

SPIR NetMonitor

Research on the Sociodemography of Internet Users in the Czech Republic

Medium title:

TOTAL

Month:

November 2012

Basic information	
The size of Internet population in the Czech Republic	6 608 352
Number of respondents	
Medium	N = 22 800
Total (for all measured media)	N = 22 800
RU(number)	6 456 359
Reach(%)	97.70
PV(number) (from Czech visitors)	8 185 598 084
PV(number) (from all visitors)	8 772 490 852
GRP (%)	123 867.46

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

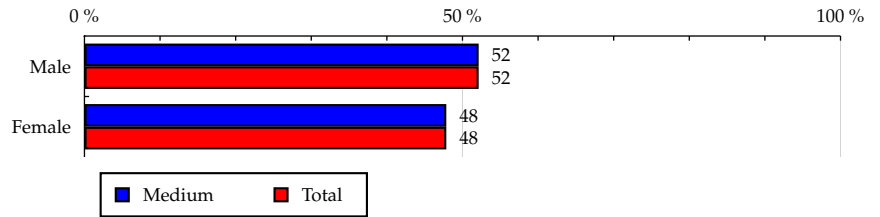
TOTAL

Table 1: Sex

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Male	52.14	3 366 604	97.70	51.94	4 251 469 259	123 379.07	100.00	52.14	3 366 604	51.94	4 251 469 259
Female	47.86	3 089 755	97.70	48.06	3 934 128 825	124 399.62	100.00	47.86	3 089 755	48.06	3 934 128 825

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

Chart 1: Sex by RU(%)



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

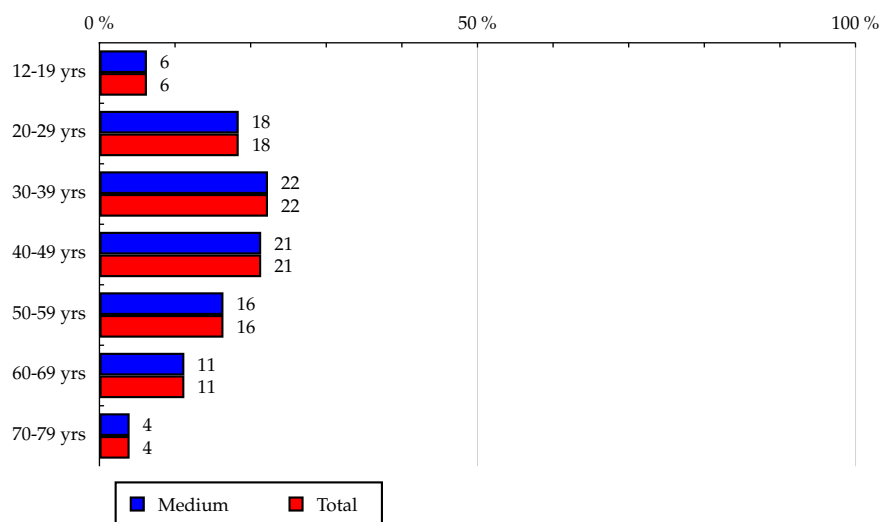
TOTAL

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	405 330	97.70	3.35	274 070 067	66 061.34	100.00	6.28	405 330	3.35	274 070 067
20-29 yrs	18.42	1 189 327	97.70	17.72	1 450 171 661	119 127.66	100.00	18.42	1 189 327	17.72	1 450 171 661
30-39 yrs	22.29	1 439 187	97.70	24.05	1 968 329 777	133 621.08	100.00	22.29	1 439 187	24.05	1 968 329 777
40-49 yrs	21.39	1 380 950	97.70	21.56	1 764 557 049	124 839.53	100.00	21.39	1 380 950	21.56	1 764 557 049
50-59 yrs	16.40	1 058 906	97.70	17.22	1 409 582 616	130 055.07	100.00	16.40	1 058 906	17.22	1 409 582 616
60-69 yrs	11.23	725 178	97.70	11.90	973 686 687	131 180.42	100.00	11.23	725 178	11.90	973 686 687
70-79 yrs	3.99	257 479	97.70	4.22	345 200 227	130 985.66	100.00	3.99	257 479	4.22	345 200 227

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

Chart 2: Age by RU(%)



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

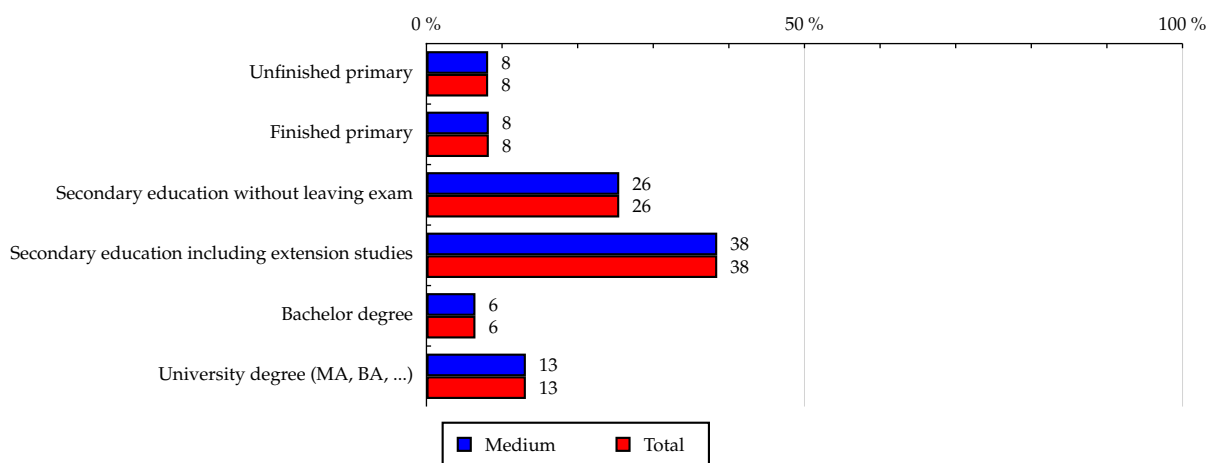
TOTAL

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	526 580	97.70	4.68	382 702 278	71 005.37	100.00	8.16	526 580	4.68	382 702 278
Finished primary	8.25	532 971	97.70	8.45	691 450 583	126 751.00	100.00	8.25	532 971	8.45	691 450 583
Secondary education without leaving exam	25.50	1 646 113	97.70	28.84	2 360 518 553	140 101.28	100.00	25.50	1 646 113	28.84	2 360 518 553
Secondary education including extension studies	38.46	2 483 245	97.70	40.55	3 319 109 745	130 585.97	100.00	38.46	2 483 245	40.55	3 319 109 745
Bachelor degree	6.48	418 630	97.70	6.53	534 268 318	124 687.66	100.00	6.48	418 630	6.53	534 268 318
University degree (MA, BA, ...)	13.15	848 818	97.70	10.96	897 548 608	103 308.91	100.00	13.15	848 818	10.96	897 548 608

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

Chart 3: Highest Education by RU(%)



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

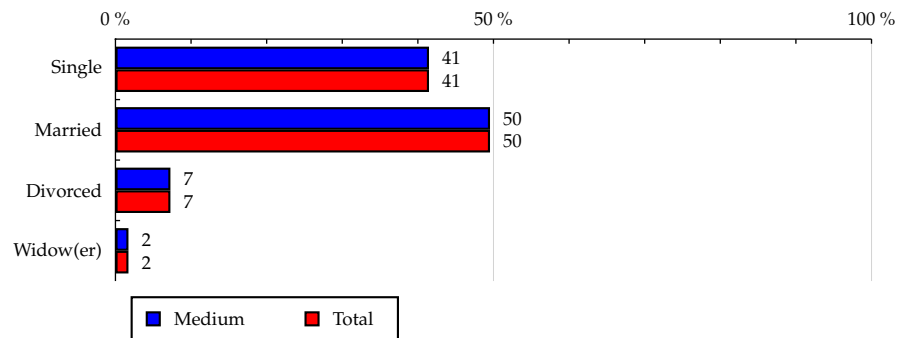
TOTAL

Table 4: Marital Status

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Single	41.47	2 677 196	97.70	38.88	3 182 708 902	116 147.88	100.00	41.47	2 677 196	38.88	3 182 708 902
Married	49.54	3 198 558	97.70	51.02	4 176 217 365	127 562.60	100.00	49.54	3 198 558	51.02	4 176 217 365
Divorced	7.27	469 574	97.70	8.19	670 406 839	139 485.44	100.00	7.27	469 574	8.19	670 406 839
Widow(er)	1.72	111 031	97.70	1.91	156 264 978	137 502.56	100.00	1.72	111 031	1.91	156 264 978

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

Chart 4: Marital Status by RU(%)



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

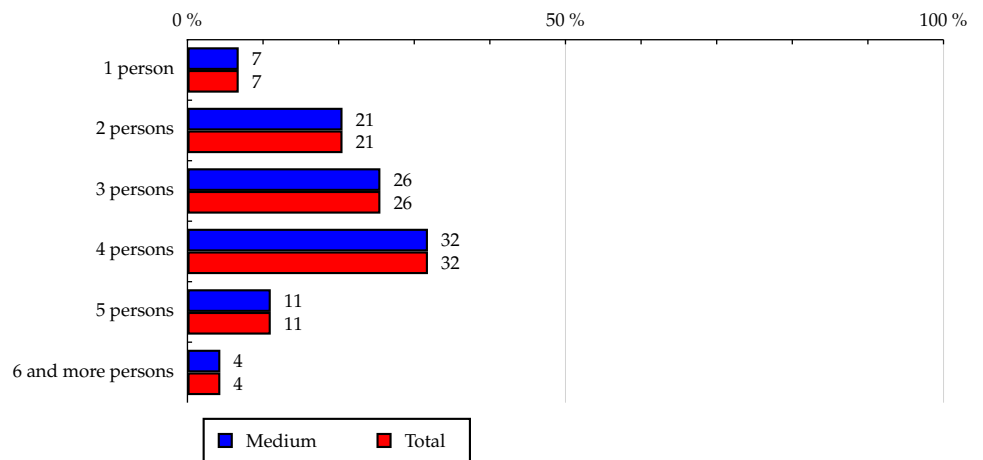
TOTAL

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	6.78	437 828	97.70	7.69	629 579 004	140 488.46	100.00	6.78	437 828	7.69	629 579 004
2 persons	20.51	1 324 168	97.70	21.09	1 726 132 961	127 357.82	100.00	20.51	1 324 168	21.09	1 726 132 961
3 persons	25.52	1 647 690	97.70	26.75	2 189 946 110	129 853.13	100.00	25.52	1 647 690	26.75	2 189 946 110
4 persons	31.81	2 053 854	97.70	29.61	2 423 971 160	115 306.13	100.00	31.81	2 053 854	29.61	2 423 971 160
5 persons	11.02	711 652	97.70	10.86	888 791 783	122 018.85	100.00	11.02	711 652	10.86	888 791 783
6 and more persons	4.35	281 166	97.70	4.00	327 177 067	113 687.76	100.00	4.35	281 166	4.00	327 177 067

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

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



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

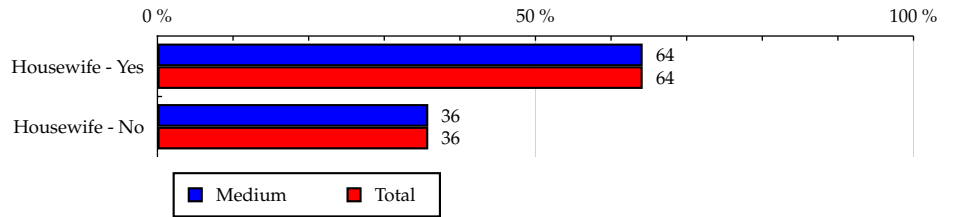
TOTAL

Table 6: Housewife

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Housewife - Yes	64.18	4 143 557	97.70	66.94	5 479 425 393	129 198.12	100.00	64.18	4 143 557	66.94	5 479 425 393
Housewife - No	35.82	2 312 802	97.70	33.06	2 706 172 691	114 317.20	100.00	35.82	2 312 802	33.06	2 706 172 691

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

Chart 6: Housewife by RU(%)



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

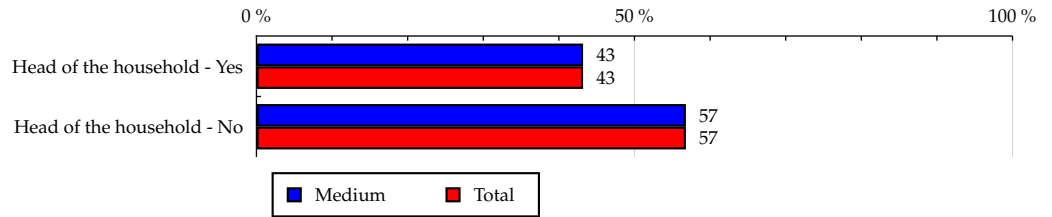
TOTAL

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	43.20	2 788 960	97.70	43.70	3 577 176 304	125 311.98	100.00	43.20	2 788 960	43.70	3 577 176 304
Head of the household - No	56.80	3 667 399	97.70	56.30	4 608 421 780	122 768.95	100.00	56.80	3 667 399	56.30	4 608 421 780

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

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



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

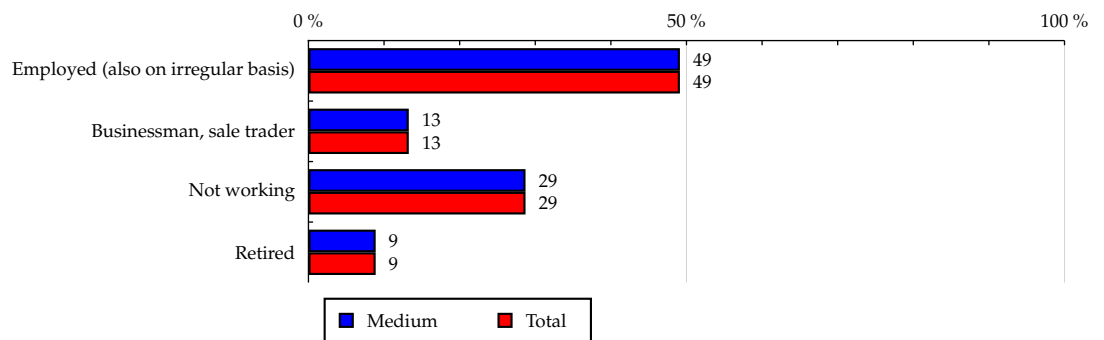
TOTAL

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)	49.13	3 172 275	97.70	48.43	3 964 498 572	122 098.96	100.00	49.13	3 172 275	48.43	3 964 498 572
Businessman, sale trader	13.27	856 528	97.70	13.31	1 089 202 922	124 240.06	100.00	13.27	856 528	13.31	1 089 202 922
Not working	28.71	1 853 622	97.70	27.57	2 257 050 967	118 963.74	100.00	28.71	1 853 622	27.57	2 257 050 967
Retired	8.89	573 933	97.70	10.69	874 845 623	148 923.88	100.00	8.89	573 933	10.69	874 845 623

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

Chart 8: Economic Activity by RU(%)



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

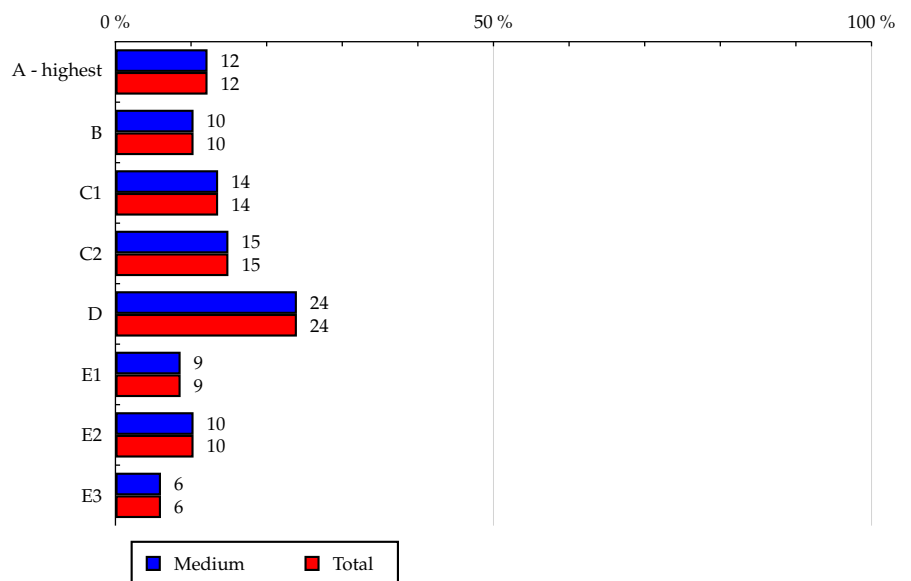
TOTAL

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	12.18	786 632	97.70	11.48	940 052 877	116 754.92	100.00	12.18	786 632	11.48	940 052 877
B	10.33	666 836	97.70	11.06	904 929 877	132 583.66	100.00	10.33	666 836	11.06	904 929 877
C1	13.58	876 933	97.70	13.68	1 120 151 254	124 797.17	100.00	13.58	876 933	13.68	1 120 151 254
C2	14.94	964 474	97.70	16.37	1 340 260 739	135 766.67	100.00	14.94	964 474	16.37	1 340 260 739
D	24.00	1 549 474	97.70	23.03	1 885 088 283	118 861.68	100.00	24.00	1 549 474	23.03	1 885 088 283
E1	8.62	556 697	97.70	8.90	728 532 480	127 856.98	100.00	8.62	556 697	8.90	728 532 480
E2	10.33	666 928	97.70	9.28	759 922 179	111 322.94	100.00	10.33	666 928	9.28	759 922 179
E3	6.02	388 383	97.70	6.19	506 660 396	127 453.04	100.00	6.02	388 383	6.19	506 660 396

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

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



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

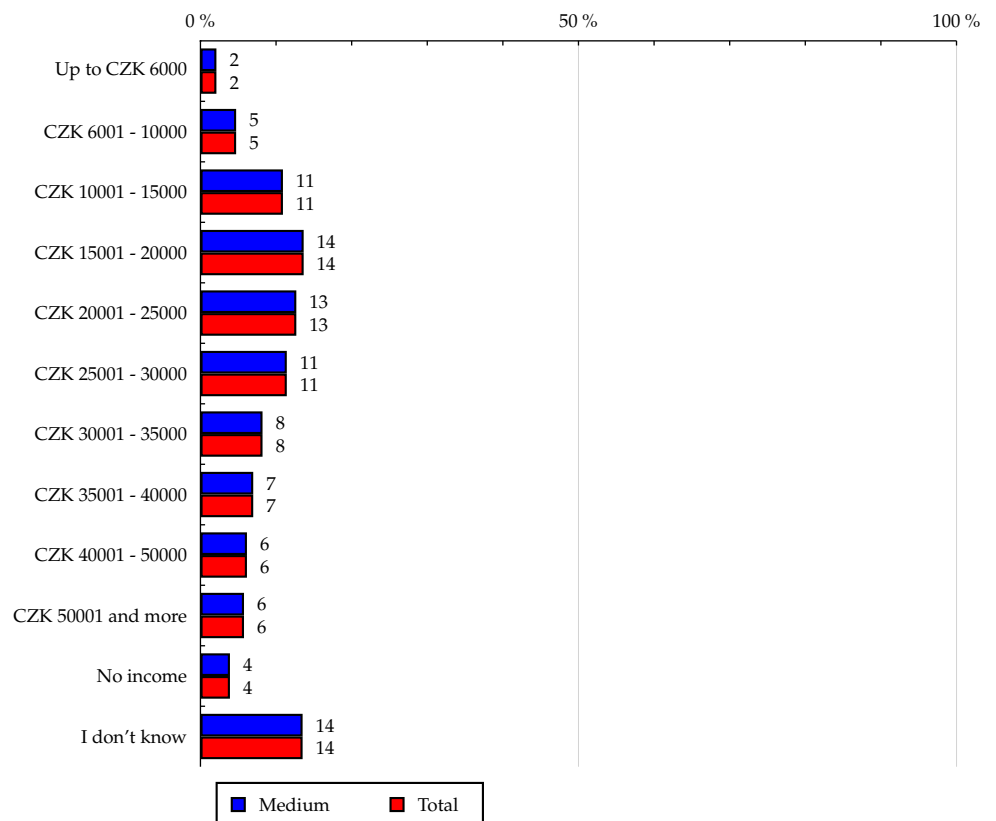
TOTAL

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	2.11	135 966	97.70	1.90	155 825 066	111 969.77	100.00	2.11	135 966	1.90	155 825 066
CZK 6001 - 10000	4.72	304 976	97.70	5.07	414 713 627	132 854.37	100.00	4.72	304 976	5.07	414 713 627
CZK 10001 - 15000	10.91	704 500	97.70	11.70	957 665 959	132 808.96	100.00	10.91	704 500	11.70	957 665 959
CZK 15001 - 20000	13.65	881 187	97.70	14.33	1 172 664 918	130 017.02	100.00	13.65	881 187	14.33	1 172 664 918
CZK 20001 - 25000	12.68	818 722	97.70	13.92	1 139 558 294	135 986.10	100.00	12.68	818 722	13.92	1 139 558 294
CZK 25001 - 30000	11.42	737 211	97.70	11.59	949 054 760	125 774.82	100.00	11.42	737 211	11.59	949 054 760
CZK 30001 - 35000	8.21	529 757	97.70	8.47	693 322 976	127 865.31	100.00	8.21	529 757	8.47	693 322 976
CZK 35001 - 40000	6.98	450 922	97.70	6.96	569 432 520	123 377.18	100.00	6.98	450 922	6.96	569 432 520
CZK 40001 - 50000	6.15	397 344	97.70	5.98	489 660 638	120 398.96	100.00	6.15	397 344	5.98	489 660 638
CZK 50001 and more	5.76	371 994	97.70	5.31	435 040 466	114 258.19	100.00	5.76	371 994	5.31	435 040 466
No income	3.90	251 686	97.70	3.27	267 761 082	103 939.69	100.00	3.90	251 686	3.27	267 761 082
I don't know	13.51	872 088	97.70	11.49	940 897 779	105 408.68	100.00	13.51	872 088	11.49	940 897 779

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

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



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

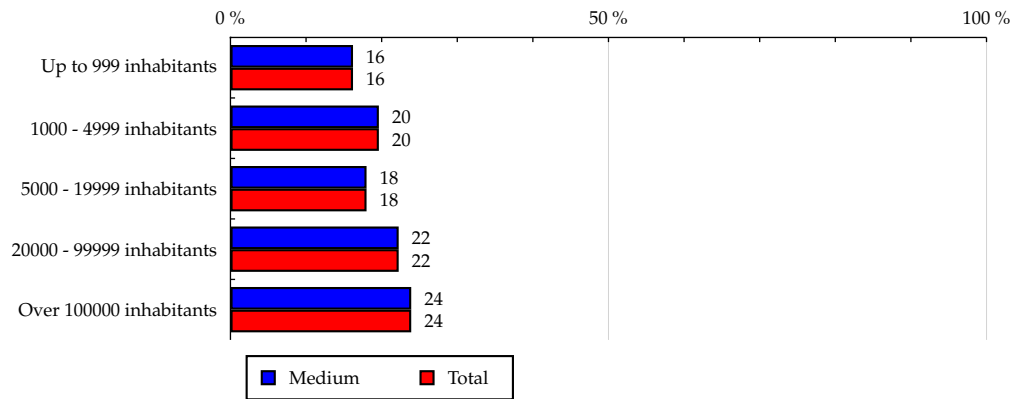
TOTAL

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	1 046 575	97.70	15.16	1 240 647 755	115 817.11	100.00	16.21	1 046 575	15.16	1 240 647 755
1000 - 4999 inhabitants	19.63	1 267 384	97.70	20.41	1 670 783 343	128 797.21	100.00	19.63	1 267 384	20.41	1 670 783 343
5000 - 19999 inhabitants	18.00	1 162 274	97.70	18.78	1 537 288 698	129 223.49	100.00	18.00	1 162 274	18.78	1 537 288 698
20000 - 99999 inhabitants	22.25	1 436 410	97.70	22.51	1 842 704 921	125 334.80	100.00	22.25	1 436 410	22.51	1 842 704 921
Over 100000 inhabitants	23.91	1 543 715	97.70	23.14	1 894 173 366	119 880.05	100.00	23.91	1 543 715	23.14	1 894 173 366

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

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



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

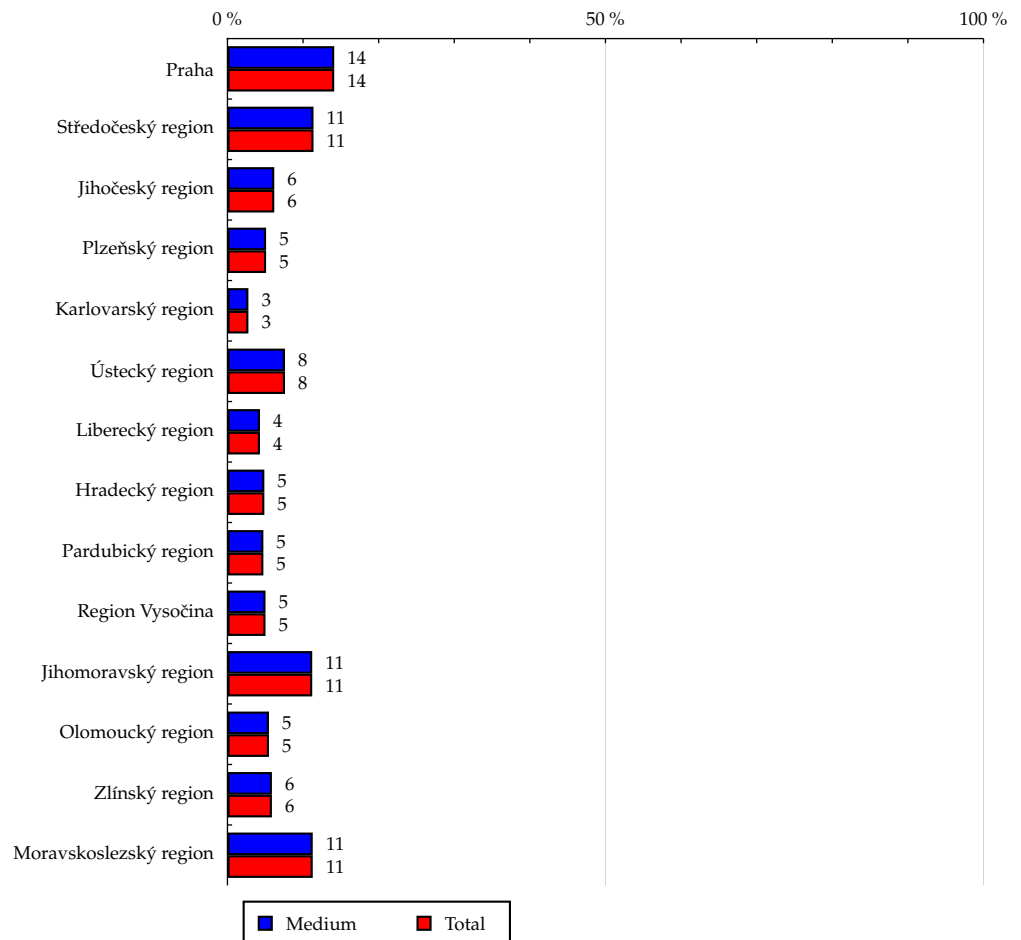
TOTAL

Table 12: Region

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Praha	14.12	911 509	97.70	13.56	1 110 134 132	118 989.51	100.00	14.12	911 509	13.56	1 110 134 132
Středočeský region	11.38	734 992	97.70	11.08	907 281 988	120 601.87	100.00	11.38	734 992	11.08	907 281 988
Jihočeský region	6.19	399 842	97.70	6.03	493 916 842	120 686.56	100.00	6.19	399 842	6.03	493 916 842
Plzeňský region	5.11	329 661	97.70	5.44	445 444 199	132 014.06	100.00	5.11	329 661	5.44	445 444 199
Karlovarský region	2.77	179 098	97.70	2.64	216 166 243	117 920.50	100.00	2.77	179 098	2.64	216 166 243
Ústecký region	7.61	491 393	97.70	7.37	603 384 117	119 966.13	100.00	7.61	491 393	7.37	603 384 117
Liberecký region	4.30	277 816	97.70	4.22	345 603 801	121 538.62	100.00	4.30	277 816	4.22	345 603 801
Hradecký region	4.88	314 812	97.70	5.09	417 019 031	129 419.31	100.00	4.88	314 812	5.09	417 019 031
Pardubický region	4.75	306 740	97.70	4.64	379 519 143	120 880.62	100.00	4.75	306 740	4.64	379 519 143
Region Vysočina	5.03	324 947	97.70	5.50	450 572 221	135 470.63	100.00	5.03	324 947	5.50	450 572 221
Jihomoravský region	11.21	723 758	97.70	10.49	858 423 343	115 878.42	100.00	11.21	723 758	10.49	858 423 343
Olomoucký region	5.49	354 517	97.70	5.27	431 459 883	118 904.08	100.00	5.49	354 517	5.27	431 459 883
Zlínský region	5.88	379 311	97.70	6.50	532 127 199	137 060.87	100.00	5.88	379 311	6.50	532 127 199
Moravskoslezský region	11.28	727 954	97.70	12.15	994 545 942	133 479.61	100.00	11.28	727 954	12.15	994 545 942

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

Chart 12: Region by RU(%)



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

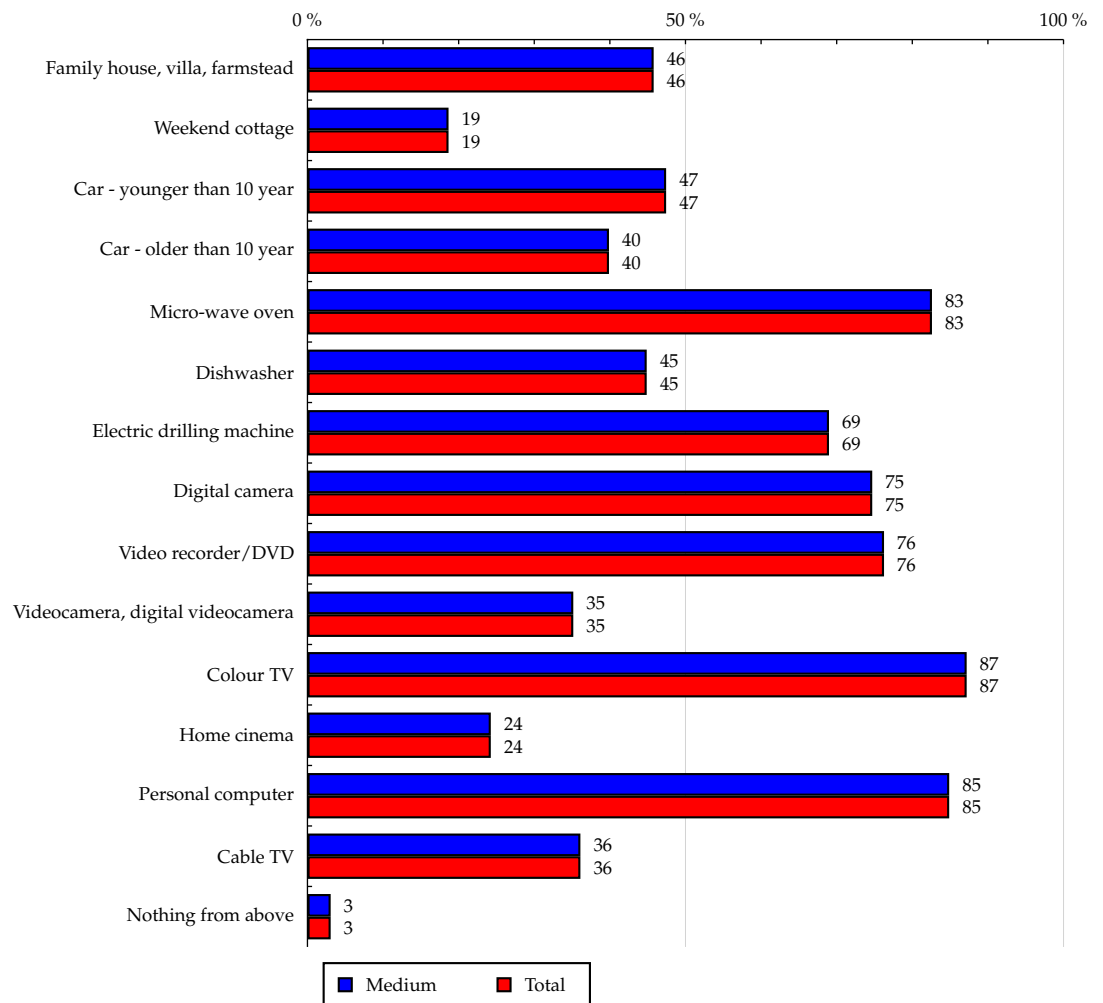
TOTAL

Table 13: Facilities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Family house, villa, farmstead	45.79	2 956 061	97.70	44.49	3 641 611 111	120 357.92	100.00	45.79	2 956 061	44.49	3 641 611 111
Weekend cottage	18.66	1 204 568	97.70	17.33	1 418 611 575	115 060.62	100.00	18.66	1 204 568	17.33	1 418 611 575
Car - younger than 10 year	47.44	3 062 862	97.70	45.03	3 686 315 207	117 587.08	100.00	47.44	3 062 862	45.03	3 686 315 207
Car - older than 10 year	39.88	2 574 830	97.70	41.12	3 365 775 750	127 711.82	100.00	39.88	2 574 830	41.12	3 365 775 750
Micro-wave oven	82.60	5 333 055	97.70	82.15	6 724 429 953	123 189.56	100.00	82.60	5 333 055	82.15	6 724 429 953
Dishwasher	44.87	2 896 754	97.70	41.34	3 383 937 342	114 131.40	100.00	44.87	2 896 754	41.34	3 383 937 342
Electric drilling machine	68.98	4 453 555	97.70	66.44	5 438 325 098	119 303.42	100.00	68.98	4 453 555	66.44	5 438 325 098
Digital camera	74.70	4 823 166	97.70	74.23	6 076 440 036	123 086.81	100.00	74.70	4 823 166	74.23	6 076 440 036
Video recorder/DVD	76.26	4 923 436	97.70	74.55	6 102 461 097	121 096.41	100.00	76.26	4 923 436	74.55	6 102 461 097
Videocamera, digital videocamera	35.16	2 269 942	97.70	34.00	2 782 920 242	119 778.96	100.00	35.16	2 269 942	34.00	2 782 920 242
Colour TV	87.19	5 629 243	97.70	86.73	7 099 414 022	123 215.98	100.00	87.19	5 629 243	86.73	7 099 414 022
Home cinema	24.25	1 565 497	97.70	22.90	1 874 749 052	116 999.84	100.00	24.25	1 565 497	22.90	1 874 749 052
Personal computer	84.88	5 479 914	97.70	85.27	6 979 591 205	124 437.36	100.00	84.88	5 479 914	85.27	6 979 591 205
Cable TV	36.10	2 330 734	97.70	35.67	2 919 714 783	122 388.94	100.00	36.10	2 330 734	35.67	2 919 714 783
Nothing from above	3.07	198 455	97.70	2.94	240 806 939	118 549.54	100.00	3.07	198 455	2.94	240 806 939

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

Chart 13: Facilities by RU(%)



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

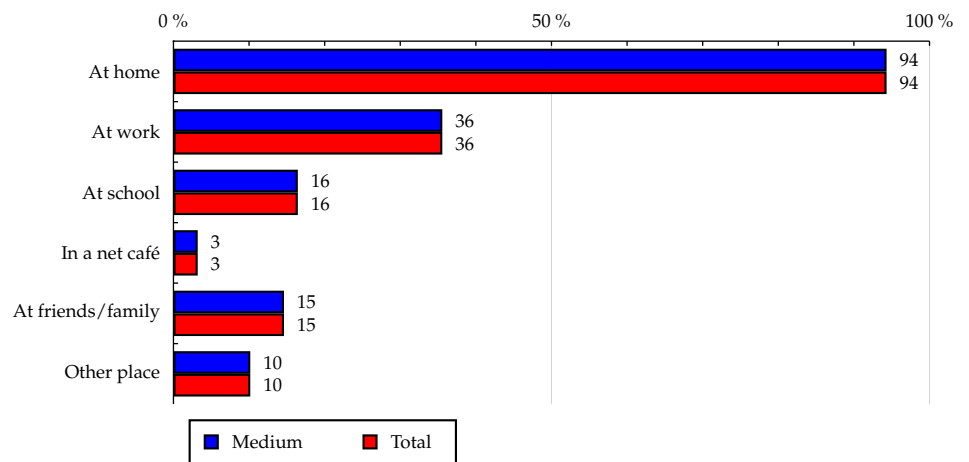
TOTAL

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	94.32	6 089 886	97.70	95.32	7 802 601 308	125 177.08	100.00	94.32	6 089 886	95.32	7 802 601 308
At work	35.56	2 295 825	97.70	32.72	2 678 449 930	113 982.76	100.00	35.56	2 295 825	32.72	2 678 449 930
At school	16.45	1 062 225	97.70	12.99	1 063 086 887	97 779.24	100.00	16.45	1 062 225	12.99	1 063 086 887
In a net café	3.21	206 941	97.70	2.81	229 935 929	108 555.82	100.00	3.21	206 941	2.81	229 935 929
At friends/family	14.62	944 149	97.70	12.49	1 022 331 158	105 790.16	100.00	14.62	944 149	12.49	1 022 331 158
Other place	10.16	655 758	97.70	9.02	738 311 897	109 999.51	100.00	10.16	655 758	9.02	738 311 897

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

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



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

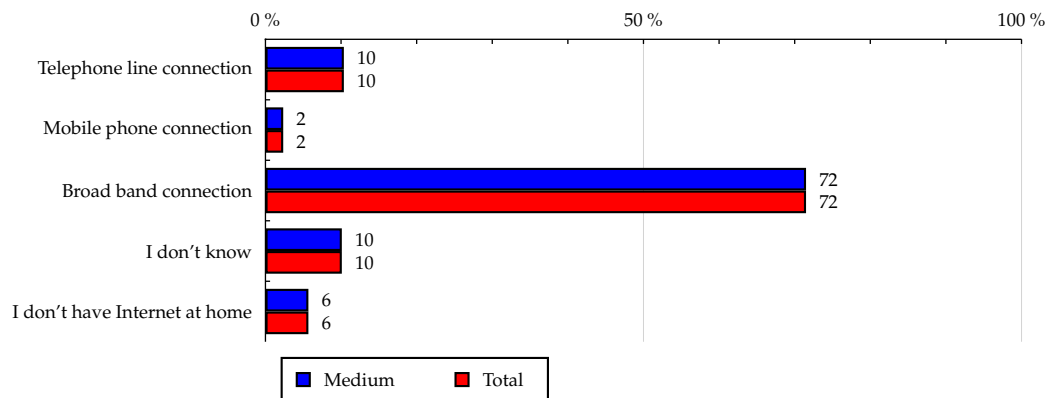
TOTAL

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	10.37	669 350	97.70	10.73	877 955 064	128 148.38	100.00	10.37	669 350	10.73	877 955 064
Mobile phone connection	2.35	151 626	97.70	2.22	181 538 458	116 974.04	100.00	2.35	151 626	2.22	181 538 458
Broad band connection	71.50	4 616 523	97.70	73.69	6 031 819 862	127 652.09	100.00	71.50	4 616 523	73.69	6 031 819 862
I don't know	10.10	652 386	97.70	8.69	711 287 923	106 520.96	100.00	10.10	652 386	8.69	711 287 923
I don't have Internet at home	5.68	366 473	97.70	4.68	382 996 776	102 104.96	100.00	5.68	366 473	4.68	382 996 776

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

Chart 15: Connection from Home by RU(%)



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

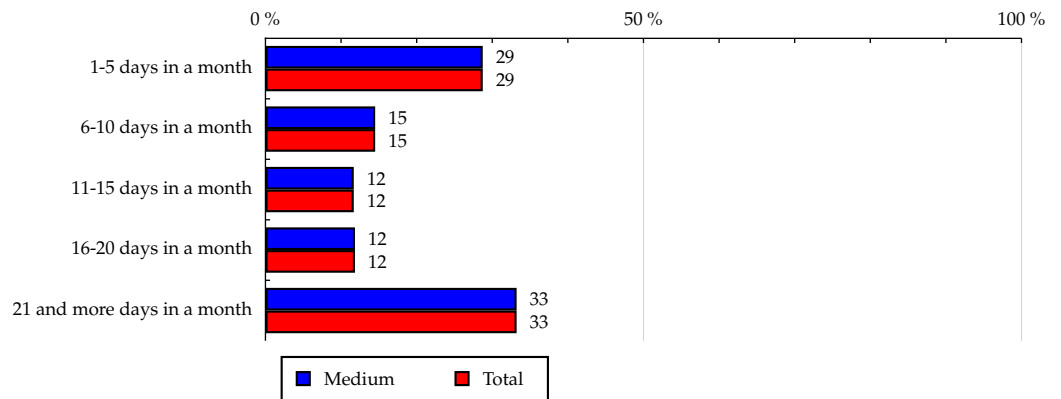
TOTAL

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	28.74	1 855 668	97.70	1.64	133 893 637	7 049.43	100.00	28.74	1 855 668	1.64	133 893 637
6-10 days in a month	14.51	937 054	97.70	3.60	294 966 728	30 754.08	100.00	14.51	937 054	3.60	294 966 728
11-15 days in a month	11.68	754 004	97.70	5.80	475 112 012	61 562.58	100.00	11.68	754 004	5.80	475 112 012
16-20 days in a month	11.84	764 560	97.70	11.41	933 841 736	119 331.72	100.00	11.84	764 560	11.41	933 841 736
21 and more days in a month	33.22	2 145 072	97.70	77.55	6 347 783 970	289 117.75	100.00	33.22	2 145 072	77.55	6 347 783 970

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

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



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

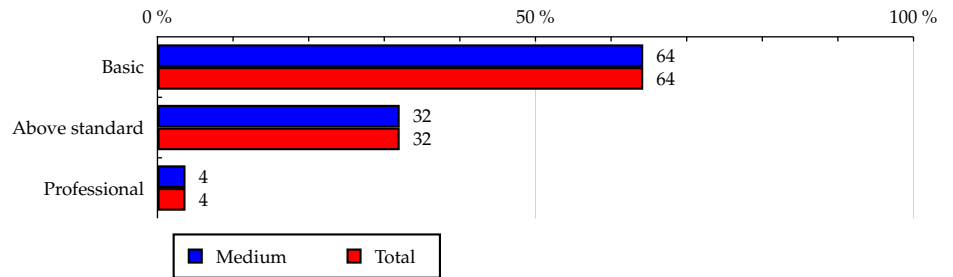
TOTAL

Table 17: IT Knowledge

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Basic	64.25	4 148 120	97.70	66.53	5 445 536 597	128 257.84	100.00	64.25	4 148 120	66.53	5 445 536 597
Above standard	32.04	2 068 401	97.70	30.35	2 484 167 914	117 338.54	100.00	32.04	2 068 401	30.35	2 484 167 914
Professional	3.71	239 838	97.70	3.13	255 893 573	104 240.18	100.00	3.71	239 838	3.13	255 893 573

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

Chart 17: IT Knowledge by RU(%)



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

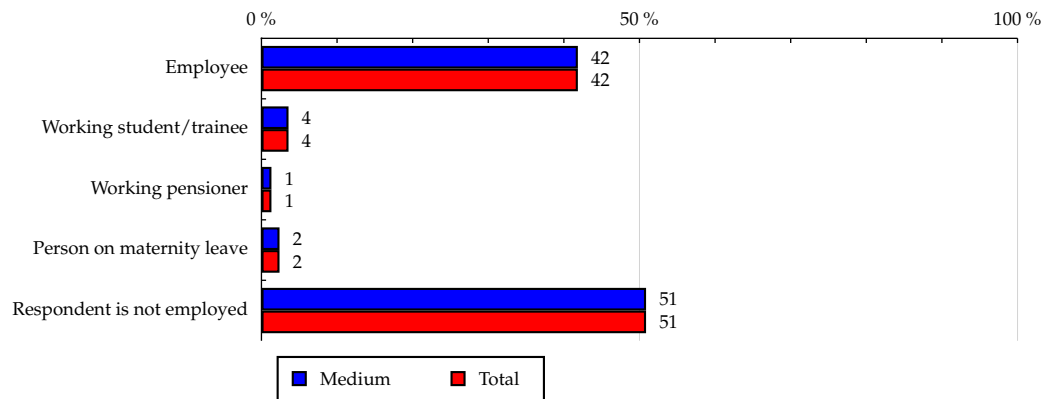
TOTAL

Table 18: Economically Active as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Employee	41.85	2 702 010	97.70	41.16	3 369 228 436	121 825.44	100.00	41.85	2 702 010	41.16	3 369 228 436
Working student/trainee	3.58	231 067	97.70	2.99	244 477 883	103 370.07	100.00	3.58	231 067	2.99	244 477 883
Working pensioner	1.32	85 026	97.70	1.43	117 169 370	134 634.13	100.00	1.32	85 026	1.43	117 169 370
Person on maternity leave	2.39	154 170	97.70	2.85	233 622 882	148 049.79	100.00	2.39	154 170	2.85	233 622 882
Respondent is not employed	50.87	3 284 084	97.70	51.57	4 221 099 513	125 575.76	100.00	50.87	3 284 084	51.57	4 221 099 513

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

Chart 18: Economically Active as by RU(%)



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

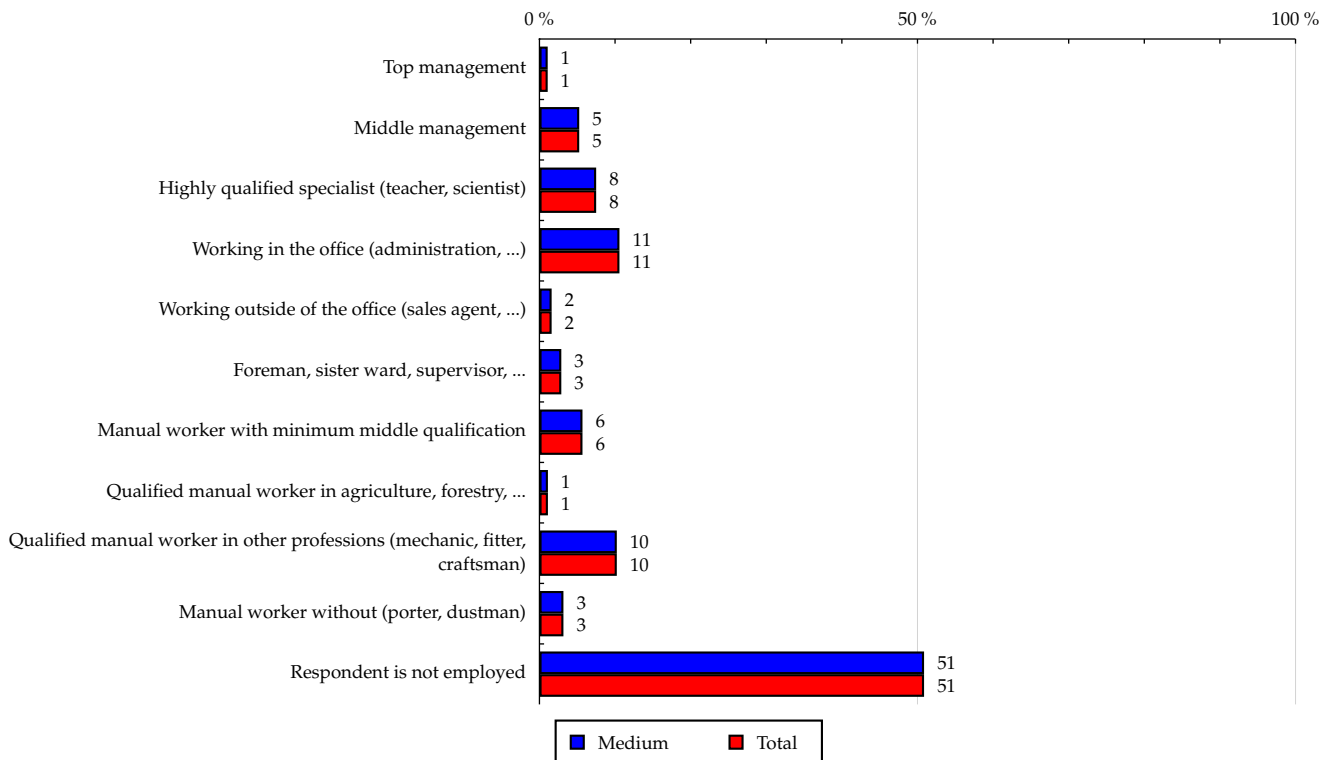
TOTAL

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	1.09	70 055	97.70	0.86	70 197 239	97 897.72	100.00	1.09	70 055	0.86	70 197 239
Middle management	5.26	339 810	97.70	4.84	395 876 356	113 819.76	100.00	5.26	339 810	4.84	395 876 356
Highly qualified specialist (teacher, scientist)	7.50	484 485	97.70	6.20	507 693 225	102 379.92	100.00	7.50	484 485	6.20	507 693 225
Working in the office (administration, ...)	10.58	682 819	97.70	10.27	840 820 485	120 307.37	100.00	10.58	682 819	10.27	840 820 485
Working outside of the office (sales agent, ...)	1.61	103 845	97.70	1.81	147 928 556	139 173.97	100.00	1.61	103 845	1.81	147 928 556
Foreman, sister ward, supervisor, ...	2.89	186 725	97.70	2.88	235 803 114	123 378.96	100.00	2.89	186 725	2.88	235 803 114
Manual worker with minimum middle qualification	5.69	367 054	97.70	5.50	450 573 583	119 930.47	100.00	5.69	367 054	5.50	450 573 583
Qualified manual worker in agriculture, forestry, ...	1.12	72 453	97.70	1.20	97 987 478	132 130.97	100.00	1.12	72 453	1.20	97 987 478
Qualified manual worker in other professions (mechanic, fitter, craftsman)	10.23	660 663	97.70	11.57	947 273 720	140 084.42	100.00	10.23	660 663	11.57	947 273 720
Manual worker without (porter, dustman)	3.17	204 362	97.70	3.30	270 344 816	129 244.58	100.00	3.17	204 362	3.30	270 344 816
Respondent is not employed	50.87	3 284 084	97.70	51.57	4 221 099 513	125 575.76	100.00	50.87	3 284 084	51.57	4 221 099 513

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

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



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

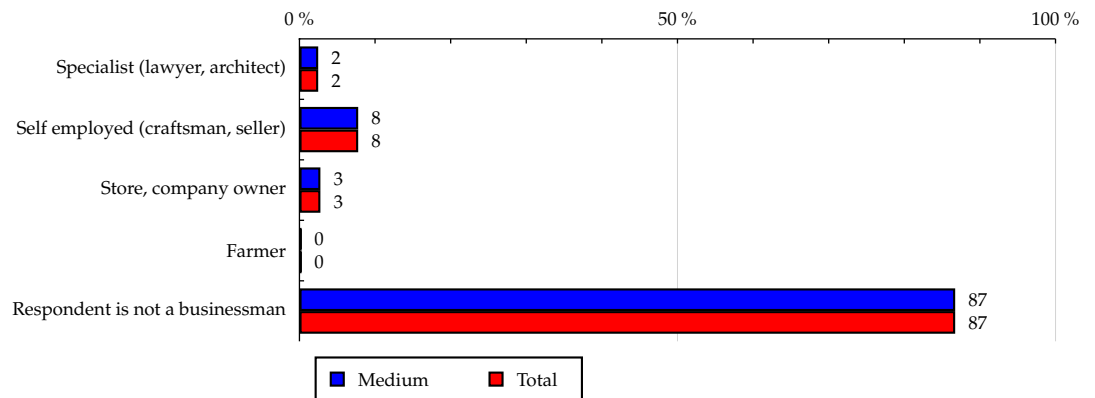
TOTAL

Table 20: Business Activities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Specialist (lawyer, architect)	2.48	160 130	97.70	2.23	182 291 396	111 221.06	100.00	2.48	160 130	2.23	182 291 396
Self employed (craftsman, seller)	7.77	501 644	97.70	8.28	677 532 636	131 955.76	100.00	7.77	501 644	8.28	677 532 636
Store, company owner	2.77	178 914	97.70	2.39	195 572 002	106 796.34	100.00	2.77	178 914	2.39	195 572 002
Farmer	0.25	15 838	97.70	0.41	33 806 888	208 534.88	100.00	0.25	15 838	0.41	33 806 888
Respondent is not a businessman	86.73	5 599 831	97.70	86.69	7 096 395 162	123 810.47	100.00	86.73	5 599 831	86.69	7 096 395 162

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

Chart 20: Business Activities by RU(%)



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

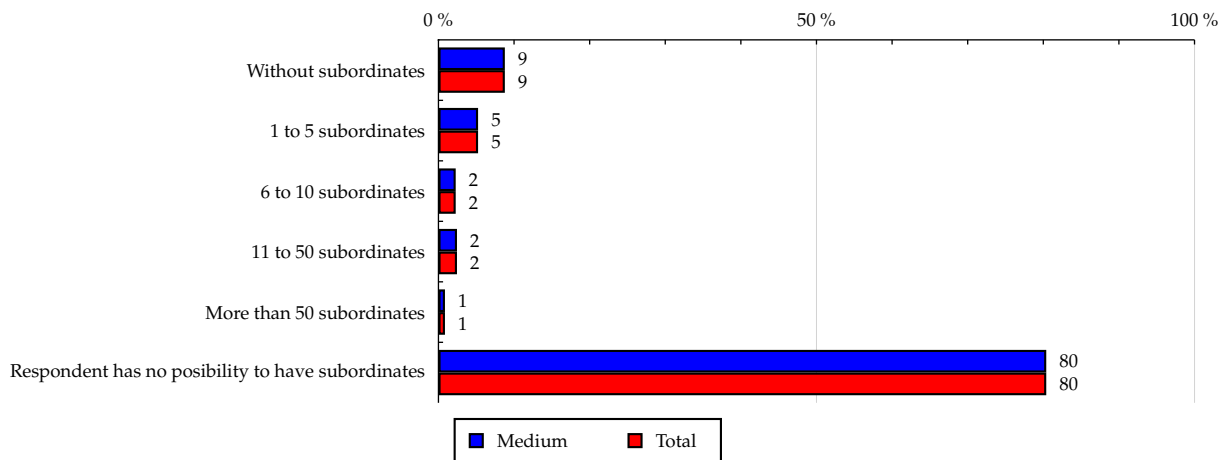
TOTAL

Table 21: Number of Subordinates

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Without subordinates	8.78	566 601	97.70	9.39	768 983 801	132 597.00	100.00	8.78	566 601	9.39	768 983 801
1 to 5 subordinates	5.24	338 437	97.70	4.91	402 178 519	116 100.72	100.00	5.24	338 437	4.91	402 178 519
6 to 10 subordinates	2.28	147 118	97.70	1.67	136 501 111	90 649.20	100.00	2.28	147 118	1.67	136 501 111
11 to 50 subordinates	2.45	158 480	97.70	2.21	180 641 743	111 361.89	100.00	2.45	158 480	2.21	180 641 743
More than 50 subordinates	0.86	55 755	97.70	0.82	66 971 342	117 353.25	100.00	0.86	55 755	0.82	66 971 342
Respondent has no possibility to have subordinates	80.39	5 189 965	97.70	81.00	6 630 321 567	124 814.39	100.00	80.39	5 189 965	81.00	6 630 321 567

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

Chart 21: Number of Subordinates by RU(%)



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

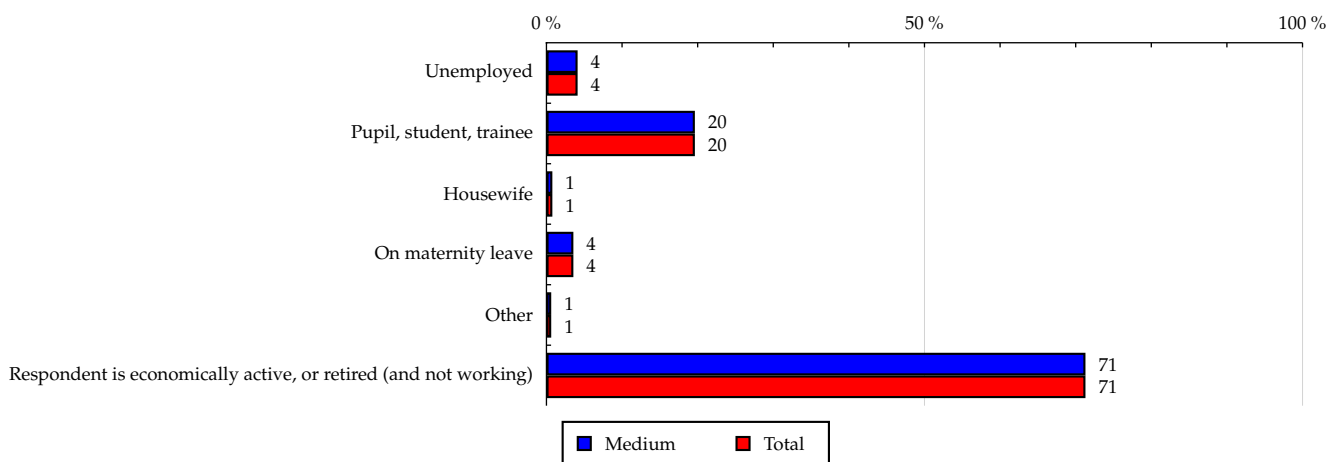
TOTAL

Table 22: Economically Inactive as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unemployed	4.12	265 957	97.70	5.33	436 649 462	160 403.85	100.00	4.12	265 957	5.33	436 649 462
Pupil, student, trainee	19.63	1 267 440	97.70	15.33	1 254 835 514	96 728.35	100.00	19.63	1 267 440	15.33	1 254 835 514
Housewife	0.78	50 130	97.70	0.86	70 545 732	137 486.16	100.00	0.78	50 130	0.86	70 545 732
On maternity leave	3.56	229 718	97.70	5.20	425 491 130	180 962.97	100.00	3.56	229 718	5.20	425 491 130
Other	0.63	40 375	97.70	0.85	69 529 129	168 246.68	100.00	0.63	40 375	0.85	69 529 129
Respondent is economically active, or retired (and not working)	71.29	4 602 737	97.70	72.43	5 928 547 117	125 842.30	100.00	71.29	4 602 737	72.43	5 928 547 117

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

Chart 22: Economically Inactive as by RU(%)



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

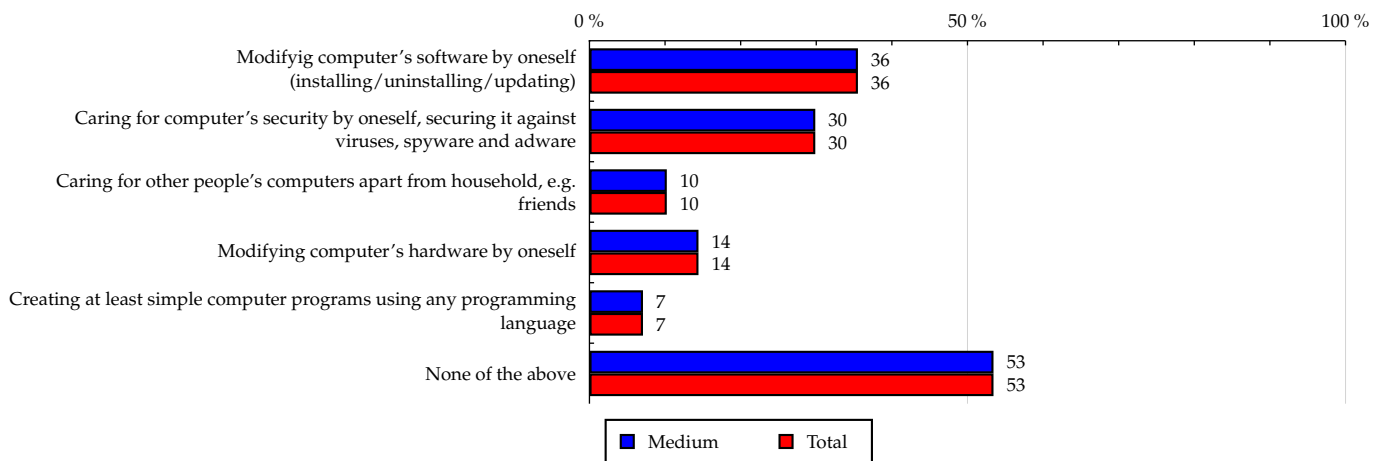
TOTAL

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)	35.51	2 292 461	97.70	36.68	3 002 777 818	127 972.21	100.00	35.51	2 292 461	36.68	3 002 777 818
Caring for computer's security by oneself, securing it against viruses, spyware and adware	29.87	1 928 362	97.70	29.72	2 432 720 612	123 253.17	100.00	29.87	1 928 362	29.72	2 432 720 612
Caring for other people's computers apart from household, e.g. friends	10.23	660 673	97.70	9.74	797 107 914	117 875.84	100.00	10.23	660 673	9.74	797 107 914
Modifying computer's hardware by oneself	14.42	931 283	97.70	13.87	1 135 145 534	119 086.97	100.00	14.42	931 283	13.87	1 135 145 534
Creating at least simple computer programs using any programming language	7.08	456 976	97.70	6.51	532 872 271	113 926.25	100.00	7.08	456 976	6.51	532 872 271
None of the above	53.44	3 450 268	97.70	52.66	4 310 652 461	122 063.20	100.00	53.44	3 450 268	52.66	4 310 652 461

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

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



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

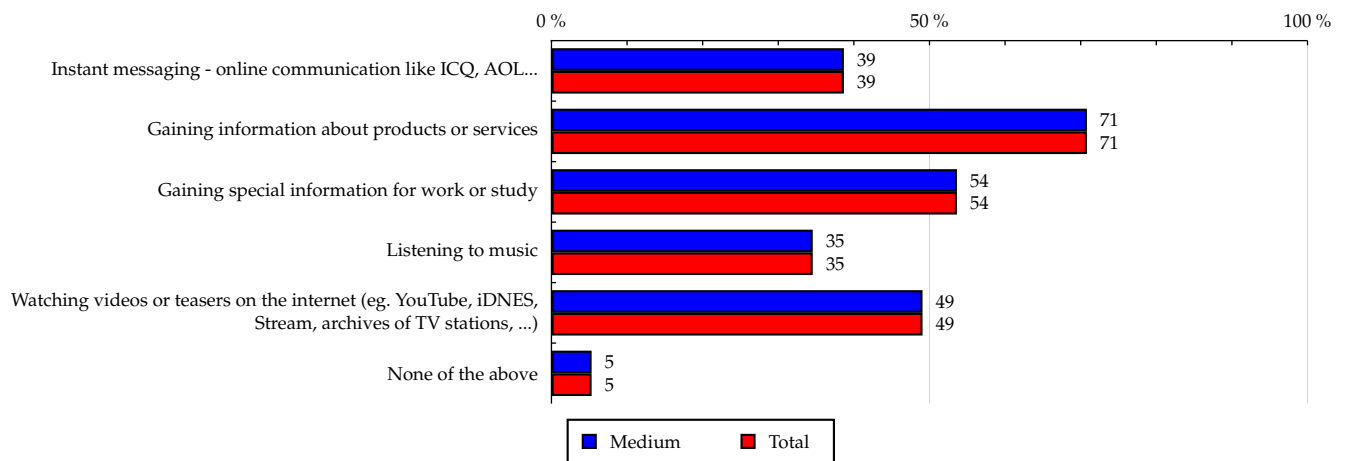
TOTAL

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...	38.68	2 497 497	97.70	36.52	2 989 572 994	116 949.56	100.00	38.68	2 497 497	36.52	2 989 572 994
Gaining information about products or services	70.82	4 572 247	97.70	73.40	6 008 608 057	128 392.22	100.00	70.82	4 572 247	73.40	6 008 608 057
Gaining special information for work or study	53.63	3 462 450	97.70	51.00	4 174 611 901	117 795.06	100.00	53.63	3 462 450	51.00	4 174 611 901
Listening to music	34.56	2 231 377	97.70	34.94	2 859 961 445	125 222.33	100.00	34.56	2 231 377	34.94	2 859 961 445
Watching videos or teasers on the internet (eg. YouTube, iDNES, Stream, archives of TV stations, ...)	49.08	3 168 840	97.70	52.12	4 266 197 563	131 533.12	100.00	49.08	3 168 840	52.12	4 266 197 563
None of the above	5.31	342 550	97.70	5.38	440 527 222	125 644.23	100.00	5.31	342 550	5.38	440 527 222

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

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



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

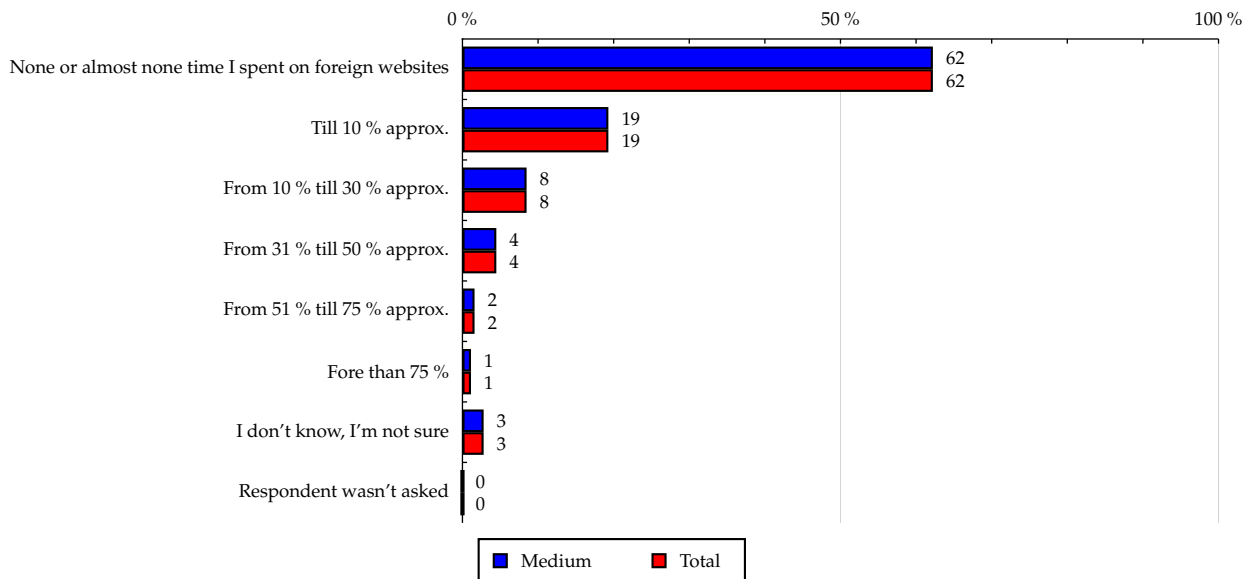
TOTAL

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	62.22	4 017 182	97.70	64.96	5 317 380 153	129 321.49	100.00	62.22	4 017 182	64.96	5 317 380 153
Till 10 % approx.	19.30	1 245 773	97.70	18.64	1 526 198 022	119 692.37	100.00	19.30	1 245 773	18.64	1 526 198 022
From 10 % till 30 % approx.	8.48	547 206	97.70	7.84	642 092 501	114 641.32	100.00	8.48	547 206	7.84	642 092 501
From 31 % till 50 % approx.	4.48	289 009	97.70	4.05	331 868 865	112 188.58	100.00	4.48	289 009	4.05	331 868 865
From 51 % till 75 % approx.	1.60	103 317	97.70	1.08	88 618 697	83 800.05	100.00	1.60	103 317	1.08	88 618 697
Fore than 75 %	1.13	72 808	97.70	0.81	65 944 177	88 489.46	100.00	1.13	72 808	0.81	65 944 177
I don't know, I'm not sure	2.80	181 062	97.70	2.61	213 495 671	115 200.85	100.00	2.80	181 062	2.61	213 495 671
Respondent wasn't asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



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