

SPiR NetMonitor

Research on the Sociodemography of Internet Users in the Czech Republic

Medium title:

TOTAL

Month:

May 2012

Basic information	
The size of Internet population in the Czech Republic	6 357 917
Number of respondents	
Medium	N = 26 700
Total (for all measured media)	N = 26 700
RU(number)	6 211 684
Reach(%)	97.70
PV(number) (from Czech visitors)	7 586 395 001
PV(number) (from all visitors)	8 136 485 895
GRP (%)	119 322.02

**Source: NetMonitor – SPiR – Mediaresearch & Gemius
May 2012**

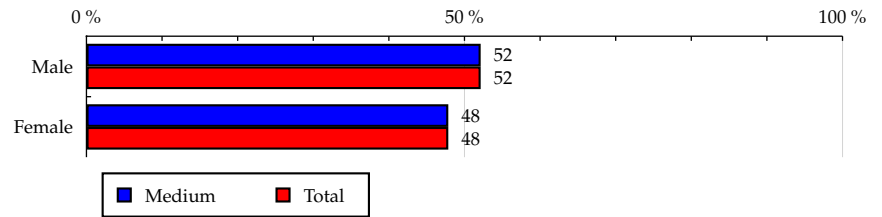
TOTAL

Table 1: Sex

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Male	52.14	3 239 021	97.70	53.40	4 050 834 464	122 187.08	100.00	52.14	3 239 021	53.40	4 050 834 464
Female	47.86	2 972 663	97.70	46.60	3 535 560 537	116 200.25	100.00	47.86	2 972 663	46.60	3 535 560 537

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

Chart 1: Sex by RU(%)



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

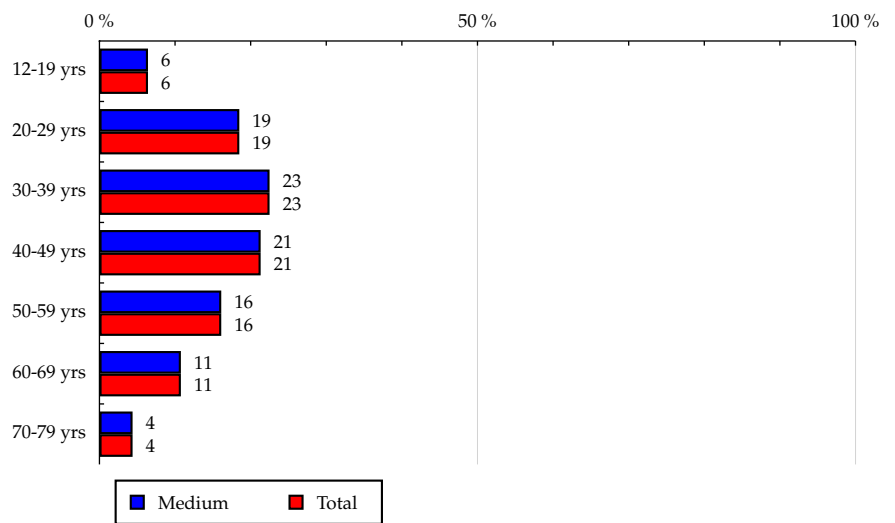
TOTAL

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	398 851	97.70	3.75	284 477 364	69 683.61	100.00	6.42	398 851	3.75	284 477 364
20-29 yrs	18.50	1 149 224	97.70	19.75	1 498 347 586	127 380.32	100.00	18.50	1 149 224	19.75	1 498 347 586
30-39 yrs	22.50	1 397 380	97.70	23.77	1 802 951 805	126 056.12	100.00	22.50	1 397 380	23.77	1 802 951 805
40-49 yrs	21.32	1 324 393	97.70	21.48	1 629 218 720	120 186.82	100.00	21.32	1 324 393	21.48	1 629 218 720
50-59 yrs	16.11	1 000 641	97.70	15.79	1 198 158 693	116 985.09	100.00	16.11	1 000 641	15.79	1 198 158 693
60-69 yrs	10.77	669 122	97.70	11.37	862 703 106	125 965.18	100.00	10.77	669 122	11.37	862 703 106
70-79 yrs	4.38	272 070	97.70	4.09	310 537 726	111 513.37	100.00	4.38	272 070	4.09	310 537 726

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

Chart 2: Age by RU(%)



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

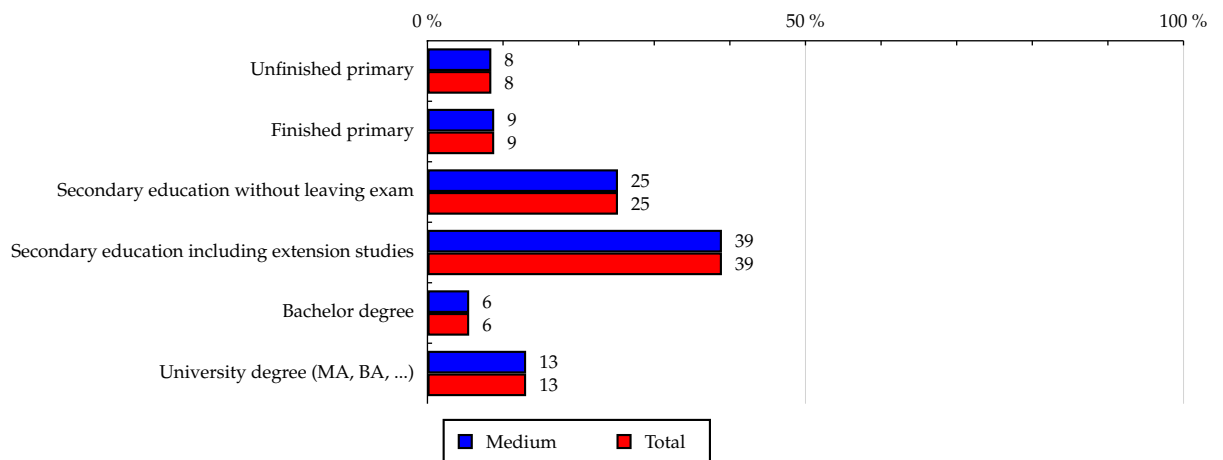
TOTAL

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	524 762	97.70	5.05	383 293 500	71 361.32	100.00	8.45	524 762	5.05	383 293 500
Finished primary	8.83	548 739	97.70	8.80	667 308 357	118 810.49	100.00	8.83	548 739	8.80	667 308 357
Secondary education without leaving exam	25.20	1 565 096	97.70	28.13	2 134 060 236	133 217.14	100.00	25.20	1 565 096	28.13	2 134 060 236
Secondary education including extension studies	38.95	2 419 638	97.70	40.80	3 094 968 717	124 968.44	100.00	38.95	2 419 638	40.80	3 094 968 717
Bachelor degree	5.52	343 009	97.70	5.94	450 522 208	128 323.08	100.00	5.52	343 009	5.94	450 522 208
University degree (MA, BA, ...)	13.05	810 438	97.70	11.29	856 241 984	103 221.76	100.00	13.05	810 438	11.29	856 241 984

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

Chart 3: Highest Education by RU(%)



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

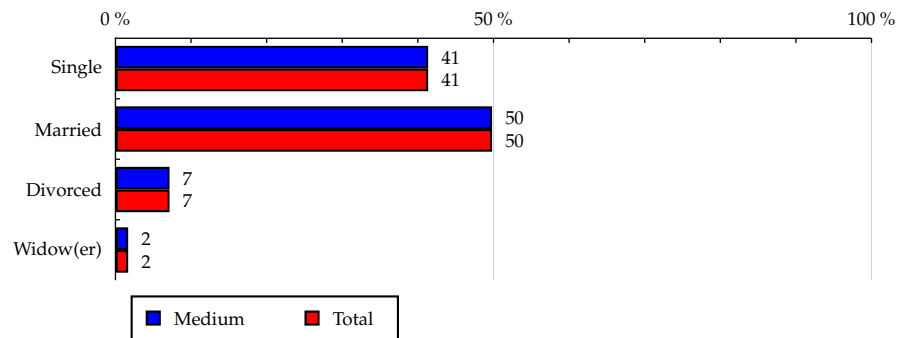
TOTAL

Table 4: Marital Status

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Single	41.36	2 569 194	97.70	40.59	3 079 052 920	117 088.63	100.00	41.36	2 569 194	40.59	3 079 052 920
Married	49.81	3 093 953	97.70	49.56	3 760 060 327	118 734.14	100.00	49.81	3 093 953	49.56	3 760 060 327
Divorced	7.15	443 894	97.70	8.13	616 805 078	135 757.25	100.00	7.15	443 894	8.13	616 805 078
Widow(er)	1.68	104 642	97.70	1.72	130 476 676	121 819.97	100.00	1.68	104 642	1.72	130 476 676

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

Chart 4: Marital Status by RU(%)



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

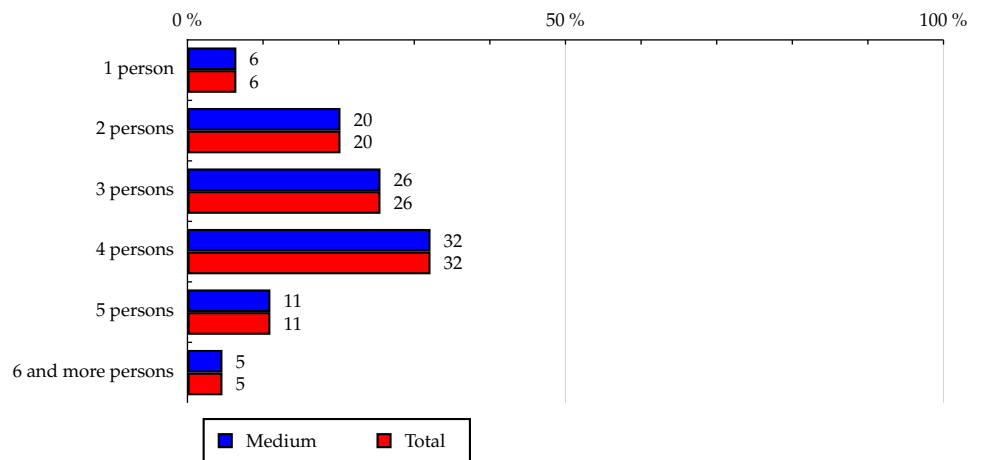
TOTAL

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	6.47	402 172	97.70	6.98	529 424 967	128 613.51	100.00	6.47	402 172	6.98	529 424 967
2 persons	20.24	1 257 305	97.70	20.64	1 565 657 394	121 660.70	100.00	20.24	1 257 305	20.64	1 565 657 394
3 persons	25.53	1 585 671	97.70	25.52	1 935 937 694	119 281.37	100.00	25.53	1 585 671	25.52	1 935 937 694
4 persons	32.15	1 997 114	97.70	31.82	2 414 035 906	118 096.05	100.00	32.15	1 997 114	31.82	2 414 035 906
5 persons	10.97	681 690	97.70	10.93	829 194 711	118 840.40	100.00	10.97	681 690	10.93	829 194 711
6 and more persons	4.63	287 730	97.70	4.11	312 144 329	105 989.93	100.00	4.63	287 730	4.11	312 144 329

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

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



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

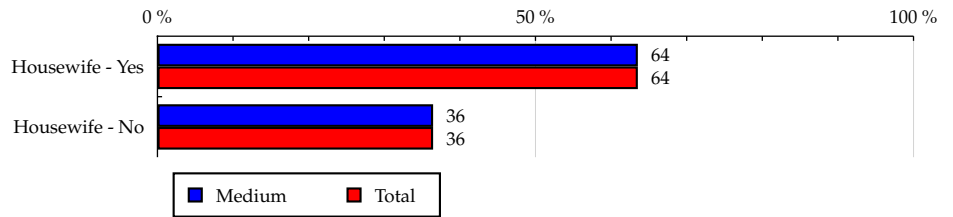
TOTAL

Table 6: Housewife

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Housewife - Yes	63.54	3 946 890	97.70	64.97	4 928 750 470	122 004.64	100.00	63.54	3 946 890	64.97	4 928 750 470
Housewife - No	36.46	2 264 794	97.70	35.03	2 657 644 532	114 646.98	100.00	36.46	2 264 794	35.03	2 657 644 532

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

Chart 6: Housewife by RU(%)



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

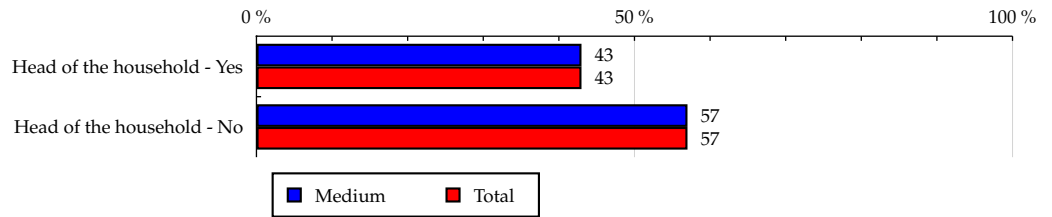
TOTAL

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	42.99	2 670 659	97.70	42.65	3 235 631 178	118 368.23	100.00	42.99	2 670 659	42.65	3 235 631 178
Head of the household - No	57.01	3 541 025	97.70	57.35	4 350 763 824	120 041.38	100.00	57.01	3 541 025	57.35	4 350 763 824

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

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



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

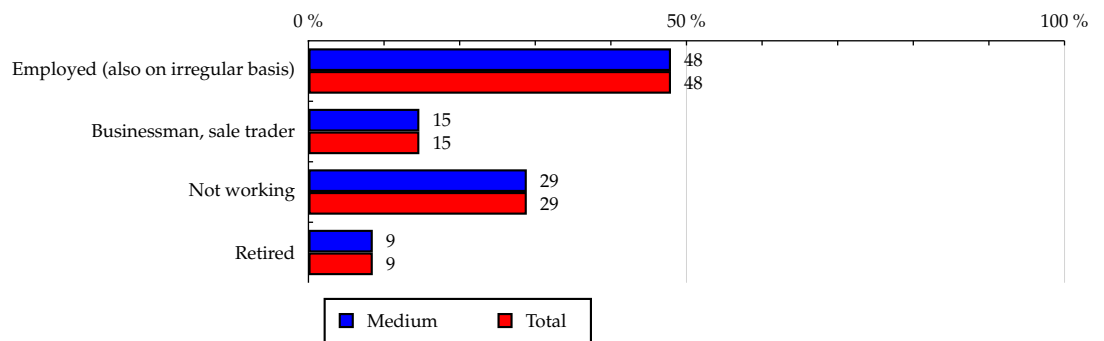
TOTAL

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)	47.95	2 978 307	97.70	48.66	3 691 826 754	121 106.21	100.00	47.95	2 978 307	48.66	3 691 826 754
Businessman, sale trader	14.67	911 137	97.70	13.96	1 058 689 115	113 521.80	100.00	14.67	911 137	13.96	1 058 689 115
Not working	28.88	1 793 635	97.70	28.12	2 132 951 313	116 182.66	100.00	28.88	1 793 635	28.12	2 132 951 313
Retired	8.51	528 605	97.70	9.27	702 927 819	129 919.35	100.00	8.51	528 605	9.27	702 927 819

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

Chart 8: Economic Activity by RU(%)



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

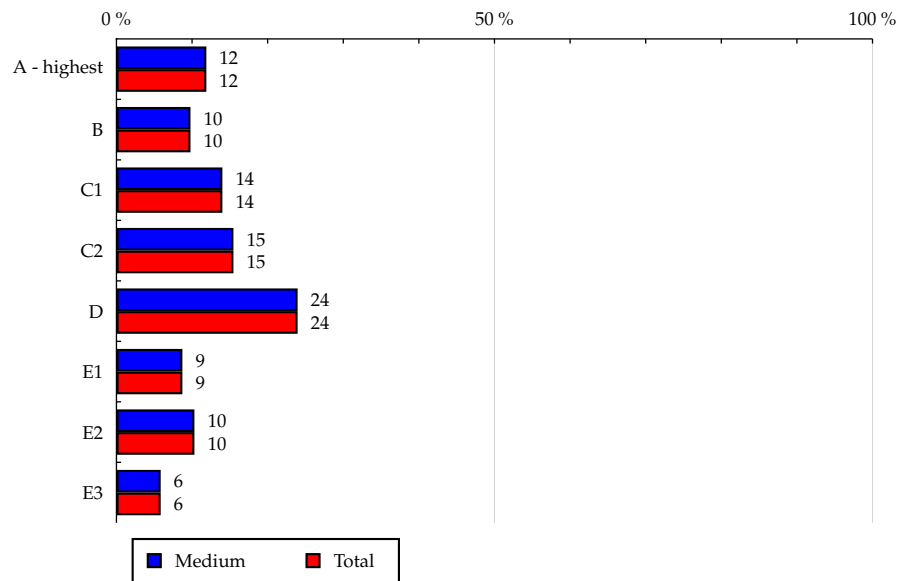
TOTAL

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	11.89	738 511	97.70	11.02	836 076 605	110 607.25	100.00	11.89	738 511	11.02	836 076 605
B	9.79	608 028	97.70	10.29	780 405 426	125 398.12	100.00	9.79	608 028	10.29	780 405 426
C1	14.01	870 007	97.70	13.93	1 056 591 894	118 653.05	100.00	14.01	870 007	13.93	1 056 591 894
C2	15.47	961 055	97.70	16.86	1 279 352 671	130 057.74	100.00	15.47	961 055	16.86	1 279 352 671
D	23.96	1 488 246	97.70	22.53	1 708 970 262	112 189.99	100.00	23.96	1 488 246	22.53	1 708 970 262
E1	8.72	541 614	97.70	9.34	708 495 016	127 803.00	100.00	8.72	541 614	9.34	708 495 016
E2	10.31	640 613	97.70	10.19	772 949 905	117 882.67	100.00	10.31	640 613	10.19	772 949 905
E3	5.85	363 607	97.70	5.85	443 553 222	119 181.11	100.00	5.85	363 607	5.85	443 553 222

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

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



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

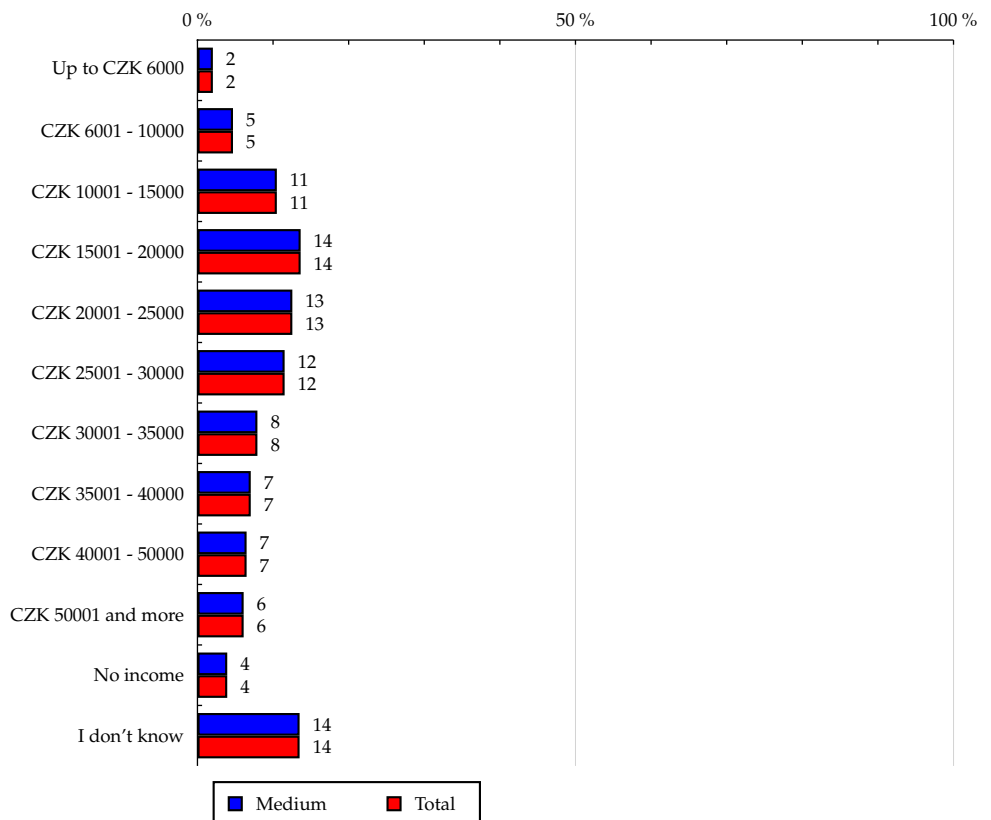
TOTAL

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	2.04	126 783	97.70	2.31	175 106 853	134 938.16	100.00	2.04	126 783	2.31	175 106 853
CZK 6001 - 10000	4.70	292 080	97.70	5.50	417 428 933	139 628.84	100.00	4.70	292 080	5.50	417 428 933
CZK 10001 - 15000	10.50	652 164	97.70	10.89	826 022 632	123 745.47	100.00	10.50	652 164	10.89	826 022 632
CZK 15001 - 20000	13.65	847 596	97.70	13.96	1 058 989 226	122 066.68	100.00	13.65	847 596	13.96	1 058 989 226
CZK 20001 - 25000	12.55	779 390	97.70	12.63	958 331 650	120 131.00	100.00	12.55	779 390	12.63	958 331 650
CZK 25001 - 30000	11.53	716 109	97.70	11.70	887 315 354	121 057.88	100.00	11.53	716 109	11.70	887 315 354
CZK 30001 - 35000	7.93	492 522	97.70	8.24	625 392 134	124 057.02	100.00	7.93	492 522	8.24	625 392 134
CZK 35001 - 40000	7.05	437 949	97.70	6.74	511 110 763	114 021.20	100.00	7.05	437 949	6.74	511 110 763
CZK 40001 - 50000	6.50	403 828	97.70	7.04	534 142 281	129 227.35	100.00	6.50	403 828	7.04	534 142 281
CZK 50001 and more	6.11	379 238	97.70	5.57	422 368 202	108 811.24	100.00	6.11	379 238	5.57	422 368 202
No income	3.94	244 895	97.70	3.52	267 096 102	106 556.85	100.00	3.94	244 895	3.52	267 096 102
I don't know	13.51	839 126	97.70	11.90	903 090 872	105 147.41	100.00	13.51	839 126	11.90	903 090 872

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

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



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

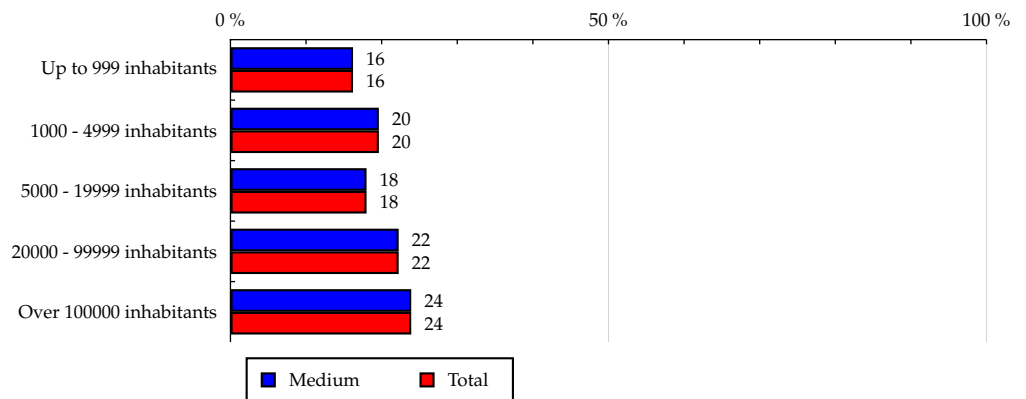
TOTAL

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	1 006 914	97.70	15.43	1 170 335 811	113 556.65	100.00	16.21	1 006 914	15.43	1 170 335 811
1000 - 4999 inhabitants	19.63	1 219 354	97.70	19.15	1 452 667 470	116 394.09	100.00	19.63	1 219 354	19.15	1 452 667 470
5000 - 19999 inhabitants	18.00	1 118 226	97.70	18.46	1 400 248 653	122 340.37	100.00	18.00	1 118 226	18.46	1 400 248 653
20000 - 99999 inhabitants	22.25	1 381 976	97.70	22.85	1 733 138 852	122 525.74	100.00	22.25	1 381 976	22.85	1 733 138 852
Over 100000 inhabitants	23.91	1 485 213	97.70	24.12	1 830 004 215	120 380.96	100.00	23.91	1 485 213	24.12	1 830 004 215

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

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



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

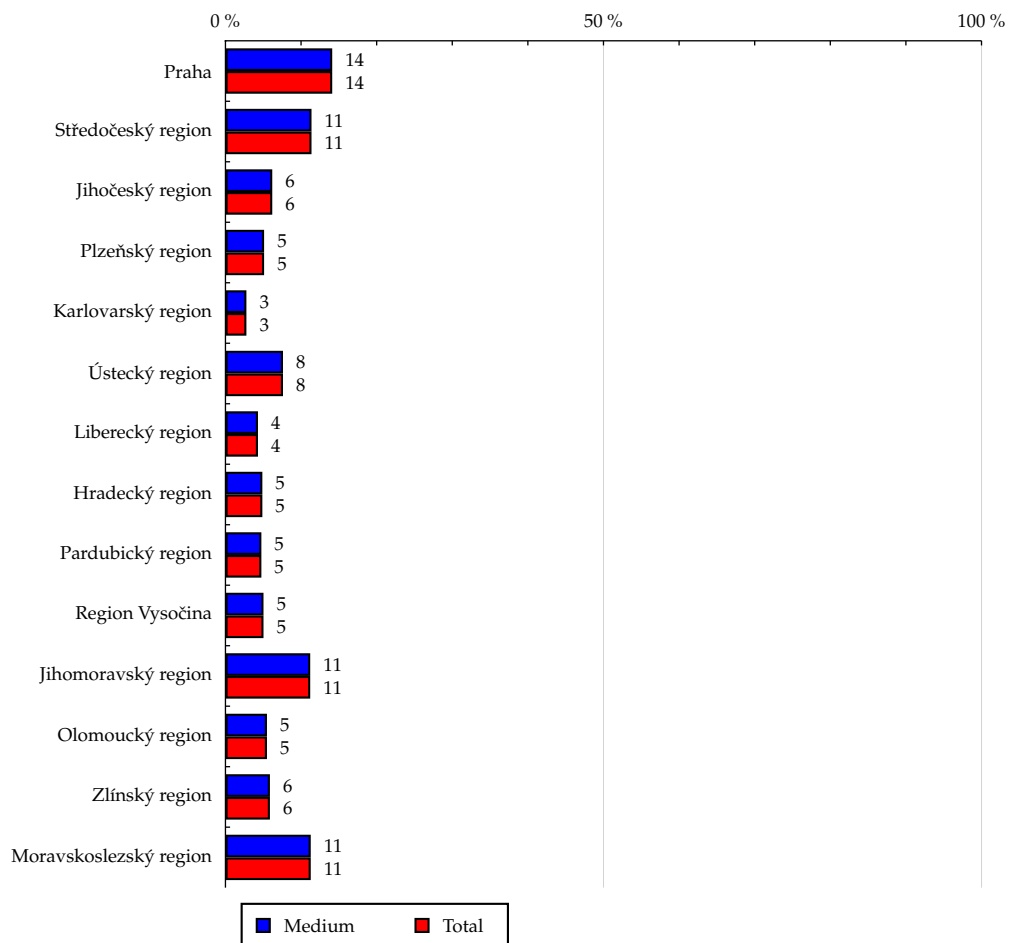
TOTAL

Table 12: Region

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Praha	14.12	876 965	97.70	14.03	1 064 735 159	118 618.79	100.00	14.12	876 965	14.03	1 064 735 159
Středočeský region	11.38	707 139	97.70	10.88	825 554 508	114 060.53	100.00	11.38	707 139	10.88	825 554 508
Jihočeský region	6.19	384 689	97.70	5.51	417 717 009	106 087.95	100.00	6.19	384 689	5.51	417 717 009
Plzeňský region	5.11	317 167	97.70	5.12	388 463 041	119 661.68	100.00	5.11	317 167	5.12	388 463 041
Karlovarský region	2.77	172 311	97.70	2.79	211 594 295	119 972.87	100.00	2.77	172 311	2.79	211 594 295
Ústecký region	7.61	472 772	97.70	7.43	563 303 039	116 408.56	100.00	7.61	472 772	7.43	563 303 039
Liberecký region	4.30	267 287	97.70	4.19	318 060 276	116 258.51	100.00	4.30	267 287	4.19	318 060 276
Hradecký region	4.88	302 880	97.70	5.07	384 394 362	123 993.69	100.00	4.88	302 880	5.07	384 394 362
Pardubický region	4.75	295 116	97.70	4.60	348 726 642	115 447.85	100.00	4.75	295 116	4.60	348 726 642
Region Vysočina	5.03	312 634	97.70	5.01	380 454 085	118 894.15	100.00	5.03	312 634	5.01	380 454 085
Jihomoravský region	11.21	696 330	97.70	11.76	892 198 855	125 181.75	100.00	11.21	696 330	11.76	892 198 855
Olomoucký region	5.49	341 083	97.70	5.53	419 653 776	120 205.78	100.00	5.49	341 083	5.53	419 653 776
Zlínský region	5.88	364 936	97.70	5.74	435 178 944	116 505.00	100.00	5.88	364 936	5.74	435 178 944
Moravskoslezský region	11.28	700 368	97.70	12.34	936 361 009	130 620.54	100.00	11.28	700 368	12.34	936 361 009

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

Chart 12: Region by RU(%)



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

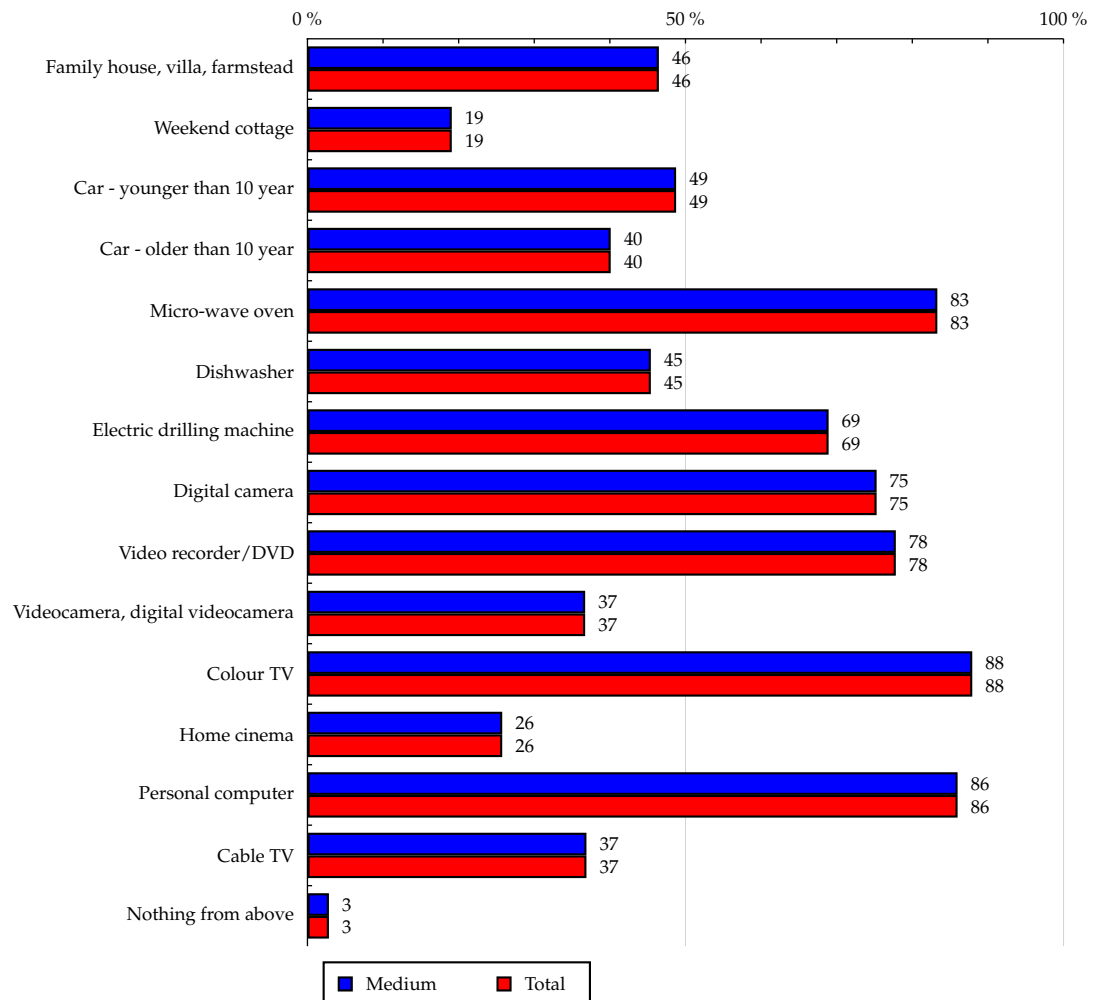
TOTAL

Table 13: Facilities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Family house, villa, farmstead	46.48	2 887 303	97.70	44.82	3 400 210 622	115 055.66	100.00	46.48	2 887 303	44.82	3 400 210 622
Weekend cottage	19.09	1 186 021	97.70	17.74	1 345 874 047	110 868.07	100.00	19.09	1 186 021	17.74	1 345 874 047
Car - younger than 10 year	48.76	3 028 686	97.70	45.82	3 476 047 763	112 131.07	100.00	48.76	3 028 686	45.82	3 476 047 763
Car - older than 10 year	40.11	2 491 673	97.70	40.90	3 102 881 558	121 665.81	100.00	40.11	2 491 673	40.90	3 102 881 558
Micro-wave oven	83.31	5 174 952	97.70	83.01	6 297 327 567	118 889.76	100.00	83.31	5 174 952	83.01	6 297 327 567
Dishwasher	45.42	2 821 388	97.70	42.88	3 252 932 633	112 643.68	100.00	45.42	2 821 388	42.88	3 252 932 633
Electric drilling machine	68.93	4 281 618	97.70	68.17	5 171 556 028	118 007.01	100.00	68.93	4 281 618	68.17	5 171 556 028
Digital camera	75.28	4 675 962	97.70	75.79	5 750 017 940	120 141.41	100.00	75.28	4 675 962	75.79	5 750 017 940
Video recorder/DVD	77.82	4 834 144	97.70	77.75	5 898 609 856	119 213.27	100.00	77.82	4 834 144	77.75	5 898 609 856
Videocamera, digital videocamera	36.73	2 281 293	97.70	34.03	2 581 920 752	110 574.83	100.00	36.73	2 281 293	34.03	2 581 920 752
Colour TV	87.93	5 461 983	97.70	88.59	6 720 636 377	120 213.88	100.00	87.93	5 461 983	88.59	6 720 636 377
Home cinema	25.76	1 600 247	97.70	25.12	1 905 640 791	116 345.23	100.00	25.76	1 600 247	25.12	1 905 640 791
Personal computer	85.99	5 341 411	97.70	86.13	6 533 969 517	119 513.14	100.00	85.99	5 341 411	86.13	6 533 969 517
Cable TV	36.90	2 292 168	97.70	36.40	2 761 273 239	117 694.83	100.00	36.90	2 292 168	36.40	2 761 273 239
Nothing from above	2.84	176 389	97.70	2.84	215 278 208	119 239.89	100.00	2.84	176 389	2.84	215 278 208

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

Chart 13: Facilities by RU(%)



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

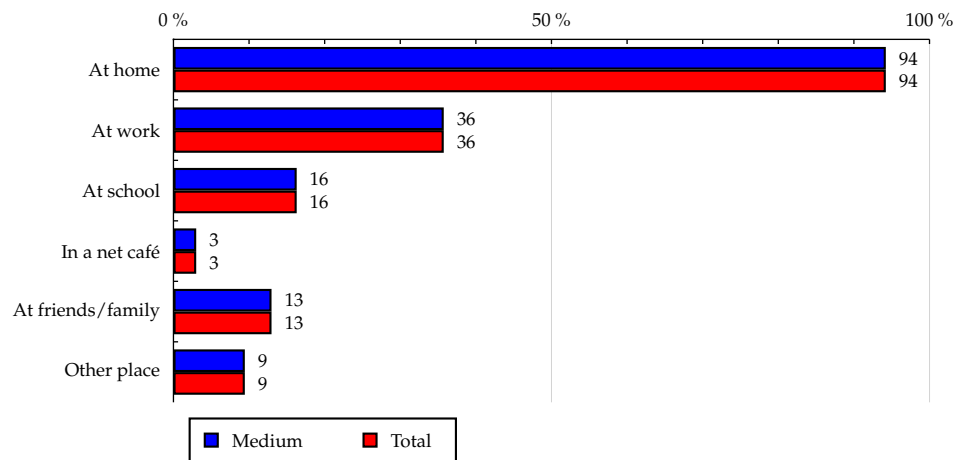
TOTAL

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	94.22	5 852 397	97.70	95.44	7 240 755 828	120 877.27	100.00	94.22	5 852 397	95.44	7 240 755 828
At work	35.75	2 220 882	97.70	33.76	2 561 377 334	112 678.87	100.00	35.75	2 220 882	33.76	2 561 377 334
At school	16.30	1 012 294	97.70	15.80	1 198 875 447	115 707.60	100.00	16.30	1 012 294	15.80	1 198 875 447
In a net café	3.01	186 812	97.70	2.97	225 676 062	118 024.79	100.00	3.01	186 812	2.97	225 676 062
At friends/family	12.97	805 623	97.70	12.40	940 634 626	114 073.18	100.00	12.97	805 623	12.40	940 634 626
Other place	9.44	586 120	97.70	8.88	673 296 444	112 231.33	100.00	9.44	586 120	8.88	673 296 444

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

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



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

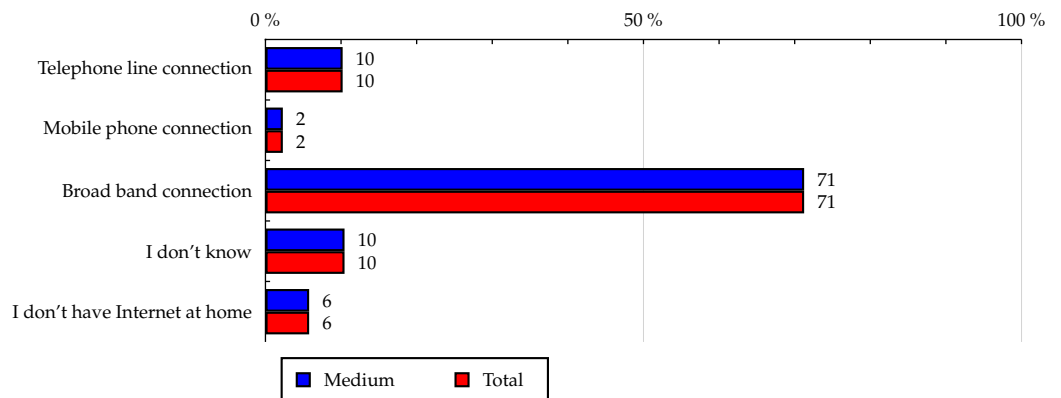
TOTAL

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	10.21	634 107	97.70	9.97	756 738 430	116 594.32	100.00	10.21	634 107	9.97	756 738 430
Mobile phone connection	2.30	142 604	97.70	1.85	140 550 757	96 292.95	100.00	2.30	142 604	1.85	140 550 757
Broad band connection	71.25	4 425 709	97.70	75.00	5 690 097 452	125 612.06	100.00	71.25	4 425 709	75.00	5 690 097 452
I don't know	10.46	649 975	97.70	8.61	653 369 189	98 210.07	100.00	10.46	649 975	8.61	653 369 189
I don't have Internet at home	5.78	359 287	97.70	4.56	345 639 173	93 988.70	100.00	5.78	359 287	4.56	345 639 173

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

Chart 15: Connection from Home by RU(%)



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

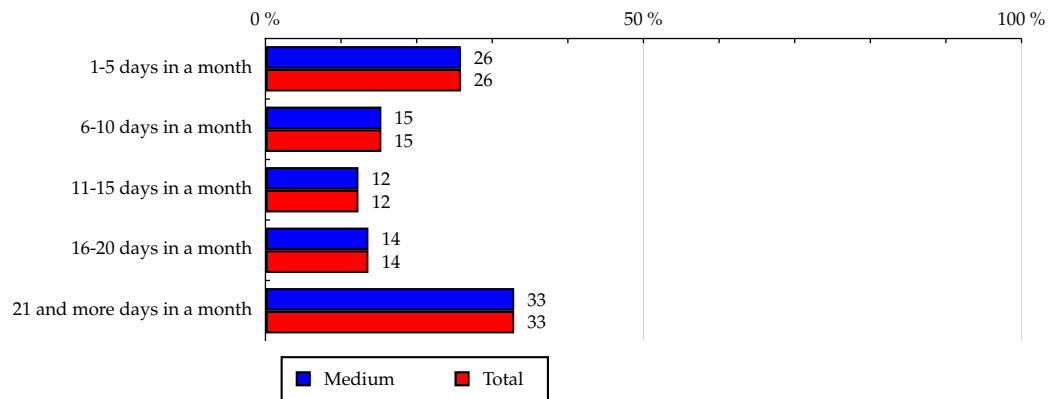
TOTAL

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	25.85	1 605 702	97.70	1.57	118 970 246	7 238.82	100.00	25.85	1 605 702	1.57	118 970 246
6-10 days in a month	15.33	952 404	97.70	3.70	280 692 043	28 794.08	100.00	15.33	952 404	3.70	280 692 043
11-15 days in a month	12.30	763 856	97.70	6.65	504 428 699	64 518.28	100.00	12.30	763 856	6.65	504 428 699
16-20 days in a month	13.62	846 261	97.70	13.21	1 002 461 993	115 733.23	100.00	13.62	846 261	13.21	1 002 461 993
21 and more days in a month	32.90	2 043 460	97.70	74.87	5 679 842 019	271 559.25	100.00	32.90	2 043 460	74.87	5 679 842 019

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

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



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

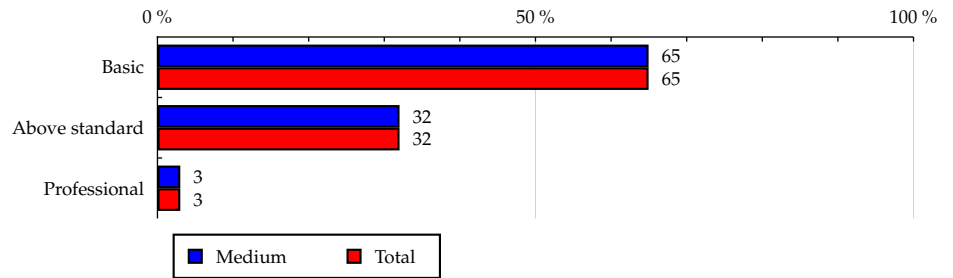
TOTAL

Table 17: IT Knowledge

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Basic	64.96	4 035 089	97.70	65.04	4 934 303 020	119 472.30	100.00	64.96	4 035 089	65.04	4 934 303 020
Above standard	32.02	1 988 716	97.70	31.82	2 414 006 777	118 593.29	100.00	32.02	1 988 716	31.82	2 414 006 777
Professional	3.02	187 878	97.70	3.14	238 085 205	123 808.07	100.00	3.02	187 878	3.14	238 085 205

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

Chart 17: IT Knowledge by RU(%)



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

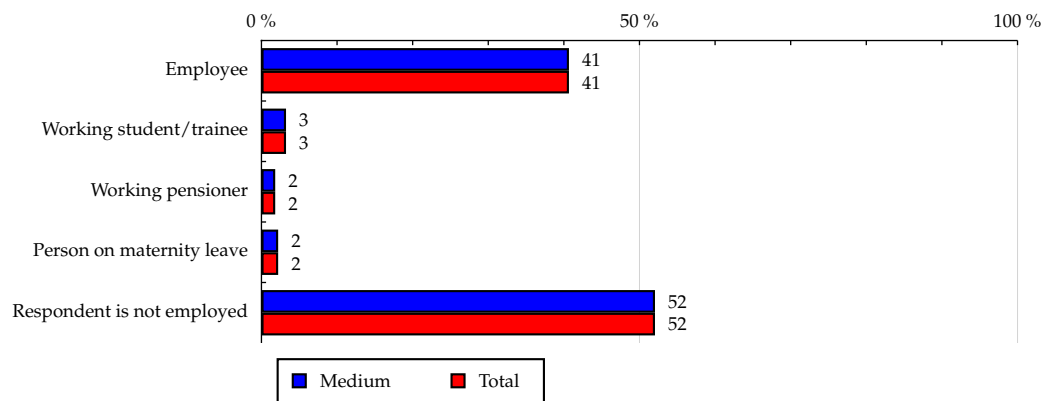
TOTAL

Table 18: Economically Active as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Employee	40.67	2 526 151	97.70	40.59	3 079 132 245	119 086.78	100.00	40.67	2 526 151	40.59	3 079 132 245
Working student/trainee	3.25	201 804	97.70	3.68	278 947 546	135 047.61	100.00	3.25	201 804	3.68	278 947 546
Working pensioner	1.82	112 941	97.70	1.94	147 381 579	127 492.65	100.00	1.82	112 941	1.94	147 381 579
Person on maternity leave	2.21	137 410	97.70	2.46	186 365 384	132 507.42	100.00	2.21	137 410	2.46	186 365 384
Respondent is not employed	52.05	3 233 377	97.70	51.34	3 894 568 247	117 678.58	100.00	52.05	3 233 377	51.34	3 894 568 247

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

Chart 18: Economically Active as by RU(%)



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

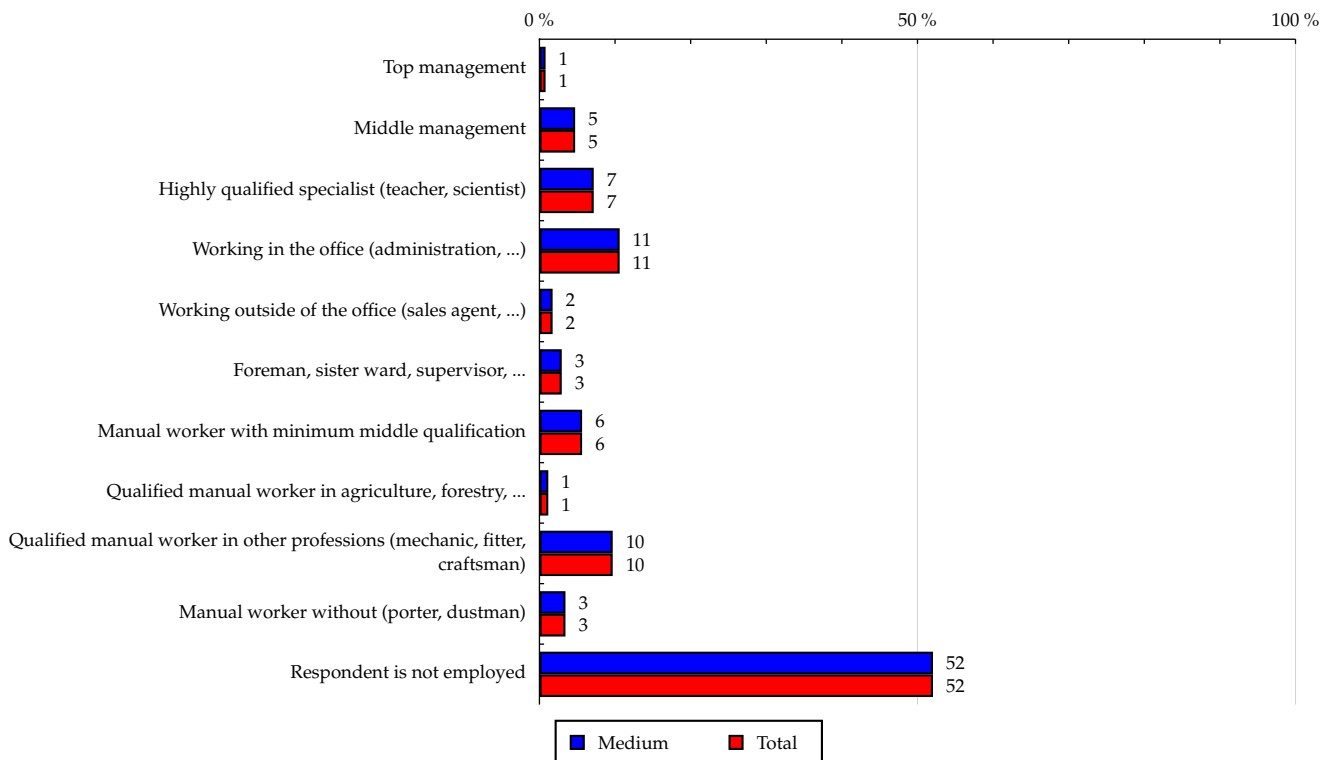
TOTAL

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	0.81	50 409	97.70	0.79	60 082 859	116 447.62	100.00	0.81	50 409	0.79	60 082 859
Middle management	4.72	293 166	97.70	4.83	366 470 734	122 129.16	100.00	4.72	293 166	4.83	366 470 734
Highly qualified specialist (teacher, scientist)	7.18	446 260	97.70	5.76	437 246 219	95 726.55	100.00	7.18	446 260	5.76	437 246 219
Working in the office (administration, ...)	10.61	658 991	97.70	11.35	861 323 625	127 697.21	100.00	10.61	658 991	11.35	861 323 625
Working outside of the office (sales agent, ...)	1.74	108 136	97.70	1.88	142 390 294	128 647.44	100.00	1.74	108 136	1.88	142 390 294
Foreman, sister ward, supervisor, ...	2.95	183 397	97.70	2.83	214 906 516	114 485.76	100.00	2.95	183 397	2.83	214 906 516
Manual worker with minimum middle qualification	5.64	350 237	97.70	5.71	432 927 541	120 766.52	100.00	5.64	350 237	5.71	432 927 541
Qualified manual worker in agriculture, forestry, ...	1.17	72 479	97.70	1.31	99 532 597	134 167.26	100.00	1.17	72 479	1.31	99 532 597
Qualified manual worker in other professions (mechanic, fitter, craftsman)	9.69	601 761	97.70	10.48	795 385 443	129 136.09	100.00	9.69	601 761	10.48	795 385 443
Manual worker without (porter, dustman)	3.44	213 466	97.70	3.71	281 560 926	128 865.72	100.00	3.44	213 466	3.71	281 560 926
Respondent is not employed	52.05	3 233 377	97.70	51.34	3 894 568 247	117 678.58	100.00	52.05	3 233 377	51.34	3 894 568 247

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

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



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

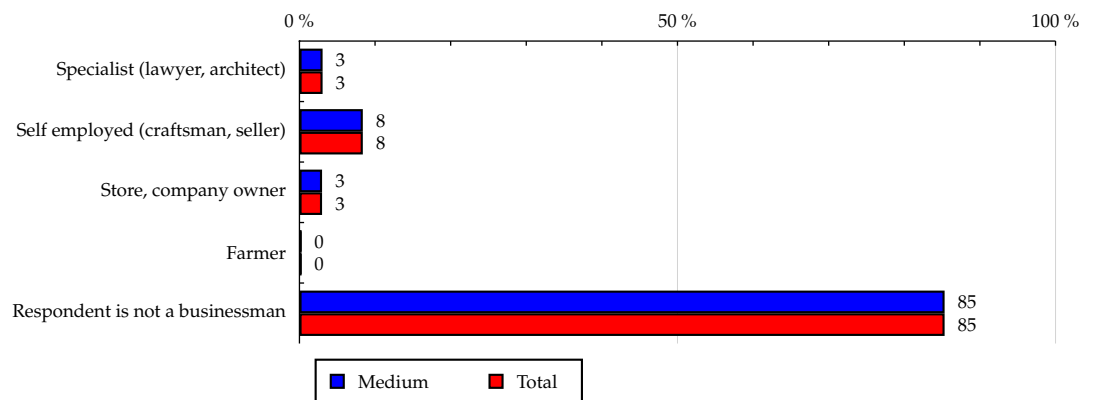
TOTAL

Table 20: Business Activities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Specialist (lawyer, architect)	3.06	190 361	97.70	2.72	206 506 068	105 986.14	100.00	3.06	190 361	2.72	206 506 068
Self employed (craftsman, seller)	8.38	520 320	97.70	8.10	614 762 388	115 433.24	100.00	8.38	520 320	8.10	614 762 388
Store, company owner	2.99	185 507	97.70	2.86	217 153 185	114 366.61	100.00	2.99	185 507	2.86	217 153 185
Farmer	0.24	14 947	97.70	0.27	20 267 474	132 468.65	100.00	0.24	14 947	0.27	20 267 474
Respondent is not a businessman	85.33	5 300 547	97.70	86.04	6 527 705 886	120 319.05	100.00	85.33	5 300 547	86.04	6 527 705 886

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

Chart 20: Business Activities by RU(%)



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

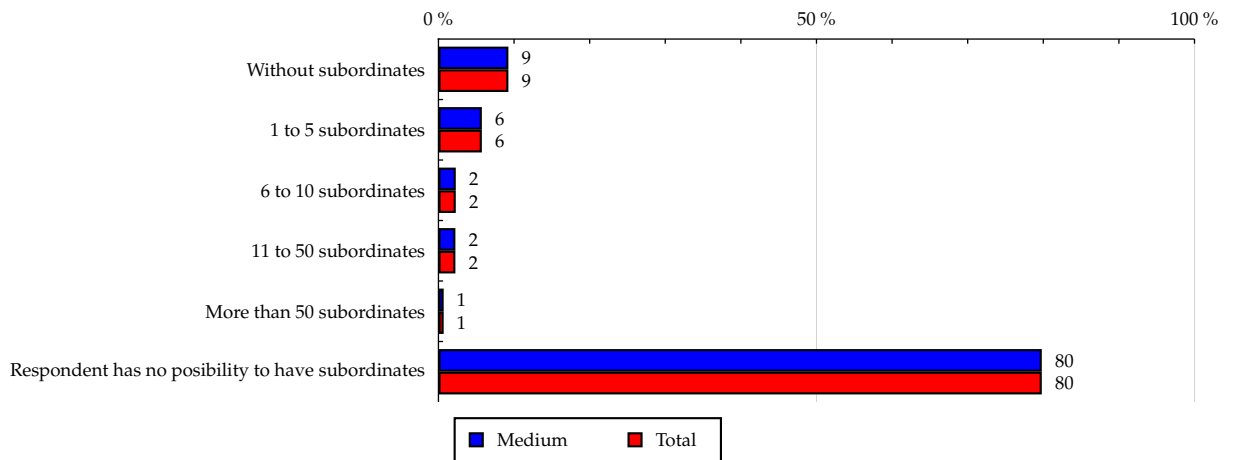
TOTAL

Table 21: Number of Subordinates

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Without subordinates	9.25	574 356	97.70	9.79	742 820 570	126 356.22	100.00	9.25	574 356	9.79	742 820 570
1 to 5 subordinates	5.74	356 453	97.70	5.36	406 636 038	111 454.61	100.00	5.74	356 453	5.36	406 636 038
6 to 10 subordinates	2.29	142 378	97.70	1.94	147 013 731	100 880.59	100.00	2.29	142 378	1.94	147 013 731
11 to 50 subordinates	2.24	138 955	97.70	1.92	145 801 947	102 513.74	100.00	2.24	138 955	1.92	145 801 947
More than 50 subordinates	0.69	42 569	97.70	0.57	42 970 422	98 620.71	100.00	0.69	42 569	0.57	42 970 422
Respondent has no possibility to have subordinates	79.80	4 956 971	97.70	80.42	6 101 152 293	120 251.36	100.00	79.80	4 956 971	80.42	6 101 152 293

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

Chart 21: Number of Subordinates by RU(%)



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

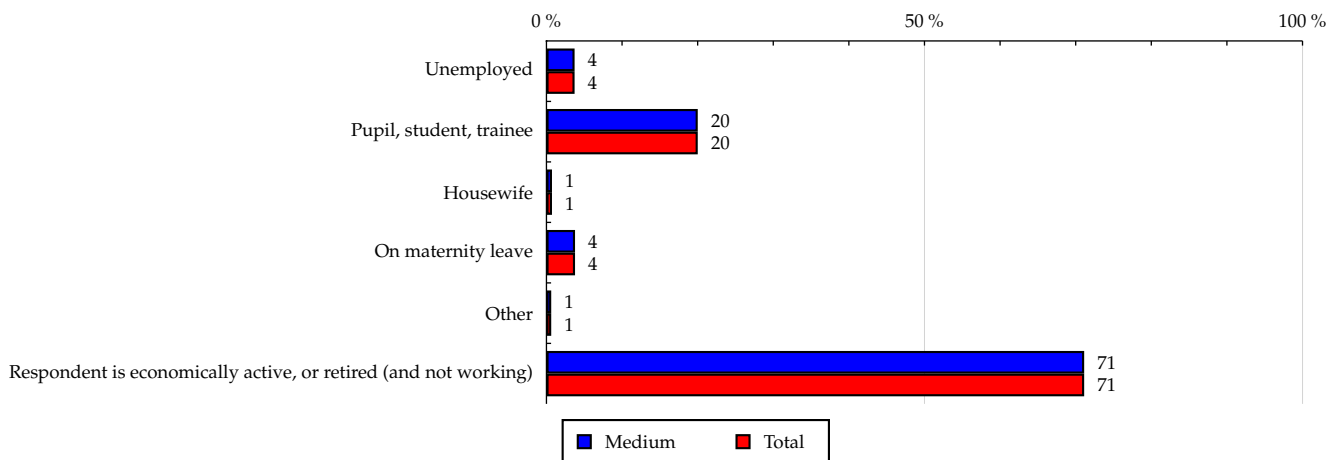
TOTAL

Table 22: Economically Inactive as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unemployed	3.72	230 779	97.70	4.46	338 147 959	143 154.06	100.00	3.72	230 779	4.46	338 147 959
Pupil, student, trainee	20.01	1 243 125	97.70	17.29	1 311 673 456	103 087.33	100.00	20.01	1 243 125	17.29	1 311 673 456
Housewife	0.73	45 341	97.70	1.09	82 351 170	177 445.11	100.00	0.73	45 341	1.09	82 351 170
On maternity leave	3.78	235 079	97.70	4.50	341 712 824	142 017.50	100.00	3.78	235 079	4.50	341 712 824
Other	0.63	39 309	97.70	0.78	59 065 905	146 803.68	100.00	0.63	39 309	0.78	59 065 905
Respondent is economically active, or retired (and not working)	71.12	4 418 049	97.70	71.88	5 453 443 688	120 596.54	100.00	71.12	4 418 049	71.88	5 453 443 688

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

Chart 22: Economically Inactive as by RU(%)



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

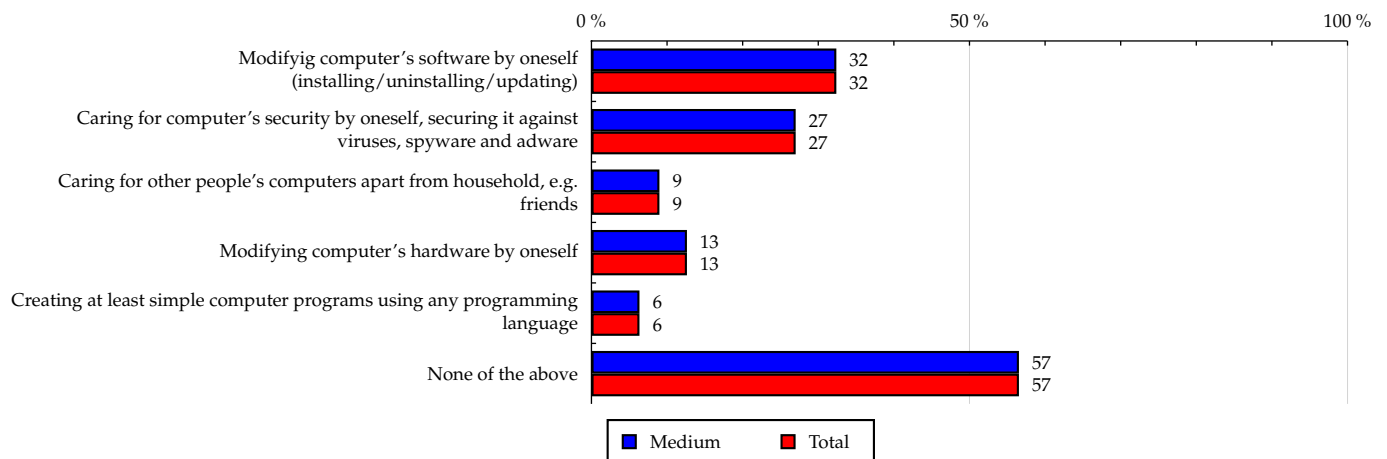
TOTAL

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)	32.39	2 011 946	97.70	35.58	2 699 615 102	131 093.15	100.00	32.39	2 011 946	35.58	2 699 615 102
Caring for computer's security by oneself, securing it against viruses, spyware and adware	27.01	1 677 866	97.70	28.97	2 197 733 644	127 971.21	100.00	27.01	1 677 866	28.97	2 197 733 644
Caring for other people's computers apart from household, e.g. friends	8.99	558 212	97.70	10.54	799 572 775	139 943.63	100.00	8.99	558 212	10.54	799 572 775
Modifying computer's hardware by oneself	12.63	784 456	97.70	13.92	1 056 388 848	131 567.76	100.00	12.63	784 456	13.92	1 056 388 848
Creating at least simple computer programs using any programming language	6.35	394 272	97.70	6.19	469 651 401	116 378.87	100.00	6.35	394 272	6.19	469 651 401
None of the above	56.54	3 511 958	97.70	53.88	4 087 359 603	113 707.23	100.00	56.54	3 511 958	53.88	4 087 359 603

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

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



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

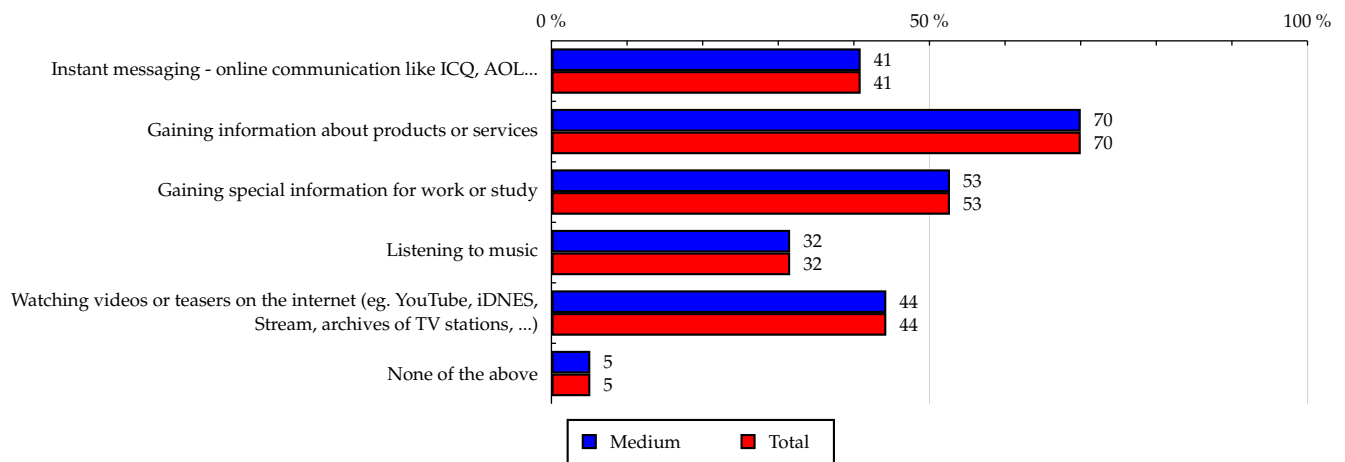
TOTAL

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...	40.90	2 540 404	97.70	40.93	3 105 000 927	119 413.49	100.00	40.90	2 540 404	40.93	3 105 000 927
Gaining information about products or services	70.01	4 348 858	97.70	72.53	5 502 687 459	123 621.53	100.00	70.01	4 348 858	72.53	5 502 687 459
Gaining special information for work or study	52.71	3 273 936	97.70	52.26	3 964 471 555	118 306.79	100.00	52.71	3 273 936	52.26	3 964 471 555
Listening to music	31.57	1 961 226	97.70	35.41	2 686 452 210	133 827.65	100.00	31.57	1 961 226	35.41	2 686 452 210
Watching videos or teasers on the internet (eg. YouTube, iDNES, Stream, archives of TV stations, ...)	44.29	2 751 048	97.70	51.02	3 870 942 586	137 471.63	100.00	44.29	2 751 048	51.02	3 870 942 586
None of the above	5.14	319 261	97.70	4.84	366 905 506	112 280.05	100.00	5.14	319 261	4.84	366 905 506

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

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



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

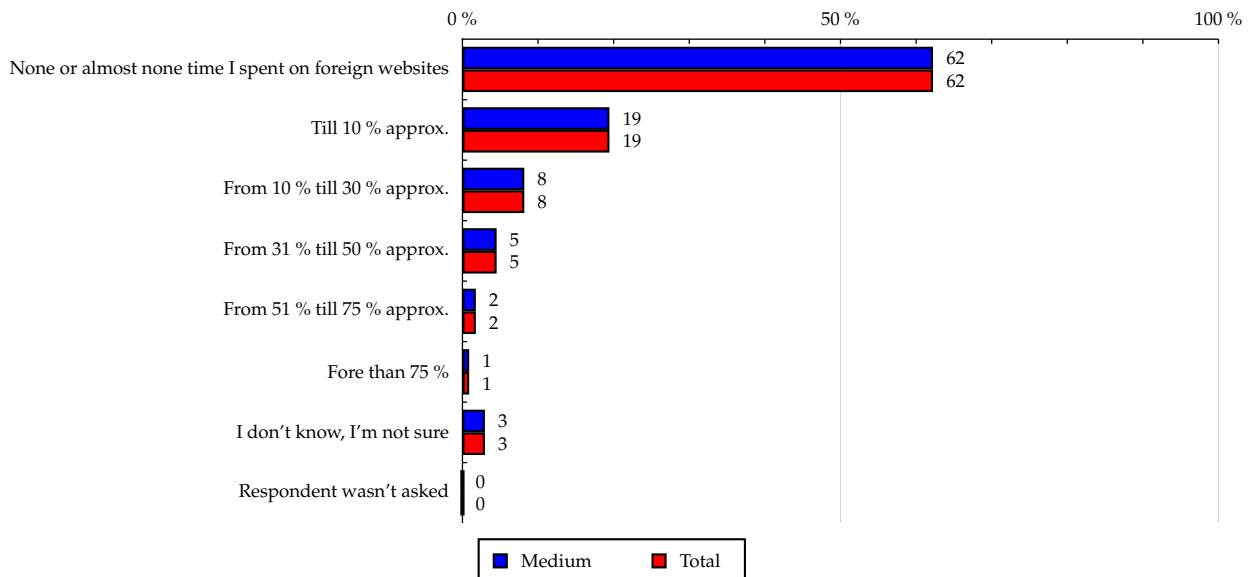
TOTAL

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	62.24	3 865 888	97.70	62.87	4 769 190 291	120 528.53	100.00	62.24	3 865 888	62.87	4 769 190 291
Till 10 % approx.	19.44	1 207 415	97.70	19.95	1 513 431 823	122 461.84	100.00	19.44	1 207 415	19.95	1 513 431 823
From 10 % till 30 % approx.	8.18	508 124	97.70	8.49	643 852 141	123 797.15	100.00	8.18	508 124	8.49	643 852 141
From 31 % till 50 % approx.	4.52	280 720	97.70	4.10	311 036 735	108 251.24	100.00	4.52	280 720	4.10	311 036 735
From 51 % till 75 % approx.	1.77	109 988	97.70	1.42	107 424 372	95 422.15	100.00	1.77	109 988	1.42	107 424 372
Fore than 75 %	0.89	55 200	97.70	0.98	74 640 395	132 106.76	100.00	0.89	55 200	0.98	74 640 395
I don't know, I'm not sure	2.97	184 347	97.70	2.20	166 819 243	88 410.60	100.00	2.97	184 347	2.20	166 819 243
Respondent wasn't asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, May 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

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

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".