

SPIR NetMonitor

Research on the Sociodemography of Internet Users in the Czech Republic

Medium title:

TOTAL

Month:

November 2011

Basic information	
The size of Internet population in the Czech Republic	6 302 966
Number of respondents	
Medium	N = 30 000
Total (for all measured media)	N = 30 000
RU(number)	6 157 998
Reach(%)	97.70
PV(number) (from Czech visitors)	7 747 955 158
PV(number) (from all visitors)	8 405 147 584
GRP (%)	122 925.54

**Source: NetMonitor – SPIR – Mediaresearch & Gemius
November 2011**

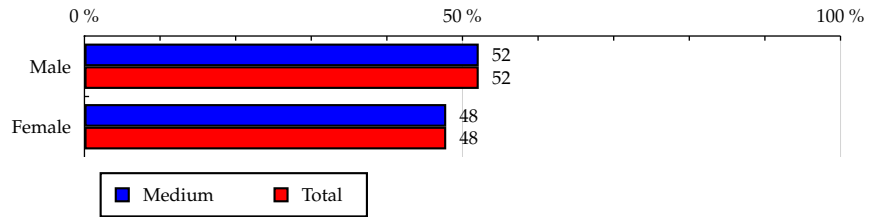
TOTAL

Table 1: Sex

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Male	52.15	3 211 703	97.70	53.87	4 173 760 912	126 965.78	100.00	52.15	3 211 703	53.87	4 173 760 912
Female	47.85	2 946 294	97.70	46.13	3 574 194 245	118 521.35	100.00	47.85	2 946 294	46.13	3 574 194 245

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

Chart 1: Sex by RU(%)



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

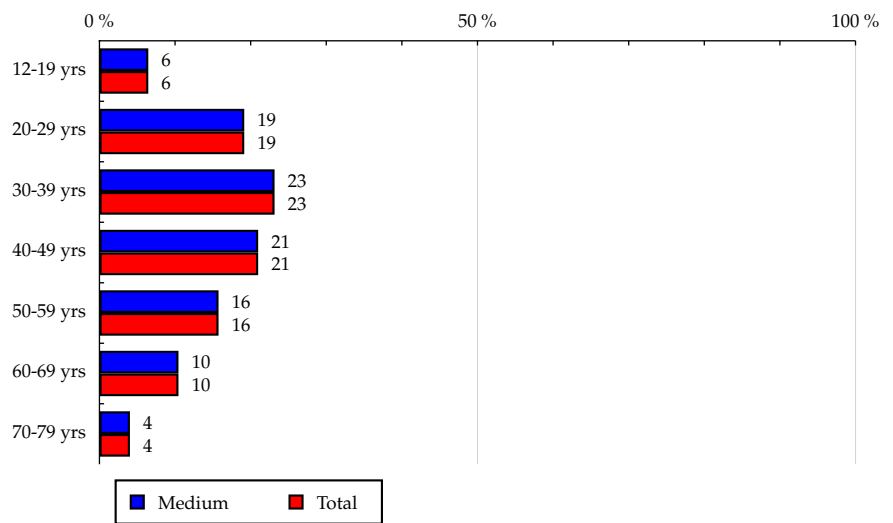
TOTAL

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	398 114	97.70	3.85	297 985 324	73 127.71	100.00	6.46	398 114	3.85	297 985 324
20-29 yrs	19.15	1 178 949	97.70	18.34	1 421 152 938	117 771.54	100.00	19.15	1 178 949	18.34	1 421 152 938
30-39 yrs	23.16	1 426 253	97.70	25.18	1 950 965 787	133 643.36	100.00	23.16	1 426 253	25.18	1 950 965 787
40-49 yrs	20.99	1 292 687	97.70	21.31	1 650 891 487	124 772.71	100.00	20.99	1 292 687	21.31	1 650 891 487
50-59 yrs	15.75	970 069	97.70	15.93	1 234 559 776	124 337.93	100.00	15.75	970 069	15.93	1 234 559 776
60-69 yrs	10.45	643 634	97.70	11.31	875 950 110	132 964.26	100.00	10.45	643 634	11.31	875 950 110
70-79 yrs	4.03	248 289	97.70	4.08	316 449 736	124 520.45	100.00	4.03	248 289	4.08	316 449 736

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

Chart 2: Age by RU(%)



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

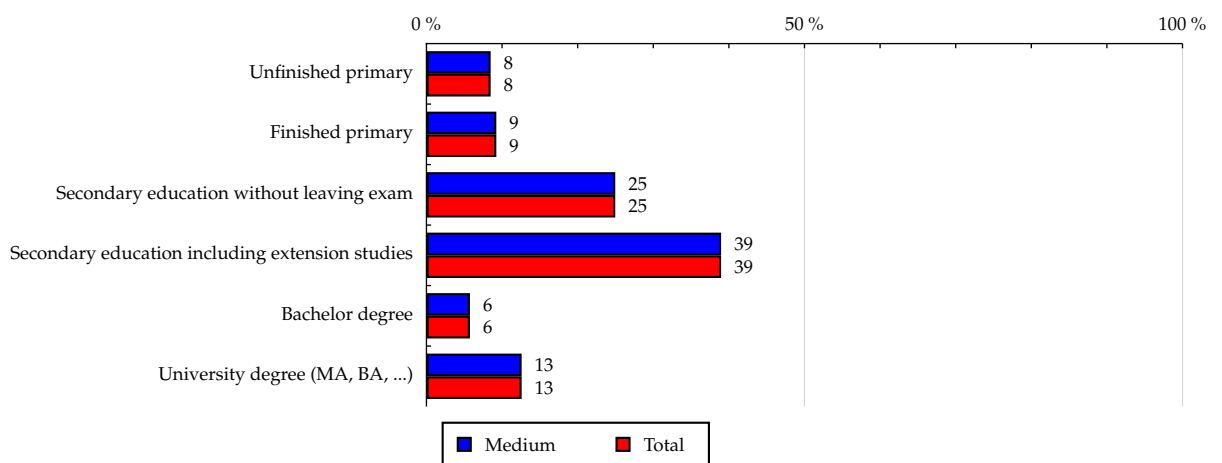
TOTAL

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	522 752	97.70	5.11	396 297 310	74 066.19	100.00	8.49	522 752	5.11	396 297 310
Finished primary	9.24	569 121	97.70	9.11	706 095 958	121 214.05	100.00	9.24	569 121	9.11	706 095 958
Secondary education without leaving exam	24.97	1 537 405	97.70	29.81	2 309 864 053	146 788.65	100.00	24.97	1 537 405	29.81	2 309 864 053
Secondary education including extension studies	38.97	2 399 648	97.70	39.96	3 095 809 219	126 043.68	100.00	38.97	2 399 648	39.96	3 095 809 219
Bachelor degree	5.75	353 961	97.70	5.90	456 850 290	126 099.38	100.00	5.75	353 961	5.90	456 850 290
University degree (MA, BA, ...)	12.59	775 108	97.70	10.11	783 038 327	98 699.56	100.00	12.59	775 108	10.11	783 038 327

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

Chart 3: Highest Education by RU(%)



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

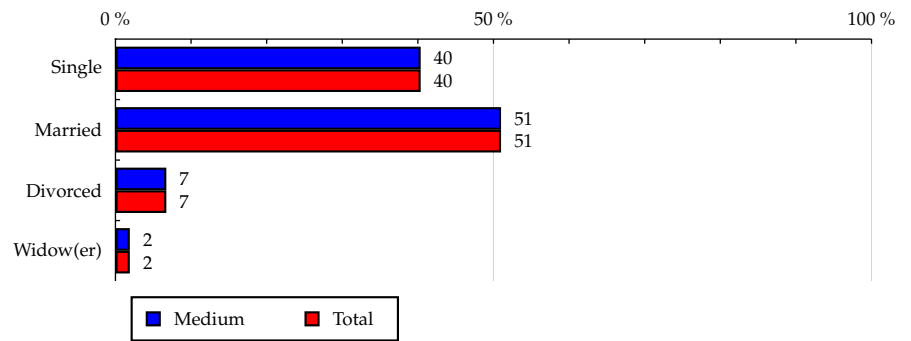
TOTAL

Table 4: Marital Status

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Single	40.37	2 485 936	97.70	37.84	2 932 002 525	115 230.90	100.00	40.37	2 485 936	37.84	2 932 002 525
Married	51.00	3 140 317	97.70	52.75	4 087 217 907	127 159.50	100.00	51.00	3 140 317	52.75	4 087 217 907
Divorced	6.73	414 564	97.70	7.56	585 442 428	137 970.65	100.00	6.73	414 564	7.56	585 442 428
Widow(er)	1.90	117 179	97.70	1.85	143 292 298	119 471.49	100.00	1.90	117 179	1.85	143 292 298

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

Chart 4: Marital Status by RU(%)



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

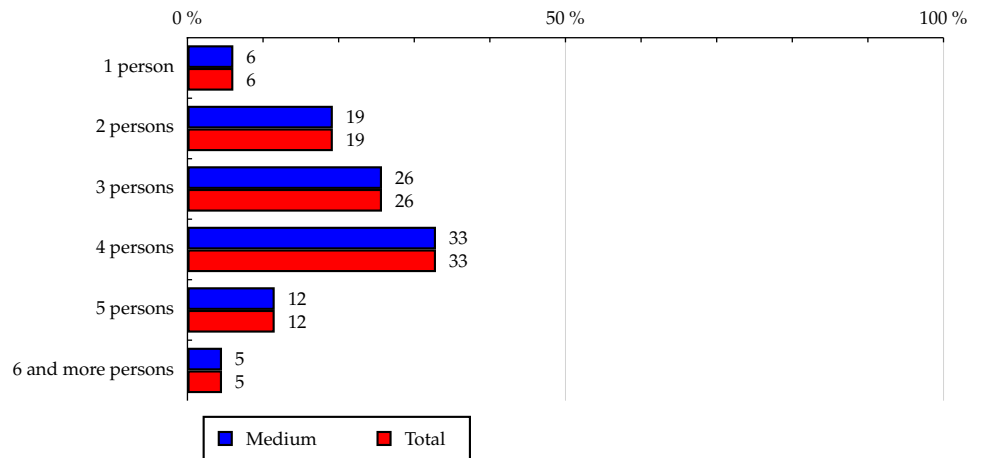
TOTAL

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	6.07	373 563	97.70	6.81	527 843 607	138 049.76	100.00	6.07	373 563	6.81	527 843 607
2 persons	19.23	1 184 228	97.70	19.86	1 538 791 216	126 951.75	100.00	19.23	1 184 228	19.86	1 538 791 216
3 persons	25.73	1 584 324	97.70	26.79	2 075 866 635	128 011.79	100.00	25.73	1 584 324	26.79	2 075 866 635
4 persons	32.87	2 023 843	97.70	31.25	2 420 887 311	116 867.11	100.00	32.87	2 023 843	31.25	2 420 887 311
5 persons	11.54	710 697	97.70	11.14	863 185 713	118 662.60	100.00	11.54	710 697	11.14	863 185 713
6 and more persons	4.57	281 340	97.70	4.15	321 380 675	111 604.43	100.00	4.57	281 340	4.15	321 380 675

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

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



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

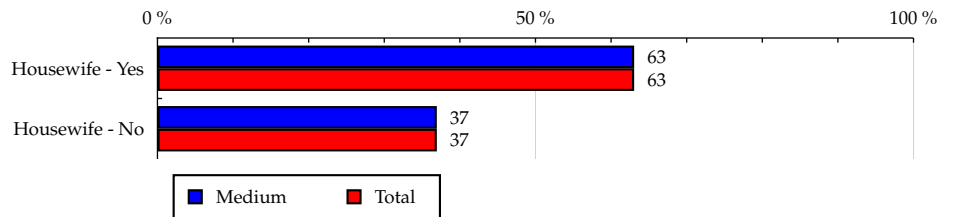
TOTAL

Table 6: Housewife

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Housewife - Yes	63.05	3 882 760	97.70	65.76	5 095 316 382	128 210.95	100.00	63.05	3 882 760	65.76	5 095 316 382
Housewife - No	36.95	2 275 237	97.70	34.24	2 652 638 776	113 905.84	100.00	36.95	2 275 237	34.24	2 652 638 776

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

Chart 6: Housewife by RU(%)



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

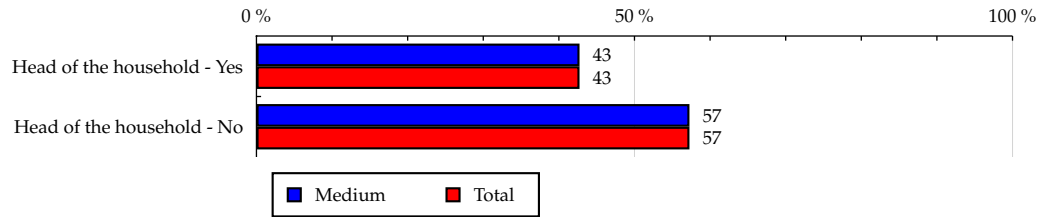
TOTAL

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	42.73	2 631 513	97.70	44.26	3 429 315 019	127 319.93	100.00	42.73	2 631 513	44.26	3 429 315 019
Head of the household - No	57.27	3 526 484	97.70	55.74	4 318 640 139	119 646.39	100.00	57.27	3 526 484	55.74	4 318 640 139

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

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



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

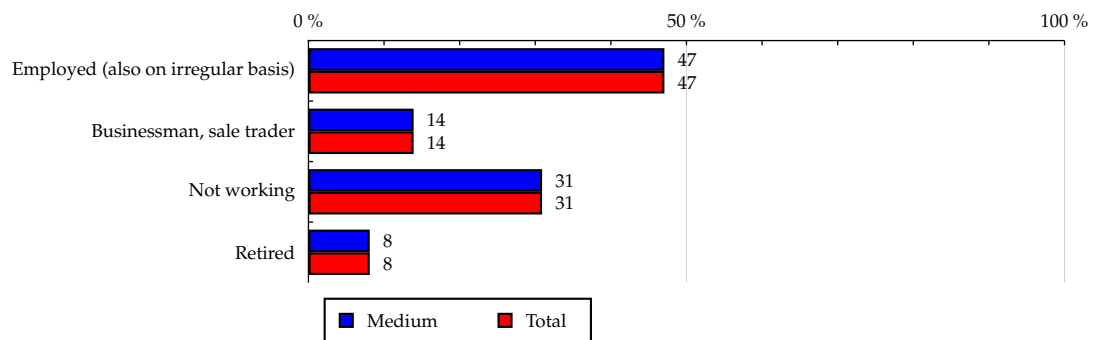
TOTAL

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)	47.08	2 899 353	97.70	47.40	3 672 537 543	123 754.12	100.00	47.08	2 899 353	47.40	3 672 537 543
Businessman, sale trader	13.91	856 624	97.70	13.43	1 040 920 039	118 719.35	100.00	13.91	856 624	13.43	1 040 920 039
Not working	30.90	1 902 703	97.70	29.01	2 247 457 802	115 402.43	100.00	30.90	1 902 703	29.01	2 247 457 802
Retired	8.11	499 316	97.70	10.16	787 039 773	153 998.17	100.00	8.11	499 316	10.16	787 039 773

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

Chart 8: Economic Activity by RU(%)



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

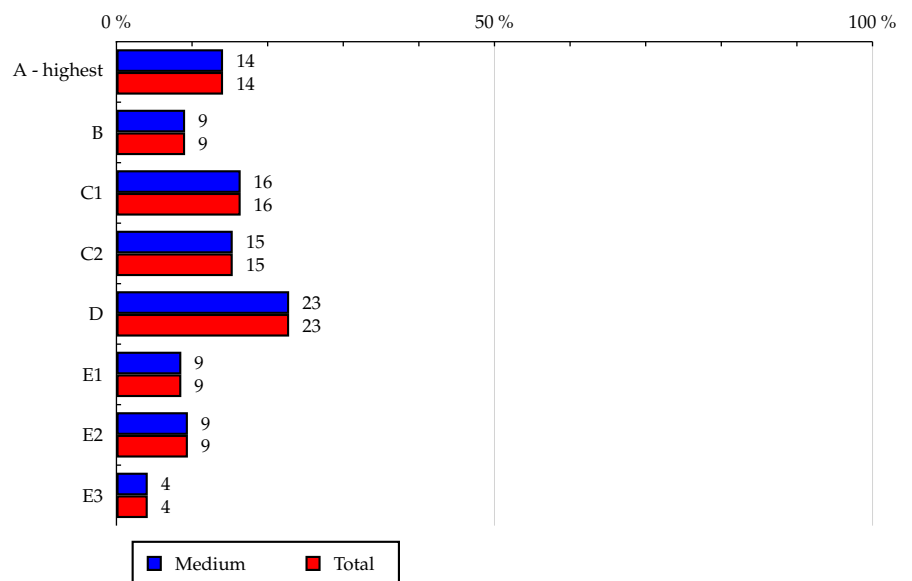
TOTAL

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	868 225	97.70	13.10	1 014 748 852	114 188.04	100.00	14.10	868 225	13.10	1 014 748 852
B	9.08	559 121	97.70	9.59	742 747 954	129 786.58	100.00	9.08	559 121	9.59	742 747 954
C1	16.43	1 011 740	97.70	16.66	1 291 047 550	124 671.63	100.00	16.43	1 011 740	16.66	1 291 047 550
C2	15.38	946 995	97.70	15.46	1 198 118 088	123 607.89	100.00	15.38	946 995	15.46	1 198 118 088
D	22.84	1 406 415	97.70	23.28	1 803 363 574	125 274.97	100.00	22.84	1 406 415	23.28	1 803 363 574
E1	8.58	528 569	97.70	8.91	690 384 775	127 609.62	100.00	8.58	528 569	8.91	690 384 775
E2	9.45	582 177	97.70	8.74	677 152 224	113 638.40	100.00	9.45	582 177	8.74	677 152 224
E3	4.14	254 751	97.70	4.26	330 392 142	126 708.95	100.00	4.14	254 751	4.26	330 392 142

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

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



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

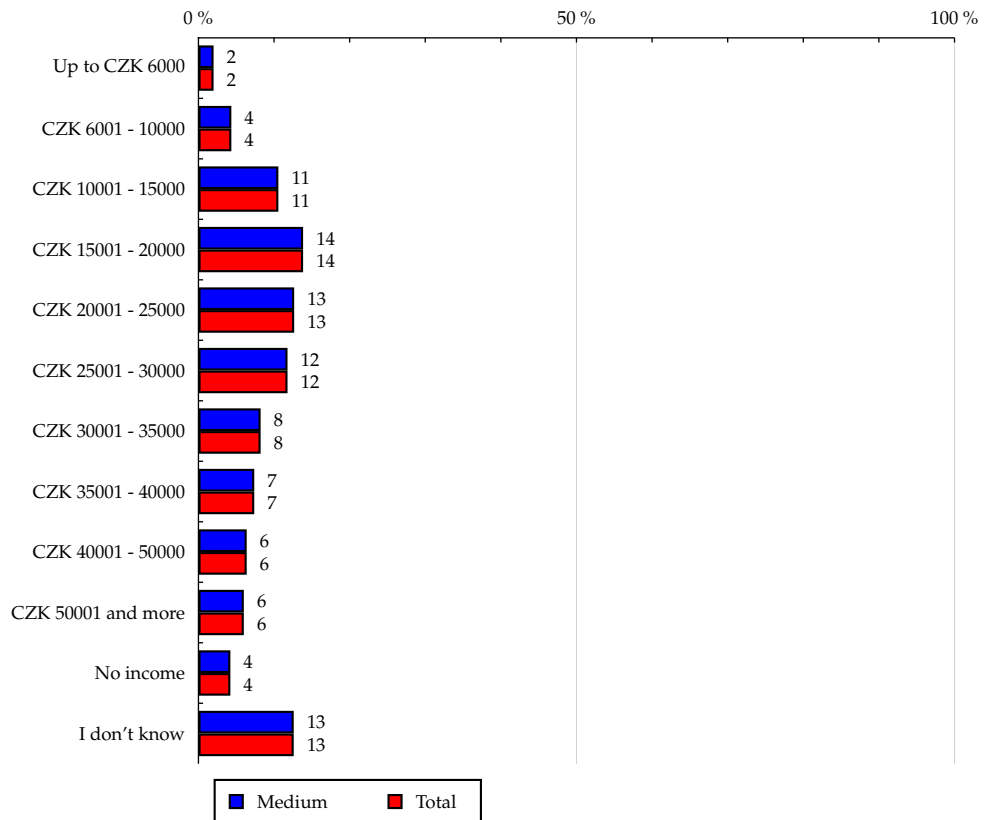
TOTAL

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	123 177	97.70	1.82	140 915 602	111 768.83	100.00	2.00	123 177	1.82	140 915 602
CZK 6001 - 10000	4.35	267 878	97.70	5.11	396 016 167	144 434.22	100.00	4.35	267 878	5.11	396 016 167
CZK 10001 - 15000	10.57	650 967	97.70	11.12	861 314 679	129 269.90	100.00	10.57	650 967	11.12	861 314 679
CZK 15001 - 20000	13.84	852 208	97.70	15.31	1 186 373 842	136 009.75	100.00	13.84	852 208	15.31	1 186 373 842
CZK 20001 - 25000	12.66	779 607	97.70	13.58	1 052 355 495	131 880.71	100.00	12.66	779 607	13.58	1 052 355 495
CZK 25001 - 30000	11.78	725 302	97.70	12.28	951 138 182	128 120.69	100.00	11.78	725 302	12.28	951 138 182
CZK 30001 - 35000	8.22	506 432	97.70	7.71	597 474 059	115 263.58	100.00	8.22	506 432	7.71	597 474 059
CZK 35001 - 40000	7.38	454 659	97.70	7.02	543 740 133	116 842.16	100.00	7.38	454 659	7.02	543 740 133
CZK 40001 - 50000	6.38	392 781	97.70	6.08	471 331 337	117 238.53	100.00	6.38	392 781	6.08	471 331 337
CZK 50001 and more	6.00	369 341	97.70	5.63	436 343 472	115 423.66	100.00	6.00	369 341	5.63	436 343 472
No income	4.22	259 841	97.70	3.40	263 515 287	99 081.51	100.00	4.22	259 841	3.40	263 515 287
I don't know	12.60	775 800	97.70	10.94	847 436 901	106 721.45	100.00	12.60	775 800	10.94	847 436 901

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

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



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

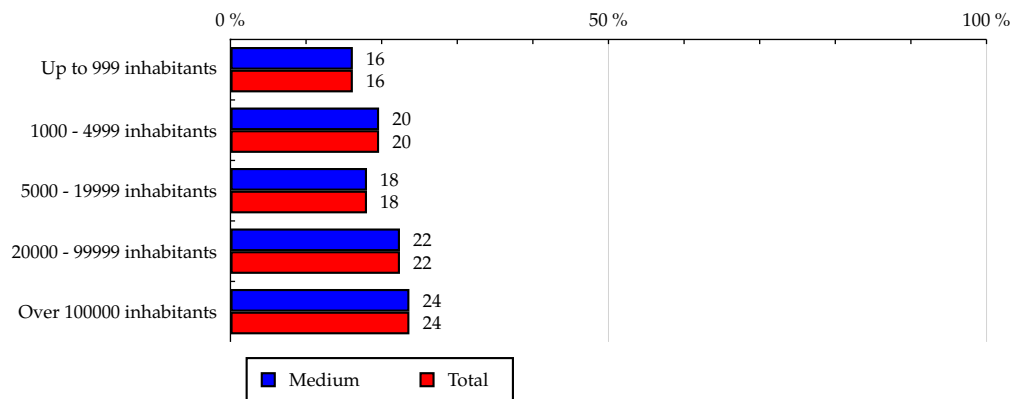
TOTAL

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	997 040	97.70	15.61	1 209 835 590	118 551.74	100.00	16.19	997 040	15.61	1 209 835 590
1000 - 4999 inhabitants	19.66	1 210 601	97.70	20.36	1 577 830 318	127 336.75	100.00	19.66	1 210 601	20.36	1 577 830 318
5000 - 19999 inhabitants	18.06	1 112 072	97.70	18.88	1 462 789 412	128 511.93	100.00	18.06	1 112 072	18.88	1 462 789 412
20000 - 99999 inhabitants	22.42	1 380 870	97.70	23.24	1 800 645 029	127 400.12	100.00	22.42	1 380 870	23.24	1 800 645 029
Over 100000 inhabitants	23.67	1 457 413	97.70	21.90	1 696 854 808	113 751.32	100.00	23.67	1 457 413	21.90	1 696 854 808

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

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



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

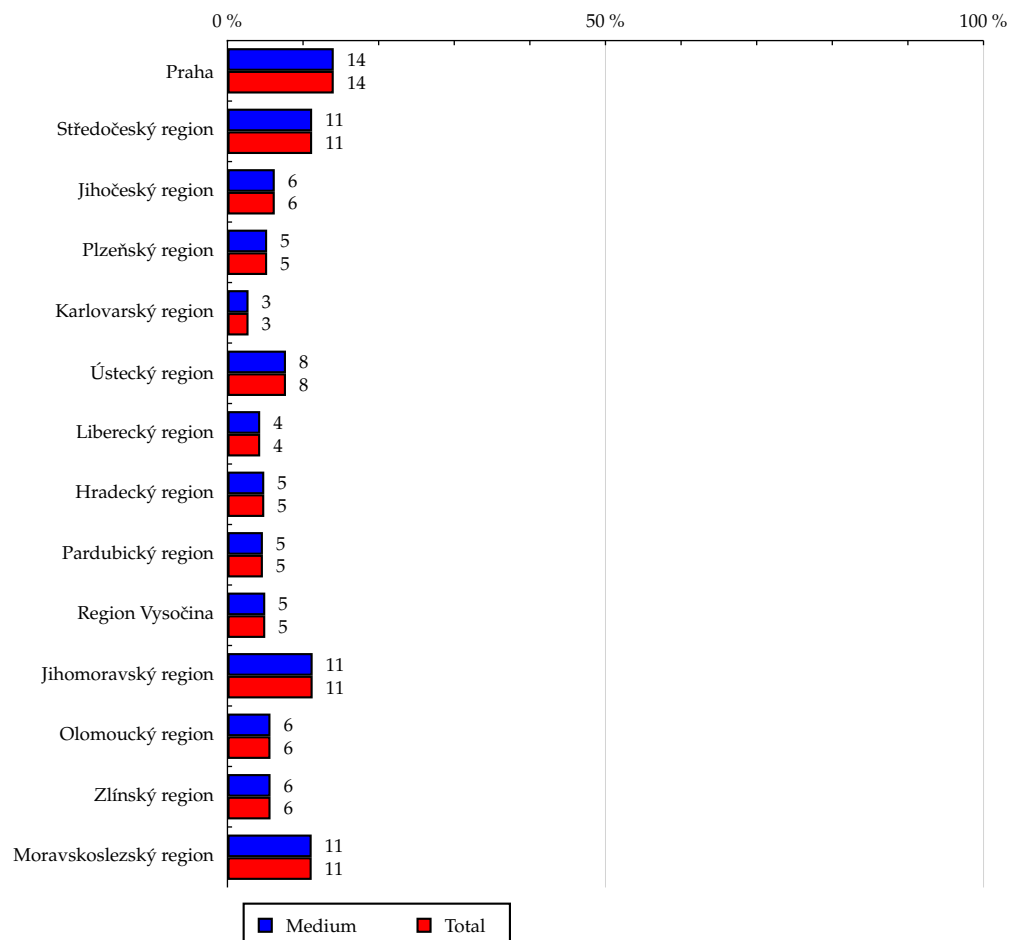
TOTAL

Table 12: Region

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Praha	14.06	865 937	97.70	12.38	959 271 739	108 230.47	100.00	14.06	865 937	12.38	959 271 739
Středočeský region	11.20	689 449	97.70	11.37	880 560 025	124 781.67	100.00	11.20	689 449	11.37	880 560 025
Jihočeský region	6.26	385 430	97.70	5.77	446 937 094	113 290.99	100.00	6.26	385 430	5.77	446 937 094
Plzeňský region	5.25	323 356	97.70	5.58	431 997 747	130 525.40	100.00	5.25	323 356	5.58	431 997 747
Karlovarský region	2.79	172 054	97.70	2.76	213 699 308	121 348.06	100.00	2.79	172 054	2.76	213 699 308
Ústecký region	7.74	476 568	97.70	8.17	633 384 460	129 848.53	100.00	7.74	476 568	8.17	633 384 460
Liberecký region	4.33	266 455	97.70	4.03	312 477 906	114 574.65	100.00	4.33	266 455	4.03	312 477 906
Hradecký region	4.87	300 016	97.70	4.98	385 892 599	125 665.27	100.00	4.87	300 016	4.98	385 892 599
Pardubický region	4.69	288 871	97.70	4.66	361 429 933	122 240.37	100.00	4.69	288 871	4.66	361 429 933
Region Vysočina	5.00	307 961	97.70	4.67	362 131 690	114 885.53	100.00	5.00	307 961	4.67	362 131 690
Jihomoravský region	11.27	694 253	97.70	12.01	930 765 043	130 983.59	100.00	11.27	694 253	12.01	930 765 043
Olomoucký region	5.69	350 267	97.70	6.09	472 167 511	131 701.69	100.00	5.69	350 267	6.09	472 167 511
Zlínský region	5.70	351 191	97.70	5.84	452 303 723	125 829.18	100.00	5.70	351 191	5.84	452 303 723
Moravskoslezský region	11.14	686 185	97.70	11.68	904 936 379	128 845.96	100.00	11.14	686 185	11.68	904 936 379

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

Chart 12: Region by RU(%)



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

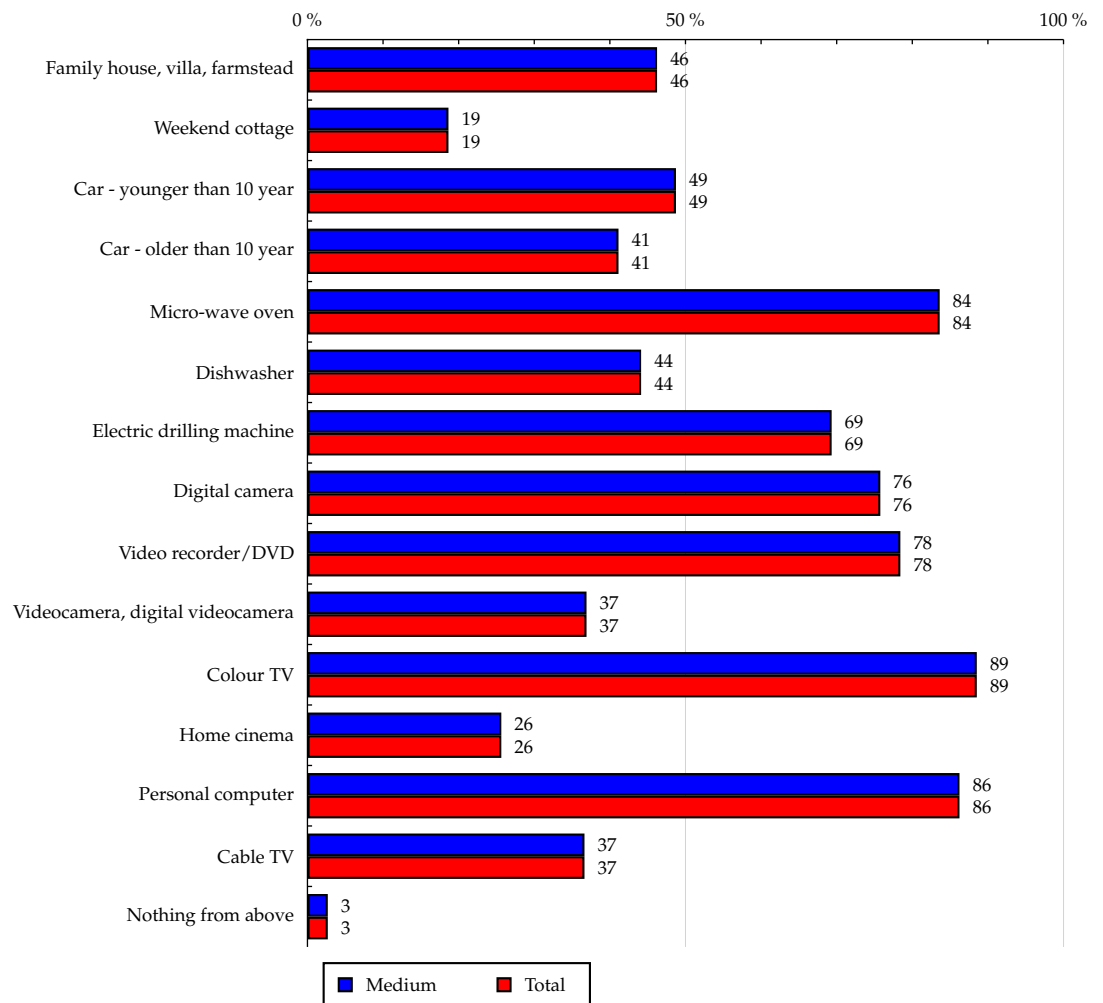
TOTAL

Table 13: Facilities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Family house, villa, farmstead	46.24	2 847 431	97.70	44.49	3 446 838 836	118 266.65	100.00	46.24	2 847 431	44.49	3 446 838 836
Weekend cottage	18.65	1 148 584	97.70	17.41	1 348 905 196	114 739.50	100.00	18.65	1 148 584	17.41	1 348 905 196
Car - younger than 10 year	48.74	3 001 305	97.70	46.57	3 608 507 192	117 465.93	100.00	48.74	3 001 305	46.57	3 608 507 192
Car - older than 10 year	41.14	2 533 620	97.70	42.64	3 303 508 645	127 387.99	100.00	41.14	2 533 620	42.64	3 303 508 645
Micro-wave oven	83.62	5 149 088	97.70	84.04	6 511 303 688	123 547.00	100.00	83.62	5 149 088	84.04	6 511 303 688
Dishwasher	44.13	2 717 523	97.70	41.26	3 197 052 839	114 939.97	100.00	44.13	2 717 523	41.26	3 197 052 839
Electric drilling machine	69.33	4 269 065	97.70	68.55	5 311 201 587	121 549.89	100.00	69.33	4 269 065	68.55	5 311 201 587
Digital camera	75.77	4 665 816	97.70	75.80	5 872 760 910	122 972.84	100.00	75.77	4 665 816	75.80	5 872 760 910
Video recorder/DVD	78.42	4 829 367	97.70	78.21	6 059 386 732	122 583.78	100.00	78.42	4 829 367	78.21	6 059 386 732
Videocamera, digital videocamera	36.91	2 273 211	97.70	35.49	2 749 693 576	118 178.67	100.00	36.91	2 273 211	35.49	2 749 693 576
Colour TV	88.53	5 451 524	97.70	89.07	6 900 852 787	123 674.27	100.00	88.53	5 451 524	89.07	6 900 852 787
Home cinema	25.64	1 578 666	97.70	25.67	1 988 634 616	123 071.97	100.00	25.64	1 578 666	25.67	1 988 634 616
Personal computer	86.24	5 310 505	97.70	86.88	6 731 706 664	123 846.56	100.00	86.24	5 310 505	86.88	6 731 706 664
Cable TV	36.64	2 256 365	97.70	35.94	2 784 380 736	120 562.93	100.00	36.64	2 256 365	35.94	2 784 380 736
Nothing from above	2.69	165 701	97.70	2.53	196 200 782	115 682.52	100.00	2.69	165 701	2.53	196 200 782

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

Chart 13: Facilities by RU(%)



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

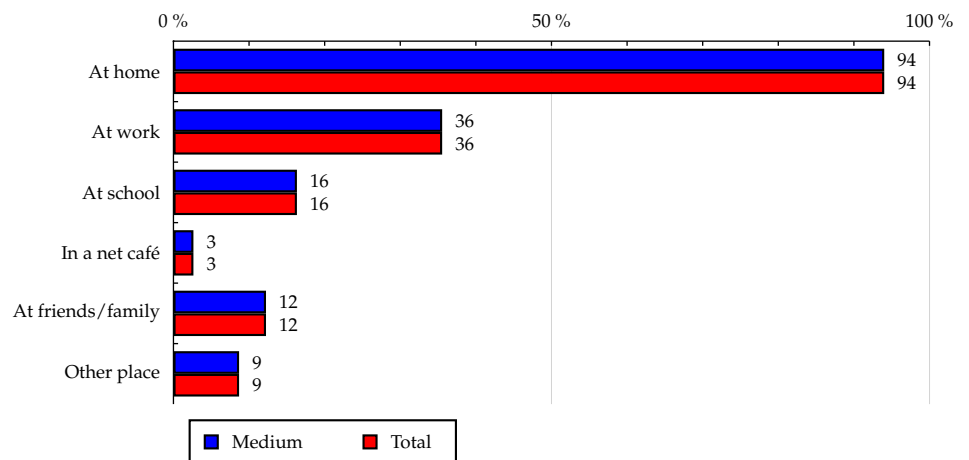
TOTAL

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	94.01	5 789 338	97.70	95.44	7 394 589 351	124 789.97	100.00	94.01	5 789 338	95.44	7 394 589 351
At work	35.54	2 188 418	97.70	31.89	2 471 135 516	110 321.64	100.00	35.54	2 188 418	31.89	2 471 135 516
At school	16.33	1 005 862	97.70	13.61	1 054 128 970	102 388.19	100.00	16.33	1 005 862	13.61	1 054 128 970
In a net café	2.64	162 849	97.70	2.42	187 754 040	112 641.17	100.00	2.64	162 849	2.42	187 754 040
At friends/family	12.24	753 533	97.70	11.08	858 764 536	111 343.79	100.00	12.24	753 533	11.08	858 764 536
Other place	8.68	534 408	97.70	7.99	618 855 158	113 138.51	100.00	8.68	534 408	7.99	618 855 158

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

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



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

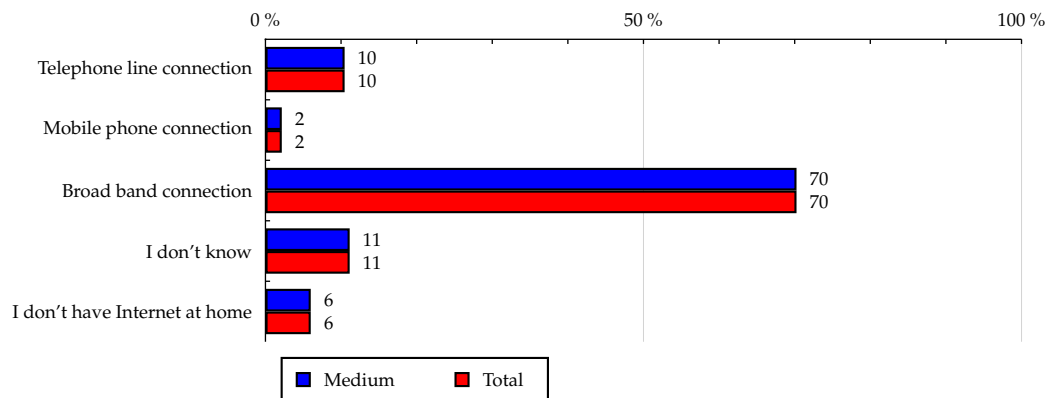
TOTAL

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	644 731	97.70	10.70	828 892 373	125 607.02	100.00	10.47	644 731	10.70	828 892 373
Mobile phone connection	2.16	133 079	97.70	1.87	144 557 209	106 126.36	100.00	2.16	133 079	1.87	144 557 209
Broad band connection	70.24	4 325 600	97.70	73.86	5 722 469 506	129 250.32	100.00	70.24	4 325 600	73.86	5 722 469 506
I don't know	11.14	685 927	97.70	9.02	698 670 263	99 515.08	100.00	11.14	685 927	9.02	698 670 263
I don't have Internet at home	5.99	368 659	97.70	4.56	353 365 806	93 647.05	100.00	5.99	368 659	4.56	353 365 806

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

Chart 15: Connection from Home by RU(%)



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

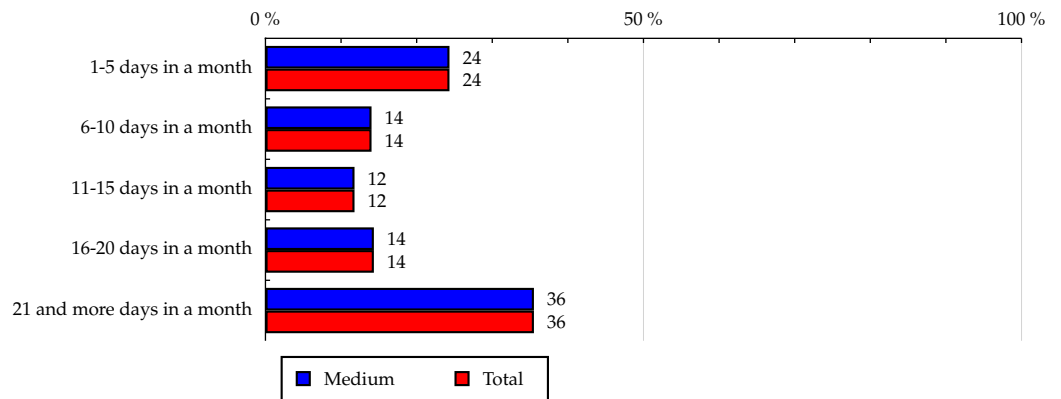
TOTAL

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	24.34	1 498 654	97.70	1.40	108 124 592	7 048.84	100.00	24.34	1 498 654	1.40	108 124 592
6-10 days in a month	14.03	864 071	97.70	3.47	269 125 979	30 429.88	100.00	14.03	864 071	3.47	269 125 979
11-15 days in a month	11.78	725 679	97.70	5.62	435 265 494	58 600.89	100.00	11.78	725 679	5.62	435 265 494
16-20 days in a month	14.34	882 912	97.70	13.46	1 042 608 459	115 371.39	100.00	14.34	882 912	13.46	1 042 608 459
21 and more days in a month	35.51	2 186 680	97.70	76.06	5 892 830 634	263 289.31	100.00	35.51	2 186 680	76.06	5 892 830 634

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

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



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

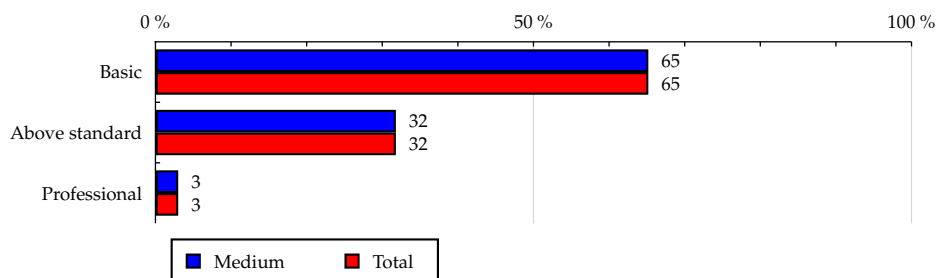
TOTAL

Table 17: IT Knowledge

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Basic	65.19	4 014 647	97.70	67.59	5 236 495 456	127 434.77	100.00	65.19	4 014 647	67.59	5 236 495 456
Above standard	31.80	1 958 062	97.70	29.71	2 301 856 316	114 854.03	100.00	31.80	1 958 062	29.71	2 301 856 316
Professional	3.01	185 288	97.70	2.71	209 603 386	110 521.07	100.00	3.01	185 288	2.71	209 603 386

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

Chart 17: IT Knowledge by RU(%)



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

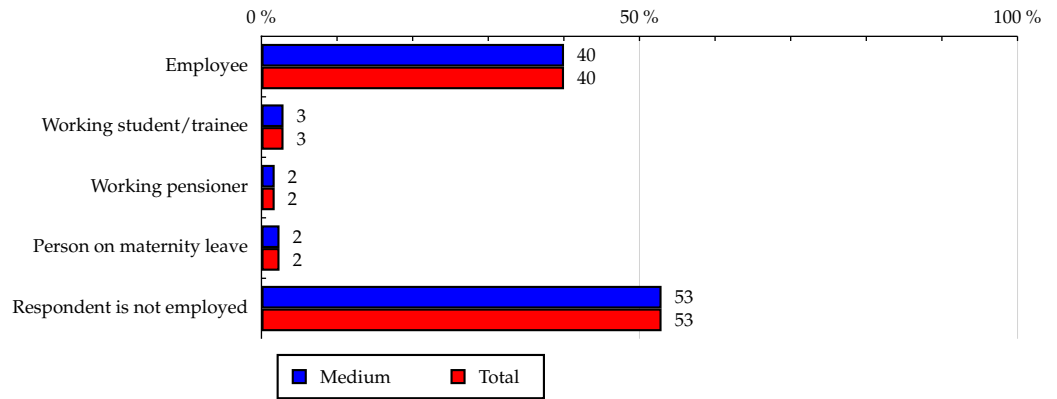
TOTAL

Table 18: Economically Active as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Employee	40.02	2 464 601	97.70	39.69	3 074 788 493	121 888.61	100.00	40.02	2 464 601	39.69	3 074 788 493
Working student/trainee	2.92	180 012	97.70	3.03	234 875 329	127 476.39	100.00	2.92	180 012	3.03	234 875 329
Working pensioner	1.75	107 503	97.70	1.88	146 041 707	132 723.87	100.00	1.75	107 503	1.88	146 041 707
Person on maternity leave	2.39	147 236	97.70	2.80	216 832 014	143 880.86	100.00	2.39	147 236	2.80	216 832 014
Respondent is not employed	52.92	3 258 644	97.70	52.60	4 075 417 614	122 188.33	100.00	52.92	3 258 644	52.60	4 075 417 614

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

Chart 18: Economically Active as by RU(%)



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

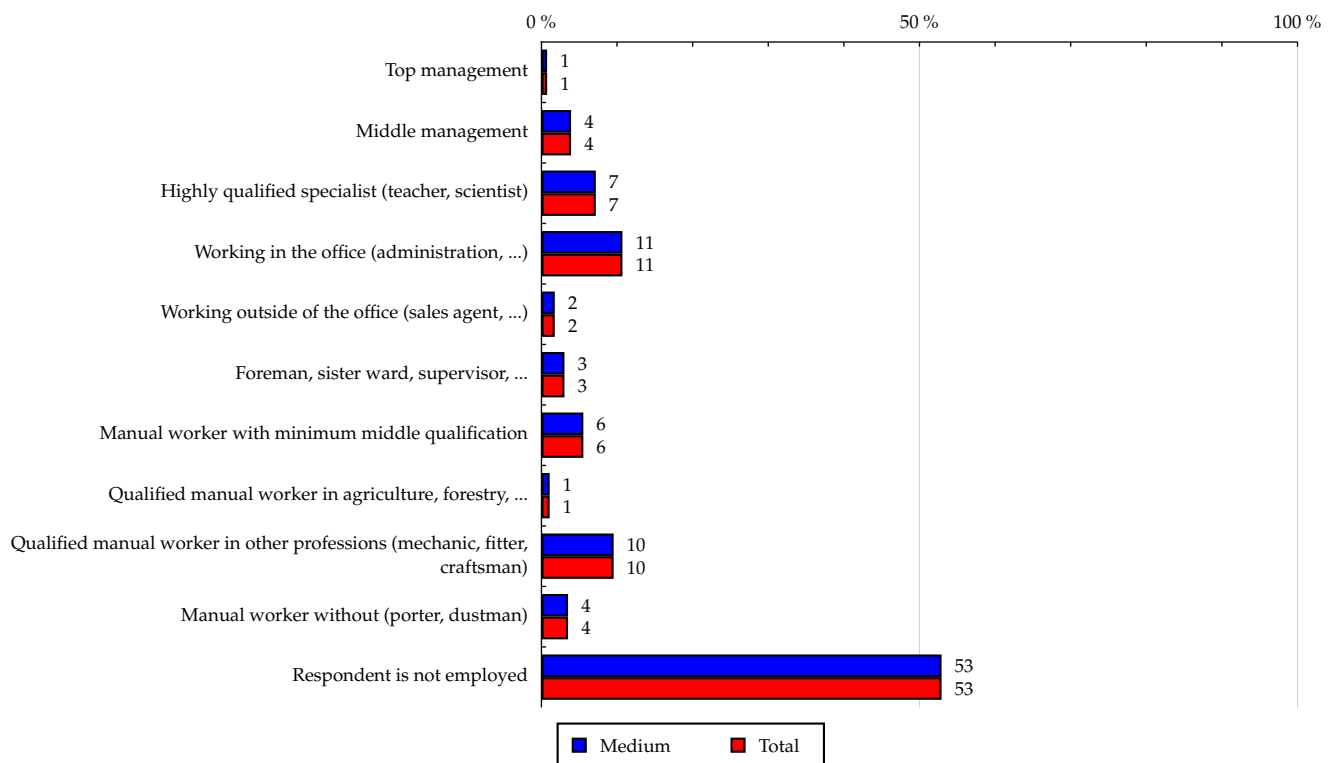
TOTAL

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	0.75	46 377	97.70	0.70	54 313 533	114 419.25	100.00	0.75	46 377	0.70	54 313 533
Middle management	3.92	241 503	97.70	3.93	304 424 345	123 154.49	100.00	3.92	241 503	3.93	304 424 345
Highly qualified specialist (teacher, scientist)	7.19	442 637	97.70	5.55	429 810 709	94 868.81	100.00	7.19	442 637	5.55	429 810 709
Working in the office (administration, ...)	10.71	659 784	97.70	9.95	771 202 197	114 198.67	100.00	10.71	659 784	9.95	771 202 197
Working outside of the office (sales agent, ...)	1.76	108 588	97.70	1.80	139 234 273	125 273.05	100.00	1.76	108 588	1.80	139 234 273
Foreman, sister ward, supervisor, ...	3.04	187 399	97.70	3.32	257 443 982	134 217.28	100.00	3.04	187 399	3.32	257 443 982
Manual worker with minimum middle qualification	5.54	341 068	97.70	5.54	429 182 206	122 940.46	100.00	5.54	341 068	5.54	429 182 206
Qualified manual worker in agriculture, forestry, ...	1.09	67 257	97.70	1.27	98 238 244	142 703.48	100.00	1.09	67 257	1.27	98 238 244
Qualified manual worker in other professions (mechanic, fitter, craftsman)	9.55	588 121	97.70	11.48	889 473 699	147 761.35	100.00	9.55	588 121	11.48	889 473 699
Manual worker without (porter, dustman)	3.52	216 615	97.70	3.86	299 214 357	134 954.23	100.00	3.52	216 615	3.86	299 214 357
Respondent is not employed	52.92	3 258 644	97.70	52.60	4 075 417 614	122 188.33	100.00	52.92	3 258 644	52.60	4 075 417 614

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

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



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

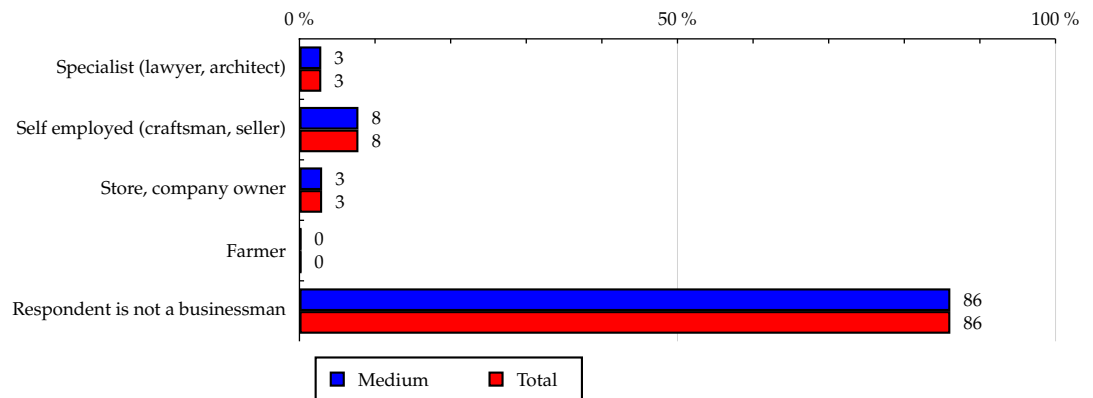
TOTAL

Table 20: Business Activities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Specialist (lawyer, architect)	2.89	178 251	97.70	2.54	197 103 023	108 032.51	100.00	2.89	178 251	2.54	197 103 023
Self employed (craftsman, seller)	7.80	480 081	97.70	7.93	614 081 748	124 969.90	100.00	7.80	480 081	7.93	614 081 748
Store, company owner	3.00	185 032	97.70	2.70	209 077 319	110 395.75	100.00	3.00	185 032	2.70	209 077 319
Farmer	0.22	13 257	97.70	0.27	20 657 949	152 231.94	100.00	0.22	13 257	0.27	20 657 949
Respondent is not a businessman	86.09	5 301 373	97.70	86.57	6 707 035 119	123 605.20	100.00	86.09	5 301 373	86.57	6 707 035 119

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

Chart 20: Business Activities by RU(%)



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

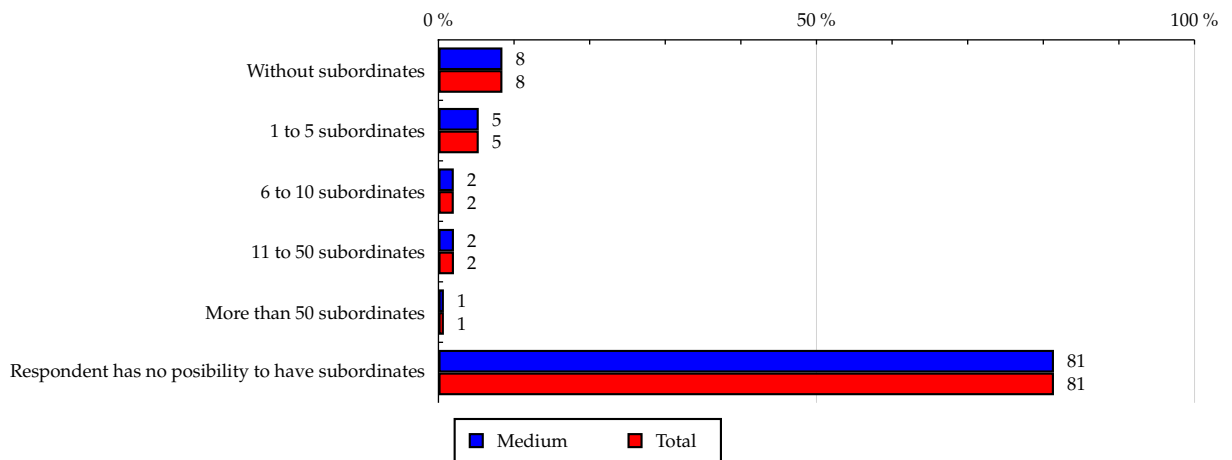
TOTAL

Table 21: Number of Subordinates

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Without subordinates	8.46	521 010	97.70	9.31	721 457 466	135 287.84	100.00	8.46	521 010	9.31	721 457 466
1 to 5 subordinates	5.33	328 039	97.70	4.68	362 957 175	108 099.43	100.00	5.33	328 039	4.68	362 957 175
6 to 10 subordinates	2.03	124 939	97.70	1.74	134 791 672	105 404.24	100.00	2.03	124 939	1.74	134 791 672
11 to 50 subordinates	2.05	126 289	97.70	1.76	136 694 880	105 749.74	100.00	2.05	126 289	1.76	136 694 880
More than 50 subordinates	0.72	44 225	97.70	0.56	43 756 724	96 663.91	100.00	0.72	44 225	0.56	43 756 724
Respondent has no possibility to have subordinates	81.41	5 013 492	97.70	81.94	6 348 297 241	123 711.89	100.00	81.41	5 013 492	81.94	6 348 297 241

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

Chart 21: Number of Subordinates by RU(%)



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

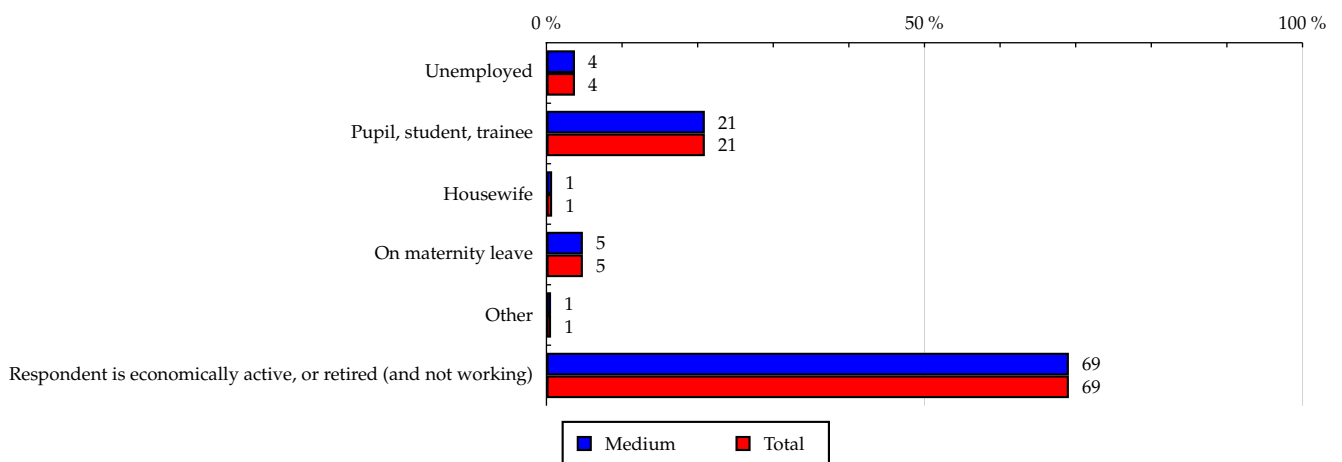
TOTAL

Table 22: Economically Inactive as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unemployed	3.77	231 944	97.70	4.49	348 178 210	146 660.29	100.00	3.77	231 944	4.49	348 178 210
Pupil, student, trainee	20.95	1 290 107	97.70	16.83	1 303 616 369	98 723.00	100.00	20.95	1 290 107	16.83	1 303 616 369
Housewife	0.75	46 298	97.70	1.06	81 970 652	172 974.54	100.00	0.75	46 298	1.06	81 970 652
On maternity leave	4.82	296 745	97.70	5.89	456 413 312	150 268.66	100.00	4.82	296 745	5.89	456 413 312
Other	0.61	37 607	97.70	0.74	57 279 260	148 806.94	100.00	0.61	37 607	0.74	57 279 260
Respondent is economically active, or retired (and not working)	69.10	4 255 294	97.70	70.99	5 500 497 355	126 289.41	100.00	69.10	4 255 294	70.99	5 500 497 355

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

Chart 22: Economically Inactive as by RU(%)



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

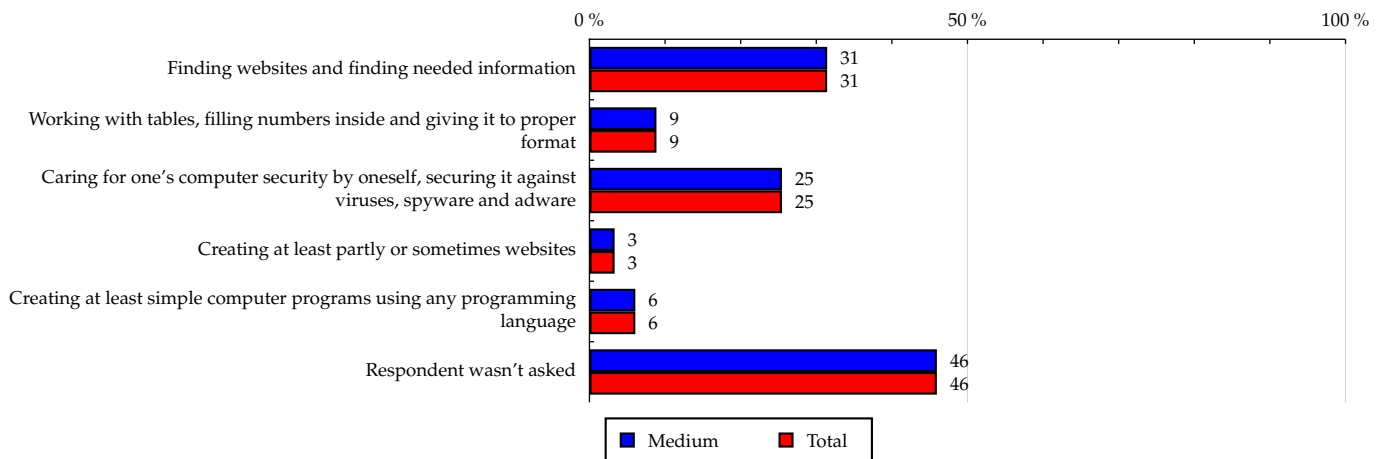
TOTAL

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	31.44	1 936 015	97.70	24.28	1 881 077 328	94 927.60	100.00	31.44	1 936 015	24.28	1 881 077 328
Working with tables, filling numbers inside and giving it to proper format	8.86	545 647	97.70	6.58	510 027 211	91 322.15	100.00	8.86	545 647	6.58	510 027 211
Caring for one's computer security by oneself, securing it against viruses, spyware and adware	25.46	1 567 776	97.70	26.94	2 087 074 166	130 061.34	100.00	25.46	1 567 776	26.94	2 087 074 166
Creating at least partly or sometimes websites	3.33	205 021	97.70	2.24	173 218 848	82 544.76	100.00	3.33	205 021	2.24	173 218 848
Creating at least simple computer programs using any programming language	6.07	373 950	97.70	5.58	432 377 939	112 965.09	100.00	6.07	373 950	5.58	432 377 939
Respondent wasn't asked	45.95	2 829 794	97.70	50.43	3 907 514 307	134 908.79	100.00	45.95	2 829 794	50.43	3 907 514 307

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

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



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

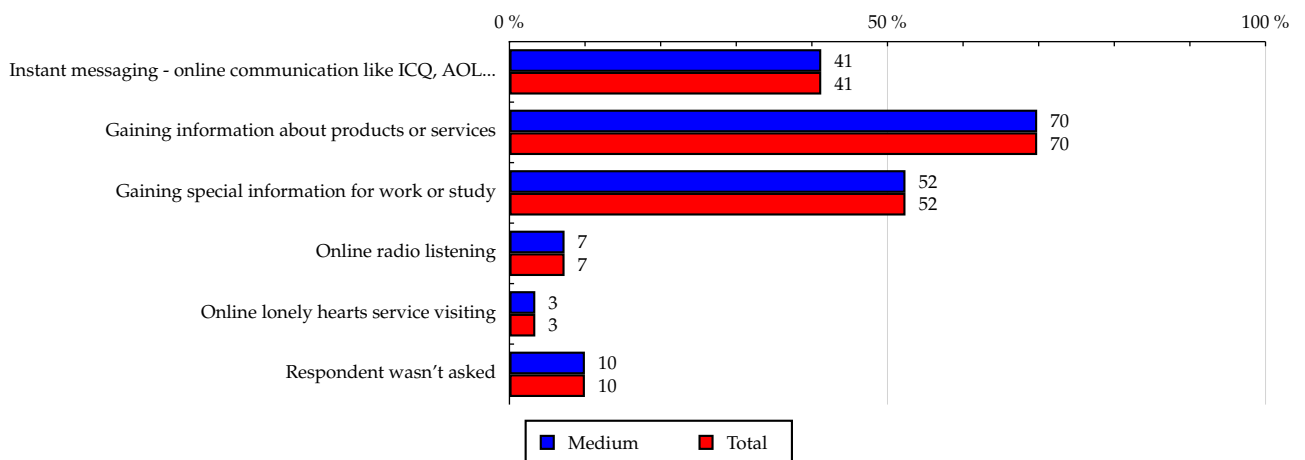
TOTAL

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...	41.24	2 539 782	97.70	40.65	3 149 896 680	121 169.78	100.00	41.24	2 539 782	40.65	3 149 896 680
Gaining information about products or services	69.80	4 298 586	97.70	72.23	5 596 064 626	127 189.62	100.00	69.80	4 298 586	72.23	5 596 064 626
Gaining special information for work or study	52.38	3 225 302	97.70	50.05	3 877 491 919	117 455.97	100.00	52.38	3 225 302	50.05	3 877 491 919
Online radio listening	7.29	448 764	97.70	5.44	421 807 416	91 831.29	100.00	7.29	448 764	5.44	421 807 416
Online lonely hearts service visiting	3.42	210 791	97.70	2.81	217 514 661	100 816.35	100.00	3.42	210 791	2.81	217 514 661
Respondent wasn't asked	9.98	614 329	97.70	10.69	828 427 707	131 749.22	100.00	9.98	614 329	10.69	828 427 707

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

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



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

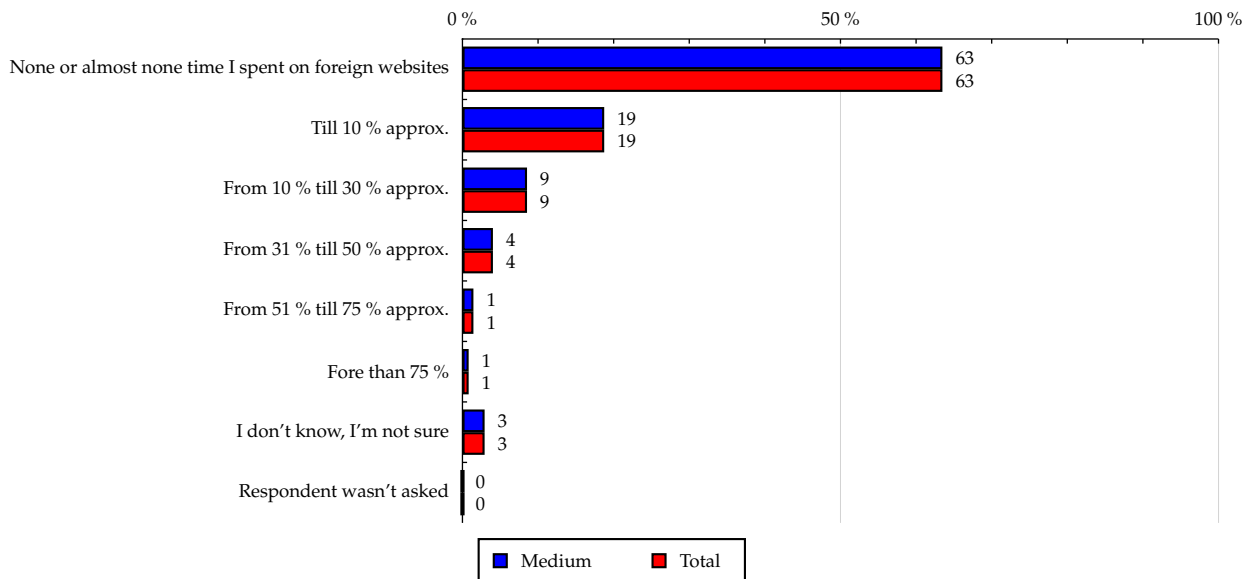
TOTAL

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	63.48	3 909 352	97.70	64.87	5 026 278 291	125 613.49	100.00	63.48	3 909 352	64.87	5 026 278 291
Till 10 % approx.	18.75	1 154 883	97.70	19.29	1 494 538 184	126 433.85	100.00	18.75	1 154 883	19.29	1 494 538 184
From 10 % till 30 % approx.	8.54	525 809	97.70	7.81	605 457 572	112 499.30	100.00	8.54	525 809	7.81	605 457 572
From 31 % till 50 % approx.	4.03	248 377	97.70	3.50	271 543 043	106 812.45	100.00	4.03	248 377	3.50	271 543 043
From 51 % till 75 % approx.	1.45	89 020	97.70	1.30	100 730 473	110 551.63	100.00	1.45	89 020	1.30	100 730 473
Fore than 75 %	0.82	50 378	97.70	0.74	57 054 420	110 647.38	100.00	0.82	50 378	0.74	57 054 420
I don't know, I'm not sure	2.93	180 176	97.70	2.48	192 353 174	104 302.64	100.00	2.93	180 176	2.48	192 353 174
Respondent wasn't asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, November 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

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

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

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

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".