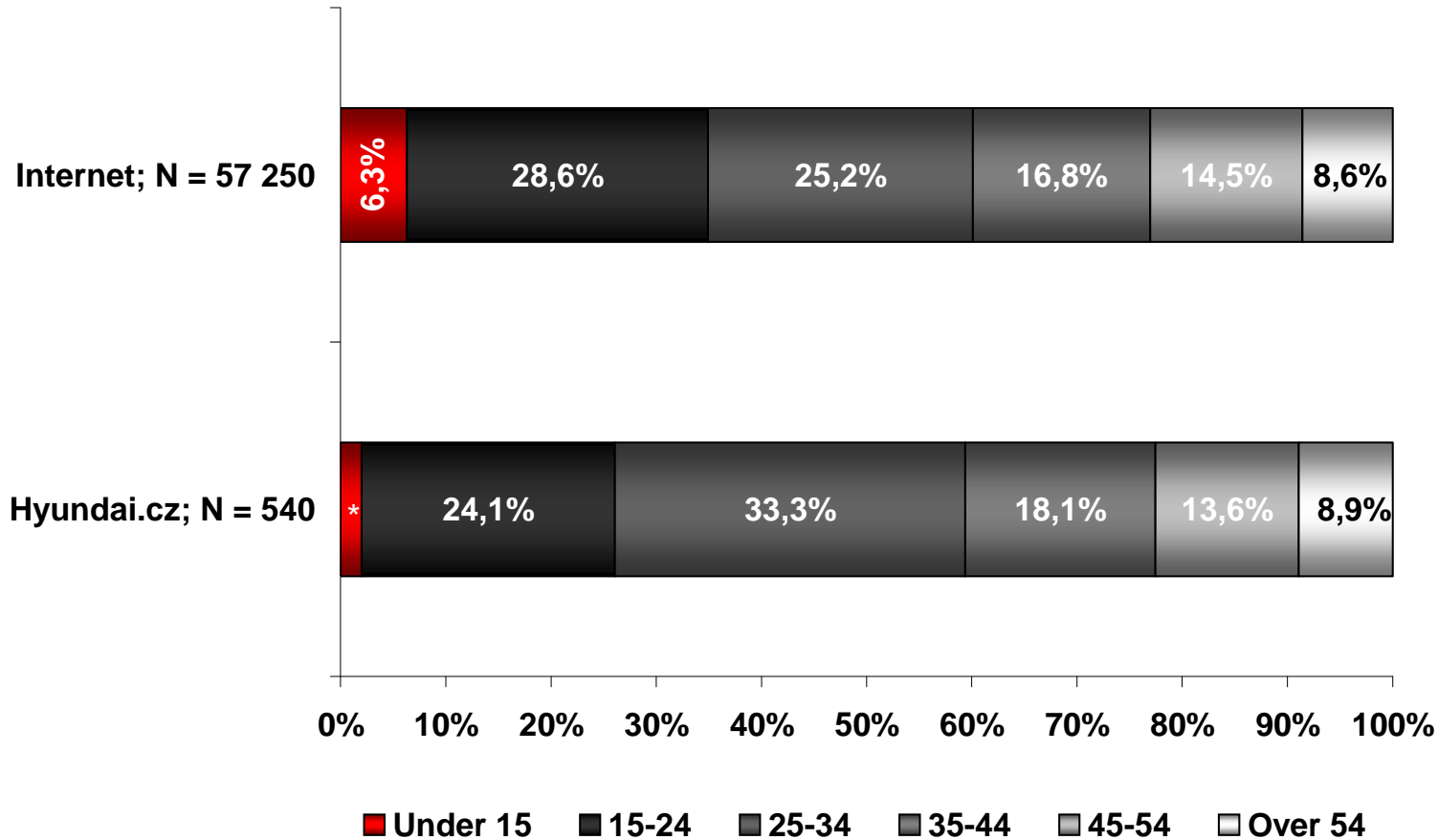
- Quite vivid differences also occurred on the base of household size. More than 2/3 Hyundai.cz visitors come from small households (up to 3 persons). The correspondent share among all Czech internet users is somewhat lower (57,5%).
- A half of Hyundai.cz visitors - as well as a half of all Czech internet users - are singles. Almost equally large group are people married. More profound differences are apparent in terms of activeness - singles' visits are far shorter than these of married visitors.
- 4 out of 5 Hyundai.cz visitors connect to internet from home. Half of visitors has also an access from work. Every 7th person accesses the website from school. Generally the distribution does not differ from national one.
- A majority of Hyundai.cz visitors (52,7%) possesses a broadband connection. Compared to national distribution, among Hyundai.cz visitors there are less phone line connections and people who don't have any connection at home



Source: gemiusProfile, June 2006

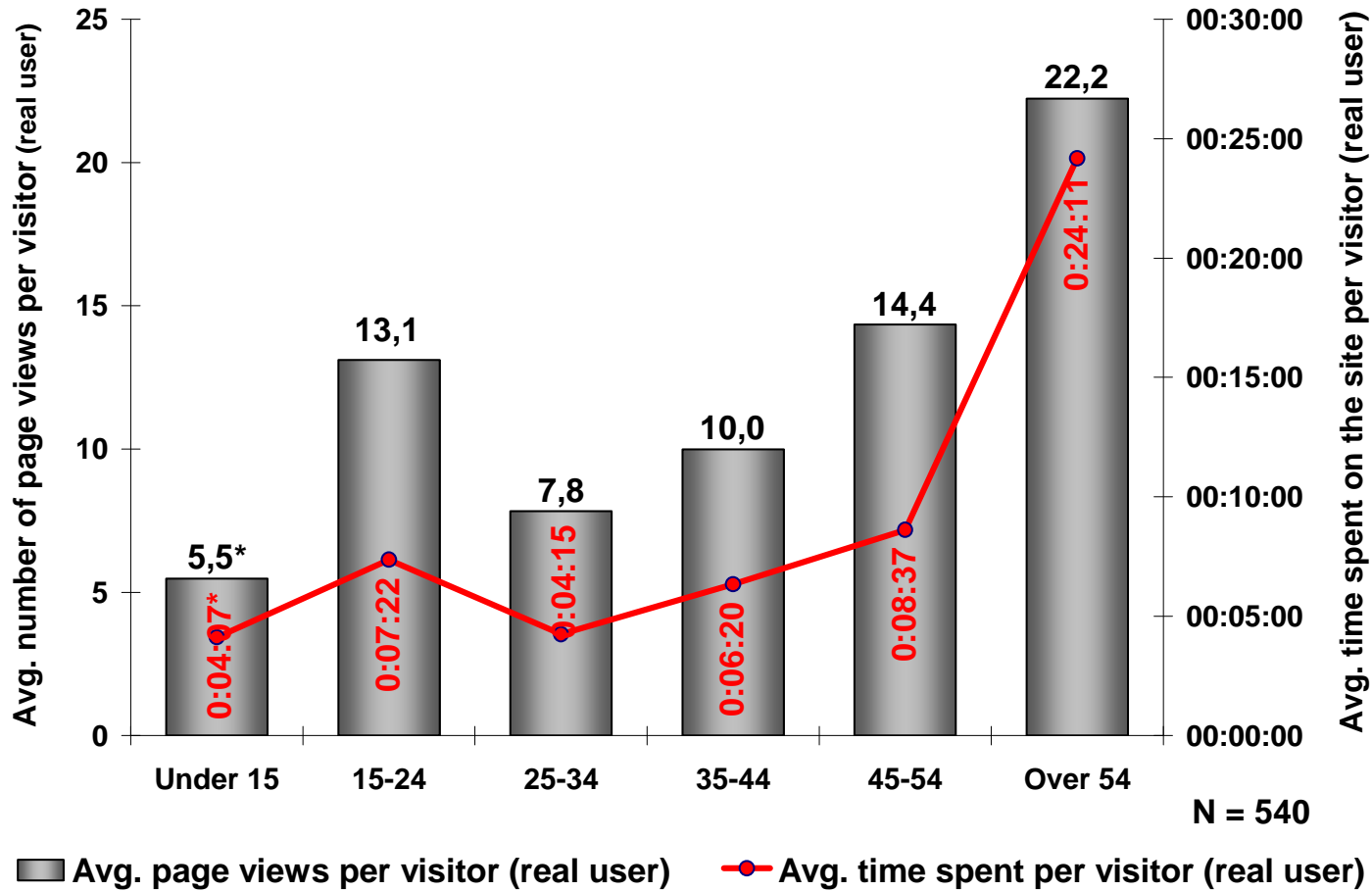


Source: gemiusProfile, June 2006



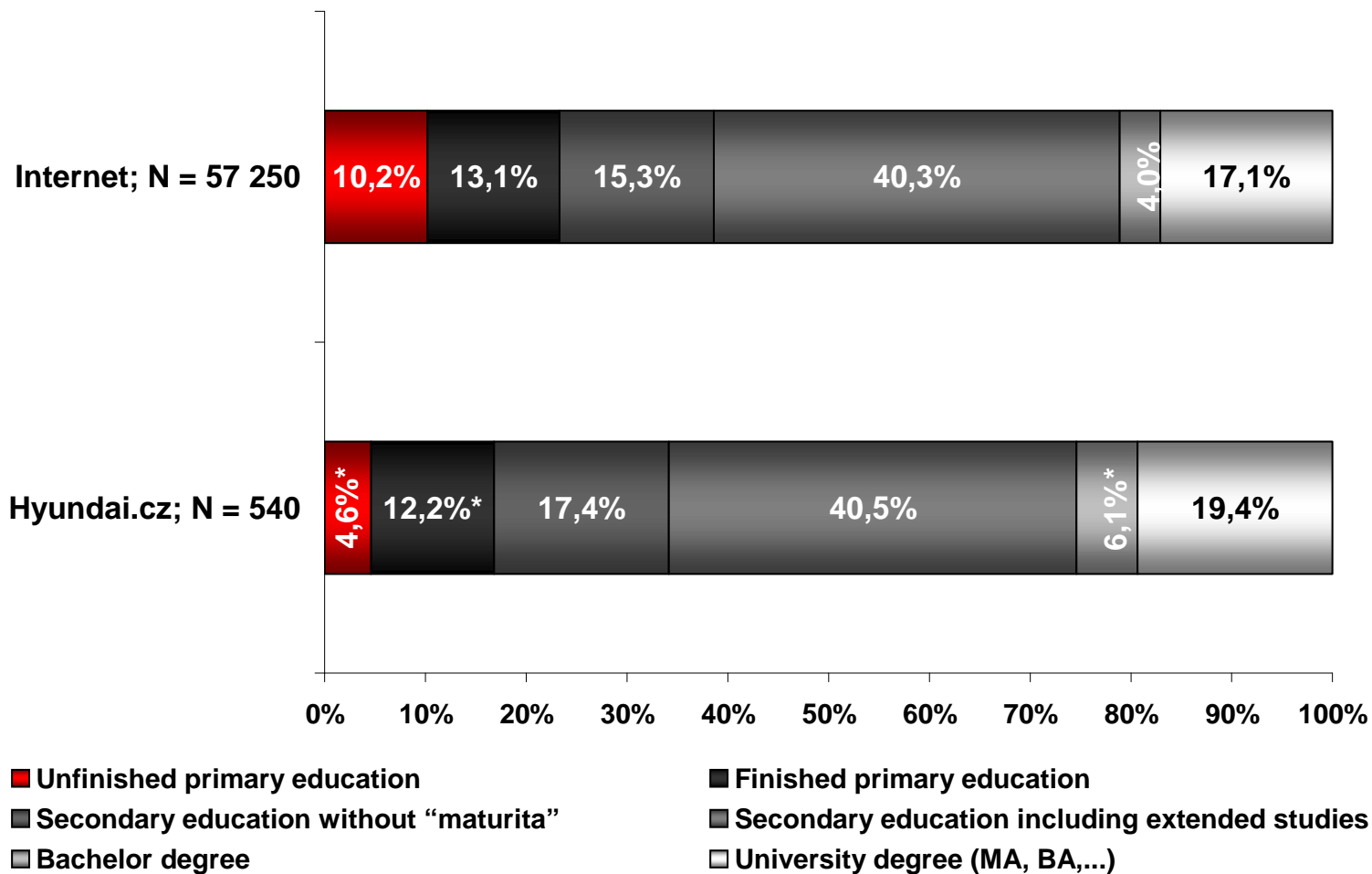
Source: gemiusProfile, June 2006

* Labels for shares smaller than 2,5% are not shown
 * Due the small size of the sample, this particular data is not representative and has only an illustrative purpose.



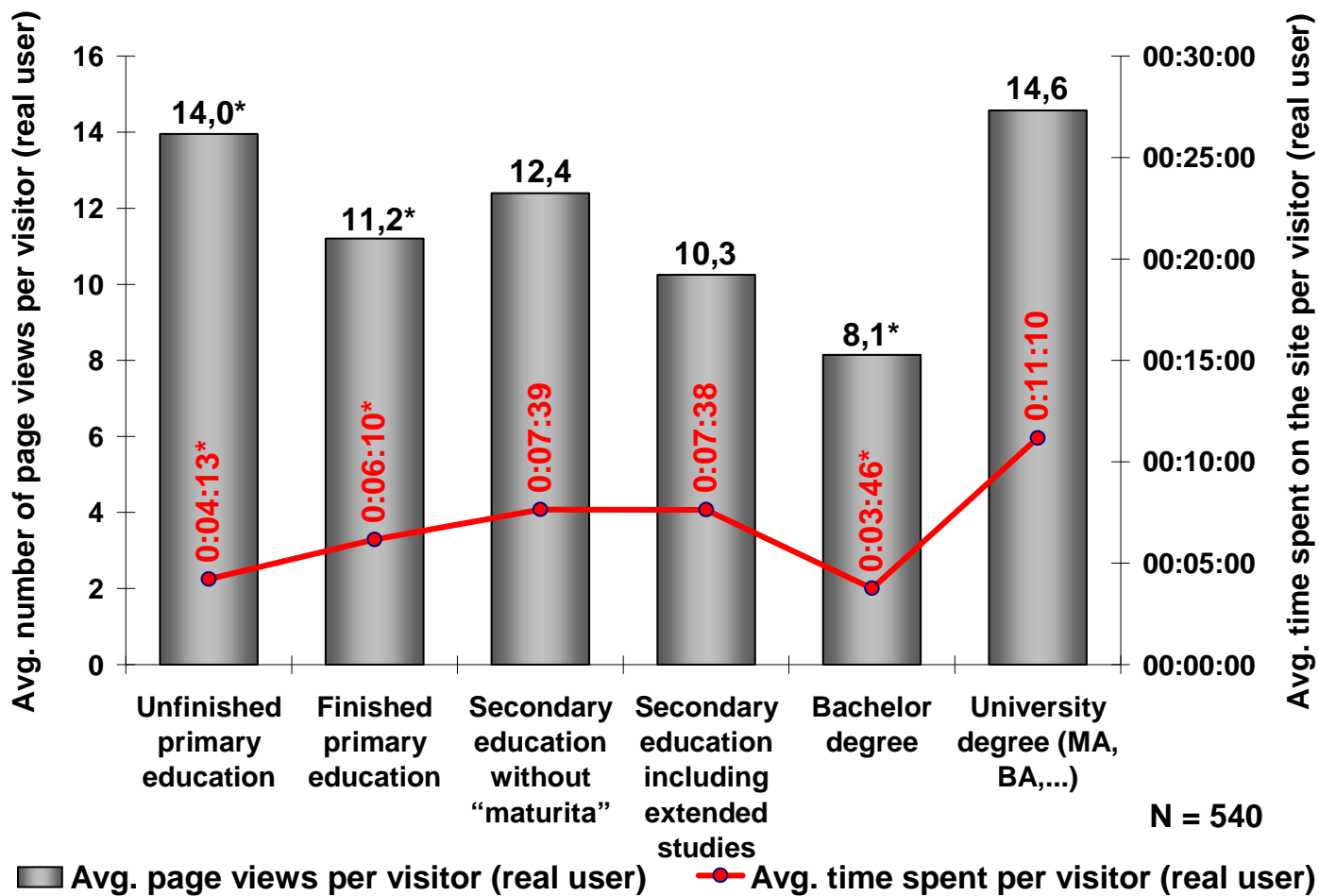
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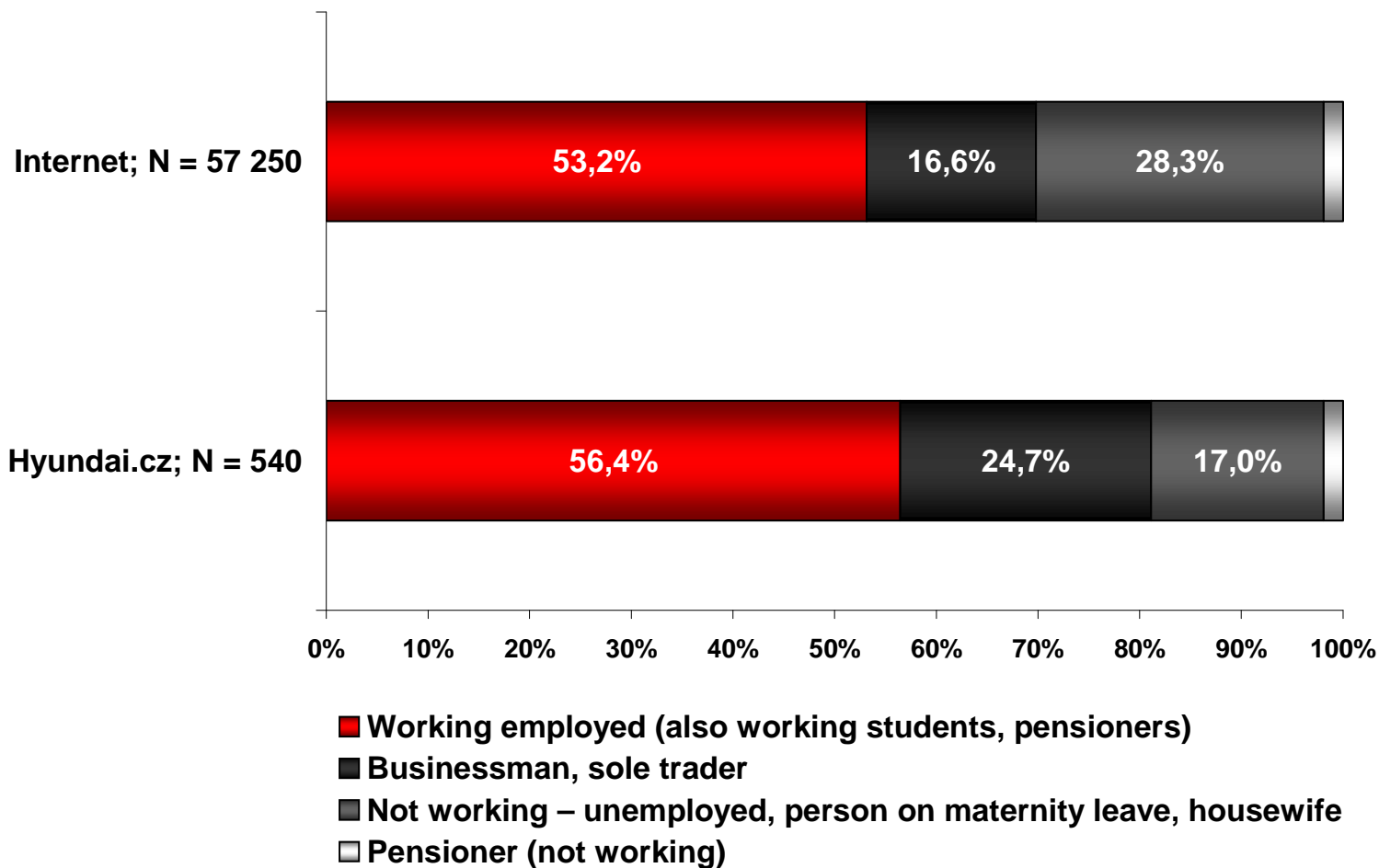
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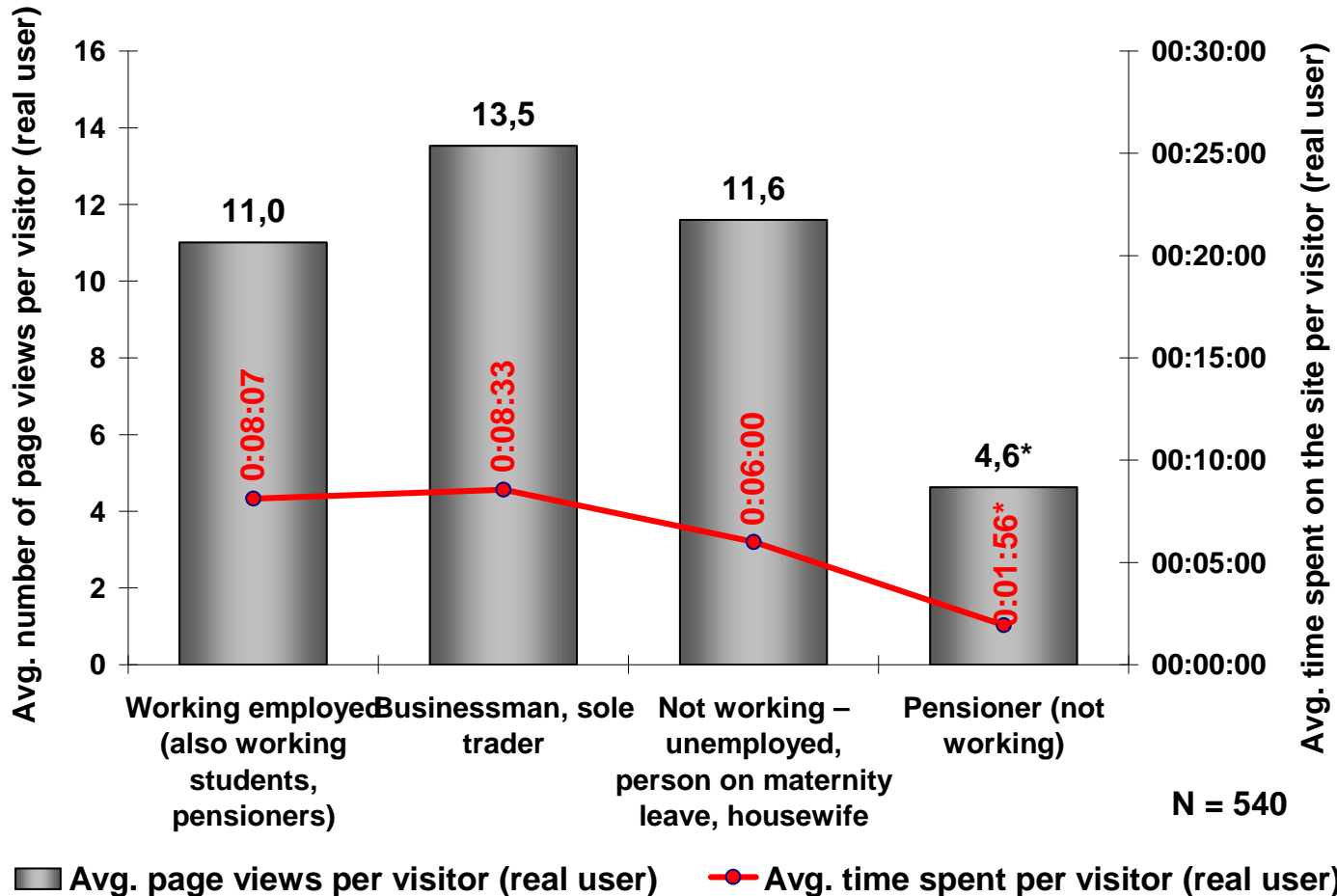
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Source: gemiusProfile, June 2006

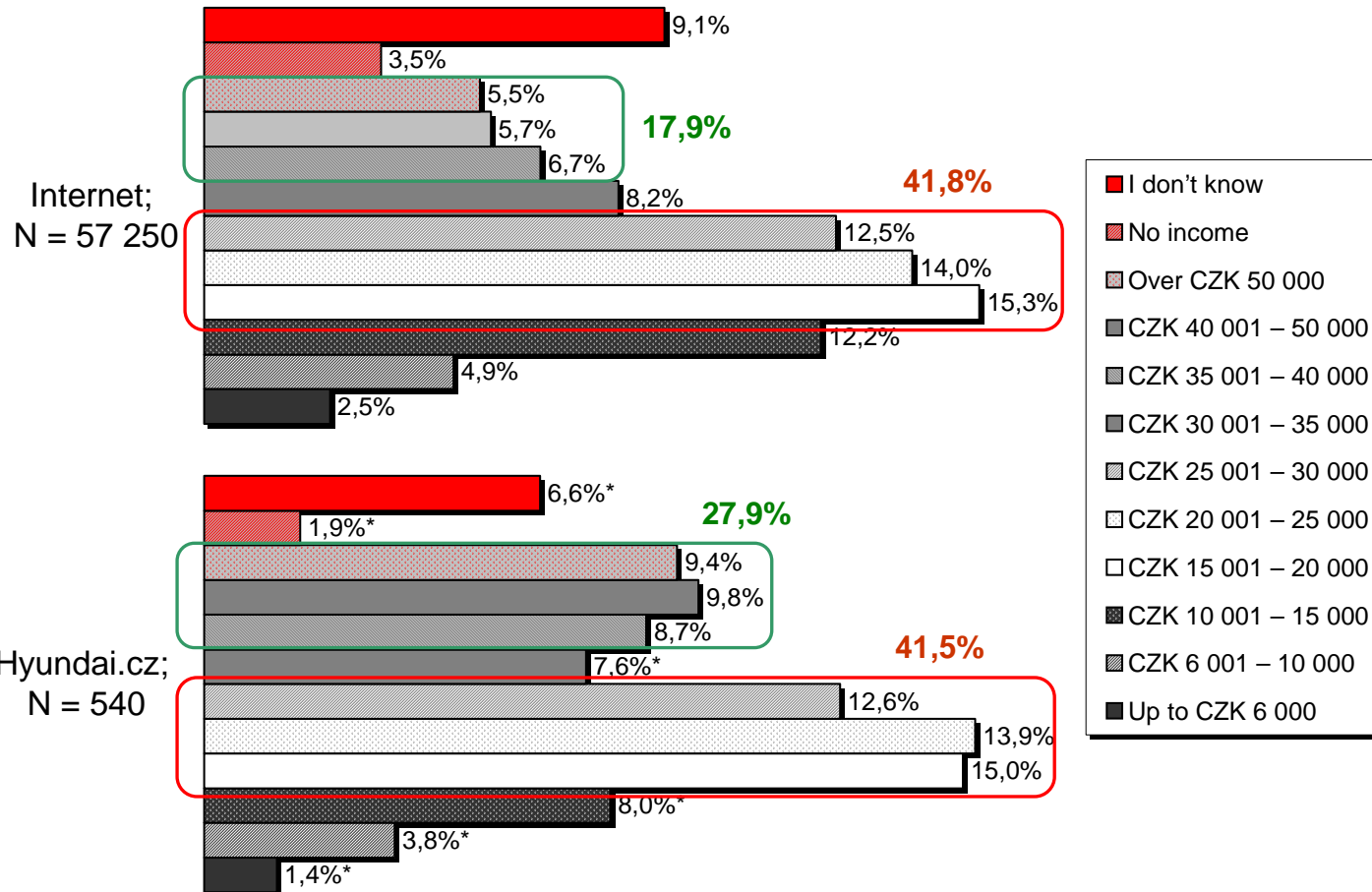
Labels for shares smaller than 2,5% are not shown

Average number of page views per visitor (real user) and average time spent on site per visitor (real user) by economic activities (employment status)



Source: gemiusProfile, June 2006

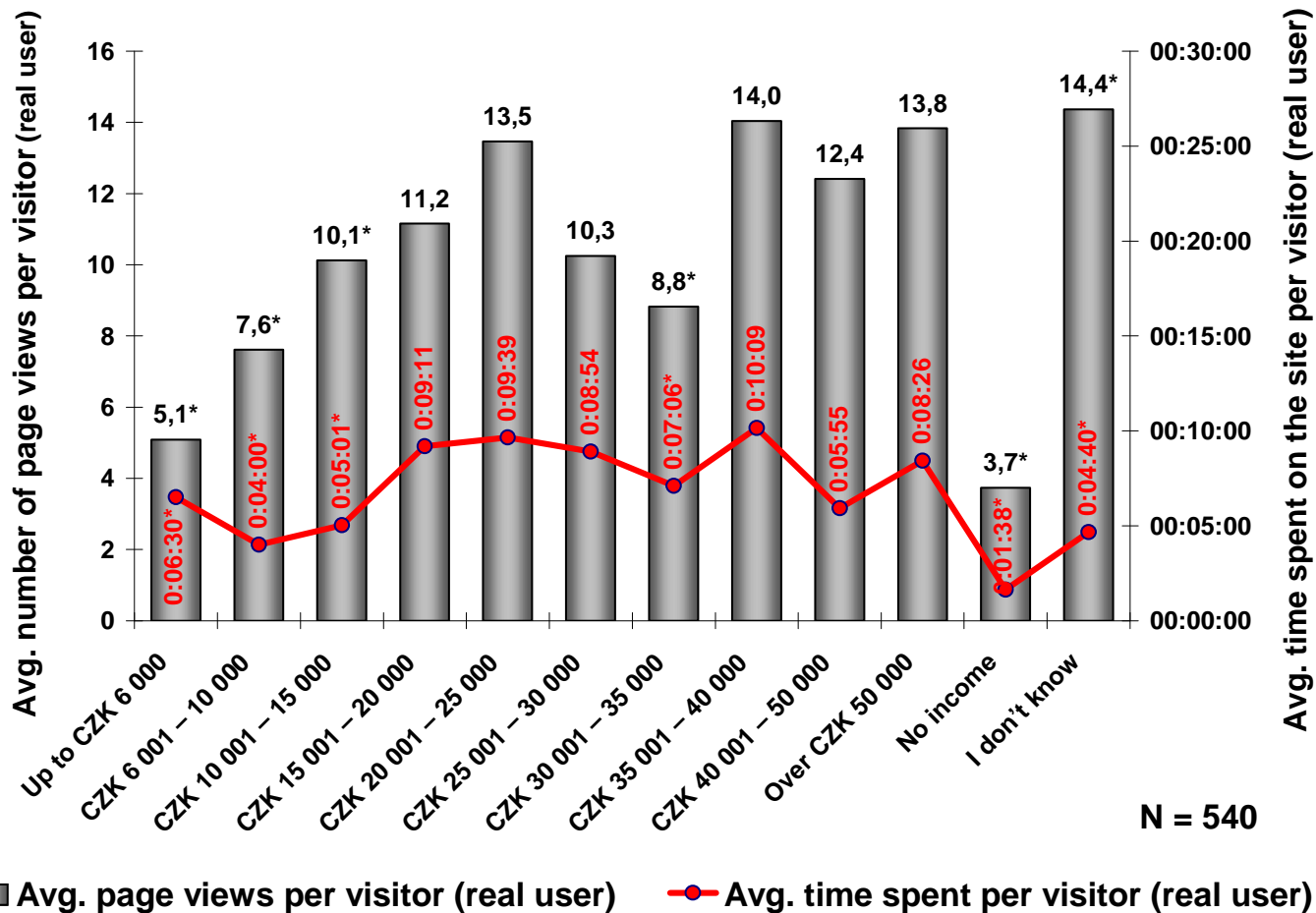
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Source: gemiusProfile, June 2006

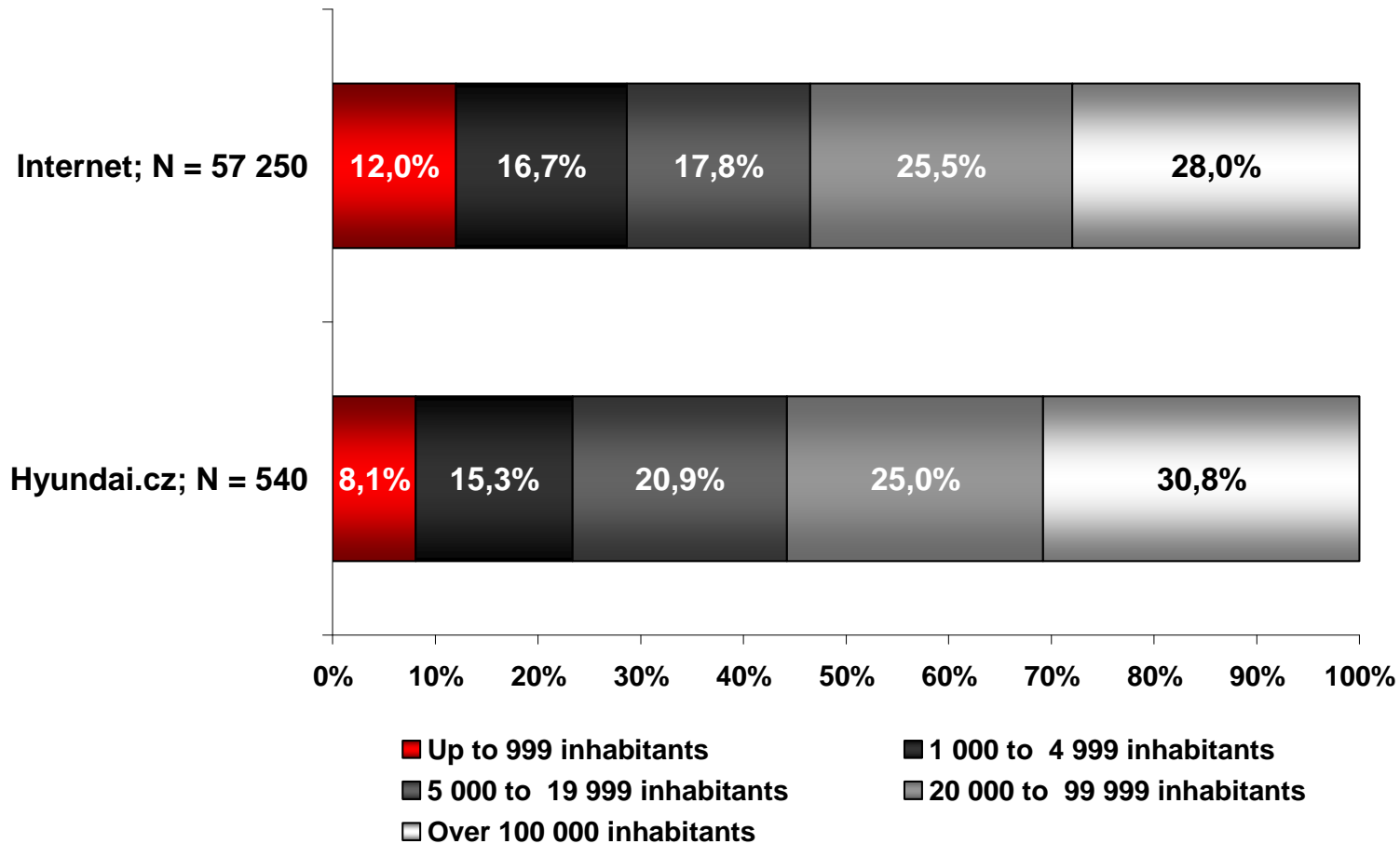
* Due the small size of the sample, this particular data is not representative and has only an illustrative purpose.

Average number of page views per visitor (real user) and average time spent on the site per visitor (real user) by household monthly net income

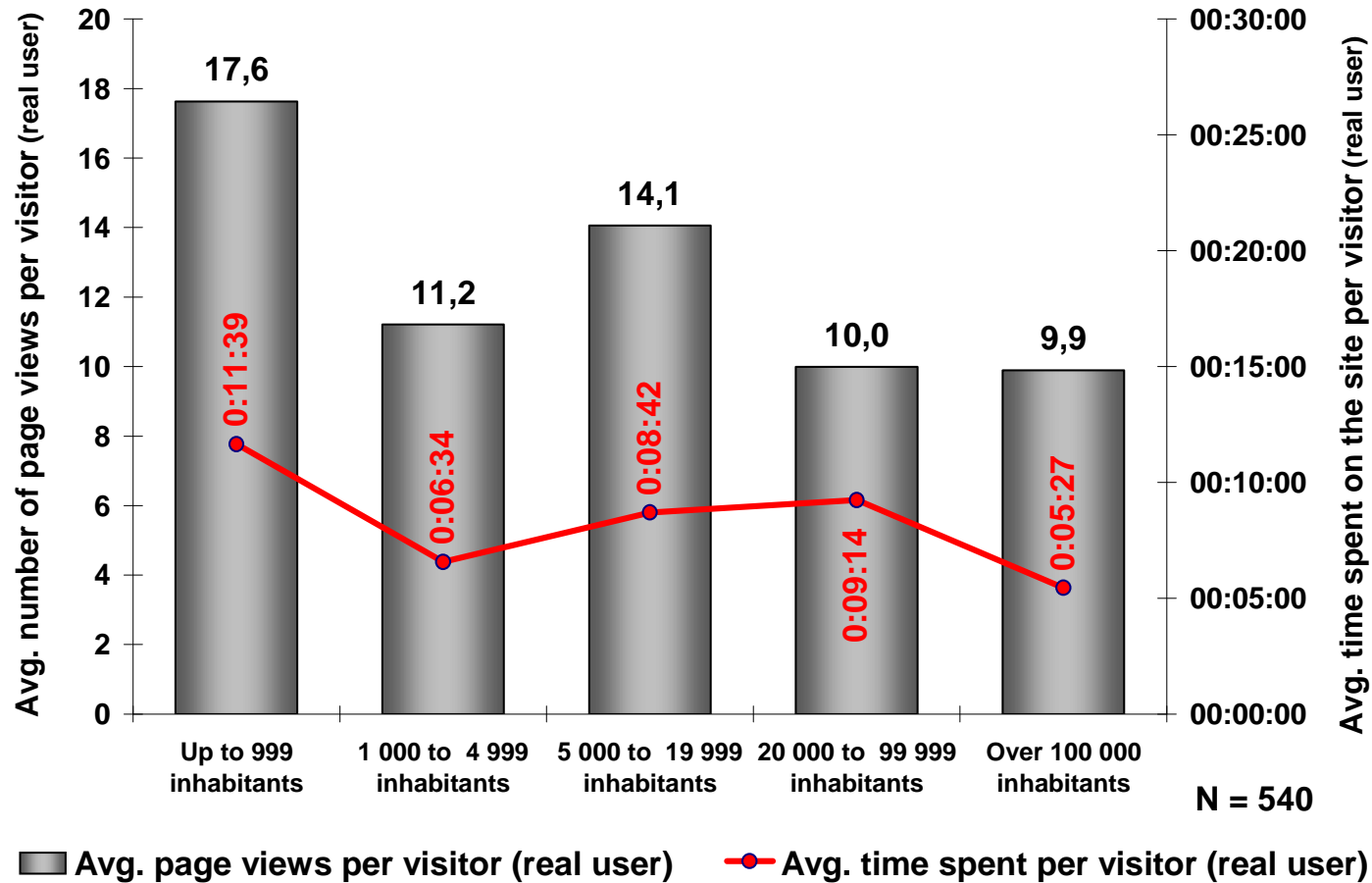


Source: gemiusProfile, June 2006

* Due the small size of the sample, this particular data is not representative and has only an illustrative purpose.

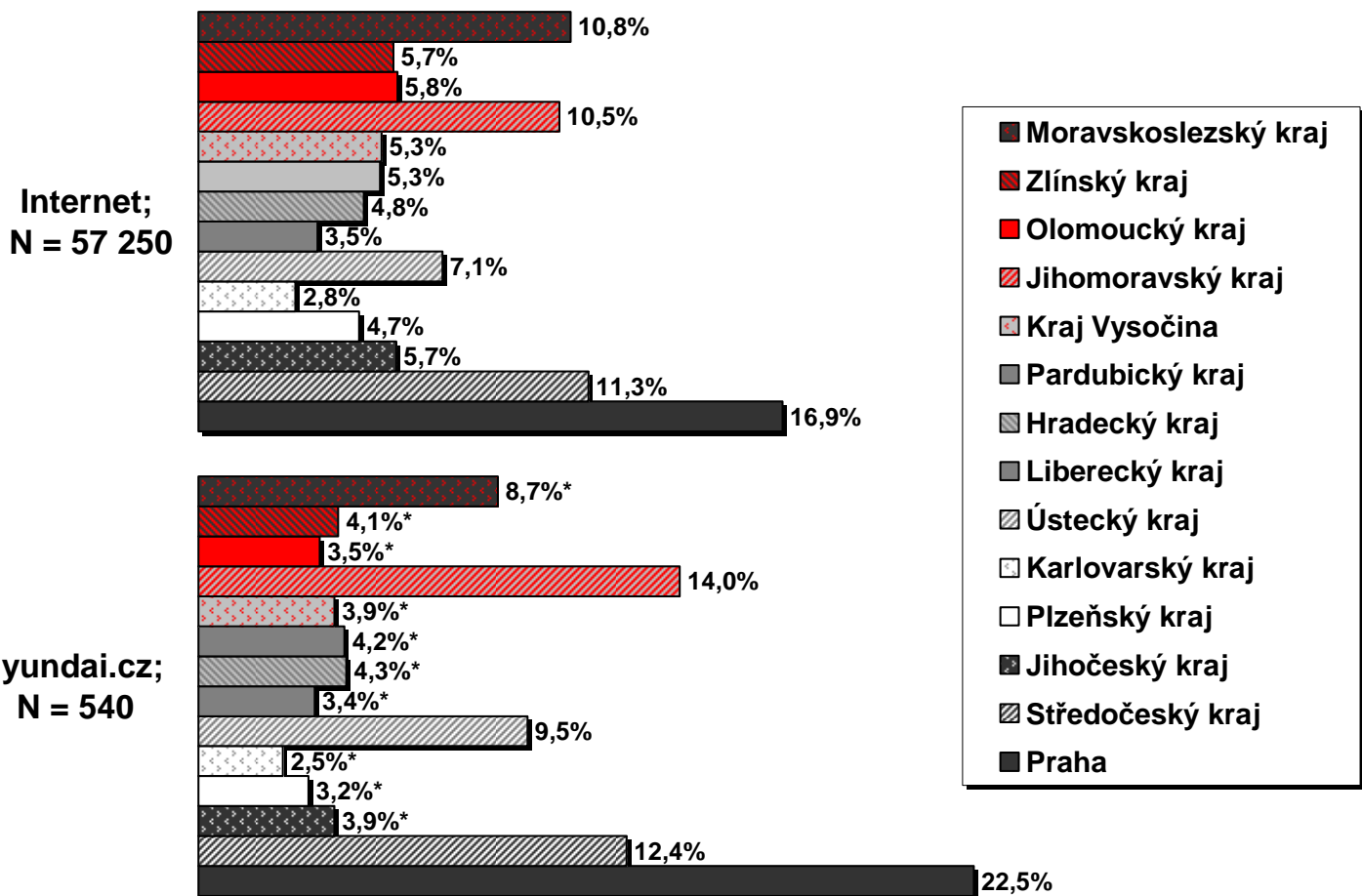


Source: gemiusProfile, June 2006



Source: gemiusProfile, June 2006

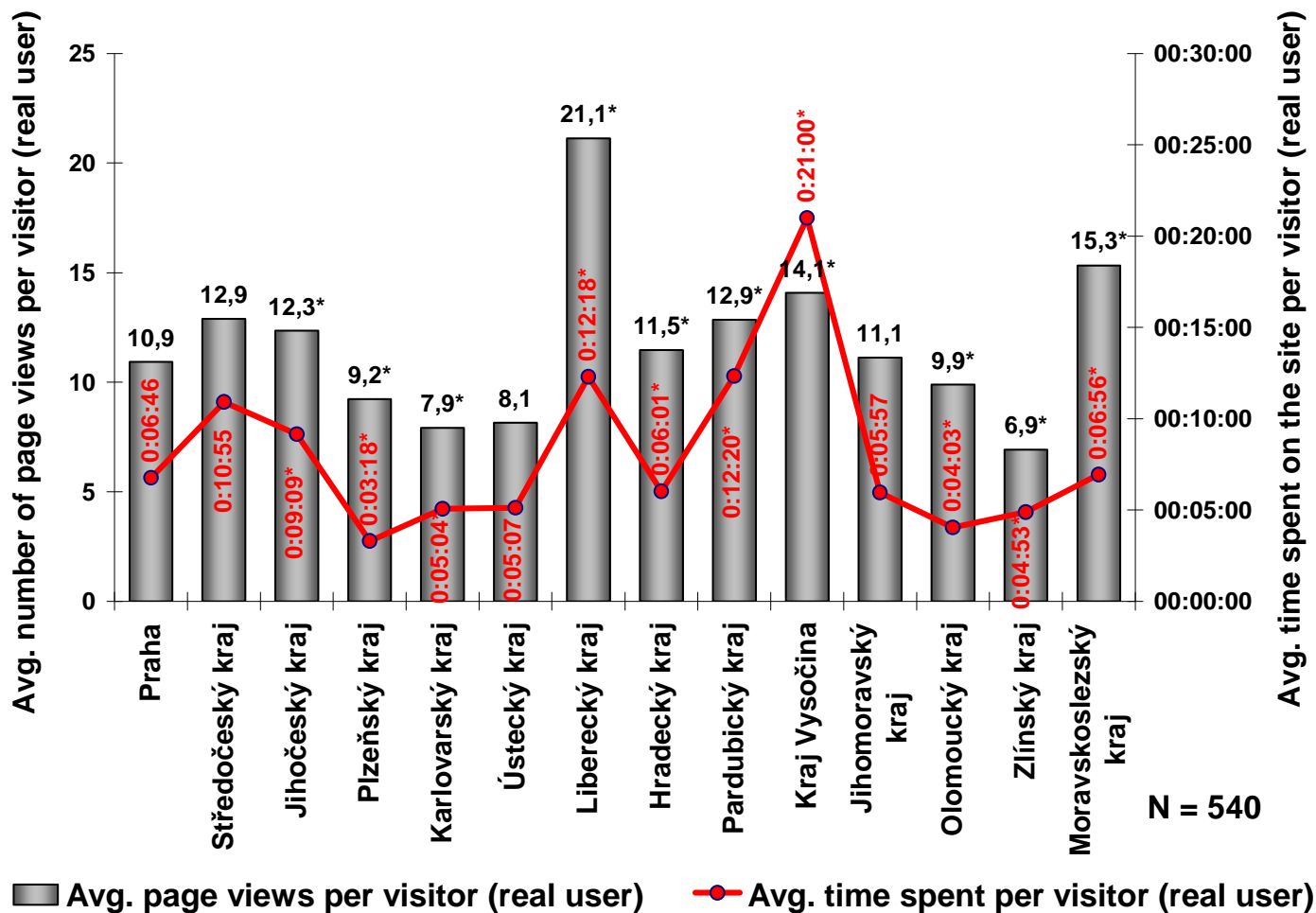
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Source: gemiusProfile, June 2006

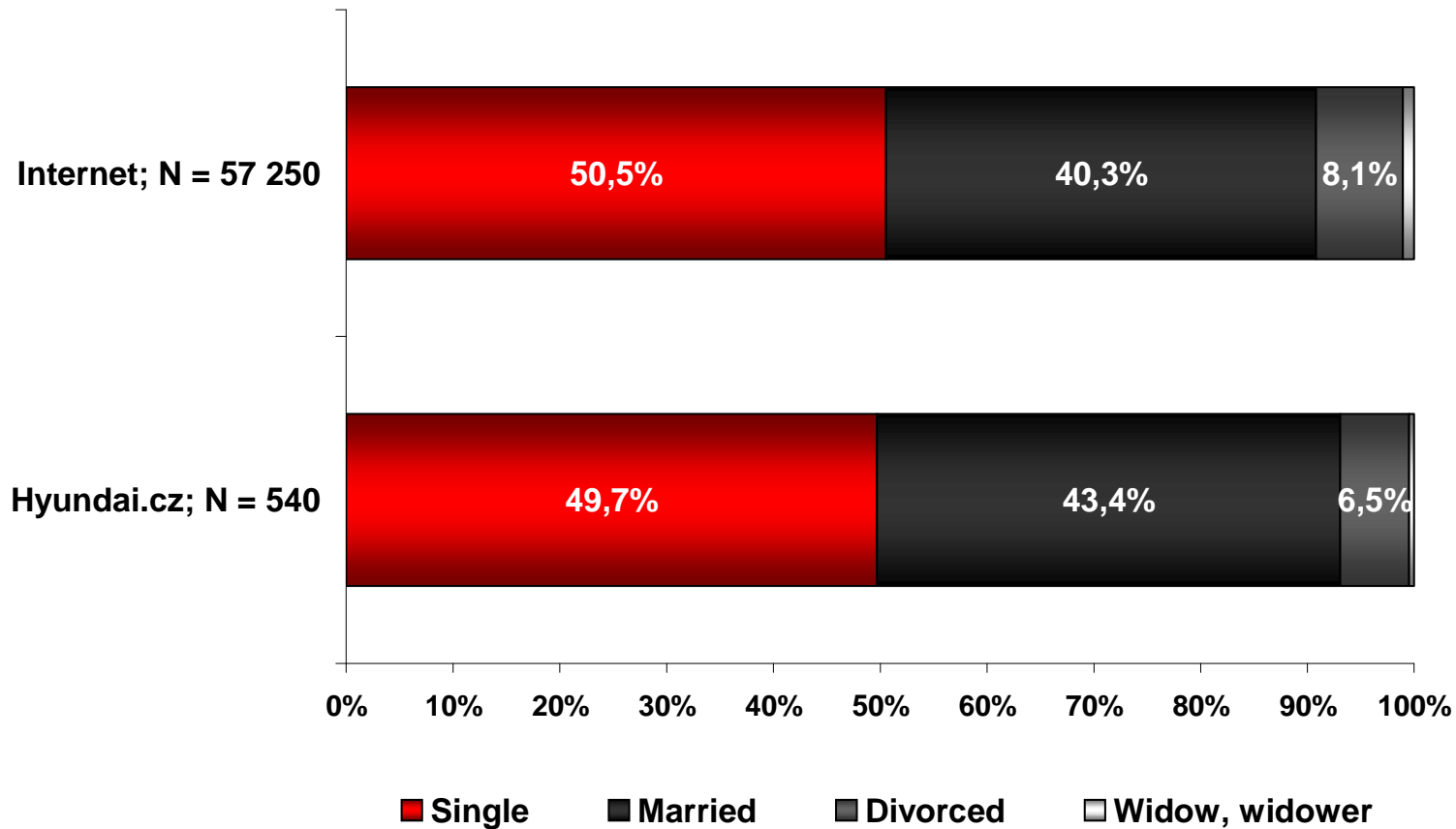
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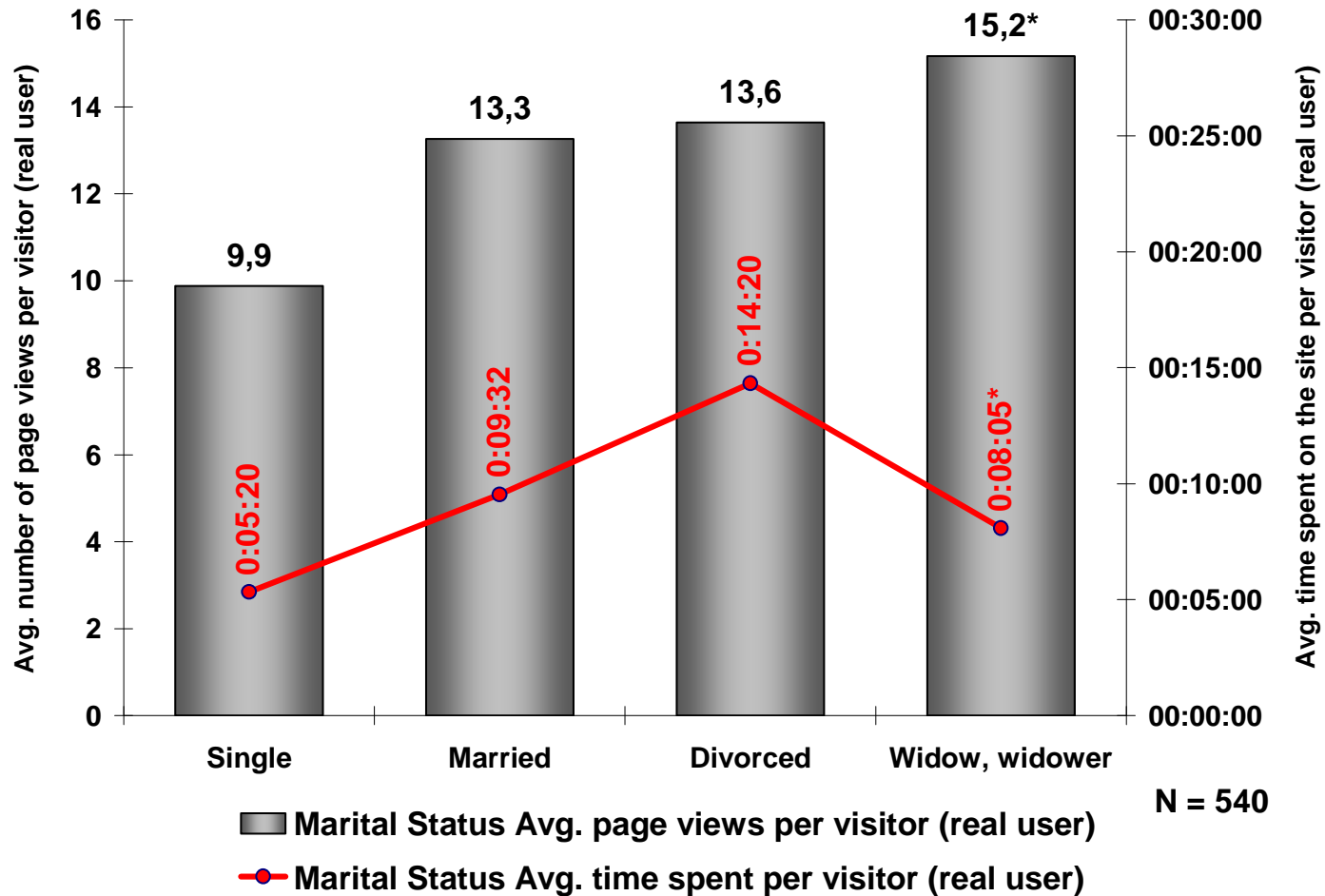
Source: gemiusProfile, June 2006

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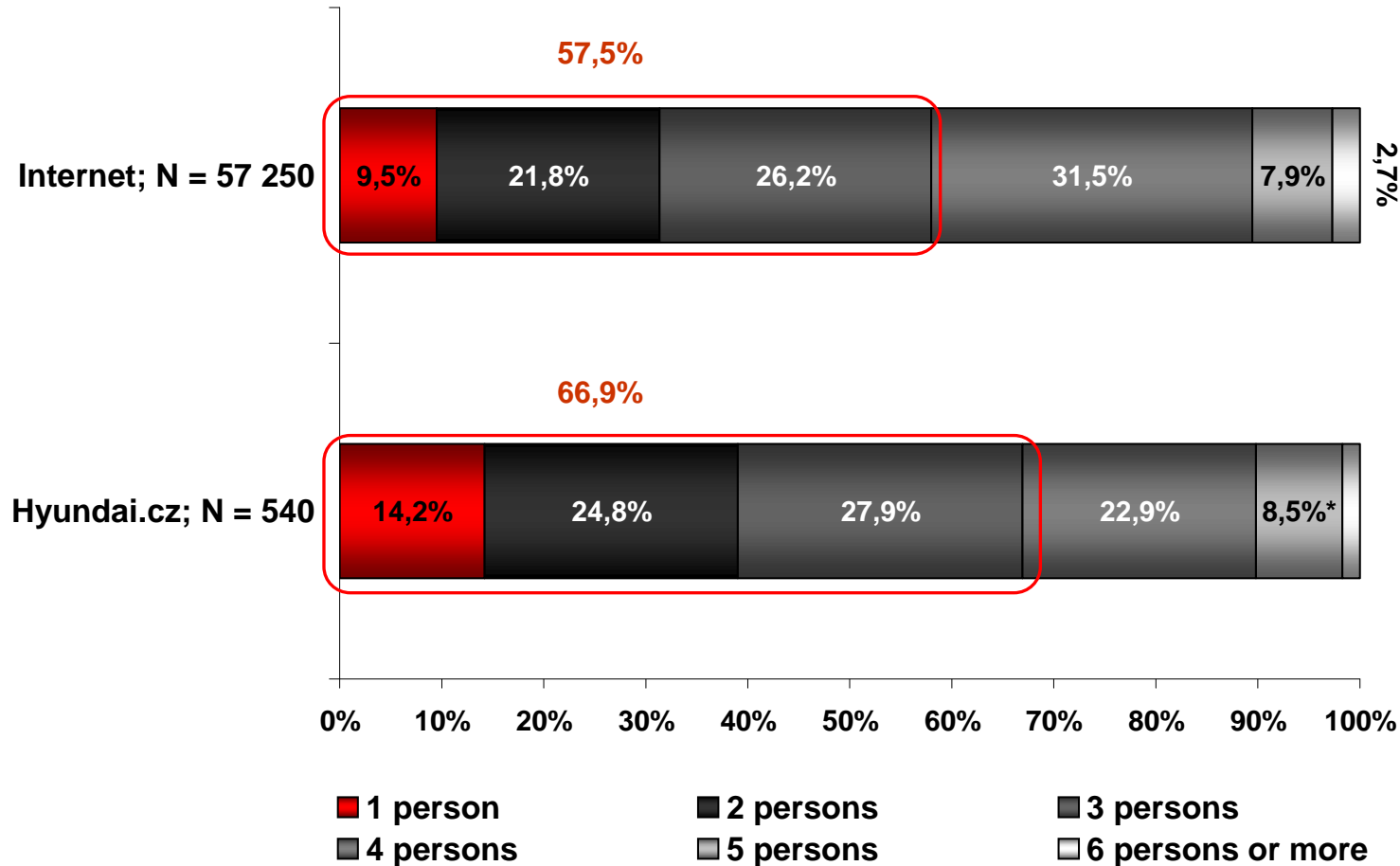
Source: gemiusProfile, June 2006

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Source: gemiusProfile, June 2006

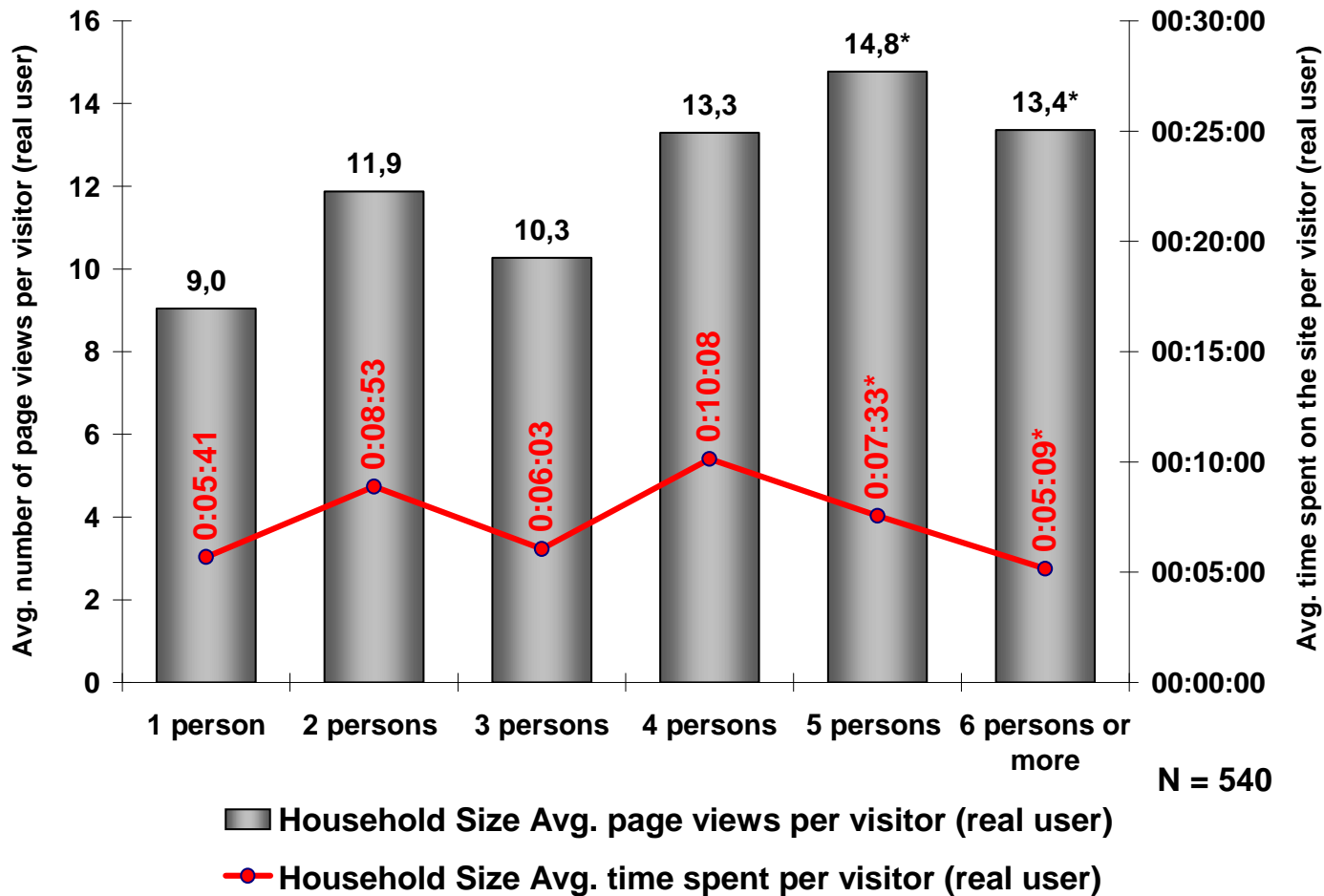
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Source: gemiusProfile, June 2006

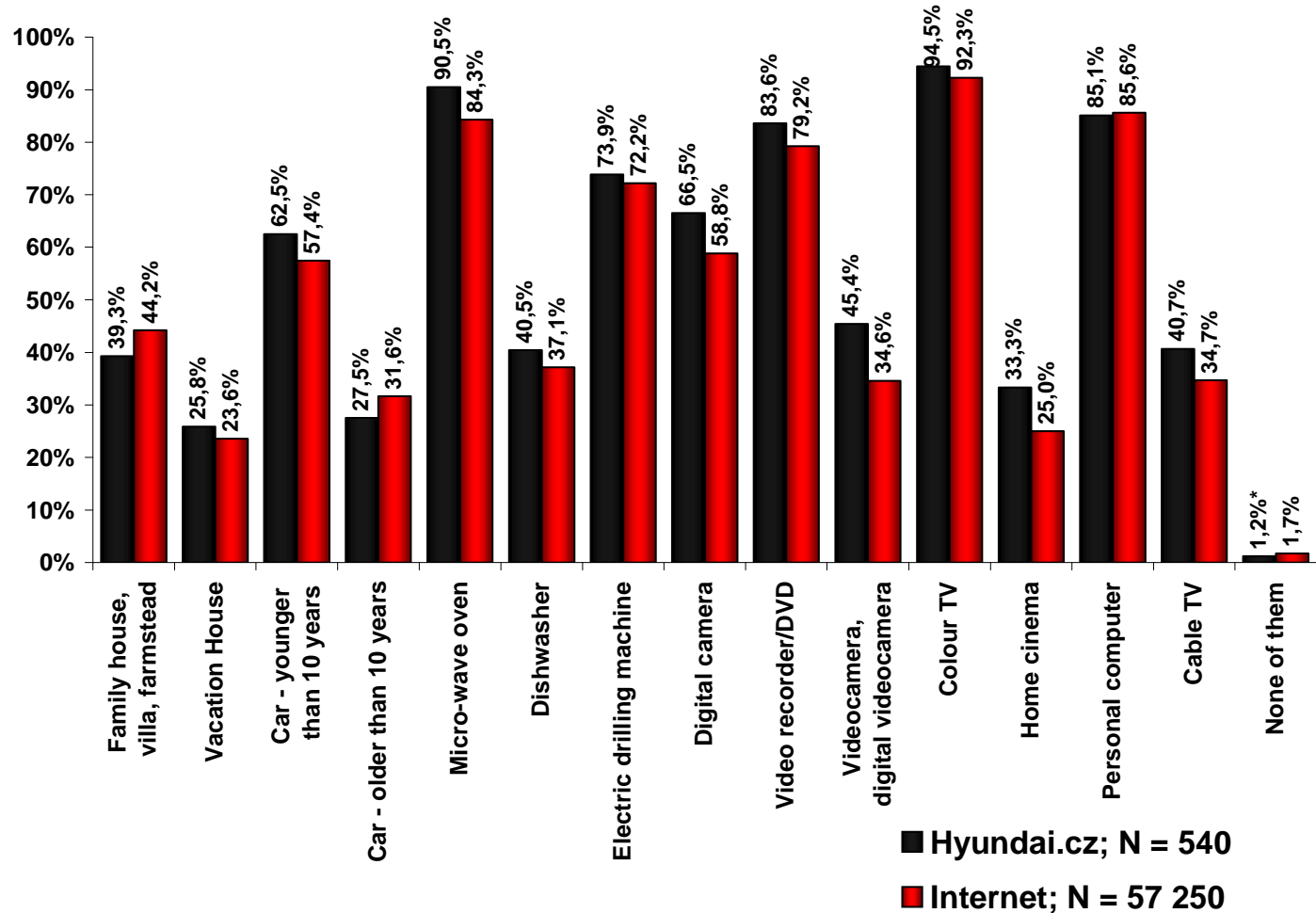
* Due the small size of the sample, this particular data is not representative and has only an illustrative purpose.

Average number of page views per visitor (real user) and average time spent on the site per visitor (real user) by household size



Source: gemiusProfile, June 2006

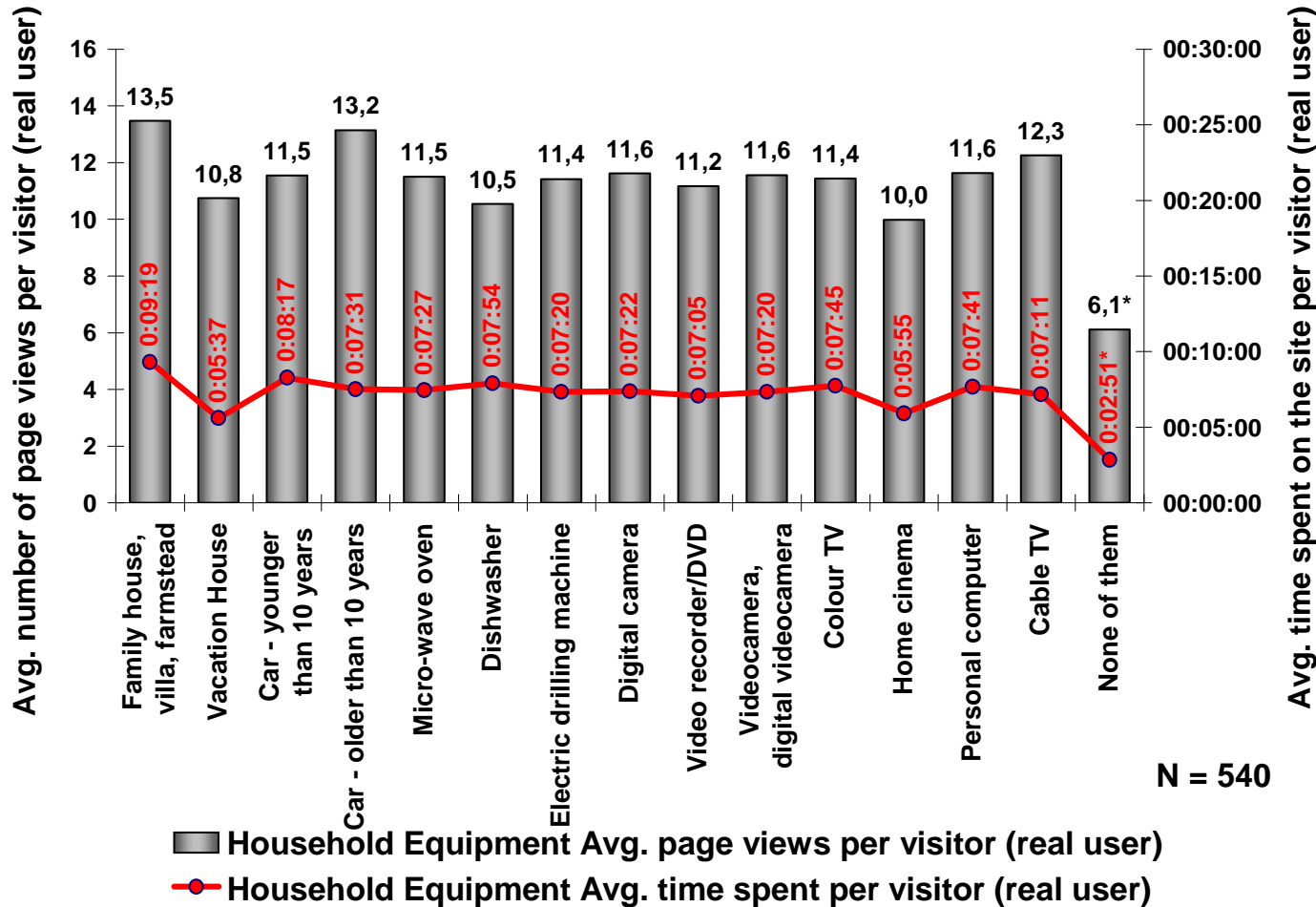
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Source: gemiusProfile, June 2006

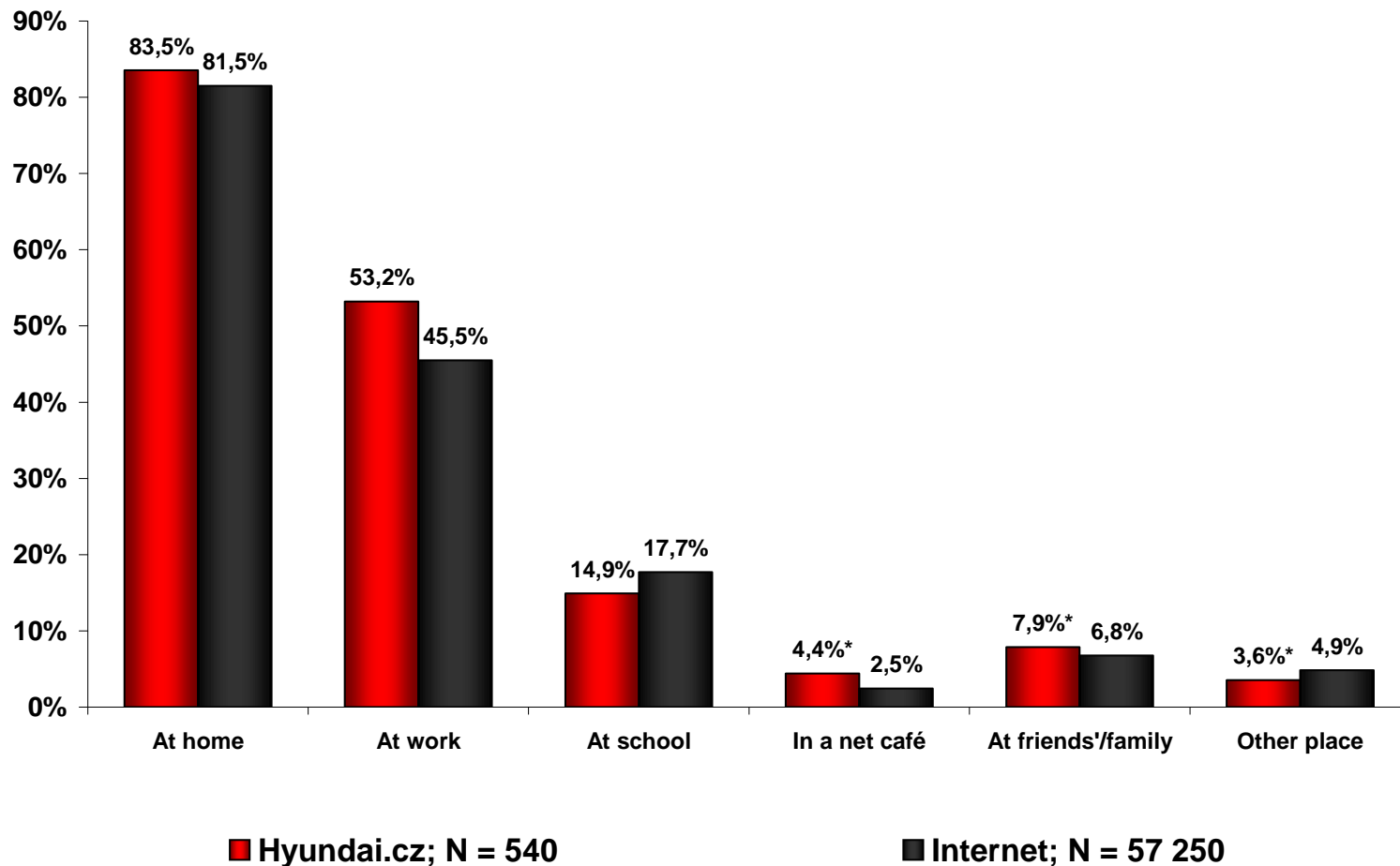
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Average number of page views per visitor (real user) and average time spent on the site per visitor (real user) by household equipment



Source: gemiusProfile, June 2006

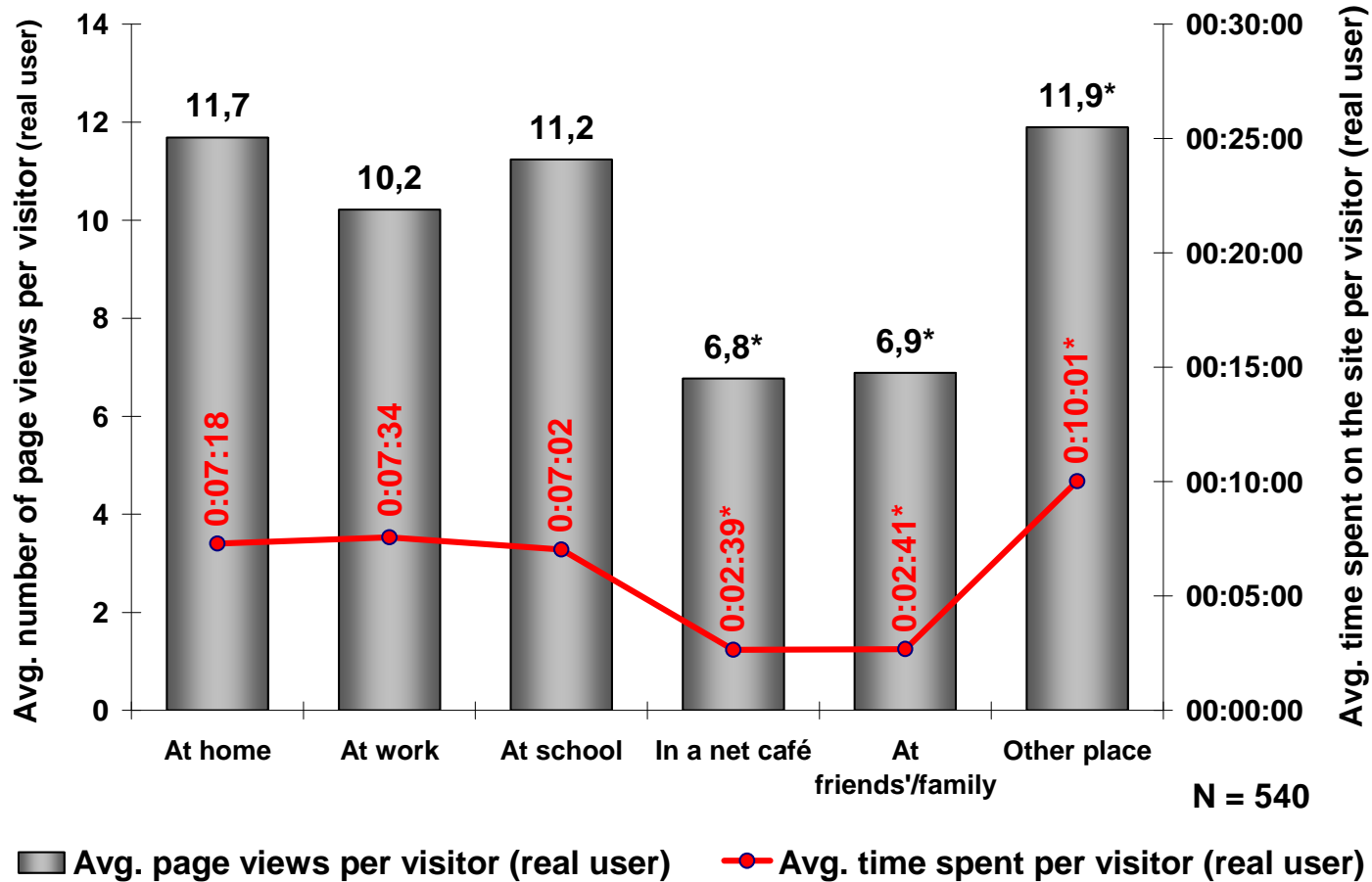
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Source: gemiusProfile, June 2006

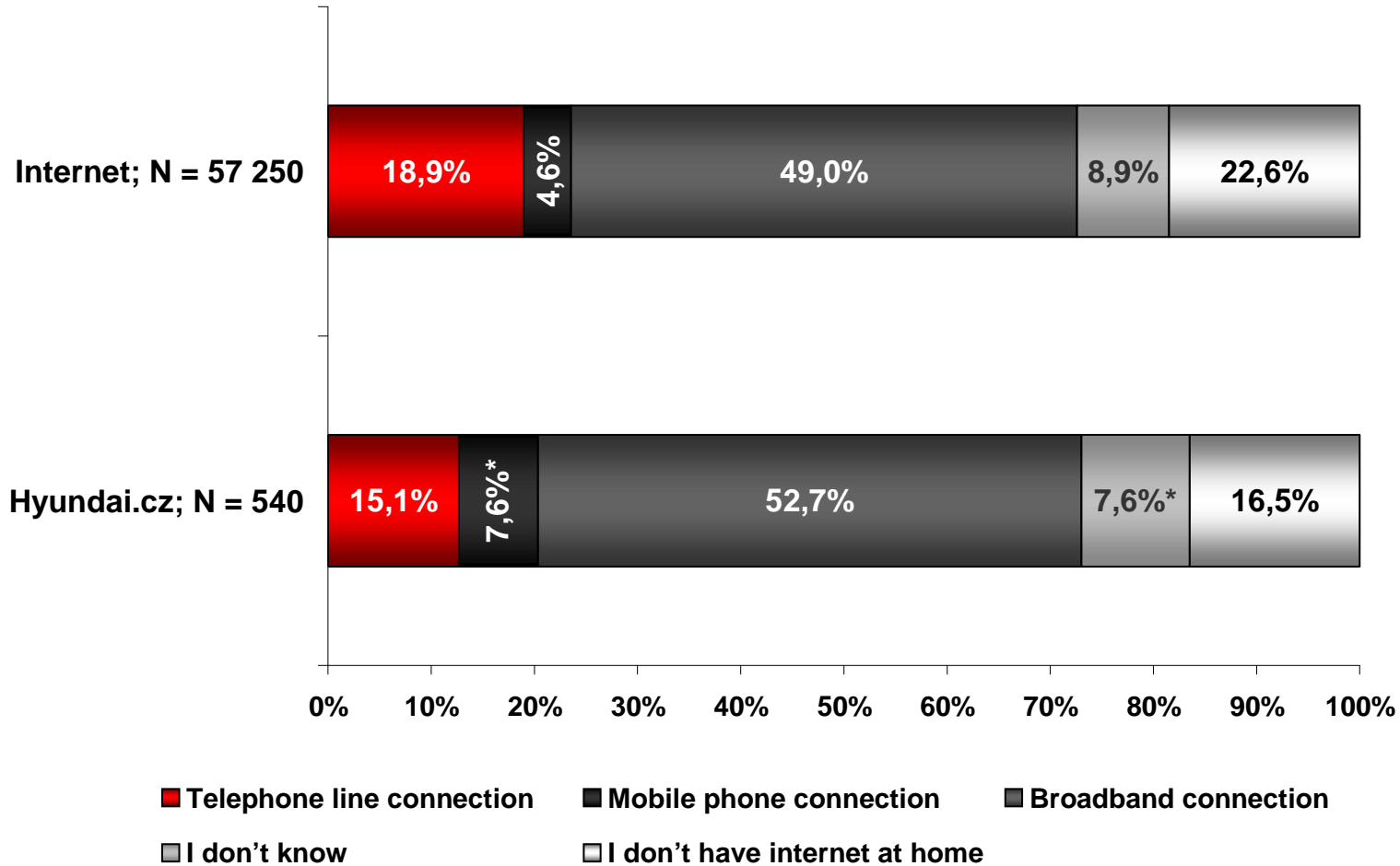
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Average number of page views per visitor (real user) and average time spent on the site per visitor (real user) by internet location



Source: gemiusProfile, June 2006

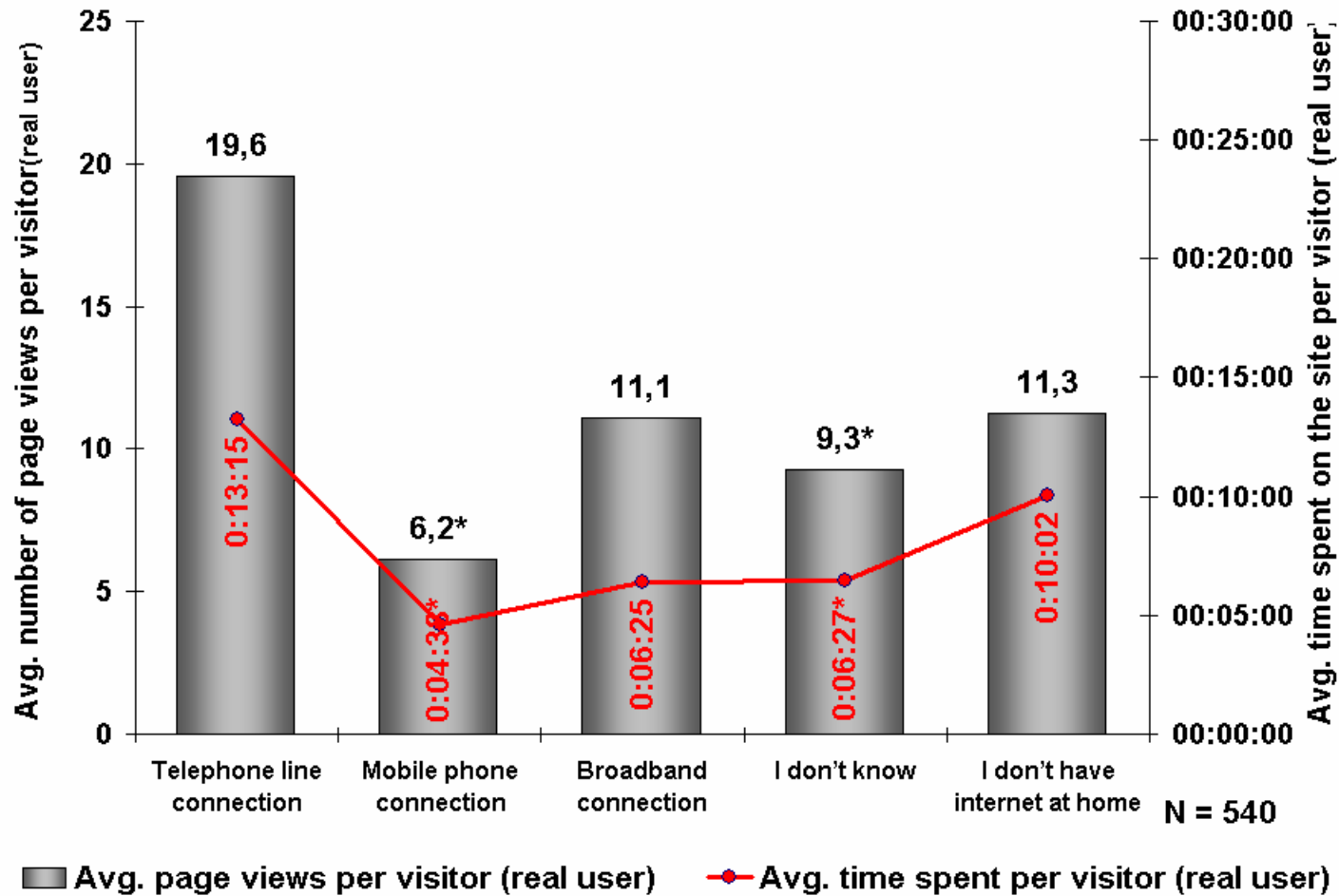
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Source: gemiusProfile, June 2006

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Average number of page views per visitor (real user) and average time spent on the site per visitor (real user) by connection type



Source: gemiusProfile, June 2006

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The profile of the website sections visitors (real users)

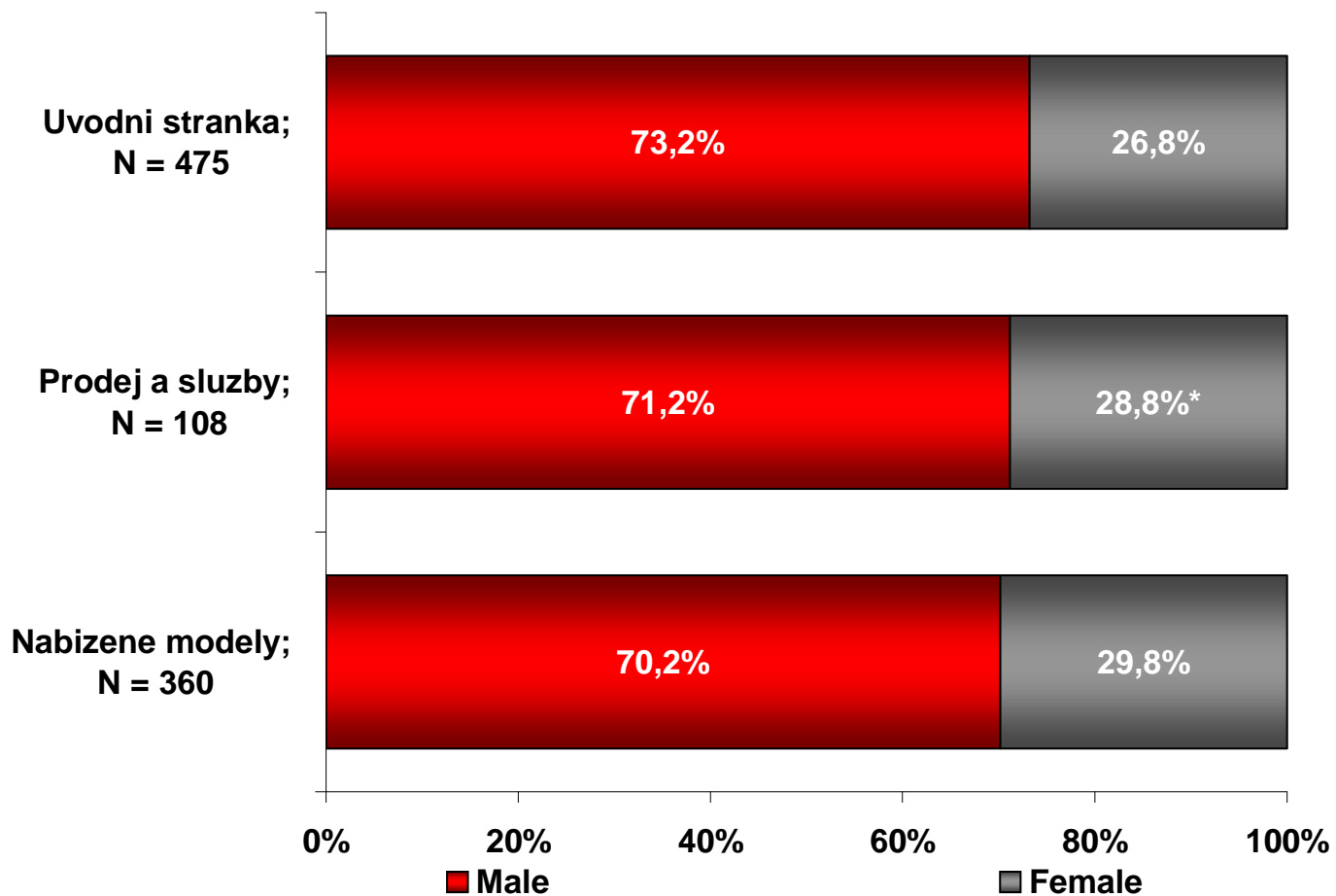


- In June 2006 we chose to analyze the following sections of Hyundai.cz in order to identify their users profile and activity:
 - Nabizene modely (level 1)
 - Prodej a sluzby (1)
 - Uvodni stranka (level 1)
- Comparing the sections in respect to the number of visitors (real users), the most popular section in June 2006 was Uvodni stranka. The results show that this section was visited by over 26 thousand visitors (real users) who made more than 65 thousand page views.
- In comparison with other sections, the highest average number of page views per visitor (real user) was recorded for the section Nabizene modely: 12,4. Also the longest average time spent on the site: 7 minutes and 8 seconds per visitor (real user) was noticed on this section.
- The results registered for the selected sections are presented below:

	Visitors (real users)	Visits	Avg, number of visits per visitor (real user)	Page views	Avg, number of page views per visitor (real user)	Avg, time spent per visitor (real user)
Uvodni stranka	26 760	38 431	1,4	65 413	2,4	00:02:18
Nabizene modely	19 359	26 974	1,4	239 311	12,4	00:07:08
Prodej a sluzby	5 625	6 641	1,2	22 220	4,0	00:02:31

Source: gemiusProfile, June 2006

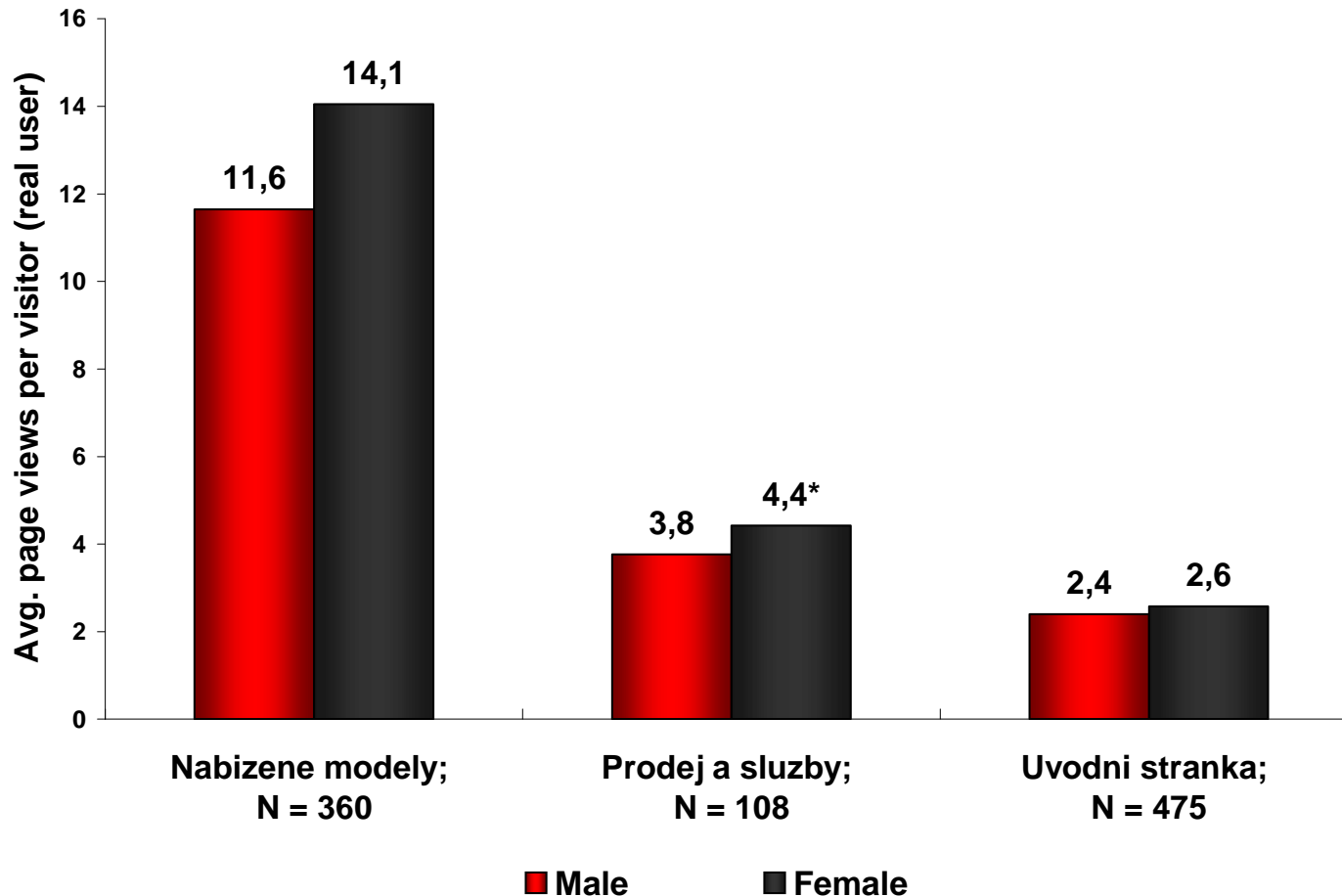
- In a top of most popular sections, Uvodni stranka is by far the first one, as we already mentioned, followed by Nabizene modely section. Prodej a sluzby is the last section for which a relevant data was assembled.
- Advantage of men is apparent across all the website (from 70,2% to 73,2%), but Nabizene modely generated an outstanding number of average page views (11,6 for men and 14,1 among women) and average time spent (6 min 52 sec and 7 min 44 sec, respectively)
- Age structure decomposition reveals that Prodej a sluzby attracted mosly the older part of audience (53,2% of visitors were over 34 y.o.), while the other two sites were dominated by the Youth (57,9% for Uvodni stranka and 57,6% for Nabizene modely). In general after 24 the activeness increases with age, what was already mentioned in the comment for the entire website in the previous chapter.
- The education level seems not to differ among visitors of different sites (the results for Prdej a sluzby are considered to be rather inaccurate due to low sample size). Still, visitors with university degree spend most time on Nabizene modely (9 min 42 sec on average) and Uvodni stranka (3 min 37 sec).
- There are no significant differences in terms of economic activity between visitors of particular sites.



Source: gemiusProfile, June 2006

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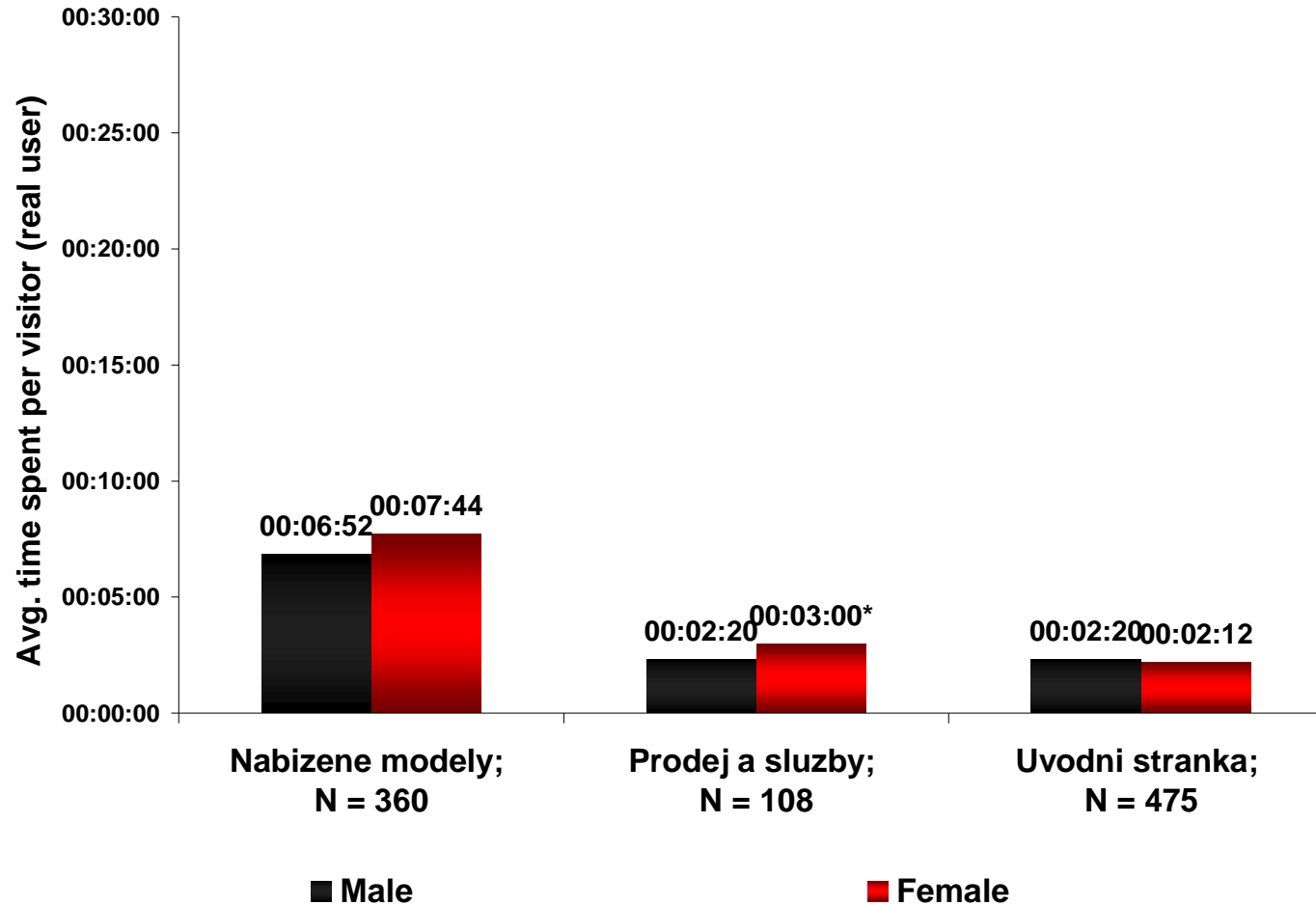
Number of page views per visitor (real user) of the particular sections by gender



Source: gemiusProfile, June 2006

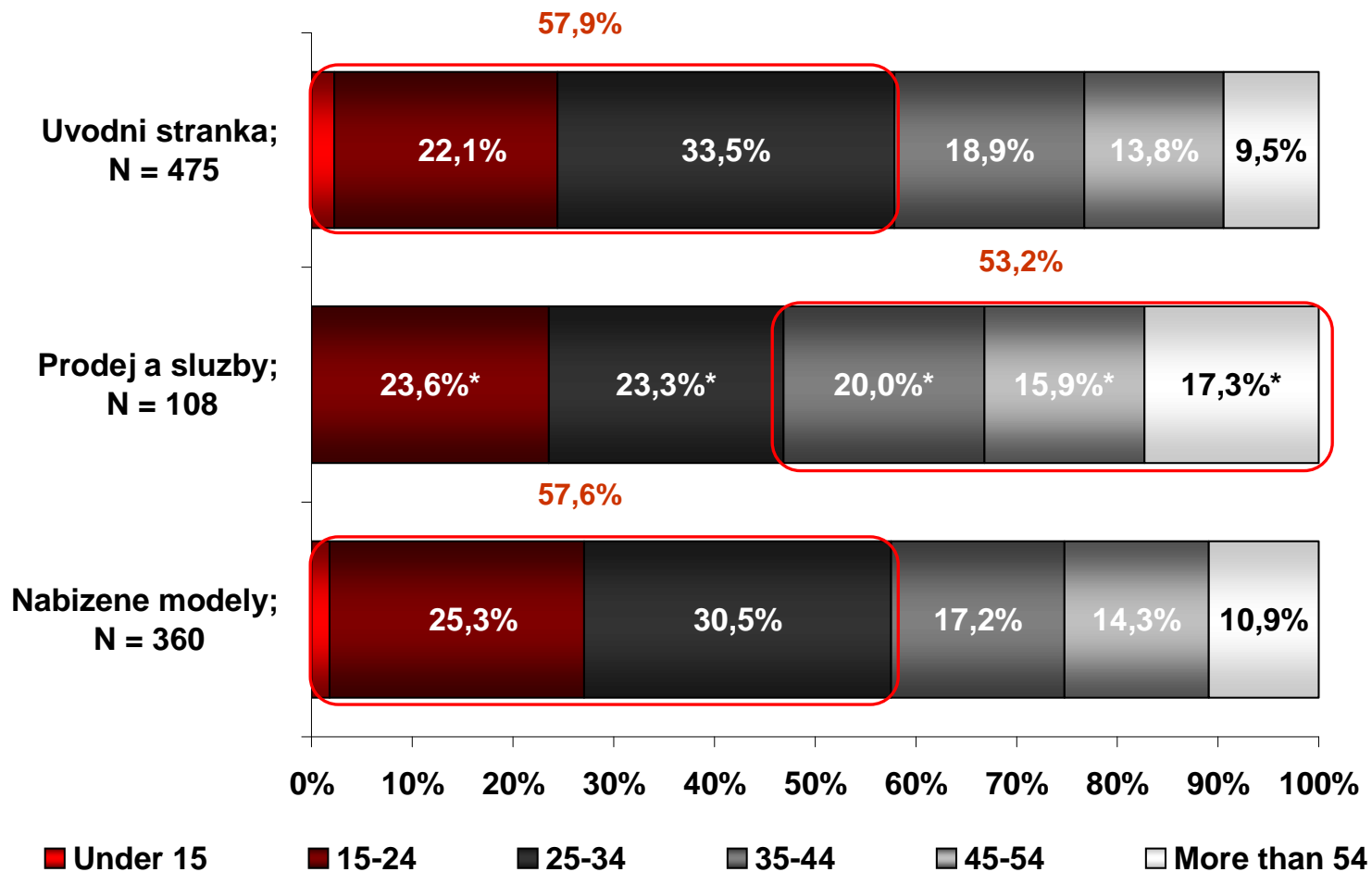
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The average time spent per visitor (real user) on the particular sections by gender



Source: gemiusProfile, June 2006

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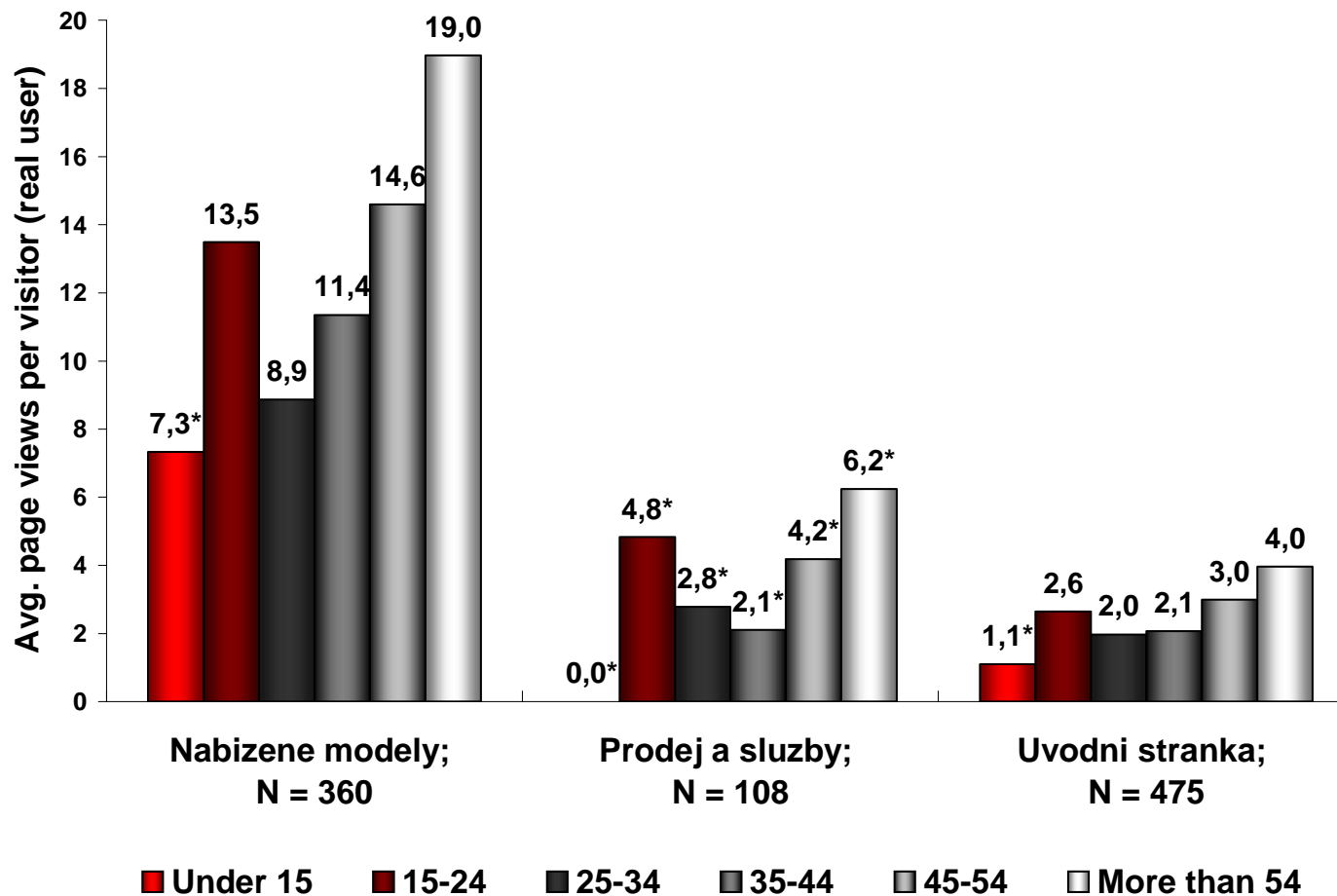


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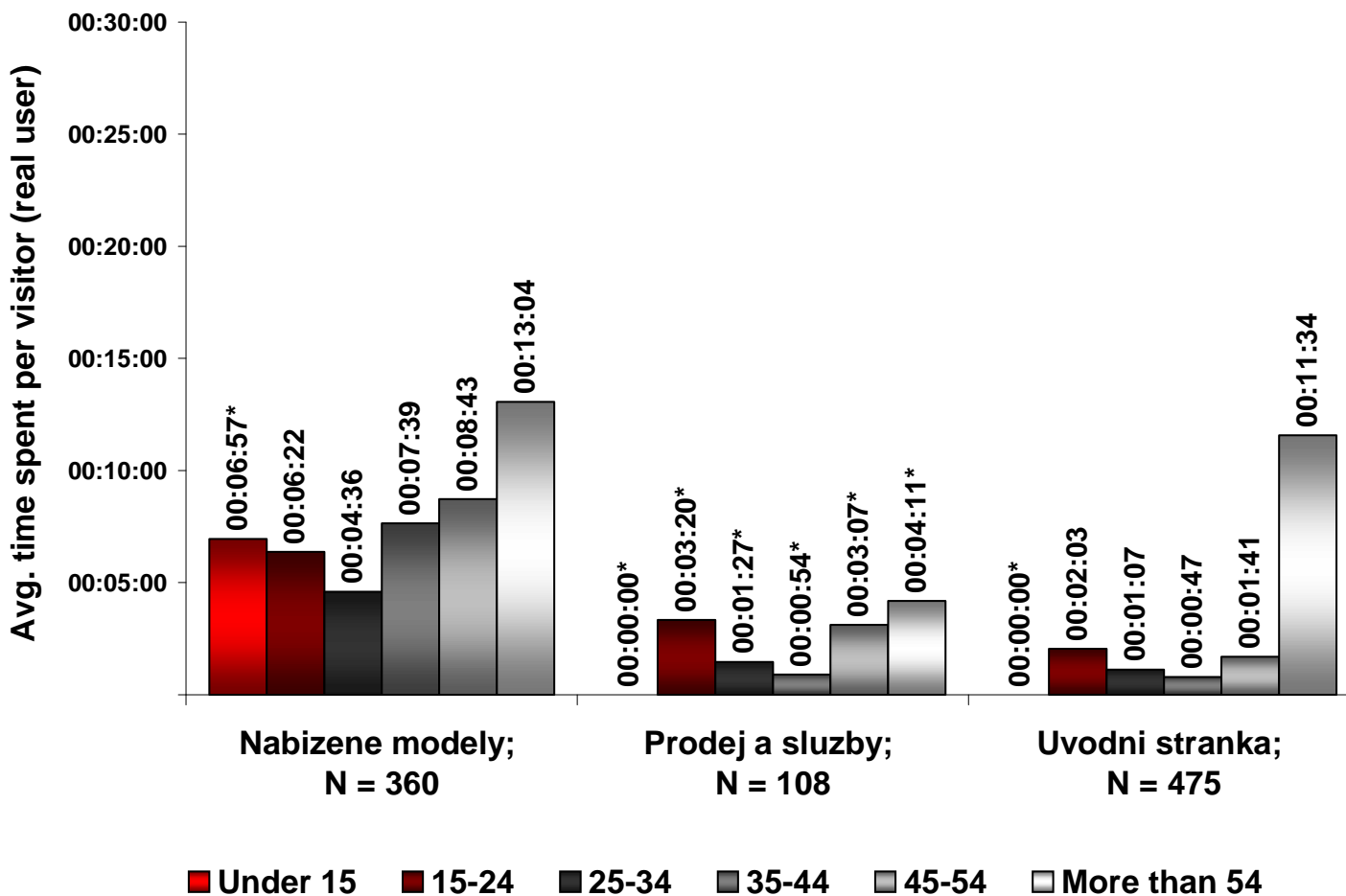
Number of page views per visitor (real user) of the particular sections by age



Source: gemiusProfile, June 2006

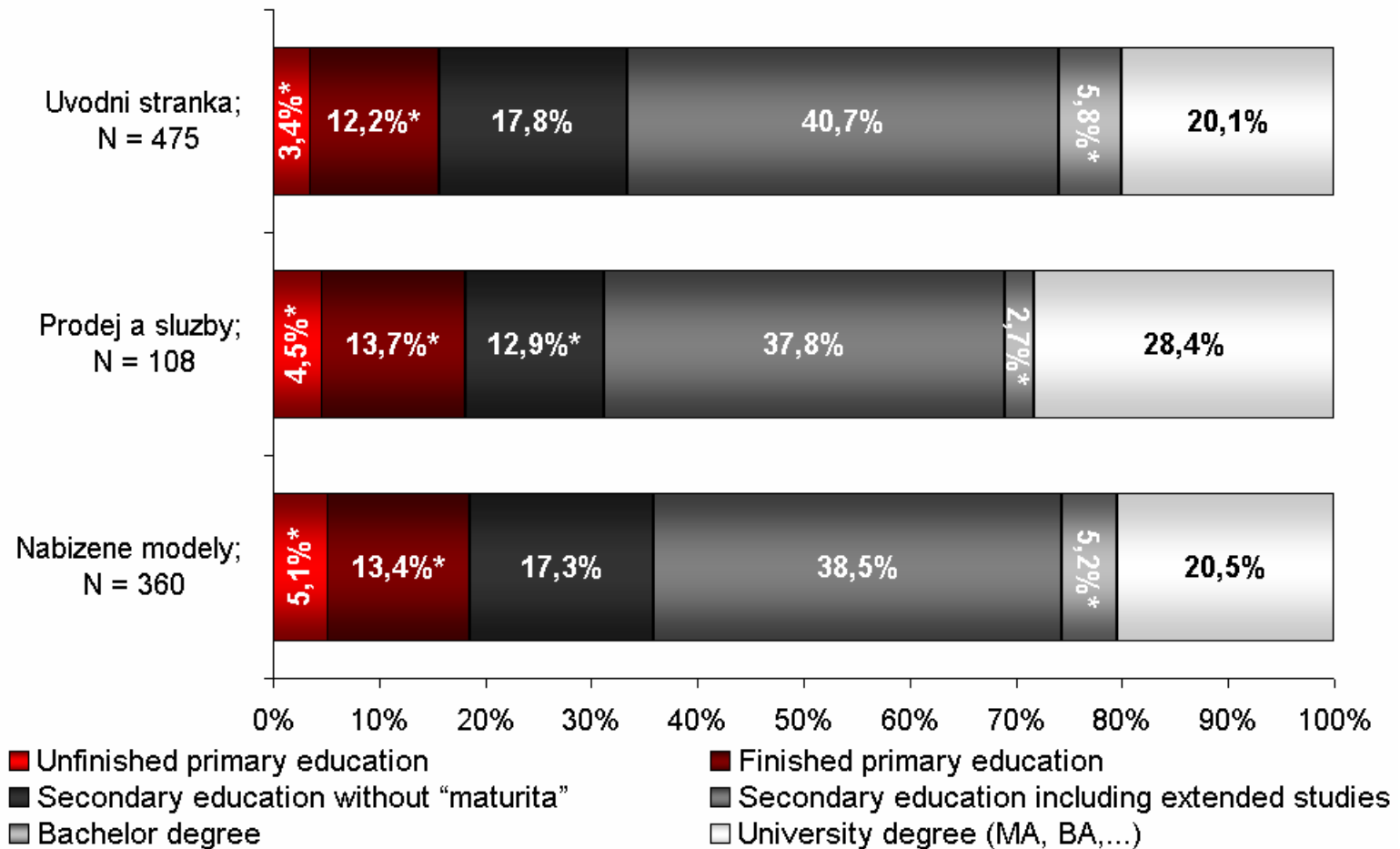
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The average time spent per visitor (real user) on the particular sections by users age



Source: gemiusProfile, June 2006

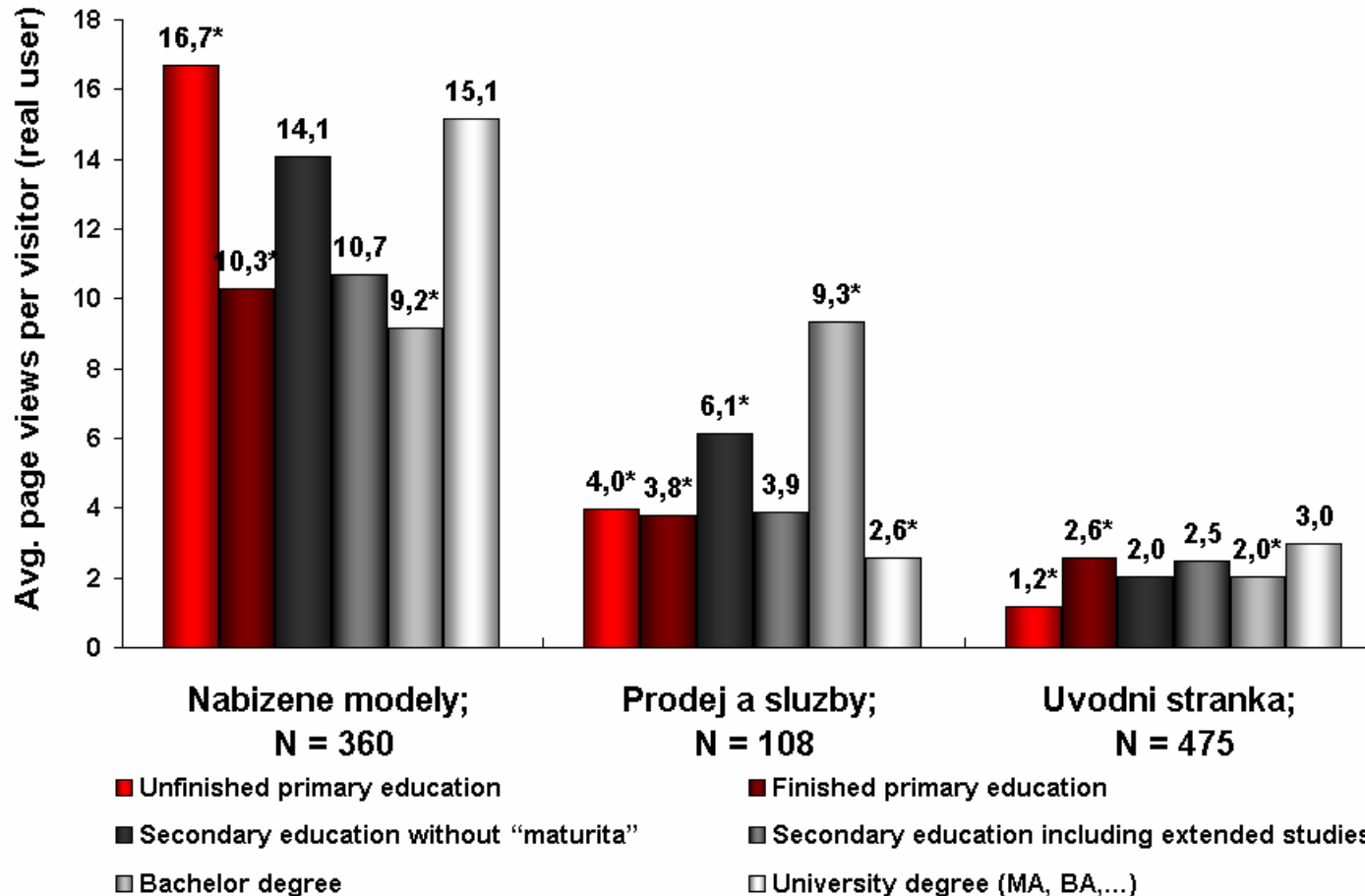
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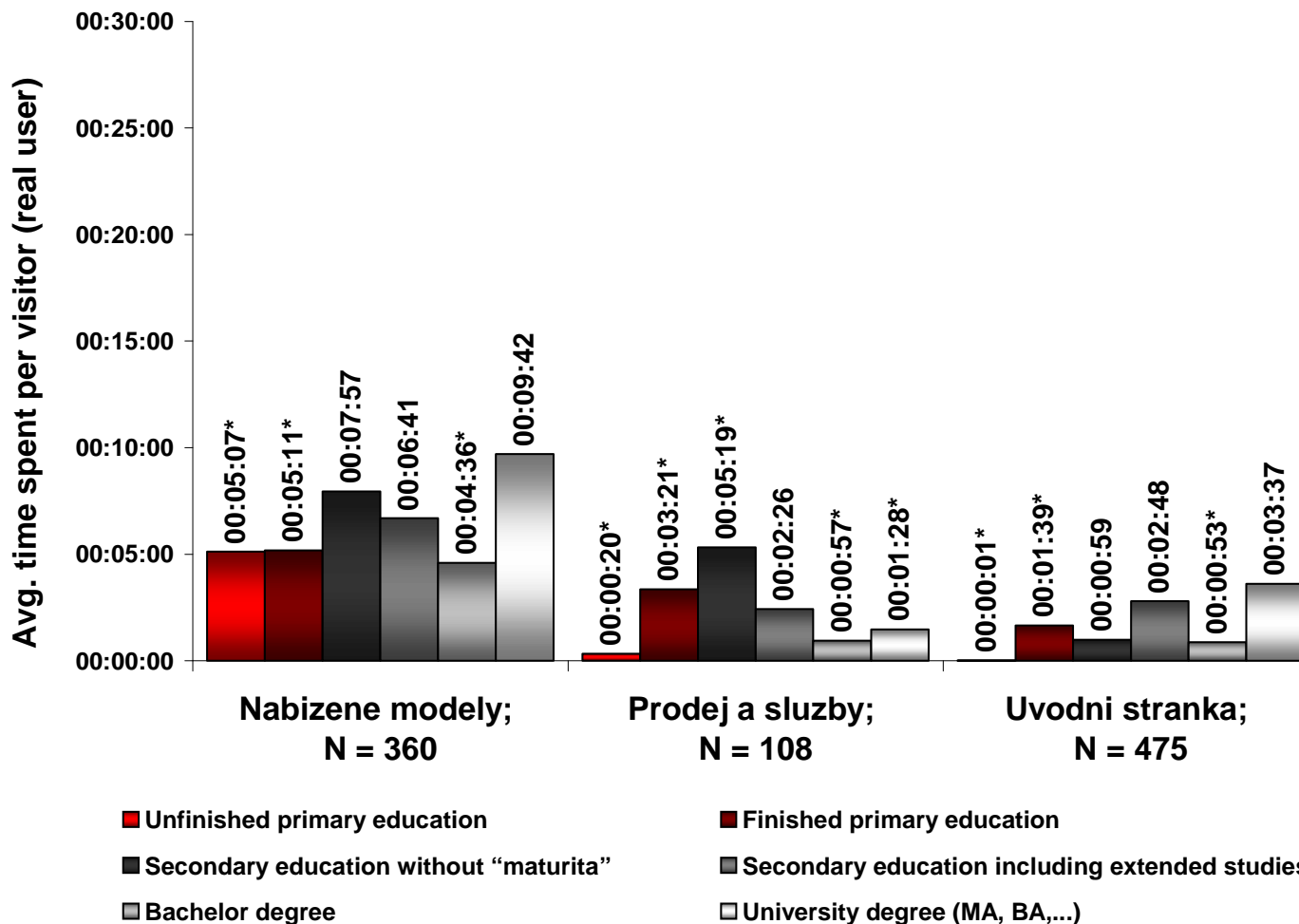
Number of page views per visitor (real user) of the particular sections by education



Source: gemiusProfile, June 2006

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The average time spent per visitor (real user) on the particular sections by education



Source: gemiusProfile, June 2006

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Visitors (real users) by economic activities (employment status)

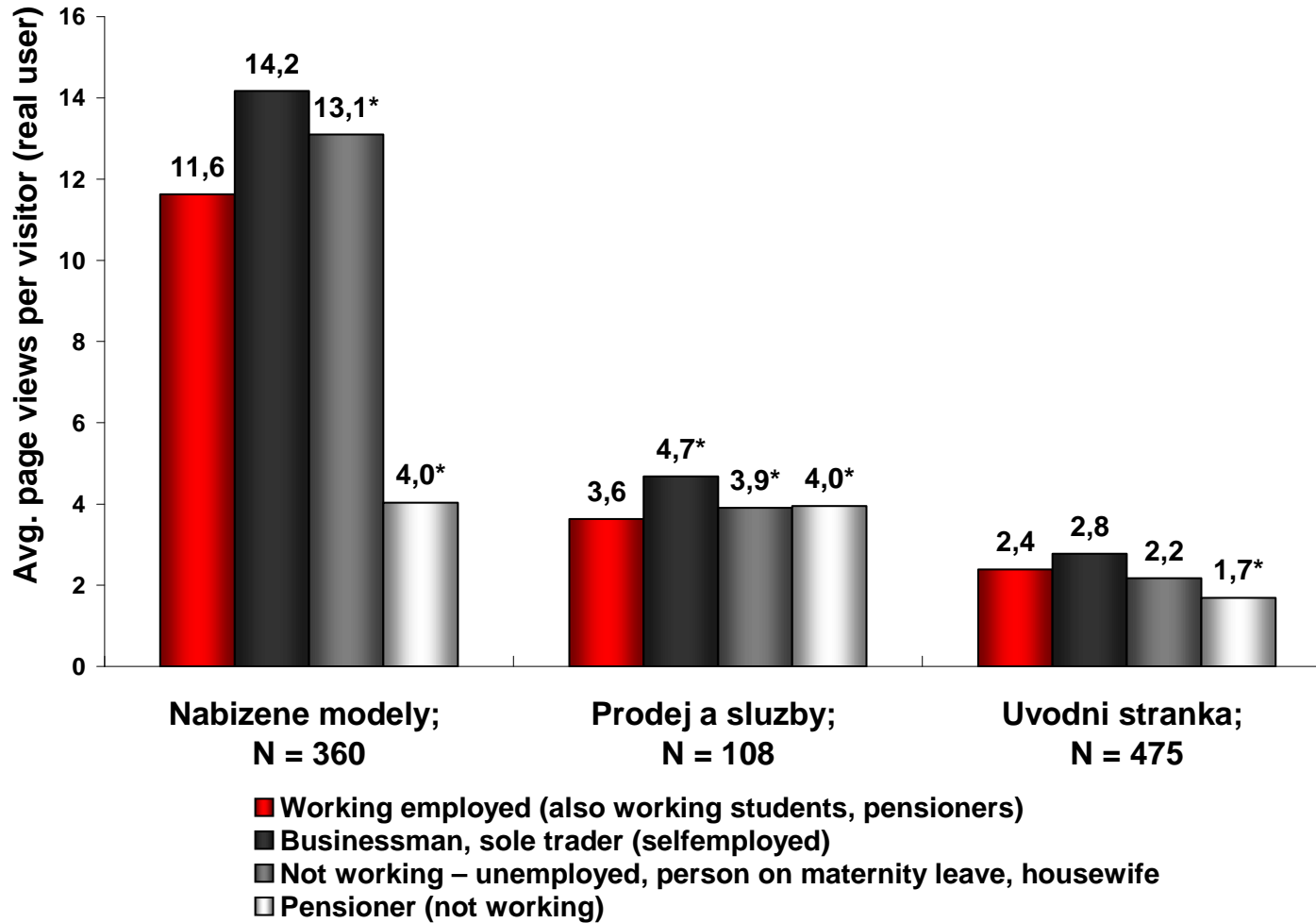


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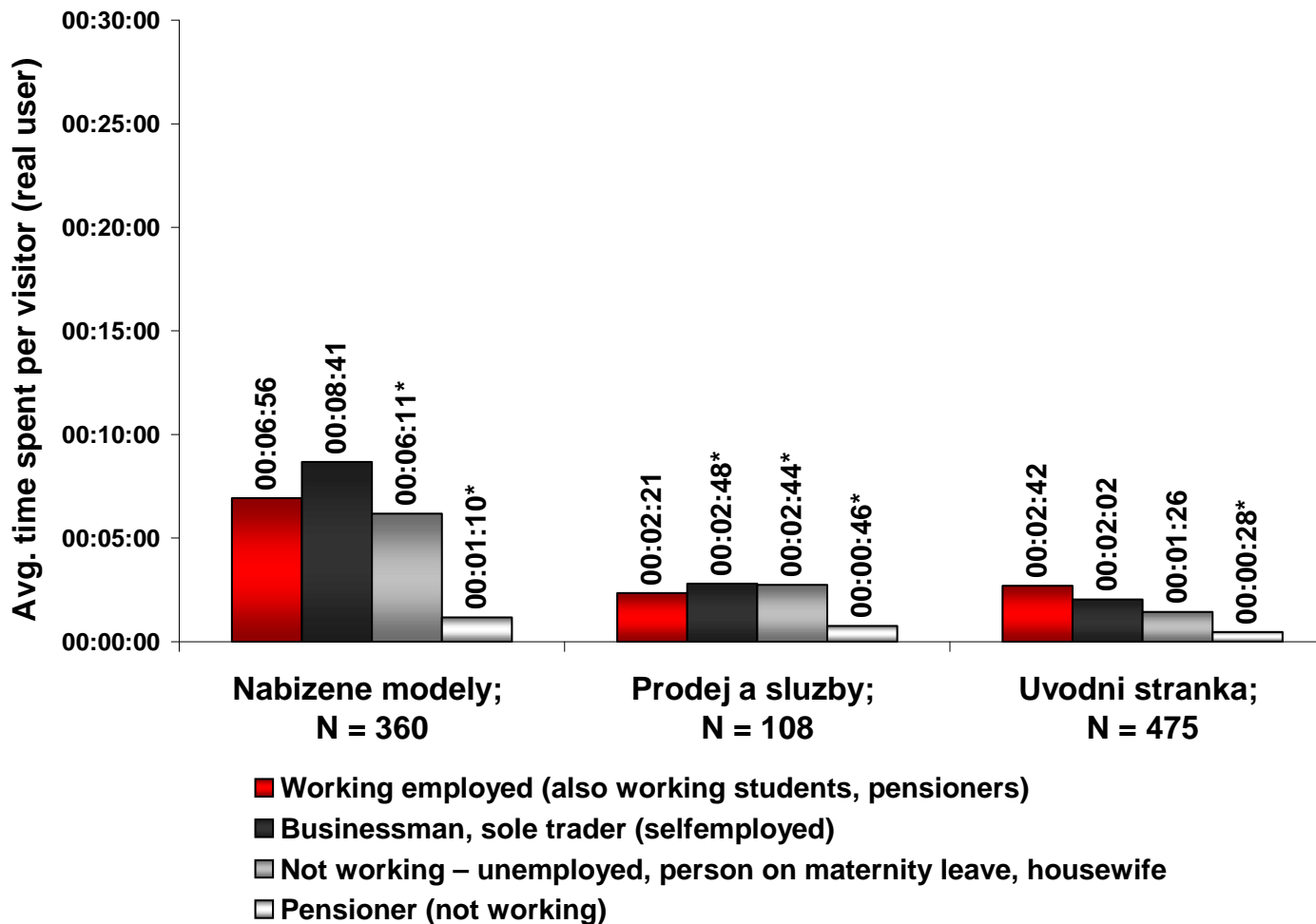
Number of page views per visitor (real user) of the particular sections by economic activity (employment status)



Source: gemiusProfile, June 2006

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The average time spent per visitor (real user) on the particular sections by economic activity (employment status)



Source: gemiusProfile, June 2006

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Definitions of concepts



- **Number of visitors (real users)** – number of the internet Czech users in a given target group who made at least one page view on the selected website in a given month. This indicator relates to the actual number of persons (not computers, cookies or IP addresses) who visited the website in the given month.
- **Number of page views** – the number of page views generated by a given target group on selected website(s) in the given time period.
- **Number of visits** – the number of page views made in one session that is not longer than 30 minutes, on a given website (node).
- **Average time spent on site per visitor (real user)** – total time spent by an average visitor (real user) belonging to the given target group on the selected website(s).
- **Average number of visits per visitor (real user)** – the number of visits generated by an average visitor (real user) in the given target group in the given time period.
- **Average number of page views per visitor (real user)** – the number of page views on selected website(s) generated by the average visitor (real user) in the given target group in the given time period.
- **Average page view duration** – the average time between two page views of the same session, generated by the given target group on the selected website during the given period.

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