

## SPIR NetMonitor

### Research on the Sociodemography of Internet Users in the Czech Republic

**Medium title:**

**TOTAL**

**Month:**

**January 2013**

| Basic information                                     |               |
|---|---------------|
| The size of Internet population in the Czech Republic | 6 577 034     |
| Number of respondents                                 |               |
| Medium  | N = 17 700    |
| Total (for all measured media)                        | N = 17 700    |
| RU(number)  | 6 425 761     |
| Reach(%)  | 97.70         |
| PV(number) (from Czech visitors)                      | 9 301 332 240 |
| PV(number) (from all visitors)                        | 9 984 542 257 |
| GRP (%)   | 141 421.38    |

**Source: NetMonitor – SPIR – Gemius & Mediaresearch  
January 2013**

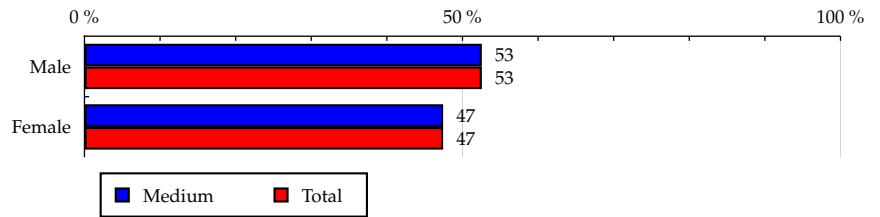
# TOTAL

**Table 1: Sex**

|        | MEDIUM |             |           |        |               |            |              | TOTAL  |             |        |               |
|--------|--------|-------------|-----------|--------|---------------|------------|--------------|--------|-------------|--------|---------------|
|        | RU (%) | RU (number) | Reach (%) | PV (%) | PV (number)   | TRP (%)    | Affinity (%) | RU (%) | RU (number) | PV (%) | PV (number)   |
| Male   | 52.56  | 3 377 359   | 97.70     | 54.91  | 5 107 414 253 | 147 746.88 | 100.00       | 52.56  | 3 377 359   | 54.91  | 5 107 414 253 |
| Female | 47.44  | 3 048 402   | 97.70     | 45.09  | 4 193 917 986 | 134 413.28 | 100.00       | 47.44  | 3 048 402   | 45.09  | 4 193 917 986 |

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2013

**Chart 1: Sex by RU(%)**



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2013

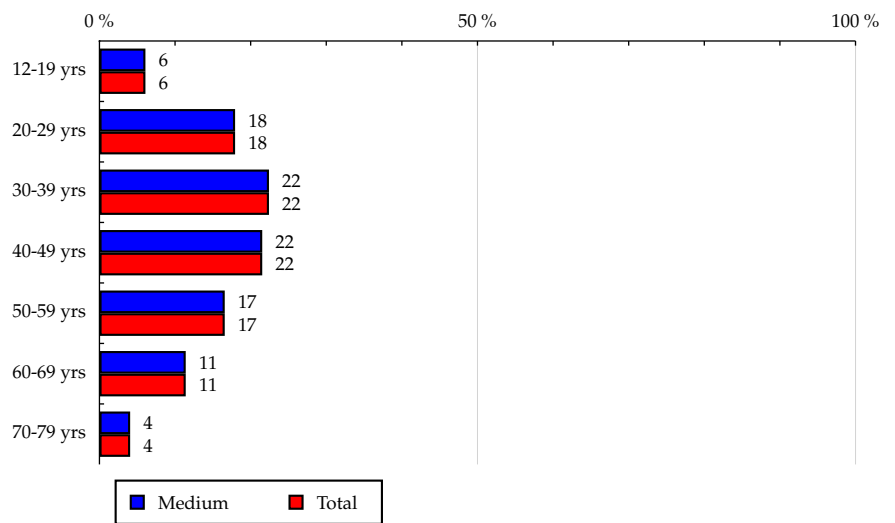
# TOTAL

Table 2: Age

|           | MEDIUM |             |           |        |               |            |              | TOTAL  |             |        |               |
|-----------|--------|-------------|-----------|--------|---------------|------------|--------------|--------|-------------|--------|---------------|
|           | RU (%) | RU (number) | Reach (%) | PV (%) | PV (number)   | TRP (%)    | Affinity (%) | RU (%) | RU (number) | PV (%) | PV (number)   |
| 12-19 yrs | 6.08   | 390 532     | 97.70     | 3.36   | 312 571 082   | 78 196.36  | 100.00       | 6.08   | 390 532     | 3.36   | 312 571 082   |
| 20-29 yrs | 17.94  | 1 152 682   | 97.70     | 17.31  | 1 609 643 888 | 136 431.46 | 100.00       | 17.94  | 1 152 682   | 17.31  | 1 609 643 888 |
| 30-39 yrs | 22.42  | 1 440 844   | 97.70     | 24.22  | 2 252 432 203 | 152 731.73 | 100.00       | 22.42  | 1 440 844   | 24.22  | 2 252 432 203 |
| 40-49 yrs | 21.53  | 1 383 219   | 97.70     | 22.05  | 2 051 154 872 | 144 877.86 | 100.00       | 21.53  | 1 383 219   | 22.05  | 2 051 154 872 |
| 50-59 yrs | 16.57  | 1 064 539   | 97.70     | 16.62  | 1 545 704 671 | 141 859.77 | 100.00       | 16.57  | 1 064 539   | 16.62  | 1 545 704 671 |
| 60-69 yrs | 11.41  | 733 176     | 97.70     | 12.01  | 1 116 714 464 | 148 808.54 | 100.00       | 11.41  | 733 176     | 12.01  | 1 116 714 464 |
| 70-79 yrs | 4.06   | 260 767     | 97.70     | 4.44   | 413 111 060   | 154 777.75 | 100.00       | 4.06   | 260 767     | 4.44   | 413 111 060   |

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2013

Chart 2: Age by RU(%)



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2013

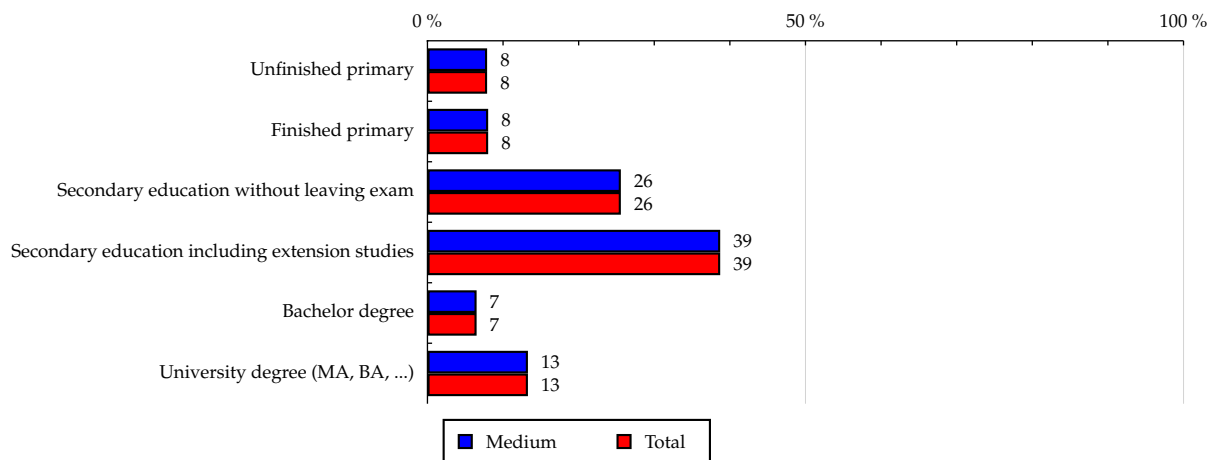
# TOTAL

**Table 3: Highest Education**

|   | MEDIUM |             |           |        |               |            |              | TOTAL  |             |        |               |
|---|--------|-------------|-----------|--------|---------------|------------|--------------|--------|-------------|--------|---------------|
|   | RU (%) | RU (number) | Reach (%) | PV (%) | PV (number)   | TRP (%)    | Affinity (%) | RU (%) | RU (number) | PV (%) | PV (number)   |
| Unfinished primary                              | 7.89   | 506 933     | 97.70     | 4.53   | 421 136 193   | 81 164.48  | 100.00       | 7.89   | 506 933     | 4.53   | 421 136 193   |
| Finished primary                                | 8.03   | 516 149     | 97.70     | 8.12   | 754 886 457   | 142 889.59 | 100.00       | 8.03   | 516 149     | 8.12   | 754 886 457   |
| Secondary education without leaving exam        | 25.58  | 1 643 468   | 97.70     | 29.76  | 2 768 379 917 | 164 573.12 | 100.00       | 25.58  | 1 643 468   | 29.76  | 2 768 379 917 |
| Secondary education including extension studies | 38.72  | 2 487 784   | 97.70     | 40.61  | 3 777 171 604 | 148 336.66 | 100.00       | 38.72  | 2 487 784   | 40.61  | 3 777 171 604 |
| Bachelor degree                                 | 6.50   | 417 402     | 97.70     | 6.11   | 568 665 048   | 133 105.37 | 100.00       | 6.50   | 417 402     | 6.11   | 568 665 048   |
| University degree (MA, BA, ...)                 | 13.29  | 854 022     | 97.70     | 10.87  | 1 011 093 020 | 115 668.78 | 100.00       | 13.29  | 854 022     | 10.87  | 1 011 093 020 |

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2013

**Chart 3: Highest Education by RU(%)**



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2013

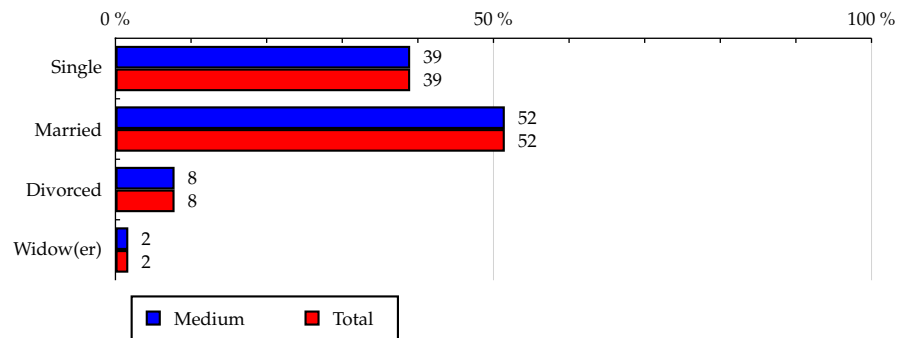
# TOTAL

**Table 4: Marital Status**

|           | MEDIUM |             |           |        |               |            |              | TOTAL  |             |        |               |
|-----------|--------|-------------|-----------|--------|---------------|------------|--------------|--------|-------------|--------|---------------|
|           | RU (%) | RU (number) | Reach (%) | PV (%) | PV (number)   | TRP (%)    | Affinity (%) | RU (%) | RU (number) | PV (%) | PV (number)   |
| Single    | 38.98  | 2 504 933   | 97.70     | 36.98  | 3 439 445 077 | 134 148.77 | 100.00       | 38.98  | 2 504 933   | 36.98  | 3 439 445 077 |
| Married   | 51.50  | 3 309 220   | 97.70     | 52.27  | 4 861 452 462 | 143 527.41 | 100.00       | 51.50  | 3 309 220   | 52.27  | 4 861 452 462 |
| Divorced  | 7.82   | 502 516     | 97.70     | 8.88   | 826 275 397   | 160 645.67 | 100.00       | 7.82   | 502 516     | 8.88   | 826 275 397   |
| Widow(er) | 1.70   | 109 091     | 97.70     | 1.87   | 174 159 304   | 155 973.92 | 100.00       | 1.70   | 109 091     | 1.87   | 174 159 304   |

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2013

**Chart 4: Marital Status by RU(%)**



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2013

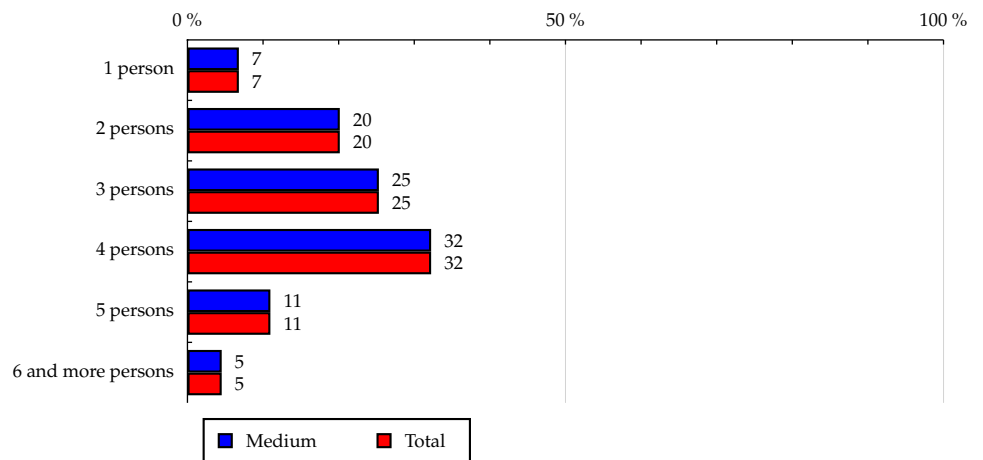
# TOTAL

**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           | 6.80   | 437 234     | 97.70     | 8.20   | 763 147 443   | 170 525.11 | 100.00       | 6.80   | 437 234     | 8.20   | 763 147 443   |
| 2 persons          | 20.15  | 1 294 873   | 97.70     | 21.44  | 1 994 614 004 | 150 496.35 | 100.00       | 20.15  | 1 294 873   | 21.44  | 1 994 614 004 |
| 3 persons          | 25.32  | 1 627 050   | 97.70     | 26.04  | 2 421 822 306 | 145 423.93 | 100.00       | 25.32  | 1 627 050   | 26.04  | 2 421 822 306 |
| 4 persons          | 32.23  | 2 070 767   | 97.70     | 30.71  | 2 856 364 360 | 134 764.89 | 100.00       | 32.23  | 2 070 767   | 30.71  | 2 856 364 360 |
| 5 persons          | 10.97  | 704 778     | 97.70     | 9.67   | 899 511 309   | 124 694.77 | 100.00       | 10.97  | 704 778     | 9.67   | 899 511 309   |
| 6 and more persons | 4.53   | 291 056     | 97.70     | 3.93   | 365 872 818   | 122 813.86 | 100.00       | 4.53   | 291 056     | 3.93   | 365 872 818   |

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2013

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



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2013

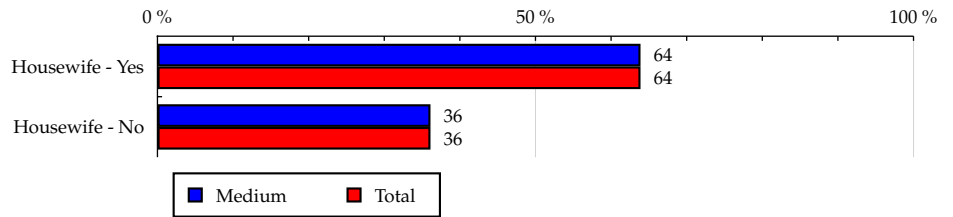
# TOTAL

**Table 6: Housewife**

|                 | MEDIUM |             |           |        |               |            |              | TOTAL  |             |        |               |
|-----------------|--------|-------------|-----------|--------|---------------|------------|--------------|--------|-------------|--------|---------------|
|                 | RU (%) | RU (number) | Reach (%) | PV (%) | PV (number)   | TRP (%)    | Affinity (%) | RU (%) | RU (number) | PV (%) | PV (number)   |
| Housewife - Yes | 63.89  | 4 105 405   | 97.70     | 66.41  | 6 177 134 688 | 147 002.80 | 100.00       | 63.89  | 4 105 405   | 66.41  | 6 177 134 688 |
| Housewife - No  | 36.11  | 2 320 356   | 97.70     | 33.59  | 3 124 197 551 | 131 546.19 | 100.00       | 36.11  | 2 320 356   | 33.59  | 3 124 197 551 |

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2013

**Chart 6: Housewife by RU(%)**



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2013

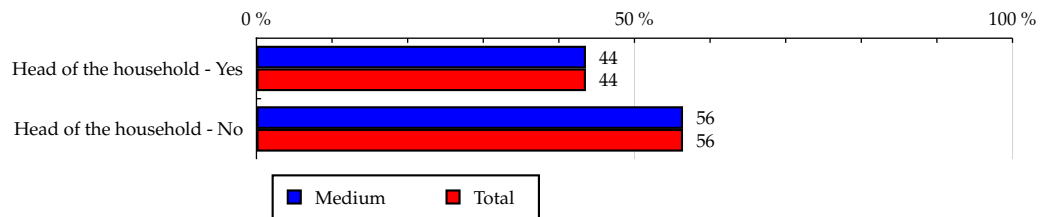
# TOTAL

**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 | 43.58  | 2 800 390   | 97.70     | 44.52  | 4 141 079 681 | 144 473.95 | 100.00       | 43.58  | 2 800 390   | 44.52  | 4 141 079 681 |
| Head of the household - No  | 56.42  | 3 625 371   | 97.70     | 55.48  | 5 160 252 559 | 139 063.44 | 100.00       | 56.42  | 3 625 371   | 55.48  | 5 160 252 559 |

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2013

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



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2013



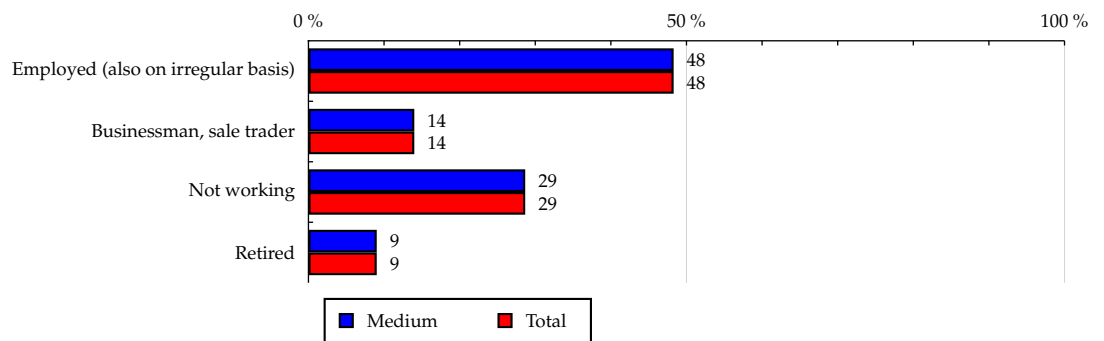
# TOTAL

**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) | 48.30  | 3 103 509   | 97.70     | 49.11  | 4 567 966 104 | 143 801.80 | 100.00       | 48.30  | 3 103 509   | 49.11  | 4 567 966 104 |
| Businessman, sale trader           | 14.00  | 899 526     | 97.70     | 13.45  | 1 250 581 603 | 135 828.97 | 100.00       | 14.00  | 899 526     | 13.45  | 1 250 581 603 |
| Not working                        | 28.67  | 1 842 401   | 97.70     | 26.39  | 2 454 293 207 | 130 147.79 | 100.00       | 28.67  | 1 842 401   | 26.39  | 2 454 293 207 |
| Retired                            | 9.03   | 580 324     | 97.70     | 11.06  | 1 028 491 325 | 173 150.78 | 100.00       | 9.03   | 580 324     | 11.06  | 1 028 491 325 |

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2013

**Chart 8: Economic Activity by RU(%)**



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2013

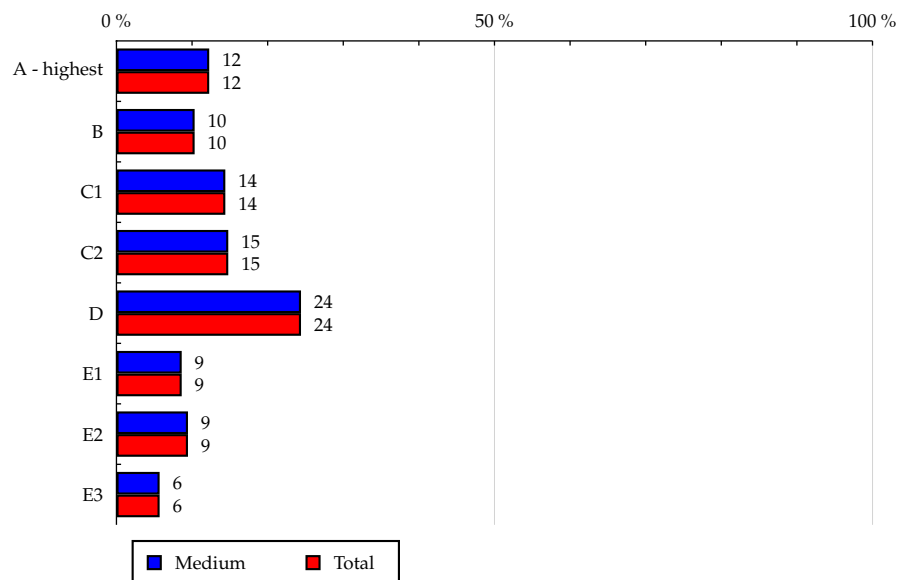
# TOTAL

**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 | 12.27  | 788 374     | 97.70     | 11.33  | 1 054 152 701 | 130 636.86 | 100.00       | 12.27  | 788 374     | 11.33  | 1 054 152 701 |
| B           | 10.34  | 664 205     | 97.70     | 11.21  | 1 042 937 229 | 153 408.84 | 100.00       | 10.34  | 664 205     | 11.21  | 1 042 937 229 |
| C1          | 14.40  | 925 545     | 97.70     | 13.60  | 1 265 169 342 | 133 550.50 | 100.00       | 14.40  | 925 545     | 13.60  | 1 265 169 342 |
| C2          | 14.79  | 950 086     | 97.70     | 14.50  | 1 349 124 418 | 138 734.10 | 100.00       | 14.79  | 950 086     | 14.50  | 1 349 124 418 |
| D           | 24.41  | 1 568 667   | 97.70     | 24.57  | 2 285 737 545 | 142 360.68 | 100.00       | 24.41  | 1 568 667   | 24.57  | 2 285 737 545 |
| E1          | 8.63   | 554 409     | 97.70     | 9.23   | 858 789 831   | 151 338.86 | 100.00       | 8.63   | 554 409     | 9.23   | 858 789 831   |
| E2          | 9.46   | 607 638     | 97.70     | 9.62   | 894 913 918   | 143 889.99 | 100.00       | 9.46   | 607 638     | 9.62   | 894 913 918   |
| E3          | 5.71   | 366 834     | 97.70     | 5.92   | 550 507 256   | 146 617.96 | 100.00       | 5.71   | 366 834     | 5.92   | 550 507 256   |

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2013

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



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2013

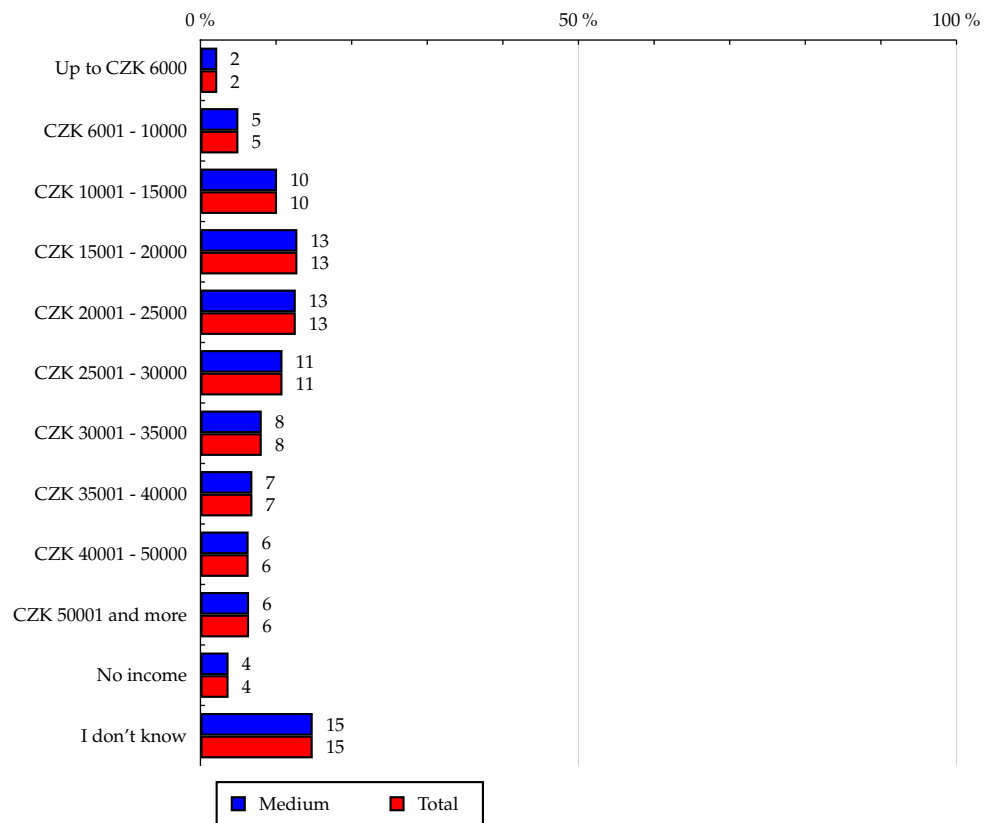
TOTAL

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   | 142 759     | 97.70     | 1.89   | 175 354 233   | 120 007.10 | 100.00       | 2.22   | 142 759     | 1.89   | 175 354 233   |
| CZK 6001 - 10000   | 5.02   | 322 370     | 97.70     | 5.68   | 528 749 525   | 160 246.89 | 100.00       | 5.02   | 322 370     | 5.68   | 528 749 525   |
| CZK 10001 - 15000  | 10.13  | 650 695     | 97.70     | 12.17  | 1 131 725 452 | 169 925.32 | 100.00       | 10.13  | 650 695     | 12.17  | 1 131 725 452 |
| CZK 15001 - 20000  | 12.82  | 824 017     | 97.70     | 12.96  | 1 205 642 145 | 142 947.46 | 100.00       | 12.82  | 824 017     | 12.96  | 1 205 642 145 |
| CZK 20001 - 25000  | 12.61  | 810 224     | 97.70     | 13.22  | 1 229 536 779 | 148 262.30 | 100.00       | 12.61  | 810 224     | 13.22  | 1 229 536 779 |
| CZK 25001 - 30000  | 10.85  | 697 376     | 97.70     | 10.71  | 996 118 264   | 139 552.63 | 100.00       | 10.85  | 697 376     | 10.71  | 996 118 264   |
| CZK 30001 - 35000  | 8.11   | 520 810     | 97.70     | 7.68   | 714 718 908   | 134 075.62 | 100.00       | 8.11   | 520 810     | 7.68   | 714 718 908   |
| CZK 35001 - 40000  | 6.87   | 441 326     | 97.70     | 7.00   | 651 152 326   | 144 150.90 | 100.00       | 6.87   | 441 326     | 7.00   | 651 152 326   |
| CZK 40001 - 50000  | 6.37   | 409 585     | 97.70     | 5.22   | 485 979 578   | 115 922.45 | 100.00       | 6.37   | 409 585     | 5.22   | 485 979 578   |
| CZK 50001 and more | 6.43   | 413 462     | 97.70     | 5.81   | 540 395 087   | 127 693.85 | 100.00       | 6.43   | 413 462     | 5.81   | 540 395 087   |
| No income          | 3.72   | 238 753     | 97.70     | 3.33   | 309 421 800   | 126 618.06 | 100.00       | 3.72   | 238 753     | 3.33   | 309 421 800   |
| I don't know       | 14.85  | 954 379     | 97.70     | 14.33  | 1 332 538 143 | 136 412.11 | 100.00       | 14.85  | 954 379     | 14.33  | 1 332 538 143 |

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2013

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



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2013

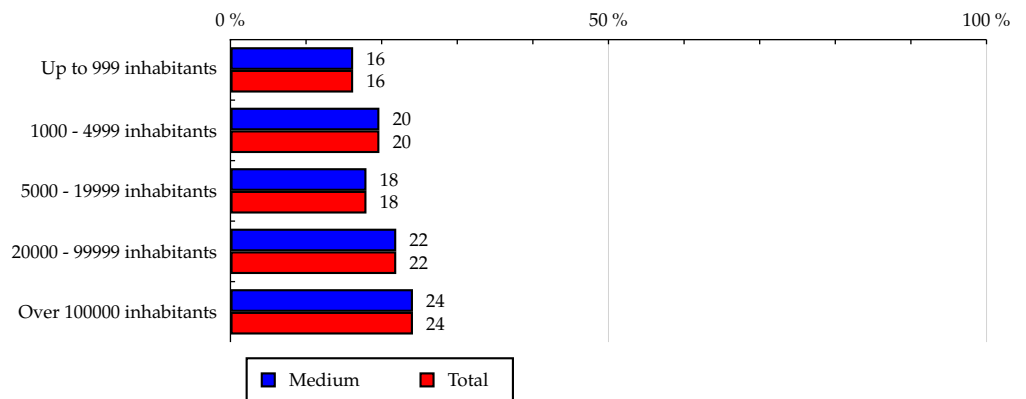
# TOTAL

**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     | 16.23  | 1 043 191   | 97.70     | 15.90  | 1 478 491 459 | 138 468.03 | 100.00       | 16.23  | 1 043 191   | 15.90  | 1 478 491 459 |
| 1000 - 4999 inhabitants   | 19.70  | 1 266 100   | 97.70     | 18.96  | 1 763 354 004 | 136 071.05 | 100.00       | 19.70  | 1 266 100   | 18.96  | 1 763 354 004 |
| 5000 - 19999 inhabitants  | 17.99  | 1 156 214   | 97.70     | 19.74  | 1 835 627 576 | 155 110.26 | 100.00       | 17.99  | 1 156 214   | 19.74  | 1 835 627 576 |
| 20000 - 99999 inhabitants | 21.93  | 1 408 884   | 97.70     | 22.18  | 2 063 082 642 | 143 065.83 | 100.00       | 21.93  | 1 408 884   | 22.18  | 2 063 082 642 |
| Over 100000 inhabitants   | 24.14  | 1 551 371   | 97.70     | 23.23  | 2 160 776 557 | 136 078.26 | 100.00       | 24.14  | 1 551 371   | 23.23  | 2 160 776 557 |

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2013

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



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2013

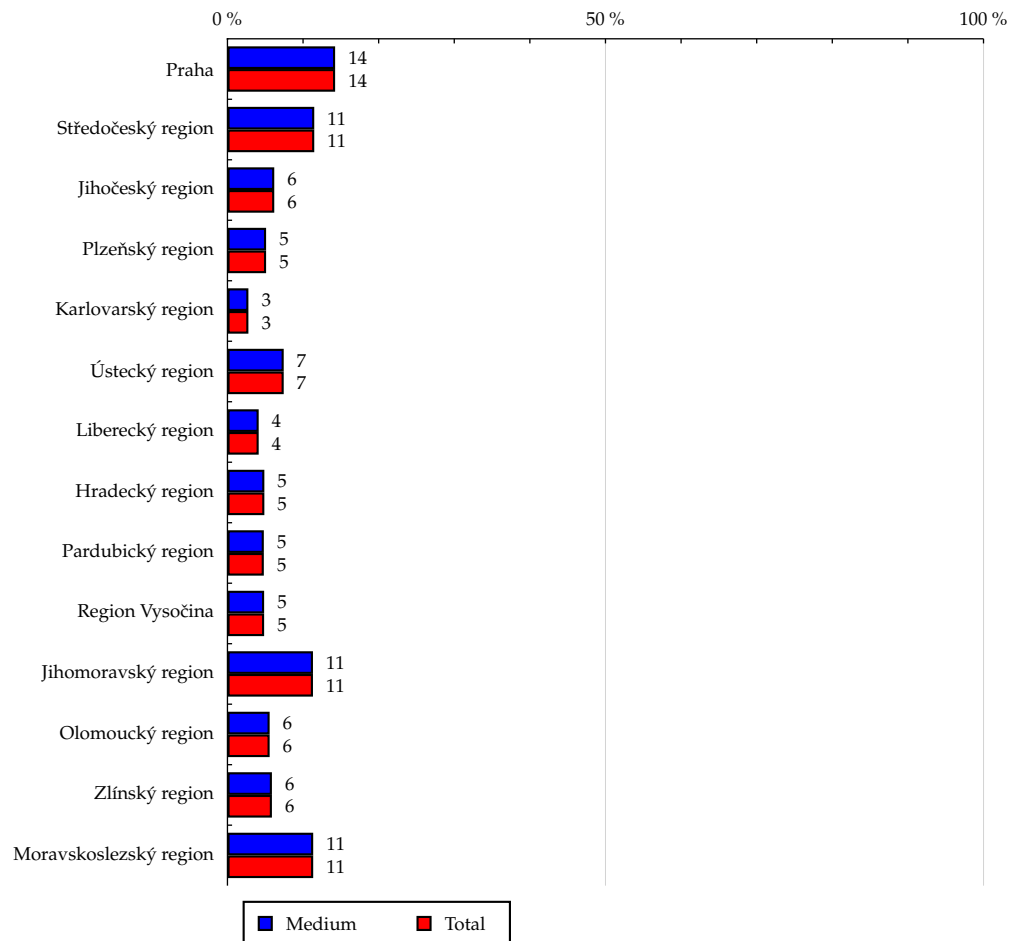
# TOTAL

**Table 12: Region**

|                        | MEDIUM |             |           |        |               |            |              | TOTAL  |             |        |               |
|------------------------|--------|-------------|-----------|--------|---------------|------------|--------------|--------|-------------|--------|---------------|
|                        | RU (%) | RU (number) | Reach (%) | PV (%) | PV (number)   | TRP (%)    | Affinity (%) | RU (%) | RU (number) | PV (%) | PV (number)   |
| Praha                  | 14.24  | 915 046     | 97.70     | 12.71  | 1 181 890 608 | 126 191.04 | 100.00       | 14.24  | 915 046     | 12.71  | 1 181 890 608 |
| Středočeský region     | 11.48  | 737 447     | 97.70     | 11.05  | 1 028 236 885 | 136 225.02 | 100.00       | 11.48  | 737 447     | 11.05  | 1 028 236 885 |
| Jihočeský region       | 6.19   | 397 530     | 97.70     | 6.07   | 565 015 224   | 138 862.19 | 100.00       | 6.19   | 397 530     | 6.07   | 565 015 224   |
| Plzeňský region        | 5.11   | 328 418     | 97.70     | 5.68   | 528 355 390   | 157 178.27 | 100.00       | 5.11   | 328 418     | 5.68   | 528 355 390   |
| Karlovarský region     | 2.77   | 177 692     | 97.70     | 3.02   | 281 349 721   | 154 693.22 | 100.00       | 2.77   | 177 692     | 3.02   | 281 349 721   |
| Ústecký region         | 7.44   | 478 139     | 97.70     | 7.61   | 707 924 662   | 144 652.95 | 100.00       | 7.44   | 478 139     | 7.61   | 707 924 662   |
| Liberecký region       | 4.13   | 265 137     | 97.70     | 3.20   | 298 059 897   | 109 831.36 | 100.00       | 4.13   | 265 137     | 3.20   | 298 059 897   |
| Hradecký region        | 4.88   | 313 594     | 97.70     | 6.33   | 588 642 904   | 183 390.81 | 100.00       | 4.88   | 313 594     | 6.33   | 588 642 904   |
| Pardubický region      | 4.81   | 309 117     | 97.70     | 5.49   | 510 904 463   | 161 476.95 | 100.00       | 4.81   | 309 117     | 5.49   | 510 904 463   |
| Region Vysočina        | 4.85   | 311 722     | 97.70     | 4.80   | 446 486 202   | 139 937.81 | 100.00       | 4.85   | 311 722     | 4.80   | 446 486 202   |
| Jihomoravský region    | 11.31  | 727 029     | 97.70     | 10.19  | 947 398 601   | 127 313.70 | 100.00       | 11.31  | 727 029     | 10.19  | 947 398 601   |
| Olomoucký region       | 5.58   | 358 328     | 97.70     | 5.78   | 537 884 220   | 146 656.67 | 100.00       | 5.58   | 358 328     | 5.78   | 537 884 220   |
| Zlínský region         | 5.88   | 378 001     | 97.70     | 6.11   | 568 039 667   | 146 818.32 | 100.00       | 5.88   | 378 001     | 6.11   | 568 039 667   |
| Moravskoslezský region | 11.34  | 728 554     | 97.70     | 11.95  | 1 111 143 796 | 149 005.59 | 100.00       | 11.34  | 728 554     | 11.95  | 1 111 143 796 |

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2013

**Chart 12: Region by RU(%)**



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2013

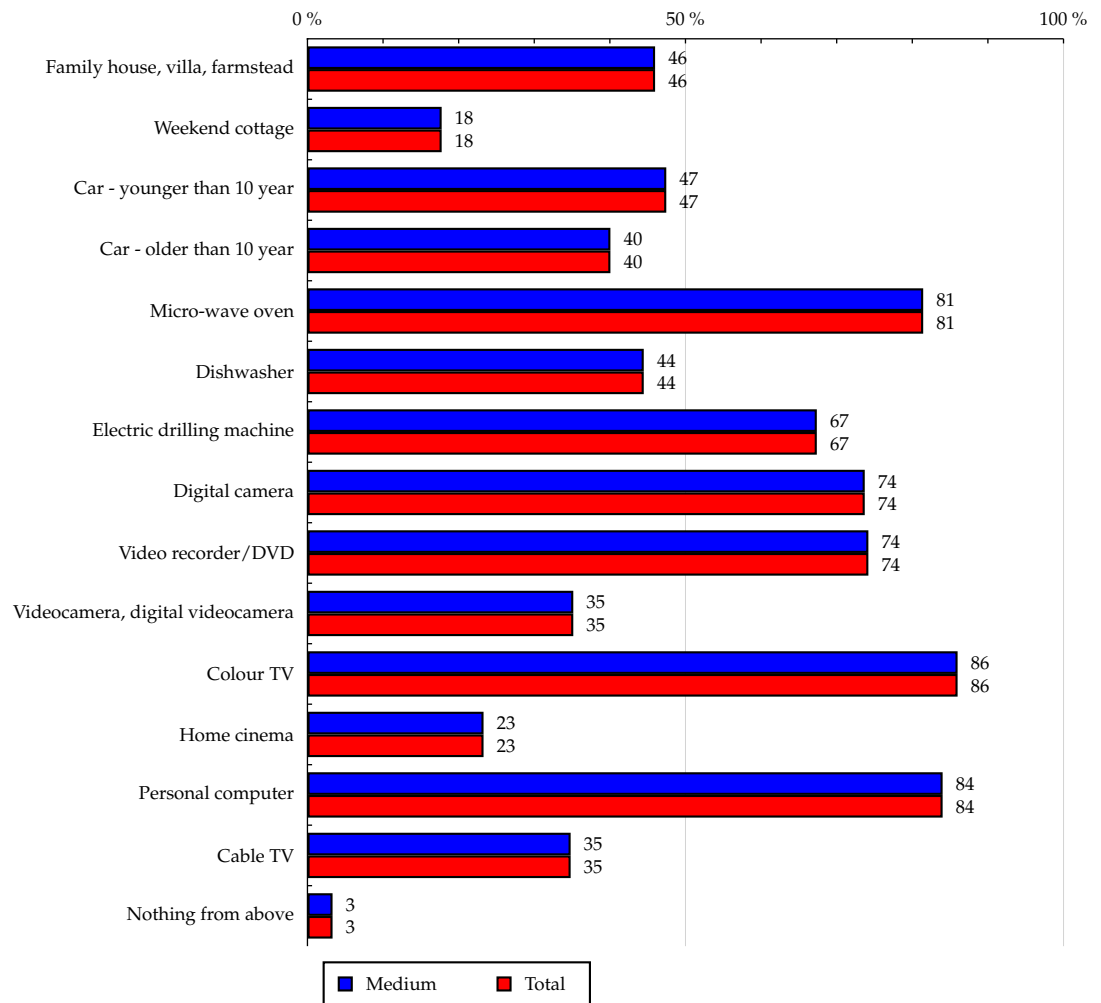
TOTAL

Table 13: Facilities

|                                  | MEDIUM |             |           |        |               |            |              | TOTAL  |             |        |               |
|----------------------------------|--------|-------------|-----------|--------|---------------|------------|--------------|--------|-------------|--------|---------------|
|                                  | RU (%) | RU (number) | Reach (%) | PV (%) | PV (number)   | TRP (%)    | Affinity (%) | RU (%) | RU (number) | PV (%) | PV (number)   |
| Family house, villa, farmstead   | 45.98  | 2 954 635   | 97.70     | 43.88  | 4 081 876 852 | 134 974.11 | 100.00       | 45.98  | 2 954 635   | 43.88  | 4 081 876 852 |
| Weekend cottage                  | 17.75  | 1 140 471   | 97.70     | 17.05  | 1 586 311 198 | 135 893.47 | 100.00       | 17.75  | 1 140 471   | 17.05  | 1 586 311 198 |
| Car - younger than 10 year       | 47.46  | 3 049 892   | 97.70     | 42.54  | 3 956 857 938 | 126 753.67 | 100.00       | 47.46  | 3 049 892   | 42.54  | 3 956 857 938 |
| Car - older than 10 year         | 40.07  | 2 574 748   | 97.70     | 41.58  | 3 867 029 907 | 146 736.22 | 100.00       | 40.07  | 2 574 748   | 41.58  | 3 867 029 907 |
| Micro-wave oven                  | 81.44  | 5 233 202   | 97.70     | 81.04  | 7 537 612 167 | 140 721.61 | 100.00       | 81.44  | 5 233 202   | 81.04  | 7 537 612 167 |
| Dishwasher                       | 44.48  | 2 858 478   | 97.70     | 39.45  | 3 669 671 920 | 125 425.80 | 100.00       | 44.48  | 2 858 478   | 39.45  | 3 669 671 920 |
| Electric drilling machine        | 67.37  | 4 328 934   | 97.70     | 65.01  | 6 046 389 353 | 136 461.33 | 100.00       | 67.37  | 4 328 934   | 65.01  | 6 046 389 353 |
| Digital camera                   | 73.71  | 4 736 528   | 97.70     | 71.65  | 6 664 225 892 | 137 462.46 | 100.00       | 73.71  | 4 736 528   | 71.65  | 6 664 225 892 |
| Video recorder/DVD               | 74.19  | 4 767 538   | 97.70     | 71.25  | 6 627 448 794 | 135 814.67 | 100.00       | 74.19  | 4 767 538   | 71.25  | 6 627 448 794 |
| Videocamera, digital videocamera | 35.16  | 2 259 392   | 97.70     | 32.39  | 3 013 085 383 | 130 290.96 | 100.00       | 35.16  | 2 259 392   | 32.39  | 3 013 085 383 |
| Colour TV                        | 85.99  | 5 525 391   | 97.70     | 84.32  | 7 843 080 189 | 138 681.38 | 100.00       | 85.99  | 5 525 391   | 84.32  | 7 843 080 189 |
| Home cinema                      | 23.29  | 1 496 880   | 97.70     | 21.86  | 2 033 515 189 | 132 725.66 | 100.00       | 23.29  | 1 496 880   | 21.86  | 2 033 515 189 |
| Personal computer                | 84.01  | 5 398 292   | 97.70     | 82.95  | 7 715 599 373 | 139 639.35 | 100.00       | 84.01  | 5 398 292   | 82.95  | 7 715 599 373 |
| Cable TV                         | 34.81  | 2 236 856   | 97.70     | 33.20  | 3 088 432 621 | 134 894.60 | 100.00       | 34.81  | 2 236 856   | 33.20  | 3 088 432 621 |
| Nothing from above               | 3.32   | 213 609     | 97.70     | 4.13   | 384 603 389   | 175 908.41 | 100.00       | 3.32   | 213 609     | 4.13   | 384 603 389   |

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2013

Chart 13: Facilities by RU(%)



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2013

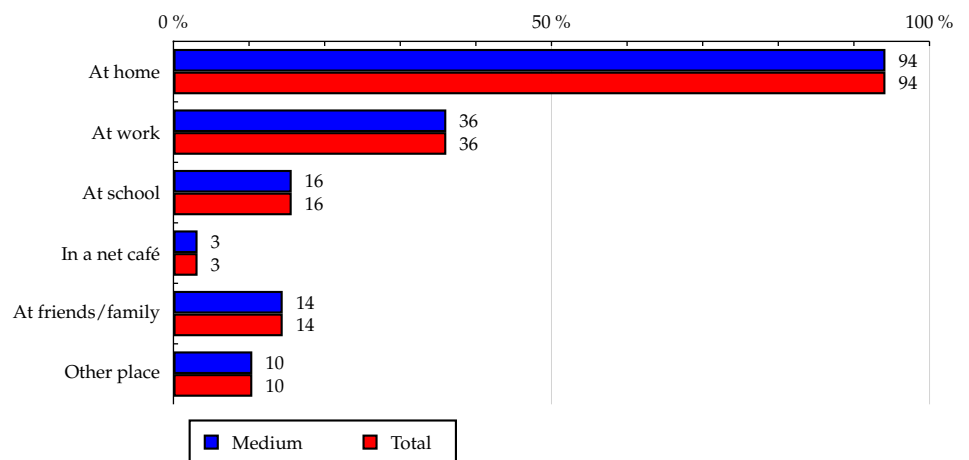
# TOTAL

**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           | 94.17  | 6 051 269   | 97.70     | 95.49  | 8 881 409 862 | 143 393.66 | 100.00       | 94.17  | 6 051 269   | 95.49  | 8 881 409 862 |
| At work           | 36.09  | 2 319 369   | 97.70     | 31.27  | 2 908 066 507 | 122 497.97 | 100.00       | 36.09  | 2 319 369   | 31.27  | 2 908 066 507 |
| At school         | 15.64  | 1 005 226   | 97.70     | 12.49  | 1 161 895 869 | 112 927.05 | 100.00       | 15.64  | 1 005 226   | 12.49  | 1 161 895 869 |
| In a net café     | 3.19   | 204 988     | 97.70     | 2.79   | 259 495 260   | 123 678.58 | 100.00       | 3.19   | 204 988     | 2.79   | 259 495 260   |
| At friends/family | 14.45  | 928 367     | 97.70     | 12.05  | 1 121 238 248 | 117 997.41 | 100.00       | 14.45  | 928 367     | 12.05  | 1 121 238 248 |
| Other place       | 10.43  | 670 385     | 97.70     | 9.32   | 866 950 310   | 126 346.81 | 100.00       | 10.43  | 670 385     | 9.32   | 866 950 310   |

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2013

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



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2013

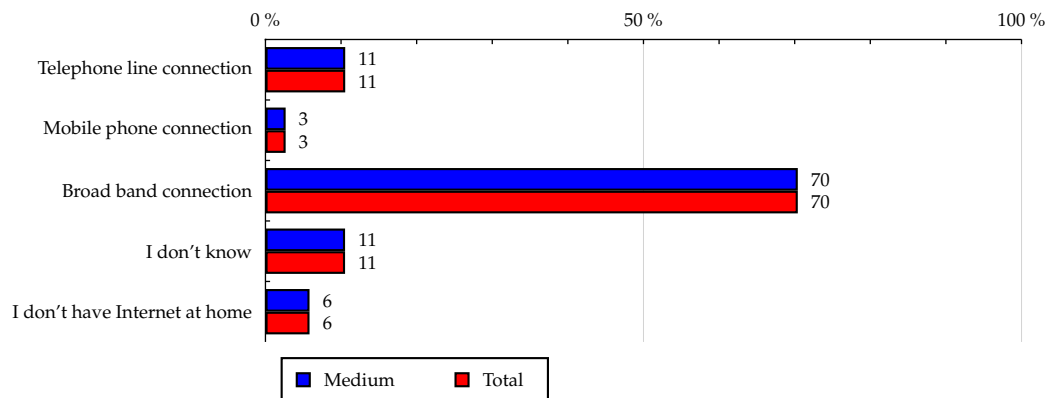
# TOTAL

**Table 15: Connection from Home**

|                               | MEDIUM |             |           |        |               |            |              | TOTAL  |             |        |               |
|-------------------------------|--------|-------------|-----------|--------|---------------|------------|--------------|--------|-------------|--------|---------------|
|                               | RU (%) | RU (number) | Reach (%) | PV (%) | PV (number)   | TRP (%)    | Affinity (%) | RU (%) | RU (number) | PV (%) | PV (number)   |
| Telephone line connection     | 10.55  | 678 225     | 97.70     | 10.07  | 936 979 361   | 134 974.17 | 100.00       | 10.55  | 678 225     | 10.07  | 936 979 361   |
| Mobile phone connection       | 2.67   | 171 681     | 97.70     | 3.14   | 291 845 101   | 166 082.27 | 100.00       | 2.67   | 171 681     | 3.14   | 291 845 101   |
| Broad band connection         | 70.41  | 4 524 615   | 97.70     | 73.73  | 6 857 684 128 | 148 077.94 | 100.00       | 70.41  | 4 524 615   | 73.73  | 6 857 684 128 |
| I don't know                  | 10.53  | 676 747     | 97.70     | 8.55   | 794 901 272   | 114 757.47 | 100.00       | 10.53  | 676 747     | 8.55   | 794 901 272   |
| I don't have Internet at home | 5.83   | 374 492     | 97.70     | 4.51   | 419 922 378   | 109 552.11 | 100.00       | 5.83   | 374 492     | 4.51   | 419 922 378   |

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2013

**Chart 15: Connection from Home by RU(%)**



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2013



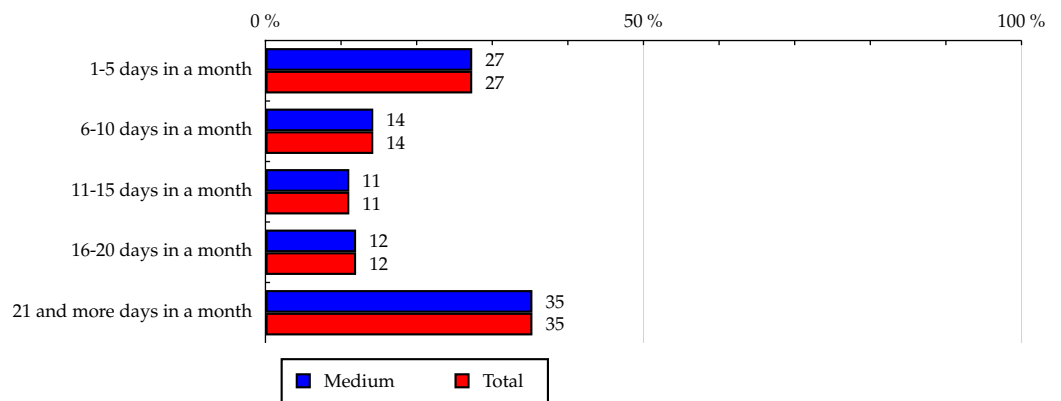
# TOTAL

**Table 16: Measured Frequency of the Internet Use (NetMonitor)**

|                             | MEDIUM |             |           |        |               |            |              | TOTAL  |             |        |               |
|-----------------------------|--------|-------------|-----------|--------|---------------|------------|--------------|--------|-------------|--------|---------------|
|                             | RU (%) | RU (number) | Reach (%) | PV (%) | PV (number)   | TRP (%)    | Affinity (%) | RU (%) | RU (number) | PV (%) | PV (number)   |
| 1-5 days in a month         | 27.35  | 1 757 501   | 97.70     | 1.46   | 135 377 514   | 7 525.67   | 100.00       | 27.35  | 1 757 501   | 1.46   | 135 377 514   |
| 6-10 days in a month        | 14.26  | 916 422     | 97.70     | 3.24   | 301 496 522   | 32 142.62  | 100.00       | 14.26  | 916 422     | 3.24   | 301 496 522   |
| 11-15 days in a month       | 11.09  | 712 655     | 97.70     | 4.69   | 435 940 978   | 59 764.44  | 100.00       | 11.09  | 712 655     | 4.69   | 435 940 978   |
| 16-20 days in a month       | 11.99  | 770 298     | 97.70     | 10.11  | 940 523 791   | 119 290.41 | 100.00       | 11.99  | 770 298     | 10.11  | 940 523 791   |
| 21 and more days in a month | 35.31  | 2 268 885   | 97.70     | 80.50  | 7 487 993 435 | 322 438.94 | 100.00       | 35.31  | 2 268 885   | 80.50  | 7 487 993 435 |

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2013

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



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2013

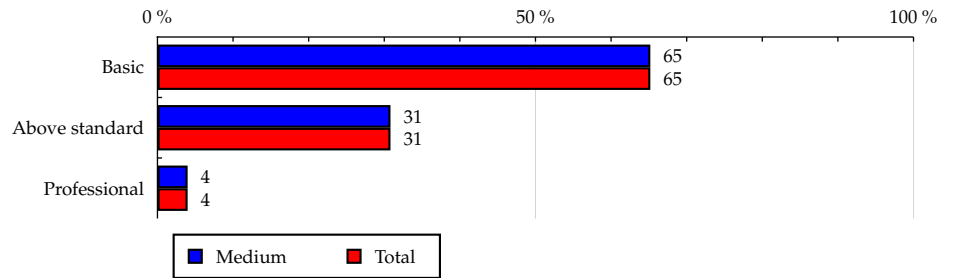
# TOTAL

**Table 17: IT Knowledge**

|                | MEDIUM |             |           |        |               |            |              | TOTAL  |             |        |               |
|----------------|--------|-------------|-----------|--------|---------------|------------|--------------|--------|-------------|--------|---------------|
|                | RU (%) | RU (number) | Reach (%) | PV (%) | PV (number)   | TRP (%)    | Affinity (%) | RU (%) | RU (number) | PV (%) | PV (number)   |
| Basic          | 65.19  | 4 189 160   | 97.70     | 67.78  | 6 304 850 619 | 147 042.31 | 100.00       | 65.19  | 4 189 160   | 67.78  | 6 304 850 619 |
| Above standard | 30.82  | 1 980 492   | 97.70     | 29.18  | 2 713 856 525 | 133 877.68 | 100.00       | 30.82  | 1 980 492   | 29.18  | 2 713 856 525 |
| Professional   | 3.99   | 256 108     | 97.70     | 3.04   | 282 625 096   | 107 815.56 | 100.00       | 3.99   | 256 108     | 3.04   | 282 625 096   |

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2013

**Chart 17: IT Knowledge by RU(%)**



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2013

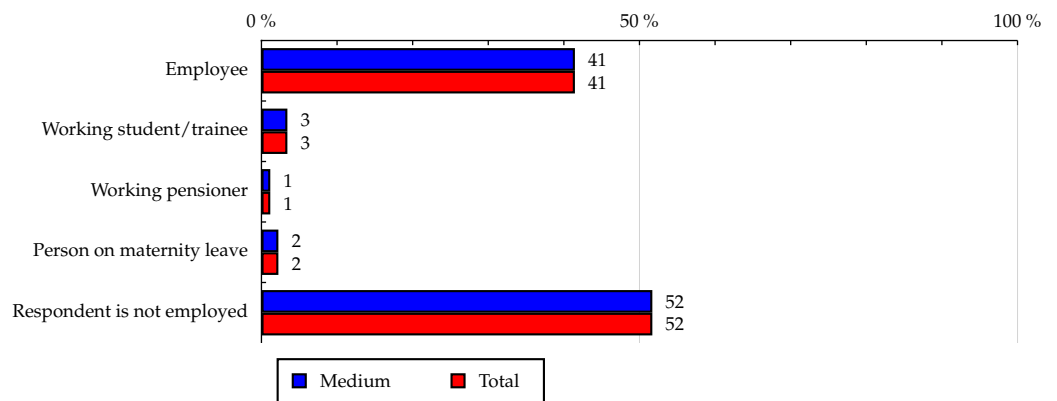
# TOTAL

**Table 18: Economically Active as**

|                            | MEDIUM |             |           |        |               |            |              | TOTAL  |             |        |               |
|----------------------------|--------|-------------|-----------|--------|---------------|------------|--------------|--------|-------------|--------|---------------|
|                            | RU (%) | RU (number) | Reach (%) | PV (%) | PV (number)   | TRP (%)    | Affinity (%) | RU (%) | RU (number) | PV (%) | PV (number)   |
| Employee                   | 41.46  | 2 664 328   | 97.70     | 42.11  | 3 916 941 822 | 143 632.90 | 100.00       | 41.46  | 2 664 328   | 42.11  | 3 916 941 822 |
| Working student/trainee    | 3.43   | 220 220     | 97.70     | 3.35   | 311 480 977   | 138 187.48 | 100.00       | 3.43   | 220 220     | 3.35   | 311 480 977   |
| Working pensioner          | 1.17   | 74 882      | 97.70     | 1.25   | 115 890 026   | 151 202.49 | 100.00       | 1.17   | 74 882      | 1.25   | 115 890 026   |
| Person on maternity leave  | 2.24   | 144 078     | 97.70     | 2.40   | 223 653 279   | 151 660.11 | 100.00       | 2.24   | 144 078     | 2.40   | 223 653 279   |
| Respondent is not employed | 51.70  | 3 322 252   | 97.70     | 50.89  | 4 733 366 136 | 139 197.69 | 100.00       | 51.70  | 3 322 252   | 50.89  | 4 733 366 136 |

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2013

**Chart 18: Economically Active as by RU(%)**



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2013

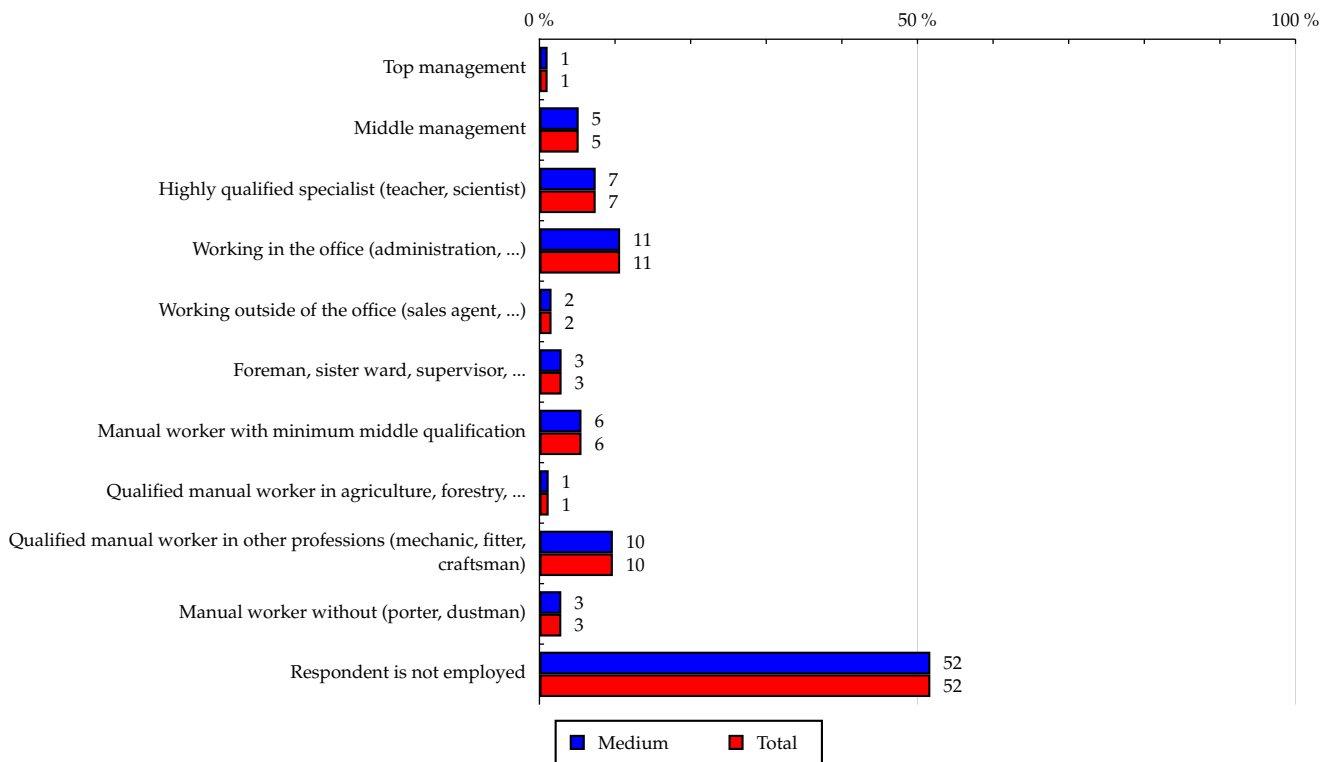
TOTAL

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   | 69 662      | 97.70     | 0.95   | 88 693 775    | 124 391.01 | 100.00       | 1.08   | 69 662      | 0.95   | 88 693 775    |
| Middle management  | 5.19   | 333 418     | 97.70     | 5.31   | 493 639 624   | 144 648.92 | 100.00       | 5.19   | 333 418     | 5.31   | 493 639 624   |
| Highly qualified specialist (teacher, scientist)                           | 7.44   | 478 216     | 97.70     | 6.20   | 576 722 853   | 117 824.93 | 100.00       | 7.44   | 478 216     | 6.20   | 576 722 853   |
| Working in the office (administration, ...)                                | 10.67  | 685 365     | 97.70     | 9.75   | 907 093 954   | 129 307.72 | 100.00       | 10.67  | 685 365     | 9.75   | 907 093 954   |
| Working outside of the office (sales agent, ...)                           | 1.60   | 102 914     | 97.70     | 1.89   | 175 489 210   | 166 597.78 | 100.00       | 1.60   | 102 914     | 1.89   | 175 489 210   |
| Foreman, sister ward, supervisor, ...                                      | 2.93   | 188 350     | 97.70     | 2.58   | 240 057 574   | 124 521.00 | 100.00       | 2.93   | 188 350     | 2.58   | 240 057 574   |
| Manual worker with minimum middle qualification                            | 5.56   | 357 084     | 97.70     | 5.66   | 526 348 231   | 144 011.26 | 100.00       | 5.56   | 357 084     | 5.66   | 526 348 231   |
| Qualified manual worker in agriculture, forestry, ...                      | 1.22   | 78 651      | 97.70     | 1.94   | 180 086 837   | 223 701.53 | 100.00       | 1.22   | 78 651      | 1.94   | 180 086 837   |
| Qualified manual worker in other professions (mechanic, fitter, craftsman) | 9.71   | 624 131     | 97.70     | 11.38  | 1 058 195 475 | 165 647.34 | 100.00       | 9.71   | 624 131     | 11.38  | 1 058 195 475 |
| Manual worker without (porter, dustman)                                    | 2.89   | 185 714     | 97.70     | 3.46   | 321 638 571   | 169 206.86 | 100.00       | 2.89   | 185 714     | 3.46   | 321 638 571   |
| Respondent is not employed   | 51.70  | 3 322 252   | 97.70     | 50.89  | 4 733 366 136 | 139 197.69 | 100.00       | 51.70  | 3 322 252   | 50.89  | 4 733 366 136 |

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2013

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



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2013

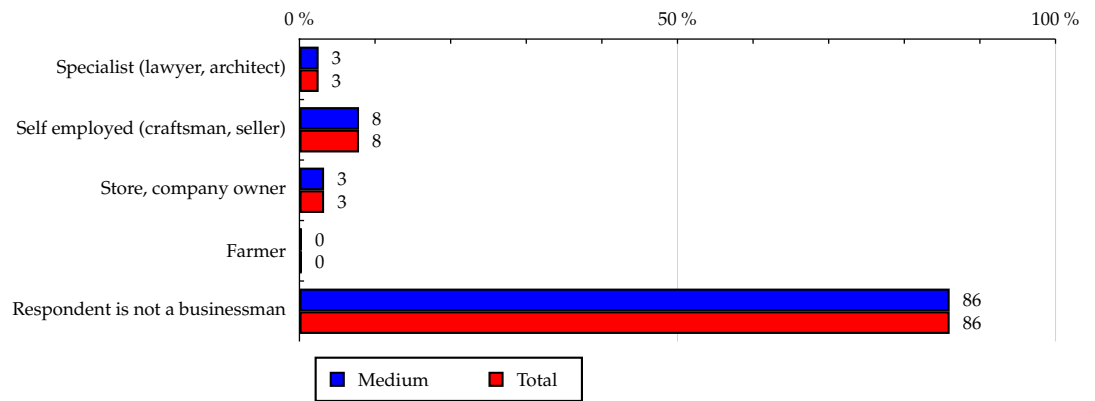
# TOTAL

**Table 20: Business Activities**

|                                   | MEDIUM |             |           |        |               |            |              | TOTAL  |             |        |               |
|-----------------------------------|--------|-------------|-----------|--------|---------------|------------|--------------|--------|-------------|--------|---------------|
|                                   | RU (%) | RU (number) | Reach (%) | PV (%) | PV (number)   | TRP (%)    | Affinity (%) | RU (%) | RU (number) | PV (%) | PV (number)   |
| Specialist (lawyer, architect)    | 2.54   | 163 347     | 97.70     | 2.07   | 192 846 335   | 115 343.37 | 100.00       | 2.54   | 163 347     | 2.07   | 192 846 335   |
| Self employed (craftsman, seller) | 7.88   | 506 471     | 97.70     | 8.90   | 827 794 755   | 159 684.31 | 100.00       | 7.88   | 506 471     | 8.90   | 827 794 755   |
| Store, company owner              | 3.26   | 209 493     | 97.70     | 2.21   | 205 671 835   | 95 917.79  | 100.00       | 3.26   | 209 493     | 2.21   | 205 671 835   |
| Farmer                            | 0.31   | 20 214      | 97.70     | 0.26   | 24 268 678    | 117 295.39 | 100.00       | 0.31   | 20 214      | 0.26   | 24 268 678    |
| Respondent is not a businessman   | 86.00  | 5 526 235   | 97.70     | 86.55  | 8 050 750 636 | 142 331.68 | 100.00       | 86.00  | 5 526 235   | 86.55  | 8 050 750 636 |

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2013

**Chart 20: Business Activities by RU(%)**



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2013

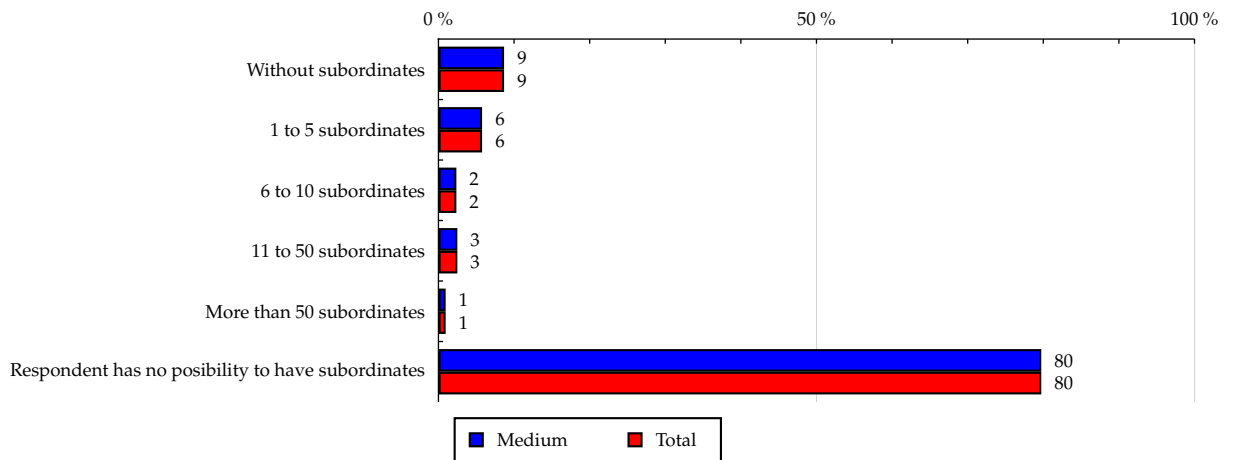
# TOTAL

**Table 21: Number of Subordinates**

|  | MEDIUM |             |           |        |               |            |              | TOTAL  |             |        |               |
|--|--------|-------------|-----------|--------|---------------|------------|--------------|--------|-------------|--------|---------------|
|  | RU (%) | RU (number) | Reach (%) | PV (%) | PV (number)   | TRP (%)    | Affinity (%) | RU (%) | RU (number) | PV (%) | PV (number)   |
| Without subordinates                               | 8.68   | 557 579     | 97.70     | 9.69   | 901 018 513   | 157 877.82 | 100.00       | 8.68   | 557 579     | 9.69   | 901 018 513   |
| 1 to 5 subordinates                                | 5.77   | 371 018     | 97.70     | 5.66   | 526 181 982   | 138 559.09 | 100.00       | 5.77   | 371 018     | 5.66   | 526 181 982   |
| 6 to 10 subordinates                               | 2.37   | 152 111     | 97.70     | 1.93   | 179 272 769   | 115 145.26 | 100.00       | 2.37   | 152 111     | 1.93   | 179 272 769   |
| 11 to 50 subordinates                              | 2.50   | 160 690     | 97.70     | 1.83   | 169 786 930   | 103 230.42 | 100.00       | 2.50   | 160 690     | 1.83   | 169 786 930   |
| More than 50 subordinates                          | 0.95   | 61 206      | 97.70     | 0.61   | 56 654 807    | 90 434.16  | 100.00       | 0.95   | 61 206      | 0.61   | 56 654 807    |
| Respondent has no possibility to have subordinates | 79.73  | 5 123 154   | 97.70     | 80.29  | 7 468 417 238 | 142 424.82 | 100.00       | 79.73  | 5 123 154   | 80.29  | 7 468 417 238 |

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2013

**Chart 21: Number of Subordinates by RU(%)**



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2013

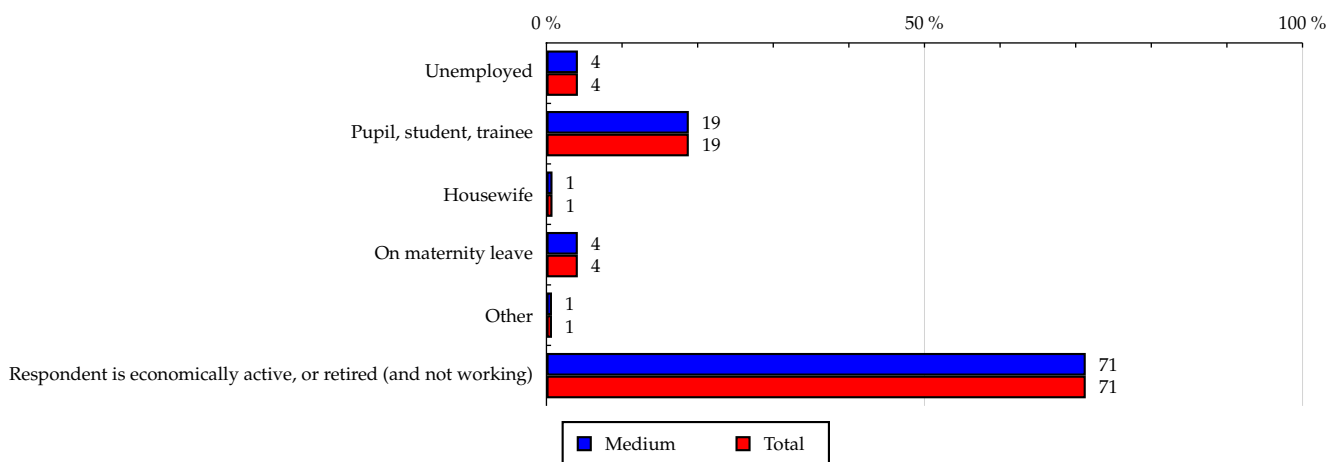
# TOTAL

**Table 22: Economically Inactive as**

|   | MEDIUM |             |           |        |               |            |              | TOTAL  |             |        |               |
|---|--------|-------------|-----------|--------|---------------|------------|--------------|--------|-------------|--------|---------------|
|   | RU (%) | RU (number) | Reach (%) | PV (%) | PV (number)   | TRP (%)    | Affinity (%) | RU (%) | RU (number) | PV (%) | PV (number)   |
| Unemployed  | 4.16   | 267 133     | 97.70     | 5.16   | 479 793 152   | 175 476.85 | 100.00       | 4.16   | 267 133     | 5.16   | 479 793 152   |
| Pupil, student, trainee   | 18.83  | 1 210 207   | 97.70     | 14.37  | 1 336 506 245 | 107 896.10 | 100.00       | 18.83  | 1 210 207   | 14.37  | 1 336 506 245 |
| Housewife   | 0.80   | 51 386      | 97.70     | 1.01   | 94 190 554    | 179 083.12 | 100.00       | 0.80   | 51 386      | 1.01   | 94 190 554    |
| On maternity leave  | 4.15   | 266 672     | 97.70     | 5.00   | 465 205 488   | 170 436.11 | 100.00       | 4.15   | 266 672     | 5.00   | 465 205 488   |
| Other   | 0.73   | 47 001      | 97.70     | 0.85   | 78 597 768    | 163 377.41 | 100.00       | 0.73   | 47 001      | 0.85   | 78 597 768    |
| Respondent is economically active, or retired (and not working) | 71.33  | 4 583 360   | 97.70     | 73.61  | 6 847 039 032 | 145 953.09 | 100.00       | 71.33  | 4 583 360   | 73.61  | 6 847 039 032 |

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2013

**Chart 22: Economically Inactive as by RU(%)**



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2013

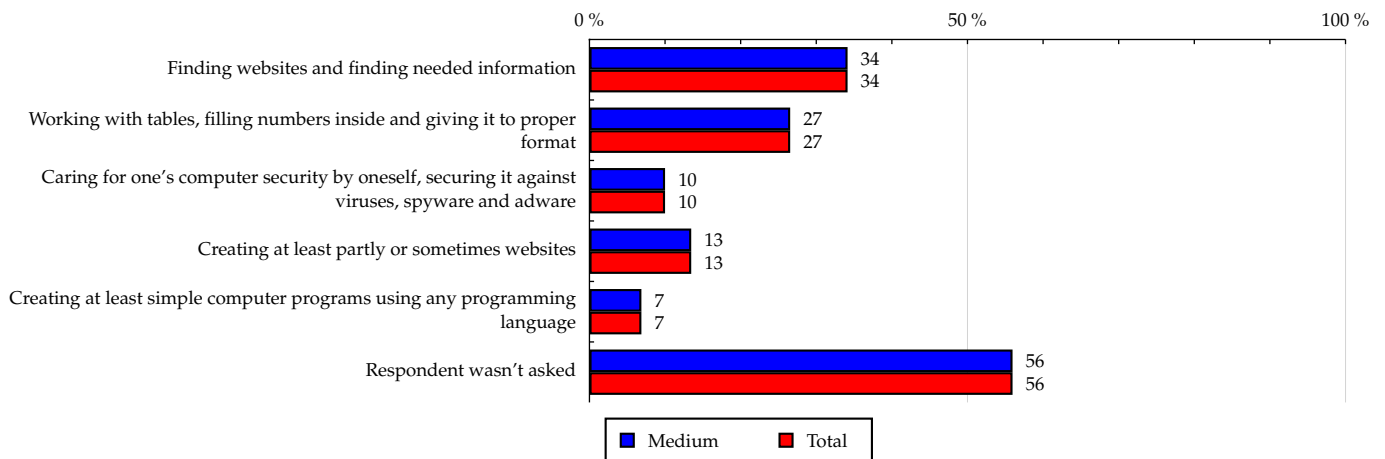
# TOTAL

**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)   |
| Finding websites and finding needed information  | 34.14  | 2 193 506   | 97.70     | 37.55  | 3 492 191 437 | 155 544.15 | 100.00       | 34.14  | 2 193 506   | 37.55  | 3 492 191 437 |
| Working with tables, filling numbers inside and giving it to proper format                     | 26.55  | 1 705 949   | 97.70     | 28.47  | 2 648 532 837 | 151 681.92 | 100.00       | 26.55  | 1 705 949   | 28.47  | 2 648 532 837 |
| Caring for one's computer security by oneself, securing it against viruses, spyware and adware | 10.00  | 642 358     | 97.70     | 9.56   | 888 895 158   | 135 197.09 | 100.00       | 10.00  | 642 358     | 9.56   | 888 895 158   |
| Creating at least partly or sometimes websites   | 13.46  | 864 685     | 97.70     | 13.53  | 1 258 243 162 | 142 167.63 | 100.00       | 13.46  | 864 685     | 13.53  | 1 258 243 162 |
| Creating at least simple computer programs using any programming language                      | 6.87   | 441 203     | 97.70     | 6.08   | 565 761 637   | 125 282.18 | 100.00       | 6.87   | 441 203     | 6.08   | 565 761 637   |
| Respondent wasn't asked  | 55.96  | 3 596 098   | 97.70     | 52.10  | 4 845 633 066 | 131 647.75 | 100.00       | 55.96  | 3 596 098   | 52.10  | 4 845 633 066 |

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2013

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



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2013



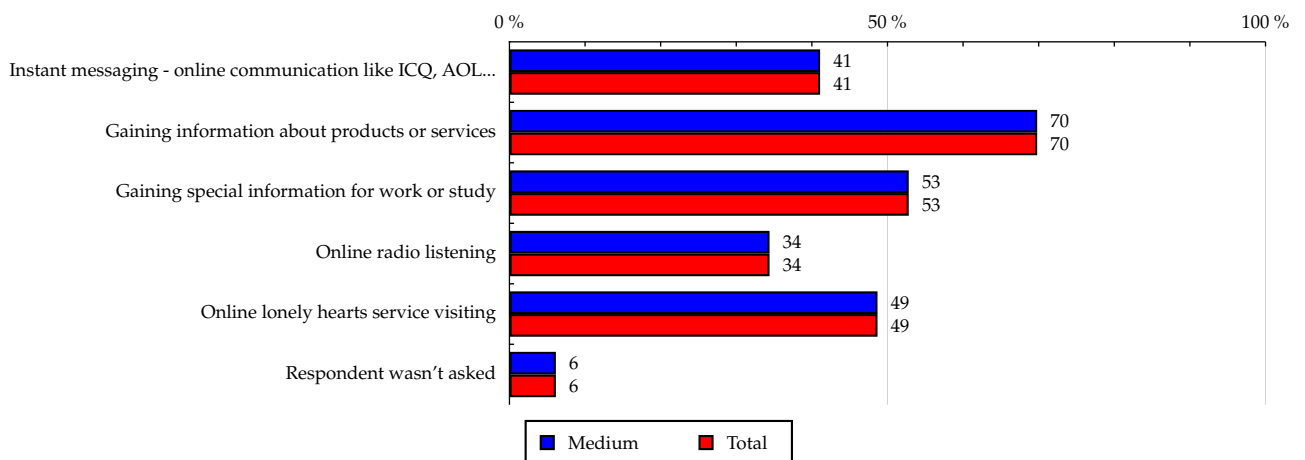
# TOTAL

**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... | 41.09  | 2 640 500   | 97.70     | 40.28  | 3 746 482 902 | 138 621.99 | 100.00       | 41.09  | 2 640 500   | 40.28  | 3 746 482 902 |
| Gaining information about products or services            | 69.80  | 4 485 221   | 97.70     | 72.91  | 6 781 377 214 | 147 716.35 | 100.00       | 69.80  | 4 485 221   | 72.91  | 6 781 377 214 |
| Gaining special information for work or study             | 52.81  | 3 393 264   | 97.70     | 49.45  | 4 599 803 074 | 132 439.06 | 100.00       | 52.81  | 3 393 264   | 49.45  | 4 599 803 074 |
| Online radio listening                                    | 34.40  | 2 210 686   | 97.70     | 36.15  | 3 362 121 644 | 148 587.02 | 100.00       | 34.40  | 2 210 686   | 36.15  | 3 362 121 644 |
| Online lonely hearts service visiting                     | 48.68  | 3 128 306   | 97.70     | 52.19  | 4 854 449 646 | 151 609.11 | 100.00       | 48.68  | 3 128 306   | 52.19  | 4 854 449 646 |
| Respondent wasn't asked                                   | 6.14   | 394 298     | 97.70     | 6.23   | 579 453 417   | 143 578.14 | 100.00       | 6.14   | 394 298     | 6.23   | 579 453 417   |

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2013

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



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2013

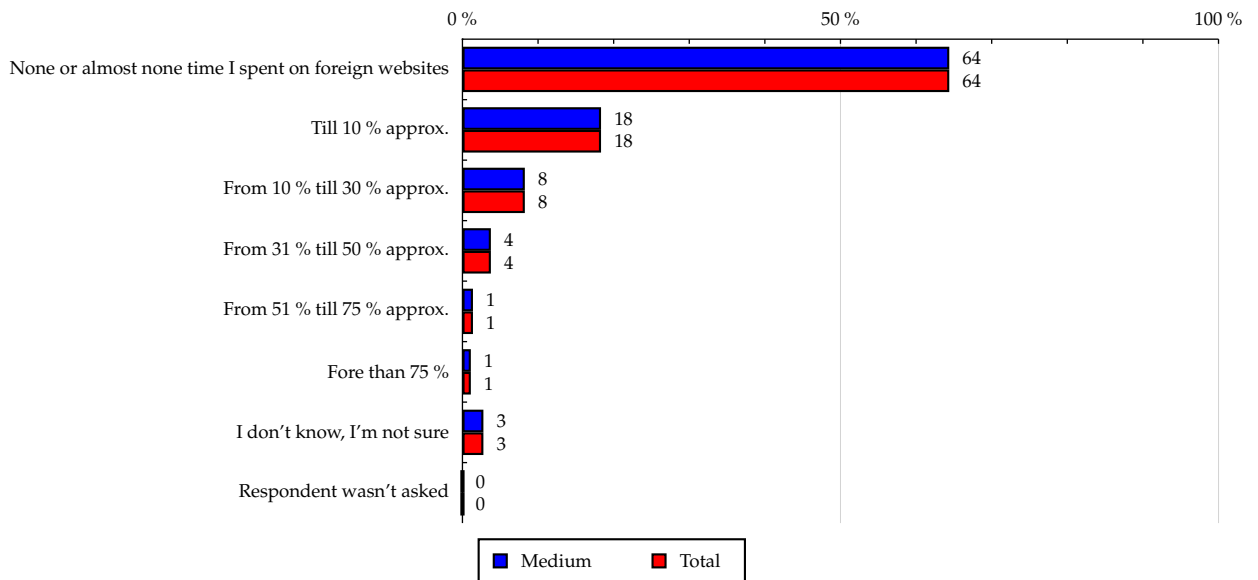
# TOTAL

**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 | 64.39  | 4 137 351   | 97.70     | 66.77  | 6 210 555 869 | 146 656.95 | 100.00       | 64.39  | 4 137 351   | 66.77  | 6 210 555 869 |
| Till 10 % approx.                                    | 18.33  | 1 177 630   | 97.70     | 18.72  | 1 741 029 844 | 144 441.45 | 100.00       | 18.33  | 1 177 630   | 18.72  | 1 741 029 844 |
| From 10 % till 30 % approx.                          | 8.25   | 530 240     | 97.70     | 7.37   | 685 344 204   | 126 278.67 | 100.00       | 8.25   | 530 240     | 7.37   | 685 344 204   |
| From 31 % till 50 % approx.                          | 3.76   | 241 489     | 97.70     | 2.85   | 265 096 170   | 107 250.75 | 100.00       | 3.76   | 241 489     | 2.85   | 265 096 170   |
| From 51 % till 75 % approx.                          | 1.39   | 89 500      | 97.70     | 1.11   | 103 131 690   | 112 579.71 | 100.00       | 1.39   | 89 500      | 1.11   | 103 131 690   |
| Fore than 75 %                                       | 1.11   | 71 514      | 97.70     | 0.67   | 62 148 015    | 84 903.35  | 100.00       | 1.11   | 71 514      | 0.67   | 62 148 015    |
| I don't know, I'm not sure                           | 2.77   | 178 034     | 97.70     | 2.52   | 234 026 448   | 128 426.38 | 100.00       | 2.77   | 178 034     | 2.52   | 234 026 448   |
| Respondent wasn't asked                              | 0.00   | 0           | -         | 0.00   | 0             | -          | -            | 0.00   | 0           | 0.00   | 0             |

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2013

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



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2013

## 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".