

SPIR NetMonitor

Research on the Sociodemography of Internet Users in the Czech Republic

Medium title:

TOTAL

Month:

January 2012

Basic information	
The size of Internet population in the Czech Republic	6 360 623
Number of respondents	
Medium	N = 30 000
Total (for all measured media)	N = 30 000
RU(number)	6 214 328
Reach(%)	97.70
PV(number) (from Czech visitors)	8 542 085 950
PV(number) (from all visitors)	9 088 350 503
GRP (%)	134 296.37

**Source: NetMonitor – SPIR – Mediaresearch & Gemius
January 2012**

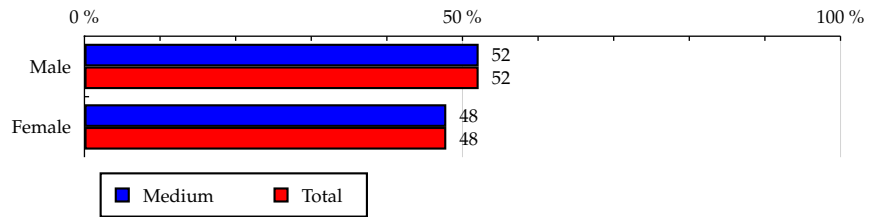
TOTAL

Table 1: Sex

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Male	52.14	3 240 399	97.70	54.87	4 687 340 827	141 326.14	100.00	52.14	3 240 399	54.87	4 687 340 827
Female	47.86	2 973 929	97.70	45.13	3 854 745 123	126 636.72	100.00	47.86	2 973 929	45.13	3 854 745 123

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2012

Chart 1: Sex by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2012

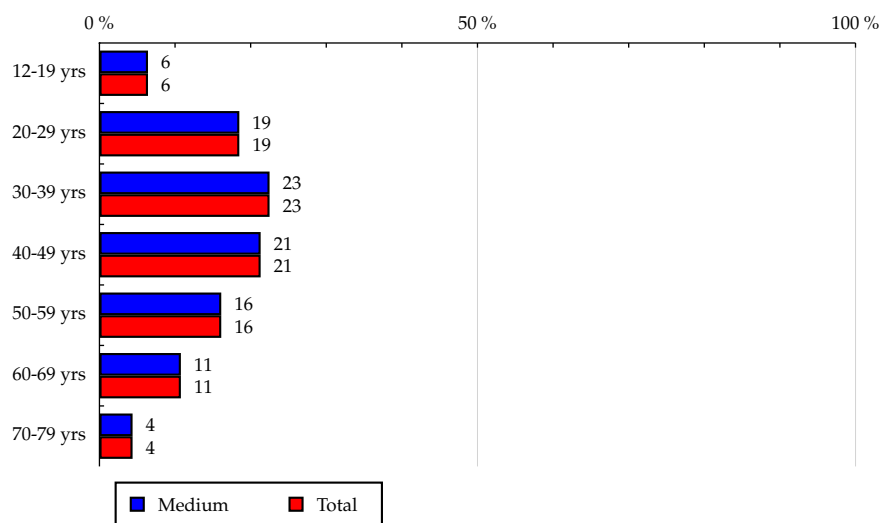
TOTAL

Table 2: Age

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
12-19 yrs	6.42	399 022	97.70	3.44	293 681 006	71 907.39	100.00	6.42	399 022	3.44	293 681 006
20-29 yrs	18.50	1 149 713	97.70	18.28	1 561 747 389	132 713.75	100.00	18.50	1 149 713	18.28	1 561 747 389
30-39 yrs	22.50	1 397 975	97.70	24.96	2 132 518 212	149 034.81	100.00	22.50	1 397 975	24.96	2 132 518 212
40-49 yrs	21.32	1 324 958	97.70	21.06	1 798 996 269	132 654.71	100.00	21.32	1 324 958	21.06	1 798 996 269
50-59 yrs	16.11	1 001 066	97.70	15.84	1 352 696 573	132 017.71	100.00	16.11	1 001 066	15.84	1 352 696 573
60-69 yrs	10.77	669 407	97.70	11.84	1 011 429 928	147 618.25	100.00	10.77	669 407	11.84	1 011 429 928
70-79 yrs	4.38	272 186	97.70	4.58	391 016 574	140 353.33	100.00	4.38	272 186	4.58	391 016 574

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2012

Chart 2: Age by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2012

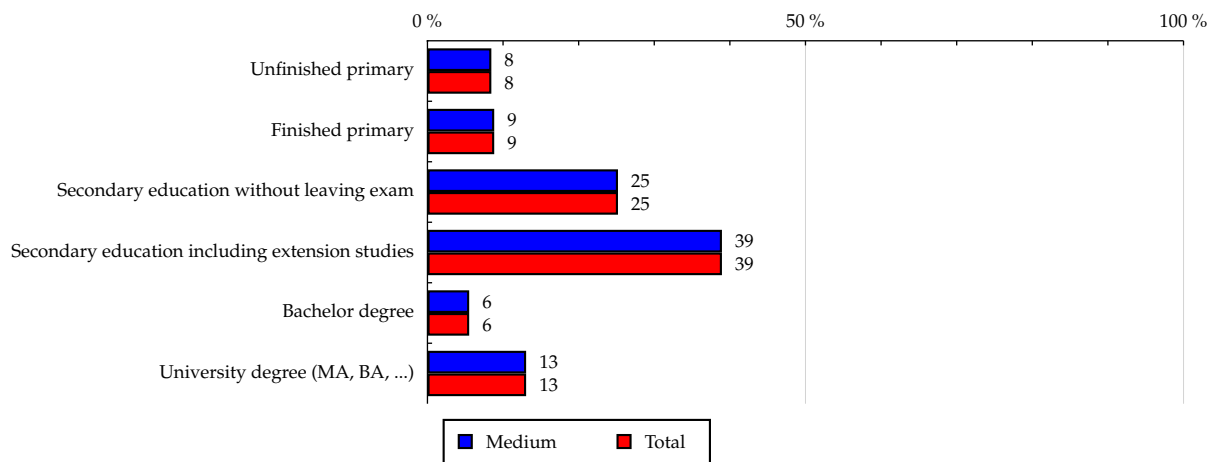
TOTAL

Table 3: Highest Education

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unfinished primary	8.45	524 986	97.70	4.60	392 970 257	73 131.84	100.00	8.45	524 986	4.60	392 970 257
Finished primary	8.83	548 973	97.70	8.79	751 185 085	133 687.42	100.00	8.83	548 973	8.79	751 185 085
Secondary education without leaving exam	25.20	1 565 762	97.70	30.31	2 588 864 877	161 539.23	100.00	25.20	1 565 762	30.31	2 588 864 877
Secondary education including extension studies	38.95	2 420 667	97.70	40.15	3 429 612 047	138 421.76	100.00	38.95	2 420 667	40.15	3 429 612 047
Bachelor degree	5.52	343 155	97.70	5.68	485 156 280	138 129.30	100.00	5.52	343 155	5.68	485 156 280
University degree (MA, BA, ...)	13.05	810 784	97.70	10.47	894 297 404	107 763.41	100.00	13.05	810 784	10.47	894 297 404

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2012

Chart 3: Highest Education by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2012

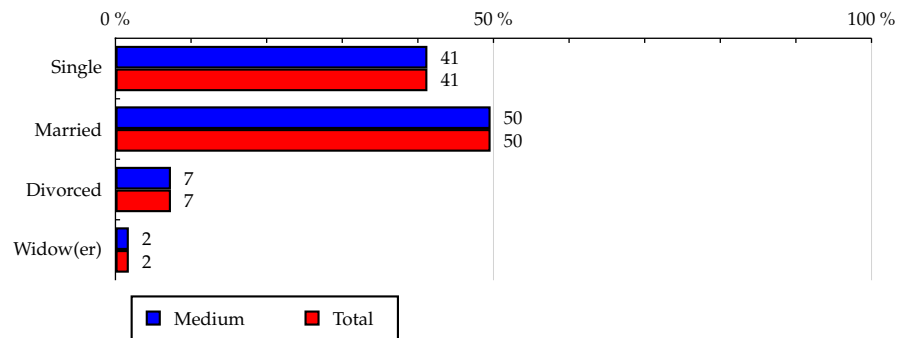
TOTAL

Table 4: Marital Status

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Single	41.26	2 564 277	97.70	39.60	3 382 786 828	128 885.54	100.00	41.26	2 564 277	39.60	3 382 786 828
Married	49.62	3 083 698	97.70	50.77	4 336 727 509	137 399.39	100.00	49.62	3 083 698	50.77	4 336 727 509
Divorced	7.34	456 300	97.70	7.81	667 359 585	142 890.70	100.00	7.34	456 300	7.81	667 359 585
Widow(er)	1.77	110 052	97.70	1.82	155 212 028	137 790.28	100.00	1.77	110 052	1.82	155 212 028

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2012

Chart 4: Marital Status by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2012

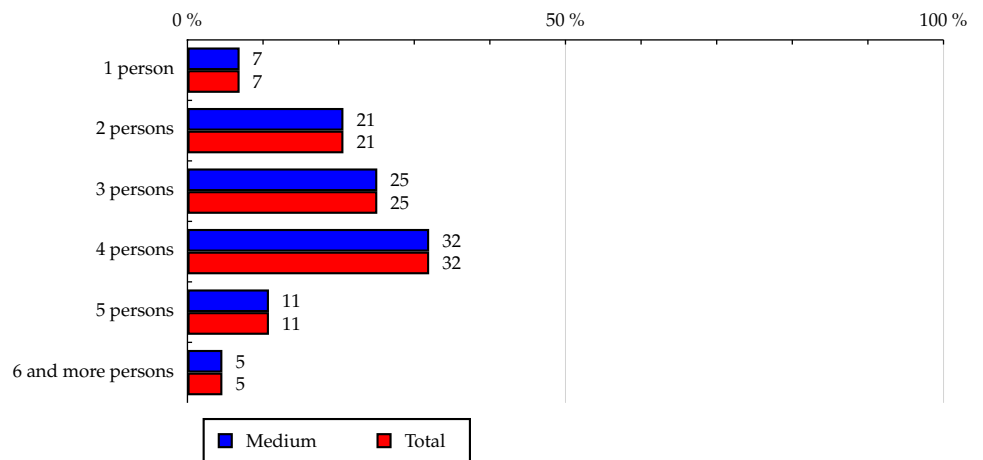
TOTAL

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	6.90	428 495	97.70	7.81	666 734 030	152 019.97	100.00	6.90	428 495	7.81	666 734 030
2 persons	20.63	1 281 990	97.70	20.80	1 776 676 373	135 399.79	100.00	20.63	1 281 990	20.80	1 776 676 373
3 persons	25.11	1 560 611	97.70	25.72	2 196 609 410	137 515.81	100.00	25.11	1 560 611	25.72	2 196 609 410
4 persons	31.97	1 986 570	97.70	30.92	2 641 360 942	129 902.77	100.00	31.97	1 986 570	30.92	2 641 360 942
5 persons	10.78	669 647	97.70	10.37	885 822 970	129 239.54	100.00	10.78	669 647	10.37	885 822 970
6 and more persons	4.62	287 013	97.70	4.39	374 882 225	127 610.78	100.00	4.62	287 013	4.39	374 882 225

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2012

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2012

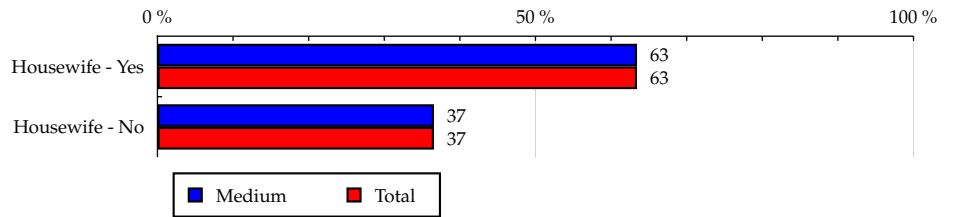
TOTAL

Table 6: Housewife

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Housewife - Yes	63.43	3 941 454	97.70	66.74	5 701 250 313	141 321.46	100.00	63.43	3 941 454	66.74	5 701 250 313
Housewife - No	36.57	2 272 874	97.70	33.26	2 840 835 637	122 113.96	100.00	36.57	2 272 874	33.26	2 840 835 637

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2012

Chart 6: Housewife by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2012

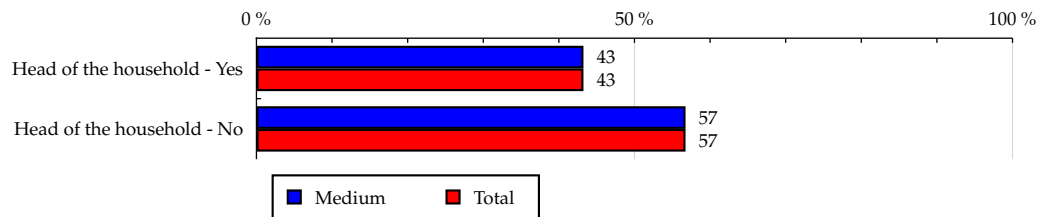
TOTAL

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	43.25	2 687 761	97.70	44.69	3 817 604 524	138 769.74	100.00	43.25	2 687 761	44.69	3 817 604 524
Head of the household - No	56.75	3 526 567	97.70	55.31	4 724 481 426	130 887.01	100.00	56.75	3 526 567	55.31	4 724 481 426

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2012

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2012

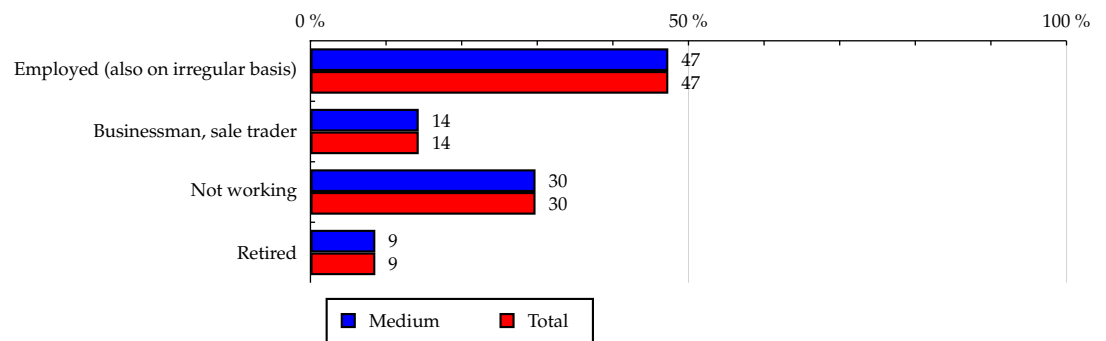
TOTAL

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)	47.33	2 941 242	97.70	47.95	4 096 179 269	136 063.82	100.00	47.33	2 941 242	47.95	4 096 179 269
Businessman, sale trader	14.32	890 055	97.70	13.85	1 182 912 226	129 846.44	100.00	14.32	890 055	13.85	1 182 912 226
Not working	29.77	1 850 077	97.70	27.53	2 351 814 921	124 196.06	100.00	29.77	1 850 077	27.53	2 351 814 921
Retired	8.58	532 953	97.70	10.67	911 179 535	167 035.72	100.00	8.58	532 953	10.67	911 179 535

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2012

Chart 8: Economic Activity by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2012

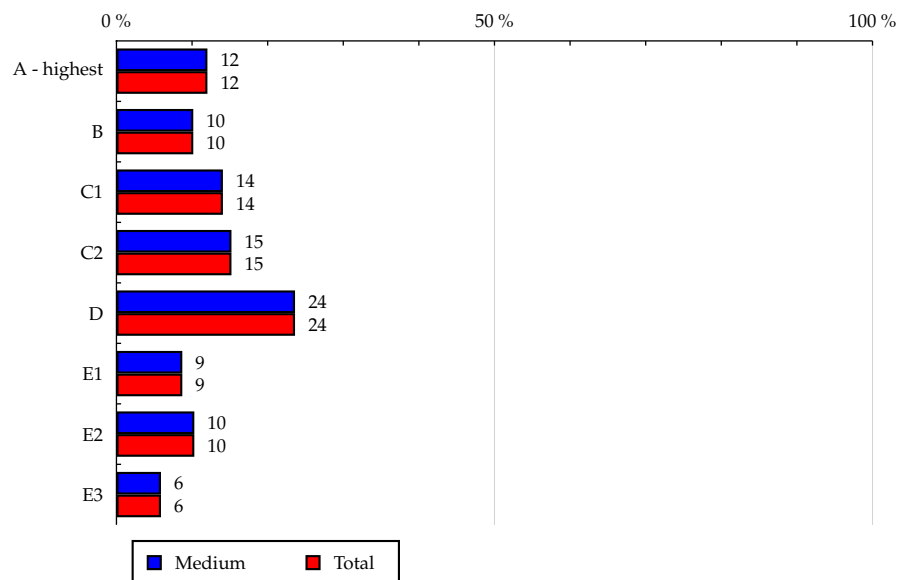
TOTAL

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	12.03	747 836	97.70	10.51	897 520 434	117 255.30	100.00	12.03	747 836	10.51	897 520 434
B	10.16	631 248	97.70	10.80	922 869 580	142 834.93	100.00	10.16	631 248	10.80	922 869 580
C1	14.08	874 858	97.70	13.97	1 193 009 146	133 229.61	100.00	14.08	874 858	13.97	1 193 009 146
C2	15.21	945 069	97.70	16.11	1 376 186 377	142 268.24	100.00	15.21	945 069	16.11	1 376 186 377
D	23.62	1 467 698	97.70	23.33	1 992 457 741	132 631.56	100.00	23.62	1 467 698	23.33	1 992 457 741
E1	8.71	541 365	97.70	9.61	821 148 627	148 192.26	100.00	8.71	541 365	9.61	821 148 627
E2	10.30	640 172	97.70	9.66	824 805 479	125 877.71	100.00	10.30	640 172	9.66	824 805 479
E3	5.89	366 079	97.70	6.02	514 088 566	137 201.09	100.00	5.89	366 079	6.02	514 088 566

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2012

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2012

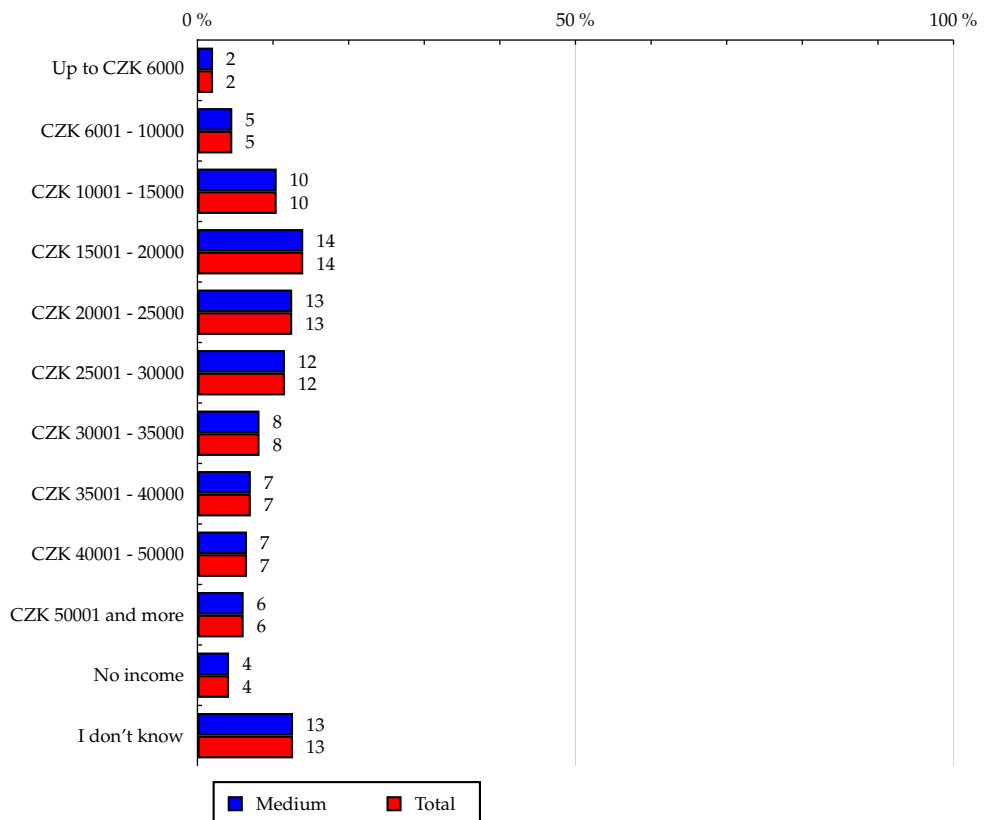
TOTAL

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	2.06	128 231	97.70	1.95	166 278 459	126 688.39	100.00	2.06	128 231	1.95	166 278 459
CZK 6001 - 10000	4.61	286 567	97.70	5.22	445 470 591	151 875.08	100.00	4.61	286 567	5.22	445 470 591
CZK 10001 - 15000	10.48	651 561	97.70	11.21	957 768 606	143 615.07	100.00	10.48	651 561	11.21	957 768 606
CZK 15001 - 20000	13.99	869 418	97.70	15.75	1 345 239 683	151 169.83	100.00	13.99	869 418	15.75	1 345 239 683
CZK 20001 - 25000	12.53	778 653	97.70	13.62	1 163 259 890	145 957.82	100.00	12.53	778 653	13.62	1 163 259 890
CZK 25001 - 30000	11.57	719 290	97.70	11.96	1 021 226 122	138 711.47	100.00	11.57	719 290	11.96	1 021 226 122
CZK 30001 - 35000	8.21	510 288	97.70	7.87	671 911 962	128 644.58	100.00	8.21	510 288	7.87	671 911 962
CZK 35001 - 40000	7.06	438 462	97.70	6.60	563 537 620	125 569.87	100.00	7.06	438 462	6.60	563 537 620
CZK 40001 - 50000	6.55	406 852	97.70	6.17	527 067 238	126 568.04	100.00	6.55	406 852	6.17	527 067 238
CZK 50001 and more	6.11	379 856	97.70	5.51	470 311 600	120 965.25	100.00	6.11	379 856	5.51	470 311 600
No income	4.18	259 482	97.70	3.14	268 608 151	101 135.96	100.00	4.18	259 482	3.14	268 608 151
I don't know	12.64	785 665	97.70	11.02	941 406 026	117 066.84	100.00	12.64	785 665	11.02	941 406 026

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2012

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2012

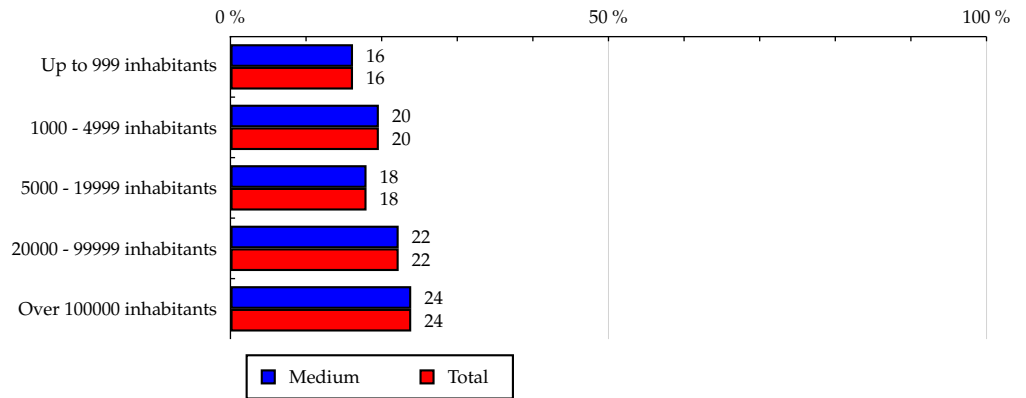
TOTAL

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	16.21	1 007 341	97.70	16.36	1 397 596 557	135 550.00	100.00	16.21	1 007 341	16.36	1 397 596 557
1000 - 4999 inhabitants	19.63	1 219 873	97.70	19.55	1 670 395 613	133 782.50	100.00	19.63	1 219 873	19.55	1 670 395 613
5000 - 19999 inhabitants	18.00	1 118 703	97.70	18.00	1 537 619 708	134 285.36	100.00	18.00	1 118 703	18.00	1 537 619 708
20000 - 99999 inhabitants	22.25	1 382 563	97.70	23.35	1 994 671 484	140 955.08	100.00	22.25	1 382 563	23.35	1 994 671 484
Over 100000 inhabitants	23.91	1 485 847	97.70	22.73	1 941 802 589	127 680.79	100.00	23.91	1 485 847	22.73	1 941 802 589

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2012

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2012

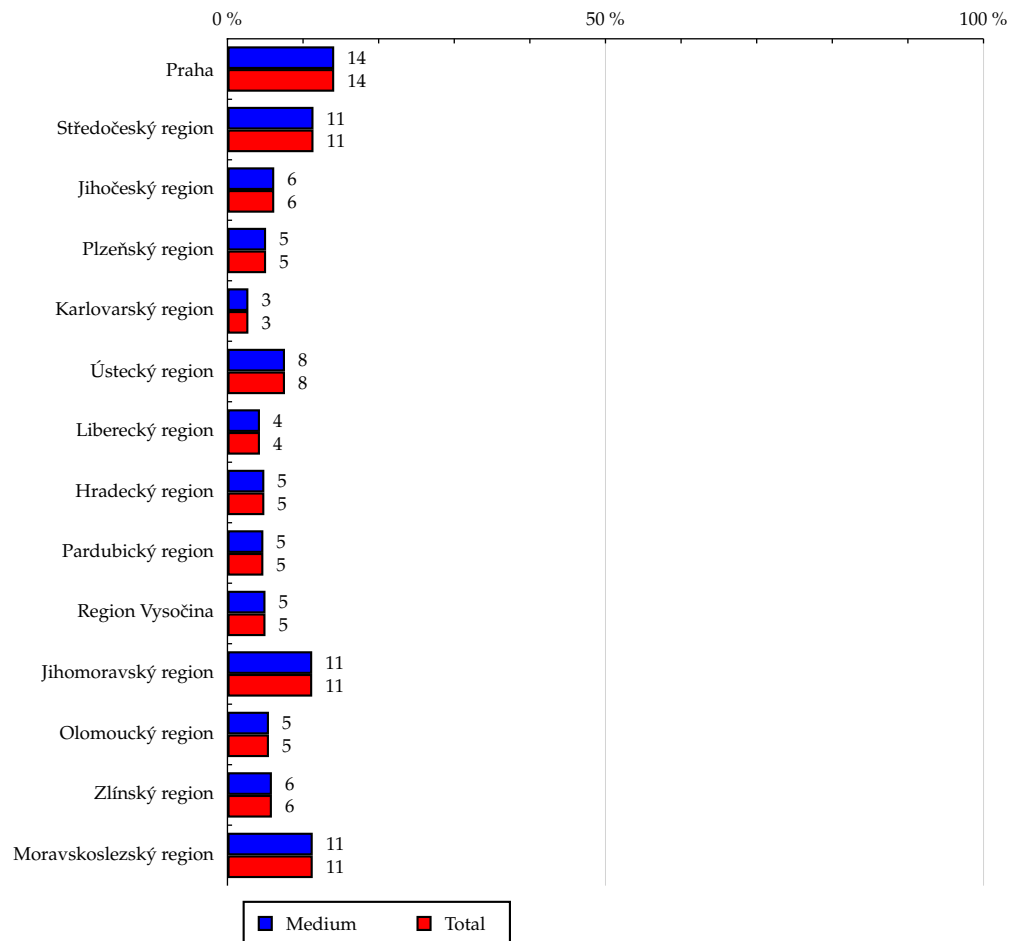
TOTAL

Table 12: Region

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Praha	14.12	877 339	97.70	13.36	1 141 348 043	127 099.89	100.00	14.12	877 339	13.36	1 141 348 043
Středočeský region	11.38	707 440	97.70	11.01	940 910 345	129 943.09	100.00	11.38	707 440	11.01	940 910 345
Jihočeský region	6.19	384 853	97.70	5.74	490 031 487	124 400.65	100.00	6.19	384 853	5.74	490 031 487
Plzeňský region	5.11	317 303	97.70	5.40	461 495 691	142 097.99	100.00	5.11	317 303	5.40	461 495 691
Karlovarský region	2.77	172 385	97.70	2.51	214 636 938	121 646.47	100.00	2.77	172 385	2.51	214 636 938
Ústecký region	7.61	472 972	97.70	7.47	638 152 410	131 820.44	100.00	7.61	472 972	7.47	638 152 410
Liberecký region	4.30	267 401	97.70	4.16	355 445 015	129 868.18	100.00	4.30	267 401	4.16	355 445 015
Hradecký region	4.88	303 010	97.70	4.74	404 505 734	130 425.40	100.00	4.88	303 010	4.74	404 505 734
Pardubický region	4.75	295 241	97.70	5.19	443 223 069	146 669.16	100.00	4.75	295 241	5.19	443 223 069
Region Vysočina	5.03	312 767	97.70	5.20	444 555 759	138 867.26	100.00	5.03	312 767	5.20	444 555 759
Jihomoravský region	11.21	696 627	97.70	11.47	979 418 372	137 360.71	100.00	11.21	696 627	11.47	979 418 372
Olomoucký region	5.49	341 229	97.70	5.81	496 078 574	142 036.19	100.00	5.49	341 229	5.81	496 078 574
Zlínský region	5.88	365 092	97.70	5.73	489 048 658	130 871.27	100.00	5.88	365 092	5.73	489 048 658
Moravskoslezský region	11.28	700 665	97.70	12.21	1 043 235 854	145 467.54	100.00	11.28	700 665	12.21	1 043 235 854

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2012

Chart 12: Region by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2012

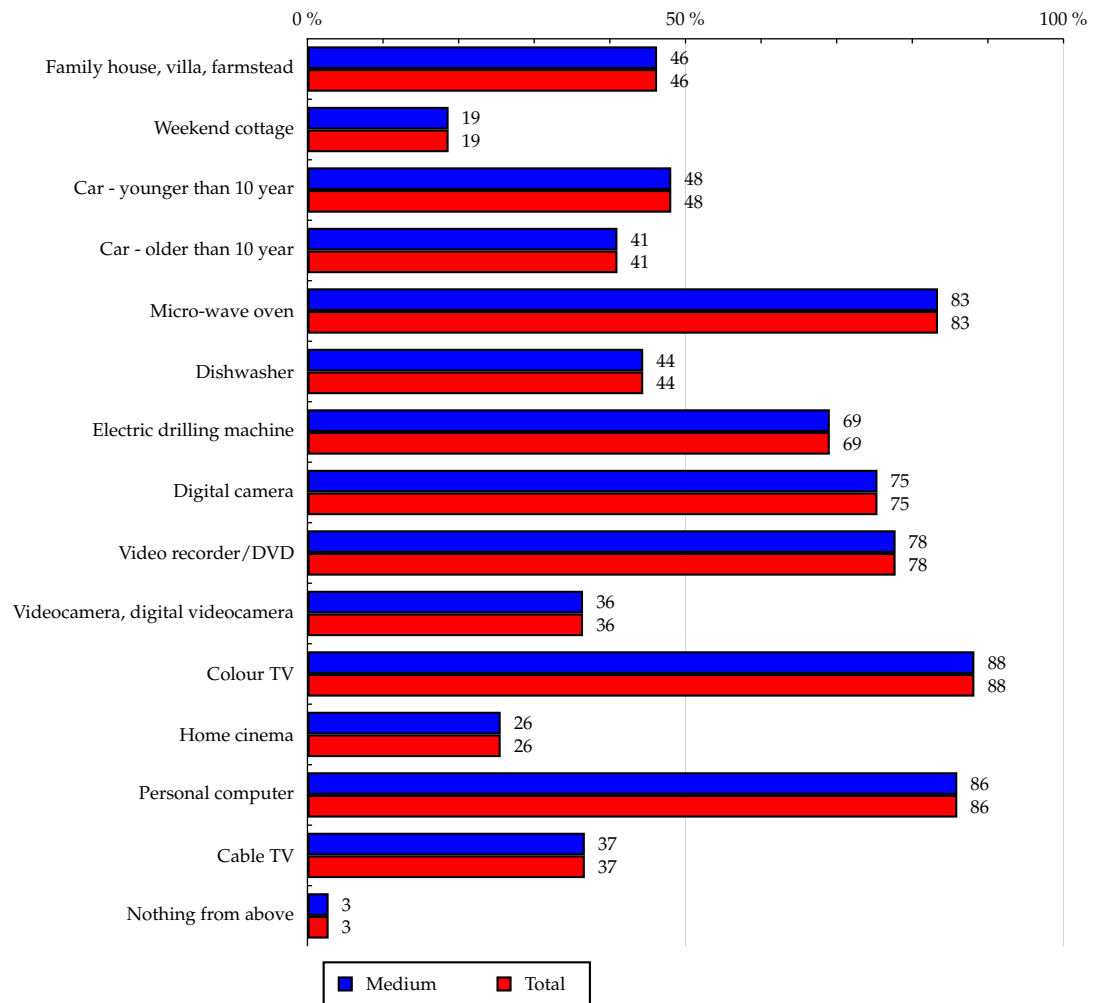
TOTAL

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	2 873 217	97.70	45.52	3 888 767 284	132 232.45	100.00	46.24	2 873 217	45.52	3 888 767 284
Weekend cottage	18.67	1 160 004	97.70	17.85	1 524 624 184	128 409.62	100.00	18.67	1 160 004	17.85	1 524 624 184
Car - younger than 10 year	48.12	2 990 156	97.70	45.51	3 887 307 130	127 013.39	100.00	48.12	2 990 156	45.51	3 887 307 130
Car - older than 10 year	41.00	2 548 043	97.70	42.85	3 660 410 398	140 351.63	100.00	41.00	2 548 043	42.85	3 660 410 398
Micro-wave oven	83.40	5 182 750	97.70	83.19	7 106 287 195	133 960.60	100.00	83.40	5 182 750	83.19	7 106 287 195
Dishwasher	44.41	2 759 486	97.70	41.36	3 532 793 710	125 079.05	100.00	44.41	2 759 486	41.36	3 532 793 710
Electric drilling machine	69.09	4 293 245	97.70	69.33	5 922 580 705	134 778.27	100.00	69.09	4 293 245	69.33	5 922 580 705
Digital camera	75.39	4 684 789	97.70	75.74	6 469 817 238	134 926.27	100.00	75.39	4 684 789	75.74	6 469 817 238
Video recorder/DVD	77.79	4 834 260	97.70	77.60	6 628 954 462	133 970.61	100.00	77.79	4 834 260	77.60	6 628 954 462
Videocamera, digital videocamera	36.45	2 264 923	97.70	34.42	2 940 191 030	126 828.40	100.00	36.45	2 264 923	34.42	2 940 191 030
Colour TV	88.21	5 481 778	97.70	88.72	7 578 169 140	135 063.31	100.00	88.21	5 481 778	88.72	7 578 169 140
Home cinema	25.56	1 588 240	97.70	25.17	2 150 056 297	132 259.93	100.00	25.56	1 588 240	25.17	2 150 056 297
Personal computer	85.95	5 341 359	97.70	86.80	7 414 311 321	135 616.84	100.00	85.95	5 341 359	86.80	7 414 311 321
Cable TV	36.69	2 280 126	97.70	35.57	3 038 220 621	130 183.22	100.00	36.69	2 280 126	35.57	3 038 220 621
Nothing from above	2.80	173 928	97.70	2.48	211 640 925	118 884.02	100.00	2.80	173 928	2.48	211 640 925

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2012

Chart 13: Facilities by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2012

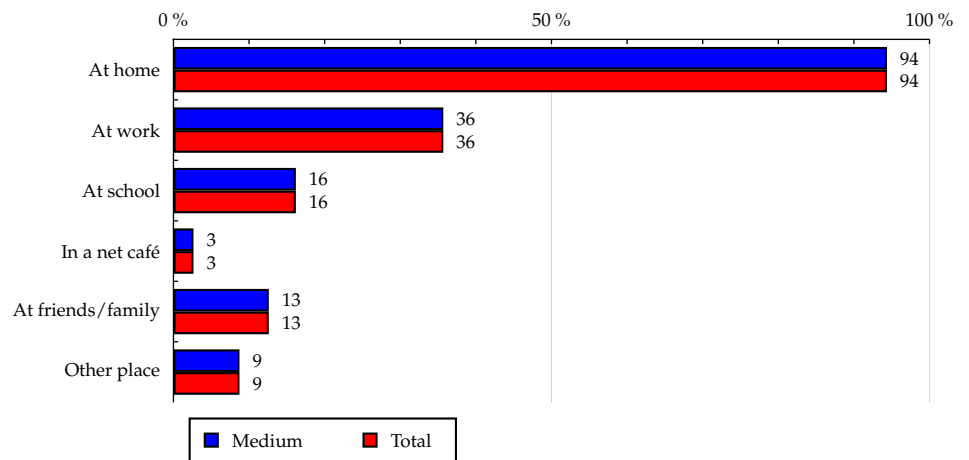
TOTAL

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	94.37	5 864 506	97.70	95.46	8 154 067 869	135 843.04	100.00	94.37	5 864 506	95.46	8 154 067 869
At work	35.69	2 217 730	97.70	32.20	2 750 725 350	121 180.58	100.00	35.69	2 217 730	32.20	2 750 725 350
At school	16.19	1 006 022	97.70	14.02	1 197 245 977	116 270.65	100.00	16.19	1 006 022	14.02	1 197 245 977
In a net café	2.65	164 527	97.70	2.52	215 369 962	127 891.30	100.00	2.65	164 527	2.52	215 369 962
At friends/family	12.61	783 579	97.70	11.24	960 159 458	119 716.72	100.00	12.61	783 579	11.24	960 159 458
Other place	8.73	542 510	97.70	7.87	672 560 851	121 120.53	100.00	8.73	542 510	7.87	672 560 851

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2012

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2012

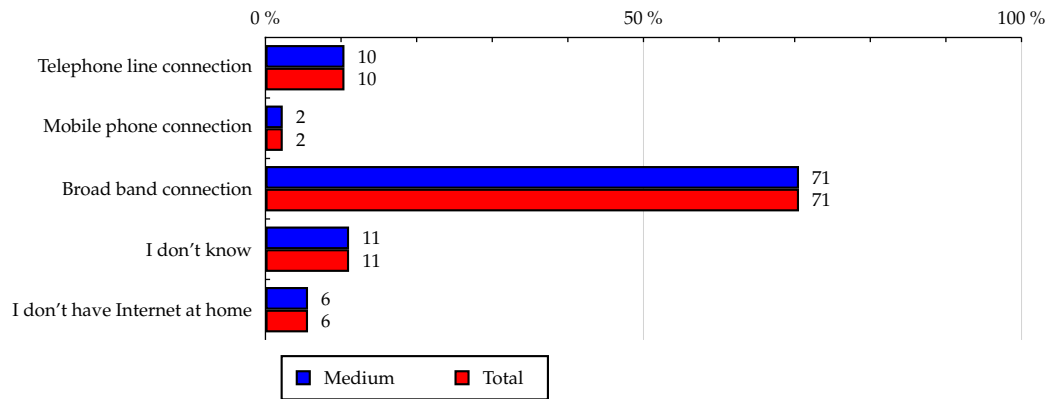
TOTAL

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	10.45	649 532	97.70	10.83	924 909 986	139 121.20	100.00	10.45	649 532	10.83	924 909 986
Mobile phone connection	2.29	142 237	97.70	1.95	166 903 787	114 642.70	100.00	2.29	142 237	1.95	166 903 787
Broad band connection	70.57	4 385 241	97.70	73.71	6 296 712 372	140 286.21	100.00	70.57	4 385 241	73.71	6 296 712 372
I don't know	11.06	687 496	97.70	8.96	765 541 724	108 791.07	100.00	11.06	687 496	8.96	765 541 724
I don't have Internet at home	5.63	349 822	97.70	4.54	388 018 081	108 367.59	100.00	5.63	349 822	4.54	388 018 081

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2012

Chart 15: Connection from Home by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2012

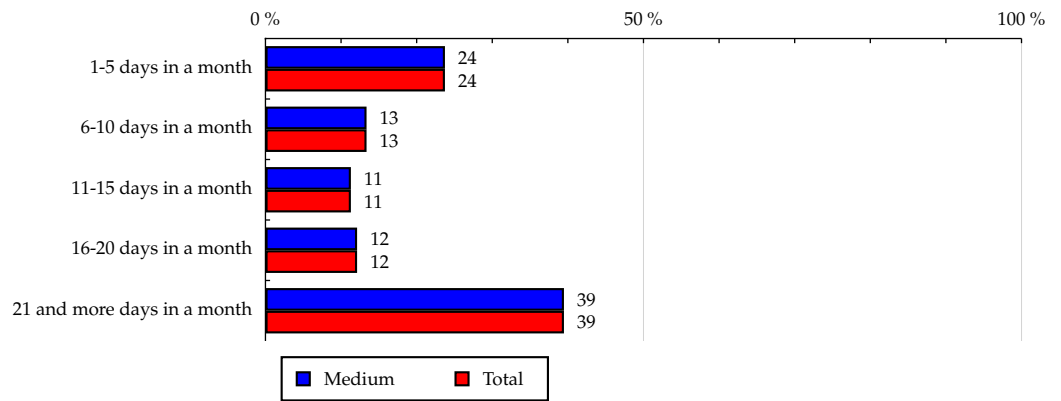
TOTAL

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	23.74	1 475 487	97.70	1.29	110 334 236	7 305.83	100.00	23.74	1 475 487	1.29	110 334 236
6-10 days in a month	13.37	830 548	97.70	2.80	239 212 865	28 139.34	100.00	13.37	830 548	2.80	239 212 865
11-15 days in a month	11.30	701 932	97.70	5.08	434 060 986	60 415.74	100.00	11.30	701 932	5.08	434 060 986
16-20 days in a month	12.12	753 204	97.70	9.71	829 145 532	107 550.52	100.00	12.12	753 204	9.71	829 145 532
21 and more days in a month	39.48	2 453 156	97.70	81.12	6 929 332 332	275 969.30	100.00	39.48	2 453 156	81.12	6 929 332 332

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2012

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2012

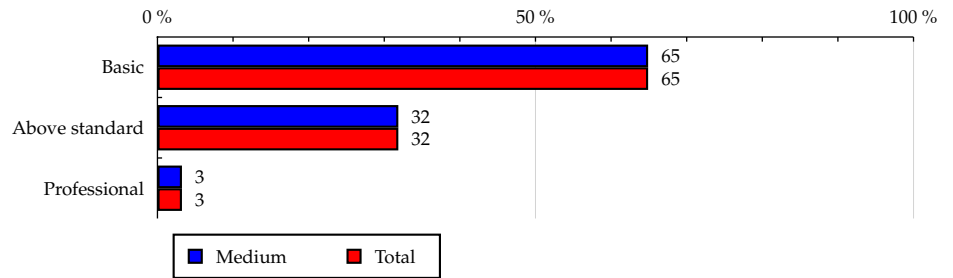
TOTAL

Table 17: IT Knowledge

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Basic	64.90	4 033 013	97.70	66.89	5 713 577 271	138 411.75	100.00	64.90	4 033 013	66.89	5 713 577 271
Above standard	31.86	1 979 961	97.70	30.35	2 592 609 341	127 930.71	100.00	31.86	1 979 961	30.35	2 592 609 341
Professional	3.24	201 353	97.70	2.76	235 899 338	114 462.46	100.00	3.24	201 353	2.76	235 899 338

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2012

Chart 17: IT Knowledge by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2012

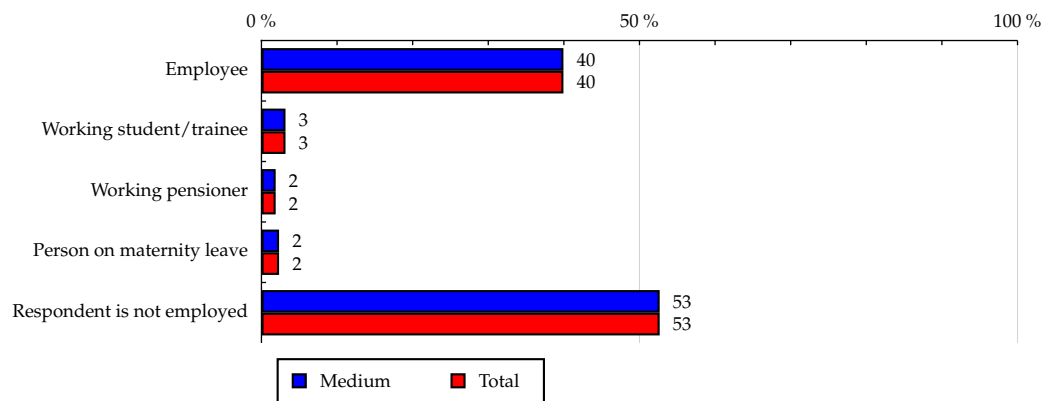
TOTAL

Table 18: Economically Active as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Employee	39.94	2 482 066	97.70	40.35	3 446 927 230	135 679.20	100.00	39.94	2 482 066	40.35	3 446 927 230
Working student/trainee	3.18	197 534	97.70	2.95	251 703 785	124 492.17	100.00	3.18	197 534	2.95	251 703 785
Working pensioner	1.88	116 868	97.70	1.95	166 408 562	139 114.67	100.00	1.88	116 868	1.95	166 408 562
Person on maternity leave	2.33	144 773	97.70	2.71	231 139 691	155 984.05	100.00	2.33	144 773	2.71	231 139 691
Respondent is not employed	52.67	3 273 086	97.70	52.05	4 445 906 681	132 708.11	100.00	52.67	3 273 086	52.05	4 445 906 681

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2012

Chart 18: Economically Active as by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2012

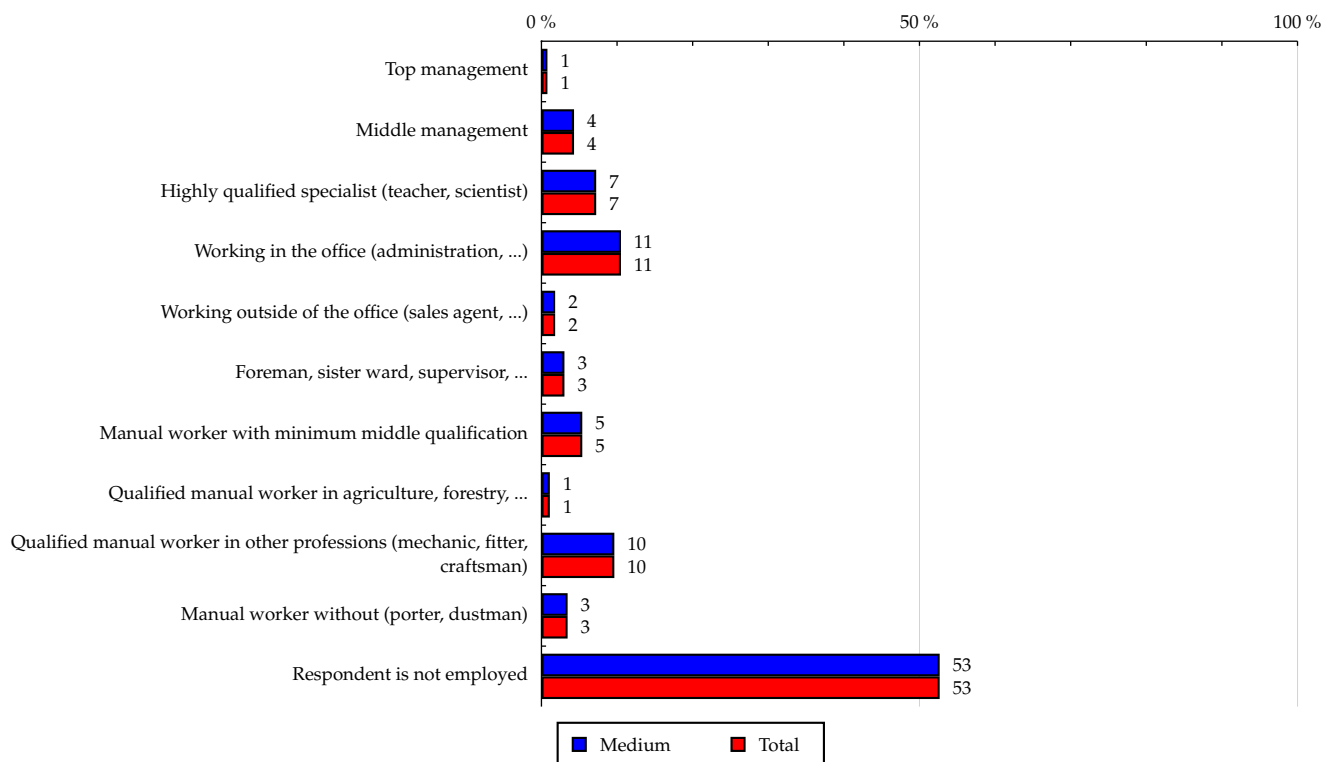
TOTAL

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	0.79	49 394	97.70	0.73	62 475 840	123 575.49	100.00	0.79	49 394	0.73	62 475 840
Middle management	4.31	267 739	97.70	4.51	385 659 047	140 729.76	100.00	4.31	267 739	4.51	385 659 047
Highly qualified specialist (teacher, scientist)	7.24	450 198	97.70	5.87	501 840 457	108 906.99	100.00	7.24	450 198	5.87	501 840 457
Working in the office (administration, ...)	10.52	653 810	97.70	9.59	819 219 959	122 417.37	100.00	10.52	653 810	9.59	819 219 959
Working outside of the office (sales agent, ...)	1.81	112 695	97.70	1.91	162 964 320	141 280.22	100.00	1.81	112 695	1.91	162 964 320
Foreman, sister ward, supervisor, ...	3.04	189 071	97.70	2.94	251 442 769	129 929.63	100.00	3.04	189 071	2.94	251 442 769
Manual worker with minimum middle qualification	5.40	335 756	97.70	5.84	499 240 109	145 271.18	100.00	5.40	335 756	5.84	499 240 109
Qualified manual worker in agriculture, forestry, ...	1.11	68 949	97.70	1.61	137 829 109	195 300.45	100.00	1.11	68 949	1.61	137 829 109
Qualified manual worker in other professions (mechanic, fitter, craftsman)	9.64	598 915	97.70	11.53	984 981 114	160 678.19	100.00	9.64	598 915	11.53	984 981 114
Manual worker without (porter, dustman)	3.46	214 711	97.70	3.40	290 526 544	132 198.21	100.00	3.46	214 711	3.40	290 526 544
Respondent is not employed	52.67	3 273 086	97.70	52.05	4 445 906 681	132 708.11	100.00	52.67	3 273 086	52.05	4 445 906 681

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2012

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2012

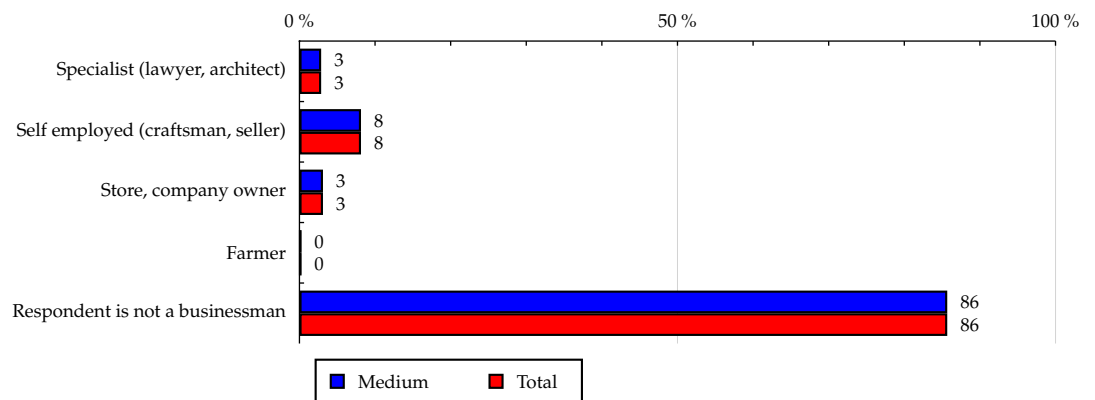
TOTAL

Table 20: Business Activities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Specialist (lawyer, architect)	2.87	178 149	97.70	2.45	209 052 103	114 647.44	100.00	2.87	178 149	2.45	209 052 103
Self employed (craftsman, seller)	8.14	505 629	97.70	8.36	713 800 846	137 923.90	100.00	8.14	505 629	8.36	713 800 846
Store, company owner	3.11	193 536	97.70	2.75	234 737 757	118 499.13	100.00	3.11	193 536	2.75	234 737 757
Farmer	0.21	12 740	97.70	0.30	25 321 521	194 178.52	100.00	0.21	12 740	0.30	25 321 521
Respondent is not a businessman	85.68	5 324 273	97.70	86.15	7 359 173 724	135 040.26	100.00	85.68	5 324 273	86.15	7 359 173 724

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2012

Chart 20: Business Activities by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2012

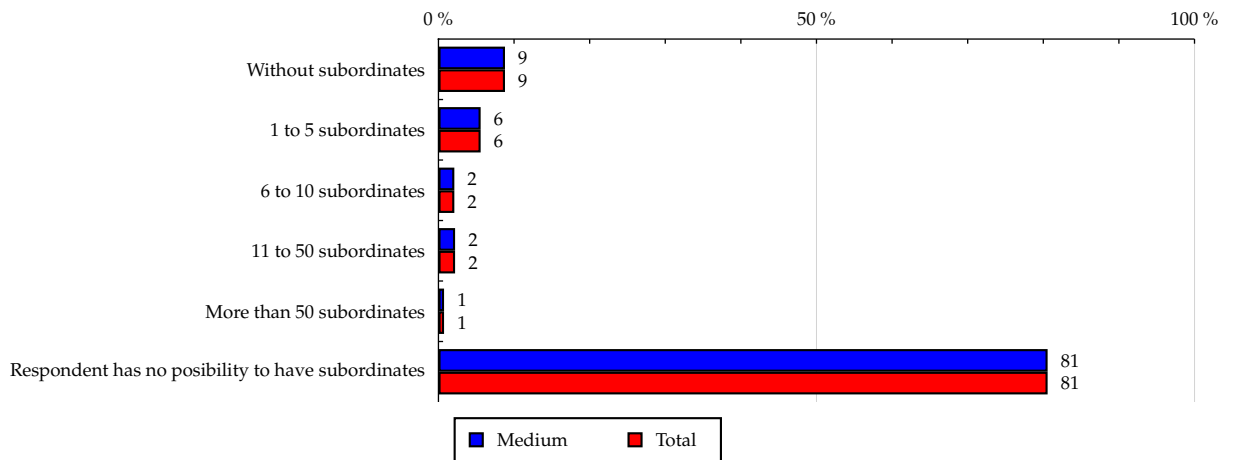
TOTAL

Table 21: Number of Subordinates

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Without subordinates	8.80	547 090	97.70	9.53	814 297 336	145 417.99	100.00	8.80	547 090	9.53	814 297 336
1 to 5 subordinates	5.58	346 787	97.70	5.26	449 318 793	126 586.03	100.00	5.58	346 787	5.26	449 318 793
6 to 10 subordinates	2.10	130 597	97.70	1.72	147 176 217	110 102.39	100.00	2.10	130 597	1.72	147 176 217
11 to 50 subordinates	2.20	136 889	97.70	1.91	163 285 976	116 539.13	100.00	2.20	136 889	1.91	163 285 976
More than 50 subordinates	0.74	45 822	97.70	0.67	56 968 791	121 464.79	100.00	0.74	45 822	0.67	56 968 791
Respondent has no possibility to have subordinates	80.57	5 007 140	97.70	80.91	6 911 038 837	134 849.13	100.00	80.57	5 007 140	80.91	6 911 038 837

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2012

Chart 21: Number of Subordinates by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2012

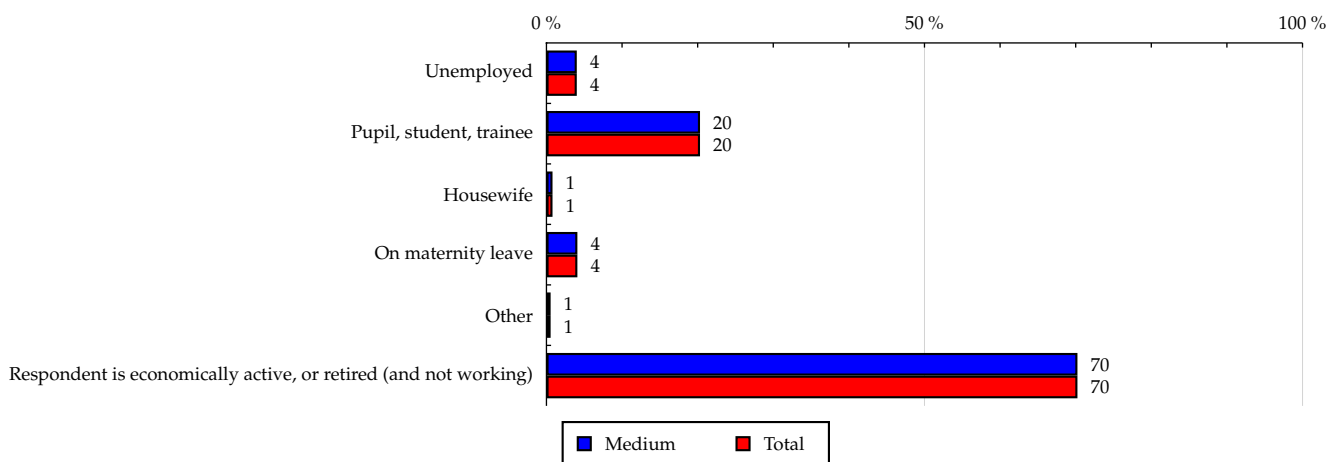
TOTAL

Table 22: Economically Inactive as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unemployed	4.01	249 267	97.70	4.72	403 259 770	158 057.16	100.00	4.01	249 267	4.72	403 259 770
Pupil, student, trainee	20.31	1 262 368	97.70	16.30	1 391 938 477	107 728.00	100.00	20.31	1 262 368	16.30	1 391 938 477
Housewife	0.80	49 877	97.70	1.01	86 641 183	169 713.82	100.00	0.80	49 877	1.01	86 641 183
On maternity leave	4.09	254 437	97.70	4.80	410 021 594	157 441.64	100.00	4.09	254 437	4.80	410 021 594
Other	0.55	34 127	97.70	0.70	59 953 897	171 638.16	100.00	0.55	34 127	0.70	59 953 897
Respondent is economically active, or retired (and not working)	70.23	4 364 251	97.70	72.47	6 190 271 030	138 578.06	100.00	70.23	4 364 251	72.47	6 190 271 030

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2012

Chart 22: Economically Inactive as by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2012

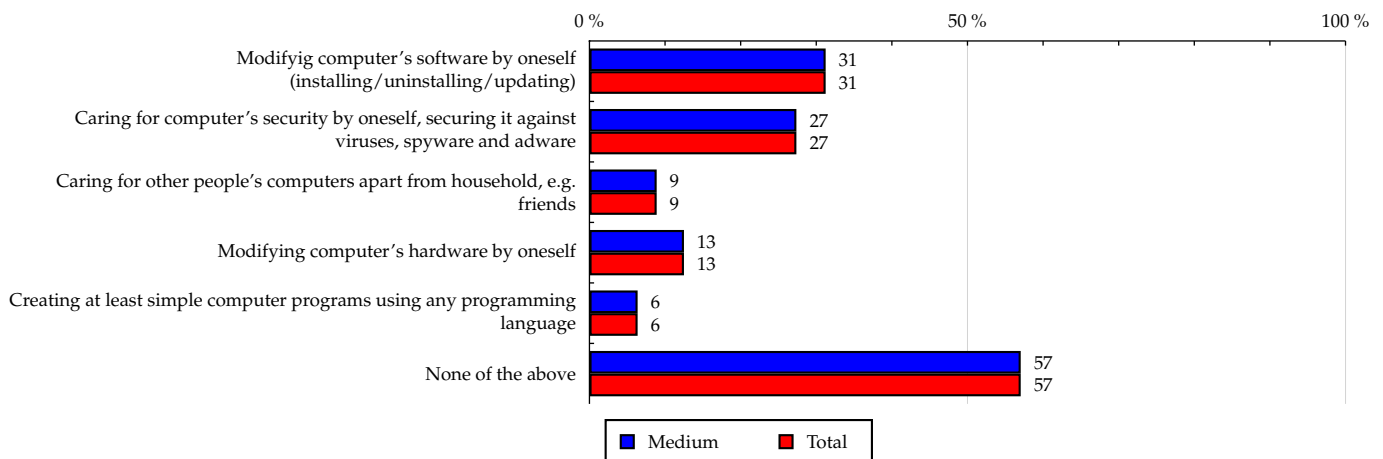
TOTAL

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)
Modifying computer's software by oneself (installing/uninstalling/updating)	31.24	1 941 506	97.70	34.58	2 953 883 387	148 644.57	100.00	31.24	1 941 506	34.58	2 953 883 387
Caring for computer's security by oneself, securing it against viruses, spyware and adware	27.37	1 700 554	97.70	29.11	2 486 662 216	142 863.37	100.00	27.37	1 700 554	29.11	2 486 662 216
Caring for other people's computers apart from household, e.g. friends	8.89	552 363	97.70	9.48	809 885 778	143 249.55	100.00	8.89	552 363	9.48	809 885 778
Modifying computer's hardware by oneself	12.50	776 523	97.70	13.94	1 190 568 513	149 793.95	100.00	12.50	776 523	13.94	1 190 568 513
Creating at least simple computer programs using any programming language	6.37	395 762	97.70	5.85	499 402 503	123 284.99	100.00	6.37	395 762	5.85	499 402 503
None of the above	57.04	3 544 508	97.70	54.48	4 653 588 439	128 270.43	100.00	57.04	3 544 508	54.48	4 653 588 439

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2012

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2012

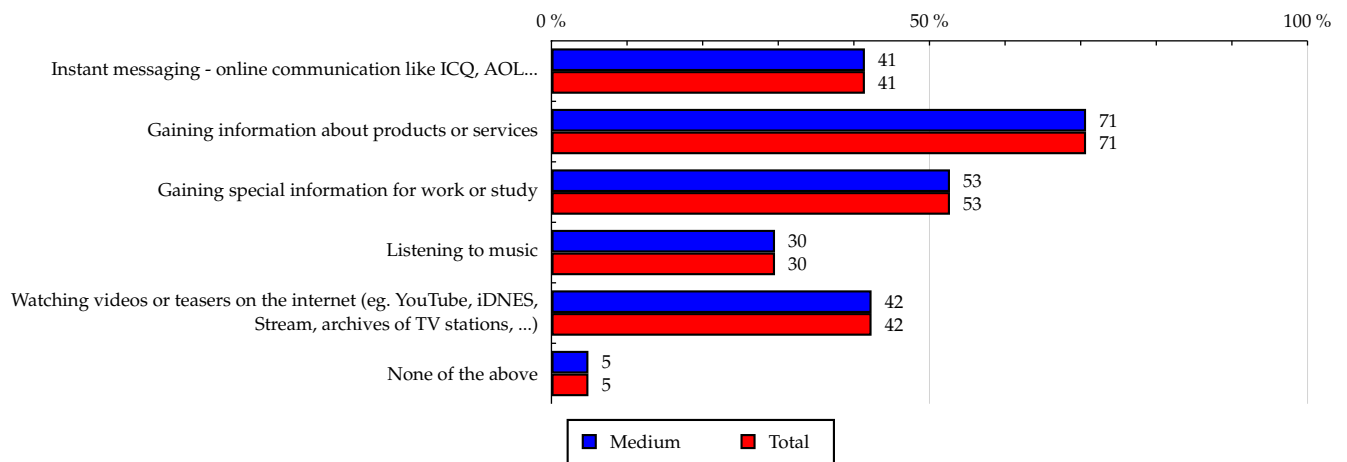
TOTAL

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...	41.46	2 576 505	97.70	41.53	3 547 847 986	134 532.91	100.00	41.46	2 576 505	41.53	3 547 847 986
Gaining information about products or services	70.71	4 394 278	97.70	73.02	6 237 709 149	138 685.83	100.00	70.71	4 394 278	73.02	6 237 709 149
Gaining special information for work or study	52.71	3 275 385	97.70	51.65	4 411 855 618	131 599.26	100.00	52.71	3 275 385	51.65	4 411 855 618
Listening to music	29.57	1 837 505	97.70	32.47	2 773 861 194	147 485.97	100.00	29.57	1 837 505	32.47	2 773 861 194
Watching videos or teasers on the internet (eg. YouTube, iDNES, Stream, archives of TV stations, ...)	42.34	2 630 882	97.70	48.12	4 110 280 597	152 638.66	100.00	42.34	2 630 882	48.12	4 110 280 597
None of the above	4.89	303 838	97.70	5.03	429 679 664	138 164.50	100.00	4.89	303 838	5.03	429 679 664

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2012

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2012

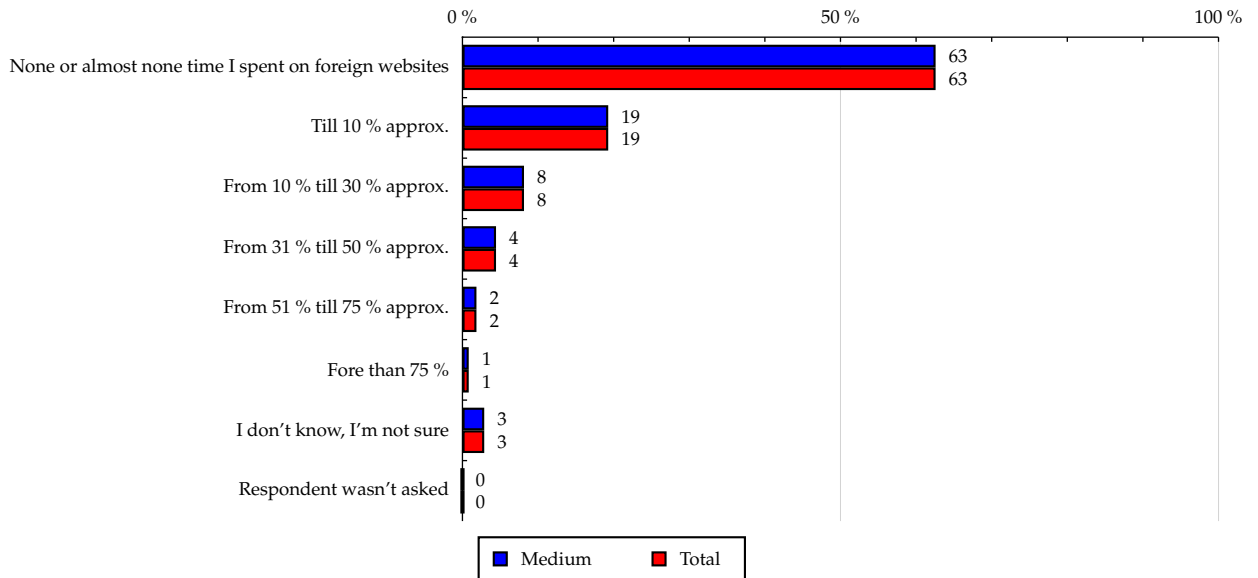
TOTAL

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	62.58	3 889 020	97.70	63.84	5 453 263 569	136 996.92	100.00	62.58	3 889 020	63.84	5 453 263 569
Till 10 % approx.	19.28	1 198 208	97.70	19.70	1 682 450 917	137 184.39	100.00	19.28	1 198 208	19.70	1 682 450 917
From 10 % till 30 % approx.	8.14	506 081	97.70	8.11	692 809 946	133 748.16	100.00	8.14	506 081	8.11	692 809 946
From 31 % till 50 % approx.	4.44	275 635	97.70	3.79	323 483 811	114 659.89	100.00	4.44	275 635	3.79	323 483 811
From 51 % till 75 % approx.	1.85	114 925	97.70	1.33	113 980 592	96 896.97	100.00	1.85	114 925	1.33	113 980 592
Fore than 75 %	0.83	51 509	97.70	0.63	53 518 019	101 508.68	100.00	0.83	51 509	0.63	53 518 019
I don't know, I'm not sure	2.88	178 947	97.70	2.61	222 579 095	121 521.89	100.00	2.88	178 947	2.61	222 579 095
Respondent wasn't asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2012

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2012

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".