

SPiR NetMonitor

Research on the Sociodemography of Internet Users in the Czech Republic

Medium title:

TOTAL

Month:

July 2012

| Basic information | |
|---|---------------|
| The size of Internet population in the Czech Republic | 6 108 435 |
| Number of respondents | |
| Medium | N = 23 000 |
| Total (for all measured media) | N = 23 000 |
| RU(number) | 5 967 941 |
| Reach(%) | 97.70 |
| PV(number) (from Czech visitors) | 6 874 388 283 |
| PV(number) (from all visitors) | 7 422 240 869 |
| GRP (%) | 112 539.27 |

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

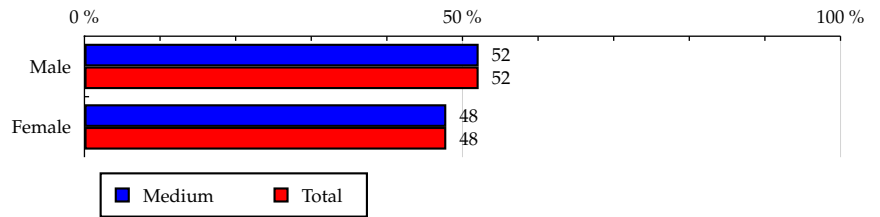
TOTAL

Table 1: Sex

| | MEDIUM | | | | | | | TOTAL | | | |
|--------|--------|-------------|-----------|--------|---------------|------------|--------------|--------|-------------|--------|---------------|
| | RU (%) | RU (number) | Reach (%) | PV (%) | PV (number) | TRP (%) | Affinity (%) | RU (%) | RU (number) | PV (%) | PV (number) |
| Male | 52.14 | 3 111 951 | 97.70 | 54.41 | 3 740 495 094 | 117 433.17 | 100.00 | 52.14 | 3 111 951 | 54.41 | 3 740 495 094 |
| Female | 47.86 | 2 855 989 | 97.70 | 45.59 | 3 133 893 189 | 107 206.77 | 100.00 | 47.86 | 2 855 989 | 45.59 | 3 133 893 189 |

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

Chart 1: Sex by RU(%)



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

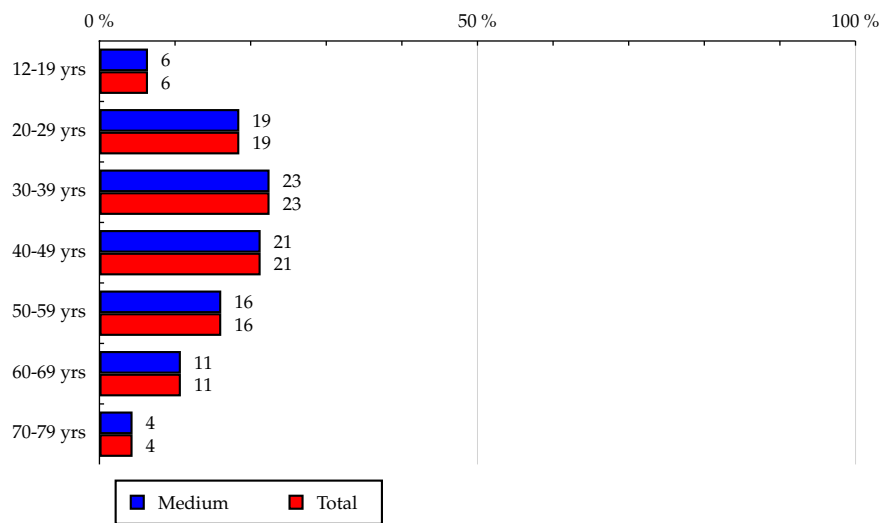
TOTAL

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 | 383 196 | 97.70 | 4.00 | 274 736 356 | 70 046.99 | 100.00 | 6.42 | 383 196 | 4.00 | 274 736 356 |
| 20-29 yrs | 18.50 | 1 104 124 | 97.70 | 18.33 | 1 259 877 328 | 111 482.03 | 100.00 | 18.50 | 1 104 124 | 18.33 | 1 259 877 328 |
| 30-39 yrs | 22.50 | 1 342 556 | 97.70 | 23.34 | 1 604 554 735 | 116 766.05 | 100.00 | 22.50 | 1 342 556 | 23.34 | 1 604 554 735 |
| 40-49 yrs | 21.32 | 1 272 422 | 97.70 | 22.29 | 1 532 139 545 | 117 641.79 | 100.00 | 21.32 | 1 272 422 | 22.29 | 1 532 139 545 |
| 50-59 yrs | 16.11 | 961 371 | 97.70 | 16.66 | 1 145 442 100 | 116 406.32 | 100.00 | 16.11 | 961 371 | 16.66 | 1 145 442 100 |
| 60-69 yrs | 10.77 | 642 869 | 97.70 | 11.28 | 775 568 826 | 117 866.89 | 100.00 | 10.77 | 642 869 | 11.28 | 775 568 826 |
| 70-79 yrs | 4.38 | 261 400 | 97.70 | 4.10 | 282 069 394 | 105 425.04 | 100.00 | 4.38 | 261 400 | 4.10 | 282 069 394 |

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

Chart 2: Age by RU(%)



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

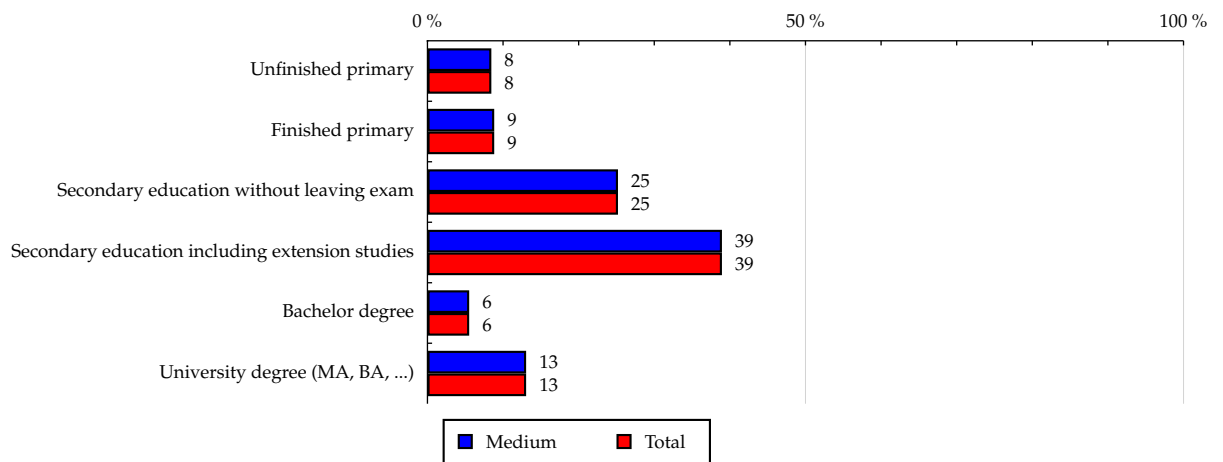
TOTAL

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 | 504 183 | 97.70 | 5.31 | 365 311 052 | 70 789.43 | 100.00 | 8.45 | 504 183 | 5.31 | 365 311 052 |
| Finished primary | 8.83 | 527 211 | 97.70 | 9.32 | 640 751 907 | 118 740.64 | 100.00 | 8.83 | 527 211 | 9.32 | 640 751 907 |
| Secondary education without leaving exam | 25.20 | 1 503 667 | 97.70 | 29.07 | 1 998 254 671 | 129 835.55 | 100.00 | 25.20 | 1 503 667 | 29.07 | 1 998 254 671 |
| Secondary education including extension studies | 38.95 | 2 324 691 | 97.70 | 39.70 | 2 729 233 744 | 114 701.75 | 100.00 | 38.95 | 2 324 691 | 39.70 | 2 729 233 744 |
| Bachelor degree | 5.52 | 329 544 | 97.70 | 5.55 | 381 753 011 | 113 178.12 | 100.00 | 5.52 | 329 544 | 5.55 | 381 753 011 |
| University degree (MA, BA, ...) | 13.05 | 778 642 | 97.70 | 11.04 | 759 083 899 | 95 245.93 | 100.00 | 13.05 | 778 642 | 11.04 | 759 083 899 |

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

Chart 3: Highest Education by RU(%)



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

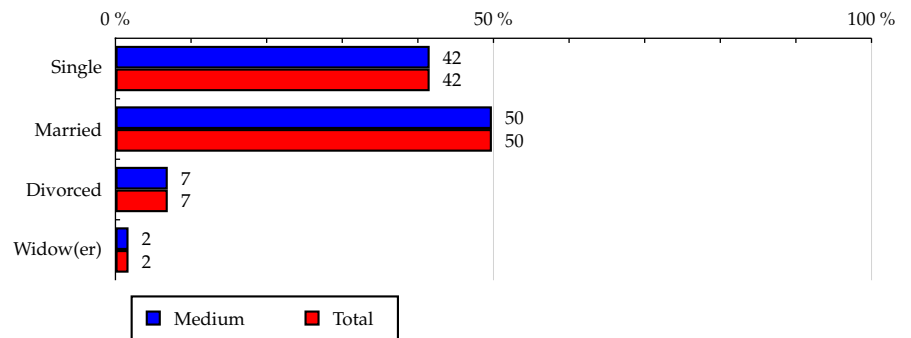
TOTAL

Table 4: Marital Status

| | MEDIUM | | | | | | TOTAL | | | | |
|-----------|--------|-------------|-----------|--------|---------------|------------|--------------|--------|-------------|--------|---------------|
| | RU (%) | RU (number) | Reach (%) | PV (%) | PV (number) | TRP (%) | Affinity (%) | RU (%) | RU (number) | PV (%) | PV (number) |
| Single | 41.56 | 2 480 499 | 97.70 | 40.81 | 2 805 531 042 | 110 502.08 | 100.00 | 41.56 | 2 480 499 | 40.81 | 2 805 531 042 |
| Married | 49.79 | 2 971 384 | 97.70 | 49.76 | 3 420 974 383 | 112 482.65 | 100.00 | 49.79 | 2 971 384 | 49.76 | 3 420 974 383 |
| Divorced | 6.92 | 413 039 | 97.70 | 7.84 | 539 114 486 | 127 521.66 | 100.00 | 6.92 | 413 039 | 7.84 | 539 114 486 |
| Widow(er) | 1.73 | 103 017 | 97.70 | 1.58 | 108 768 371 | 103 154.23 | 100.00 | 1.73 | 103 017 | 1.58 | 108 768 371 |

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

Chart 4: Marital Status by RU(%)



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

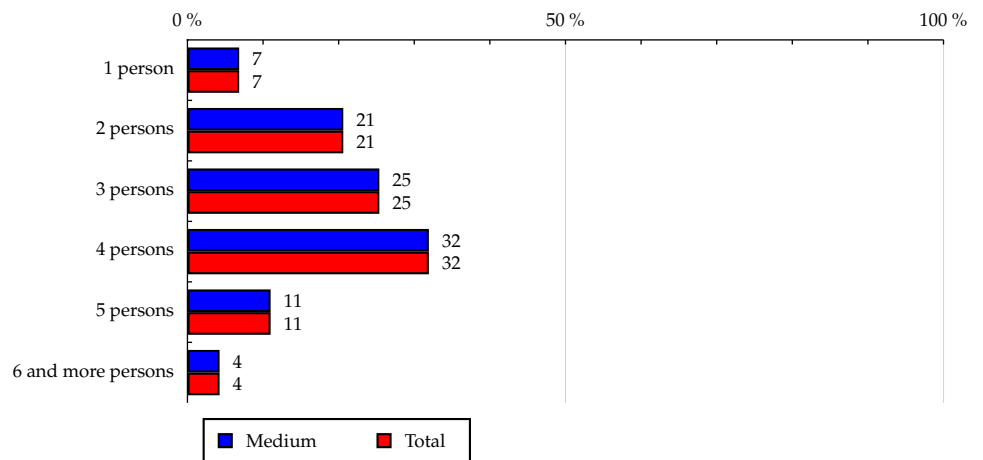
TOTAL

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 | 6.84 | 408 311 | 97.70 | 8.28 | 569 235 130 | 136 205.38 | 100.00 | 6.84 | 408 311 | 8.28 | 569 235 130 |
| 2 persons | 20.61 | 1 229 870 | 97.70 | 21.62 | 1 486 086 539 | 118 053.58 | 100.00 | 20.61 | 1 229 870 | 21.62 | 1 486 086 539 |
| 3 persons | 25.38 | 1 514 852 | 97.70 | 25.85 | 1 777 263 055 | 114 624.12 | 100.00 | 25.38 | 1 514 852 | 25.85 | 1 777 263 055 |
| 4 persons | 31.93 | 1 905 335 | 97.70 | 30.37 | 2 087 645 360 | 107 048.30 | 100.00 | 31.93 | 1 905 335 | 30.37 | 2 087 645 360 |
| 5 persons | 11.00 | 656 195 | 97.70 | 10.40 | 715 261 754 | 106 494.23 | 100.00 | 11.00 | 656 195 | 10.40 | 715 261 754 |
| 6 and more persons | 4.25 | 253 374 | 97.70 | 3.48 | 238 896 445 | 92 117.34 | 100.00 | 4.25 | 253 374 | 3.48 | 238 896 445 |

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

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



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

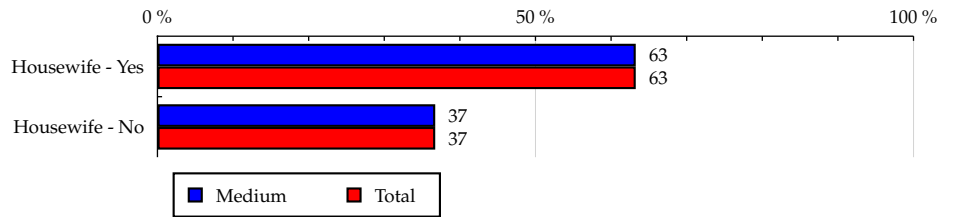
TOTAL

Table 6: Housewife

| | MEDIUM | | | | | | | TOTAL | | | |
|-----------------|--------|-------------|-----------|--------|---------------|------------|--------------|--------|-------------|--------|---------------|
| | RU (%) | RU (number) | Reach (%) | PV (%) | PV (number) | TRP (%) | Affinity (%) | RU (%) | RU (number) | PV (%) | PV (number) |
| Housewife - Yes | 63.26 | 3 775 378 | 97.70 | 66.30 | 4 557 681 446 | 117 944.59 | 100.00 | 63.26 | 3 775 378 | 66.30 | 4 557 681 446 |
| Housewife - No | 36.74 | 2 192 562 | 97.70 | 33.70 | 2 316 706 837 | 103 231.84 | 100.00 | 36.74 | 2 192 562 | 33.70 | 2 316 706 837 |

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

Chart 6: Housewife by RU(%)



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

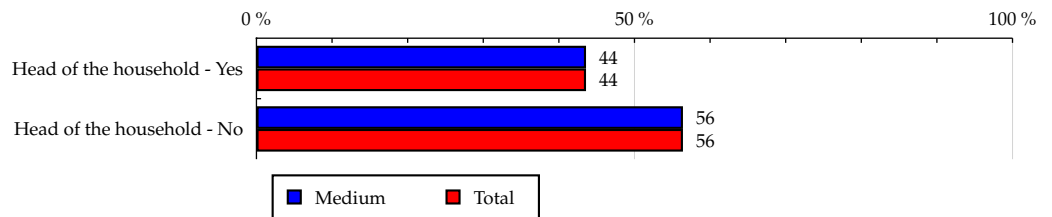
TOTAL

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 | 43.59 | 2 601 483 | 97.70 | 44.06 | 3 028 779 050 | 113 747.32 | 100.00 | 43.59 | 2 601 483 | 44.06 | 3 028 779 050 |
| Head of the household - No | 56.41 | 3 366 457 | 97.70 | 55.94 | 3 845 609 233 | 111 605.74 | 100.00 | 56.41 | 3 366 457 | 55.94 | 3 845 609 233 |

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

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



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

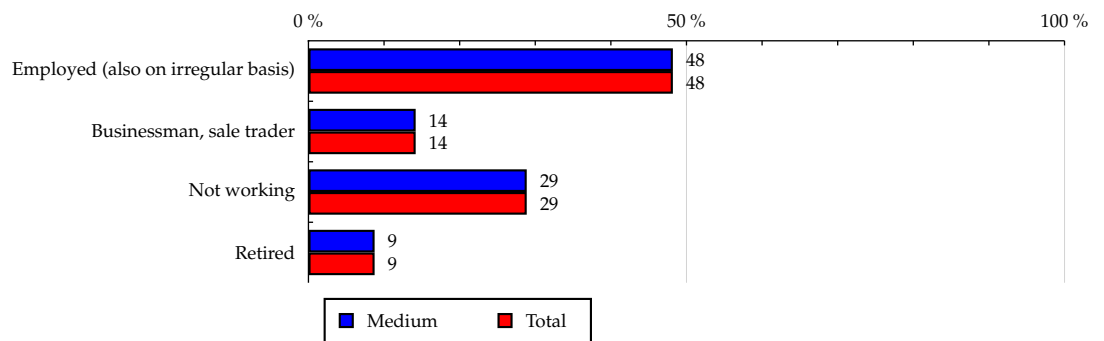
TOTAL

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) | 48.20 | 2 876 384 | 97.70 | 49.85 | 3 426 800 389 | 116 395.57 | 100.00 | 48.20 | 2 876 384 | 49.85 | 3 426 800 389 |
| Businessman, sale trader | 14.18 | 846 095 | 97.70 | 13.11 | 901 432 813 | 104 089.83 | 100.00 | 14.18 | 846 095 | 13.11 | 901 432 813 |
| Not working | 28.87 | 1 723 012 | 97.70 | 26.95 | 1 852 899 562 | 105 064.99 | 100.00 | 28.87 | 1 723 012 | 26.95 | 1 852 899 562 |
| Retired | 8.75 | 522 448 | 97.70 | 10.08 | 693 255 518 | 129 641.66 | 100.00 | 8.75 | 522 448 | 10.08 | 693 255 518 |

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

Chart 8: Economic Activity by RU(%)



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

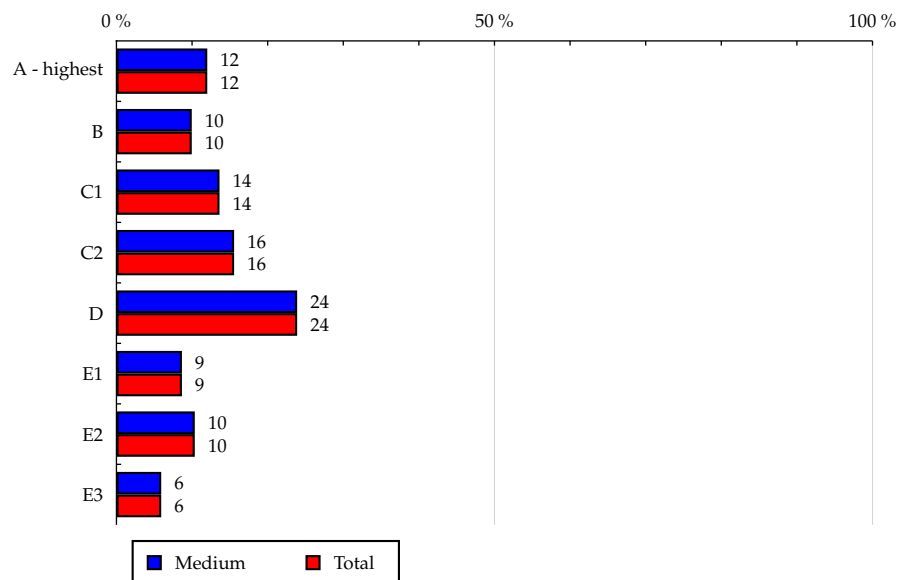
TOTAL

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 | 12.01 | 716 848 | 97.70 | 10.77 | 740 395 101 | 100 909.16 | 100.00 | 12.01 | 716 848 | 10.77 | 740 395 101 |
| B | 9.96 | 594 421 | 97.70 | 9.86 | 677 668 573 | 111 382.58 | 100.00 | 9.96 | 594 421 | 9.86 | 677 668 573 |
| C1 | 13.63 | 813 657 | 97.70 | 13.57 | 933 143 201 | 112 047.32 | 100.00 | 13.63 | 813 657 | 13.57 | 933 143 201 |
| C2 | 15.56 | 928 414 | 97.70 | 17.09 | 1 174 809 508 | 123 628.99 | 100.00 | 15.56 | 928 414 | 17.09 | 1 174 809 508 |
| D | 23.90 | 1 426 309 | 97.70 | 23.77 | 1 633 980 848 | 111 925.13 | 100.00 | 23.90 | 1 426 309 | 23.77 | 1 633 980 848 |
| E1 | 8.66 | 516 616 | 97.70 | 9.19 | 631 669 018 | 119 458.27 | 100.00 | 8.66 | 516 616 | 9.19 | 631 669 018 |
| E2 | 10.36 | 618 535 | 97.70 | 9.58 | 658 571 274 | 104 023.73 | 100.00 | 10.36 | 618 535 | 9.58 | 658 571 274 |
| E3 | 5.92 | 353 137 | 97.70 | 6.17 | 424 150 760 | 117 346.69 | 100.00 | 5.92 | 353 137 | 6.17 | 424 150 760 |

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

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



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

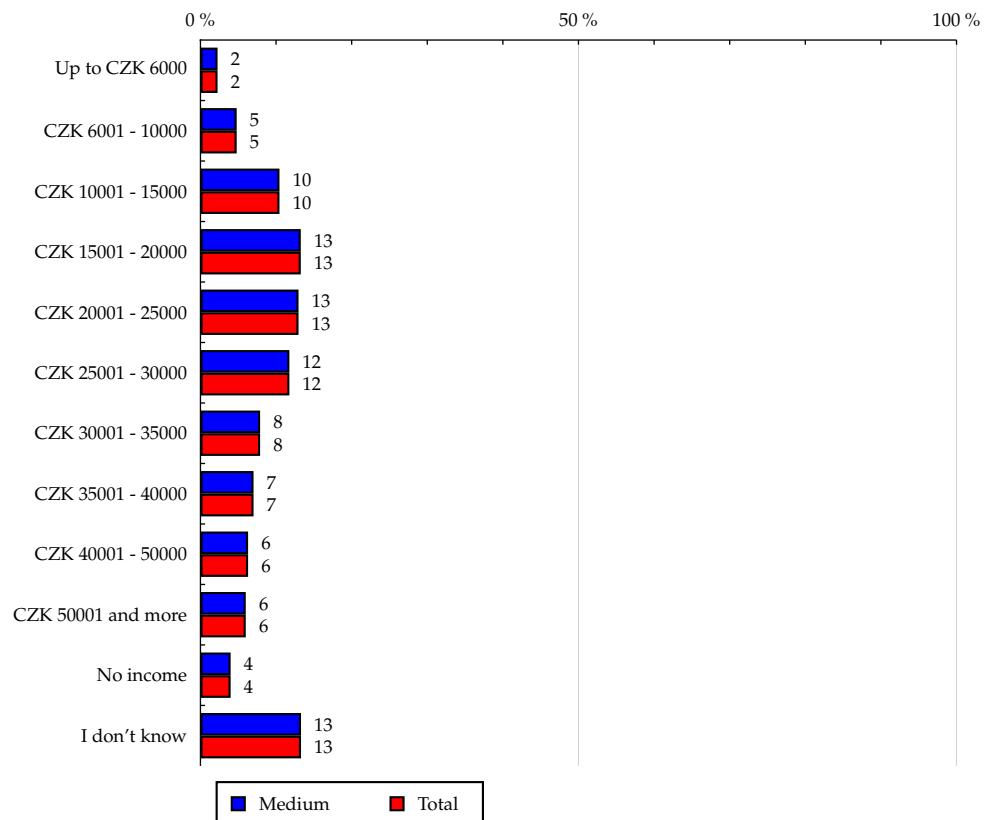
TOTAL

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 | 2.26 | 135 111 | 97.70 | 2.14 | 147 110 008 | 106 376.20 | 100.00 | 2.26 | 135 111 | 2.14 | 147 110 008 |
| CZK 6001 - 10000 | 4.79 | 285 880 | 97.70 | 5.79 | 397 737 829 | 135 927.51 | 100.00 | 4.79 | 285 880 | 5.79 | 397 737 829 |
| CZK 10001 - 15000 | 10.45 | 623 876 | 97.70 | 11.60 | 797 656 444 | 124 914.10 | 100.00 | 10.45 | 623 876 | 11.60 | 797 656 444 |
| CZK 15001 - 20000 | 13.27 | 791 918 | 97.70 | 14.21 | 976 796 638 | 120 508.59 | 100.00 | 13.27 | 791 918 | 14.21 | 976 796 638 |
| CZK 20001 - 25000 | 12.97 | 774 262 | 97.70 | 13.56 | 932 026 893 | 117 607.44 | 100.00 | 12.97 | 774 262 | 13.56 | 932 026 893 |
| CZK 25001 - 30000 | 11.76 | 701 749 | 97.70 | 11.64 | 800 097 185 | 111 392.27 | 100.00 | 11.76 | 701 749 | 11.64 | 800 097 185 |
| CZK 30001 - 35000 | 7.89 | 471 007 | 97.70 | 8.07 | 554 695 423 | 115 059.09 | 100.00 | 7.89 | 471 007 | 8.07 | 554 695 423 |
| CZK 35001 - 40000 | 7.02 | 419 150 | 97.70 | 7.09 | 487 508 844 | 113 633.58 | 100.00 | 7.02 | 419 150 | 7.09 | 487 508 844 |
| CZK 40001 - 50000 | 6.30 | 375 704 | 97.70 | 6.34 | 435 875 049 | 113 347.16 | 100.00 | 6.30 | 375 704 | 6.34 | 435 875 049 |
| CZK 50001 and more | 5.99 | 357 400 | 97.70 | 5.07 | 348 733 935 | 95 330.80 | 100.00 | 5.99 | 357 400 | 5.07 | 348 733 935 |
| No income | 3.99 | 238 292 | 97.70 | 3.24 | 222 931 906 | 91 402.20 | 100.00 | 3.99 | 238 292 | 3.24 | 222 931 906 |
| I don't know | 13.30 | 793 585 | 97.70 | 11.25 | 773 218 129 | 95 192.58 | 100.00 | 13.30 | 793 585 | 11.25 | 773 218 129 |

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

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



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

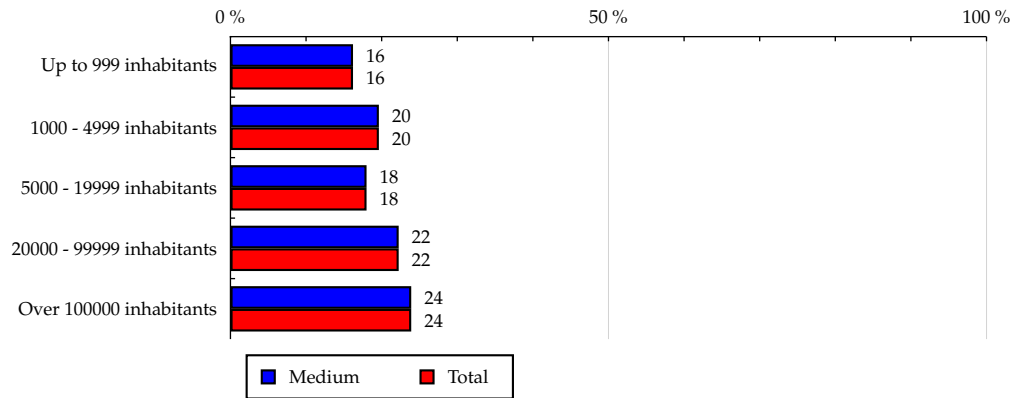
TOTAL

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 | 967 384 | 97.70 | 15.46 | 1 062 529 432 | 107 309.08 | 100.00 | 16.21 | 967 384 | 15.46 | 1 062 529 432 |
| 1000 - 4999 inhabitants | 19.63 | 1 171 506 | 97.70 | 19.46 | 1 337 996 341 | 111 584.75 | 100.00 | 19.63 | 1 171 506 | 19.46 | 1 337 996 341 |
| 5000 - 19999 inhabitants | 18.00 | 1 074 344 | 97.70 | 18.99 | 1 305 370 828 | 118 709.31 | 100.00 | 18.00 | 1 074 344 | 18.99 | 1 305 370 828 |
| 20000 - 99999 inhabitants | 22.25 | 1 327 742 | 97.70 | 23.81 | 1 636 871 373 | 120 446.82 | 100.00 | 22.25 | 1 327 742 | 23.81 | 1 636 871 373 |
| Over 100000 inhabitants | 23.91 | 1 426 963 | 97.70 | 22.28 | 1 531 620 309 | 104 865.57 | 100.00 | 23.91 | 1 426 963 | 22.28 | 1 531 620 309 |

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

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



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

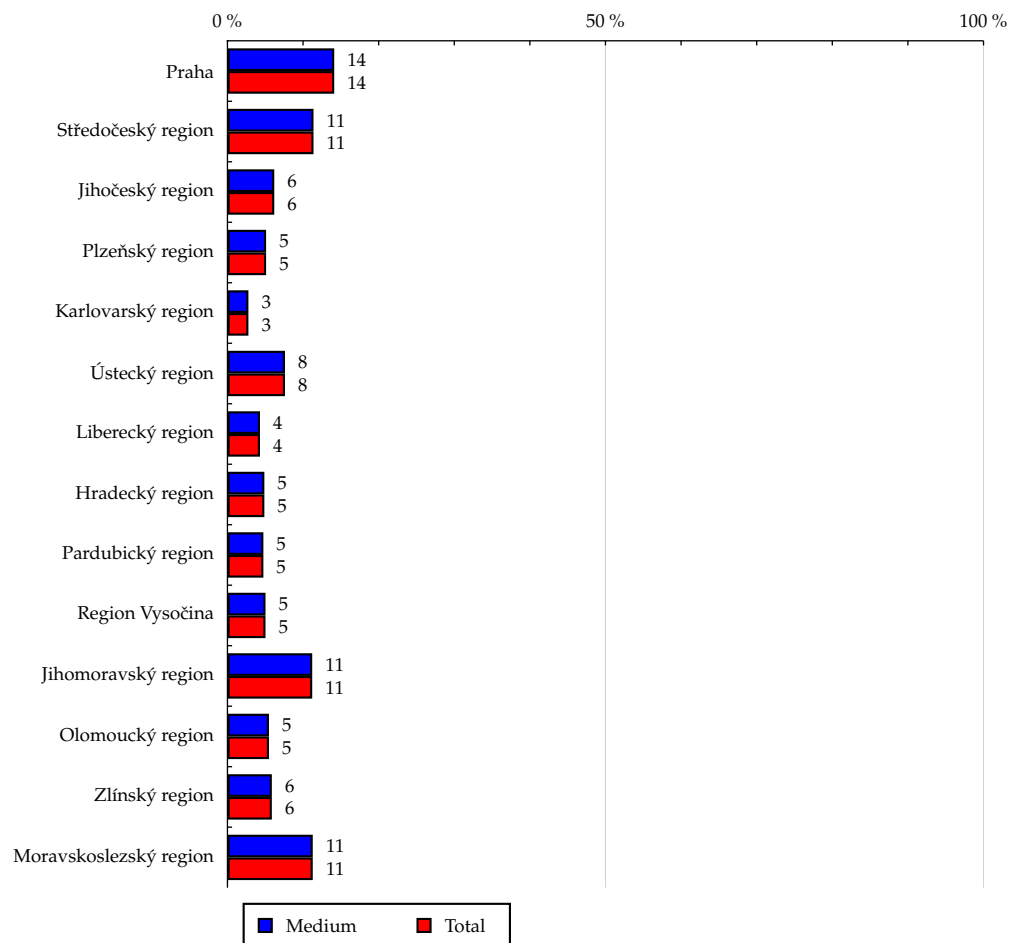
TOTAL

Table 12: Region

| | MEDIUM | | | | | | | TOTAL | | | |
|------------------------|--------|-------------|-----------|--------|-------------|------------|--------------|--------|-------------|--------|-------------|
| | RU (%) | RU (number) | Reach (%) | PV (%) | PV (number) | TRP (%) | Affinity (%) | RU (%) | RU (number) | PV (%) | PV (number) |
| Praha | 14.12 | 842 567 | 97.70 | 12.83 | 882 164 131 | 102 291.44 | 100.00 | 14.12 | 842 567 | 12.83 | 882 164 131 |
| Středočeský region | 11.38 | 679 391 | 97.70 | 11.33 | 778 981 881 | 112 021.68 | 100.00 | 11.38 | 679 391 | 11.33 | 778 981 881 |
| Jihočeský region | 6.19 | 369 589 | 97.70 | 5.80 | 398 470 600 | 105 334.67 | 100.00 | 6.19 | 369 589 | 5.80 | 398 470 600 |
| Plzeňský region | 5.11 | 304 721 | 97.70 | 5.26 | 361 856 339 | 116 018.70 | 100.00 | 5.11 | 304 721 | 5.26 | 361 856 339 |
| Karlovarský region | 2.77 | 165 546 | 97.70 | 2.73 | 187 941 516 | 110 916.68 | 100.00 | 2.77 | 165 546 | 2.73 | 187 941 516 |
| Ústecký region | 7.61 | 454 218 | 97.70 | 7.43 | 510 958 060 | 109 904.43 | 100.00 | 7.61 | 454 218 | 7.43 | 510 958 060 |
| Liberecký region | 4.30 | 256 799 | 97.70 | 4.11 | 282 836 593 | 107 605.87 | 100.00 | 4.30 | 256 799 | 4.11 | 282 836 593 |
| Hradecký region | 4.88 | 290 991 | 97.70 | 5.57 | 383 042 155 | 128 605.98 | 100.00 | 4.88 | 290 991 | 5.57 | 383 042 155 |
| Pardubický region | 4.75 | 283 541 | 97.70 | 4.74 | 326 087 369 | 112 359.96 | 100.00 | 4.75 | 283 541 | 4.74 | 326 087 369 |
| Region Vysočina | 5.03 | 300 360 | 97.70 | 4.81 | 330 534 359 | 107 514.71 | 100.00 | 5.03 | 300 360 | 4.81 | 330 534 359 |
| Jihomoravský region | 11.21 | 669 012 | 97.70 | 10.98 | 754 950 520 | 110 250.13 | 100.00 | 11.21 | 669 012 | 10.98 | 754 950 520 |
| Olomoucký region | 5.49 | 327 695 | 97.70 | 5.57 | 382 787 516 | 114 125.16 | 100.00 | 5.49 | 327 695 | 5.57 | 382 787 516 |
| Zlínský region | 5.87 | 350 616 | 97.70 | 6.73 | 462 341 810 | 128 832.59 | 100.00 | 5.87 | 350 616 | 6.73 | 462 341 810 |
| Moravskoslezský region | 11.28 | 672 889 | 97.70 | 12.09 | 831 435 432 | 120 720.03 | 100.00 | 11.28 | 672 889 | 12.09 | 831 435 432 |

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

Chart 12: Region by RU(%)



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

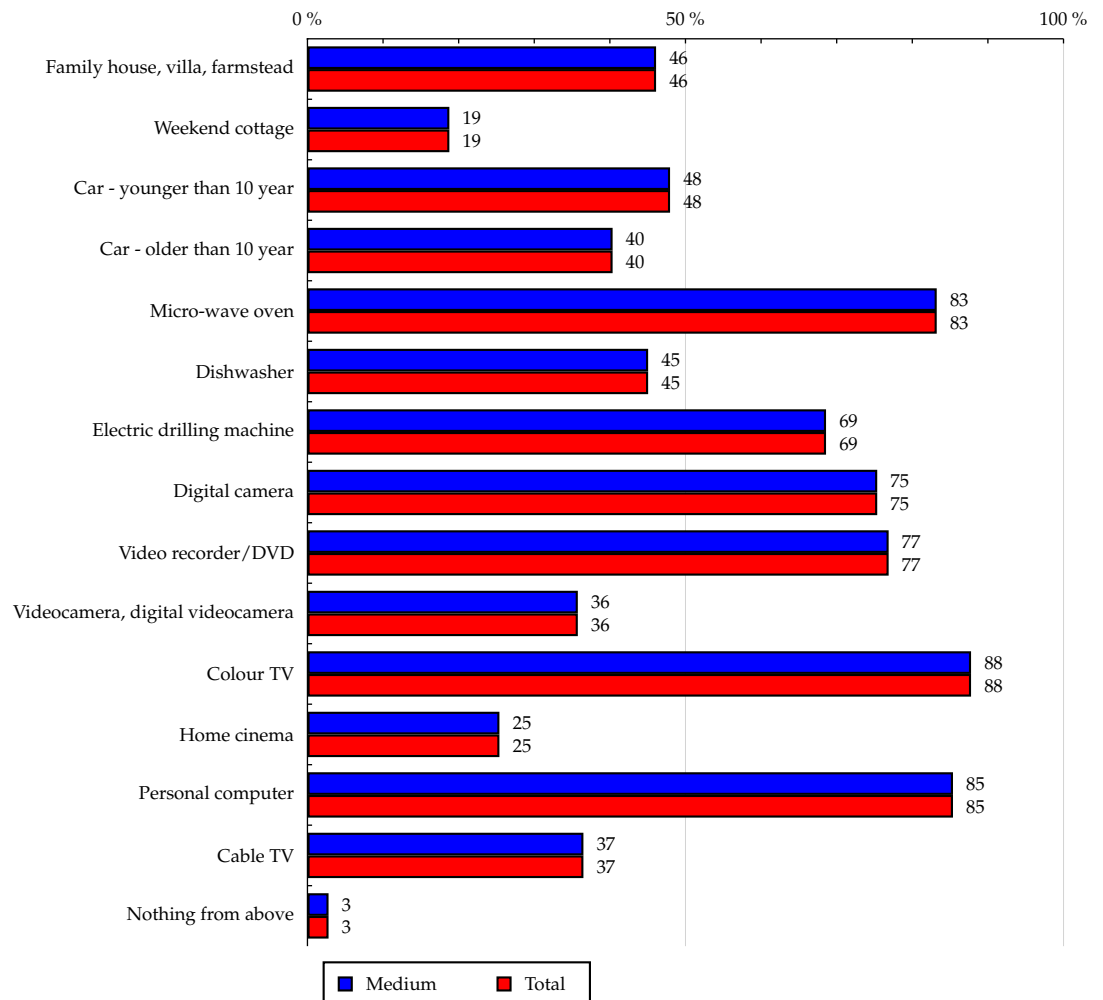
TOTAL

Table 13: Facilities

| | MEDIUM | | | | | | | TOTAL | | | |
|----------------------------------|--------|-------------|-----------|--------|---------------|------------|--------------|--------|-------------|--------|---------------|
| | RU (%) | RU (number) | Reach (%) | PV (%) | PV (number) | TRP (%) | Affinity (%) | RU (%) | RU (number) | PV (%) | PV (number) |
| Family house, villa, farmstead | 46.11 | 2 751 812 | 97.70 | 44.80 | 3 079 993 633 | 109 351.68 | 100.00 | 46.11 | 2 751 812 | 44.80 | 3 079 993 633 |
| Weekend cottage | 18.77 | 1 120 266 | 97.70 | 16.28 | 1 119 390 919 | 97 623.60 | 100.00 | 18.77 | 1 120 266 | 16.28 | 1 119 390 919 |
| Car - younger than 10 year | 47.96 | 2 862 416 | 97.70 | 45.63 | 3 137 035 413 | 107 073.27 | 100.00 | 47.96 | 2 862 416 | 45.63 | 3 137 035 413 |
| Car - older than 10 year | 40.36 | 2 408 494 | 97.70 | 41.49 | 2 852 188 472 | 115 698.33 | 100.00 | 40.36 | 2 408 494 | 41.49 | 2 852 188 472 |
| Micro-wave oven | 83.23 | 4 967 055 | 97.70 | 83.63 | 5 748 851 749 | 113 077.62 | 100.00 | 83.23 | 4 967 055 | 83.63 | 5 748 851 749 |
| Dishwasher | 45.06 | 2 689 145 | 97.70 | 41.00 | 2 818 265 656 | 102 391.10 | 100.00 | 45.06 | 2 689 145 | 41.00 | 2 818 265 656 |
| Electric drilling machine | 68.59 | 4 093 270 | 97.70 | 66.23 | 4 552 685 624 | 108 665.52 | 100.00 | 68.59 | 4 093 270 | 66.23 | 4 552 685 624 |
| Digital camera | 75.36 | 4 497 606 | 97.70 | 75.48 | 5 189 080 560 | 112 720.66 | 100.00 | 75.36 | 4 497 606 | 75.48 | 5 189 080 560 |
| Video recorder/DVD | 76.87 | 4 587 821 | 97.70 | 76.55 | 5 262 568 472 | 112 069.07 | 100.00 | 76.87 | 4 587 821 | 76.55 | 5 262 568 472 |
| Videocamera, digital videocamera | 35.76 | 2 134 387 | 97.70 | 33.60 | 2 309 594 794 | 105 719.97 | 100.00 | 35.76 | 2 134 387 | 33.60 | 2 309 594 794 |
| Colour TV | 87.77 | 5 238 257 | 97.70 | 88.79 | 6 103 574 660 | 113 839.23 | 100.00 | 87.77 | 5 238 257 | 88.79 | 6 103 574 660 |
| Home cinema | 25.39 | 1 515 368 | 97.70 | 24.21 | 1 664 319 867 | 107 303.28 | 100.00 | 25.39 | 1 515 368 | 24.21 | 1 664 319 867 |
| Personal computer | 85.38 | 5 095 161 | 97.70 | 86.38 | 5 937 782 807 | 113 857.31 | 100.00 | 85.38 | 5 095 161 | 86.38 | 5 937 782 807 |
| Cable TV | 36.50 | 2 178 357 | 97.70 | 36.46 | 2 506 180 389 | 112 402.98 | 100.00 | 36.50 | 2 178 357 | 36.46 | 2 506 180 389 |
| Nothing from above | 2.79 | 166 218 | 97.70 | 2.51 | 172 771 054 | 101 551.37 | 100.00 | 2.79 | 166 218 | 2.51 | 172 771 054 |

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

Chart 13: Facilities by RU(%)



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

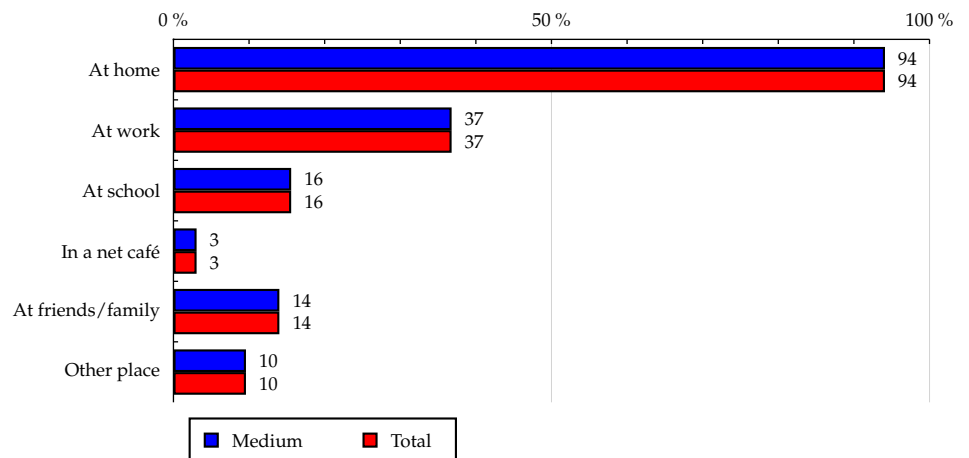
TOTAL

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 | 94.11 | 5 616 644 | 97.70 | 95.13 | 6 539 504 776 | 113 752.90 | 100.00 | 94.11 | 5 616 644 | 95.13 | 6 539 504 776 |
| At work | 36.79 | 2 195 356 | 97.70 | 34.82 | 2 393 613 119 | 106 523.02 | 100.00 | 36.79 | 2 195 356 | 34.82 | 2 393 613 119 |
| At school | 15.57 | 929 196 | 97.70 | 14.57 | 1 001 562 554 | 105 308.85 | 100.00 | 15.57 | 929 196 | 14.57 | 1 001 562 554 |
| In a net café | 3.06 | 182 491 | 97.70 | 2.80 | 192 536 633 | 103 077.85 | 100.00 | 3.06 | 182 491 | 2.80 | 192 536 633 |
| At friends/family | 14.01 | 836 079 | 97.70 | 12.67 | 870 970 153 | 101 777.14 | 100.00 | 14.01 | 836 079 | 12.67 | 870 970 153 |
| Other place | 9.59 | 572 209 | 97.70 | 8.68 | 596 529 986 | 101 852.51 | 100.00 | 9.59 | 572 209 | 8.68 | 596 529 986 |

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

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



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

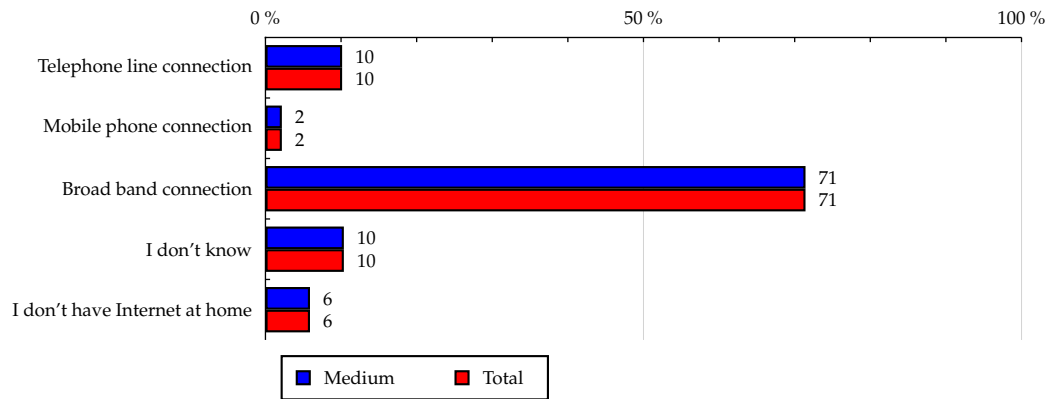
TOTAL

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 | 10.14 | 605 118 | 97.70 | 9.88 | 678 986 614 | 109 626.52 | 100.00 | 10.14 | 605 118 | 9.88 | 678 986 614 |
| Mobile phone connection | 2.17 | 129 428 | 97.70 | 1.73 | 119 046 695 | 89 863.18 | 100.00 | 2.17 | 129 428 | 1.73 | 119 046 695 |
| Broad band connection | 71.43 | 4 263 134 | 97.70 | 74.96 | 5 153 042 368 | 118 094.39 | 100.00 | 71.43 | 4 263 134 | 74.96 | 5 153 042 368 |
| I don't know | 10.37 | 618 963 | 97.70 | 8.56 | 588 429 099 | 92 880.30 | 100.00 | 10.37 | 618 963 | 8.56 | 588 429 099 |
| I don't have Internet at home | 5.89 | 351 296 | 97.70 | 4.87 | 334 883 507 | 93 135.37 | 100.00 | 5.89 | 351 296 | 4.87 | 334 883 507 |

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

Chart 15: Connection from Home by RU(%)



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

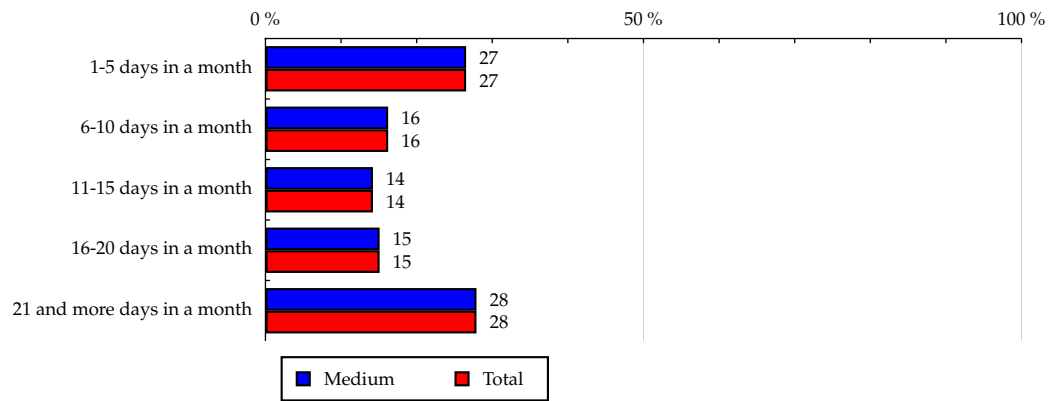
TOTAL

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 | 26.54 | 1 583 877 | 97.70 | 1.69 | 116 182 702 | 7 166.62 | 100.00 | 26.54 | 1 583 877 | 1.69 | 116 182 702 |
| 6-10 days in a month | 16.23 | 968 558 | 97.70 | 4.79 | 329 159 272 | 33 202.82 | 100.00 | 16.23 | 968 558 | 4.79 | 329 159 272 |
| 11-15 days in a month | 14.22 | 848 625 | 97.70 | 9.51 | 653 932 285 | 75 285.50 | 100.00 | 14.22 | 848 625 | 9.51 | 653 932 285 |
| 16-20 days in a month | 15.10 | 900 953 | 97.70 | 17.40 | 1 196 170 681 | 129 713.53 | 100.00 | 15.10 | 900 953 | 17.40 | 1 196 170 681 |
| 21 and more days in a month | 27.91 | 1 665 926 | 97.70 | 66.61 | 4 578 943 344 | 268 536.89 | 100.00 | 27.91 | 1 665 926 | 66.61 | 4 578 943 344 |

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

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



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

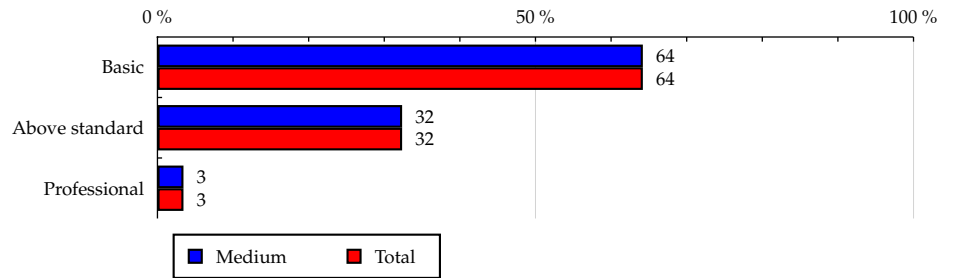
TOTAL

Table 17: IT Knowledge

| | MEDIUM | | | | | | | TOTAL | | | |
|----------------|--------|-------------|-----------|--------|---------------|------------|--------------|--------|-------------|--------|---------------|
| | RU (%) | RU (number) | Reach (%) | PV (%) | PV (number) | TRP (%) | Affinity (%) | RU (%) | RU (number) | PV (%) | PV (number) |
| Basic | 64.20 | 3 831 645 | 97.70 | 64.77 | 4 452 623 556 | 113 533.81 | 100.00 | 64.20 | 3 831 645 | 64.77 | 4 452 623 556 |
| Above standard | 32.36 | 1 931 009 | 97.70 | 31.94 | 2 195 343 308 | 111 074.03 | 100.00 | 32.36 | 1 931 009 | 31.94 | 2 195 343 308 |
| Professional | 3.44 | 205 285 | 97.70 | 3.29 | 226 421 418 | 107 758.94 | 100.00 | 3.44 | 205 285 | 3.29 | 226 421 418 |

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

Chart 17: IT Knowledge by RU(%)



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

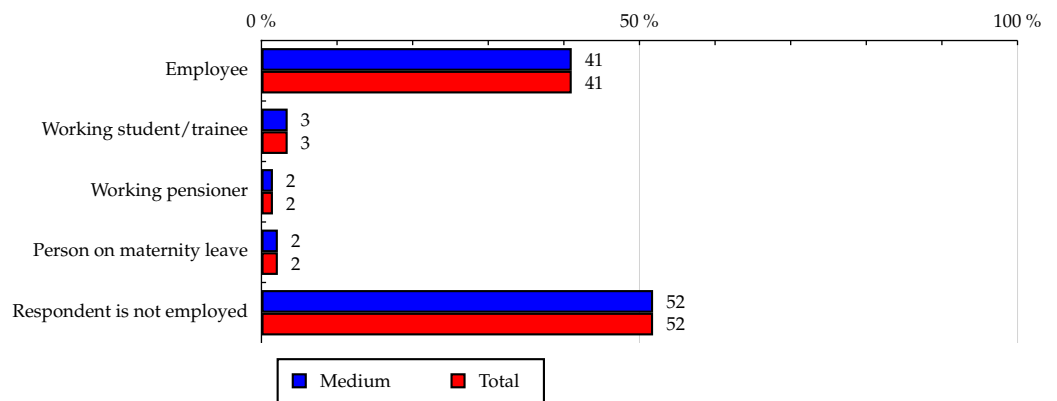
TOTAL

Table 18: Economically Active as

| | MEDIUM | | | | | | | TOTAL | | | |
|----------------------------|--------|-------------|-----------|--------|---------------|------------|--------------|--------|-------------|--------|---------------|
| | RU (%) | RU (number) | Reach (%) | PV (%) | PV (number) | TRP (%) | Affinity (%) | RU (%) | RU (number) | PV (%) | PV (number) |
| Employee | 41.04 | 2 449 449 | 97.70 | 42.65 | 2 931 590 755 | 116 930.94 | 100.00 | 41.04 | 2 449 449 | 42.65 | 2 931 590 755 |
| Working student/trainee | 3.47 | 207 273 | 97.70 | 3.16 | 217 114 327 | 102 338.50 | 100.00 | 3.47 | 207 273 | 3.16 | 217 114 327 |
| Working pensioner | 1.52 | 90 431 | 97.70 | 1.57 | 107 681 498 | 116 336.53 | 100.00 | 1.52 | 90 431 | 1.57 | 107 681 498 |
| Person on maternity leave | 2.17 | 129 229 | 97.70 | 2.48 | 170 413 810 | 128 835.72 | 100.00 | 2.17 | 129 229 | 2.48 | 170 413 810 |
| Respondent is not employed | 51.80 | 3 091 556 | 97.70 | 50.15 | 3 447 587 894 | 108 951.37 | 100.00 | 51.80 | 3 091 556 | 50.15 | 3 447 587 894 |

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

Chart 18: Economically Active as by RU(%)



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

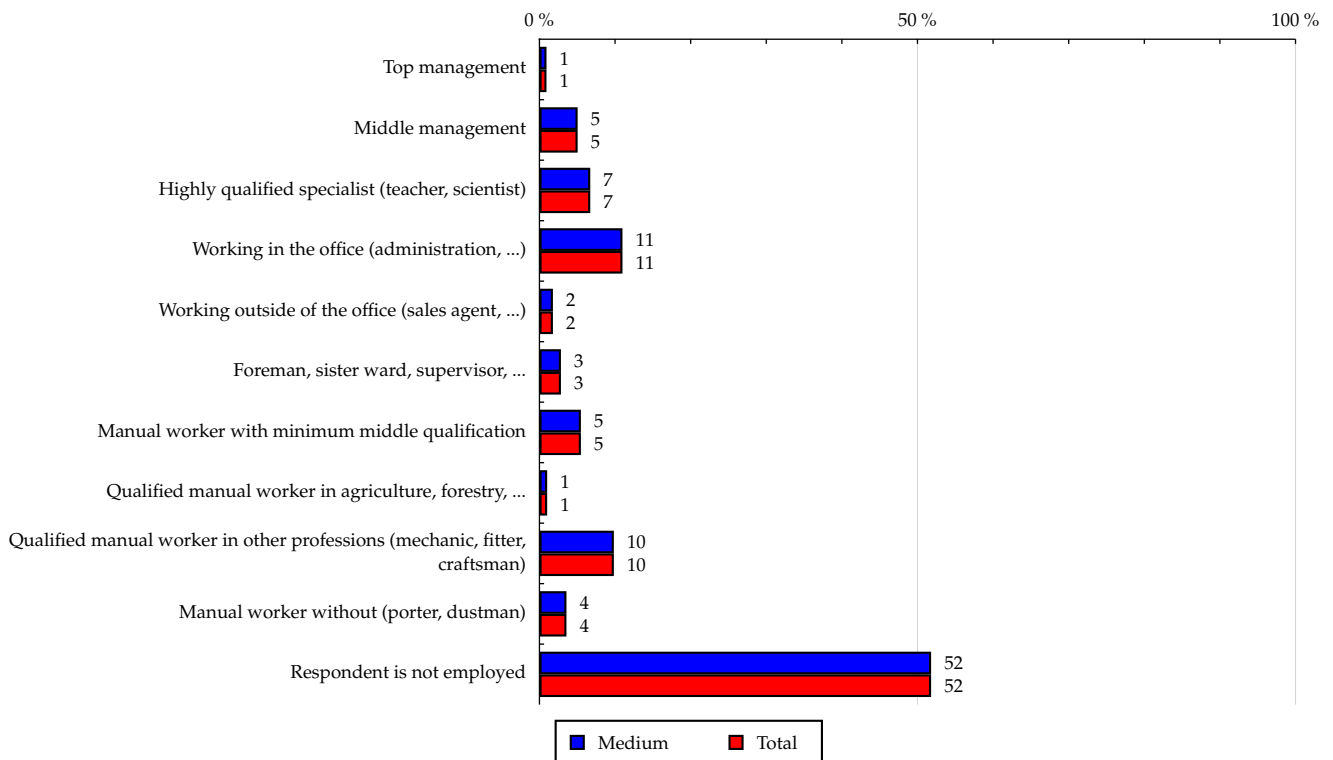
TOTAL

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 | 0.93 | 55 225 | 97.70 | 0.78 | 53 707 621 | 95 014.61 | 100.00 | 0.93 | 55 225 | 0.78 | 53 707 621 |
| Middle management | 5.05 | 301 329 | 97.70 | 5.01 | 344 322 951 | 111 639.61 | 100.00 | 5.05 | 301 329 | 5.01 | 344 322 951 |
| Highly qualified specialist (teacher, scientist) | 6.72 | 400 988 | 97.70 | 5.55 | 381 398 832 | 92 927.05 | 100.00 | 6.72 | 400 988 | 5.55 | 381 398 832 |
| Working in the office (administration, ...) | 10.98 | 655 199 | 97.70 | 11.29 | 776 185 902 | 115 740.79 | 100.00 | 10.98 | 655 199 | 11.29 | 776 185 902 |
| Working outside of the office (sales agent, ...) | 1.78 | 106 143 | 97.70 | 1.74 | 119 557 232 | 110 046.97 | 100.00 | 1.78 | 106 143 | 1.74 | 119 557 232 |
| Foreman, sister ward, supervisor, ... | 2.84 | 169 435 | 97.70 | 2.62 | 180 177 678 | 103 894.02 | 100.00 | 2.84 | 169 435 | 2.62 | 180 177 678 |
| Manual worker with minimum middle qualification | 5.48 | 327 175 | 97.70 | 5.66 | 389 355 480 | 116 267.93 | 100.00 | 5.48 | 327 175 | 5.66 | 389 355 480 |
| Qualified manual worker in agriculture, forestry, ... | 1.02 | 60 707 | 97.70 | 1.39 | 95 228 155 | 153 256.48 | 100.00 | 1.02 | 60 707 | 1.39 | 95 228 155 |
| Qualified manual worker in other professions (mechanic, fitter, craftsman) | 9.84 | 587 260 | 97.70 | 11.67 | 802 546 368 | 133 516.28 | 100.00 | 9.84 | 587 260 | 11.67 | 802 546 368 |
| Manual worker without (porter, dustman) | 3.57 | 212 918 | 97.70 | 4.14 | 284 320 169 | 130 463.41 | 100.00 | 3.57 | 212 918 | 4.14 | 284 320 169 |
| Respondent is not employed | 51.80 | 3 091 556 | 97.70 | 50.15 | 3 447 587 894 | 108 951.37 | 100.00 | 51.80 | 3 091 556 | 50.15 | 3 447 587 894 |

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

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



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

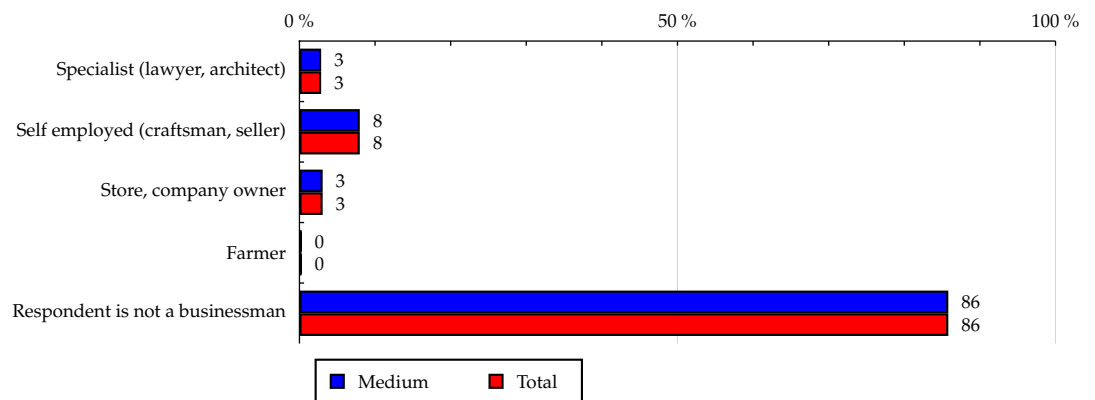
TOTAL

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 | 171 336 | 97.70 | 2.17 | 149 316 973 | 85 143.80 | 100.00 | 2.87 | 171 336 | 2.17 | 149 316 973 |
| Self employed (craftsman, seller) | 7.98 | 476 378 | 97.70 | 7.93 | 544 844 711 | 111 741.60 | 100.00 | 7.98 | 476 378 | 7.93 | 544 844 711 |
| Store, company owner | 3.07 | 183 143 | 97.70 | 2.74 | 188 606 903 | 100 614.78 | 100.00 | 3.07 | 183 143 | 2.74 | 188 606 903 |
| Farmer | 0.26 | 15 237 | 97.70 | 0.27 | 18 664 227 | 119 672.55 | 100.00 | 0.26 | 15 237 | 0.27 | 18 664 227 |
| Respondent is not a businessman | 85.82 | 5 121 845 | 97.70 | 86.89 | 5 972 955 470 | 113 935.07 | 100.00 | 85.82 | 5 121 845 | 86.89 | 5 972 955 470 |

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

Chart 20: Business Activities by RU(%)



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

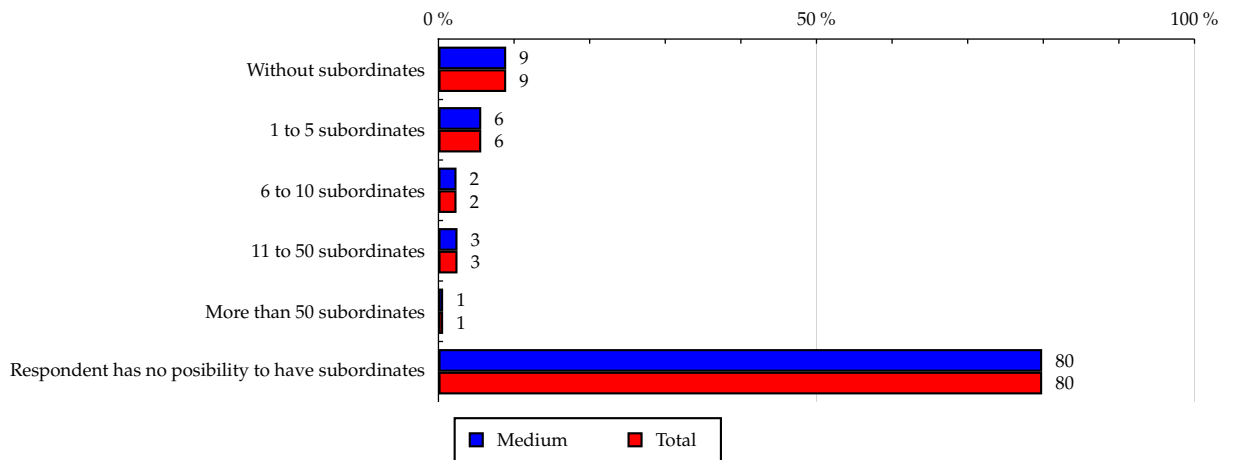
TOTAL

Table 21: Number of Subordinates

| | MEDIUM | | | | | | | TOTAL | | | |
|--|--------|-------------|-----------|--------|---------------|------------|--------------|--------|-------------|--------|---------------|
| | RU (%) | RU (number) | Reach (%) | PV (%) | PV (number) | TRP (%) | Affinity (%) | RU (%) | RU (number) | PV (%) | PV (number) |
| Without subordinates | 8.96 | 534 631 | 97.70 | 8.84 | 607 990 012 | 111 105.71 | 100.00 | 8.96 | 534 631 | 8.84 | 607 990 012 |
| 1 to 5 subordinates | 5.66 | 337 842 | 97.70 | 5.42 | 372 666 714 | 107 770.86 | 100.00 | 5.66 | 337 842 | 5.42 | 372 666 714 |
| 6 to 10 subordinates | 2.39 | 142 485 | 97.70 | 1.87 | 128 420 685 | 88 055.86 | 100.00 | 2.39 | 142 485 | 1.87 | 128 420 685 |
| 11 to 50 subordinates | 2.52 | 150 456 | 97.70 | 2.19 | 150 787 200 | 97 914.60 | 100.00 | 2.52 | 150 456 | 2.19 | 150 787 200 |
| More than 50 subordinates | 0.62 | 37 235 | 97.70 | 0.58 | 39 598 774 | 103 901.45 | 100.00 | 0.62 | 37 235 | 0.58 | 39 598 774 |
| Respondent has no possibility to have subordinates | 79.85 | 4 765 289 | 97.70 | 81.10 | 5 574 924 897 | 114 299.49 | 100.00 | 79.85 | 4 765 289 | 81.10 | 5 574 924 897 |

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

Chart 21: Number of Subordinates by RU(%)



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

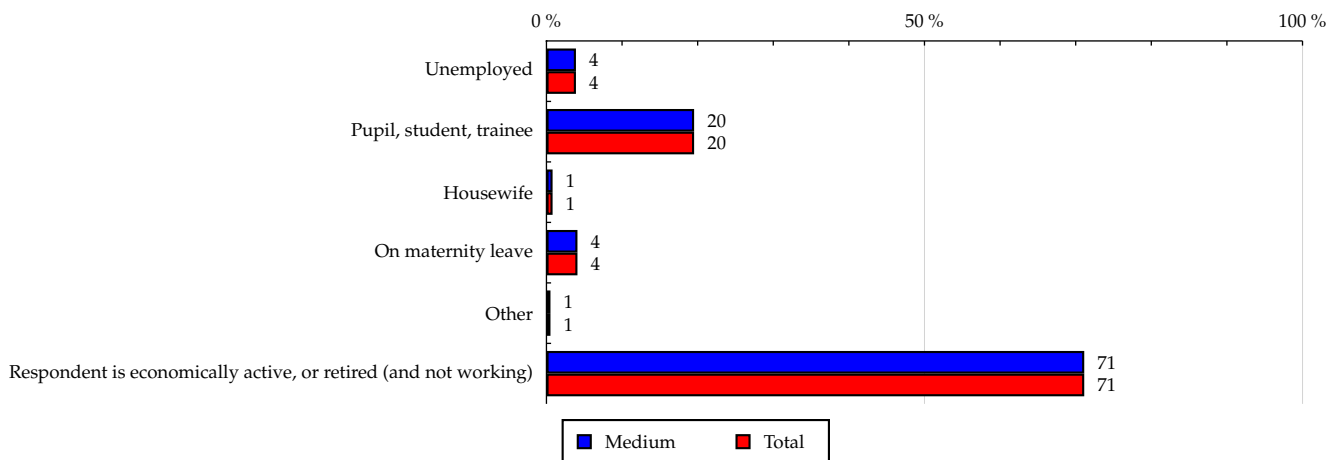
TOTAL

Table 22: Economically Inactive as

| | MEDIUM | | | | | | | TOTAL | | | |
|---|--------|-------------|-----------|--------|---------------|------------|--------------|--------|-------------|--------|---------------|
| | RU (%) | RU (number) | Reach (%) | PV (%) | PV (number) | TRP (%) | Affinity (%) | RU (%) | RU (number) | PV (%) | PV (number) |
| Unemployed | 3.90 | 232 469 | 97.70 | 4.42 | 303 613 960 | 127 600.17 | 100.00 | 3.90 | 232 469 | 4.42 | 303 613 960 |
| Pupil, student, trainee | 19.53 | 1 165 283 | 97.70 | 16.54 | 1 137 108 755 | 95 337.75 | 100.00 | 19.53 | 1 165 283 | 16.54 | 1 137 108 755 |
| Housewife | 0.81 | 48 565 | 97.70 | 1.06 | 72 647 075 | 146 146.36 | 100.00 | 0.81 | 48 565 | 1.06 | 72 647 075 |
| On maternity leave | 4.10 | 244 856 | 97.70 | 4.31 | 296 547 641 | 118 325.46 | 100.00 | 4.10 | 244 856 | 4.31 | 296 547 641 |
| Other | 0.53 | 31 838 | 97.70 | 0.63 | 42 982 131 | 131 895.34 | 100.00 | 0.53 | 31 838 | 0.63 | 42 982 131 |
| Respondent is economically active, or retired (and not working) | 71.13 | 4 244 928 | 97.70 | 73.05 | 5 021 488 721 | 115 573.07 | 100.00 | 71.13 | 4 244 928 | 73.05 | 5 021 488 721 |

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

Chart 22: Economically Inactive as by RU(%)



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

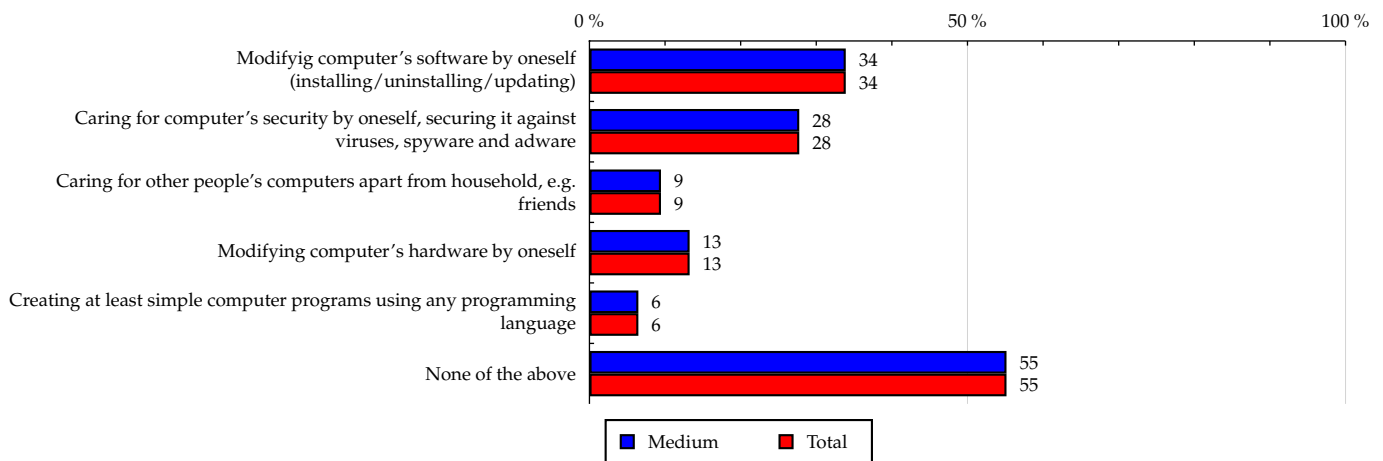
TOTAL

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/updates) | 33.90 | 2 022 986 | 97.70 | 37.43 | 2 573 087 512 | 124 267.10 | 100.00 | 33.90 | 2 022 986 | 37.43 | 2 573 087 512 |
| Caring for computer's security by oneself, securing it against viruses, spyware and adware | 27.75 | 1 656 048 | 97.70 | 28.97 | 1 991 584 736 | 117 495.21 | 100.00 | 27.75 | 1 656 048 | 28.97 | 1 991 584 736 |
| Caring for other people's computers apart from household, e.g. friends | 9.46 | 564 441 | 97.70 | 10.46 | 719 357 842 | 124 514.76 | 100.00 | 9.46 | 564 441 | 10.46 | 719 357 842 |
| Modifying computer's hardware by oneself | 13.25 | 790 538 | 97.70 | 14.26 | 980 087 512 | 121 125.79 | 100.00 | 13.25 | 790 538 | 14.26 | 980 087 512 |
| Creating at least simple computer programs using any programming language | 6.47 | 386 216 | 97.70 | 5.81 | 399 207 484 | 100 986.35 | 100.00 | 6.47 | 386 216 | 5.81 | 399 207 484 |
| None of the above | 55.16 | 3 292 071 | 97.70 | 52.51 | 3 609 667 812 | 107 125.43 | 100.00 | 55.16 | 3 292 071 | 52.51 | 3 609 667 812 |

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

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



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

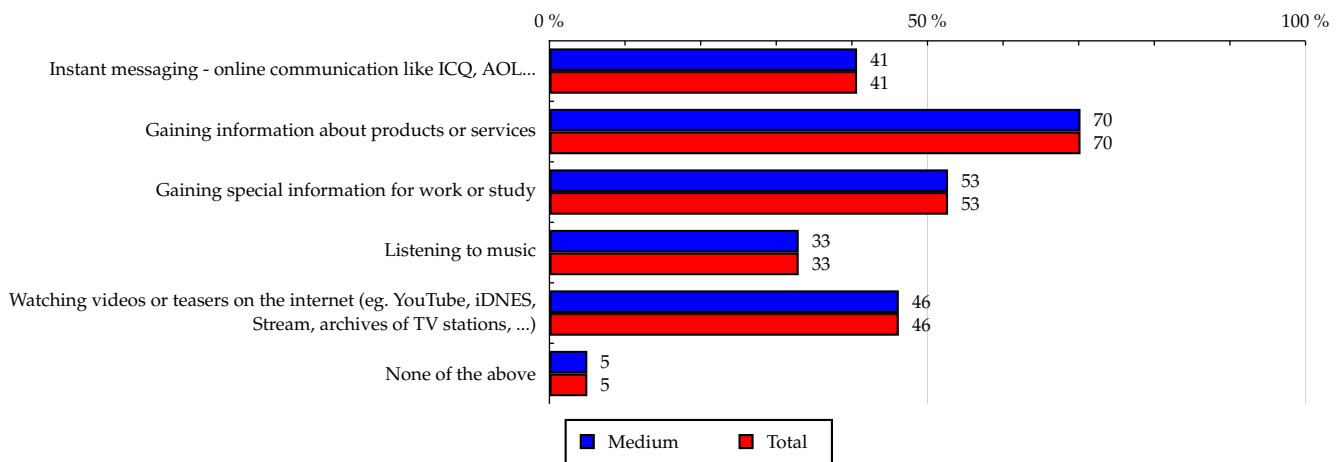
TOTAL

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... | 40.69 | 2 428 449 | 97.70 | 40.97 | 2 816 142 823 | 113 297.46 | 100.00 | 40.69 | 2 428 449 | 40.97 | 2 816 142 823 |
| Gaining information about products or services | 70.24 | 4 191 875 | 97.70 | 72.66 | 4 995 101 622 | 116 420.79 | 100.00 | 70.24 | 4 191 875 | 72.66 | 4 995 101 622 |
| Gaining special information for work or study | 52.72 | 3 146 505 | 97.70 | 51.74 | 3 556 832 229 | 110 440.78 | 100.00 | 52.72 | 3 146 505 | 51.74 | 3 556 832 229 |
| Listening to music | 32.97 | 1 967 753 | 97.70 | 35.56 | 2 444 442 871 | 121 367.89 | 100.00 | 32.97 | 1 967 753 | 35.56 | 2 444 442 871 |
| Watching videos or teasers on the internet (eg. YouTube, iDNES, Stream, archives of TV stations, ...) | 46.21 | 2 757 617 | 97.70 | 52.03 | 3 576 464 404 | 126 711.04 | 100.00 | 46.21 | 2 757 617 | 52.03 | 3 576 464 404 |
| None of the above | 5.01 | 298 917 | 97.70 | 4.85 | 333 550 736 | 109 019.85 | 100.00 | 5.01 | 298 917 | 4.85 | 333 550 736 |

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

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



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

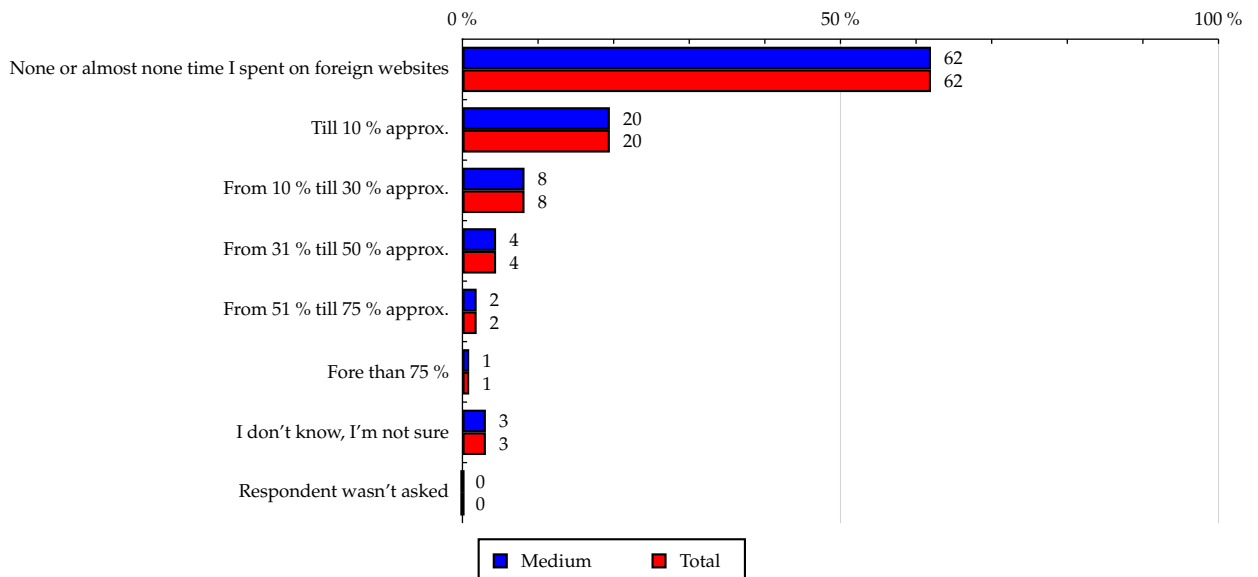
TOTAL

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 | 61.97 | 3 698 413 | 97.70 | 62.11 | 4 269 843 003 | 112 795.29 | 100.00 | 61.97 | 3 698 413 | 62.11 | 4 269 843 003 |
| Till 10 % approx. | 19.50 | 1 163 774 | 97.70 | 20.45 | 1 405 884 081 | 118 025.37 | 100.00 | 19.50 | 1 163 774 | 20.45 | 1 405 884 081 |
| From 10 % till 30 % approx. | 8.21 | 489 788 | 97.70 | 8.60 | 591 506 723 | 117 990.18 | 100.00 | 8.21 | 489 788 | 8.60 | 591 506 723 |
| From 31 % till 50 % approx. | 4.45 | 265 408 | 97.70 | 3.84 | 264 219 190 | 97 262.18 | 100.00 | 4.45 | 265 408 | 3.84 | 264 219 190 |
| From 51 % till 75 % approx. | 1.88 | 112 249 | 97.70 | 1.61 | 110 439 971 | 96 125.19 | 100.00 | 1.88 | 112 249 | 1.61 | 110 439 971 |
| Fore than 75 % | 0.89 | 53 393 | 97.70 | 0.87 | 60 010 318 | 109 806.76 | 100.00 | 0.89 | 53 393 | 0.87 | 60 010 318 |
| I don't know, I'm not sure | 3.10 | 184 913 | 97.70 | 2.51 | 172 484 997 | 91 133.57 | 100.00 | 3.10 | 184 913 | 2.51 | 172 484 997 |
| Respondent wasn't asked | 0.00 | 0 | - | 0.00 | 0 | - | - | 0.00 | 0 | 0.00 | 0 |

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

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



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