

SPIR NetMonitor

Research on the Sociodemography of Internet Users in the Czech Republic

Medium title:

TOTAL

Month:

October 2012

Basic information	
The size of Internet population in the Czech Republic	6 562 574
Number of respondents	
Medium	N = 23 200
Total (for all measured media)	N = 23 200
RU(number)	6 411 634
Reach(%)	97.70
PV(number) (from Czech visitors)	8 060 614 292
PV(number) (from all visitors)	8 650 586 491
GRP (%)	122 827.02

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

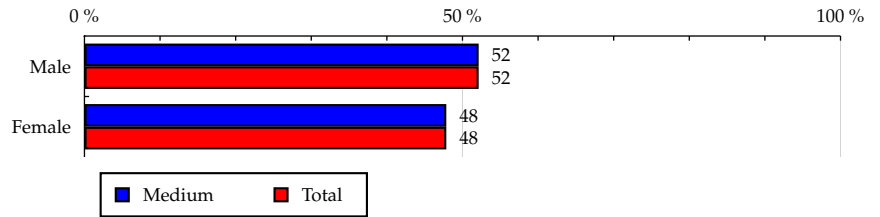
TOTAL

Table 1: Sex

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Male	52.14	3 343 282	97.70	53.10	4 280 102 485	125 076.47	100.00	52.14	3 343 282	53.10	4 280 102 485
Female	47.86	3 068 352	97.70	46.90	3 780 511 807	120 376.02	100.00	47.86	3 068 352	46.90	3 780 511 807

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

Chart 1: Sex by RU(%)



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

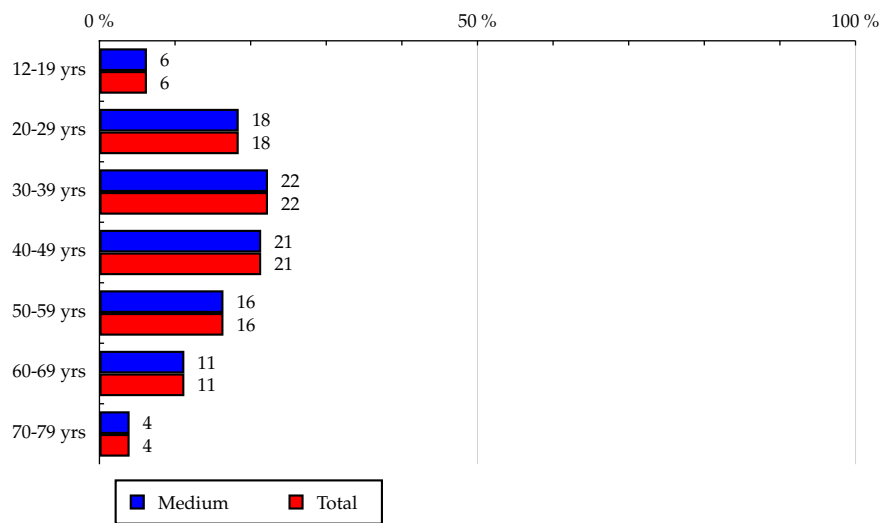
TOTAL

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	402 522	97.70	3.24	261 122 744	63 379.62	100.00	6.28	402 522	3.24	261 122 744
20-29 yrs	18.42	1 181 088	97.70	18.17	1 464 249 283	121 123.15	100.00	18.42	1 181 088	18.17	1 464 249 283
30-39 yrs	22.29	1 429 217	97.70	23.78	1 916 498 296	131 010.05	100.00	22.29	1 429 217	23.78	1 916 498 296
40-49 yrs	21.39	1 371 384	97.70	22.15	1 785 809 261	127 224.36	100.00	21.39	1 371 384	22.15	1 785 809 261
50-59 yrs	16.40	1 051 571	97.70	16.57	1 335 957 637	124 121.86	100.00	16.40	1 051 571	16.57	1 335 957 637
60-69 yrs	11.23	720 153	97.70	11.78	949 154 550	128 767.47	100.00	11.23	720 153	11.78	949 154 550
70-79 yrs	3.99	255 695	97.70	4.32	347 822 521	132 901.11	100.00	3.99	255 695	4.32	347 822 521

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

Chart 2: Age by RU(%)



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

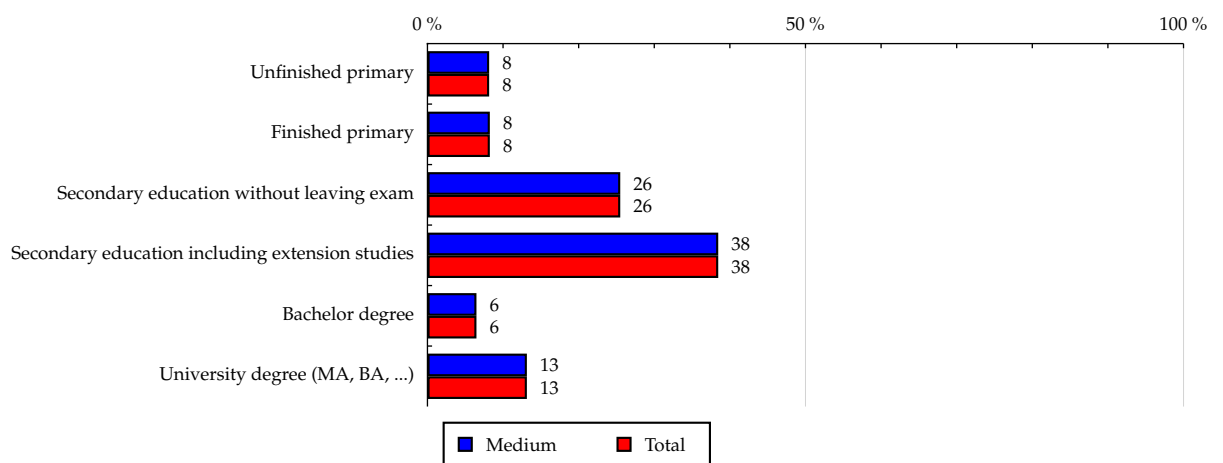
TOTAL

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	522 932	97.70	4.52	364 594 426	68 117.60	100.00	8.16	522 932	4.52	364 594 426
Finished primary	8.25	529 280	97.70	8.26	665 817 544	122 903.51	100.00	8.25	529 280	8.26	665 817 544
Secondary education without leaving exam	25.50	1 634 710	97.70	29.50	2 377 753 355	142 108.65	100.00	25.50	1 634 710	29.50	2 377 753 355
Secondary education including extension studies	38.46	2 466 044	97.70	40.04	3 227 502 174	127 867.53	100.00	38.46	2 466 044	40.04	3 227 502 174
Bachelor degree	6.48	415 730	97.70	6.44	519 195 194	122 015.18	100.00	6.48	415 730	6.44	519 195 194
University degree (MA, BA, ...)	13.15	842 938	97.70	11.24	905 751 599	104 980.33	100.00	13.15	842 938	11.24	905 751 599

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

Chart 3: Highest Education by RU(%)



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

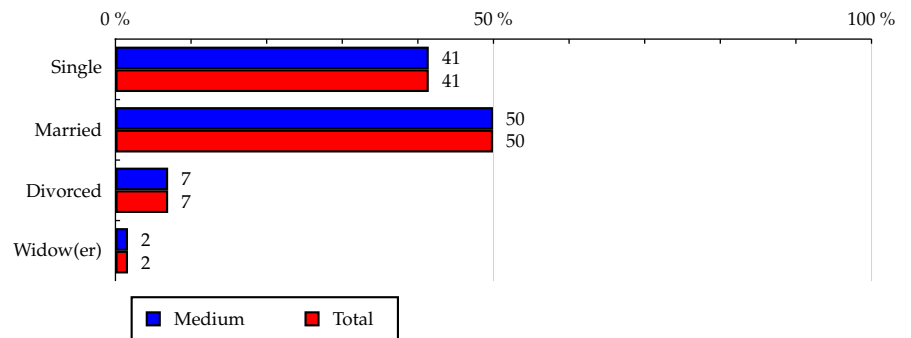
TOTAL

Table 4: Marital Status

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Single	41.44	2 657 227	97.70	38.87	3 133 095 382	115 196.55	100.00	41.44	2 657 227	38.87	3 133 095 382
Married	49.93	3 201 027	97.70	50.82	4 096 377 760	125 027.40	100.00	49.93	3 201 027	50.82	4 096 377 760
Divorced	6.97	447 004	97.70	8.38	675 146 250	147 564.01	100.00	6.97	447 004	8.38	675 146 250
Widow(er)	1.66	106 375	97.70	1.94	155 994 900	143 272.30	100.00	1.66	106 375	1.94	155 994 900

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

Chart 4: Marital Status by RU(%)



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

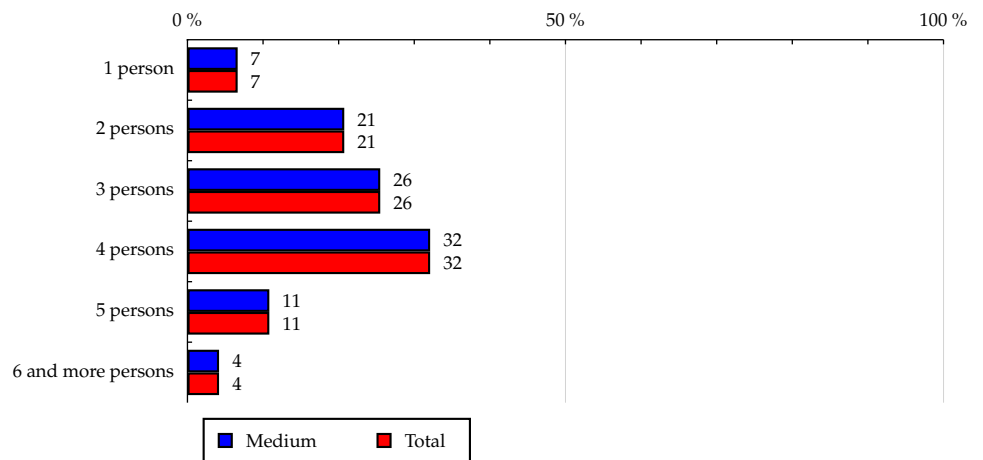
TOTAL

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	6.64	426 008	97.70	6.94	559 126 562	128 229.10	100.00	6.64	426 008	6.94	559 126 562
2 persons	20.74	1 329 913	97.70	21.19	1 708 044 408	125 478.84	100.00	20.74	1 329 913	21.19	1 708 044 408
3 persons	25.50	1 634 920	97.70	26.30	2 120 045 718	126 690.28	100.00	25.50	1 634 920	26.30	2 120 045 718
4 persons	32.10	2 058 272	97.70	31.05	2 502 673 107	118 794.34	100.00	32.10	2 058 272	31.05	2 502 673 107
5 persons	10.83	694 681	97.70	10.94	881 465 114	123 969.27	100.00	10.83	694 681	10.94	881 465 114
6 and more persons	4.18	267 839	97.70	3.59	289 259 384	105 513.40	100.00	4.18	267 839	3.59	289 259 384

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

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



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

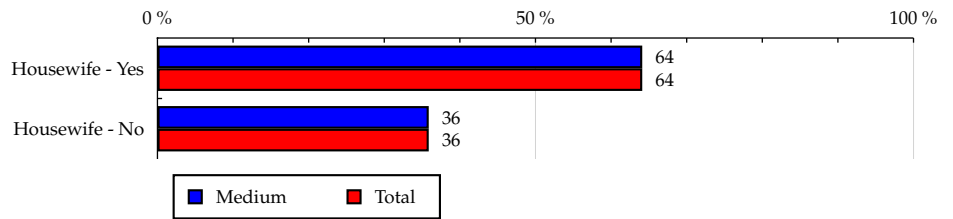
TOTAL

Table 6: Housewife

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Housewife - Yes	64.12	4 111 282	97.70	66.40	5 352 119 459	127 187.09	100.00	64.12	4 111 282	66.40	5 352 119 459
Housewife - No	35.88	2 300 352	97.70	33.60	2 708 494 832	115 034.53	100.00	35.88	2 300 352	33.60	2 708 494 832

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

Chart 6: Housewife by RU(%)



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

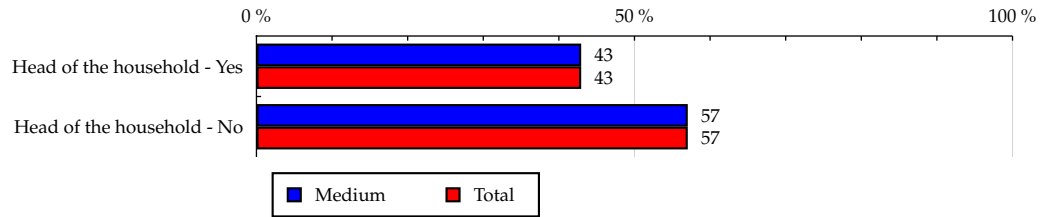
TOTAL

Table 7: Head of the Household

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Head of the household - Yes	42.95	2 754 101	97.70	43.59	3 513 359 346	124 634.17	100.00	42.95	2 754 101	43.59	3 513 359 346
Head of the household - No	57.05	3 657 533	97.70	56.41	4 547 254 946	121 466.25	100.00	57.05	3 657 533	56.41	4 547 254 946

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

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



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

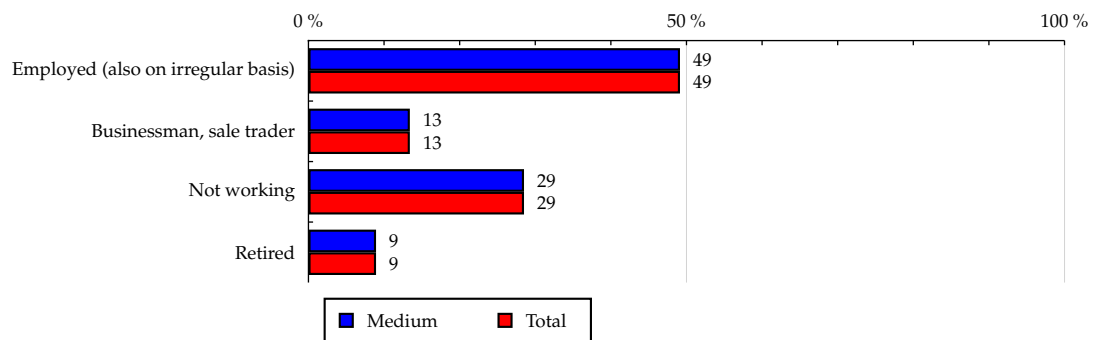
TOTAL

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)	49.14	3 150 793	97.70	48.92	3 943 379 158	122 276.54	100.00	49.14	3 150 793	48.92	3 943 379 158
Businessman, sale trader	13.41	859 644	97.70	13.35	1 076 000 501	122 289.28	100.00	13.41	859 644	13.35	1 076 000 501
Not working	28.51	1 827 728	97.70	26.95	2 172 258 595	116 116.64	100.00	28.51	1 827 728	26.95	2 172 258 595
Retired	8.94	573 468	97.70	10.78	868 976 038	148 044.59	100.00	8.94	573 468	10.78	868 976 038

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

Chart 8: Economic Activity by RU(%)



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

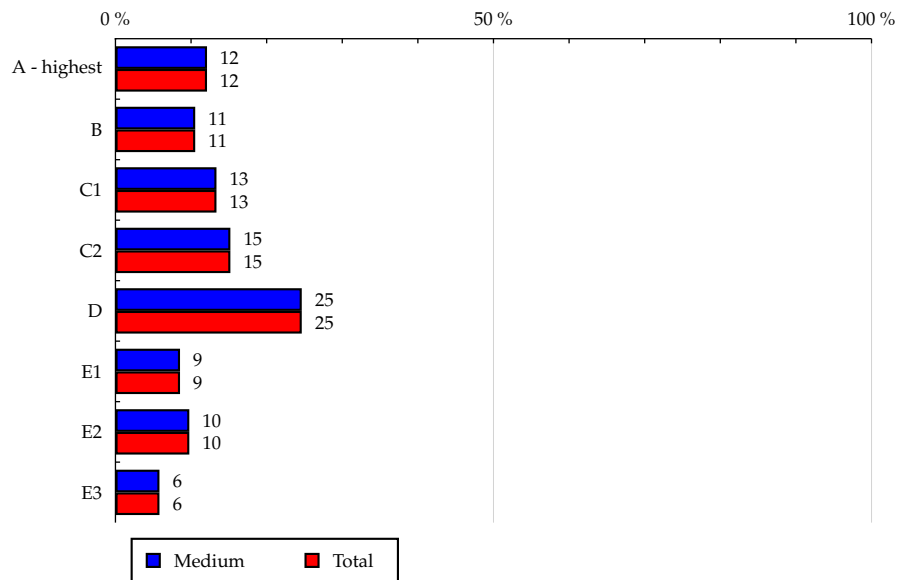
TOTAL

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	12.11	776 764	97.70	11.33	913 150 513	114 854.40	100.00	12.11	776 764	11.33	913 150 513
B	10.55	676 408	97.70	11.47	924 329 538	133 509.58	100.00	10.55	676 408	11.47	924 329 538
C1	13.36	856 456	97.70	13.97	1 125 879 089	128 434.26	100.00	13.36	856 456	13.97	1 125 879 089
C2	15.20	974 573	97.70	16.30	1 314 052 040	131 732.39	100.00	15.20	974 573	16.30	1 314 052 040
D	24.64	1 580 017	97.70	23.37	1 883 872 476	116 488.77	100.00	24.64	1 580 017	23.37	1 883 872 476
E1	8.54	547 683	97.70	8.80	709 275 943	126 526.01	100.00	8.54	547 683	8.80	709 275 943
E2	9.77	626 712	97.70	9.26	746 314 381	116 345.02	100.00	9.77	626 712	9.26	746 314 381
E3	5.82	373 017	97.70	5.51	443 740 311	116 223.65	100.00	5.82	373 017	5.51	443 740 311

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

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



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

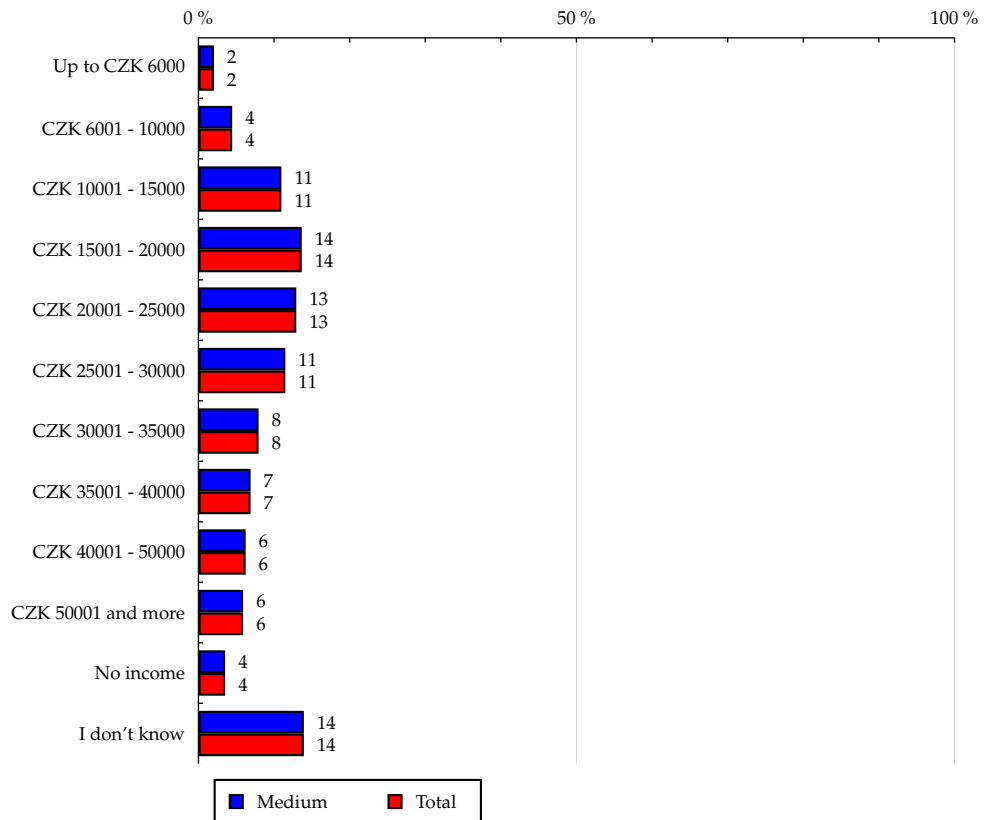
TOTAL

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	2.05	131 357	97.70	1.99	160 368 568	119 277.65	100.00	2.05	131 357	1.99	160 368 568
CZK 6001 - 10000	4.46	286 127	97.70	4.68	377 183 629	128 791.51	100.00	4.46	286 127	4.68	377 183 629
CZK 10001 - 15000	10.97	703 458	97.70	11.81	951 898 733	132 204.64	100.00	10.97	703 458	11.81	951 898 733
CZK 15001 - 20000	13.66	875 538	97.70	13.94	1 123 958 313	125 420.74	100.00	13.66	875 538	13.94	1 123 958 313
CZK 20001 - 25000	12.94	829 971	97.70	13.70	1 104 015 883	129 959.18	100.00	12.94	829 971	13.70	1 104 015 883
CZK 25001 - 30000	11.49	736 816	97.70	11.56	931 619 103	123 530.36	100.00	11.49	736 816	11.56	931 619 103
CZK 30001 - 35000	7.95	509 407	97.70	8.36	673 659 200	129 202.16	100.00	7.95	509 407	8.36	673 659 200
CZK 35001 - 40000	6.89	441 504	97.70	6.51	524 595 308	116 087.16	100.00	6.89	441 504	6.51	524 595 308
CZK 40001 - 50000	6.24	400 001	97.70	6.71	540 779 448	132 085.03	100.00	6.24	400 001	6.71	540 779 448
CZK 50001 and more	5.90	378 099	97.70	5.82	469 426 691	121 298.78	100.00	5.90	378 099	5.82	469 426 691
No income	3.52	225 386	97.70	2.93	236 138 238	102 360.53	100.00	3.52	225 386	2.93	236 138 238
I don't know	13.94	893 966	97.70	12.00	966 971 179	105 678.59	100.00	13.94	893 966	12.00	966 971 179

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

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



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

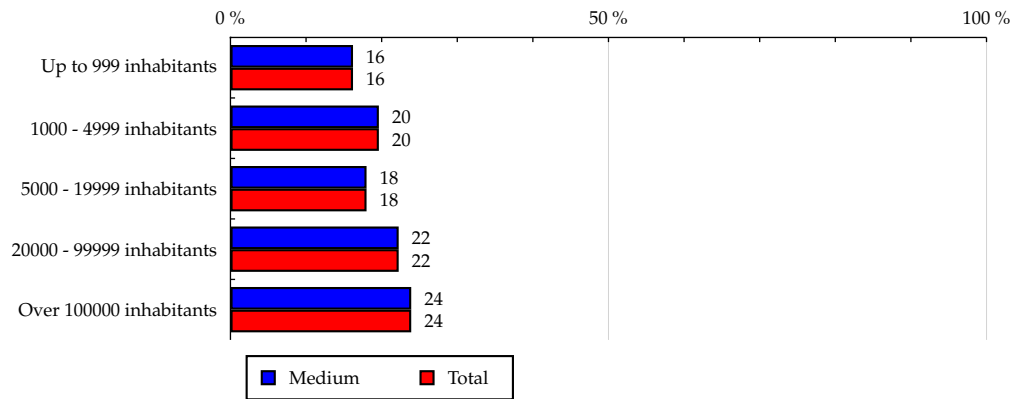
TOTAL

Table 11: Size of the Place of Residence

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Up to 999 inhabitants	16.21	1 039 326	97.70	15.27	1 230 806 134	115 699.74	100.00	16.21	1 039 326	15.27	1 230 806 134
1000 - 4999 inhabitants	19.63	1 258 603	97.70	19.99	1 611 214 921	125 071.70	100.00	19.63	1 258 603	19.99	1 611 214 921
5000 - 19999 inhabitants	18.00	1 154 221	97.70	18.02	1 452 260 332	122 927.71	100.00	18.00	1 154 221	18.02	1 452 260 332
20000 - 99999 inhabitants	22.25	1 426 461	97.70	23.57	1 899 938 237	130 129.00	100.00	22.25	1 426 461	23.57	1 899 938 237
Over 100000 inhabitants	23.91	1 533 022	97.70	23.15	1 866 394 669	118 945.94	100.00	23.91	1 533 022	23.15	1 866 394 669

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

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



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

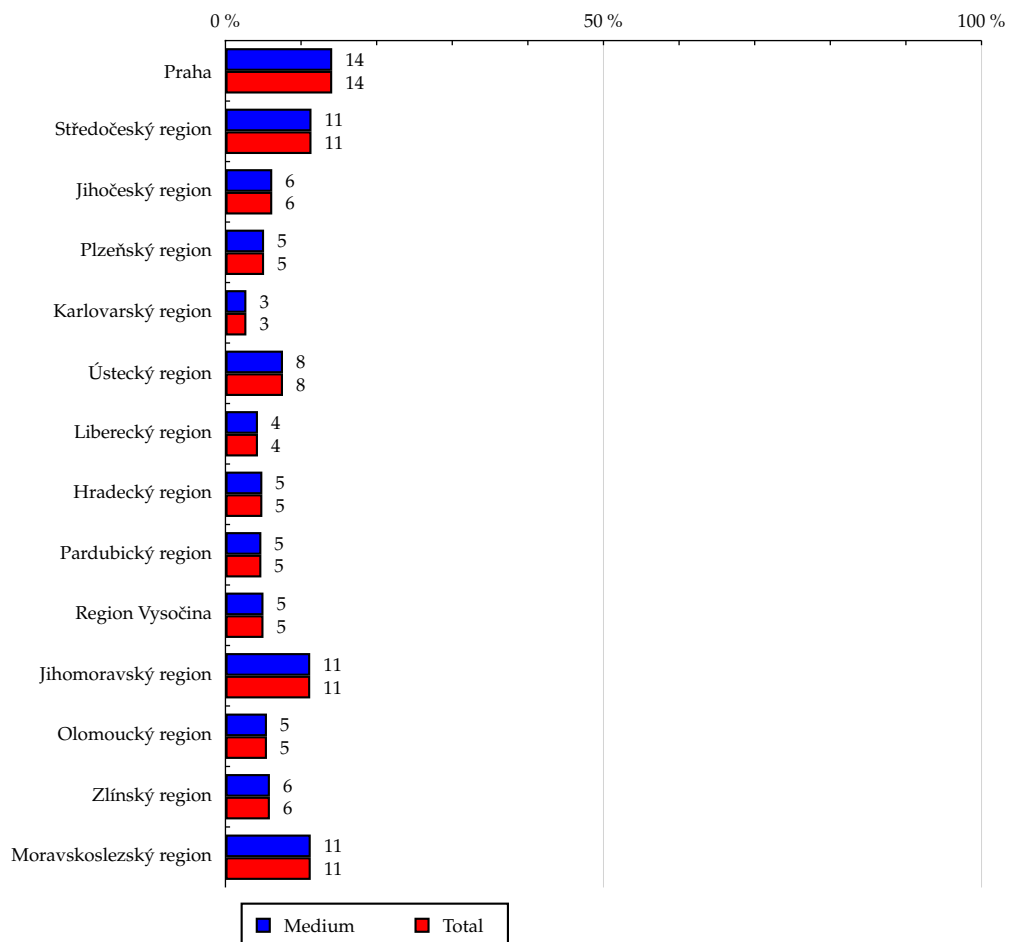
TOTAL

Table 12: Region

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Praha	14.12	905 194	97.70	13.30	1 072 296 438	115 735.69	100.00	14.12	905 194	13.30	1 072 296 438
Středočeský region	11.38	729 900	97.70	11.23	904 951 083	121 131.16	100.00	11.38	729 900	11.23	904 951 083
Jihočeský region	6.19	397 072	97.70	6.28	506 060 854	124 516.59	100.00	6.19	397 072	6.28	506 060 854
Plzeňský region	5.11	327 378	97.70	5.51	443 737 584	132 425.36	100.00	5.11	327 378	5.51	443 737 584
Karlovarský region	2.77	177 857	97.70	2.66	214 524 245	117 841.37	100.00	2.77	177 857	2.66	214 524 245
Ústecký region	7.61	487 990	97.70	7.20	580 600 938	116 241.52	100.00	7.61	487 990	7.20	580 600 938
Liberecký region	4.30	275 891	97.70	4.20	338 935 027	120 025.08	100.00	4.30	275 891	4.20	338 935 027
Hradecký region	4.88	312 631	97.70	5.25	422 890 230	132 156.93	100.00	4.88	312 631	5.25	422 890 230
Pardubický region	4.75	304 616	97.70	4.80	386 661 514	124 014.53	100.00	4.75	304 616	4.80	386 661 514
Region Vysočina	5.03	322 696	97.70	5.14	414 311 485	125 437.31	100.00	5.03	322 696	5.14	414 311 485
Jihomoravský region	11.21	718 745	97.70	10.89	878 105 151	119 362.02	100.00	11.21	718 745	10.89	878 105 151
Olomoucký region	5.49	352 063	97.70	5.26	423 890 065	117 632.49	100.00	5.49	352 063	5.26	423 890 065
Zlínský region	5.88	376 683	97.70	5.93	477 651 868	123 887.93	100.00	5.88	376 683	5.93	477 651 868
Moravskoslezský region	11.28	722 912	97.70	12.36	995 997 811	134 606.96	100.00	11.28	722 912	12.36	995 997 811

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

Chart 12: Region by RU(%)



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

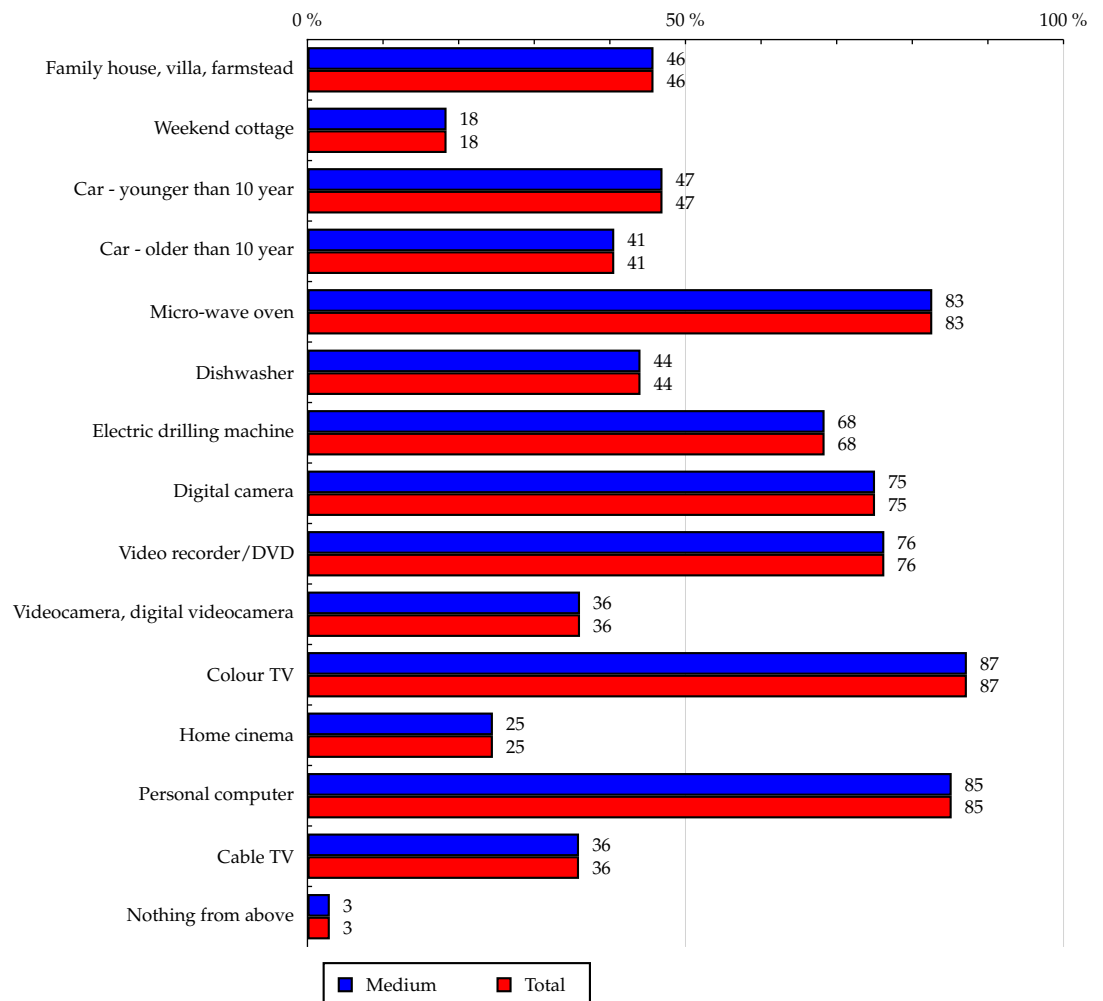
TOTAL

Table 13: Facilities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Family house, villa, farmstead	45.77	2 934 337	97.70	45.17	3 640 759 159	121 220.62	100.00	45.77	2 934 337	45.17	3 640 759 159
Weekend cottage	18.40	1 180 006	97.70	17.73	1 429 211 310	118 333.19	100.00	18.40	1 180 006	17.73	1 429 211 310
Car - younger than 10 year	46.96	3 010 597	97.70	45.01	3 628 373 855	117 748.09	100.00	46.96	3 010 597	45.01	3 628 373 855
Car - older than 10 year	40.58	2 602 061	97.70	42.49	3 424 760 628	128 590.03	100.00	40.58	2 602 061	42.49	3 424 760 628
Micro-wave oven	82.64	5 298 336	97.70	82.58	6 656 208 120	122 738.82	100.00	82.64	5 298 336	82.58	6 656 208 120
Dishwasher	44.05	2 824 526	97.70	41.43	3 339 201 978	115 502.57	100.00	44.05	2 824 526	41.43	3 339 201 978
Electric drilling machine	68.40	4 385 318	97.70	67.43	5 435 102 106	121 088.01	100.00	68.40	4 385 318	67.43	5 435 102 106
Digital camera	75.07	4 813 056	97.70	74.99	6 044 462 841	122 696.26	100.00	75.07	4 813 056	74.99	6 044 462 841
Video recorder/DVD	76.30	4 892 281	97.70	75.91	6 118 637 134	122 190.61	100.00	76.30	4 892 281	75.91	6 118 637 134
Videocamera, digital videocamera	36.05	2 311 699	97.70	34.97	2 818 576 574	119 122.27	100.00	36.05	2 311 699	34.97	2 818 576 574
Colour TV	87.22	5 591 947	97.70	87.19	7 027 876 491	122 787.90	100.00	87.22	5 591 947	87.19	7 027 876 491
Home cinema	24.53	1 572 926	97.70	23.91	1 927 593 334	119 729.59	100.00	24.53	1 572 926	23.91	1 927 593 334
Personal computer	85.21	5 463 393	97.70	86.08	6 938 467 695	124 078.24	100.00	85.21	5 463 393	86.08	6 938 467 695
Cable TV	35.92	2 302 772	97.70	35.32	2 847 095 566	120 794.06	100.00	35.92	2 302 772	35.32	2 847 095 566
Nothing from above	2.96	189 702	97.70	2.92	235 328 198	121 198.26	100.00	2.96	189 702	2.92	235 328 198

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

Chart 13: Facilities by RU(%)



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

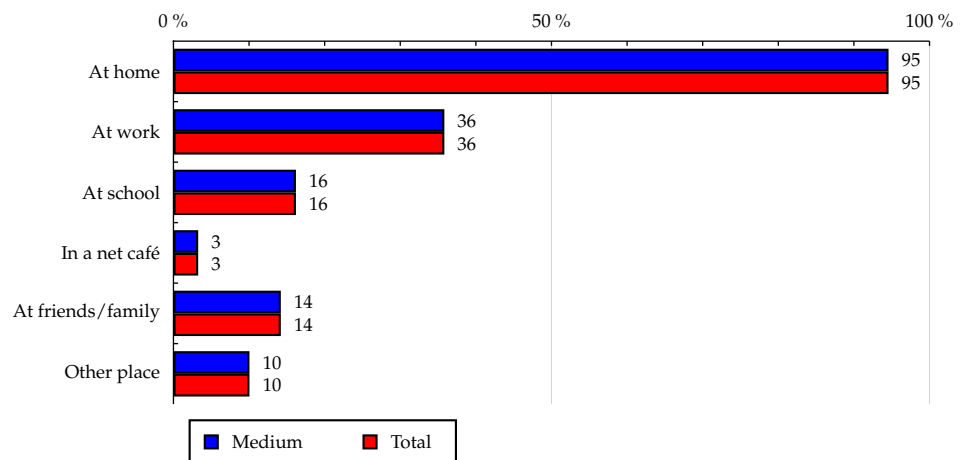
TOTAL

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	94.58	6 064 107	97.70	95.54	7 701 413 806	124 078.95	100.00	94.58	6 064 107	95.54	7 701 413 806
At work	35.83	2 297 075	97.70	34.13	2 750 939 613	117 003.89	100.00	35.83	2 297 075	34.13	2 750 939 613
At school	16.20	1 038 623	97.70	13.28	1 070 303 717	100 680.03	100.00	16.20	1 038 623	13.28	1 070 303 717
In a net café	3.27	209 575	97.70	2.83	228 406 499	106 478.71	100.00	3.27	209 575	2.83	228 406 499
At friends/family	14.20	910 380	97.70	12.65	1 020 069 881	109 471.61	100.00	14.20	910 380	12.65	1 020 069 881
Other place	10.05	644 173	97.70	9.24	744 523 052	112 919.70	100.00	10.05	644 173	9.24	744 523 052

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

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



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

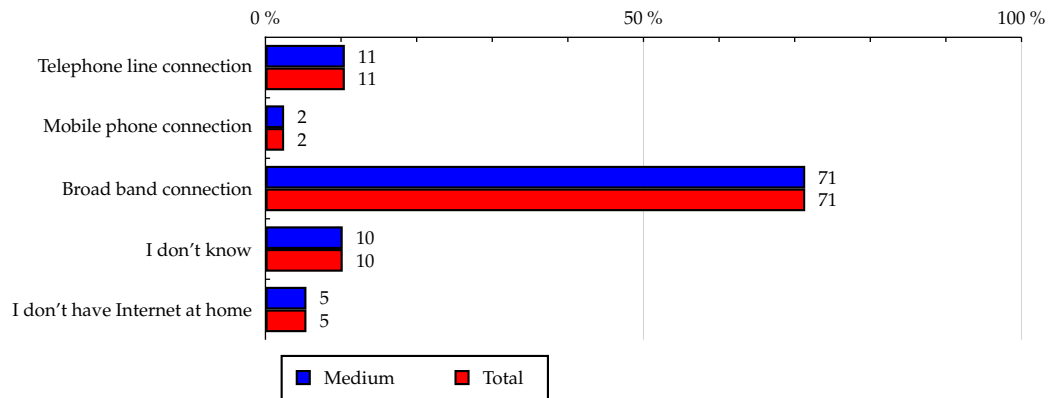
TOTAL

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	10.50	672 918	97.70	10.74	865 701 139	125 689.74	100.00	10.50	672 918	10.74	865 701 139
Mobile phone connection	2.47	158 479	97.70	2.00	161 305 762	99 442.58	100.00	2.47	158 479	2.00	161 305 762
Broad band connection	71.39	4 577 205	97.70	74.01	5 965 881 110	127 341.14	100.00	71.39	4 577 205	74.01	5 965 881 110
I don't know	10.22	655 504	97.70	8.79	708 525 794	105 602.67	100.00	10.22	655 504	8.79	708 525 794
I don't have Internet at home	5.42	347 527	97.70	4.46	359 200 486	100 981.75	100.00	5.42	347 527	4.46	359 200 486

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

Chart 15: Connection from Home by RU(%)



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

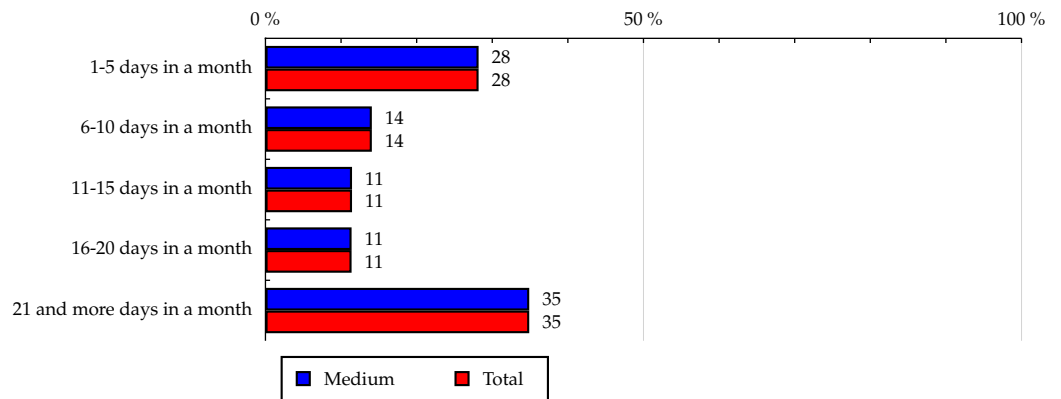
TOTAL

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	28.19	1 807 701	97.70	1.61	129 743 474	7 012.19	100.00	28.19	1 807 701	1.61	129 743 474
6-10 days in a month	14.07	902 431	97.70	3.43	276 551 064	29 940.27	100.00	14.07	902 431	3.43	276 551 064
11-15 days in a month	11.45	734 327	97.70	5.66	456 188 733	60 694.47	100.00	11.45	734 327	5.66	456 188 733
16-20 days in a month	11.39	730 370	97.70	9.76	786 817 669	105 250.86	100.00	11.39	730 370	9.76	786 817 669
21 and more days in a month	34.89	2 236 804	97.70	79.54	6 411 313 351	280 035.82	100.00	34.89	2 236 804	79.54	6 411 313 351

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

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



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

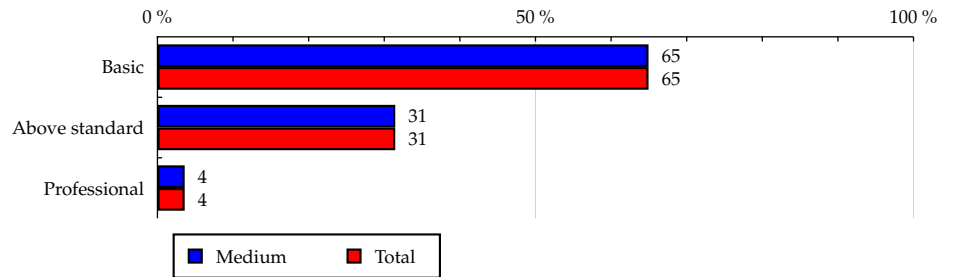
TOTAL

Table 17: IT Knowledge

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Basic	64.95	4 164 245	97.70	66.91	5 393 268 503	126 534.88	100.00	64.95	4 164 245	66.91	5 393 268 503
Above standard	31.45	2 016 690	97.70	29.64	2 388 974 589	115 735.55	100.00	31.45	2 016 690	29.64	2 388 974 589
Professional	3.60	230 698	97.70	3.45	278 371 199	117 889.34	100.00	3.60	230 698	3.45	278 371 199

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

Chart 17: IT Knowledge by RU(%)



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

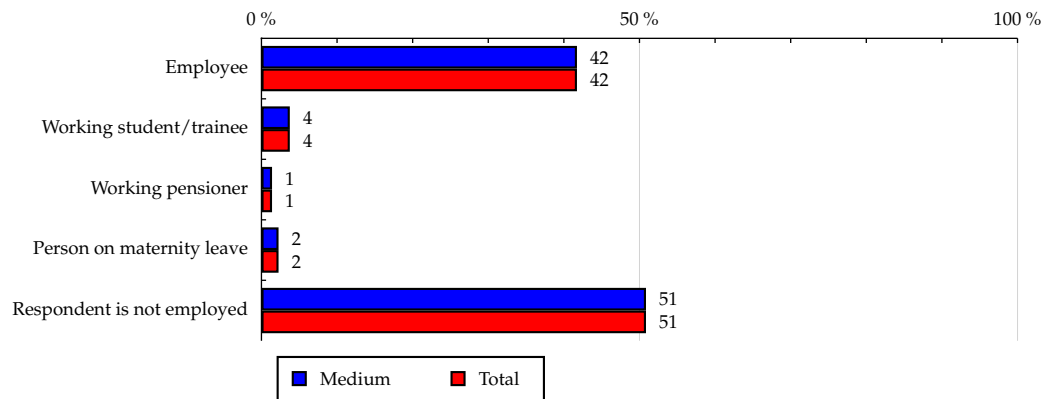
TOTAL

Table 18: Economically Active as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Employee	41.73	2 675 599	97.70	41.68	3 359 802 032	122 683.77	100.00	41.73	2 675 599	41.68	3 359 802 032
Working student/trainee	3.75	240 312	97.70	3.24	261 515 777	106 320.21	100.00	3.75	240 312	3.24	261 515 777
Working pensioner	1.40	89 854	97.70	1.50	120 792 573	131 338.78	100.00	1.40	89 854	1.50	120 792 573
Person on maternity leave	2.26	145 026	97.70	2.50	201 268 777	135 588.80	100.00	2.26	145 026	2.50	201 268 777
Respondent is not employed	50.86	3 260 841	97.70	51.08	4 117 235 134	123 358.93	100.00	50.86	3 260 841	51.08	4 117 235 134

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

Chart 18: Economically Active as by RU(%)



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

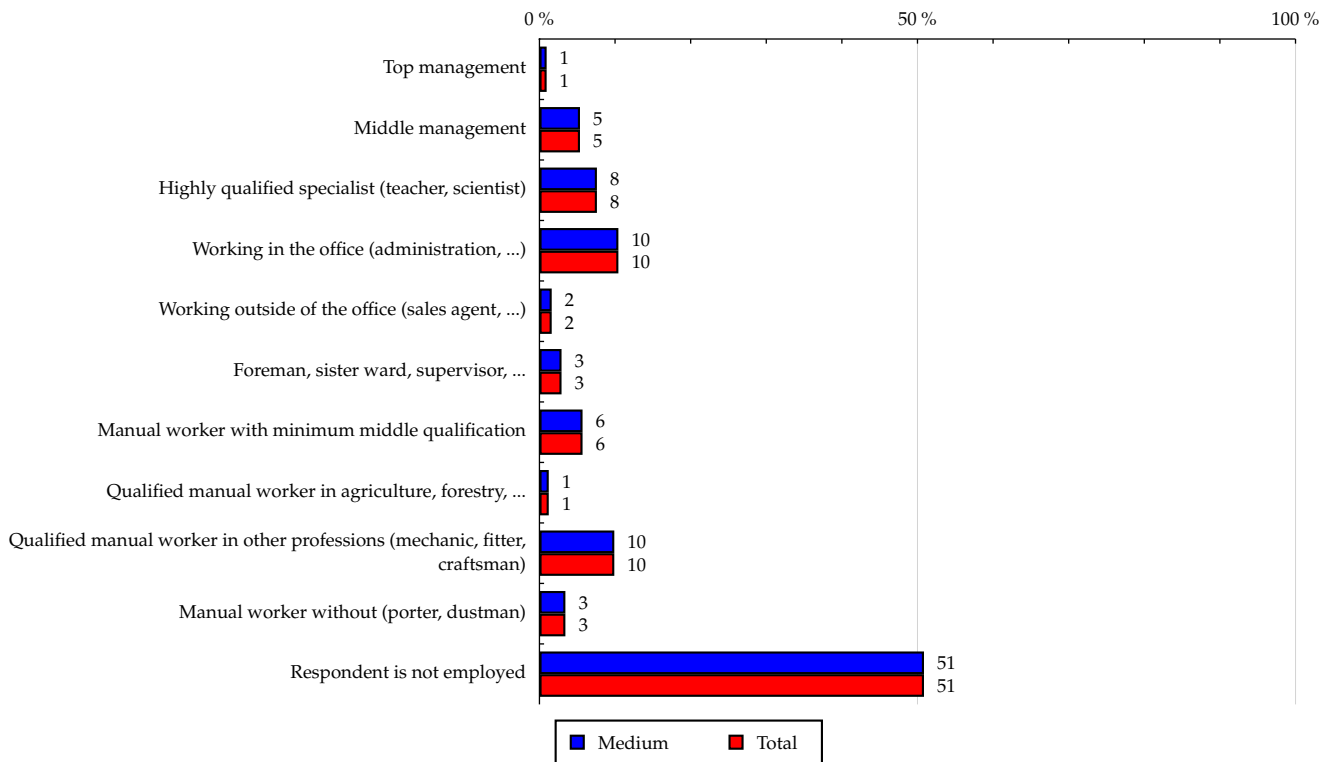
TOTAL

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	0.95	60 830	97.70	0.85	68 897 910	110 657.55	100.00	0.95	60 830	0.85	68 897 910
Middle management	5.36	343 507	97.70	5.13	413 716 242	117 668.66	100.00	5.36	343 507	5.13	413 716 242
Highly qualified specialist (teacher, scientist)	7.60	487 168	97.70	6.41	517 014 853	103 685.54	100.00	7.60	487 168	6.41	517 014 853
Working in the office (administration, ...)	10.44	669 089	97.70	10.76	867 692 568	126 699.94	100.00	10.44	669 089	10.76	867 692 568
Working outside of the office (sales agent, ...)	1.62	103 629	97.70	1.47	118 694 787	111 903.06	100.00	1.62	103 629	1.47	118 694 787
Foreman, sister ward, supervisor, ...	2.92	187 435	97.70	2.65	213 389 397	111 228.49	100.00	2.92	187 435	2.65	213 389 397
Manual worker with minimum middle qualification	5.70	365 559	97.70	5.19	418 310 663	111 798.29	100.00	5.70	365 559	5.19	418 310 663
Qualified manual worker in agriculture, forestry, ...	1.23	78 719	97.70	1.68	135 656 845	168 365.58	100.00	1.23	78 719	1.68	135 656 845
Qualified manual worker in other professions (mechanic, fitter, craftsman)	9.90	634 806	97.70	11.44	921 894 767	141 884.44	100.00	9.90	634 806	11.44	921 894 767
Manual worker without (porter, dustman)	3.43	220 047	97.70	3.33	268 111 126	119 040.09	100.00	3.43	220 047	3.33	268 111 126
Respondent is not employed	50.86	3 260 841	97.70	51.08	4 117 235 134	123 358.93	100.00	50.86	3 260 841	51.08	4 117 235 134

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

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



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

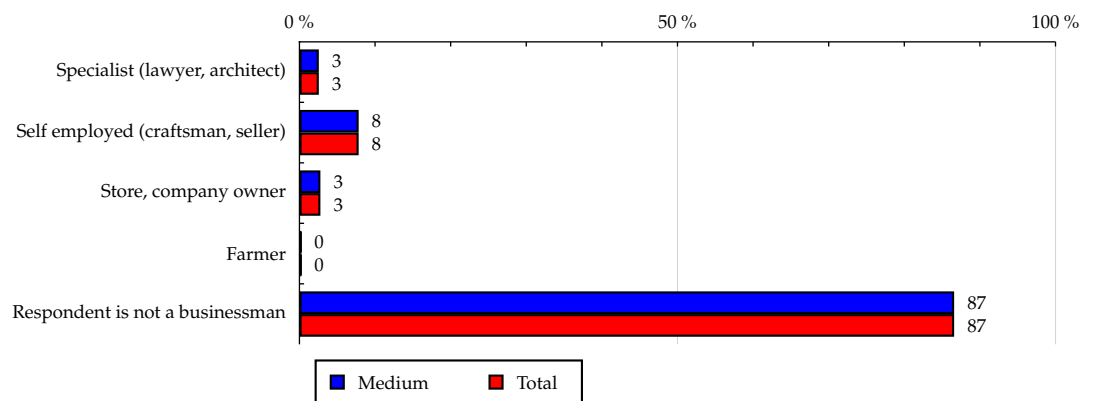
TOTAL

Table 20: Business Activities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Specialist (lawyer, architect)	2.56	164 374	97.70	2.17	174 729 367	103 854.52	100.00	2.56	164 374	2.17	174 729 367
Self employed (craftsman, seller)	7.83	501 722	97.70	8.23	663 618 827	129 226.06	100.00	7.83	501 722	8.23	663 618 827
Store, company owner	2.77	177 742	97.70	2.67	215 143 869	118 258.22	100.00	2.77	177 742	2.67	215 143 869
Farmer	0.25	15 804	97.70	0.28	22 508 439	139 143.19	100.00	0.25	15 804	0.28	22 508 439
Respondent is not a businessman	86.59	5 551 990	97.70	86.65	6 984 613 791	122 910.29	100.00	86.59	5 551 990	86.65	6 984 613 791

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

Chart 20: Business Activities by RU(%)



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

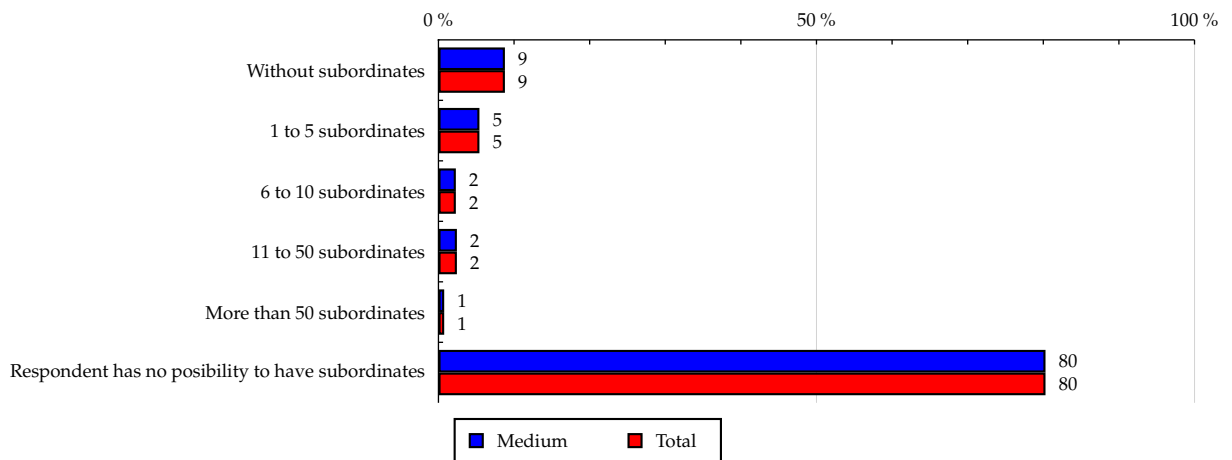
TOTAL

Table 21: Number of Subordinates

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Without subordinates	8.79	563 783	97.70	9.64	777 376 382	134 714.32	100.00	8.79	563 783	9.64	777 376 382
1 to 5 subordinates	5.42	347 233	97.70	4.84	389 899 106	109 704.84	100.00	5.42	347 233	4.84	389 899 106
6 to 10 subordinates	2.30	147 399	97.70	1.88	151 358 377	100 324.13	100.00	2.30	147 399	1.88	151 358 377
11 to 50 subordinates	2.44	156 758	97.70	2.34	188 556 655	117 518.05	100.00	2.44	156 758	2.34	188 556 655
More than 50 subordinates	0.76	48 807	97.70	0.64	51 424 133	102 937.83	100.00	0.76	48 807	0.64	51 424 133
Respondent has no possibility to have subordinates	80.29	5 147 653	97.70	80.66	6 501 999 639	123 404.85	100.00	80.29	5 147 653	80.66	6 501 999 639

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

Chart 21: Number of Subordinates by RU(%)



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

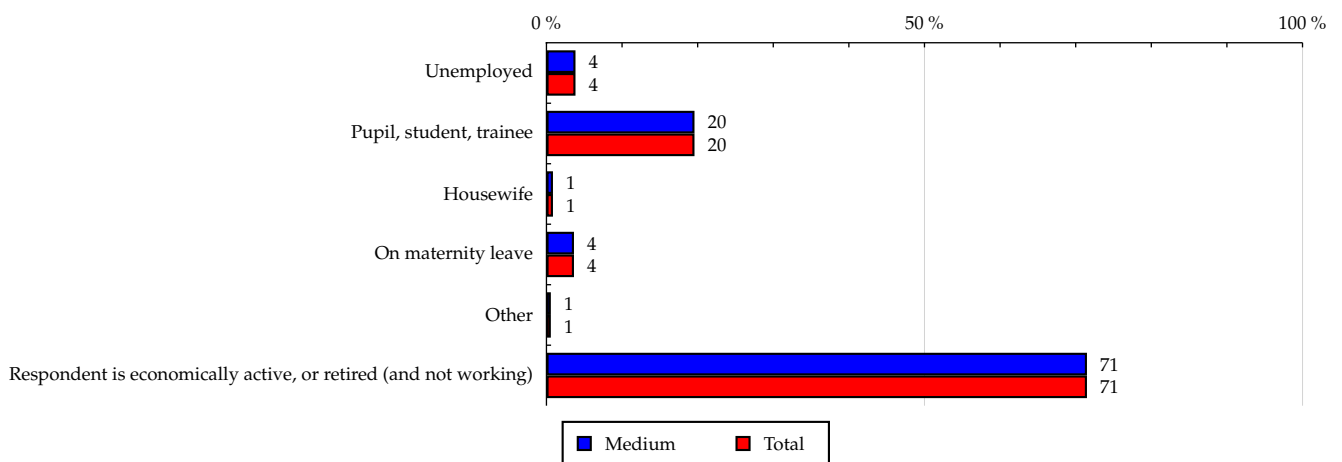
TOTAL

Table 22: Economically Inactive as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unemployed	3.84	246 210	97.70	4.85	391 061 906	155 179.30	100.00	3.84	246 210	4.85	391 061 906
Pupil, student, trainee	19.58	1 255 310	97.70	15.50	1 249 130 795	97 219.01	100.00	19.58	1 255 310	15.50	1 249 130 795
Housewife	0.86	55 374	97.70	1.06	85 258 570	150 425.67	100.00	0.86	55 374	1.06	85 258 570
On maternity leave	3.64	233 645	97.70	4.71	379 794 244	158 812.61	100.00	3.64	233 645	4.71	379 794 244
Other	0.58	37 186	97.70	0.83	67 013 080	176 062.22	100.00	0.58	37 186	0.83	67 013 080
Respondent is economically active, or retired (and not working)	71.49	4 583 906	97.70	73.05	5 888 355 697	125 502.64	100.00	71.49	4 583 906	73.05	5 888 355 697

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

Chart 22: Economically Inactive as by RU(%)



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

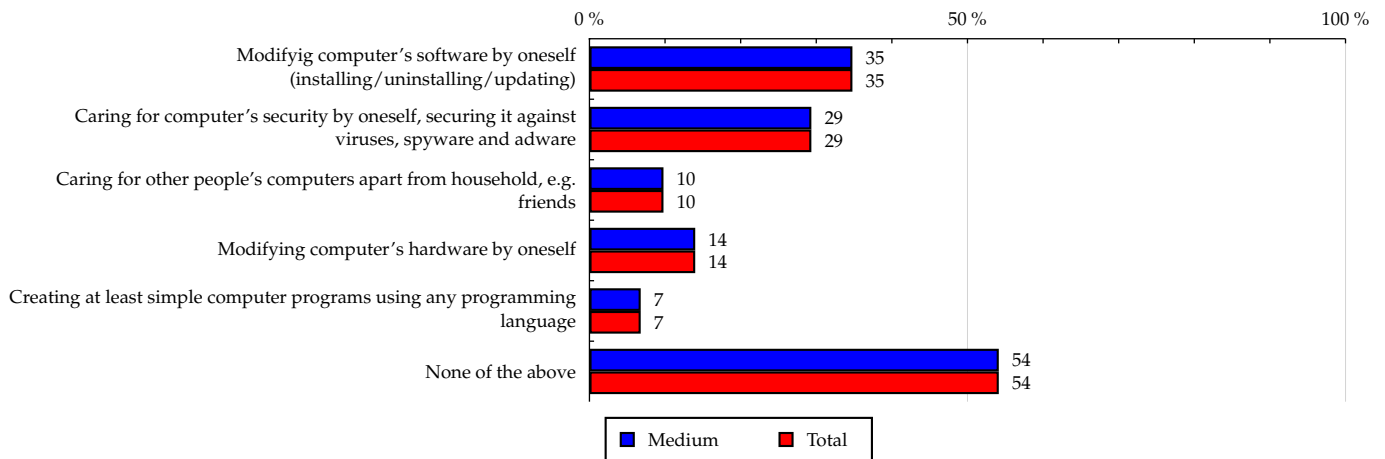
TOTAL

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)	34.78	2 230 043	97.70	37.15	2 994 759 560	131 202.84	100.00	34.78	2 230 043	37.15	2 994 759 560
Caring for computer's security by oneself, securing it against viruses, spyware and adware	29.35	1 882 066	97.70	29.94	2 413 184 521	125 270.86	100.00	29.35	1 882 066	29.94	2 413 184 521
Caring for other people's computers apart from household, e.g. friends	9.79	627 389	97.70	10.08	812 184 653	126 477.18	100.00	9.79	627 389	10.08	812 184 653
Modifying computer's hardware by oneself	13.99	896 797	97.70	14.99	1 208 000 076	131 603.45	100.00	13.99	896 797	14.99	1 208 000 076
Creating at least simple computer programs using any programming language	6.78	434 533	97.70	6.59	531 348 908	119 467.91	100.00	6.78	434 533	6.59	531 348 908
None of the above	54.14	3 471 154	97.70	53.08	4 278 592 884	120 426.38	100.00	54.14	3 471 154	53.08	4 278 592 884

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

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



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

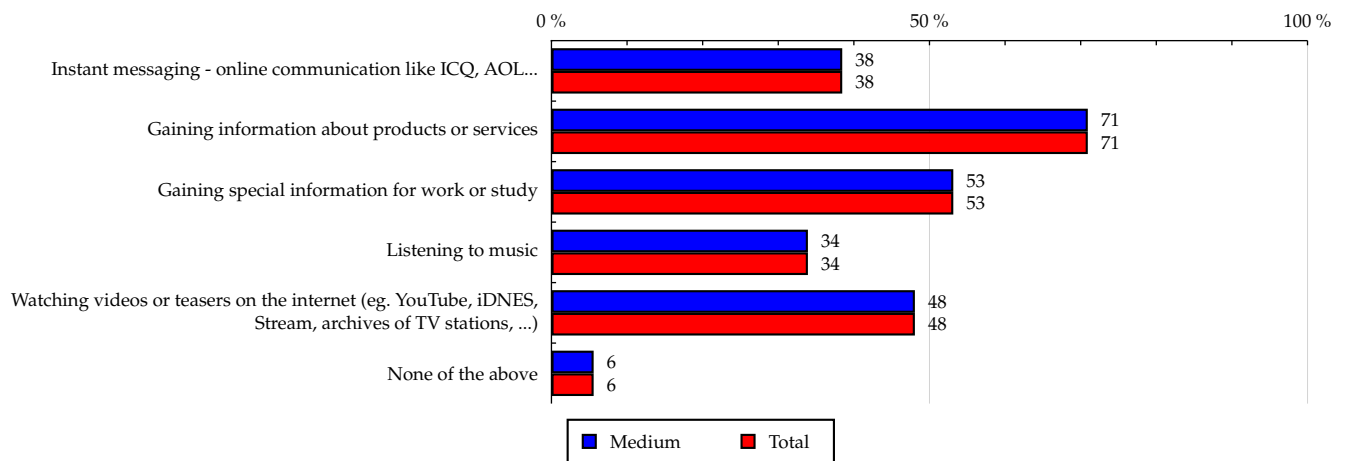
TOTAL

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...	38.46	2 465 823	97.70	37.64	3 034 208 077	120 220.35	100.00	38.46	2 465 823	37.64	3 034 208 077
Gaining information about products or services	70.94	4 548 164	97.70	74.46	6 001 825 612	128 926.38	100.00	70.94	4 548 164	74.46	6 001 825 612
Gaining special information for work or study	53.15	3 407 818	97.70	51.01	4 111 424 204	117 871.94	100.00	53.15	3 407 818	51.01	4 111 424 204
Listening to music	33.92	2 174 865	97.70	35.76	2 882 120 457	129 471.53	100.00	33.92	2 174 865	35.76	2 882 120 457
Watching videos or teasers on the internet (eg. YouTube, iDNES, Stream, archives of TV stations, ...)	48.07	3 082 277	97.70	52.13	4 202 113 563	133 195.83	100.00	48.07	3 082 277	52.13	4 202 113 563
None of the above	5.58	358 088	97.70	5.91	476 615 741	130 038.59	100.00	5.58	358 088	5.91	476 615 741

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

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



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

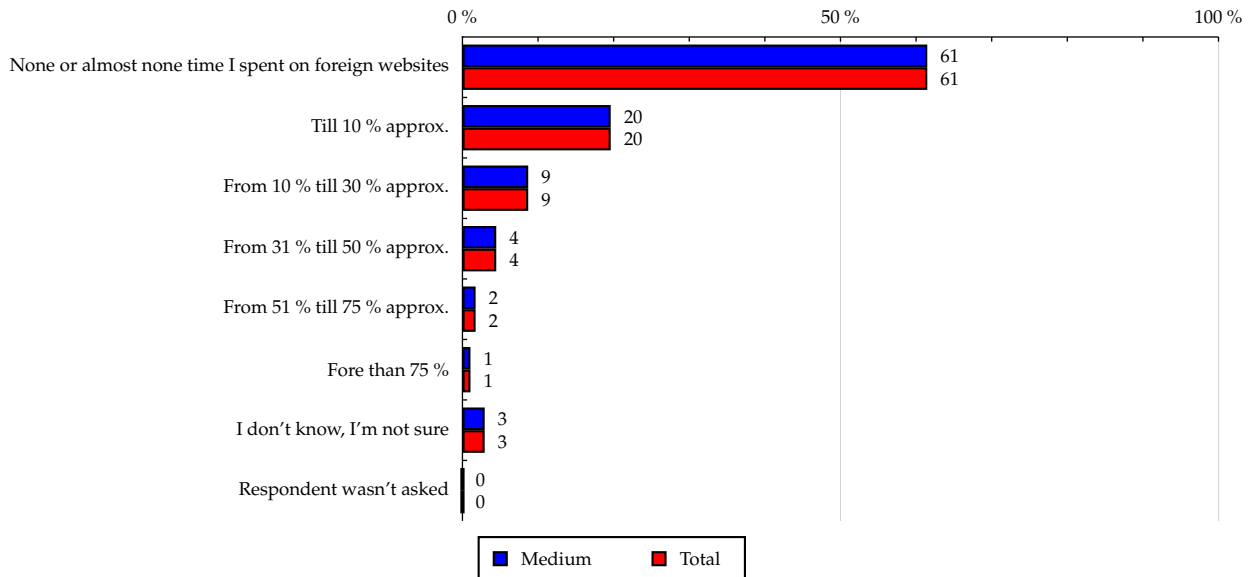
TOTAL

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	61.48	3 942 083	97.70	63.47	5 116 236 730	126 800.02	100.00	61.48	3 942 083	63.47	5 116 236 730
Till 10 % approx.	19.61	1 257 155	97.70	19.44	1 567 122 472	121 789.16	100.00	19.61	1 257 155	19.44	1 567 122 472
From 10 % till 30 % approx.	8.70	557 637	97.70	8.12	654 414 062	114 655.56	100.00	8.70	557 637	8.12	654 414 062
From 31 % till 50 % approx.	4.47	286 486	97.70	4.19	337 381 815	115 056.61	100.00	4.47	286 486	4.19	337 381 815
From 51 % till 75 % approx.	1.74	111 796	97.70	1.40	112 870 019	98 638.05	100.00	1.74	111 796	1.40	112 870 019
Fore than 75 %	1.06	68 086	97.70	0.73	58 856 865	84 455.61	100.00	1.06	68 086	0.73	58 856 865
I don't know, I'm not sure	2.94	188 387	97.70	2.65	213 732 330	110 843.90	100.00	2.94	188 387	2.65	213 732 330
Respondent wasn't asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



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