

SPiR NetMonitor

Research on the Sociodemography of Internet Users in the Czech Republic

Medium title:

TOTAL

Month:

August 2011

Basic information	
The size of Internet population in the Czech Republic	5 986 146
Number of respondents	
Medium	N = 28 500
Total (for all measured media)	N = 28 500
RU(number)	5 848 464
Reach(%)	97.70
PV(number) (from Czech visitors)	6 892 105 423
PV(number) (from all visitors)	7 508 071 866
GRP (%)	115 134.27

**Source: NetMonitor – SPiR – Mediaresearch & Gemius
August 2011**

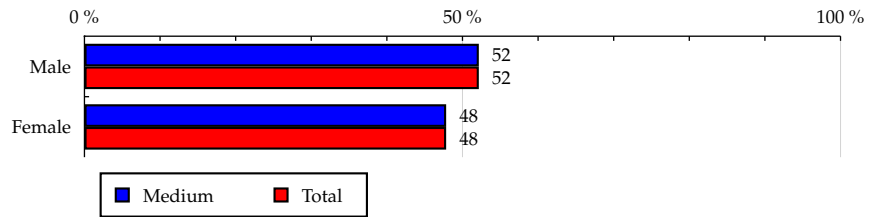
TOTAL

Table 1: Sex

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Male	52.16	3 050 266	97.70	52.21	3 598 484 554	115 259.40	100.00	52.16	3 050 266	52.21	3 598 484 554
Female	47.84	2 798 197	97.70	47.79	3 293 620 869	114 997.86	100.00	47.84	2 798 197	47.79	3 293 620 869

Source: NetMonitor – SPIR – Mediaresearch & Gemius, August 2011

Chart 1: Sex by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, August 2011

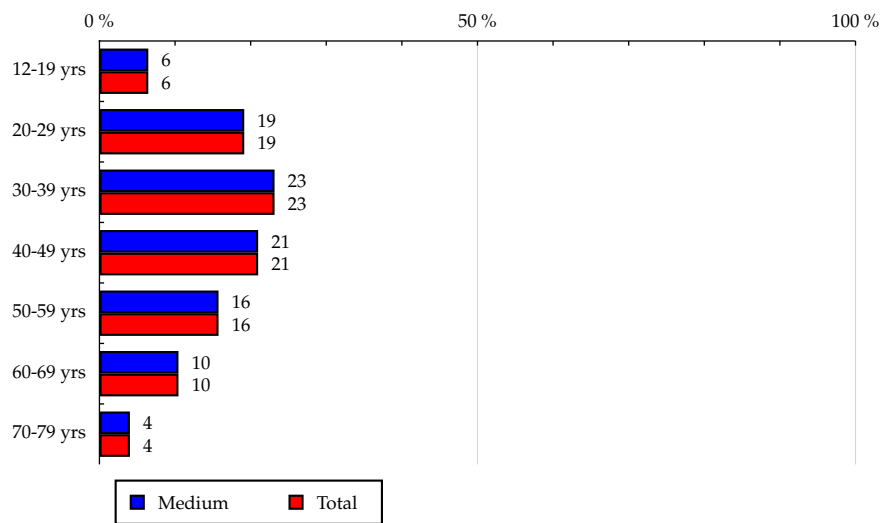
TOTAL

Table 2: Age

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
12-19 yrs	6.46	378 103	97.70	4.12	283 890 287	73 355.86	100.00	6.46	378 103	4.12	283 890 287
20-29 yrs	19.15	1 119 689	97.70	19.74	1 360 508 456	118 712.99	100.00	19.15	1 119 689	19.74	1 360 508 456
30-39 yrs	23.16	1 354 563	97.70	25.02	1 724 144 632	124 356.64	100.00	23.16	1 354 563	25.02	1 724 144 632
40-49 yrs	20.99	1 227 710	97.70	20.22	1 393 756 311	110 913.78	100.00	20.99	1 227 710	20.22	1 393 756 311
50-59 yrs	15.75	921 307	97.70	15.50	1 068 208 078	113 278.03	100.00	15.75	921 307	15.50	1 068 208 078
60-69 yrs	10.45	611 281	97.70	11.32	780 340 321	124 720.44	100.00	10.45	611 281	11.32	780 340 321
70-79 yrs	4.03	235 809	97.70	4.08	281 257 338	116 529.75	100.00	4.03	235 809	4.08	281 257 338

Source: NetMonitor – SPIR – Mediaresearch & Gemius, August 2011

Chart 2: Age by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, August 2011

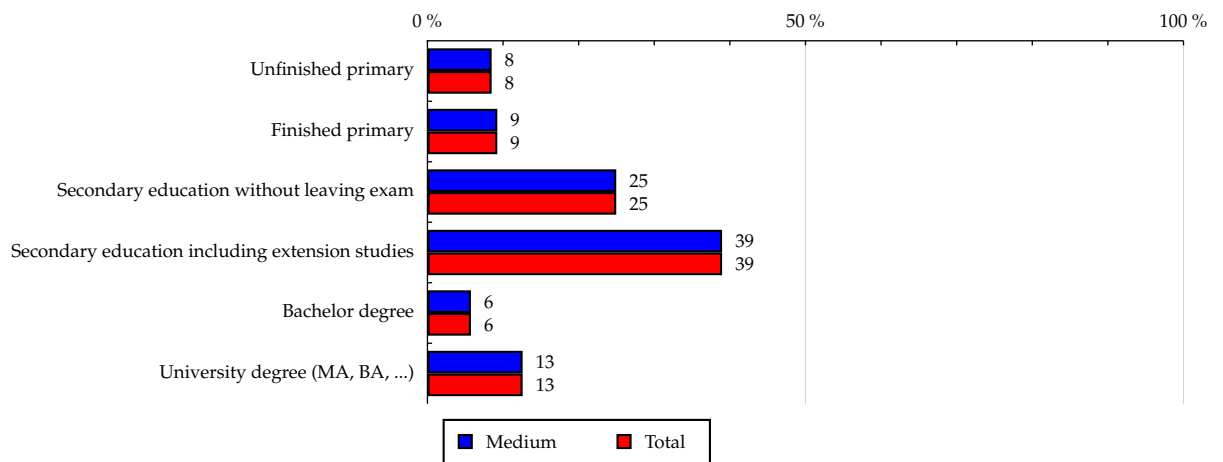
TOTAL

Table 3: Highest Education

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unfinished primary	8.49	496 475	97.70	5.41	372 721 433	73 346.72	100.00	8.49	496 475	5.41	372 721 433
Finished primary	9.24	540 515	97.70	10.61	730 960 074	132 123.58	100.00	9.24	540 515	10.61	730 960 074
Secondary education without leaving exam	24.97	1 460 127	97.70	28.73	1 980 044 407	132 488.62	100.00	24.97	1 460 127	28.73	1 980 044 407
Secondary education including extension studies	38.97	2 279 029	97.70	39.46	2 719 711 328	116 591.62	100.00	38.97	2 279 029	39.46	2 719 711 328
Bachelor degree	5.75	336 169	97.70	6.06	417 321 927	121 285.21	100.00	5.75	336 169	6.06	417 321 927
University degree (MA, BA, ...)	12.59	736 146	97.70	9.74	671 346 254	89 099.85	100.00	12.59	736 146	9.74	671 346 254

Source: NetMonitor – SPIR – Mediaresearch & Gemius, August 2011

Chart 3: Highest Education by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, August 2011

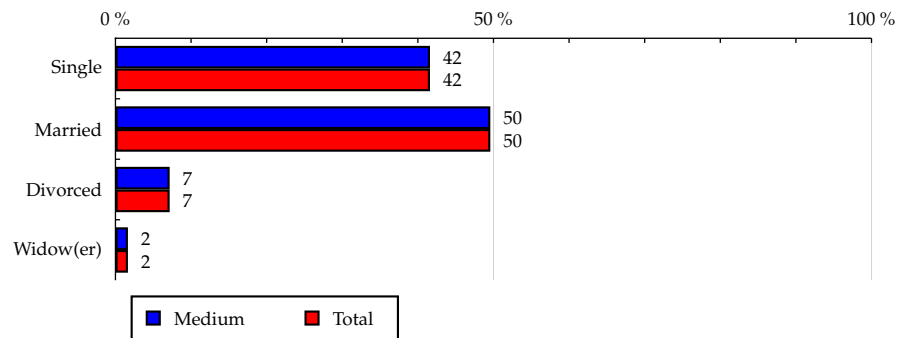
TOTAL

Table 4: Marital Status

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Single	41.60	2 432 675	97.70	41.15	2 836 164 383	113 904.73	100.00	41.60	2 432 675	41.15	2 836 164 383
Married	49.58	2 899 722	97.70	49.48	3 410 319 977	114 903.48	100.00	49.58	2 899 722	49.48	3 410 319 977
Divorced	7.17	419 620	97.70	7.76	534 718 162	124 498.23	100.00	7.17	419 620	7.76	534 718 162
Widow(er)	1.65	96 445	97.70	1.61	110 902 901	112 345.04	100.00	1.65	96 445	1.61	110 902 901

Source: NetMonitor – SPIR – Mediaresearch & Gemius, August 2011

Chart 4: Marital Status by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, August 2011

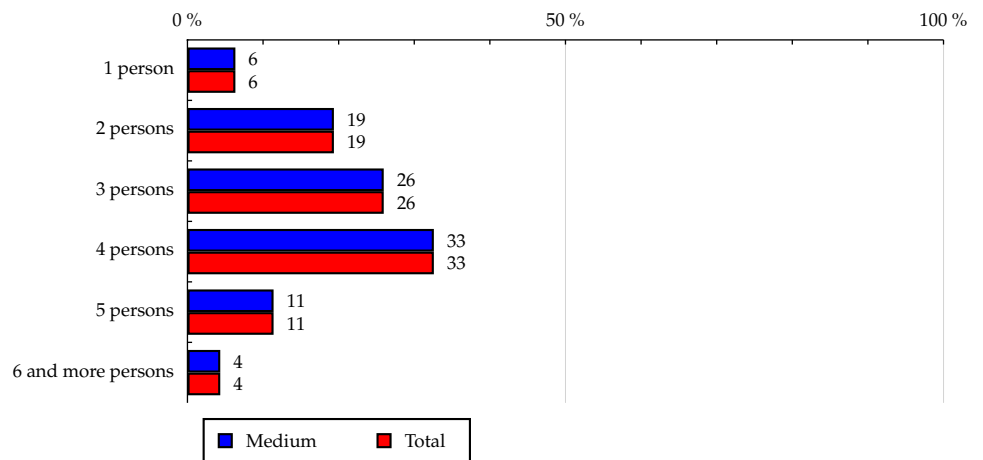
TOTAL

Table 5: Number of Persons in the Household

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
1 person	6.34	371 067	97.70	6.49	447 299 305	117 771.24	100.00	6.34	371 067	6.49	447 299 305
2 persons	19.37	1 132 829	97.70	19.99	1 377 867 116	118 833.02	100.00	19.37	1 132 829	19.99	1 377 867 116
3 persons	25.96	1 518 277	97.70	26.75	1 843 473 882	118 626.16	100.00	25.96	1 518 277	26.75	1 843 473 882
4 persons	32.59	1 906 219	97.70	31.09	2 142 619 520	109 816.27	100.00	32.59	1 906 219	31.09	2 142 619 520
5 persons	11.39	665 962	97.70	11.69	805 862 862	118 224.11	100.00	11.39	665 962	11.69	805 862 862
6 and more persons	4.34	254 107	97.70	3.99	274 982 738	105 726.17	100.00	4.34	254 107	3.99	274 982 738

Source: NetMonitor – SPIR – Mediaresearch & Gemius, August 2011

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, August 2011

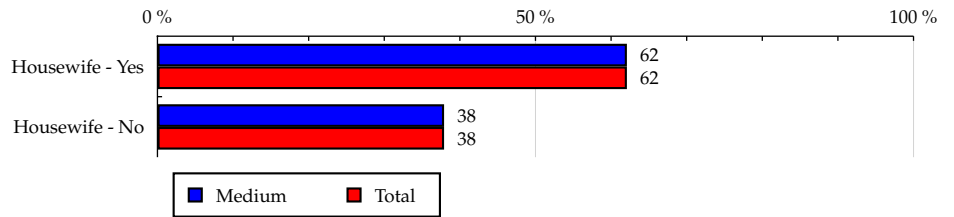
TOTAL

Table 6: Housewife

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Housewife - Yes	62.09	3 631 436	97.70	64.61	4 453 205 846	119 808.84	100.00	62.09	3 631 436	64.61	4 453 205 846
Housewife - No	37.91	2 217 027	97.70	35.39	2 438 899 578	107 477.44	100.00	37.91	2 217 027	35.39	2 438 899 578

Source: NetMonitor – SPIR – Mediaresearch & Gemius, August 2011

Chart 6: Housewife by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, August 2011

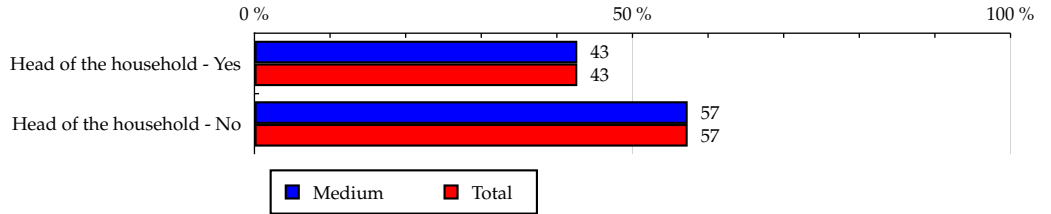
TOTAL

Table 7: Head of the Household

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Head of the household - Yes	42.70	2 497 171	97.70	41.76	2 878 301 002	112 611.40	100.00	42.70	2 497 171	41.76	2 878 301 002
Head of the household - No	57.30	3 351 292	97.70	58.24	4 013 804 421	117 014.15	100.00	57.30	3 351 292	58.24	4 013 804 421

Source: NetMonitor – SPIR – Mediaresearch & Gemius, August 2011

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, August 2011

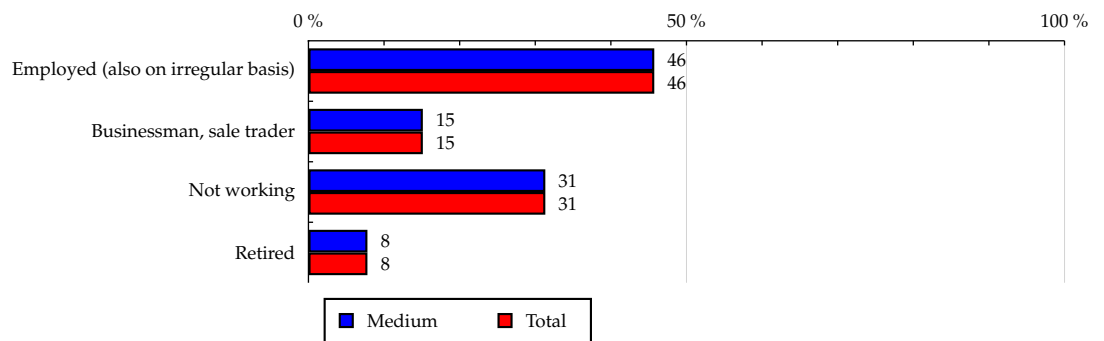
TOTAL

Table 8: Economic Activity

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Employed (also on irregular basis)	45.74	2 674 834	97.70	44.80	3 087 343 232	112 767.12	100.00	45.74	2 674 834	44.80	3 087 343 232
Businessman, sale trader	15.13	885 049	97.70	14.42	993 629 748	109 686.08	100.00	15.13	885 049	14.42	993 629 748
Not working	31.33	1 832 587	97.70	31.06	2 140 729 356	114 127.81	100.00	31.33	1 832 587	31.06	2 140 729 356
Retired	7.80	455 992	97.70	9.73	670 403 087	143 639.26	100.00	7.80	455 992	9.73	670 403 087

Source: NetMonitor – SPIR – Mediaresearch & Gemius, August 2011

Chart 8: Economic Activity by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, August 2011

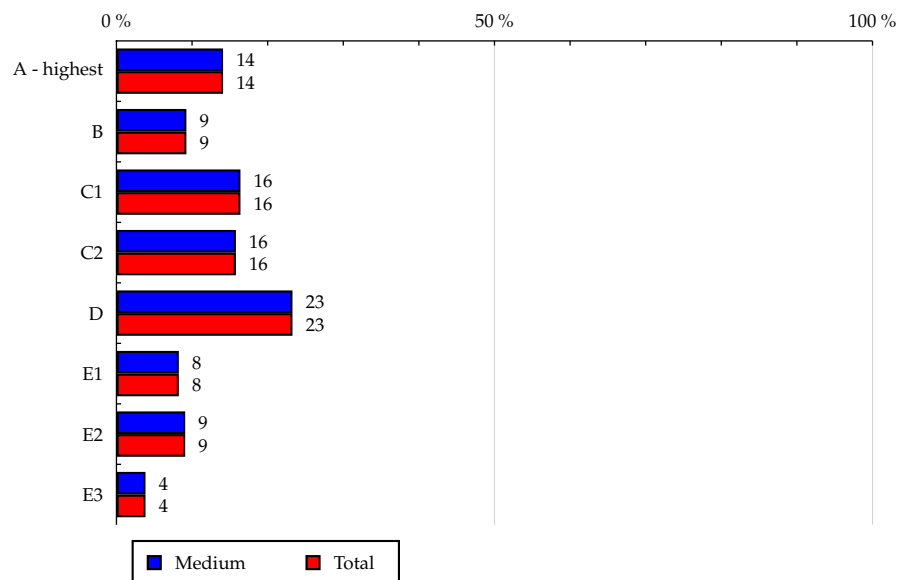
TOTAL

Table 9: ABCDE National Socioeconomic Classification

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
A - highest	14.10	824 538	97.70	12.49	860 493 337	101 960.32	100.00	14.10	824 538	12.49	860 493 337
B	9.25	541 150	97.70	10.11	696 737 566	125 789.86	100.00	9.25	541 150	10.11	696 737 566
C1	16.40	959 236	97.70	16.53	1 138 993 101	116 008.51	100.00	16.40	959 236	16.53	1 138 993 101
C2	15.80	923 894	97.70	15.84	1 091 674 703	115 442.41	100.00	15.80	923 894	15.84	1 091 674 703
D	23.28	1 361 515	97.70	23.37	1 610 565 368	115 571.33	100.00	23.28	1 361 515	23.37	1 610 565 368
E1	8.25	482 282	97.70	8.65	596 176 418	120 772.41	100.00	8.25	482 282	8.65	596 176 418
E2	9.09	531 335	97.70	9.12	628 630 114	115 590.15	100.00	9.09	531 335	9.12	628 630 114
E3	3.84	224 509	97.70	3.90	268 834 817	116 988.87	100.00	3.84	224 509	3.90	268 834 817

Source: NetMonitor – SPIR – Mediaresearch & Gemius, August 2011

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, August 2011

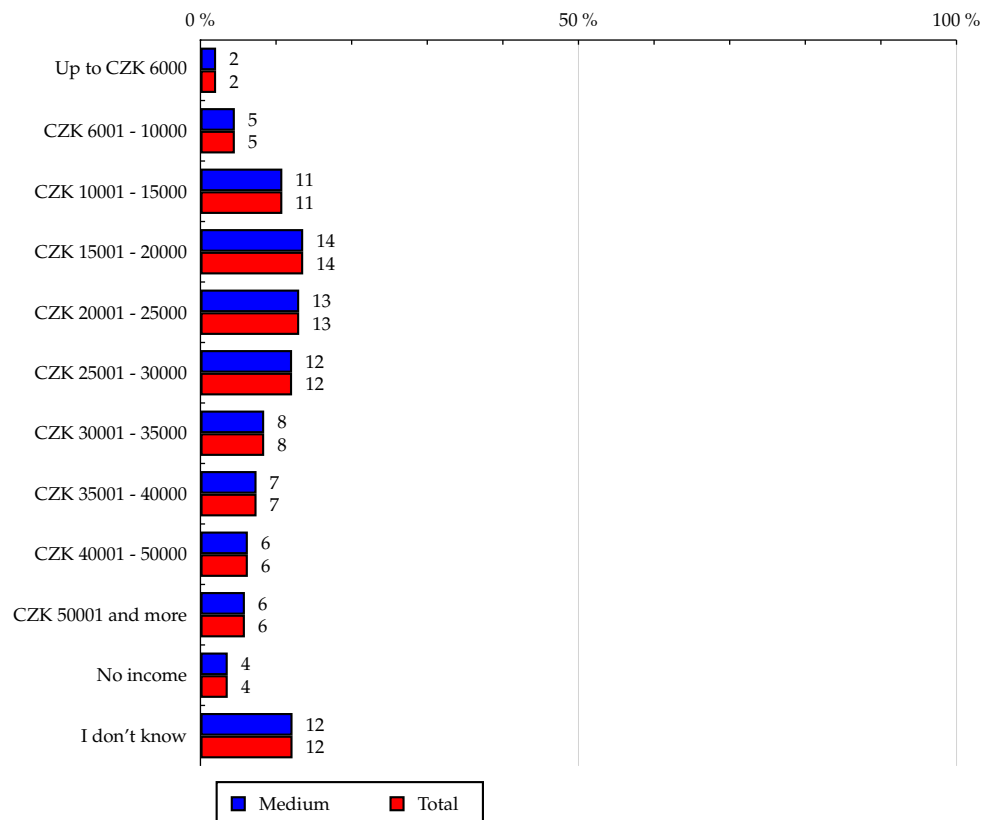
TOTAL

Table 10: Net Income of the Household

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Up to CZK 6000	2.07	120 788	97.70	1.87	129 145 561	104 459.46	100.00	2.07	120 788	1.87	129 145 561
CZK 6001 - 10000	4.55	265 908	97.70	5.87	404 231 821	148 522.65	100.00	4.55	265 908	5.87	404 231 821
CZK 10001 - 15000	10.83	633 528	97.70	11.95	823 314 793	126 968.08	100.00	10.83	633 528	11.95	823 314 793
CZK 15001 - 20000	13.59	794 914	97.70	14.29	984 722 528	121 028.53	100.00	13.59	794 914	14.29	984 722 528
CZK 20001 - 25000	13.06	763 992	97.70	12.75	878 658 105	112 363.51	100.00	13.06	763 992	12.75	878 658 105
CZK 25001 - 30000	12.12	708 728	97.70	12.23	843 228 606	116 241.11	100.00	12.12	708 728	12.23	843 228 606
CZK 30001 - 35000	8.43	492 784	97.70	8.37	576 636 688	114 324.61	100.00	8.43	492 784	8.37	576 636 688
CZK 35001 - 40000	7.42	433 919	97.70	6.87	473 580 872	106 630.03	100.00	7.42	433 919	6.87	473 580 872
CZK 40001 - 50000	6.27	366 862	97.70	6.06	417 867 805	111 283.29	100.00	6.27	366 862	6.06	417 867 805
CZK 50001 and more	5.88	343 870	97.70	5.54	381 799 035	108 476.19	100.00	5.88	343 870	5.54	381 799 035
No income	3.61	210 906	97.70	3.20	220 265 665	102 035.48	100.00	3.61	210 906	3.20	220 265 665
I don't know	12.18	712 258	97.70	11.01	758 653 944	104 063.99	100.00	12.18	712 258	11.01	758 653 944

Source: NetMonitor – SPIR – Mediaresearch & Gemius, August 2011

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, August 2011

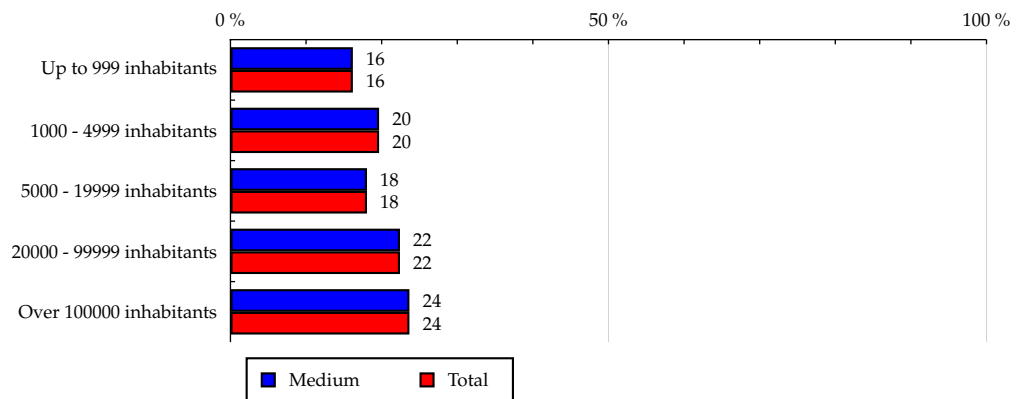
TOTAL

Table 11: Size of the Place of Residence

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Up to 999 inhabitants	16.19	946 924	97.70	15.59	1 074 552 302	110 868.17	100.00	16.19	946 924	15.59	1 074 552 302
1000 - 4999 inhabitants	19.66	1 149 750	97.70	20.56	1 416 966 042	120 406.66	100.00	19.66	1 149 750	20.56	1 416 966 042
5000 - 19999 inhabitants	18.06	1 056 174	97.70	18.19	1 253 822 975	115 983.21	100.00	18.06	1 056 174	18.19	1 253 822 975
20000 - 99999 inhabitants	22.42	1 311 459	97.70	23.25	1 602 346 832	119 370.23	100.00	22.42	1 311 459	23.25	1 602 346 832
Over 100000 inhabitants	23.67	1 384 155	97.70	22.41	1 544 417 272	109 011.99	100.00	23.67	1 384 155	22.41	1 544 417 272

Source: NetMonitor – SPIR – Mediaresearch & Gemius, August 2011

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, August 2011

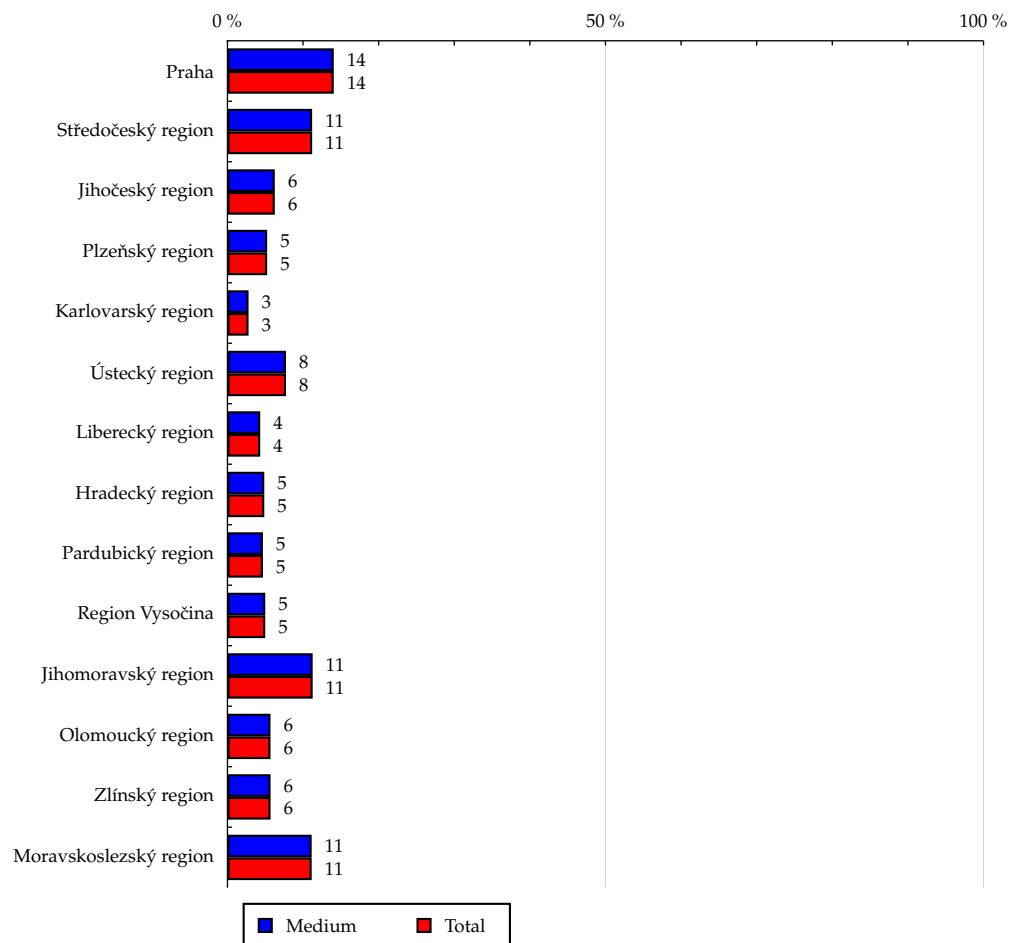
TOTAL

Table 12: Region

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Praha	14.06	822 411	97.70	12.88	887 865 798	105 475.76	100.00	14.06	822 411	12.88	887 865 798
Středočeský region	11.20	654 795	97.70	11.00	758 220 372	113 131.77	100.00	11.20	654 795	11.00	758 220 372
Jihočeský region	6.26	366 055	97.70	6.24	430 210 770	114 822.92	100.00	6.26	366 055	6.24	430 210 770
Plzeňský region	5.25	307 102	97.70	5.00	344 787 218	109 688.97	100.00	5.25	307 102	5.00	344 787 218
Karlovarský region	2.79	163 406	97.70	2.73	188 056 870	112 438.65	100.00	2.79	163 406	2.73	188 056 870
Ústecký region	7.74	452 612	97.70	7.89	543 773 282	117 377.68	100.00	7.74	452 612	7.89	543 773 282
Liberecký region	4.33	253 063	97.70	3.94	271 438 111	104 794.04	100.00	4.33	253 063	3.94	271 438 111
Hradecký region	4.87	284 937	97.70	5.28	363 814 249	124 745.56	100.00	4.87	284 937	5.28	363 814 249
Pardubický region	4.69	274 351	97.70	4.43	305 121 236	108 657.62	100.00	4.69	274 351	4.43	305 121 236
Region Vysočina	5.00	292 481	97.70	5.05	348 293 456	116 343.51	100.00	5.00	292 481	5.05	348 293 456
Jihomoravský region	11.27	659 356	97.70	11.90	820 326 635	121 551.76	100.00	11.27	659 356	11.90	820 326 635
Olomoucký region	5.69	332 660	97.70	5.61	386 319 150	113 459.31	100.00	5.69	332 660	5.61	386 319 150
Zlínský region	5.70	333 537	97.70	6.22	428 563 995	125 535.38	100.00	5.70	333 537	6.22	428 563 995
Moravskoslezský region	11.14	651 695	97.70	11.83	815 314 281	122 229.21	100.00	11.14	651 695	11.83	815 314 281

Source: NetMonitor – SPIR – Mediaresearch & Gemius, August 2011

Chart 12: Region by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, August 2011

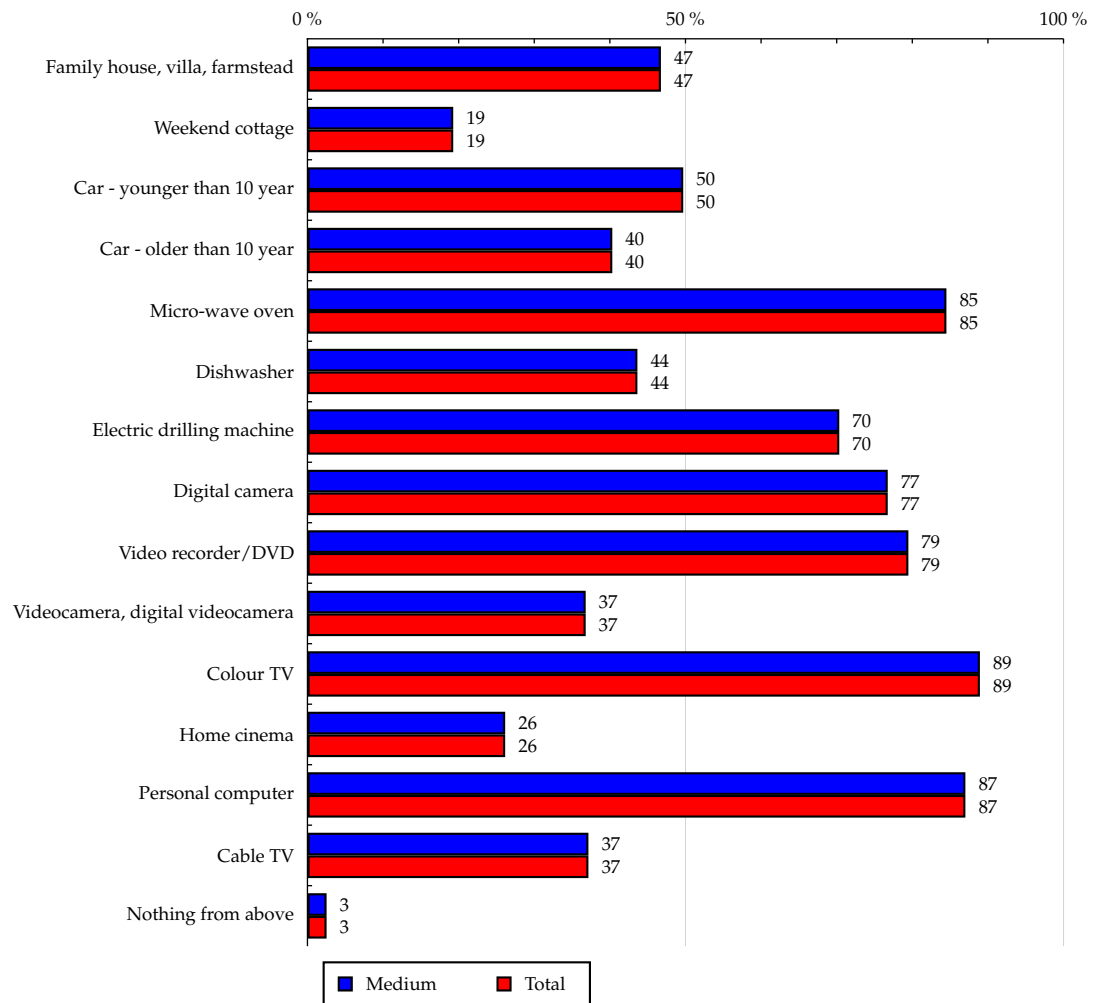
TOTAL

Table 13: Facilities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Family house, villa, farmstead	46.75	2 734 215	97.70	45.85	3 159 922 225	112 911.52	100.00	46.75	2 734 215	45.85	3 159 922 225
Weekend cottage	19.28	1 127 657	97.70	17.99	1 240 172 782	107 448.27	100.00	19.28	1 127 657	17.99	1 240 172 782
Car - younger than 10 year	49.70	2 906 615	97.70	47.10	3 246 165 407	109 113.26	100.00	49.70	2 906 615	47.10	3 246 165 407
Car - older than 10 year	40.32	2 357 930	97.70	41.84	2 883 450 374	119 474.73	100.00	40.32	2 357 930	41.84	2 883 450 374
Micro-wave oven	84.51	4 942 357	97.70	85.13	5 867 300 717	115 984.16	100.00	84.51	4 942 357	85.13	5 867 300 717
Dishwasher	43.64	2 552 147	97.70	40.42	2 785 463 267	106 631.68	100.00	43.64	2 552 147	40.42	2 785 463 267
Electric drilling machine	70.34	4 114 022	97.70	70.66	4 869 657 526	115 644.84	100.00	70.34	4 114 022	70.66	4 869 657 526
Digital camera	76.75	4 488 548	97.70	76.75	5 289 628 552	115 136.70	100.00	76.75	4 488 548	76.75	5 289 628 552
Video recorder/DVD	79.48	4 648 073	97.70	80.34	5 537 180 677	116 388.54	100.00	79.48	4 648 073	80.34	5 537 180 677
Videocamera, digital videocamera	36.80	2 152 075	97.70	34.92	2 406 828 045	109 265.24	100.00	36.80	2 152 075	34.92	2 406 828 045
Colour TV	88.94	5 201 792	97.70	90.21	6 217 410 964	116 775.33	100.00	88.94	5 201 792	90.21	6 217 410 964
Home cinema	26.15	1 529 653	97.70	27.07	1 865 690 454	119 162.87	100.00	26.15	1 529 653	27.07	1 865 690 454
Personal computer	87.02	5 089 052	97.70	88.16	6 075 905 264	116 645.67	100.00	87.02	5 089 052	88.16	6 075 905 264
Cable TV	37.16	2 173 074	97.70	36.79	2 535 419 469	113 990.78	100.00	37.16	2 173 074	36.79	2 535 419 469
Nothing from above	2.53	147 803	97.70	2.15	147 881 089	97 751.28	100.00	2.53	147 803	2.15	147 881 089

Source: NetMonitor – SPIR – Mediaresearch & Gemius, August 2011

Chart 13: Facilities by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, August 2011

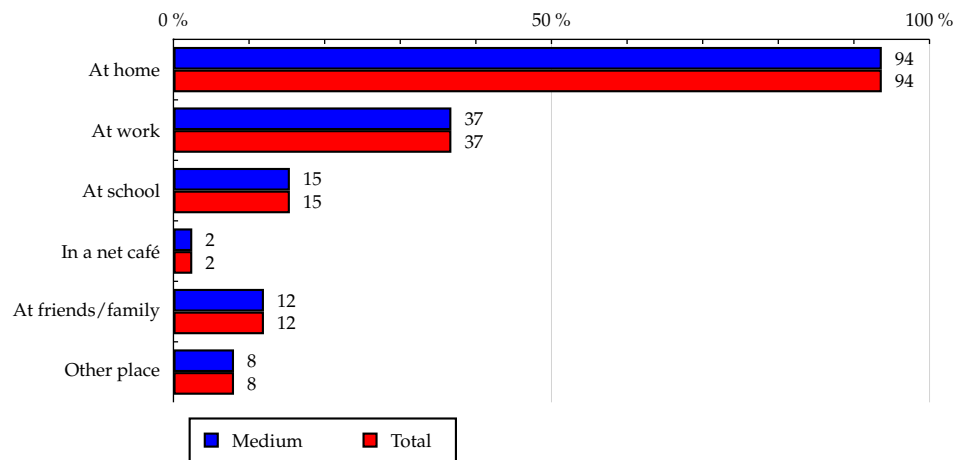
TOTAL

Table 14: All Places of Internet Connection

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
At home	93.69	5 479 170	97.70	94.33	6 501 276 526	115 925.34	100.00	93.69	5 479 170	94.33	6 501 276 526
At work	36.76	2 149 713	97.70	33.06	2 278 441 103	103 550.38	100.00	36.76	2 149 713	33.06	2 278 441 103
At school	15.40	900 722	97.70	14.92	1 028 043 268	111 510.27	100.00	15.40	900 722	14.92	1 028 043 268
In a net café	2.49	145 677	97.70	2.12	146 429 887	98 204.45	100.00	2.49	145 677	2.12	146 429 887
At friends/family	11.97	699 919	97.70	11.45	789 487 526	110 202.59	100.00	11.97	699 919	11.45	789 487 526
Other place	8.01	468 303	97.70	7.36	507 229 356	105 820.97	100.00	8.01	468 303	7.36	507 229 356

Source: NetMonitor – SPIR – Mediaresearch & Gemius, August 2011

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, August 2011

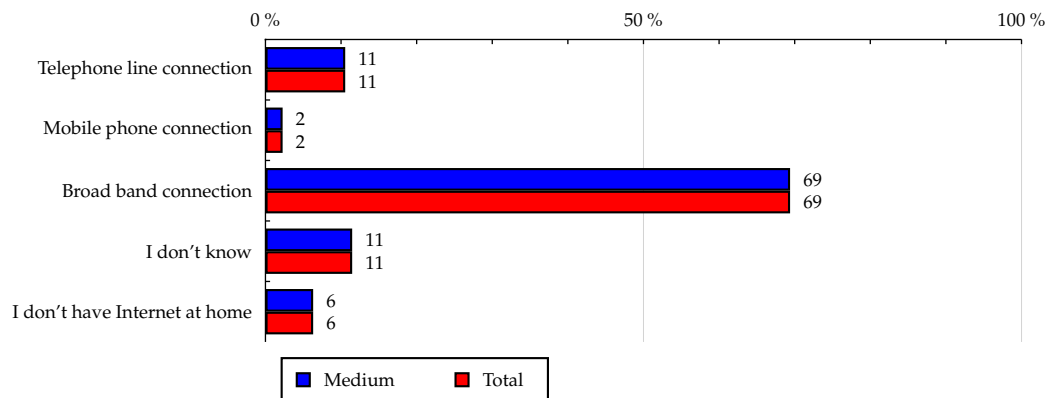
TOTAL

Table 15: Connection from Home

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Telephone line connection	10.55	616 966	97.70	11.21	772 901 131	122 393.10	100.00	10.55	616 966	11.21	772 901 131
Mobile phone connection	2.27	133 027	97.70	1.90	131 089 181	96 276.36	100.00	2.27	133 027	1.90	131 089 181
Broad band connection	69.39	4 058 114	97.70	71.70	4 941 474 390	118 967.07	100.00	69.39	4 058 114	71.70	4 941 474 390
I don't know	11.47	671 061	97.70	9.52	655 811 823	95 479.78	100.00	11.47	671 061	9.52	655 811 823
I don't have Internet at home	6.31	369 293	97.70	5.67	390 828 898	103 397.26	100.00	6.31	369 293	5.67	390 828 898

Source: NetMonitor – SPIR – Mediaresearch & Gemius, August 2011

Chart 15: Connection from Home by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, August 2011

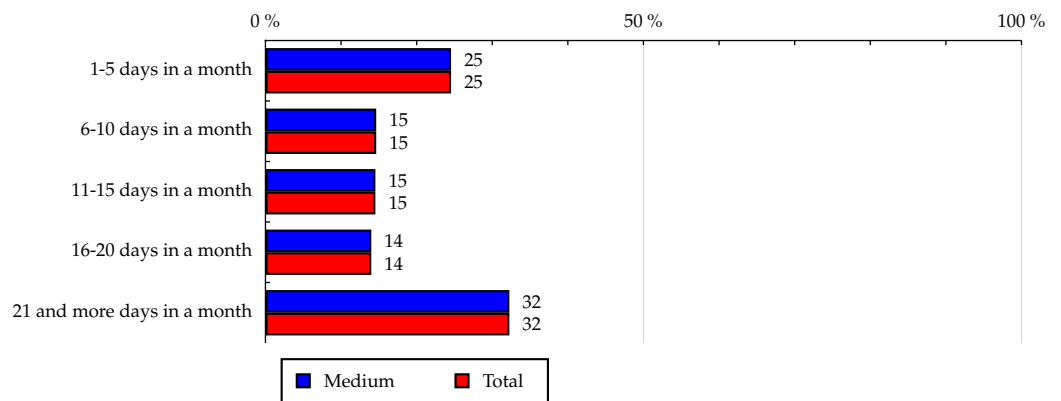
TOTAL

Table 16: Measured Frequency of the Internet Use (NetMonitor)

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
1-5 days in a month	24.55	1 435 893	97.70	1.50	103 330 015	7 030.70	100.00	24.55	1 435 893	1.50	103 330 015
6-10 days in a month	14.65	856 602	97.70	3.81	262 789 272	29 972.50	100.00	14.65	856 602	3.81	262 789 272
11-15 days in a month	14.54	850 600	97.70	7.97	549 304 195	63 093.08	100.00	14.54	850 600	7.97	549 304 195
16-20 days in a month	14.00	818 679	97.70	14.32	986 789 995	117 762.07	100.00	14.00	818 679	14.32	986 789 995
21 and more days in a month	32.26	1 886 688	97.70	72.40	4 989 891 946	258 395.81	100.00	32.26	1 886 688	72.40	4 989 891 946

Source: NetMonitor – SPIR – Mediaresearch & Gemius, August 2011

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, August 2011

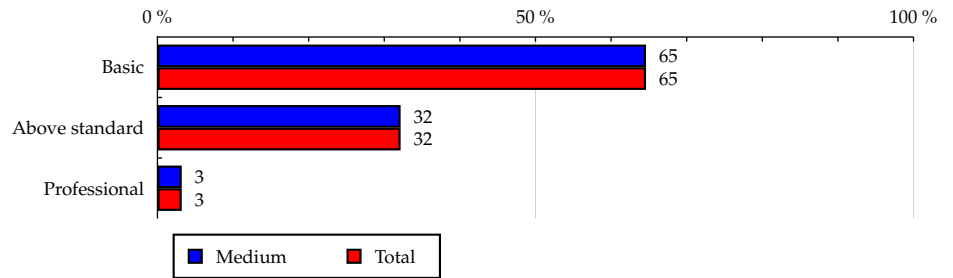
TOTAL

Table 17: IT Knowledge

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Basic	64.62	3 779 559	97.70	67.18	4 630 377 641	119 693.27	100.00	64.62	3 779 559	67.18	4 630 377 641
Above standard	32.16	1 880 889	97.70	29.95	2 064 353 133	107 229.74	100.00	32.16	1 880 889	29.95	2 064 353 133
Professional	3.21	188 015	97.70	2.86	197 374 650	102 563.59	100.00	3.21	188 015	2.86	197 374 650

Source: NetMonitor – SPIR – Mediaresearch & Gemius, August 2011

Chart 17: IT Knowledge by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, August 2011

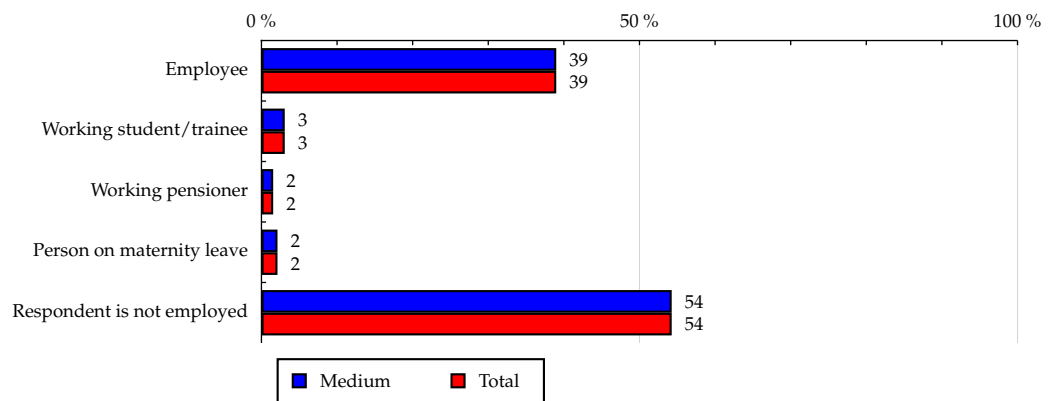
TOTAL

Table 18: Economically Active as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Employee	38.99	2 280 229	97.70	37.70	2 598 110 542	111 320.08	100.00	38.99	2 280 229	37.70	2 598 110 542
Working student/trainee	3.08	180 413	97.70	3.01	207 168 983	112 188.77	100.00	3.08	180 413	3.01	207 168 983
Working pensioner	1.55	90 470	97.70	1.56	107 570 784	116 166.43	100.00	1.55	90 470	1.56	107 570 784
Person on maternity leave	2.12	123 720	97.70	2.53	174 492 923	137 794.66	100.00	2.12	123 720	2.53	174 492 923
Respondent is not employed	54.26	3 173 629	97.70	55.20	3 804 762 191	117 129.37	100.00	54.26	3 173 629	55.20	3 804 762 191

Source: NetMonitor – SPIR – Mediaresearch & Gemius, August 2011

Chart 18: Economically Active as by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, August 2011

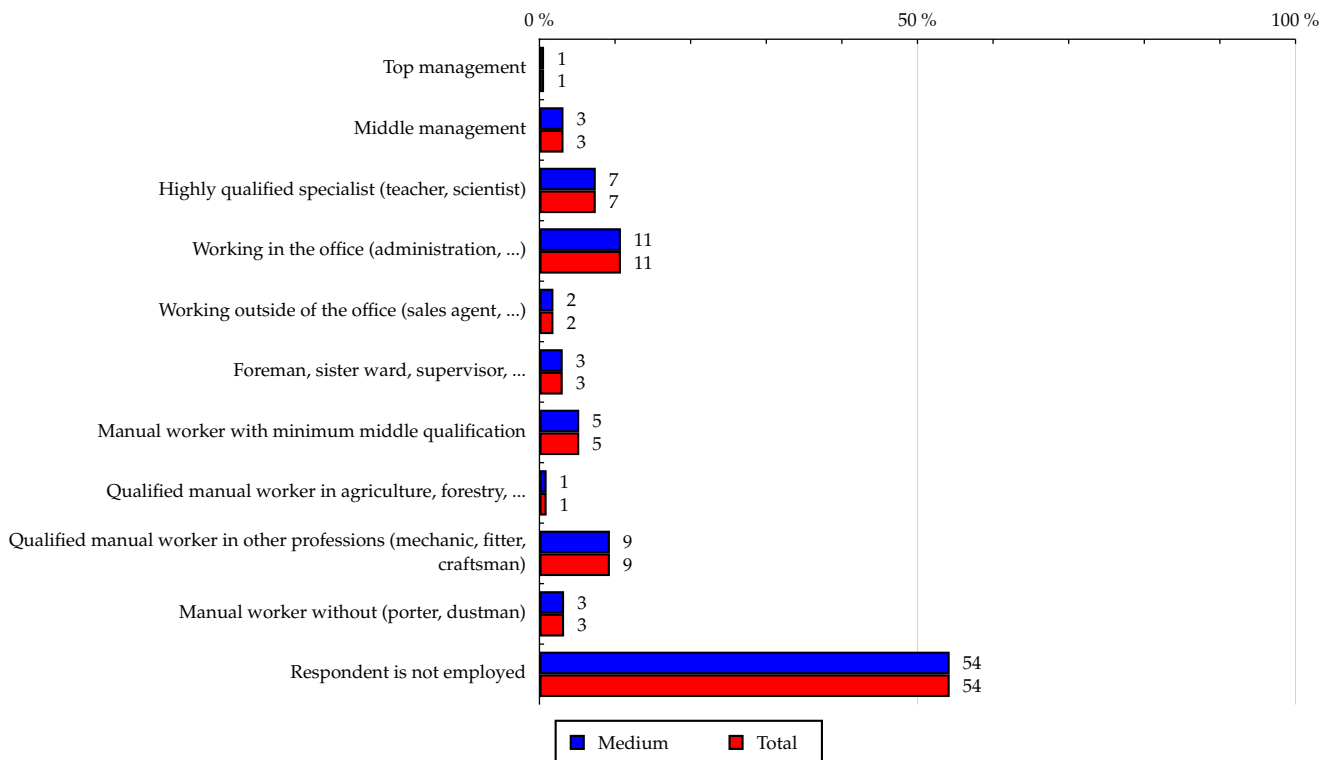
TOTAL

Table 19: Characteristics of the Employment

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Top management	0.61	35 385	97.70	0.45	31 204 576	86 155.78	100.00	0.61	35 385	0.45	31 204 576
Middle management	3.18	186 157	97.70	2.85	196 754 594	103 261.58	100.00	3.18	186 157	2.85	196 754 594
Highly qualified specialist (teacher, scientist)	7.45	435 874	97.70	5.75	396 372 731	88 845.72	100.00	7.45	435 874	5.75	396 372 731
Working in the office (administration, ...)	10.78	630 193	97.70	10.86	748 746 252	116 079.48	100.00	10.78	630 193	10.86	748 746 252
Working outside of the office (sales agent, ...)	1.85	108 106	97.70	1.64	112 912 337	102 043.32	100.00	1.85	108 106	1.64	112 912 337
Foreman, sister ward, supervisor, ...	3.08	180 252	97.70	2.70	185 803 877	100 709.03	100.00	3.08	180 252	2.70	185 803 877
Manual worker with minimum middle qualification	5.26	307 389	97.70	5.31	366 107 758	116 362.92	100.00	5.26	307 389	5.31	366 107 758
Qualified manual worker in agriculture, forestry, ...	0.95	55 771	97.70	0.98	67 550 607	118 334.32	100.00	0.95	55 771	0.98	67 550 607
Qualified manual worker in other professions (mechanic, fitter, craftsman)	9.32	545 209	97.70	10.72	738 495 621	132 336.34	100.00	9.32	545 209	10.72	738 495 621
Manual worker without (porter, dustman)	3.26	190 494	97.70	3.53	243 394 880	124 831.55	100.00	3.26	190 494	3.53	243 394 880
Respondent is not employed	54.26	3 173 629	97.70	55.20	3 804 762 191	117 129.37	100.00	54.26	3 173 629	55.20	3 804 762 191

Source: NetMonitor – SPIR – Mediaresearch & Gemius, August 2011

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, August 2011

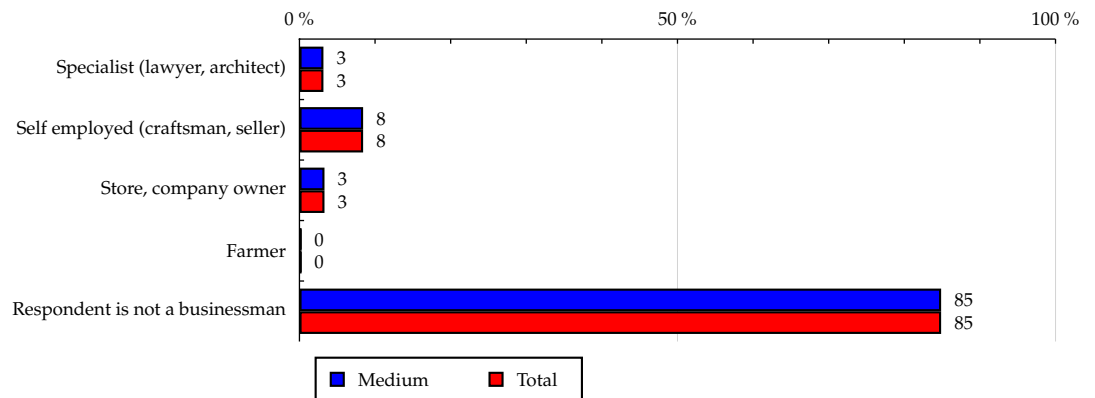
TOTAL

Table 20: Business Activities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Specialist (lawyer, architect)	3.17	185 334	97.70	2.60	179 301 525	94 519.61	100.00	3.17	185 334	2.60	179 301 525
Self employed (craftsman, seller)	8.42	492 466	97.70	8.67	597 649 275	118 567.06	100.00	8.42	492 466	8.67	597 649 275
Store, company owner	3.31	193 453	97.70	2.92	201 538 749	101 783.45	100.00	3.31	193 453	2.92	201 538 749
Farmer	0.24	13 795	97.70	0.22	15 140 198	107 226.91	100.00	0.24	13 795	0.22	15 140 198
Respondent is not a businessman	84.87	4 963 414	97.70	85.58	5 898 475 675	116 105.76	100.00	84.87	4 963 414	85.58	5 898 475 675

Source: NetMonitor – SPIR – Mediaresearch & Gemius, August 2011

Chart 20: Business Activities by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, August 2011

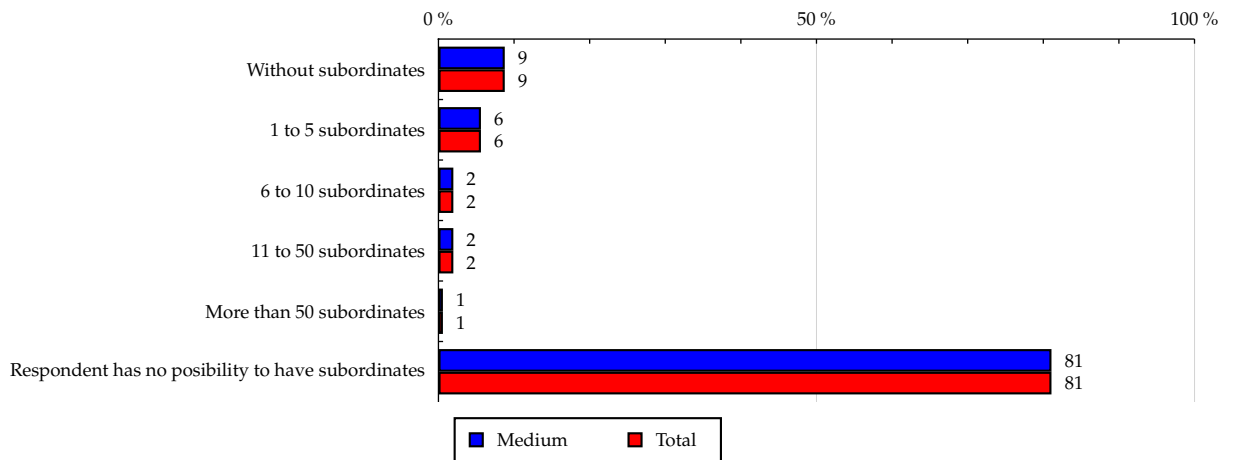
TOTAL

Table 21: Number of Subordinates

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Without subordinates	8.77	512 847	97.70	9.27	638 904 326	121 714.32	100.00	8.77	512 847	9.27	638 904 326
1 to 5 subordinates	5.62	328 804	97.70	4.95	341 195 111	101 381.66	100.00	5.62	328 804	4.95	341 195 111
6 to 10 subordinates	1.97	115 474	97.70	1.69	116 237 928	98 345.63	100.00	1.97	115 474	1.69	116 237 928
11 to 50 subordinates	1.97	115 165	97.70	1.38	95 223 229	80 782.18	100.00	1.97	115 165	1.38	95 223 229
More than 50 subordinates	0.59	34 300	97.70	0.44	30 028 323	85 532.48	100.00	0.59	34 300	0.44	30 028 323
Respondent has no possibility to have subordinates	81.08	4 741 871	97.70	82.28	5 670 516 505	116 833.50	100.00	81.08	4 741 871	82.28	5 670 516 505

Source: NetMonitor – SPIR – Mediaresearch & Gemius, August 2011

Chart 21: Number of Subordinates by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, August 2011

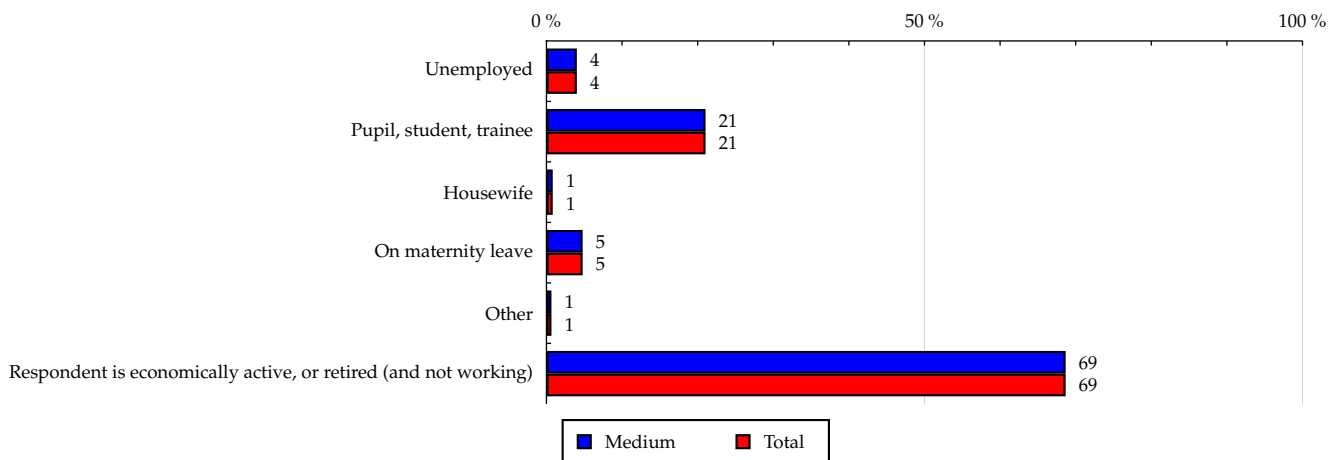
TOTAL

Table 22: Economically Inactive as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unemployed	4.02	235 012	97.70	4.71	324 660 133	134 968.53	100.00	4.02	235 012	4.71	324 660 133
Pupil, student, trainee	21.04	1 230 234	97.70	18.74	1 291 772 294	102 587.07	100.00	21.04	1 230 234	18.74	1 291 772 294
Housewife	0.83	48 716	97.70	1.28	87 920 243	176 322.98	100.00	0.83	48 716	1.28	87 920 243
On maternity leave	4.79	279 915	97.70	5.62	387 077 198	135 103.11	100.00	4.79	279 915	5.62	387 077 198
Other	0.66	38 709	97.70	0.72	49 299 487	124 429.47	100.00	0.66	38 709	0.72	49 299 487
Respondent is economically active, or retired (and not working)	68.67	4 015 876	97.70	68.94	4 751 376 067	115 593.55	100.00	68.67	4 015 876	68.94	4 751 376 067

Source: NetMonitor – SPIR – Mediaresearch & Gemius, August 2011

Chart 22: Economically Inactive as by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, August 2011

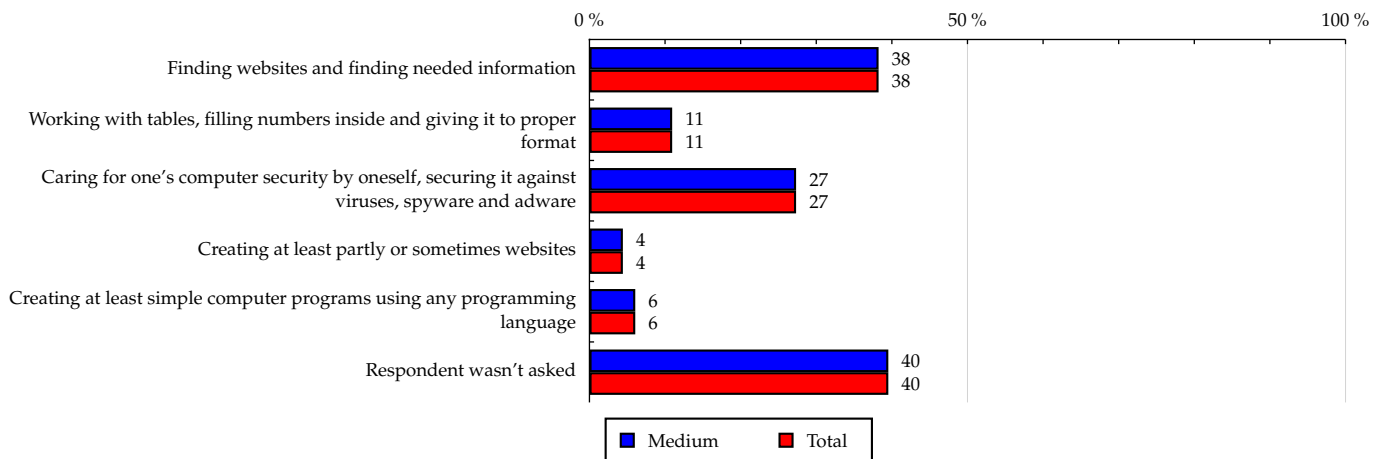
TOTAL

Table 23: Activities on computers which respondent does

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Finding websites and finding needed information	38.24	2 236 280	97.70	32.15	2 215 525 360	96 793.22	100.00	38.24	2 236 280	32.15	2 215 525 360
Working with tables, filling numbers inside and giving it to proper format	10.94	639 952	97.70	8.51	586 372 411	89 520.10	100.00	10.94	639 952	8.51	586 372 411
Caring for one's computer security by oneself, securing it against viruses, spyware and adware	27.33	1 598 384	97.70	28.45	1 960 879 940	119 857.20	100.00	27.33	1 598 384	28.45	1 960 879 940
Creating at least partly or sometimes websites	4.42	258 316	97.70	3.12	215 253 039	81 412.67	100.00	4.42	258 316	3.12	215 253 039
Creating at least simple computer programs using any programming language	6.06	354 604	97.70	5.38	370 909 548	102 192.28	100.00	6.06	354 604	5.38	370 909 548
Respondent wasn't asked	39.53	2 311 936	97.70	43.36	2 988 267 250	126 281.00	100.00	39.53	2 311 936	43.36	2 988 267 250

Source: NetMonitor – SPIR – Mediaresearch & Gemius, August 2011

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, August 2011

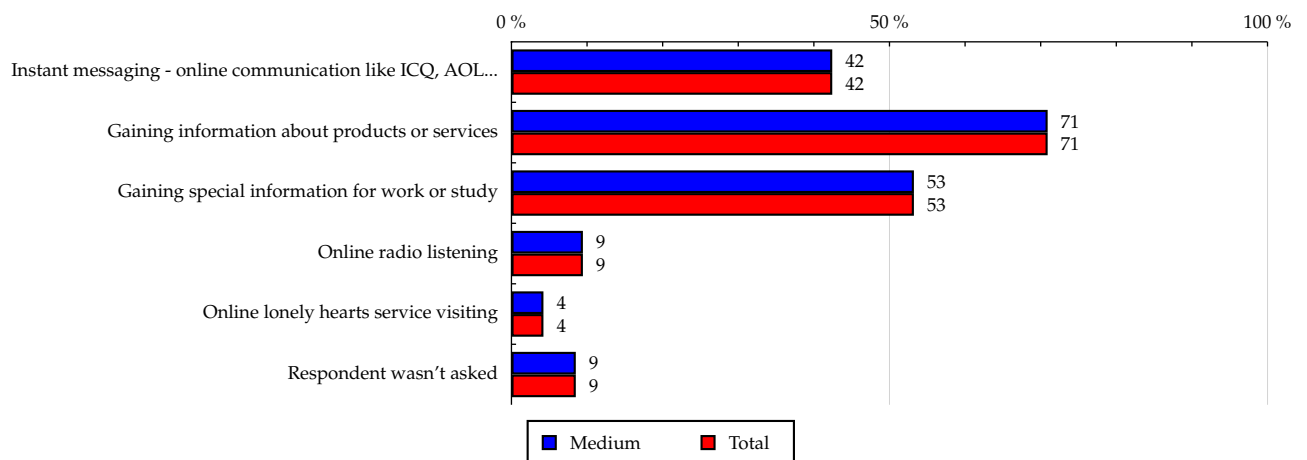
TOTAL

Table 24: Activities on internet which respondent does

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Instant messaging - online communication like ICQ, AOL...	42.43	2 481 689	97.70	42.05	2 897 856 503	114 083.80	100.00	42.43	2 481 689	42.05	2 897 856 503
Gaining information about products or services	70.92	4 147 720	97.70	72.48	4 995 727 463	117 674.88	100.00	70.92	4 147 720	72.48	4 995 727 463
Gaining special information for work or study	53.23	3 113 133	97.70	52.35	3 608 163 251	113 235.59	100.00	53.23	3 113 133	52.35	3 608 163 251
Online radio listening	9.45	552 582	97.70	7.71	531 717 216	94 010.92	100.00	9.45	552 582	7.71	531 717 216
Online lonely hearts service visiting	4.23	247 607	97.70	3.93	270 796 952	106 849.96	100.00	4.23	247 607	3.93	270 796 952
Respondent wasn't asked	8.51	497 449	97.70	9.30	641 280 422	125 948.72	100.00	8.51	497 449	9.30	641 280 422

Source: NetMonitor – SPIR – Mediaresearch & Gemius, August 2011

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, August 2011

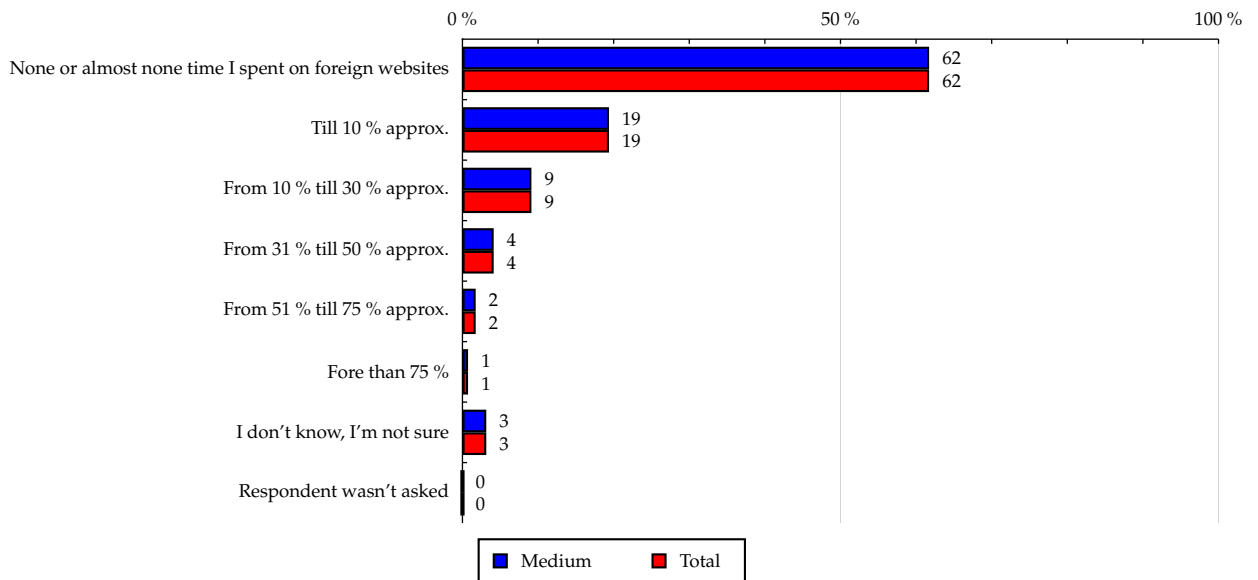
TOTAL

Table 25: Total internet time spent on foreign websites

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
None or almost none time I spent on foreign websites	61.72	3 609 614	97.70	62.17	4 285 163 837	115 984.83	100.00	61.72	3 609 614	62.17	4 285 163 837
Till 10 % approx.	19.38	1 133 714	97.70	19.71	1 358 598 428	117 079.76	100.00	19.38	1 133 714	19.71	1 358 598 428
From 10 % till 30 % approx.	9.12	533 335	97.70	9.04	623 153 305	114 153.51	100.00	9.12	533 335	9.04	623 153 305
From 31 % till 50 % approx.	4.13	241 823	97.70	3.80	261 686 464	105 725.07	100.00	4.13	241 823	3.80	261 686 464
From 51 % till 75 % approx.	1.75	102 549	97.70	1.53	105 254 377	100 277.32	100.00	1.75	102 549	1.53	105 254 377
Fore than 75 %	0.74	43 030	97.70	0.54	37 352 541	84 807.62	100.00	0.74	43 030	0.54	37 352 541
I don't know, I'm not sure	3.15	184 397	97.70	3.21	220 896 471	117 038.65	100.00	3.15	184 397	3.21	220 896 471
Respondent wasn't asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

Source: NetMonitor – SPIR – Mediaresearch & Gemius, August 2011

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, August 2011

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

$$Reach(\%)(CS) = RU(\text{number})(\text{medium})(\text{TG}) / \text{size of TG}(\text{number}) * 100$$

PV(number) – number of page views generated in the medium by users from a respective target group

PV(%) – structure of page views

Information on the visitors profile of a chosen medium – in the form of proportional spreading of Internet users (according to page views) among individual target groups

$$PV(\%) = PV(\text{number})(\text{medium}) (\text{chosen TG}) / PV(\text{number})(\text{medium})(\text{TG All}) * 100$$

TRP(%) – Target Rating Points

Gross rating of a given target group on a chosen medium

$$TRP(\%) = PV(\text{number})(\text{medium}) / \text{size of TG}(\text{number}) * 100$$

(similarly is defined indicator GRP(%) Gross Rating Points, the difference is that as target group all population is considered, target group All)

Affinity(%) – affinity of reach

Coefficient expressing the relationship between the audience of a chosen medium and the audience of all measured medium

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

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".