

SPIR NetMonitor

Research on the Sociodemography of Internet Users in the Czech Republic

Medium title:

TOTAL

Month:

September 2012

Basic information	
The size of Internet population in the Czech Republic	6 307 829
Number of respondents	
Medium	N = 23 600
Total (for all measured media)	N = 23 600
RU(number)	6 162 749
Reach(%)	97.70
PV(number) (from Czech visitors)	7 136 378 157
PV(number) (from all visitors)	7 676 951 244
GRP (%)	113 135.25

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

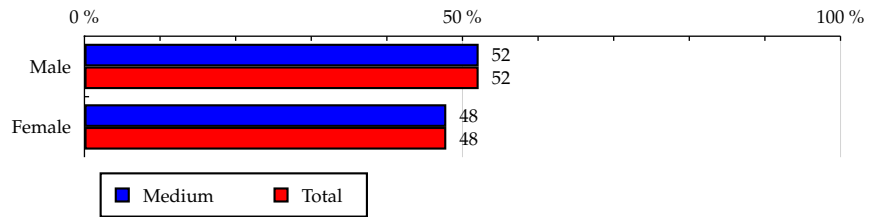
TOTAL

Table 1: Sex

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Male	52.14	3 213 503	97.70	54.44	3 885 355 365	118 126.27	100.00	52.14	3 213 503	54.44	3 885 355 365
Female	47.86	2 949 245	97.70	45.56	3 251 022 792	107 697.02	100.00	47.86	2 949 245	45.56	3 251 022 792

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

Chart 1: Sex by RU(%)



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

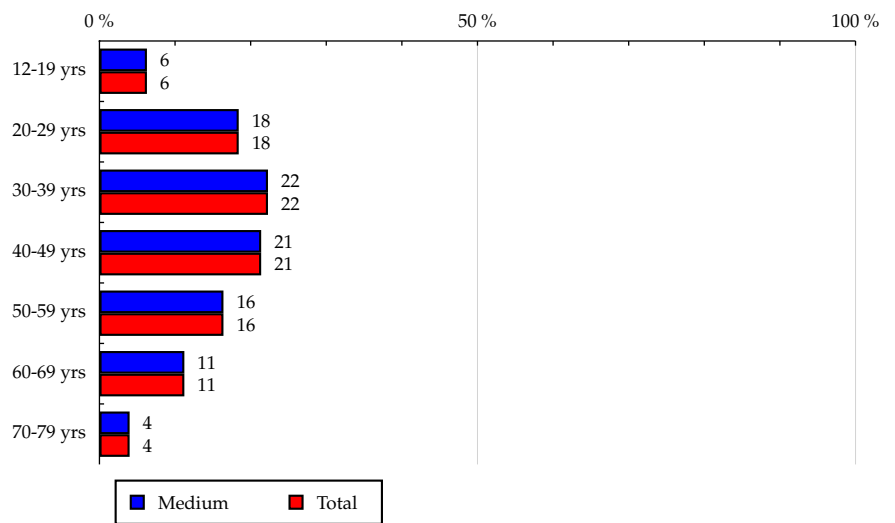
TOTAL

Table 2: Age

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
12-19 yrs	6.28	386 897	97.70	3.53	251 848 955	63 597.39	100.00	6.28	386 897	3.53	251 848 955
20-29 yrs	18.42	1 135 240	97.70	18.62	1 328 637 798	114 343.99	100.00	18.42	1 135 240	18.62	1 328 637 798
30-39 yrs	22.29	1 373 738	97.70	23.16	1 652 519 112	117 526.83	100.00	22.29	1 373 738	23.16	1 652 519 112
40-49 yrs	21.39	1 318 151	97.70	21.64	1 544 227 589	114 456.54	100.00	21.39	1 318 151	21.64	1 544 227 589
50-59 yrs	16.40	1 010 753	97.70	16.84	1 201 732 509	116 160.20	100.00	16.40	1 010 753	16.84	1 201 732 509
60-69 yrs	11.23	692 198	97.70	11.91	849 866 828	119 953.94	100.00	11.23	692 198	11.91	849 866 828
70-79 yrs	3.99	245 769	97.70	4.31	307 545 366	122 257.37	100.00	3.99	245 769	4.31	307 545 366

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

Chart 2: Age by RU(%)



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

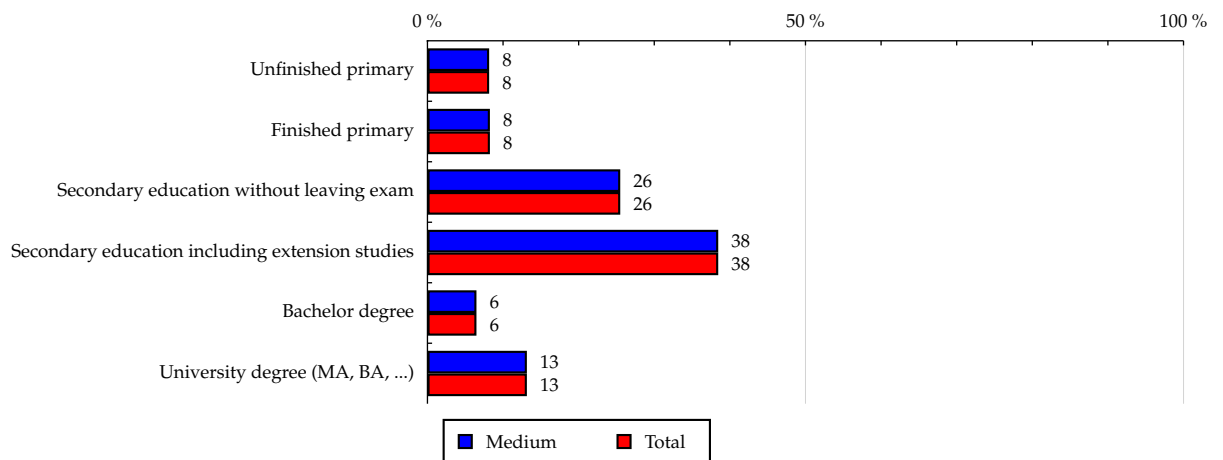
TOTAL

Table 3: Highest Education

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unfinished primary	8.16	502 633	97.70	4.86	347 115 749	67 471.11	100.00	8.16	502 633	4.86	347 115 749
Finished primary	8.26	508 735	97.70	8.41	600 317 896	115 288.01	100.00	8.26	508 735	8.41	600 317 896
Secondary education without leaving exam	25.50	1 571 254	97.70	29.72	2 120 662 621	131 861.95	100.00	25.50	1 571 254	29.72	2 120 662 621
Secondary education including extension studies	38.46	2 370 316	97.70	39.80	2 840 012 173	117 059.95	100.00	38.46	2 370 316	39.80	2 840 012 173
Bachelor degree	6.48	399 592	97.70	6.43	458 913 237	112 204.00	100.00	6.48	399 592	6.43	458 913 237
University degree (MA, BA, ...)	13.15	810 216	97.70	10.78	769 356 481	92 772.85	100.00	13.15	810 216	10.78	769 356 481

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

Chart 3: Highest Education by RU(%)



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

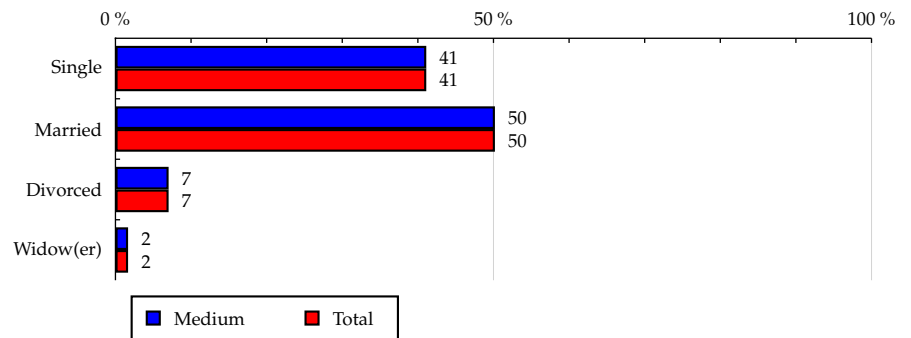
TOTAL

Table 4: Marital Status

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Single	41.11	2 533 381	97.70	39.44	2 814 562 878	108 543.77	100.00	41.11	2 533 381	39.44	2 814 562 878
Married	50.19	3 093 257	97.70	50.97	3 637 587 728	114 892.59	100.00	50.19	3 093 257	50.97	3 637 587 728
Divorced	7.03	433 327	97.70	7.95	567 380 159	127 924.05	100.00	7.03	433 327	7.95	567 380 159
Widow(er)	1.67	102 782	97.70	1.64	116 847 393	111 069.29	100.00	1.67	102 782	1.64	116 847 393

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

Chart 4: Marital Status by RU(%)



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

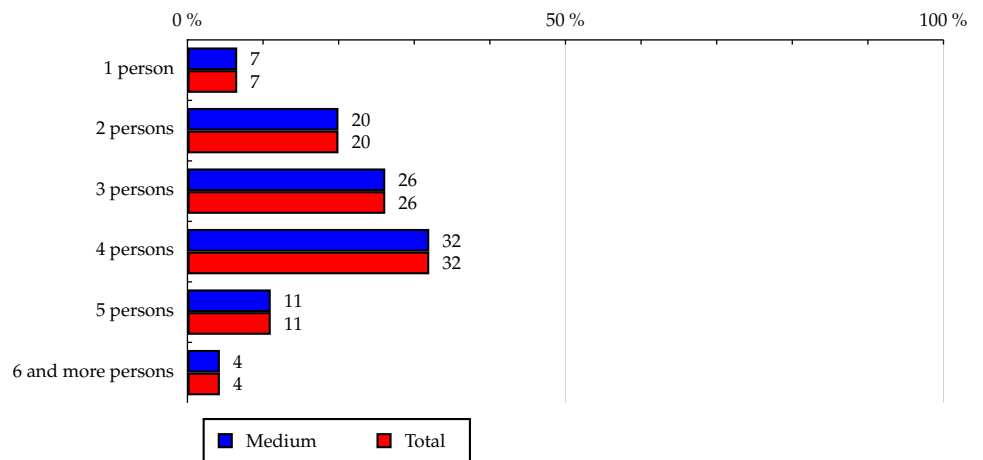
TOTAL

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	6.58	405 624	97.70	8.05	574 275 742	138 322.04	100.00	6.58	405 624	8.05	574 275 742
2 persons	19.97	1 230 630	97.70	20.00	1 427 524 299	113 331.47	100.00	19.97	1 230 630	20.00	1 427 524 299
3 persons	26.16	1 611 959	97.70	27.68	1 975 010 089	119 704.28	100.00	26.16	1 611 959	27.68	1 975 010 089
4 persons	31.98	1 970 903	97.70	30.20	2 155 306 042	106 841.04	100.00	31.98	1 970 903	30.20	2 155 306 042
5 persons	11.02	679 016	97.70	10.27	733 164 753	105 491.15	100.00	11.02	679 016	10.27	733 164 753
6 and more persons	4.29	264 615	97.70	3.80	271 097 232	100 093.32	100.00	4.29	264 615	3.80	271 097 232

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

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



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

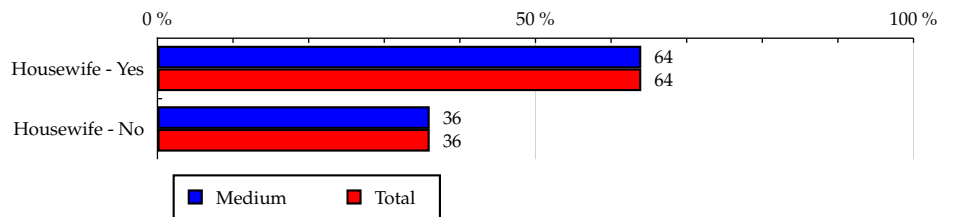
TOTAL

Table 6: Housewife

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Housewife - Yes	63.99	3 943 446	97.70	66.81	4 768 034 144	118 129.38	100.00	63.99	3 943 446	66.81	4 768 034 144
Housewife - No	36.01	2 219 302	97.70	33.19	2 368 344 013	104 261.25	100.00	36.01	2 219 302	33.19	2 368 344 013

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

Chart 6: Housewife by RU(%)



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

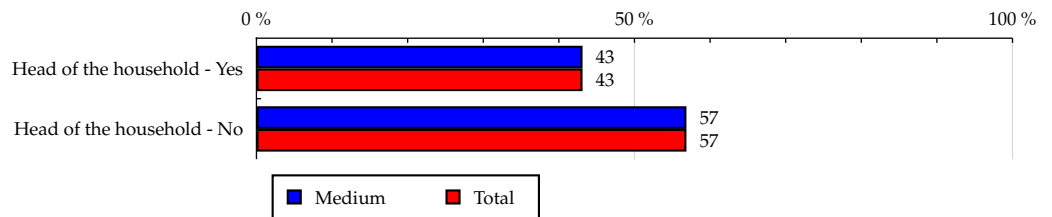
TOTAL

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	43.13	2 658 101	97.70	44.30	3 161 465 055	116 201.41	100.00	43.13	2 658 101	44.30	3 161 465 055
Head of the household - No	56.87	3 504 647	97.70	55.70	3 974 913 102	110 809.72	100.00	56.87	3 504 647	55.70	3 974 913 102

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

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



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

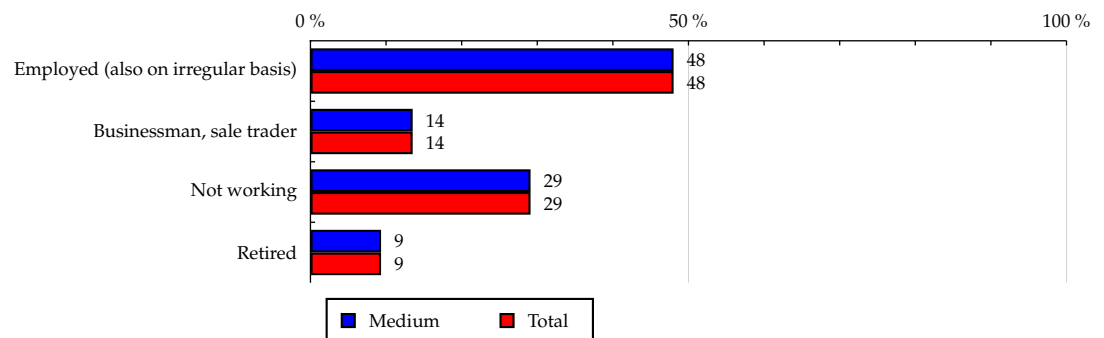
TOTAL

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)	48.03	2 960 226	97.70	48.82	3 483 817 905	114 980.75	100.00	48.03	2 960 226	48.82	3 483 817 905
Businessman, sale trader	13.52	833 102	97.70	12.98	926 196 238	108 617.31	100.00	13.52	833 102	12.98	926 196 238
Not working	29.11	1 793 908	97.70	27.16	1 937 931 770	105 543.84	100.00	29.11	1 793 908	27.16	1 937 931 770
Retired	9.34	575 512	97.70	11.05	788 432 244	133 845.69	100.00	9.34	575 512	11.05	788 432 244

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

Chart 8: Economic Activity by RU(%)



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

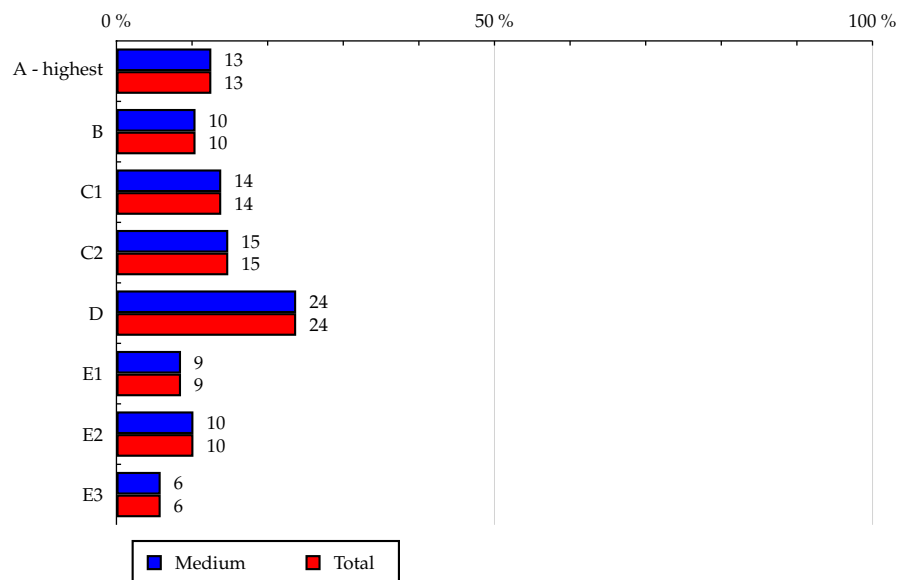
TOTAL

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	12.55	773 530	97.70	11.20	799 504 242	100 980.54	100.00	12.55	773 530	11.20	799 504 242
B	10.46	644 726	97.70	11.11	792 547 557	120 100.43	100.00	10.46	644 726	11.11	792 547 557
C1	13.86	854 080	97.70	13.84	987 960 949	113 014.83	100.00	13.86	854 080	13.84	987 960 949
C2	14.79	911 412	97.70	15.96	1 139 210 105	122 118.98	100.00	14.79	911 412	15.96	1 139 210 105
D	23.77	1 464 602	97.70	23.63	1 686 642 635	112 511.78	100.00	23.77	1 464 602	23.63	1 686 642 635
E1	8.54	526 292	97.70	9.02	643 570 240	119 471.23	100.00	8.54	526 292	9.02	643 570 240
E2	10.18	627 394	97.70	9.82	700 768 514	109 126.10	100.00	10.18	627 394	9.82	700 768 514
E3	5.85	360 709	97.70	5.41	386 173 916	104 597.18	100.00	5.85	360 709	5.41	386 173 916

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

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



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

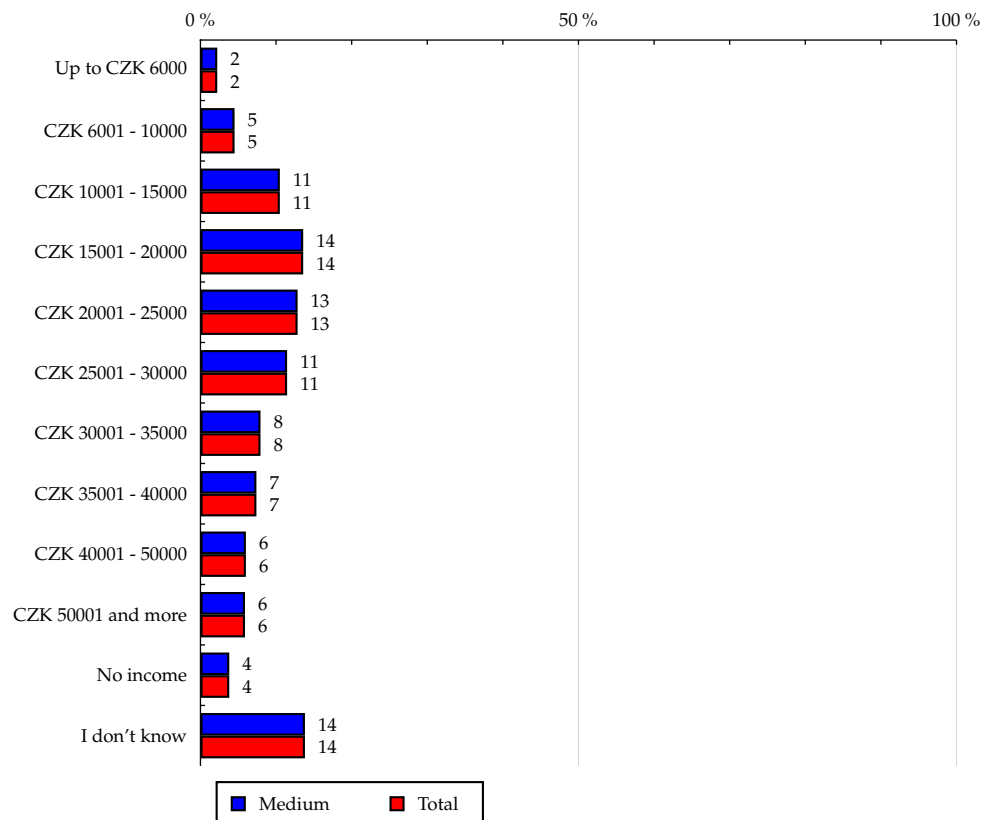
TOTAL

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	2.22	136 711	97.70	2.34	166 769 296	119 180.45	100.00	2.22	136 711	2.34	166 769 296
CZK 6001 - 10000	4.51	277 827	97.70	4.84	345 252 236	121 410.59	100.00	4.51	277 827	4.84	345 252 236
CZK 10001 - 15000	10.50	646 835	97.70	11.15	795 503 113	120 155.27	100.00	10.50	646 835	11.15	795 503 113
CZK 15001 - 20000	13.59	837 271	97.70	14.88	1 061 574 369	123 873.65	100.00	13.59	837 271	14.88	1 061 574 369
CZK 20001 - 25000	12.85	792 030	97.70	13.58	969 403 232	119 579.58	100.00	12.85	792 030	13.58	969 403 232
CZK 25001 - 30000	11.46	706 260	97.70	11.16	796 519 410	110 185.91	100.00	11.46	706 260	11.16	796 519 410
CZK 30001 - 35000	7.94	489 486	97.70	8.24	588 053 595	117 373.69	100.00	7.94	489 486	8.24	588 053 595
CZK 35001 - 40000	7.40	456 132	97.70	7.00	499 830 087	107 059.59	100.00	7.40	456 132	7.00	499 830 087
CZK 40001 - 50000	6.01	370 287	97.70	6.07	433 005 514	114 248.05	100.00	6.01	370 287	6.07	433 005 514
CZK 50001 and more	5.89	363 202	97.70	5.39	384 725 132	103 489.55	100.00	5.89	363 202	5.39	384 725 132
No income	3.81	235 029	97.70	3.25	231 808 554	96 361.16	100.00	3.81	235 029	3.25	231 808 554
I don't know	13.82	851 674	97.70	12.11	863 933 619	99 106.33	100.00	13.82	851 674	12.11	863 933 619

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

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



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

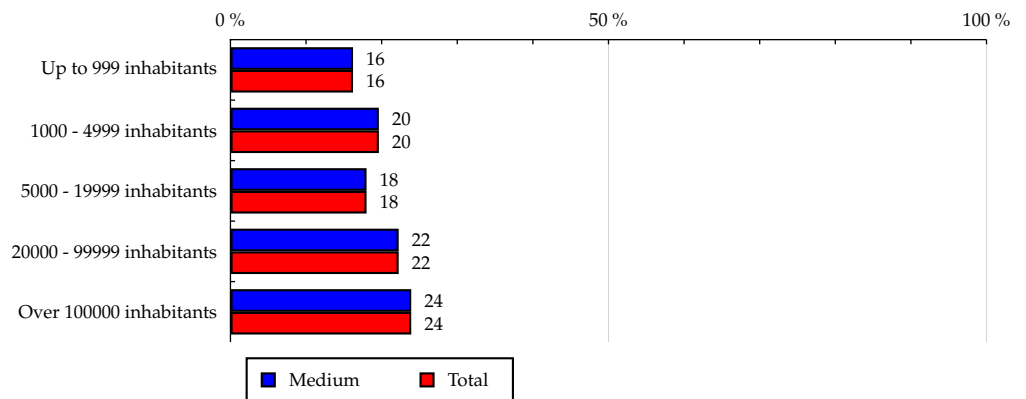
TOTAL

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	998 981	97.70	16.05	1 145 459 089	112 025.50	100.00	16.21	998 981	16.05	1 145 459 089
1000 - 4999 inhabitants	19.63	1 209 747	97.70	20.08	1 433 114 166	115 739.28	100.00	19.63	1 209 747	20.08	1 433 114 166
5000 - 19999 inhabitants	18.00	1 109 418	97.70	17.85	1 274 017 567	112 195.30	100.00	18.00	1 109 418	17.85	1 274 017 567
20000 - 99999 inhabitants	22.25	1 371 088	97.70	23.18	1 654 078 585	117 865.08	100.00	22.25	1 371 088	23.18	1 654 078 585
Over 100000 inhabitants	23.91	1 473 513	97.70	22.84	1 629 708 750	108 056.36	100.00	23.91	1 473 513	22.84	1 629 708 750

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

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



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

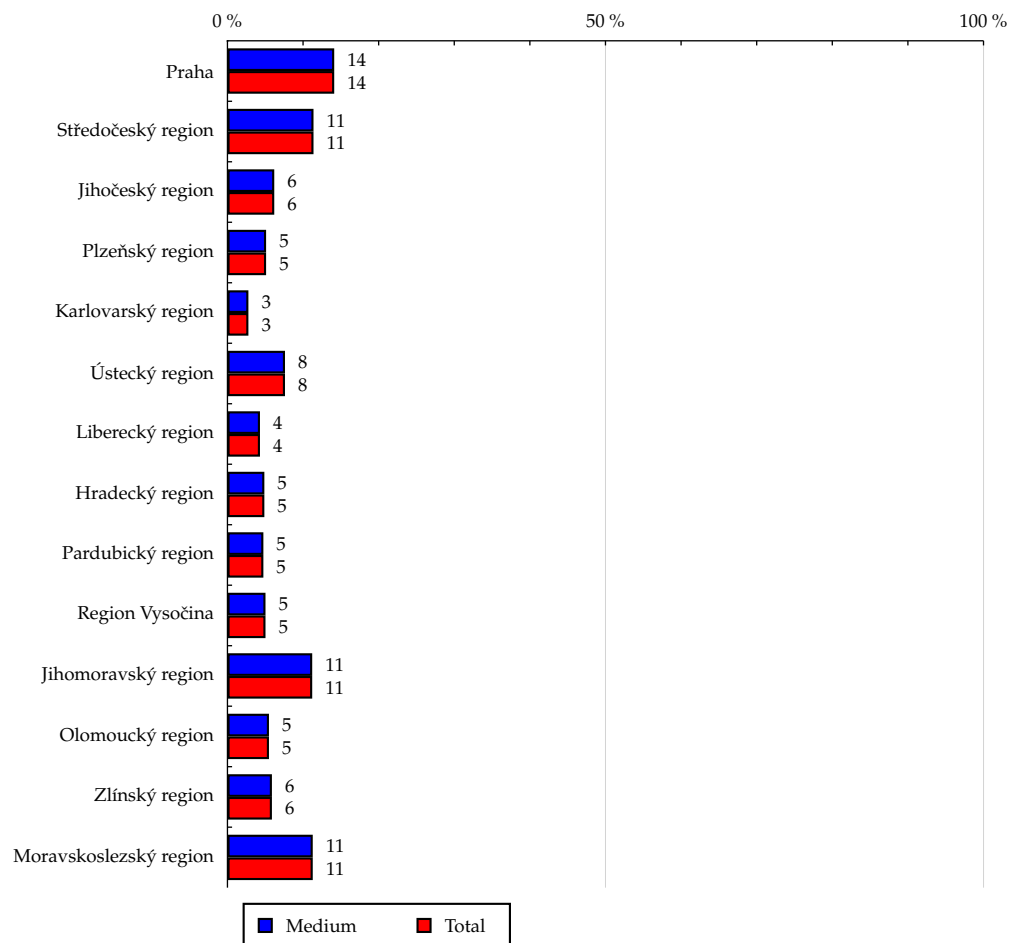
TOTAL

Table 12: Region

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Praha	14.12	870 056	97.70	13.62	972 114 804	109 160.26	100.00	14.12	870 056	13.62	972 114 804
Středočeský region	11.38	701 567	97.70	10.23	729 874 790	101 642.00	100.00	11.38	701 567	10.23	729 874 790
Jihočeský region	6.19	381 659	97.70	5.83	416 061 980	106 506.50	100.00	6.19	381 659	5.83	416 061 980
Plzeňský region	5.11	314 669	97.70	5.35	381 645 714	118 495.24	100.00	5.11	314 669	5.35	381 645 714
Karlovarský region	2.77	170 954	97.70	2.35	167 914 406	95 962.85	100.00	2.77	170 954	2.35	167 914 406
Ústecký region	7.61	469 047	97.70	7.63	544 413 167	113 398.37	100.00	7.61	469 047	7.63	544 413 167
Liberecký region	4.30	265 182	97.70	4.07	290 770 384	107 127.10	100.00	4.30	265 182	4.07	290 770 384
Hradecký region	4.88	300 495	97.70	5.30	378 284 155	122 991.50	100.00	4.88	300 495	5.30	378 284 155
Pardubický region	4.75	292 792	97.70	5.20	370 896 152	123 762.09	100.00	4.75	292 792	5.20	370 896 152
Region Vysočina	5.03	310 171	97.70	5.38	383 774 813	120 884.24	100.00	5.03	310 171	5.38	383 774 813
Jihomoravský region	11.21	690 845	97.70	10.70	763 395 432	107 960.15	100.00	11.21	690 845	10.70	763 395 432
Olomoucký region	5.49	338 396	97.70	5.22	372 712 583	107 607.70	100.00	5.49	338 396	5.22	372 712 583
Zlínský region	5.88	362 061	97.70	6.48	462 245 462	124 733.87	100.00	5.88	362 061	6.48	462 245 462
Moravskoslezský region	11.28	694 850	97.70	12.64	902 274 312	126 865.06	100.00	11.28	694 850	12.64	902 274 312

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

Chart 12: Region by RU(%)



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

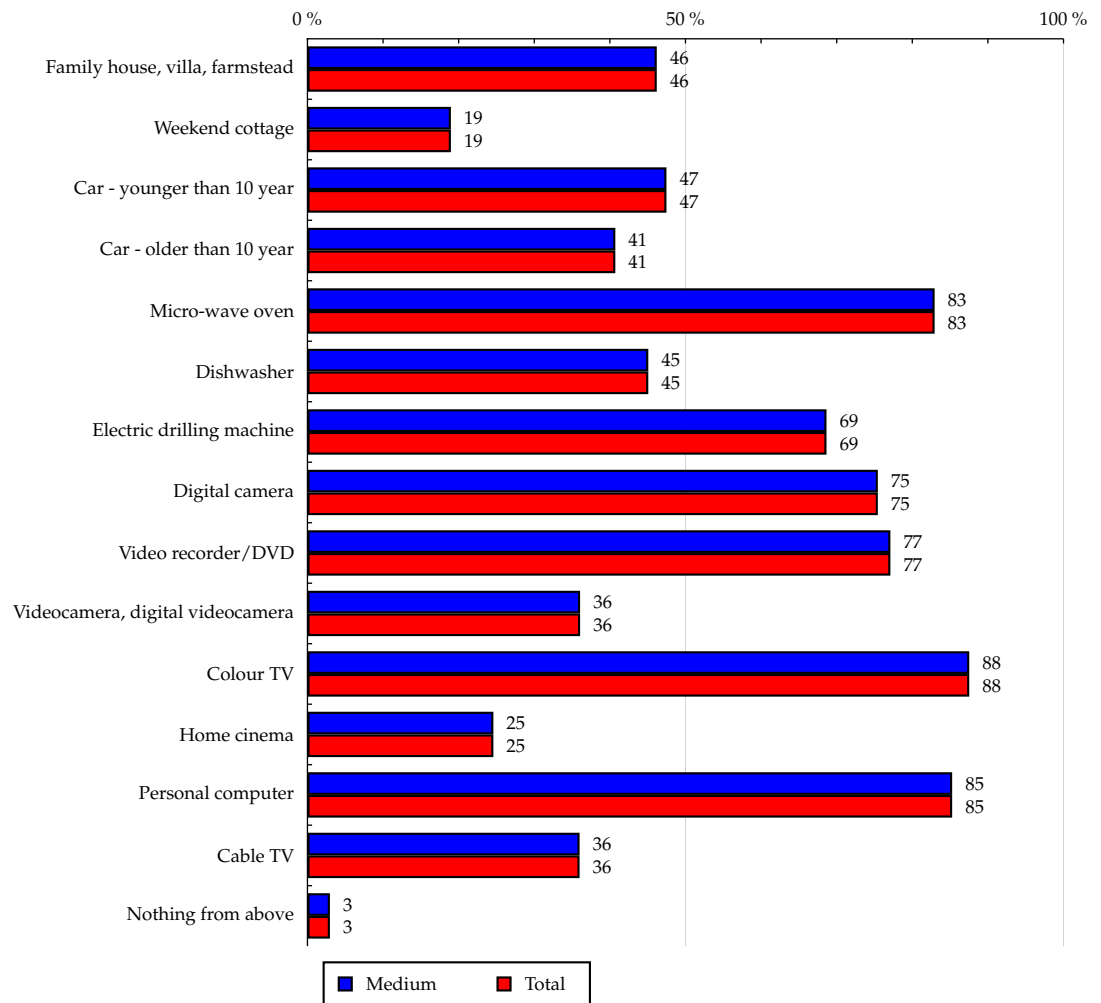
TOTAL

Table 13: Facilities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Family house, villa, farmstead	46.20	2 847 143	97.70	44.58	3 181 310 332	109 166.96	100.00	46.20	2 847 143	44.58	3 181 310 332
Weekend cottage	18.97	1 168 898	97.70	17.05	1 216 580 085	101 685.41	100.00	18.97	1 168 898	17.05	1 216 580 085
Car - younger than 10 year	47.48	2 926 155	97.70	45.47	3 244 585 316	108 331.88	100.00	47.48	2 926 155	45.47	3 244 585 316
Car - older than 10 year	40.72	2 509 406	97.70	42.07	3 002 447 449	116 895.81	100.00	40.72	2 509 406	42.07	3 002 447 449
Micro-wave oven	82.95	5 112 115	97.70	83.72	5 974 322 809	114 178.04	100.00	82.95	5 112 115	83.72	5 974 322 809
Dishwasher	45.08	2 778 175	97.70	43.09	3 075 075 416	108 141.09	100.00	45.08	2 778 175	43.09	3 075 075 416
Electric drilling machine	68.65	4 230 853	97.70	67.92	4 846 932 830	111 926.67	100.00	68.65	4 230 853	67.92	4 846 932 830
Digital camera	75.44	4 649 287	97.70	75.84	5 412 336 970	113 734.69	100.00	75.44	4 649 287	75.84	5 412 336 970
Video recorder/DVD	77.10	4 751 209	97.70	77.38	5 521 785 236	113 545.50	100.00	77.10	4 751 209	77.38	5 521 785 236
Videocamera, digital videocamera	36.06	2 222 250	97.70	35.04	2 500 482 804	109 932.33	100.00	36.06	2 222 250	35.04	2 500 482 804
Colour TV	87.53	5 394 057	97.70	88.79	6 336 336 621	114 767.06	100.00	87.53	5 394 057	88.79	6 336 336 621
Home cinema	24.59	1 515 307	97.70	24.34	1 736 995 141	111 993.38	100.00	24.59	1 515 307	24.34	1 736 995 141
Personal computer	85.27	5 255 279	97.70	86.59	6 179 418 847	114 880.52	100.00	85.27	5 255 279	86.59	6 179 418 847
Cable TV	35.99	2 217 803	97.70	36.73	2 621 163 195	115 469.06	100.00	35.99	2 217 803	36.73	2 621 163 195
Nothing from above	2.97	183 112	97.70	2.68	191 094 925	101 959.22	100.00	2.97	183 112	2.68	191 094 925

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

Chart 13: Facilities by RU(%)



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

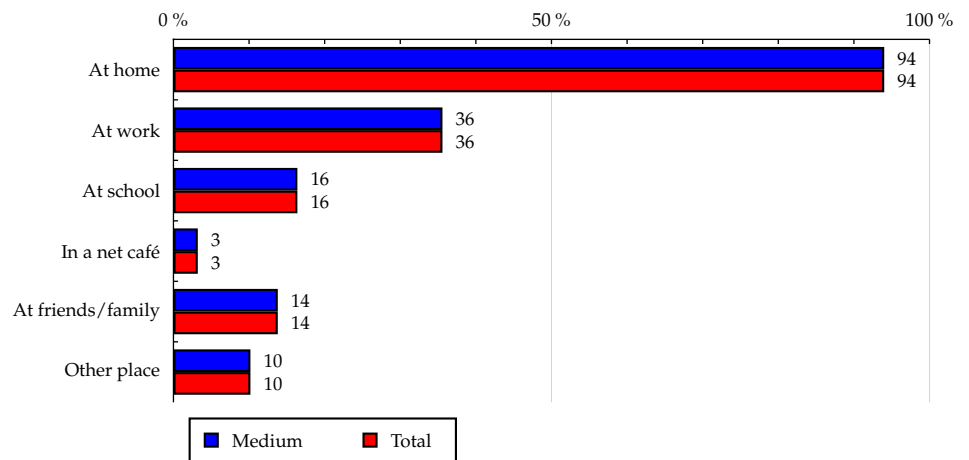
TOTAL

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	94.01	5 793 625	97.70	95.67	6 827 243 038	115 130.28	100.00	94.01	5 793 625	95.67	6 827 243 038
At work	35.58	2 192 739	97.70	33.29	2 375 470 247	105 841.76	100.00	35.58	2 192 739	33.29	2 375 470 247
At school	16.39	1 010 224	97.70	14.30	1 020 761 693	98 719.10	100.00	16.39	1 010 224	14.30	1 020 761 693
In a net café	3.22	198 726	97.70	2.78	198 184 227	97 433.62	100.00	3.22	198 726	2.78	198 184 227
At friends/family	13.80	850 420	97.70	13.17	939 739 712	107 961.33	100.00	13.80	850 420	13.17	939 739 712
Other place	10.18	627 363	97.70	8.96	639 425 564	99 578.40	100.00	10.18	627 363	8.96	639 425 564

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

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



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

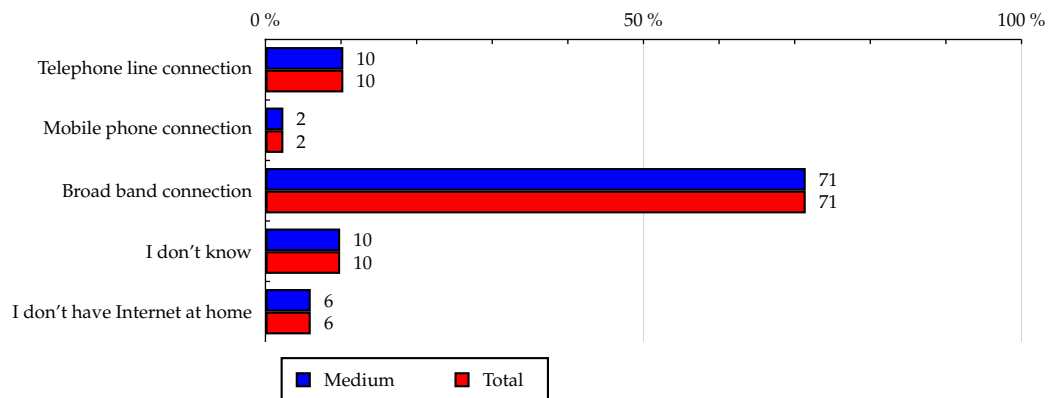
TOTAL

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	10.30	634 752	97.70	10.79	769 917 495	118 504.27	100.00	10.30	634 752	10.79	769 917 495
Mobile phone connection	2.37	146 104	97.70	2.01	143 155 195	95 727.58	100.00	2.37	146 104	2.01	143 155 195
Broad band connection	71.46	4 404 061	97.70	74.69	5 330 223 614	118 246.05	100.00	71.46	4 404 061	74.69	5 330 223 614
I don't know	9.88	608 705	97.70	8.18	583 946 734	93 726.05	100.00	9.88	608 705	8.18	583 946 734
I don't have Internet at home	5.99	369 123	97.70	4.33	309 135 119	81 822.12	100.00	5.99	369 123	4.33	309 135 119

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

Chart 15: Connection from Home by RU(%)



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

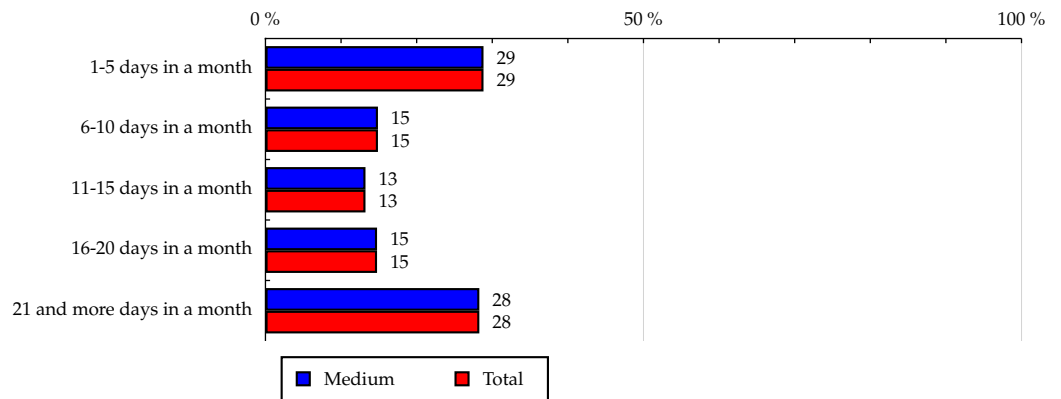
TOTAL

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	28.84	1 777 254	97.70	1.91	136 593 120	7 508.86	100.00	28.84	1 777 254	1.91	136 593 120
6-10 days in a month	14.88	916 779	97.70	4.08	291 367 816	31 050.68	100.00	14.88	916 779	4.08	291 367 816
11-15 days in a month	13.23	815 143	97.70	8.22	586 654 397	70 314.17	100.00	13.23	815 143	8.22	586 654 397
16-20 days in a month	14.76	909 920	97.70	17.29	1 233 782 291	132 473.73	100.00	14.76	909 920	17.29	1 233 782 291
21 and more days in a month	28.29	1 743 651	97.70	68.49	4 887 980 534	273 882.55	100.00	28.29	1 743 651	68.49	4 887 980 534

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

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



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

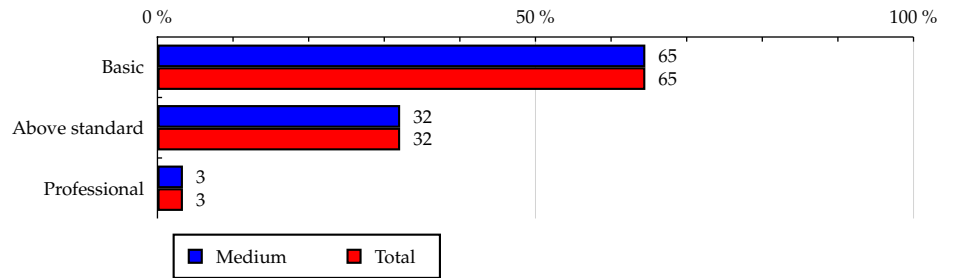
TOTAL

Table 17: IT Knowledge

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Basic	64.53	3 976 791	97.70	67.16	4 792 712 847	117 745.18	100.00	64.53	3 976 791	67.16	4 792 712 847
Above standard	32.10	1 978 264	97.70	29.82	2 127 763 004	105 083.26	100.00	32.10	1 978 264	29.82	2 127 763 004
Professional	3.37	207 693	97.70	3.03	215 902 306	101 561.67	100.00	3.37	207 693	3.03	215 902 306

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

Chart 17: IT Knowledge by RU(%)



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

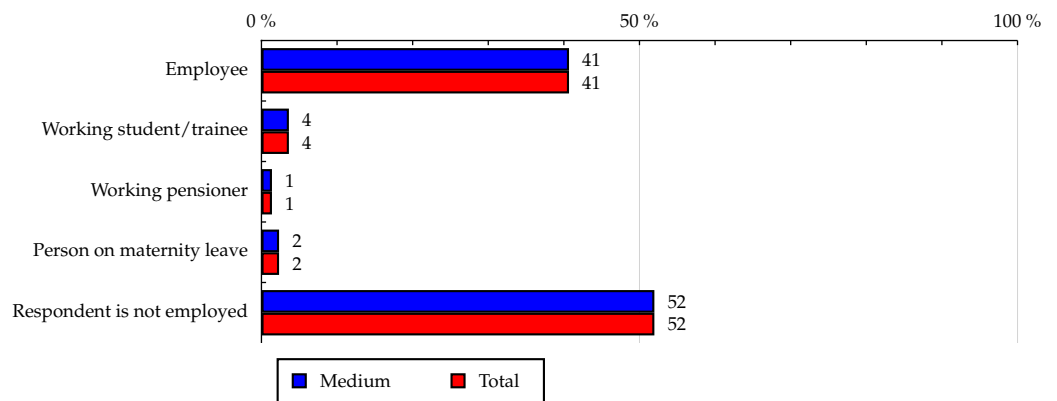
TOTAL

Table 18: Economically Active as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Employee	40.68	2 507 217	97.70	41.51	2 962 415 737	115 437.94	100.00	40.68	2 507 217	41.51	2 962 415 737
Working student/trainee	3.63	223 740	97.70	3.36	240 102 648	104 844.80	100.00	3.63	223 740	3.36	240 102 648
Working pensioner	1.39	85 387	97.70	1.48	105 540 544	120 758.71	100.00	1.39	85 387	1.48	105 540 544
Person on maternity leave	2.33	143 880	97.70	2.46	175 758 977	119 346.73	100.00	2.33	143 880	2.46	175 758 977
Respondent is not employed	51.97	3 202 522	97.70	51.18	3 652 560 252	111 429.38	100.00	51.97	3 202 522	51.18	3 652 560 252

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

Chart 18: Economically Active as by RU(%)



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

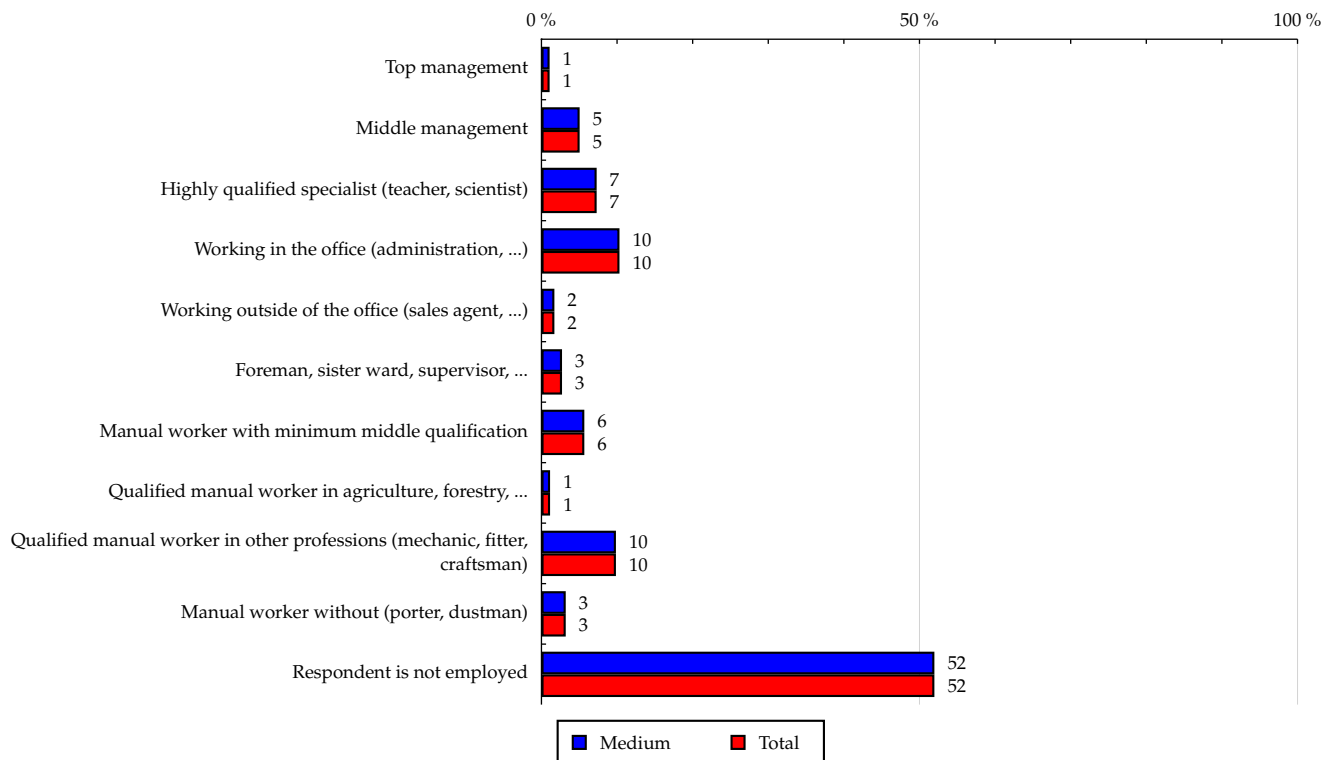
TOTAL

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	1.08	66 853	97.70	0.94	66 735 339	97 526.96	100.00	1.08	66 853	0.94	66 735 339
Middle management	5.05	311 011	97.70	4.86	346 819 916	108 948.69	100.00	5.05	311 011	4.86	346 819 916
Highly qualified specialist (teacher, scientist)	7.30	449 776	97.70	5.72	408 517 552	88 737.81	100.00	7.30	449 776	5.72	408 517 552
Working in the office (administration, ...)	10.32	635 841	97.70	10.77	768 799 903	118 129.66	100.00	10.32	635 841	10.77	768 799 903
Working outside of the office (sales agent, ...)	1.71	105 361	97.70	1.81	129 048 036	119 663.66	100.00	1.71	105 361	1.81	129 048 036
Foreman, sister ward, supervisor, ...	2.72	167 607	97.70	2.75	196 141 382	114 332.66	100.00	2.72	167 607	2.75	196 141 382
Manual worker with minimum middle qualification	5.67	349 145	97.70	5.68	405 536 749	113 479.89	100.00	5.67	349 145	5.68	405 536 749
Qualified manual worker in agriculture, forestry, ...	1.14	70 138	97.70	1.47	104 830 429	146 025.12	100.00	1.14	70 138	1.47	104 830 429
Qualified manual worker in other professions (mechanic, fitter, craftsman)	9.85	606 873	97.70	11.56	824 810 605	132 785.45	100.00	9.85	606 873	11.56	824 810 605
Manual worker without (porter, dustman)	3.21	197 616	97.70	3.26	232 577 993	114 984.72	100.00	3.21	197 616	3.26	232 577 993
Respondent is not employed	51.97	3 202 522	97.70	51.18	3 652 560 252	111 429.38	100.00	51.97	3 202 522	51.18	3 652 560 252

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

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



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

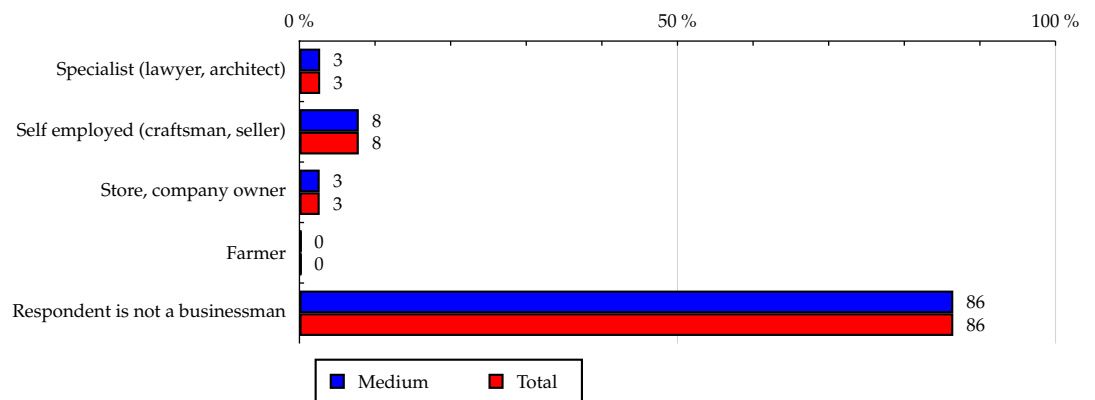
TOTAL

Table 20: Business Activities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Specialist (lawyer, architect)	2.74	168 892	97.70	2.23	159 402 145	92 209.92	100.00	2.74	168 892	2.23	159 402 145
Self employed (craftsman, seller)	7.85	483 587	97.70	8.04	573 658 941	115 897.17	100.00	7.85	483 587	8.04	573 658 941
Store, company owner	2.68	165 421	97.70	2.45	174 777 875	103 226.00	100.00	2.68	165 421	2.45	174 777 875
Farmer	0.25	15 200	97.70	0.26	18 357 277	117 990.23	100.00	0.25	15 200	0.26	18 357 277
Respondent is not a businessman	86.48	5 329 646	97.70	87.02	6 210 181 919	113 841.47	100.00	86.48	5 329 646	87.02	6 210 181 919

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

Chart 20: Business Activities by RU(%)



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

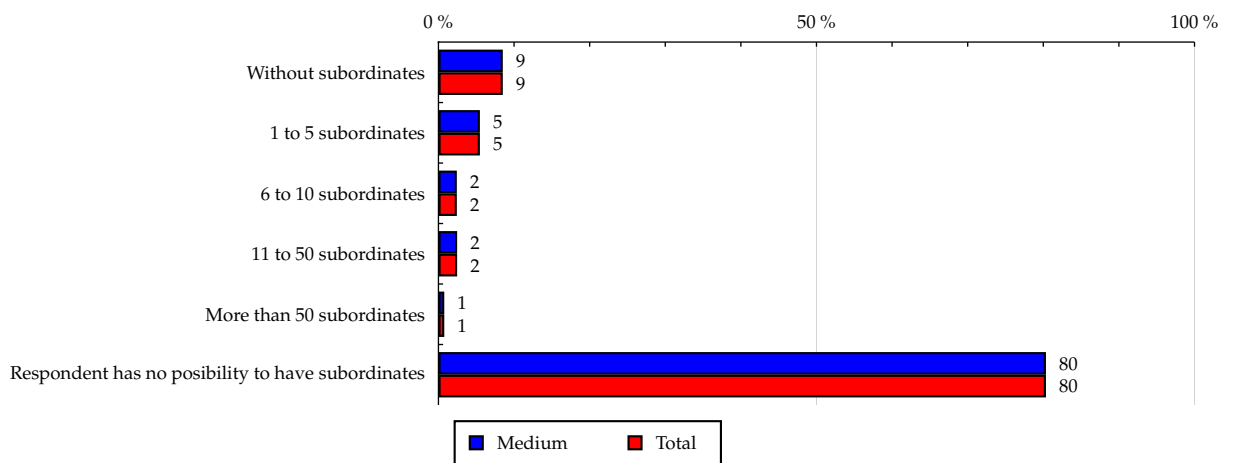
TOTAL

Table 21: Number of Subordinates

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Without subordinates	8.51	524 171	97.70	8.76	624 892 414	116 473.40	100.00	8.51	524 171	8.76	624 892 414
1 to 5 subordinates	5.48	337 696	97.70	5.08	362 237 489	104 799.88	100.00	5.48	337 696	5.08	362 237 489
6 to 10 subordinates	2.43	149 584	97.70	2.14	152 452 073	99 572.66	100.00	2.43	149 584	2.14	152 452 073
11 to 50 subordinates	2.47	152 344	97.70	2.13	151 671 418	97 268.36	100.00	2.47	152 344	2.13	151 671 418
More than 50 subordinates	0.77	47 170	97.70	0.68	48 498 099	100 449.60	100.00	0.77	47 170	0.68	48 498 099
Respondent has no possibility to have subordinates	80.35	4 951 780	97.70	81.23	5 796 626 664	114 369.04	100.00	80.35	4 951 780	81.23	5 796 626 664

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

Chart 21: Number of Subordinates by RU(%)



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

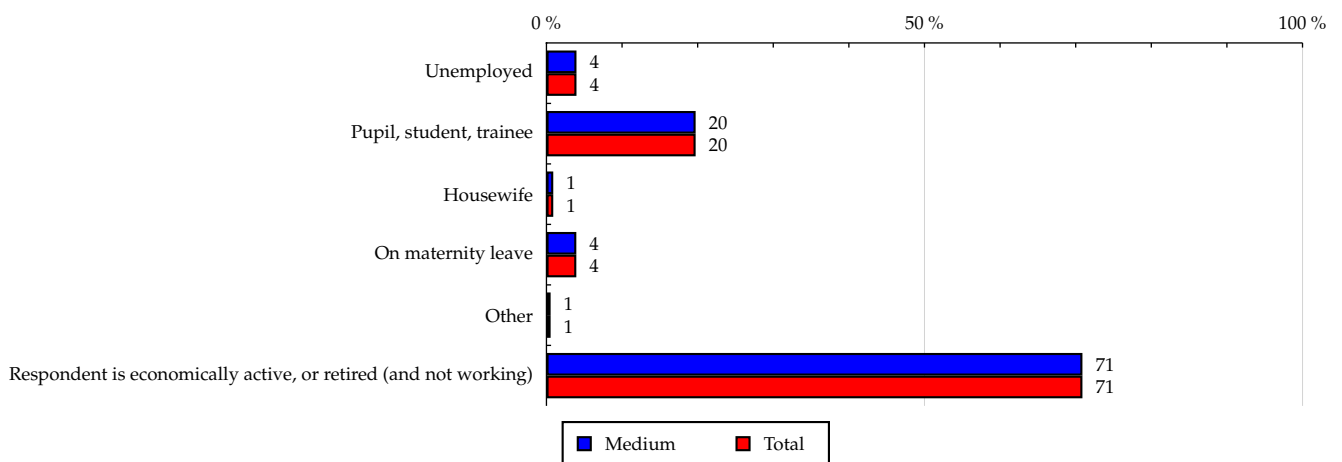
TOTAL

Table 22: Economically Inactive as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unemployed	3.97	244 798	97.70	4.97	354 688 194	141 557.51	100.00	3.97	244 798	4.97	354 688 194
Pupil, student, trainee	19.73	1 215 828	97.70	16.22	1 157 484 687	93 011.65	100.00	19.73	1 215 828	16.22	1 157 484 687
Housewife	0.90	55 459	97.70	0.88	63 013 653	111 007.52	100.00	0.90	55 459	0.88	63 013 653
On maternity leave	3.95	243 646	97.70	4.38	312 704 216	125 391.34	100.00	3.95	243 646	4.38	312 704 216
Other	0.55	34 174	97.70	0.70	50 041 019	143 060.75	100.00	0.55	34 174	0.70	50 041 019
Respondent is economically active, or retired (and not working)	70.89	4 368 840	97.70	72.84	5 198 446 387	116 252.39	100.00	70.89	4 368 840	72.84	5 198 446 387

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

Chart 22: Economically Inactive as by RU(%)



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

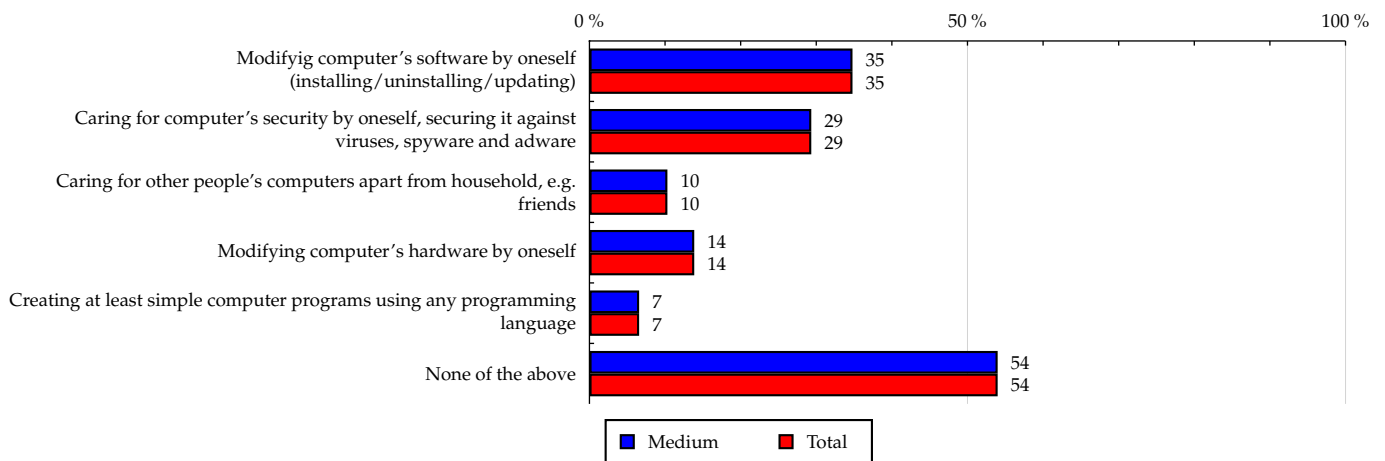
TOTAL

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)	34.79	2 144 096	97.70	36.82	2 627 409 172	119 723.10	100.00	34.79	2 144 096	36.82	2 627 409 172
Caring for computer's security by oneself, securing it against viruses, spyware and adware	29.34	1 808 234	97.70	30.07	2 145 889 807	115 943.69	100.00	29.34	1 808 234	30.07	2 145 889 807
Caring for other people's computers apart from household, e.g. friends	10.31	635 203	97.70	11.00	785 244 048	120 777.65	100.00	10.31	635 203	11.00	785 244 048
Modifying computer's hardware by oneself	13.86	854 286	97.70	14.80	1 056 267 032	120 799.40	100.00	13.86	854 286	14.80	1 056 267 032
Creating at least simple computer programs using any programming language	6.57	405 008	97.70	6.02	429 568 760	103 624.60	100.00	6.57	405 008	6.02	429 568 760
None of the above	53.99	3 327 554	97.70	52.99	3 781 605 056	111 031.33	100.00	53.99	3 327 554	52.99	3 781 605 056

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

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



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

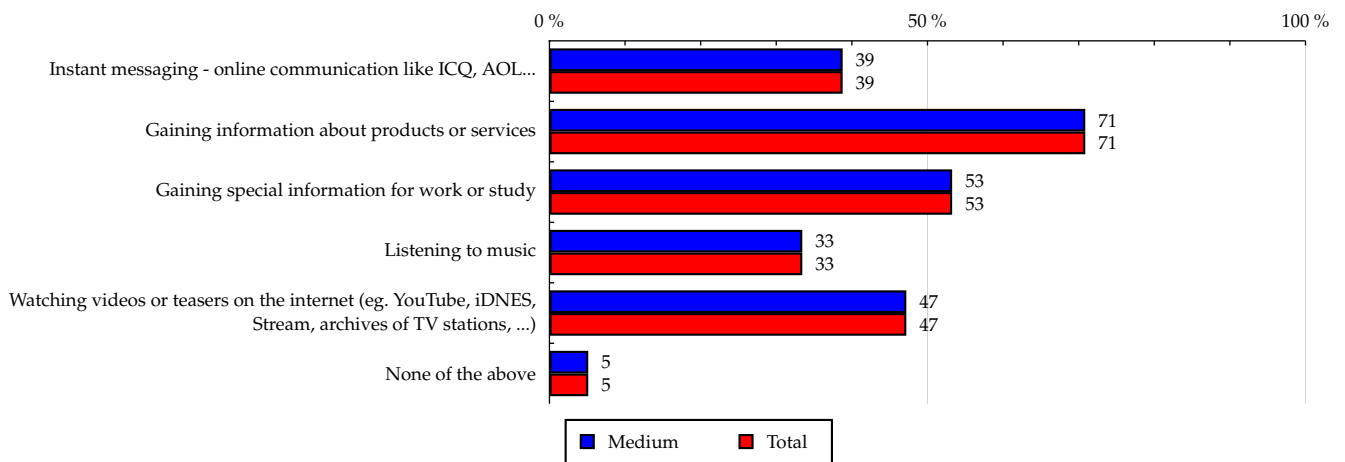
TOTAL

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...	38.78	2 389 927	97.70	38.69	2 761 015 470	112 870.04	100.00	38.78	2 389 927	38.69	2 761 015 470
Gaining information about products or services	70.87	4 367 365	97.70	73.52	5 246 574 966	117 368.34	100.00	70.87	4 367 365	73.52	5 246 574 966
Gaining special information for work or study	53.26	3 282 321	97.70	51.10	3 646 420 365	108 537.60	100.00	53.26	3 282 321	51.10	3 646 420 365
Listening to music	33.44	2 060 702	97.70	35.92	2 563 596 462	121 542.69	100.00	33.44	2 060 702	35.92	2 563 596 462
Watching videos or teasers on the internet (eg. YouTube, iDNES, Stream, archives of TV stations, ...)	47.20	2 908 843	97.70	51.70	3 689 639 037	123 924.78	100.00	47.20	2 908 843	51.70	3 689 639 037
None of the above	5.13	316 269	97.70	5.23	373 286 209	115 313.07	100.00	5.13	316 269	5.23	373 286 209

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

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



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

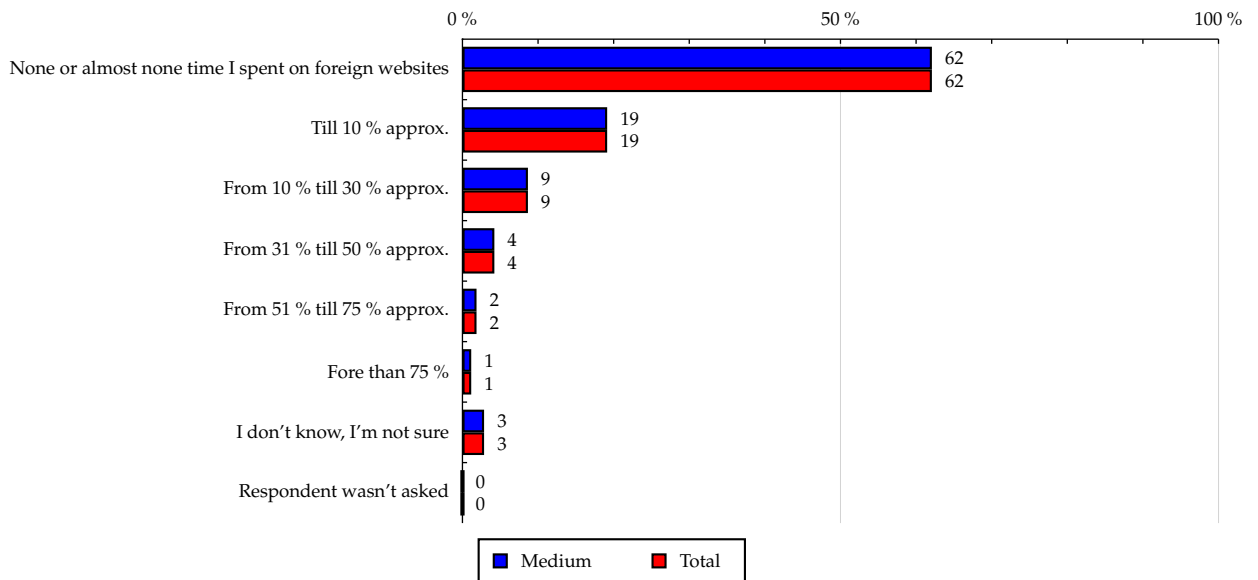
TOTAL

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	62.09	3 826 751	97.70	63.59	4 538 048 760	115 859.99	100.00	62.09	3 826 751	63.59	4 538 048 760
Till 10 % approx.	19.14	1 179 305	97.70	19.48	1 390 381 094	115 186.62	100.00	19.14	1 179 305	19.48	1 390 381 094
From 10 % till 30 % approx.	8.66	533 929	97.70	8.30	592 363 764	108 392.51	100.00	8.66	533 929	8.30	592 363 764
From 31 % till 50 % approx.	4.22	260 225	97.70	3.90	278 131 379	104 422.80	100.00	4.22	260 225	3.90	278 131 379
From 51 % till 75 % approx.	1.86	114 684	97.70	1.51	107 989 459	91 996.61	100.00	1.86	114 684	1.51	107 989 459
Fore than 75 %	1.16	71 472	97.70	0.75	53 602 094	73 271.77	100.00	1.16	71 472	0.75	53 602 094
I don't know, I'm not sure	2.86	176 380	97.70	2.46	175 861 606	97 412.56	100.00	2.86	176 380	2.46	175 861 606
Respondent wasn't asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



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