

SPiR NetMonitor

Research on the Sociodemography of Internet Users in the Czech Republic

Medium title:

TOTAL

Month:

August 2012

Basic information	
The size of Internet population in the Czech Republic	6 224 020
Number of respondents	
Medium	N = 22 000
Total (for all measured media)	N = 22 000
RU(number)	6 080 866
Reach(%)	97.70
PV(number) (from Czech visitors)	7 041 416 106
PV(number) (from all visitors)	7 601 325 510
GRP (%)	113 132.93

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

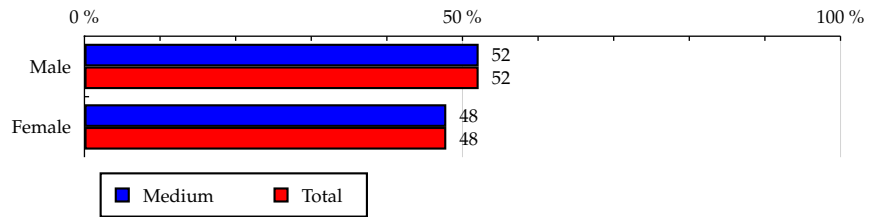
TOTAL

Table 1: Sex

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Male	52.14	3 170 790	97.70	55.03	3 875 207 807	119 404.85	100.00	52.14	3 170 790	55.03	3 875 207 807
Female	47.86	2 910 076	97.70	44.97	3 166 208 298	106 299.10	100.00	47.86	2 910 076	44.97	3 166 208 298

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

Chart 1: Sex by RU(%)



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

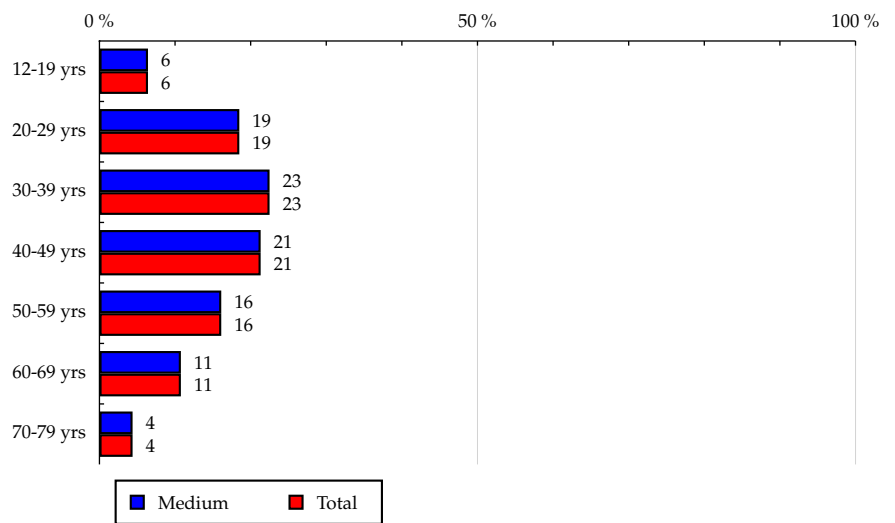
TOTAL

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	390 453	97.70	4.11	289 147 573	72 350.95	100.00	6.42	390 453	4.11	289 147 573
20-29 yrs	18.50	1 125 035	97.70	18.79	1 323 401 814	114 926.45	100.00	18.50	1 125 035	18.79	1 323 401 814
30-39 yrs	22.50	1 367 953	97.70	23.96	1 687 033 003	120 488.85	100.00	22.50	1 367 953	23.96	1 687 033 003
40-49 yrs	21.32	1 296 501	97.70	21.13	1 487 510 923	112 093.78	100.00	21.32	1 296 501	21.13	1 487 510 923
50-59 yrs	16.11	979 565	97.70	16.52	1 163 216 867	116 017.06	100.00	16.11	979 565	16.52	1 163 216 867
60-69 yrs	10.77	655 021	97.70	10.91	767 960 981	114 545.60	100.00	10.77	655 021	10.91	767 960 981
70-79 yrs	4.38	266 336	97.70	4.59	323 144 946	118 539.18	100.00	4.38	266 336	4.59	323 144 946

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

Chart 2: Age by RU(%)



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

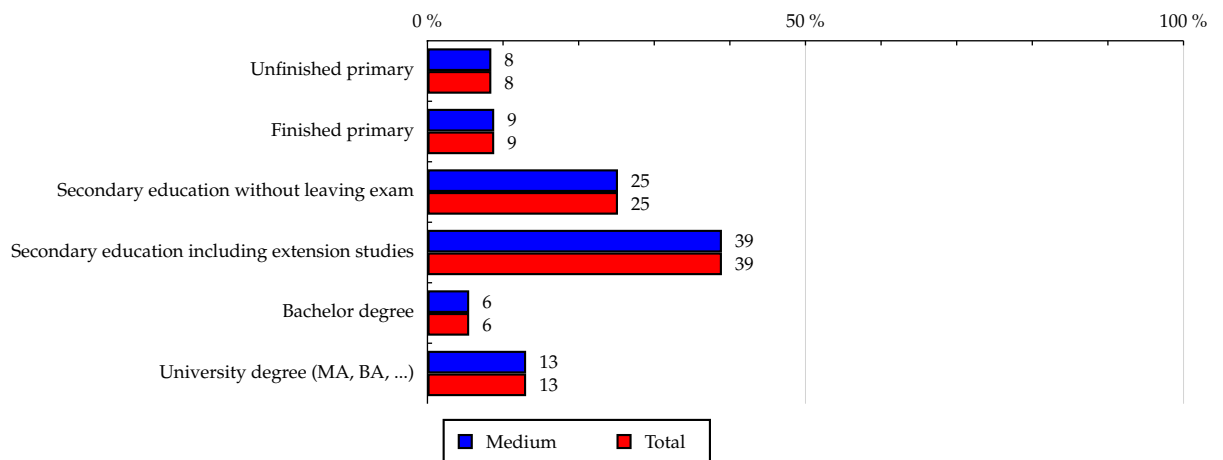
TOTAL

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	513 705	97.70	5.67	399 259 858	75 933.88	100.00	8.45	513 705	5.67	399 259 858
Finished primary	8.83	537 183	97.70	8.86	624 098 618	113 507.56	100.00	8.83	537 183	8.86	624 098 618
Secondary education without leaving exam	25.20	1 532 140	97.70	27.85	1 960 733 325	125 030.06	100.00	25.20	1 532 140	27.85	1 960 733 325
Secondary education including extension studies	38.95	2 368 686	97.70	41.41	2 916 074 576	120 277.84	100.00	38.95	2 368 686	41.41	2 916 074 576
Bachelor degree	5.52	335 786	97.70	5.56	391 306 266	113 853.83	100.00	5.52	335 786	5.56	391 306 266
University degree (MA, BA, ...)	13.05	793 363	97.70	10.65	749 943 463	92 352.95	100.00	13.05	793 363	10.65	749 943 463

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

Chart 3: Highest Education by RU(%)



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

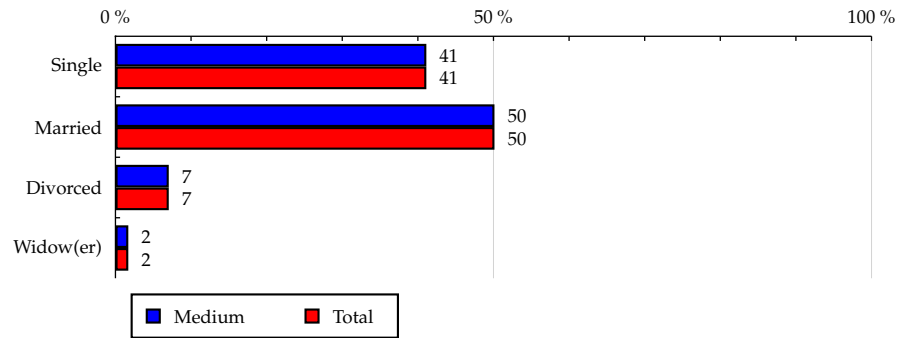
TOTAL

Table 4: Marital Status

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Single	41.12	2 500 433	97.70	40.32	2 838 782 699	110 920.38	100.00	41.12	2 500 433	40.32	2 838 782 699
Married	50.13	3 048 427	97.70	50.27	3 539 748 992	113 446.52	100.00	50.13	3 048 427	50.27	3 539 748 992
Divorced	7.05	428 616	97.70	7.66	539 629 634	123 004.61	100.00	7.05	428 616	7.66	539 629 634
Widow(er)	1.70	103 389	97.70	1.75	123 254 781	116 471.62	100.00	1.70	103 389	1.75	123 254 781

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

Chart 4: Marital Status by RU(%)



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

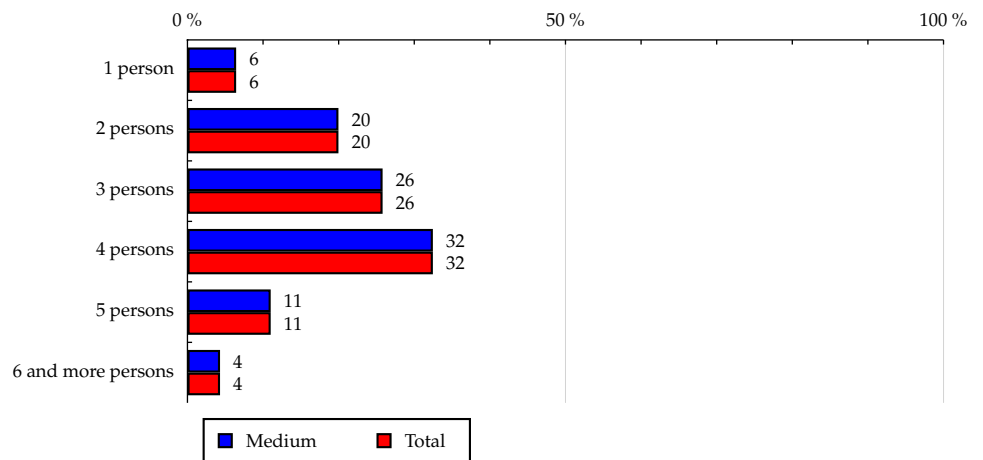
TOTAL

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	6.44	391 666	97.70	7.32	515 322 214	128 545.56	100.00	6.44	391 666	7.32	515 322 214
2 persons	19.97	1 214 299	97.70	20.79	1 463 763 128	117 771.36	100.00	19.97	1 214 299	20.79	1 463 763 128
3 persons	25.81	1 569 570	97.70	26.24	1 847 458 720	114 997.48	100.00	25.81	1 569 570	26.24	1 847 458 720
4 persons	32.46	1 973 881	97.70	30.97	2 180 641 498	107 933.84	100.00	32.46	1 973 881	30.97	2 180 641 498
5 persons	11.01	669 257	97.70	10.66	750 508 416	109 561.26	100.00	11.01	669 257	10.66	750 508 416
6 and more persons	4.31	262 191	97.70	4.03	283 722 131	105 722.96	100.00	4.31	262 191	4.03	283 722 131

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

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



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

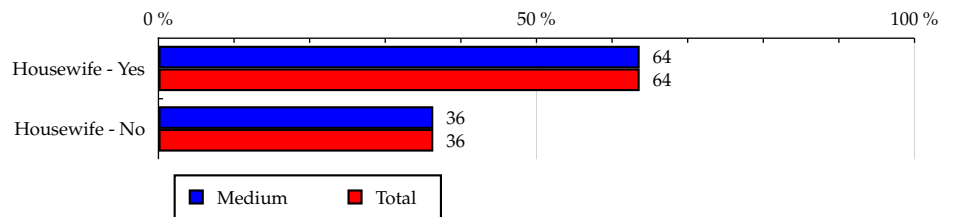
TOTAL

Table 6: Housewife

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Housewife - Yes	63.65	3 870 196	97.70	64.98	4 575 399 212	115 502.28	100.00	63.65	3 870 196	64.98	4 575 399 212
Housewife - No	36.35	2 210 670	97.70	35.02	2 466 016 894	108 984.94	100.00	36.35	2 210 670	35.02	2 466 016 894

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

Chart 6: Housewife by RU(%)



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

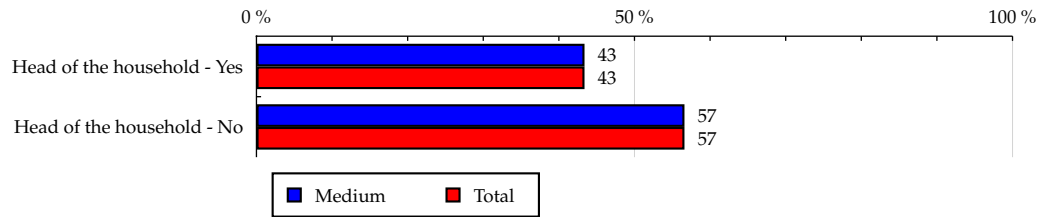
TOTAL

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	43.39	2 638 186	97.70	44.40	3 126 279 130	115 775.52	100.00	43.39	2 638 186	44.40	3 126 279 130
Head of the household - No	56.61	3 442 680	97.70	55.60	3 915 136 976	111 107.86	100.00	56.61	3 442 680	55.60	3 915 136 976

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

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



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

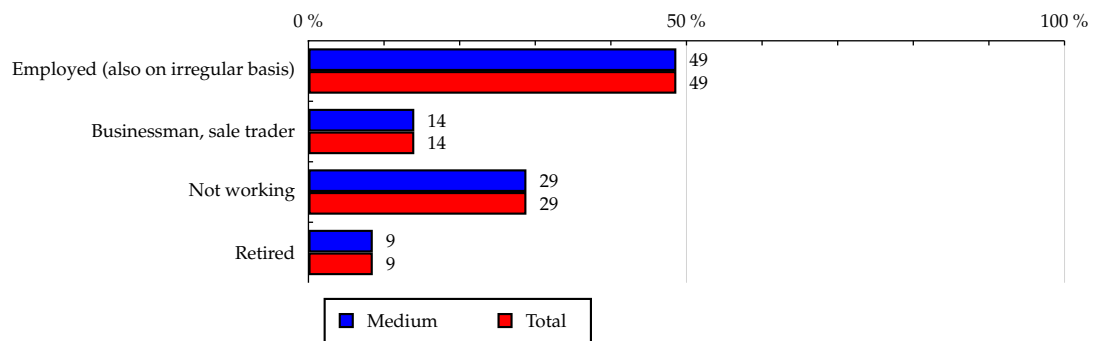
TOTAL

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)	48.66	2 959 051	97.70	49.48	3 484 342 314	115 043.68	100.00	48.66	2 959 051	49.48	3 484 342 314
Businessman, sale trader	14.00	851 232	97.70	13.83	973 881 411	111 777.04	100.00	14.00	851 232	13.83	973 881 411
Not working	28.83	1 753 294	97.70	26.77	1 884 715 241	105 023.25	100.00	28.83	1 753 294	26.77	1 884 715 241
Retired	8.51	517 288	97.70	9.92	698 477 141	131 920.89	100.00	8.51	517 288	9.92	698 477 141

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

Chart 8: Economic Activity by RU(%)



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

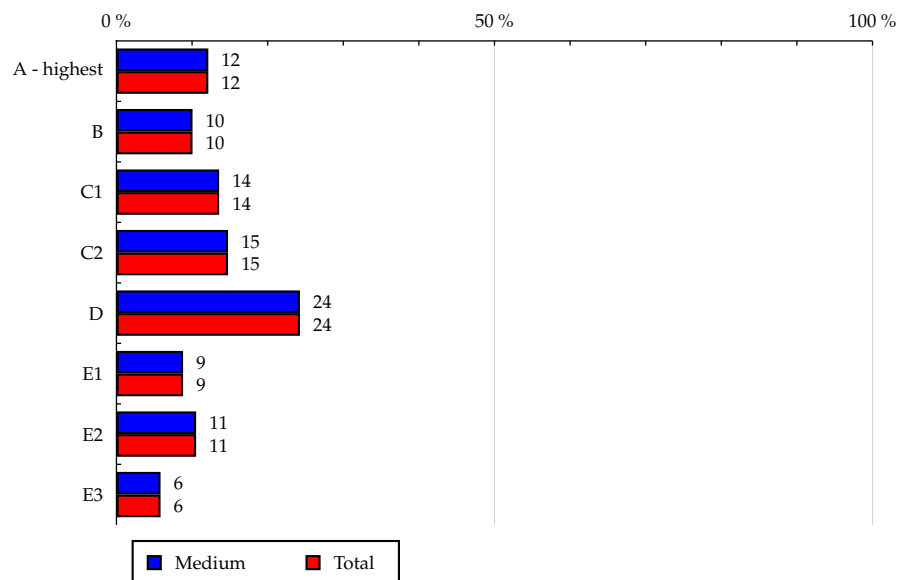
TOTAL

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	12.15	738 594	97.70	10.86	764 842 385	101 171.99	100.00	12.15	738 594	10.86	764 842 385
B	10.06	611 992	97.70	10.23	720 200 398	114 974.57	100.00	10.06	611 992	10.23	720 200 398
C1	13.58	825 896	97.70	14.08	991 122 067	117 245.41	100.00	13.58	825 896	14.08	991 122 067
C2	14.76	897 428	97.70	16.77	1 180 671 527	128 535.66	100.00	14.76	897 428	16.77	1 180 671 527
D	24.27	1 476 018	97.70	23.77	1 673 939 745	110 800.74	100.00	24.27	1 476 018	23.77	1 673 939 745
E1	8.81	535 437	97.70	8.87	624 680 824	113 983.93	100.00	8.81	535 437	8.87	624 680 824
E2	10.54	641 067	97.70	9.73	684 939 917	104 386.22	100.00	10.54	641 067	9.73	684 939 917
E3	5.83	354 430	97.70	5.70	401 019 243	110 542.32	100.00	5.83	354 430	5.70	401 019 243

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

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



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

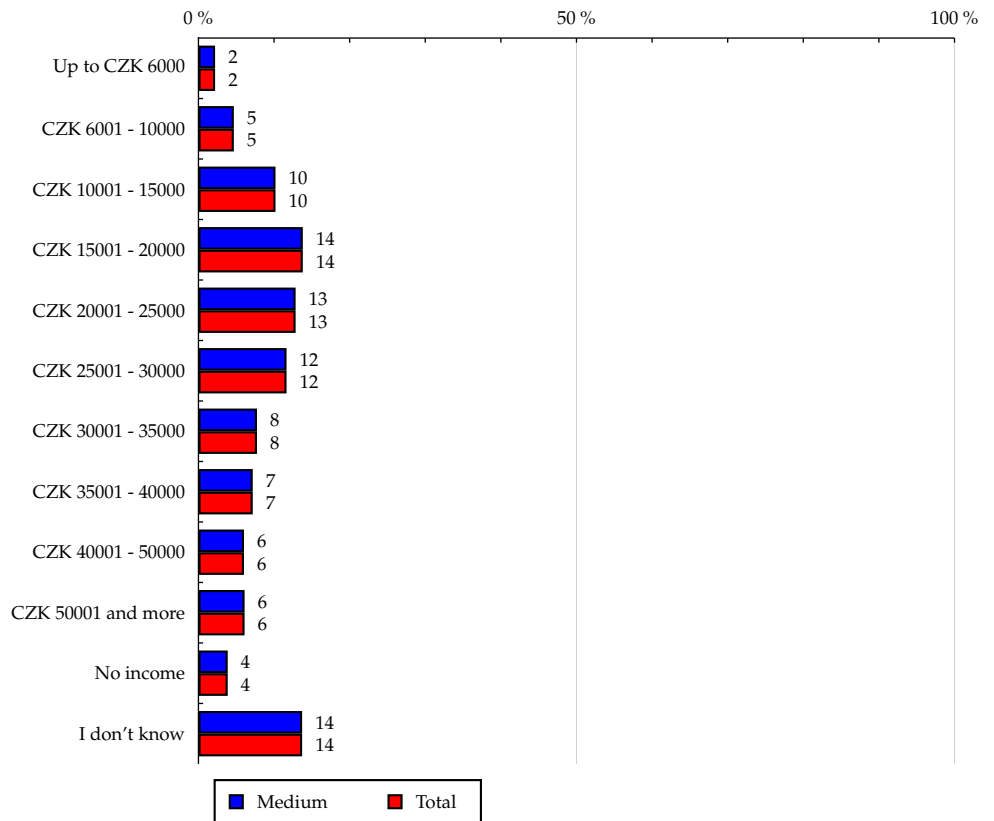
TOTAL

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	2.20	133 961	97.70	2.33	164 126 242	119 699.65	100.00	2.20	133 961	2.33	164 126 242
CZK 6001 - 10000	4.68	284 882	97.70	4.93	347 203 696	119 072.84	100.00	4.68	284 882	4.93	347 203 696
CZK 10001 - 15000	10.19	619 593	97.70	10.39	731 338 305	115 320.36	100.00	10.19	619 593	10.39	731 338 305
CZK 15001 - 20000	13.80	839 238	97.70	14.24	1 002 398 845	116 694.38	100.00	13.80	839 238	14.24	1 002 398 845
CZK 20001 - 25000	12.85	781 254	97.70	13.99	985 376 364	123 226.46	100.00	12.85	781 254	13.99	985 376 364
CZK 25001 - 30000	11.65	708 497	97.70	11.81	831 600 206	114 675.58	100.00	11.65	708 497	11.81	831 600 206
CZK 30001 - 35000	7.74	470 621	97.70	8.26	581 894 119	120 800.01	100.00	7.74	470 621	8.26	581 894 119
CZK 35001 - 40000	7.18	436 644	97.70	6.42	452 279 921	101 198.43	100.00	7.18	436 644	6.42	452 279 921
CZK 40001 - 50000	6.02	365 854	97.70	6.92	487 431 253	130 166.73	100.00	6.02	365 854	6.92	487 431 253
CZK 50001 and more	6.10	370 741	97.70	5.74	403 841 051	106 422.52	100.00	6.10	370 741	5.74	403 841 051
No income	3.87	235 597	97.70	2.95	207 493 084	86 045.37	100.00	3.87	235 597	2.95	207 493 084
I don't know	13.71	833 980	97.70	12.02	846 433 019	99 158.82	100.00	13.71	833 980	12.02	846 433 019

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

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



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

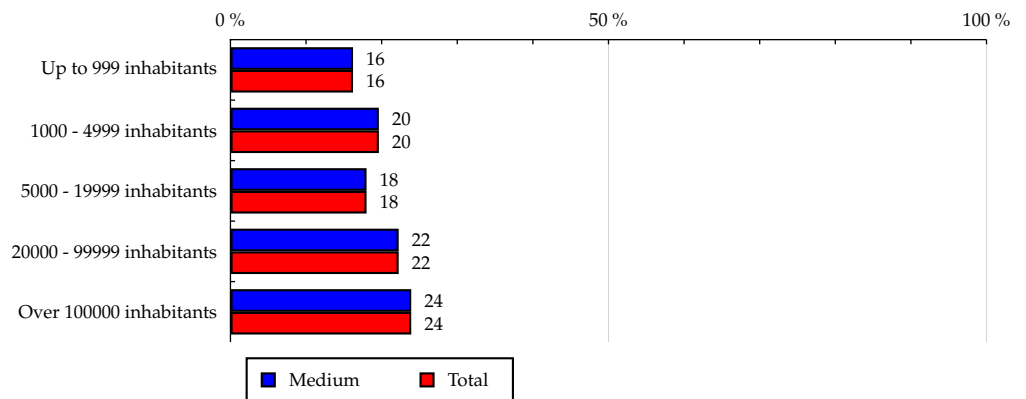
TOTAL

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	985 718	97.70	16.22	1 141 984 079	113 188.33	100.00	16.21	985 718	16.22	1 141 984 079
1000 - 4999 inhabitants	19.63	1 193 671	97.70	19.81	1 394 621 987	114 147.42	100.00	19.63	1 193 671	19.81	1 394 621 987
5000 - 19999 inhabitants	18.00	1 094 684	97.70	18.29	1 287 731 005	114 929.32	100.00	18.00	1 094 684	18.29	1 287 731 005
20000 - 99999 inhabitants	22.25	1 352 875	97.70	22.28	1 568 948 608	113 304.08	100.00	22.25	1 352 875	22.28	1 568 948 608
Over 100000 inhabitants	23.91	1 453 917	97.70	23.41	1 648 130 427	110 750.67	100.00	23.91	1 453 917	23.41	1 648 130 427

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

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



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

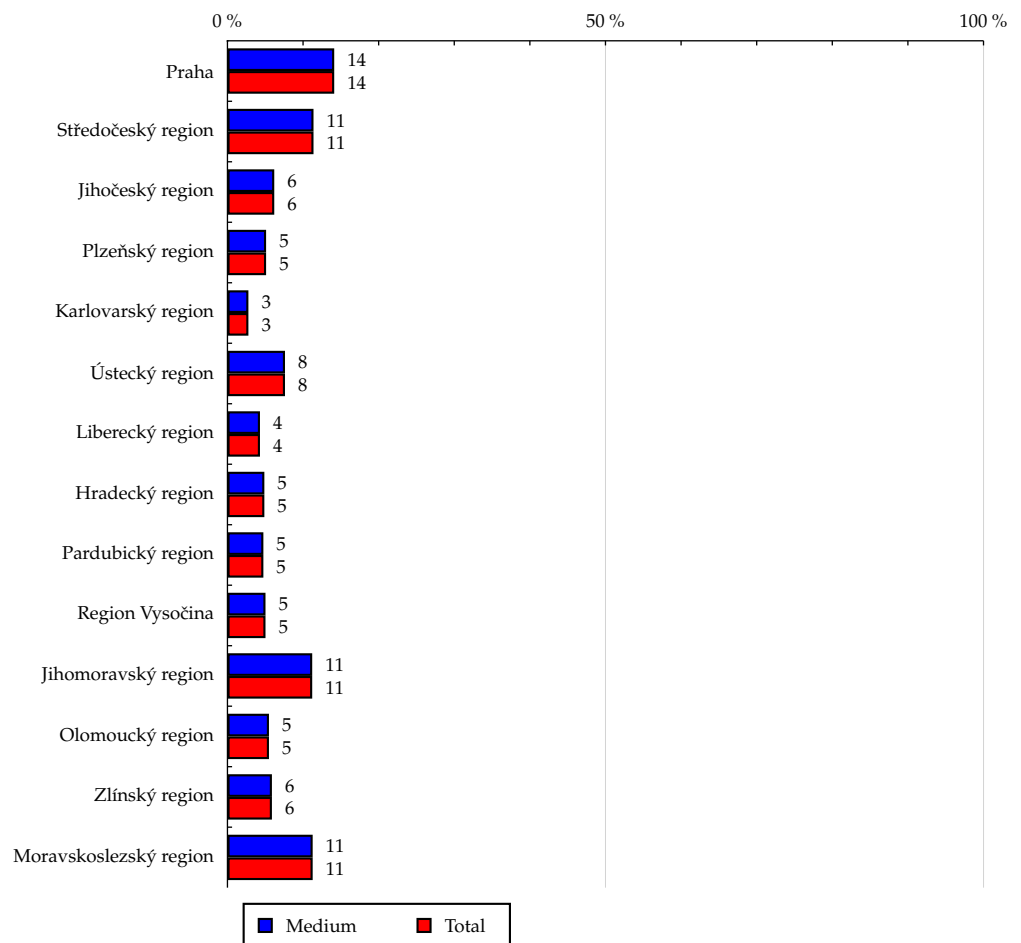
TOTAL

Table 12: Region

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Praha	14.12	858 489	97.70	14.00	985 946 164	112 205.18	100.00	14.12	858 489	14.00	985 946 164
Středočeský region	11.38	692 245	97.70	10.55	742 735 276	104 825.81	100.00	11.38	692 245	10.55	742 735 276
Jihočeský region	6.19	376 593	97.70	6.62	466 057 416	120 909.69	100.00	6.19	376 593	6.62	466 057 416
Plzeňský region	5.11	310 491	97.70	5.06	356 422 439	112 152.74	100.00	5.11	310 491	5.06	356 422 439
Karlovarský region	2.77	168 681	97.70	2.69	189 377 208	109 686.69	100.00	2.77	168 681	2.69	189 377 208
Ústecký region	7.61	462 814	97.70	7.46	524 968 705	110 820.73	100.00	7.61	462 814	7.46	524 968 705
Liberecký region	4.30	261 659	97.70	4.11	289 695 665	108 168.41	100.00	4.30	261 659	4.11	289 695 665
Hradecký region	4.88	296 508	97.70	5.17	364 085 113	119 966.67	100.00	4.88	296 508	5.17	364 085 113
Pardubický region	4.75	288 899	97.70	5.12	360 280 928	121 839.88	100.00	4.75	288 899	5.12	360 280 928
Region Vysočina	5.03	306 048	97.70	4.61	324 441 807	103 571.86	100.00	5.03	306 048	4.61	324 441 807
Jihomoravský region	11.21	681 662	97.70	10.61	746 829 188	107 040.10	100.00	11.21	681 662	10.61	746 829 188
Olomoucký region	5.49	333 900	97.70	5.19	365 638 144	106 986.43	100.00	5.49	333 900	5.19	365 638 144
Zlínský region	5.88	357 255	97.70	6.29	442 873 895	121 114.33	100.00	5.88	357 255	6.29	442 873 895
Moravskoslezský region	11.27	685 617	97.70	12.53	882 064 156	125 693.55	100.00	11.27	685 617	12.53	882 064 156

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

Chart 12: Region by RU(%)



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

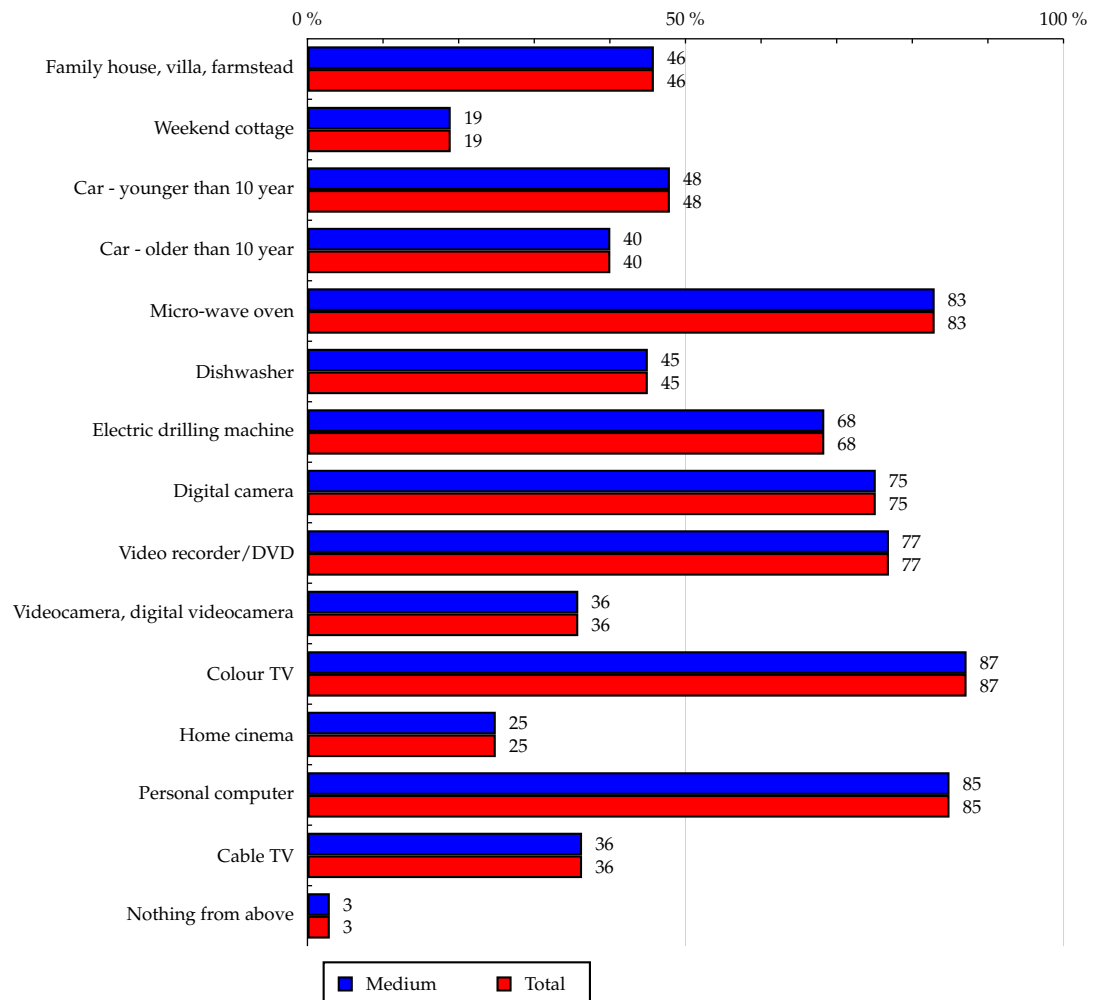
TOTAL

Table 13: Facilities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Family house, villa, farmstead	45.82	2 786 043	97.70	45.28	3 188 445 709	111 811.30	100.00	45.82	2 786 043	45.28	3 188 445 709
Weekend cottage	18.95	1 152 342	97.70	17.05	1 200 623 988	101 793.52	100.00	18.95	1 152 342	17.05	1 200 623 988
Car - younger than 10 year	47.94	2 914 963	97.70	46.64	3 283 865 525	110 064.38	100.00	47.94	2 914 963	46.64	3 283 865 525
Car - older than 10 year	40.06	2 435 962	97.70	40.99	2 886 535 993	115 771.29	100.00	40.06	2 435 962	40.99	2 886 535 993
Micro-wave oven	82.96	5 044 819	97.70	83.60	5 886 638 122	114 002.98	100.00	82.96	5 044 819	83.60	5 886 638 122
Dishwasher	45.02	2 737 901	97.70	42.83	3 015 976 029	107 622.89	100.00	45.02	2 737 901	42.83	3 015 976 029
Electric drilling machine	68.36	4 157 084	97.70	66.98	4 716 646 330	110 850.83	100.00	68.36	4 157 084	66.98	4 716 646 330
Digital camera	75.17	4 571 015	97.70	75.95	5 348 304 610	114 313.62	100.00	75.17	4 571 015	75.95	5 348 304 610
Video recorder/DVD	76.91	4 677 000	97.70	76.41	5 380 557 807	112 396.92	100.00	76.91	4 677 000	76.41	5 380 557 807
Videocamera, digital videocamera	35.82	2 178 356	97.70	34.81	2 451 136 306	109 934.28	100.00	35.82	2 178 356	34.81	2 451 136 306
Colour TV	87.18	5 301 442	97.70	87.93	6 191 818 169	114 108.67	100.00	87.18	5 301 442	87.93	6 191 818 169
Home cinema	24.91	1 514 461	97.70	24.86	1 750 459 804	112 924.55	100.00	24.91	1 514 461	24.86	1 750 459 804
Personal computer	84.92	5 164 068	97.70	85.83	6 043 825 658	114 344.29	100.00	84.92	5 164 068	85.83	6 043 825 658
Cable TV	36.32	2 208 282	97.70	36.07	2 540 170 394	112 383.55	100.00	36.32	2 208 282	36.07	2 540 170 394
Nothing from above	2.96	179 755	97.70	2.87	202 287 892	109 946.69	100.00	2.96	179 755	2.87	202 287 892

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

Chart 13: Facilities by RU(%)



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

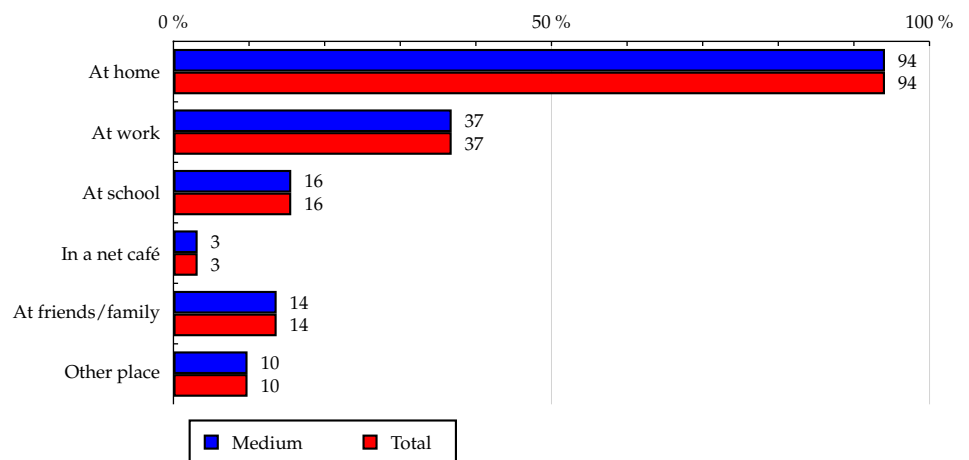
TOTAL

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	5 722 819	97.70	94.89	6 681 488 004	114 066.38	100.00	94.11	5 722 819	94.89	6 681 488 004
At work	36.80	2 237 979	97.70	35.51	2 500 169 697	109 146.02	100.00	36.80	2 237 979	35.51	2 500 169 697
At school	15.58	947 480	97.70	14.47	1 019 192 991	105 094.70	100.00	15.58	947 480	14.47	1 019 192 991
In a net café	3.20	194 852	97.70	3.21	226 108 765	113 372.15	100.00	3.20	194 852	3.21	226 108 765
At friends/family	13.65	829 771	97.70	14.18	998 421 752	117 557.40	100.00	13.65	829 771	14.18	998 421 752
Other place	9.80	596 123	97.70	10.15	714 848 274	117 158.12	100.00	9.80	596 123	10.15	714 848 274

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

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



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

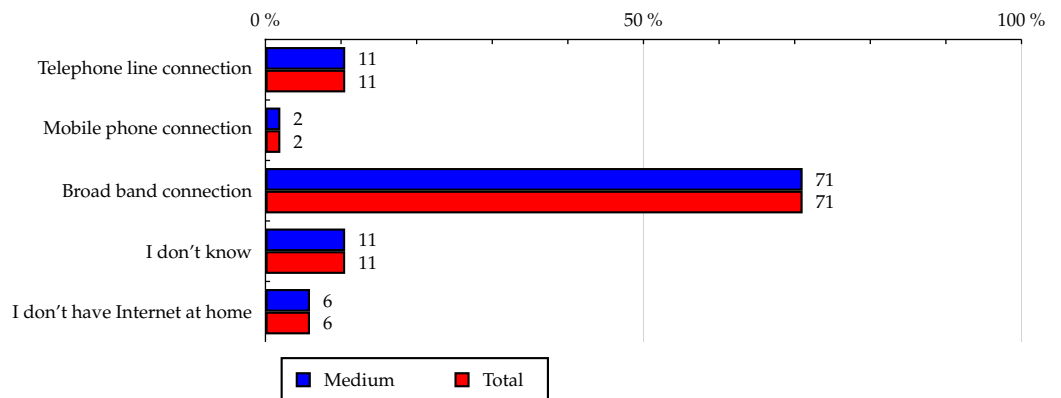
TOTAL

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	10.55	641 713	97.70	10.14	713 937 508	108 695.91	100.00	10.55	641 713	10.14	713 937 508
Mobile phone connection	1.97	119 829	97.70	1.57	110 392 711	90 006.00	100.00	1.97	119 829	1.57	110 392 711
Broad band connection	71.05	4 320 579	97.70	73.87	5 201 580 681	117 621.80	100.00	71.05	4 320 579	73.87	5 201 580 681
I don't know	10.54	640 696	97.70	9.31	655 577 104	99 969.17	100.00	10.54	640 696	9.31	655 577 104
I don't have Internet at home	5.89	358 047	97.70	5.11	359 928 102	98 213.16	100.00	5.89	358 047	5.11	359 928 102

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

Chart 15: Connection from Home by RU(%)



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

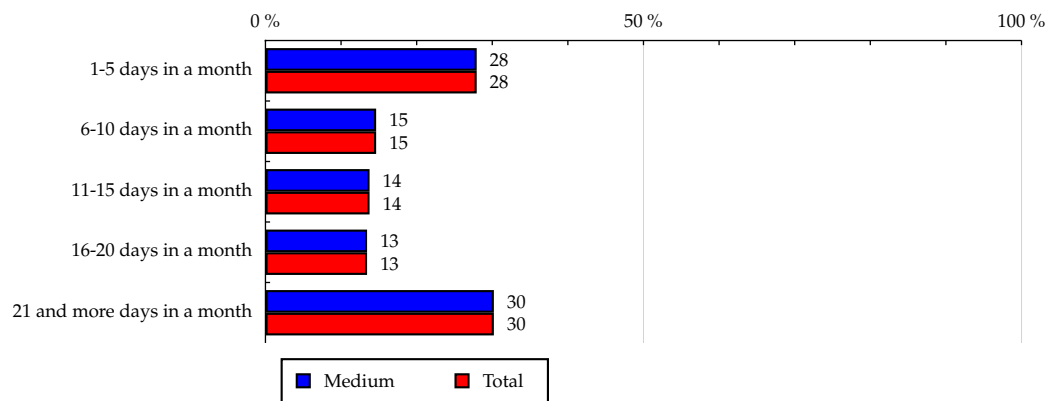
TOTAL

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	27.94	1 699 077	97.70	1.89	132 828 752	7 637.89	100.00	27.94	1 699 077	1.89	132 828 752
6-10 days in a month	14.64	889 947	97.70	4.00	281 305 552	30 882.23	100.00	14.64	889 947	4.00	281 305 552
11-15 days in a month	13.77	837 425	97.70	8.80	619 768 636	72 306.62	100.00	13.77	837 425	8.80	619 768 636
16-20 days in a month	13.44	817 204	97.70	14.95	1 052 587 445	125 840.98	100.00	13.44	817 204	14.95	1 052 587 445
21 and more days in a month	30.21	1 837 212	97.70	70.37	4 954 925 721	263 494.89	100.00	30.21	1 837 212	70.37	4 954 925 721

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

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



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

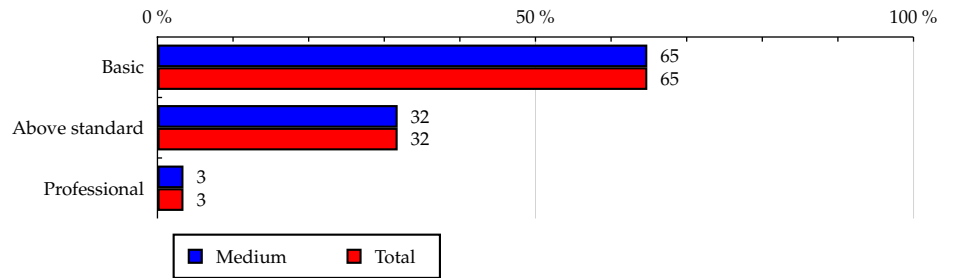
TOTAL

Table 17: IT Knowledge

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Basic	64.79	3 939 836	97.70	64.33	4 529 994 634	112 334.72	100.00	64.79	3 939 836	64.33	4 529 994 634
Above standard	31.77	1 931 949	97.70	31.92	2 247 671 892	113 666.29	100.00	31.77	1 931 949	31.92	2 247 671 892
Professional	3.44	209 081	97.70	3.75	263 749 580	123 245.62	100.00	3.44	209 081	3.75	263 749 580

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

Chart 17: IT Knowledge by RU(%)



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

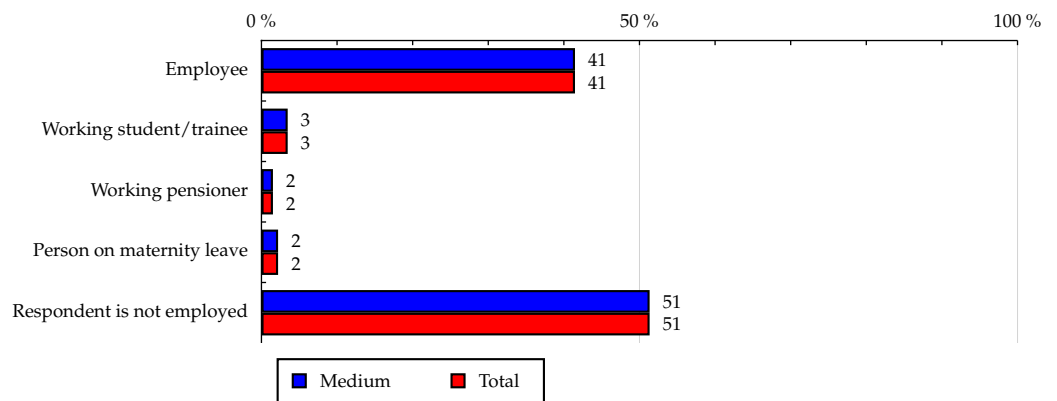
TOTAL

Table 18: Economically Active as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Employee	41.47	2 521 484	97.70	42.38	2 984 005 256	115 621.28	100.00	41.47	2 521 484	42.38	2 984 005 256
Working student/trainee	3.47	211 213	97.70	3.16	222 291 745	102 824.54	100.00	3.47	211 213	3.16	222 291 745
Working pensioner	1.52	92 675	97.70	1.67	117 362 365	123 724.93	100.00	1.52	92 675	1.67	117 362 365
Person on maternity leave	2.20	133 678	97.70	2.28	160 682 947	117 436.66	100.00	2.20	133 678	2.28	160 682 947
Respondent is not employed	51.34	3 121 815	97.70	50.52	3 557 073 792	111 321.80	100.00	51.34	3 121 815	50.52	3 557 073 792

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

Chart 18: Economically Active as by RU(%)



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

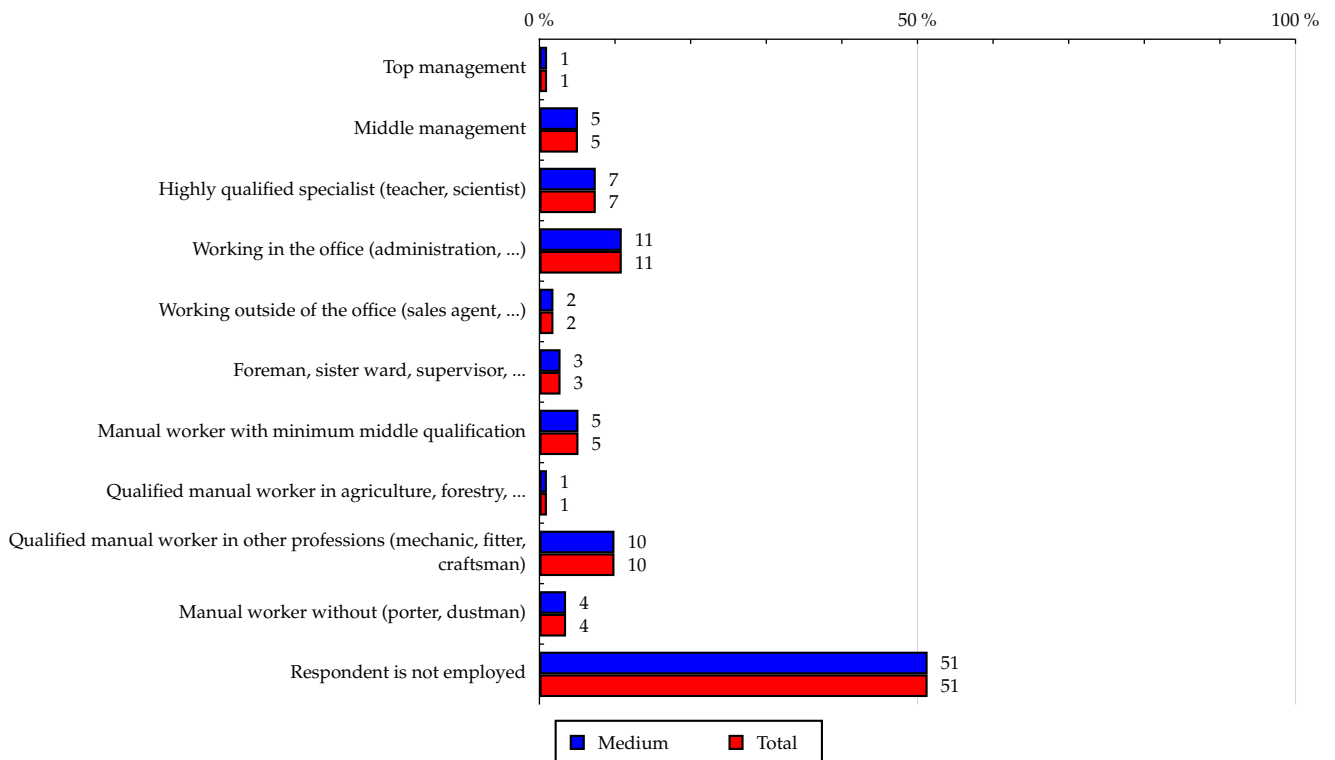
TOTAL

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	1.01	61 122	97.70	0.81	56 693 469	90 620.09	100.00	1.01	61 122	0.81	56 693 469
Middle management	5.09	309 761	97.70	5.10	359 006 745	113 232.30	100.00	5.09	309 761	5.10	359 006 745
Highly qualified specialist (teacher, scientist)	7.45	452 836	97.70	6.09	428 618 627	92 474.95	100.00	7.45	452 836	6.09	428 618 627
Working in the office (administration, ...)	10.89	662 212	97.70	11.76	828 374 606	122 214.85	100.00	10.89	662 212	11.76	828 374 606
Working outside of the office (sales agent, ...)	1.85	112 452	97.70	1.89	133 353 559	115 859.54	100.00	1.85	112 452	1.89	133 353 559
Foreman, sister ward, supervisor, ...	2.79	169 507	97.70	2.45	172 818 479	99 608.47	100.00	2.79	169 507	2.45	172 818 479
Manual worker with minimum middle qualification	5.16	313 691	97.70	5.46	384 790 128	119 843.71	100.00	5.16	313 691	5.46	384 790 128
Qualified manual worker in agriculture, forestry, ...	0.99	60 476	97.70	1.37	96 322 988	155 611.38	100.00	0.99	60 476	1.37	96 322 988
Qualified manual worker in other professions (mechanic, fitter, craftsman)	9.92	603 152	97.70	10.90	767 777 501	124 366.35	100.00	9.92	603 152	10.90	767 777 501
Manual worker without (porter, dustman)	3.52	213 839	97.70	3.64	256 586 211	117 230.29	100.00	3.52	213 839	3.64	256 586 211
Respondent is not employed	51.34	3 121 815	97.70	50.52	3 557 073 792	111 321.80	100.00	51.34	3 121 815	50.52	3 557 073 792

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

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



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

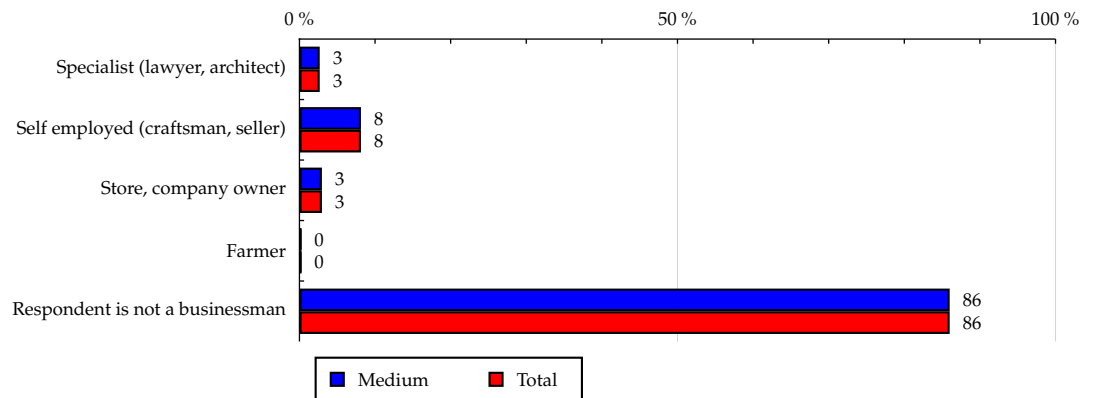
TOTAL

Table 20: Business Activities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Specialist (lawyer, architect)	2.68	162 736	97.70	2.27	159 865 770	95 976.78	100.00	2.68	162 736	2.27	159 865 770
Self employed (craftsman, seller)	8.13	494 120	97.70	8.78	617 886 370	122 171.50	100.00	8.13	494 120	8.78	617 886 370
Store, company owner	2.97	180 337	97.70	2.59	182 254 253	98 738.51	100.00	2.97	180 337	2.59	182 254 253
Farmer	0.23	14 037	97.70	0.20	13 875 018	96 567.36	100.00	0.23	14 037	0.20	13 875 018
Respondent is not a businessman	86.00	5 229 634	97.70	86.17	6 067 534 695	113 353.63	100.00	86.00	5 229 634	86.17	6 067 534 695

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

Chart 20: Business Activities by RU(%)



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

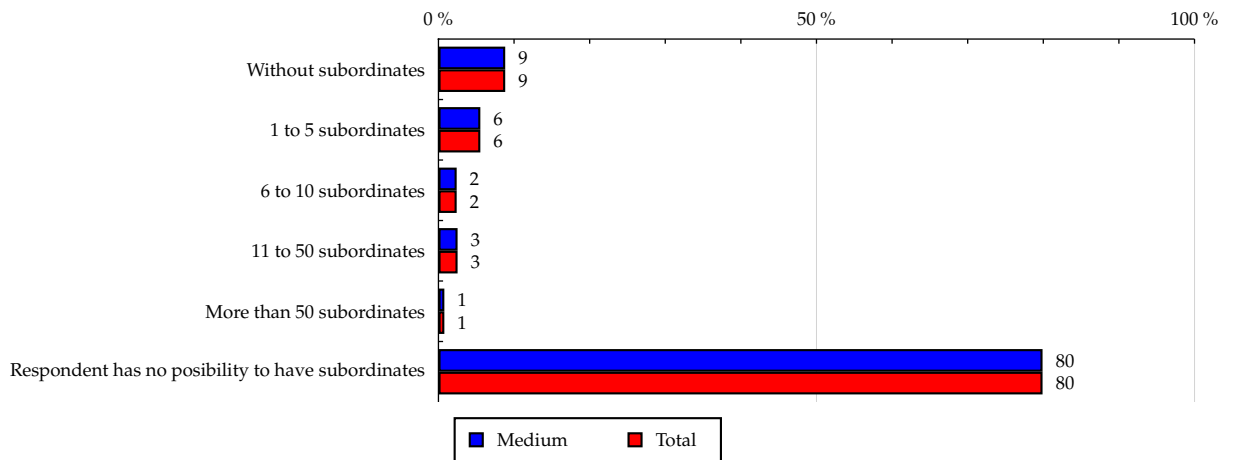
TOTAL

Table 21: Number of Subordinates

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Without subordinates	8.83	536 851	97.70	9.54	671 533 623	122 210.36	100.00	8.83	536 851	9.54	671 533 623
1 to 5 subordinates	5.54	337 018	97.70	5.42	381 419 483	110 571.56	100.00	5.54	337 018	5.42	381 419 483
6 to 10 subordinates	2.41	146 787	97.70	1.84	129 851 157	86 427.39	100.00	2.41	146 787	1.84	129 851 157
11 to 50 subordinates	2.53	153 766	97.70	2.19	154 030 869	97 867.91	100.00	2.53	153 766	2.19	154 030 869
More than 50 subordinates	0.78	47 691	97.70	0.75	52 746 494	108 055.44	100.00	0.78	47 691	0.75	52 746 494
Respondent has no possibility to have subordinates	79.90	4 858 751	97.70	80.27	5 651 834 480	113 647.35	100.00	79.90	4 858 751	80.27	5 651 834 480

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

Chart 21: Number of Subordinates by RU(%)



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

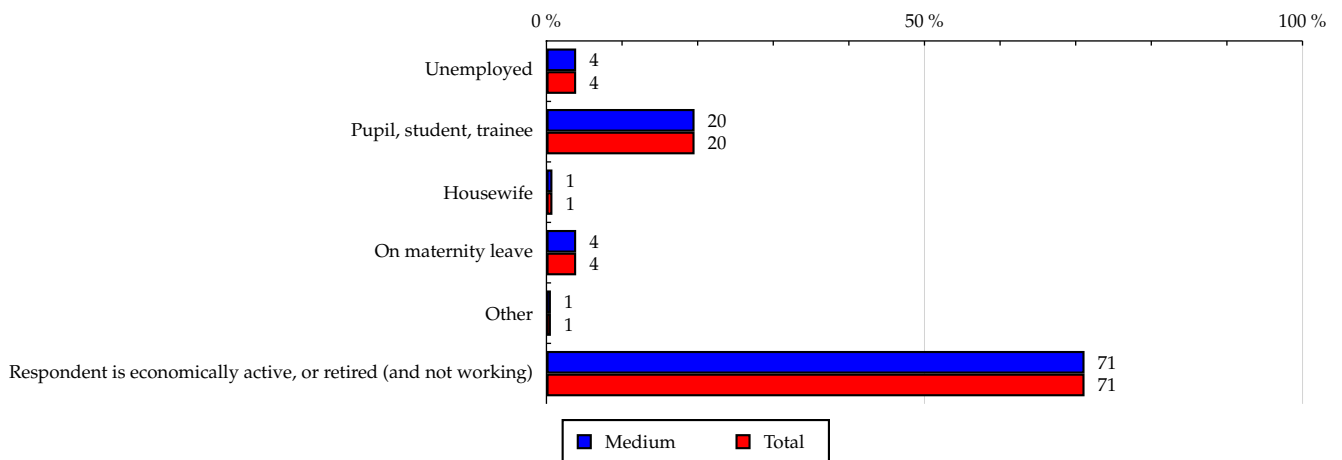
TOTAL

Table 22: Economically Inactive as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unemployed	3.93	238 727	97.70	4.22	297 311 369	121 675.65	100.00	3.93	238 727	4.22	297 311 369
Pupil, student, trainee	19.59	1 191 441	97.70	16.79	1 182 009 416	96 926.54	100.00	19.59	1 191 441	16.79	1 182 009 416
Housewife	0.79	48 298	97.70	0.82	57 937 103	117 196.95	100.00	0.79	48 298	0.82	57 937 103
On maternity leave	3.93	238 696	97.70	4.38	308 724 695	126 362.89	100.00	3.93	238 696	4.38	308 724 695
Other	0.59	36 129	97.70	0.55	38 732 657	104 738.51	100.00	0.59	36 129	0.55	38 732 657
Respondent is economically active, or retired (and not working)	71.17	4 327 572	97.70	73.23	5 156 700 865	116 418.52	100.00	71.17	4 327 572	73.23	5 156 700 865

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

Chart 22: Economically Inactive as by RU(%)



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

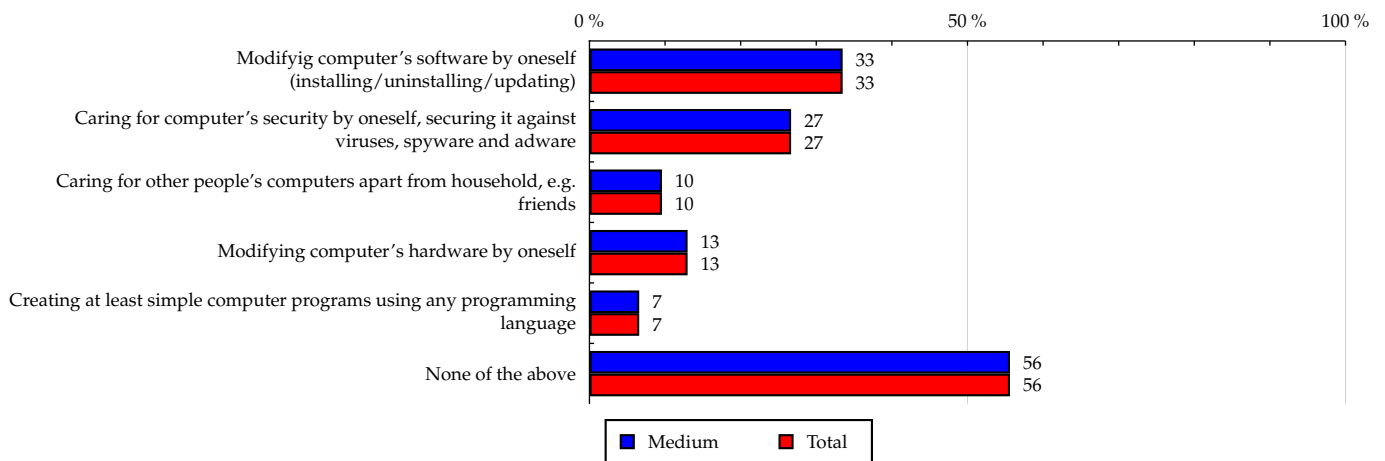
TOTAL

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)	33.49	2 036 625	97.70	37.15	2 615 907 679	125 489.04	100.00	33.49	2 036 625	37.15	2 615 907 679
Caring for computer's security by oneself, securing it against viruses, spyware and adware	26.67	1 622 021	97.70	28.14	1 981 741 935	119 367.18	100.00	26.67	1 622 021	28.14	1 981 741 935
Caring for other people's computers apart from household, e.g. friends	9.59	583 440	97.70	10.66	750 352 009	125 650.11	100.00	9.59	583 440	10.66	750 352 009
Modifying computer's hardware by oneself	12.98	789 233	97.70	13.86	976 261 146	120 852.26	100.00	12.98	789 233	13.86	976 261 146
Creating at least simple computer programs using any programming language	6.58	400 167	97.70	6.42	452 056 409	110 368.55	100.00	6.58	400 167	6.42	452 056 409
None of the above	55.62	3 382 245	97.70	52.32	3 683 969 306	106 415.62	100.00	55.62	3 382 245	52.32	3 683 969 306

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

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



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

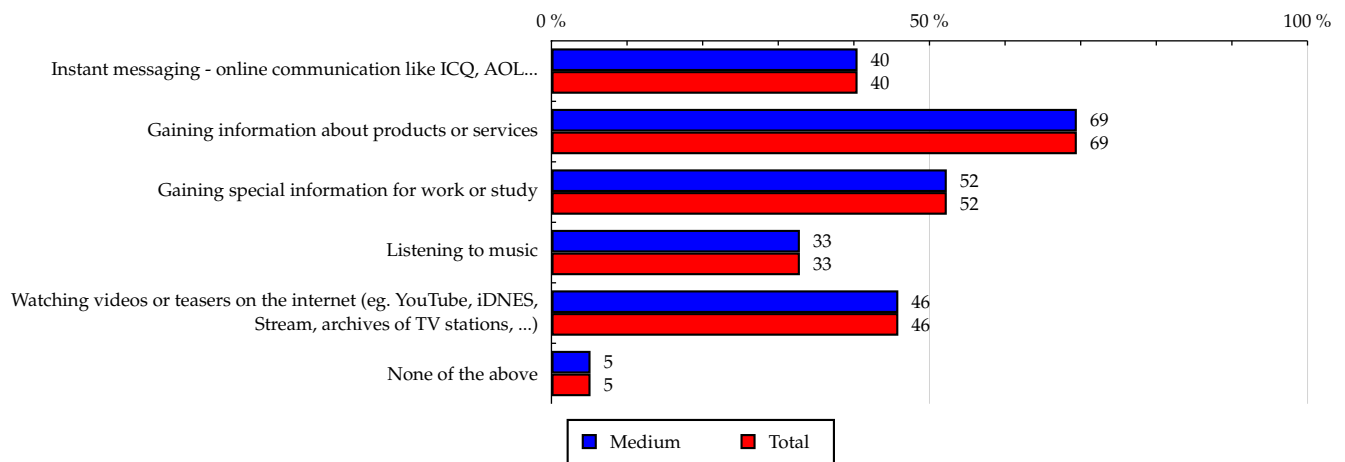
TOTAL

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...	40.49	2 462 308	97.70	41.04	2 889 605 225	114 654.36	100.00	40.49	2 462 308	41.04	2 889 605 225
Gaining information about products or services	69.49	4 225 370	97.70	72.75	5 122 471 691	118 442.96	100.00	69.49	4 225 370	72.75	5 122 471 691
Gaining special information for work or study	52.29	3 179 851	97.70	51.62	3 634 473 481	111 668.12	100.00	52.29	3 179 851	51.62	3 634 473 481
Listening to music	32.86	1 998 169	97.70	36.32	2 557 608 728	125 053.61	100.00	32.86	1 998 169	36.32	2 557 608 728
Watching videos or teasers on the internet (eg. YouTube, iDNES, Stream, archives of TV stations, ...)	45.88	2 789 942	97.70	51.42	3 620 634 824	126 789.70	100.00	45.88	2 789 942	51.42	3 620 634 824
None of the above	5.17	314 322	97.70	5.03	354 078 327	110 057.15	100.00	5.17	314 322	5.03	354 078 327

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

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



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

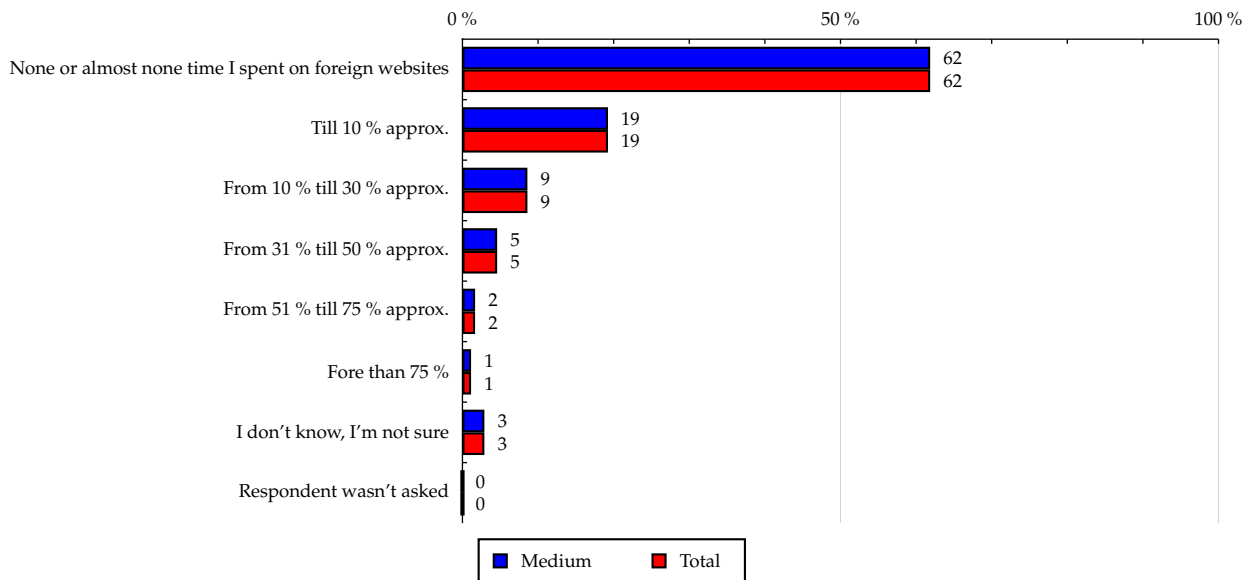
TOTAL

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	61.86	3 761 710	97.70	62.42	4 395 194 701	114 153.00	100.00	61.86	3 761 710	62.42	4 395 194 701
Till 10 % approx.	19.25	1 170 482	97.70	20.16	1 419 878 733	118 517.03	100.00	19.25	1 170 482	20.16	1 419 878 733
From 10 % till 30 % approx.	8.59	522 391	97.70	8.56	602 636 188	112 707.61	100.00	8.59	522 391	8.56	602 636 188
From 31 % till 50 % approx.	4.59	279 254	97.70	4.20	295 763 495	103 475.80	100.00	4.59	279 254	4.20	295 763 495
From 51 % till 75 % approx.	1.67	101 484	97.70	1.32	93 294 171	89 814.80	100.00	1.67	101 484	1.32	93 294 171
Fore than 75 %	1.14	69 334	97.70	0.93	65 277 411	91 983.43	100.00	1.14	69 334	0.93	65 277 411
I don't know, I'm not sure	2.90	176 208	97.70	2.41	169 371 407	93 909.08	100.00	2.90	176 208	2.41	169 371 407
Respondent wasn't asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



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