

SPiR NetMonitor

Research on the Sociodemography of Internet Users in the Czech Republic

Medium title:

TOTAL

Month:

September 2011

Basic information	
The size of Internet population in the Czech Republic	6 036 409
Number of respondents	
Medium	N = 30 000
Total (for all measured media)	N = 30 000
RU(number)	5 897 572
Reach(%)	97.70
PV(number) (from Czech visitors)	6 720 250 122
PV(number) (from all visitors)	7 330 551 552
GRP (%)	111 328.61

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

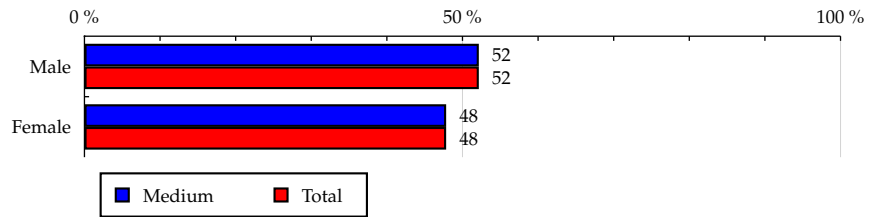
TOTAL

Table 1: Sex

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Male	52.16	3 075 879	97.70	52.94	3 557 532 412	112 998.89	100.00	52.16	3 075 879	52.94	3 557 532 412
Female	47.84	2 821 692	97.70	47.06	3 162 717 711	109 507.86	100.00	47.84	2 821 692	47.06	3 162 717 711

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

Chart 1: Sex by RU(%)



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

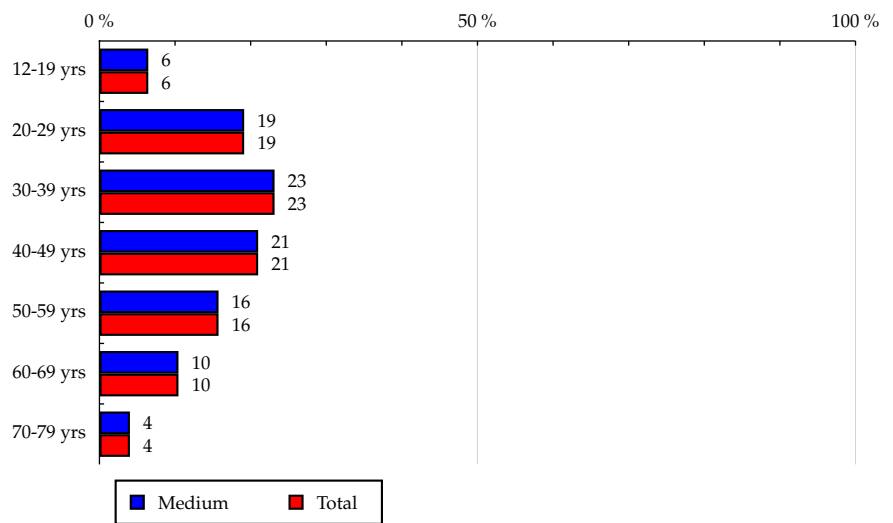
TOTAL

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	381 277	97.70	3.63	243 794 406	62 470.73	100.00	6.46	381 277	3.63	243 794 406
20-29 yrs	19.14	1 129 090	97.70	19.10	1 283 646 607	111 073.76	100.00	19.14	1 129 090	19.10	1 283 646 607
30-39 yrs	23.16	1 365 937	97.70	26.24	1 763 159 405	126 111.74	100.00	23.16	1 365 937	26.24	1 763 159 405
40-49 yrs	20.99	1 238 019	97.70	21.16	1 421 962 565	112 216.14	100.00	20.99	1 238 019	21.16	1 421 962 565
50-59 yrs	15.75	929 043	97.70	15.59	1 048 005 459	110 210.28	100.00	15.75	929 043	15.59	1 048 005 459
60-69 yrs	10.45	616 414	97.70	10.50	705 396 031	111 803.41	100.00	10.45	616 414	10.50	705 396 031
70-79 yrs	4.03	237 789	97.70	3.78	254 285 649	104 477.53	100.00	4.03	237 789	3.78	254 285 649

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

Chart 2: Age by RU(%)



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

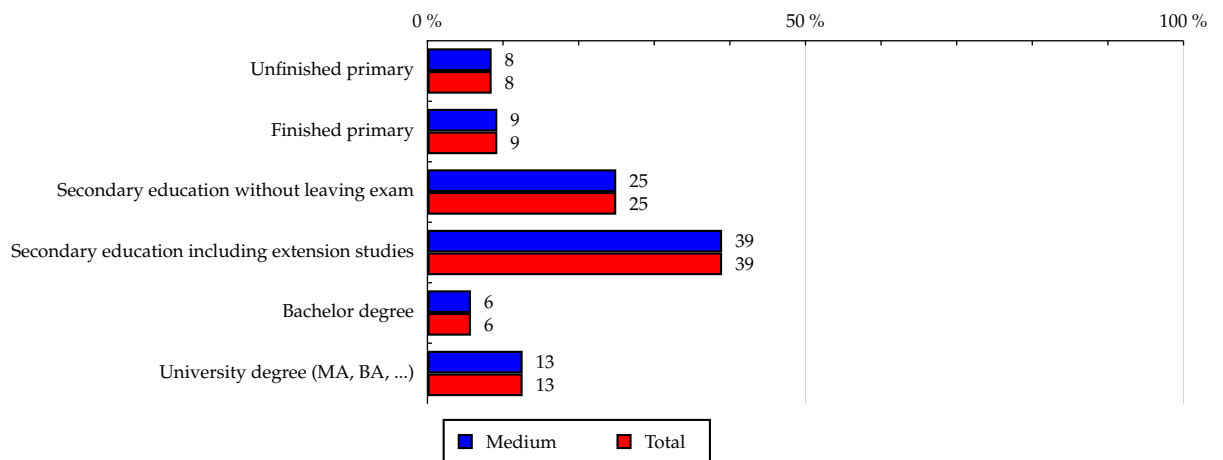
TOTAL

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	500 644	97.70	5.06	339 843 718	66 320.04	100.00	8.49	500 644	5.06	339 843 718
Finished primary	9.24	545 053	97.70	9.86	662 494 435	118 751.02	100.00	9.24	545 053	9.86	662 494 435
Secondary education without leaving exam	24.97	1 472 387	97.70	29.09	1 954 849 606	129 713.65	100.00	24.97	1 472 387	29.09	1 954 849 606
Secondary education including extension studies	38.97	2 298 166	97.70	39.71	2 668 479 961	113 442.85	100.00	38.97	2 298 166	39.71	2 668 479 961
Bachelor degree	5.75	338 992	97.70	5.94	398 899 109	114 965.67	100.00	5.75	338 992	5.94	398 899 109
University degree (MA, BA, ...)	12.59	742 327	97.70	10.35	695 683 294	91 560.96	100.00	12.59	742 327	10.35	695 683 294

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

Chart 3: Highest Education by RU(%)



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

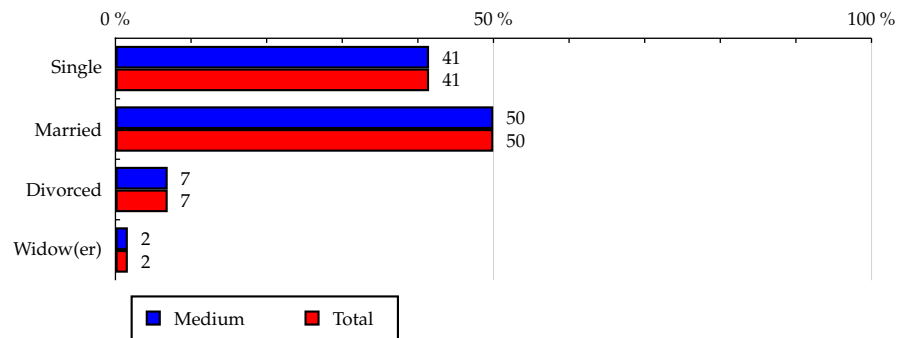
TOTAL

Table 4: Marital Status

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Single	41.48	2 446 150	97.70	40.16	2 698 843 619	107 792.64	100.00	41.48	2 446 150	40.16	2 698 843 619
Married	49.97	2 946 741	97.70	50.21	3 374 052 571	111 867.63	100.00	49.97	2 946 741	50.21	3 374 052 571
Divorced	6.91	407 692	97.70	8.06	541 924 601	129 867.61	100.00	6.91	407 692	8.06	541 924 601
Widow(er)	1.64	96 987	97.70	1.57	105 429 332	106 203.61	100.00	1.64	96 987	1.57	105 429 332

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

Chart 4: Marital Status by RU(%)



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

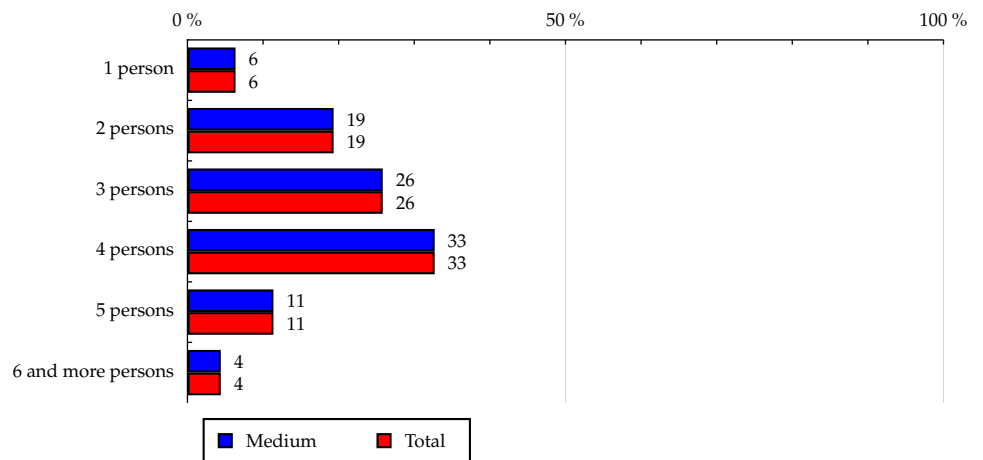
TOTAL

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	6.36	374 897	97.70	7.02	471 943 948	122 990.61	100.00	6.36	374 897	7.02	471 943 948
2 persons	19.33	1 139 983	97.70	20.23	1 359 819 773	116 540.67	100.00	19.33	1 139 983	20.23	1 359 819 773
3 persons	25.83	1 523 474	97.70	26.57	1 785 581 056	114 508.82	100.00	25.83	1 523 474	26.57	1 785 581 056
4 persons	32.70	1 928 323	97.70	31.35	2 107 067 643	106 756.21	100.00	32.70	1 928 323	31.35	2 107 067 643
5 persons	11.37	670 520	97.70	10.90	732 333 331	106 706.66	100.00	11.37	670 520	10.90	732 333 331
6 and more persons	4.41	260 372	97.70	3.92	263 504 372	98 875.26	100.00	4.41	260 372	3.92	263 504 372

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

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



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

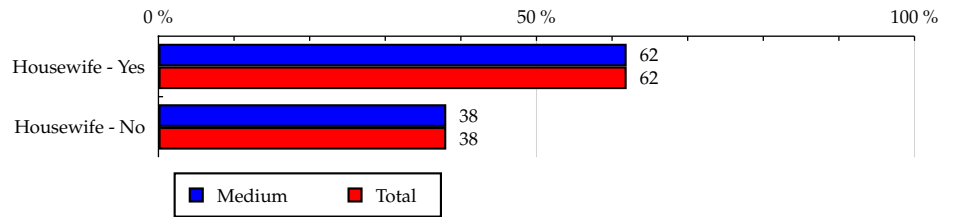
TOTAL

Table 6: Housewife

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Housewife - Yes	61.93	3 652 144	97.70	66.47	4 467 178 859	119 503.34	100.00	61.93	3 652 144	66.47	4 467 178 859
Housewife - No	38.07	2 245 427	97.70	33.53	2 253 071 264	98 032.58	100.00	38.07	2 245 427	33.53	2 253 071 264

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

Chart 6: Housewife by RU(%)



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

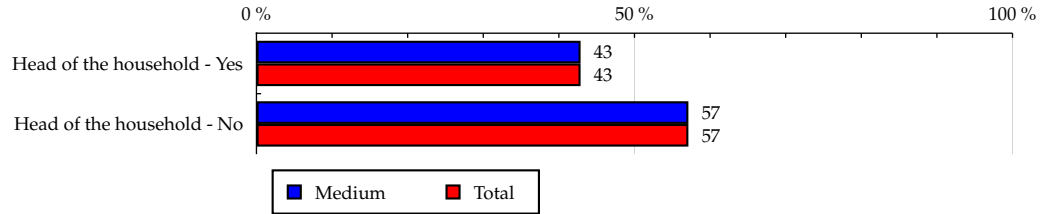
TOTAL

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	42.87	2 528 168	97.70	43.80	2 943 483 913	113 749.70	100.00	42.87	2 528 168	43.80	2 943 483 913
Head of the household - No	57.13	3 369 403	97.70	56.20	3 776 766 210	109 511.98	100.00	57.13	3 369 403	56.20	3 776 766 210

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

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



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

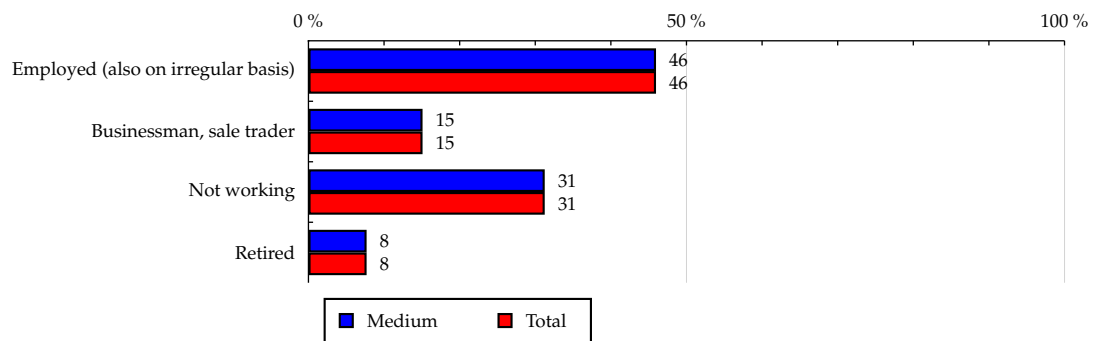
TOTAL

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)	45.97	2 711 333	97.70	46.15	3 101 071 946	111 743.79	100.00	45.97	2 711 333	46.15	3 101 071 946
Businessman, sale trader	15.09	889 657	97.70	15.19	1 021 108 603	112 135.58	100.00	15.09	889 657	15.19	1 021 108 603
Not working	31.25	1 842 786	97.70	29.91	2 010 362 314	106 584.48	100.00	31.25	1 842 786	29.91	2 010 362 314
Retired	7.69	453 793	97.70	8.75	587 707 259	126 531.04	100.00	7.69	453 793	8.75	587 707 259

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

Chart 8: Economic Activity by RU(%)



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

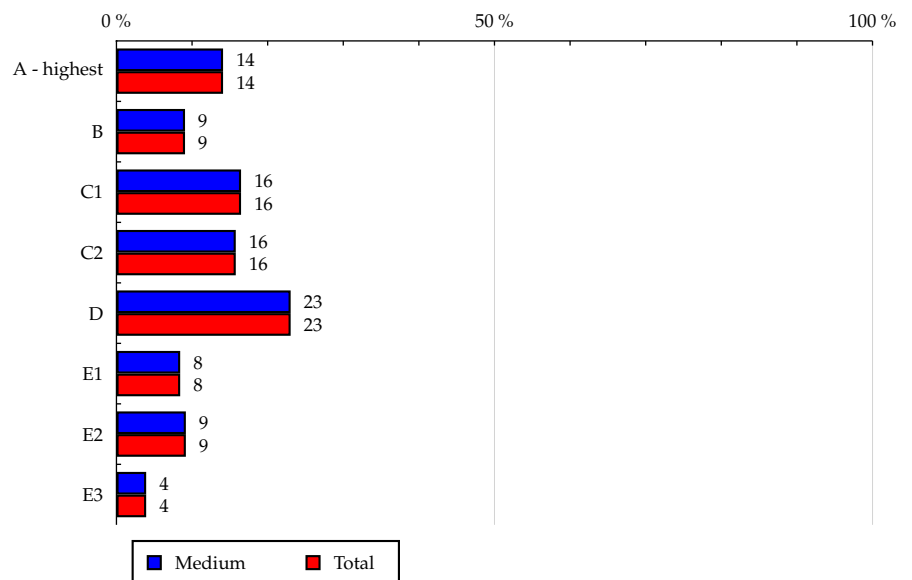
TOTAL

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	831 293	97.70	13.16	884 405 237	103 942.15	100.00	14.10	831 293	13.16	884 405 237
B	9.07	535 143	97.70	9.77	656 738 557	119 899.46	100.00	9.07	535 143	9.77	656 738 557
C1	16.48	971 939	97.70	16.83	1 130 986 674	113 687.52	100.00	16.48	971 939	16.83	1 130 986 674
C2	15.78	930 594	97.70	16.32	1 096 961 174	115 166.32	100.00	15.78	930 594	16.32	1 096 961 174
D	23.04	1 358 560	97.70	22.86	1 536 136 345	110 470.26	100.00	23.04	1 358 560	22.86	1 536 136 345
E1	8.43	497 049	97.70	8.54	573 597 050	112 746.15	100.00	8.43	497 049	8.54	573 597 050
E2	9.18	541 117	97.70	8.59	577 111 557	104 198.88	100.00	9.18	541 117	8.59	577 111 557
E3	3.93	231 874	97.70	3.93	264 313 529	111 368.10	100.00	3.93	231 874	3.93	264 313 529

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

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



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

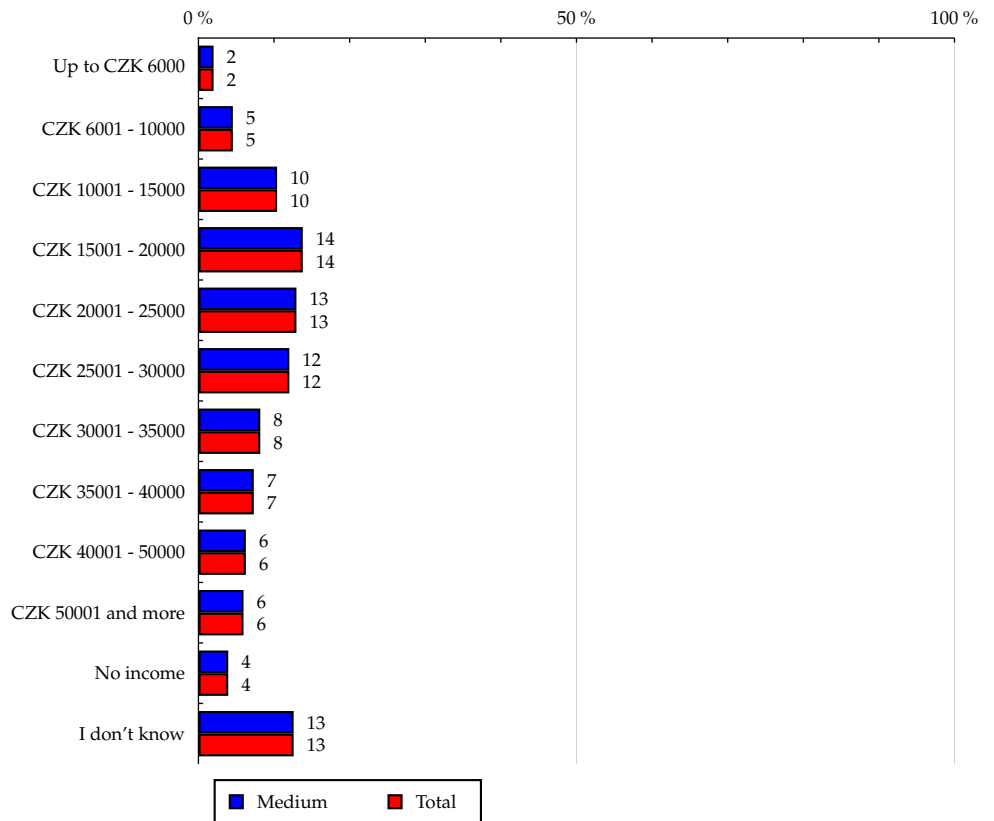
TOTAL

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	2.00	117 972	97.70	1.72	115 531 270	95 678.32	100.00	2.00	117 972	1.72	115 531 270
CZK 6001 - 10000	4.55	268 146	97.70	4.89	328 731 953	119 774.36	100.00	4.55	268 146	4.89	328 731 953
CZK 10001 - 15000	10.40	613 626	97.70	11.00	738 913 206	117 647.79	100.00	10.40	613 626	11.00	738 913 206
CZK 15001 - 20000	13.80	813 733	97.70	14.77	992 729 723	119 191.06	100.00	13.80	813 733	14.77	992 729 723
CZK 20001 - 25000	12.96	764 349	97.70	13.49	906 880 234	115 918.38	100.00	12.96	764 349	13.49	906 880 234
CZK 25001 - 30000	12.02	708 928	97.70	12.72	854 607 954	117 776.66	100.00	12.02	708 928	12.72	854 607 954
CZK 30001 - 35000	8.18	482 503	97.70	8.00	537 668 287	108 870.13	100.00	8.18	482 503	8.00	537 668 287
CZK 35001 - 40000	7.32	431 693	97.70	7.26	488 112 193	110 468.55	100.00	7.32	431 693	7.26	488 112 193
CZK 40001 - 50000	6.27	370 053	97.70	5.99	402 768 615	106 337.30	100.00	6.27	370 053	5.99	402 768 615
CZK 50001 and more	5.96	351 607	97.70	5.84	392 467 931	109 053.69	100.00	5.96	351 607	5.84	392 467 931
No income	3.94	232 451	97.70	3.11	209 060 843	87 868.95	100.00	3.94	232 451	3.11	209 060 843
I don't know	12.59	742 505	97.70	11.20	752 777 914	99 051.67	100.00	12.59	742 505	11.20	752 777 914

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

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



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

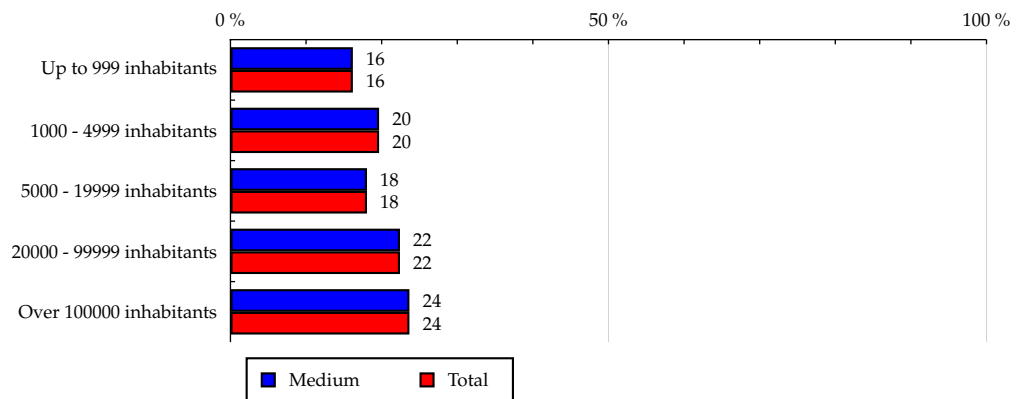
TOTAL

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	954 874	97.70	15.33	1 030 031 383	105 389.80	100.00	16.19	954 874	15.33	1 030 031 383
1000 - 4999 inhabitants	19.66	1 159 404	97.70	20.69	1 390 265 427	117 154.10	100.00	19.66	1 159 404	20.69	1 390 265 427
5000 - 19999 inhabitants	18.06	1 065 042	97.70	18.04	1 212 640 289	111 239.69	100.00	18.06	1 065 042	18.04	1 212 640 289
20000 - 99999 inhabitants	22.42	1 322 471	97.70	23.01	1 546 532 593	114 252.92	100.00	22.42	1 322 471	23.01	1 546 532 593
Over 100000 inhabitants	23.67	1 395 779	97.70	22.93	1 540 780 430	107 849.63	100.00	23.67	1 395 779	22.93	1 540 780 430

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

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



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

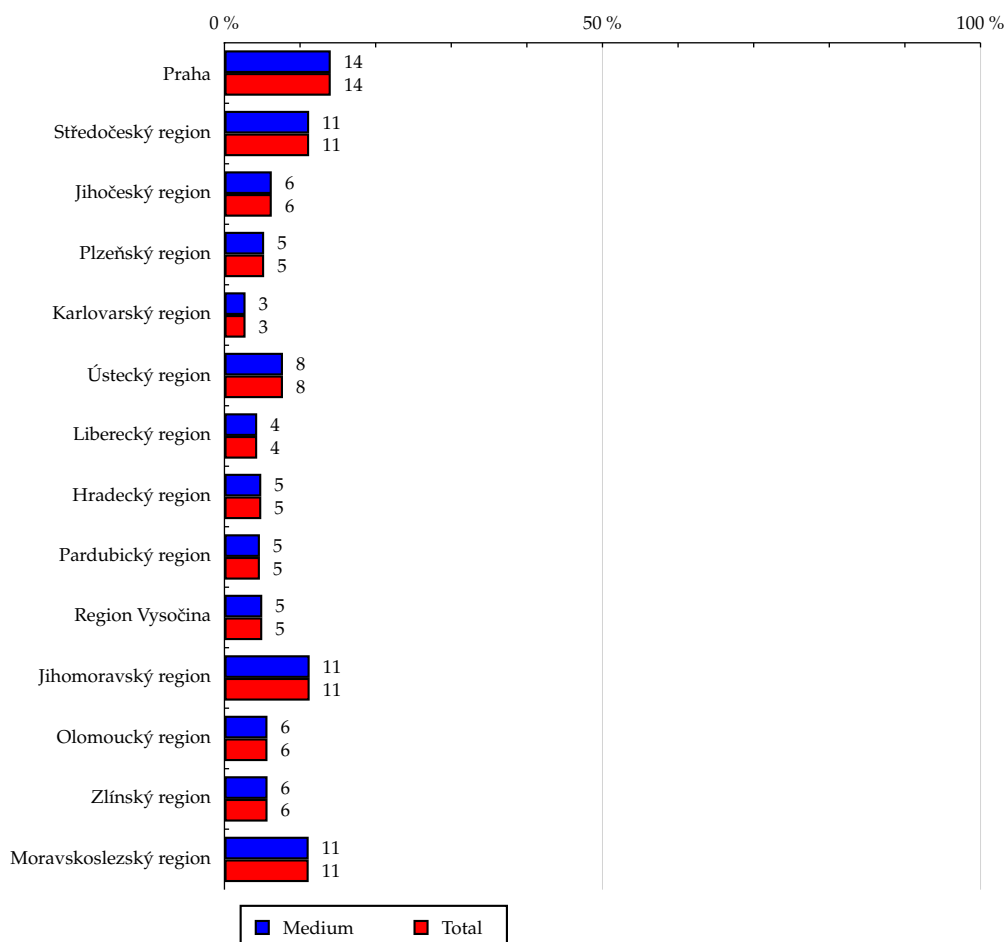
TOTAL

Table 12: Region

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Praha	14.06	829 317	97.70	13.65	917 232 805	108 057.17	100.00	14.06	829 317	13.65	917 232 805
Středočeský region	11.20	660 293	97.70	10.55	708 666 417	104 857.55	100.00	11.20	660 293	10.55	708 666 417
Jihočeský region	6.26	369 129	97.70	6.23	418 495 450	110 765.91	100.00	6.26	369 129	6.23	418 495 450
Plzeňský region	5.25	309 681	97.70	5.72	384 123 479	121 185.55	100.00	5.25	309 681	5.72	384 123 479
Karlovarský region	2.79	164 778	97.70	2.55	171 399 494	101 626.00	100.00	2.79	164 778	2.55	171 399 494
Ústecký region	7.74	456 414	97.70	7.95	534 299 046	114 372.08	100.00	7.74	456 414	7.95	534 299 046
Liberecký region	4.33	255 186	97.70	3.99	268 159 857	102 666.75	100.00	4.33	255 186	3.99	268 159 857
Hradecký region	4.87	287 329	97.70	5.02	337 150 138	114 640.58	100.00	4.87	287 329	5.02	337 150 138
Pardubický region	4.69	276 654	97.70	4.69	315 453 351	111 401.57	100.00	4.69	276 654	4.69	315 453 351
Region Vysočina	5.00	294 937	97.70	4.47	300 705 366	99 610.80	100.00	5.00	294 937	4.47	300 705 366
Jihomoravský region	11.27	664 892	97.70	11.64	782 114 138	114 924.60	100.00	11.27	664 892	11.64	782 114 138
Olomoucký region	5.69	335 452	97.70	5.69	382 438 287	111 384.49	100.00	5.69	335 452	5.69	382 438 287
Zlínský region	5.70	336 338	97.70	5.98	401 684 435	116 681.91	100.00	5.70	336 338	5.98	401 684 435
Moravskoslezský region	11.14	657 167	97.70	11.88	798 327 858	118 686.14	100.00	11.14	657 167	11.88	798 327 858

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

Chart 12: Region by RU(%)



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

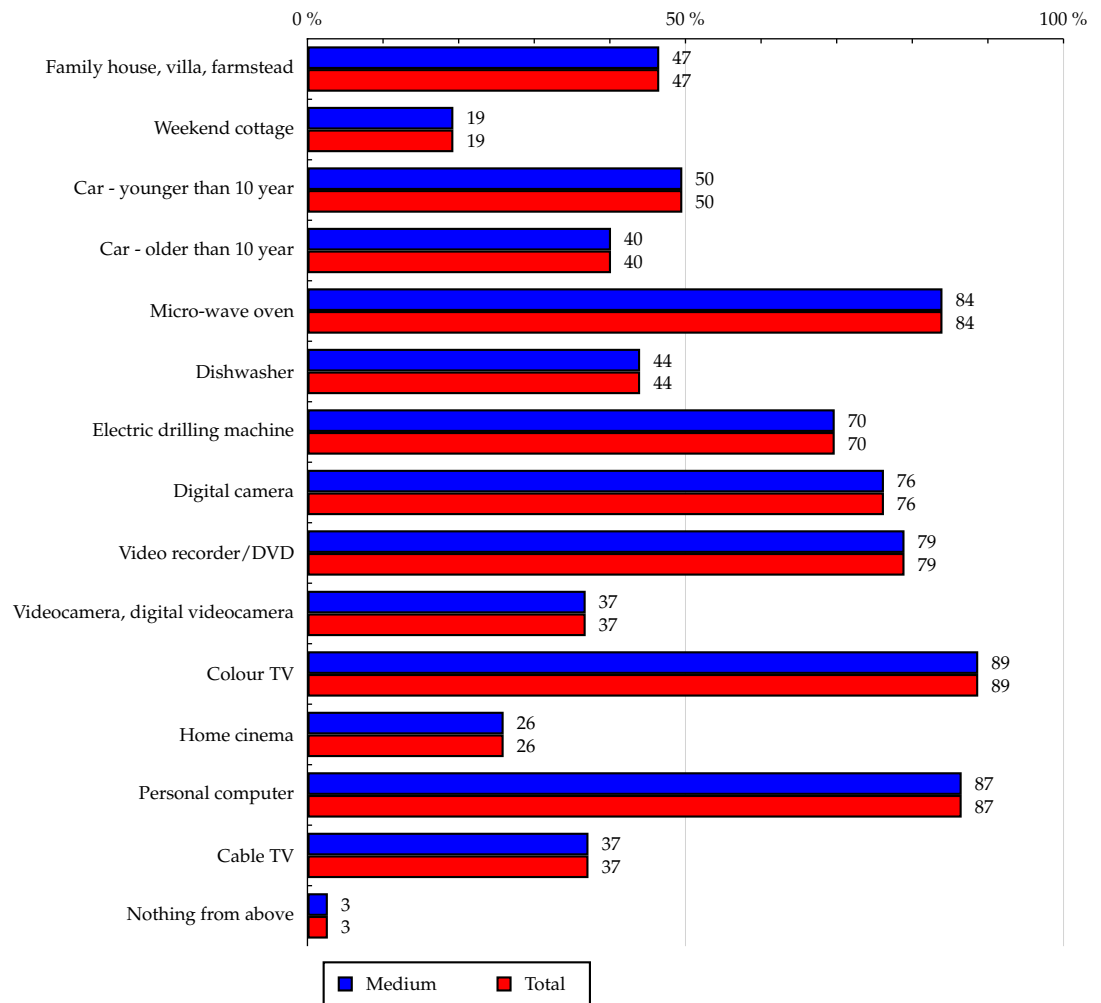
TOTAL

Table 13: Facilities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Family house, villa, farmstead	46.53	2 744 373	97.70	45.02	3 025 620 583	107 712.45	100.00	46.53	2 744 373	45.02	3 025 620 583
Weekend cottage	19.30	1 138 147	97.70	17.64	1 185 188 541	101 738.05	100.00	19.30	1 138 147	17.64	1 185 188 541
Car - younger than 10 year	49.58	2 924 263	97.70	47.75	3 208 891 638	107 209.49	100.00	49.58	2 924 263	47.75	3 208 891 638
Car - older than 10 year	40.15	2 367 919	97.70	40.71	2 735 911 104	112 883.28	100.00	40.15	2 367 919	40.71	2 735 911 104
Micro-wave oven	83.99	4 953 144	97.70	84.36	5 669 488 830	111 829.79	100.00	83.99	4 953 144	84.36	5 669 488 830
Dishwasher	44.00	2 594 784	97.70	41.23	2 770 487 862	104 315.69	100.00	44.00	2 594 784	41.23	2 770 487 862
Electric drilling machine	69.74	4 113 100	97.70	68.71	4 617 748 970	109 687.12	100.00	69.74	4 113 100	68.71	4 617 748 970
Digital camera	76.25	4 497 068	97.70	76.56	5 144 711 918	111 770.24	100.00	76.25	4 497 068	76.56	5 144 711 918
Video recorder/DVD	78.97	4 657 299	97.70	79.54	5 345 439 618	112 135.70	100.00	78.97	4 657 299	79.54	5 345 439 618
Videocamera, digital videocamera	36.80	2 170 545	97.70	35.58	2 390 870 203	107 617.22	100.00	36.80	2 170 545	35.58	2 390 870 203
Colour TV	88.72	5 232 205	97.70	89.54	6 017 111 950	112 356.42	100.00	88.72	5 232 205	89.54	6 017 111 950
Home cinema	25.95	1 530 671	97.70	26.54	1 783 241 651	113 821.08	100.00	25.95	1 530 671	26.54	1 783 241 651
Personal computer	86.53	5 103 287	97.70	87.89	5 906 174 799	113 070.89	100.00	86.53	5 103 287	87.89	5 906 174 799
Cable TV	37.17	2 191 865	97.70	36.99	2 485 662 598	110 795.68	100.00	37.17	2 191 865	36.99	2 485 662 598
Nothing from above	2.70	159 459	97.70	2.44	163 697 734	100 296.72	100.00	2.70	159 459	2.44	163 697 734

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

Chart 13: Facilities by RU(%)



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

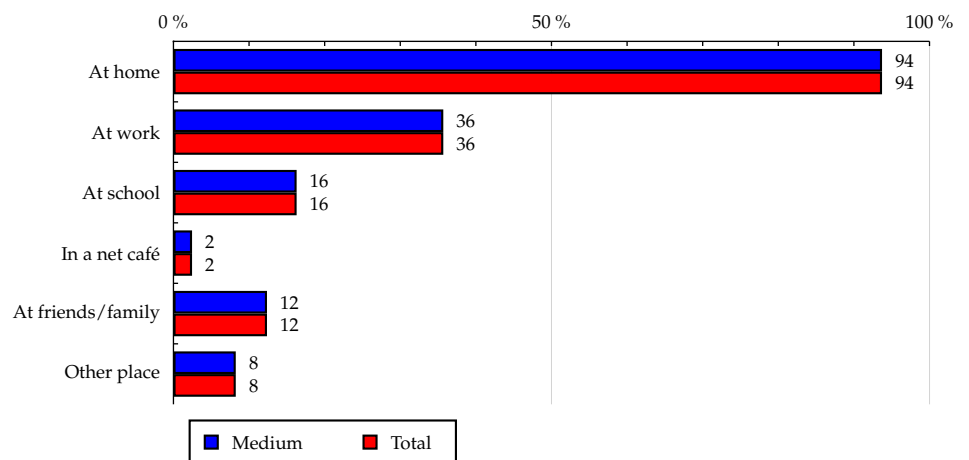
TOTAL

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	93.72	5 527 307	97.70	94.77	6 368 577 739	112 570.19	100.00	93.72	5 527 307	94.77	6 368 577 739
At work	35.69	2 105 012	97.70	33.00	2 217 667 112	102 928.62	100.00	35.69	2 105 012	33.00	2 217 667 112
At school	16.29	960 792	97.70	15.00	1 008 285 074	102 529.38	100.00	16.29	960 792	15.00	1 008 285 074
In a net café	2.46	145 288	97.70	2.12	142 540 287	95 851.95	100.00	2.46	145 288	2.12	142 540 287
At friends/family	12.37	729 693	97.70	11.98	805 015 869	107 785.08	100.00	12.37	729 693	11.98	805 015 869
Other place	8.24	486 082	97.70	8.02	538 952 210	108 326.62	100.00	8.24	486 082	8.02	538 952 210

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

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



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

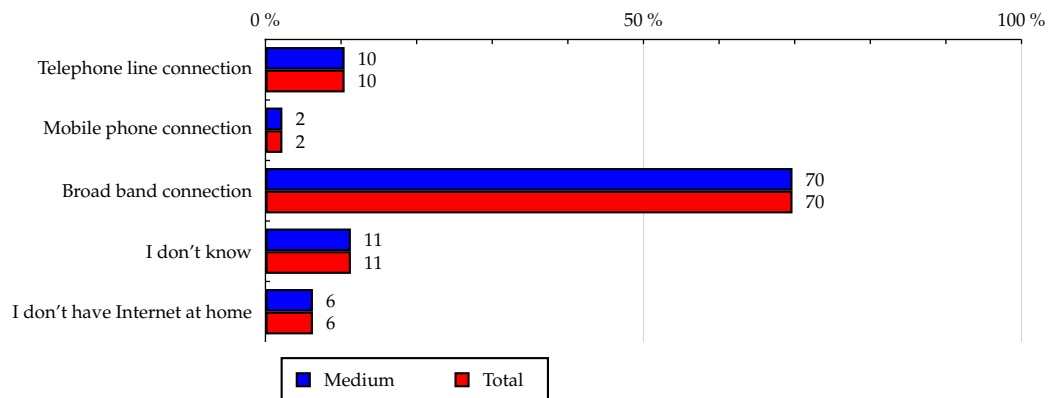
TOTAL

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	10.47	617 473	97.70	10.22	687 075 872	108 712.90	100.00	10.47	617 473	10.22	687 075 872
Mobile phone connection	2.24	132 006	97.70	1.79	120 147 830	88 923.27	100.00	2.24	132 006	1.79	120 147 830
Broad band connection	69.71	4 111 374	97.70	73.40	4 932 551 467	117 213.91	100.00	69.71	4 111 374	73.40	4 932 551 467
I don't know	11.30	666 453	97.70	9.36	628 802 569	92 180.54	100.00	11.30	666 453	9.36	628 802 569
I don't have Internet at home	6.28	370 264	97.70	5.23	351 672 383	92 794.22	100.00	6.28	370 264	5.23	351 672 383

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

Chart 15: Connection from Home by RU(%)



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

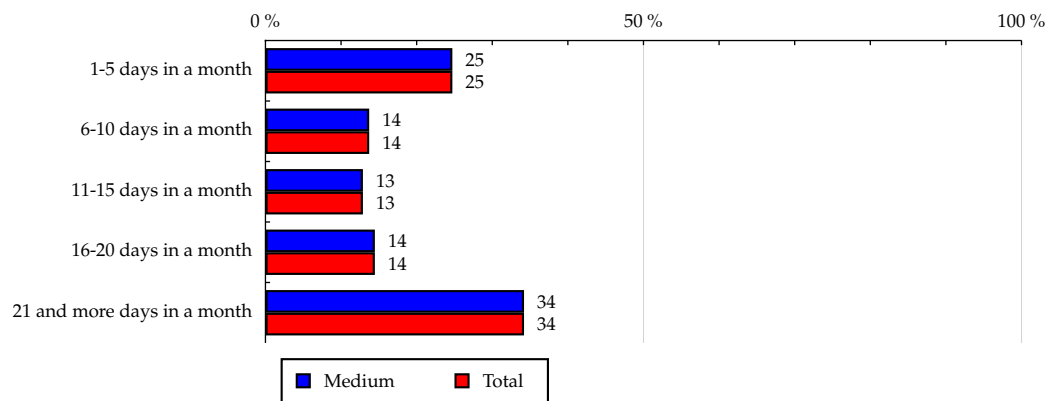
TOTAL

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	24.72	1 457 659	97.70	1.43	95 825 231	6 422.71	100.00	24.72	1 457 659	1.43	95 825 231
6-10 days in a month	13.72	809 157	97.70	3.33	223 642 130	27 003.21	100.00	13.72	809 157	3.33	223 642 130
11-15 days in a month	12.89	760 358	97.70	6.68	448 609 068	57 642.66	100.00	12.89	760 358	6.68	448 609 068
16-20 days in a month	14.47	853 331	97.70	14.06	944 569 833	108 146.11	100.00	14.47	853 331	14.06	944 569 833
21 and more days in a month	34.20	2 017 065	97.70	74.52	5 007 603 860	242 551.86	100.00	34.20	2 017 065	74.52	5 007 603 860

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

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



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

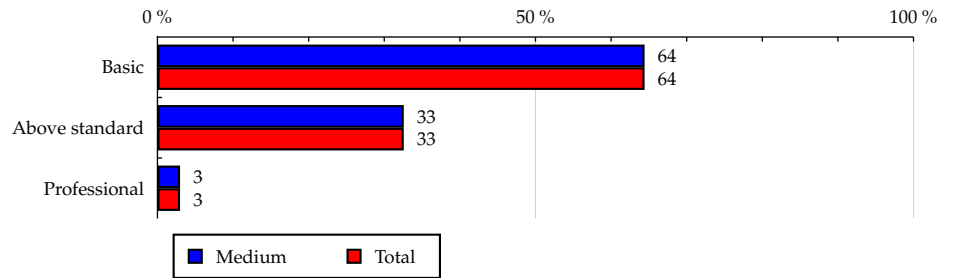
TOTAL

Table 17: IT Knowledge

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Basic	64.43	3 799 939	97.70	66.33	4 457 384 534	114 603.53	100.00	64.43	3 799 939	66.33	4 457 384 534
Above standard	32.58	1 921 360	97.70	30.37	2 040 952 385	103 781.18	100.00	32.58	1 921 360	30.37	2 040 952 385
Professional	2.99	176 271	97.70	3.30	221 913 203	122 997.14	100.00	2.99	176 271	3.30	221 913 203

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

Chart 17: IT Knowledge by RU(%)



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

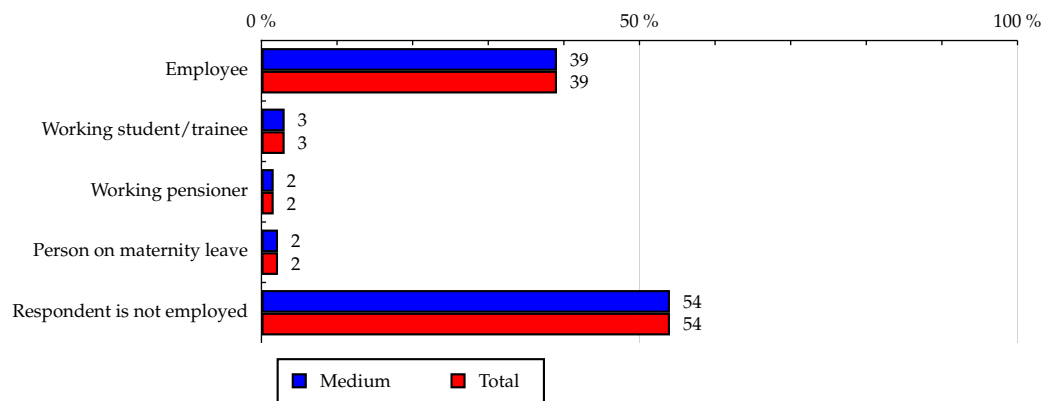
TOTAL

Table 18: Economically Active as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Employee	39.09	2 305 489	97.70	38.97	2 618 891 738	110 981.09	100.00	39.09	2 305 489	38.97	2 618 891 738
Working student/trainee	3.07	181 077	97.70	2.85	191 787 346	103 478.31	100.00	3.07	181 077	2.85	191 787 346
Working pensioner	1.62	95 490	97.70	1.61	108 442 775	110 951.87	100.00	1.62	95 490	1.61	108 442 775
Person on maternity leave	2.19	129 276	97.70	2.71	181 950 087	137 508.24	100.00	2.19	129 276	2.71	181 950 087
Respondent is not employed	54.03	3 186 238	97.70	53.85	3 619 178 176	110 975.30	100.00	54.03	3 186 238	53.85	3 619 178 176

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

Chart 18: Economically Active as by RU(%)



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

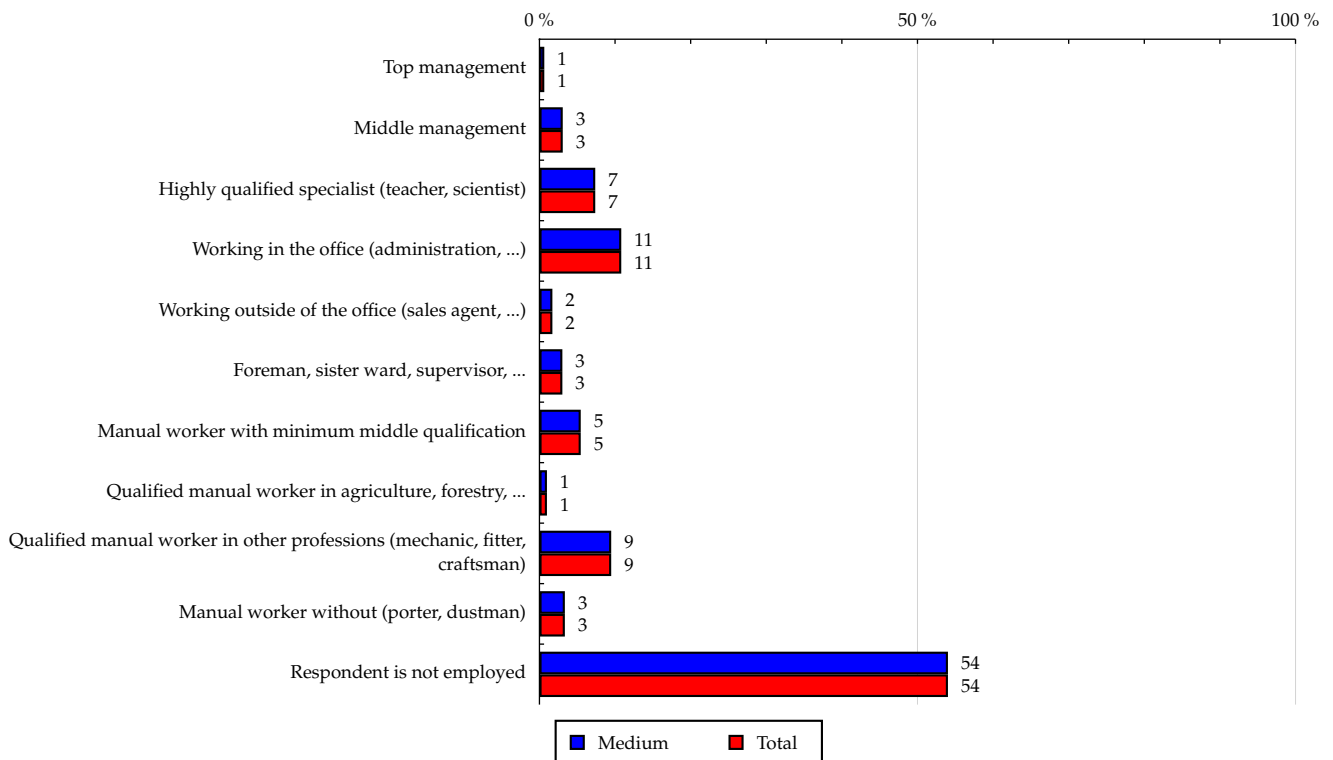
TOTAL

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	0.64	37 951	97.70	0.50	33 877 859	87 211.96	100.00	0.64	37 951	0.50	33 877 859
Middle management	3.08	181 670	97.70	2.85	191 446 791	102 957.42	100.00	3.08	181 670	2.85	191 446 791
Highly qualified specialist (teacher, scientist)	7.38	435 256	97.70	6.24	419 213 055	94 098.80	100.00	7.38	435 256	6.24	419 213 055
Working in the office (administration, ...)	10.82	638 064	97.70	10.92	733 960 328	112 383.54	100.00	10.82	638 064	10.92	733 960 328
Working outside of the office (sales agent, ...)	1.71	100 996	97.70	1.73	116 592 587	112 787.07	100.00	1.71	100 996	1.73	116 592 587
Foreman, sister ward, supervisor, ...	3.03	178 912	97.70	2.88	193 612 908	105 727.79	100.00	3.03	178 912	2.88	193 612 908
Manual worker with minimum middle qualification	5.46	322 282	97.70	5.10	342 997 617	103 979.81	100.00	5.46	322 282	5.10	342 997 617
Qualified manual worker in agriculture, forestry, ...	0.99	58 232	97.70	1.19	79 918 894	134 084.11	100.00	0.99	58 232	1.19	79 918 894
Qualified manual worker in other professions (mechanic, fitter, craftsman)	9.49	559 961	97.70	11.15	749 205 854	130 718.71	100.00	9.49	559 961	11.15	749 205 854
Manual worker without (porter, dustman)	3.36	198 005	97.70	3.57	240 246 053	118 542.44	100.00	3.36	198 005	3.57	240 246 053
Respondent is not employed	54.03	3 186 238	97.70	53.85	3 619 178 176	110 975.30	100.00	54.03	3 186 238	53.85	3 619 178 176

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

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



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

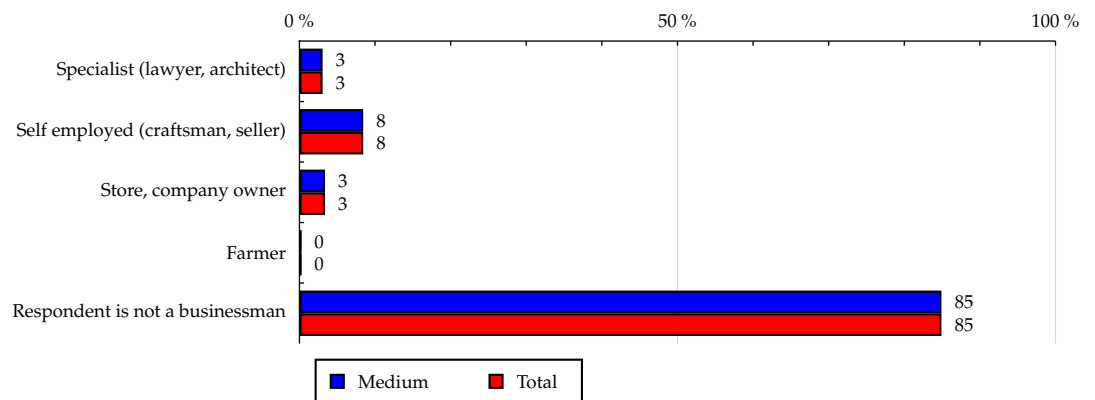
TOTAL

Table 20: Business Activities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Specialist (lawyer, architect)	3.06	180 681	97.70	2.93	196 866 428	106 451.87	100.00	3.06	180 681	2.93	196 866 428
Self employed (craftsman, seller)	8.43	496 976	97.70	8.94	600 865 740	118 123.49	100.00	8.43	496 976	8.94	600 865 740
Store, company owner	3.38	199 060	97.70	3.08	206 671 447	101 435.66	100.00	3.38	199 060	3.08	206 671 447
Farmer	0.22	12 940	97.70	0.25	16 704 988	126 124.63	100.00	0.22	12 940	0.25	16 704 988
Respondent is not a businessman	84.91	5 007 914	97.70	84.81	5 699 141 519	111 185.25	100.00	84.91	5 007 914	84.81	5 699 141 519

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

Chart 20: Business Activities by RU(%)



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

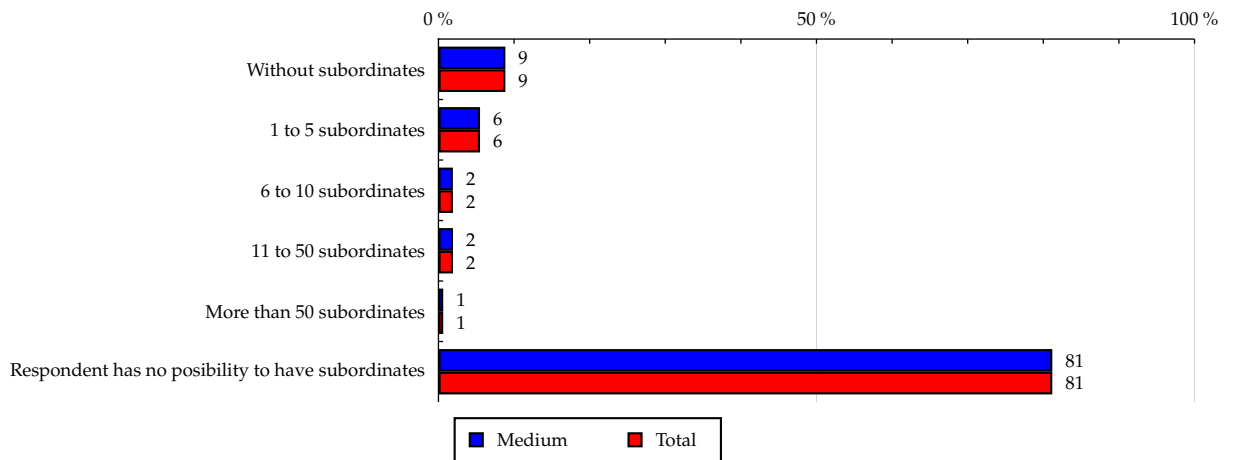
TOTAL

Table 21: Number of Subordinates

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Without subordinates	8.85	521 975	97.70	10.03	674 109 115	126 175.36	100.00	8.85	521 975	10.03	674 109 115
1 to 5 subordinates	5.50	324 390	97.70	4.86	326 733 813	98 405.70	100.00	5.50	324 390	4.86	326 733 813
6 to 10 subordinates	1.91	112 553	97.70	1.70	114 292 014	99 208.99	100.00	1.91	112 553	1.70	114 292 014
11 to 50 subordinates	1.92	113 387	97.70	1.55	103 847 431	89 480.21	100.00	1.92	113 387	1.55	103 847 431
More than 50 subordinates	0.63	36 973	97.70	0.41	27 450 881	72 536.69	100.00	0.63	36 973	0.41	27 450 881
Respondent has no possibility to have subordinates	81.19	4 788 291	97.70	81.45	5 473 816 869	111 687.43	100.00	81.19	4 788 291	81.45	5 473 816 869

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

Chart 21: Number of Subordinates by RU(%)



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

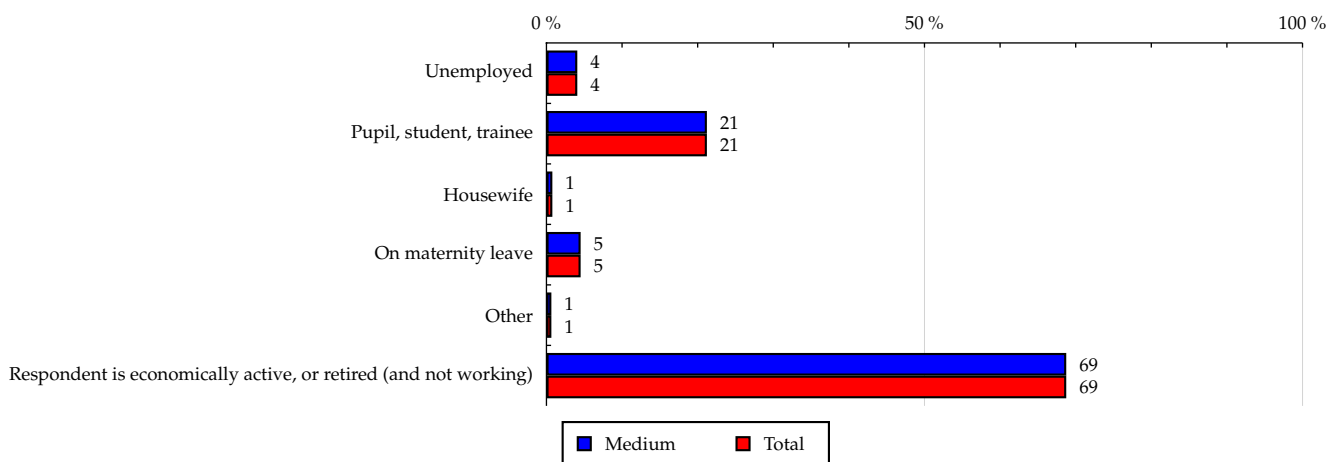
TOTAL

Table 22: Economically Inactive as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unemployed	4.08	240 844	97.70	4.72	317 000 716	128 593.44	100.00	4.08	240 844	4.72	317 000 716
Pupil, student, trainee	21.22	1 251 341	97.70	17.89	1 202 562 470	93 891.54	100.00	21.22	1 251 341	17.89	1 202 562 470
Housewife	0.78	45 818	97.70	1.05	70 521 470	150 374.56	100.00	0.78	45 818	1.05	70 521 470
On maternity leave	4.52	266 436	97.70	5.49	369 088 604	135 341.69	100.00	4.52	266 436	5.49	369 088 604
Other	0.65	38 345	97.70	0.76	51 189 053	130 423.20	100.00	0.65	38 345	0.76	51 189 053
Respondent is economically active, or retired (and not working)	68.75	4 054 785	97.70	70.09	4 709 887 808	113 484.68	100.00	68.75	4 054 785	70.09	4 709 887 808

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

Chart 22: Economically Inactive as by RU(%)



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

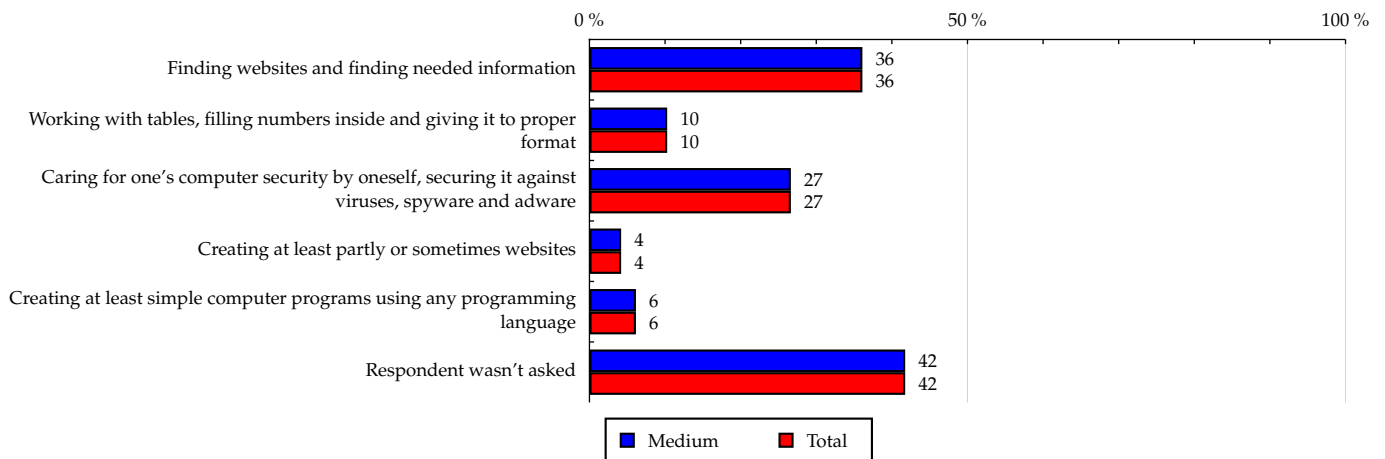
TOTAL

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	36.10	2 128 830	97.70	30.05	2 019 555 768	92 684.97	100.00	36.10	2 128 830	30.05	2 019 555 768
Working with tables, filling numbers inside and giving it to proper format	10.28	606 550	97.70	8.06	541 430 776	87 210.93	100.00	10.28	606 550	8.06	541 430 776
Caring for one's computer security by oneself, securing it against viruses, spyware and adware	26.64	1 571 283	97.70	29.26	1 966 165 579	122 253.14	100.00	26.64	1 571 283	29.26	1 966 165 579
Creating at least partly or sometimes websites	4.19	246 946	97.70	3.22	216 215 333	85 541.87	100.00	4.19	246 946	3.22	216 215 333
Creating at least simple computer programs using any programming language	6.15	362 463	97.70	6.29	422 686 058	113 932.65	100.00	6.15	362 463	6.29	422 686 058
Respondent wasn't asked	41.76	2 462 561	97.70	44.17	2 968 274 178	117 763.70	100.00	41.76	2 462 561	44.17	2 968 274 178

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

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



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

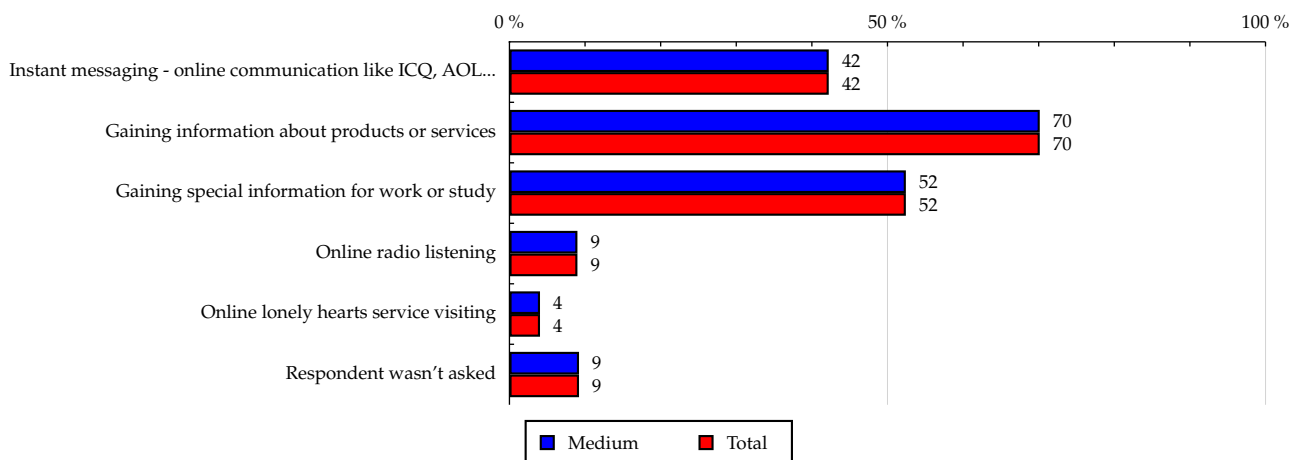
TOTAL

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...	42.23	2 490 520	97.70	43.03	2 891 970 865	113 448.39	100.00	42.23	2 490 520	43.03	2 891 970 865
Gaining information about products or services	70.14	4 136 376	97.70	72.94	4 901 421 531	115 770.14	100.00	70.14	4 136 376	72.94	4 901 421 531
Gaining special information for work or study	52.43	3 091 926	97.70	51.67	3 472 645 908	109 730.16	100.00	52.43	3 091 926	51.67	3 472 645 908
Online radio listening	8.99	530 145	97.70	7.31	490 918 949	90 471.01	100.00	8.99	530 145	7.31	490 918 949
Online lonely hearts service visiting	4.04	238 020	97.70	3.38	227 194 569	93 256.48	100.00	4.04	238 020	3.38	227 194 569
Respondent wasn't asked	9.20	542 419	97.70	9.17	616 370 354	111 020.03	100.00	9.20	542 419	9.17	616 370 354

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

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



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

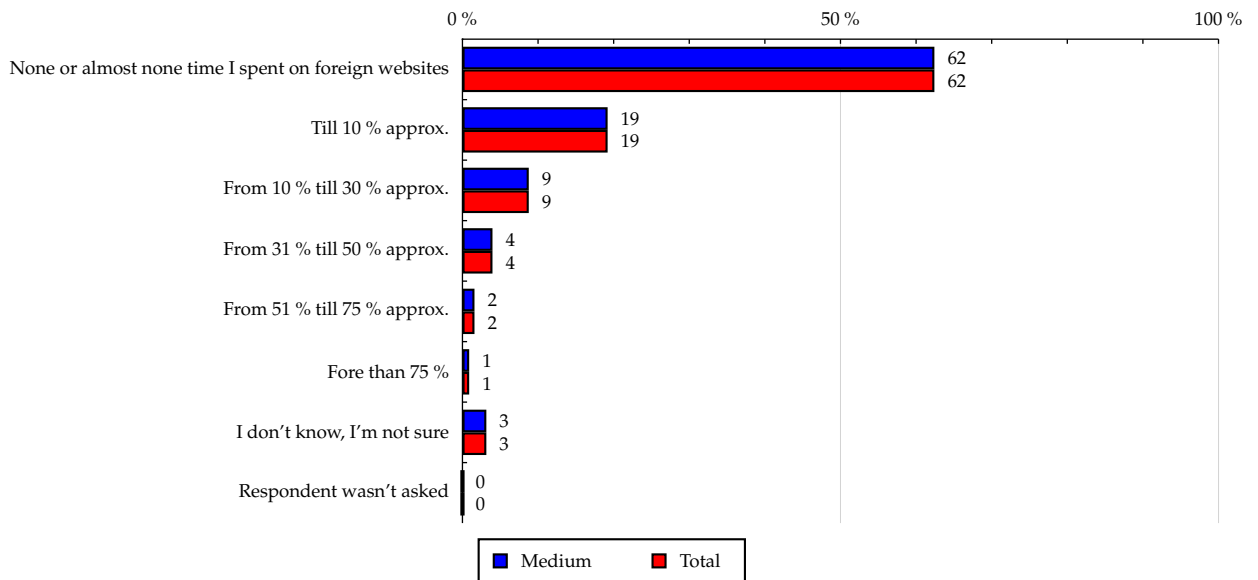
TOTAL

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	62.42	3 681 484	97.70	62.01	4 167 518 935	110 598.50	100.00	62.42	3 681 484	62.01	4 167 518 935
Till 10 % approx.	19.20	1 132 252	97.70	19.99	1 343 507 531	115 928.85	100.00	19.20	1 132 252	19.99	1 343 507 531
From 10 % till 30 % approx.	8.77	517 222	97.70	8.99	604 059 815	114 103.02	100.00	8.77	517 222	8.99	604 059 815
From 31 % till 50 % approx.	3.97	233 861	97.70	3.93	264 206 778	110 377.35	100.00	3.97	233 861	3.93	264 206 778
From 51 % till 75 % approx.	1.59	93 898	97.70	1.54	103 354 671	107 538.73	100.00	1.59	93 898	1.54	103 354 671
Fore than 75 %	0.89	52 296	97.70	0.74	49 940 814	93 299.53	100.00	0.89	52 296	0.74	49 940 814
I don't know, I'm not sure	3.16	186 556	97.70	2.79	187 661 578	98 278.70	100.00	3.16	186 556	2.79	187 661 578
Respondent wasn't asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, September 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".