

SPIR NetMonitor

Research on the Sociodemography of Internet Users in the Czech Republic

Medium title:

TOTAL

Month:

February 2013

Basic information	
The size of Internet population in the Czech Republic	6 507 570
Number of respondents	
Medium	N = 18 500
Total (for all measured media)	N = 18 500
RU(number)	6 357 896
Reach(%)	97.70
PV(number) (from Czech visitors)	8 001 889 341
PV(number) (from all visitors)	8 601 692 736
GRP (%)	122 962.79

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

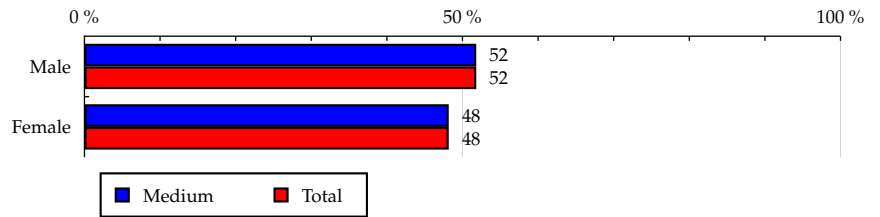
TOTAL

Table 1: Sex

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Male	51.82	3 294 784	97.70	53.27	4 262 278 995	126 389.03	100.00	51.82	3 294 784	53.27	4 262 278 995
Female	48.18	3 063 111	97.70	46.73	3 739 610 346	119 277.40	100.00	48.18	3 063 111	46.73	3 739 610 346

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

Chart 1: Sex by RU(%)



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

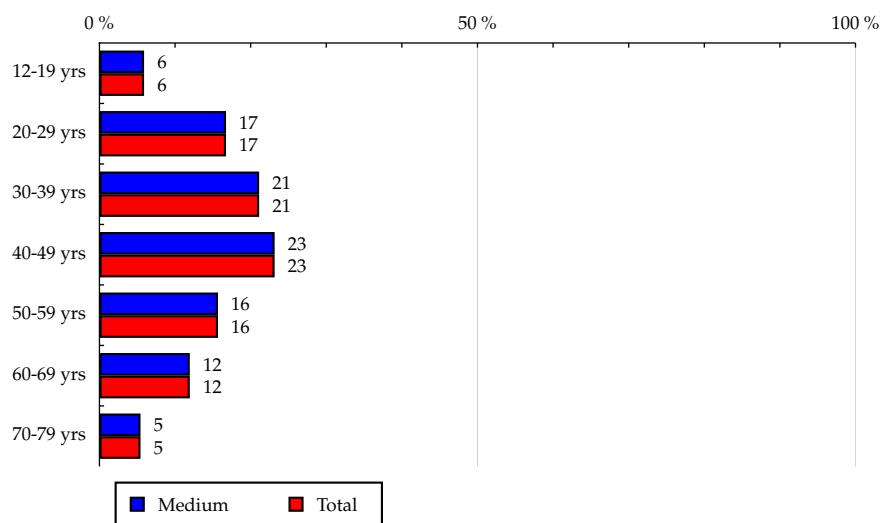
TOTAL

Table 2: Age

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
12-19 yrs	5.90	375 163	97.70	3.67	294 059 854	76 579.09	100.00	5.90	375 163	3.67	294 059 854
20-29 yrs	16.74	1 064 576	97.70	16.75	1 339 974 484	122 974.25	100.00	16.74	1 064 576	16.75	1 339 974 484
30-39 yrs	21.12	1 342 874	97.70	22.46	1 796 828 024	130 727.12	100.00	21.12	1 342 874	22.46	1 796 828 024
40-49 yrs	23.17	1 473 088	97.70	23.32	1 866 361 108	123 783.12	100.00	23.17	1 473 088	23.32	1 866 361 108
50-59 yrs	15.68	997 107	97.70	16.40	1 312 341 298	128 587.72	100.00	15.68	997 107	16.40	1 312 341 298
60-69 yrs	11.95	759 685	97.70	11.78	942 807 670	121 250.53	100.00	11.95	759 685	11.78	942 807 670
70-79 yrs	5.43	345 400	97.70	5.62	449 516 903	127 150.42	100.00	5.43	345 400	5.62	449 516 903

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

Chart 2: Age by RU(%)



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

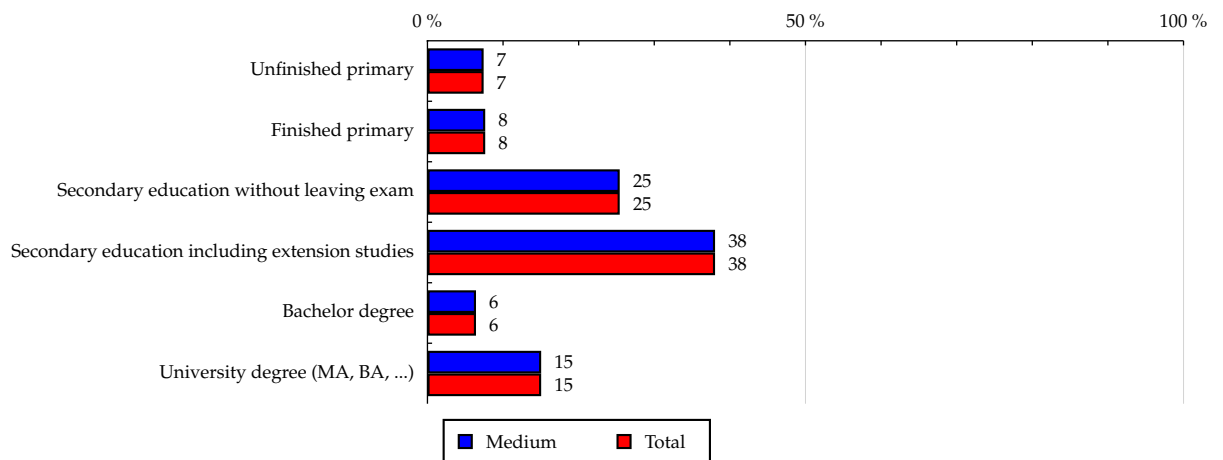
TOTAL

Table 3: Highest Education

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unfinished primary	7.43	472 375	97.70	4.61	369 240 086	76 368.86	100.00	7.43	472 375	4.61	369 240 086
Finished primary	7.64	485 877	97.70	7.60	608 484 135	122 353.76	100.00	7.64	485 877	7.60	608 484 135
Secondary education without leaving exam	25.43	1 616 639	97.70	31.13	2 490 695 202	150 522.71	100.00	25.43	1 616 639	31.13	2 490 695 202
Secondary education including extension studies	38.04	2 418 729	97.70	38.36	3 069 883 142	124 002.10	100.00	38.04	2 418 729	38.36	3 069 883 142
Bachelor degree	6.42	407 981	97.70	6.04	483 087 206	115 685.80	100.00	6.42	407 981	6.04	483 087 206
University degree (MA, BA, ...)	15.04	956 293	97.70	12.25	980 499 568	100 173.04	100.00	15.04	956 293	12.25	980 499 568

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

Chart 3: Highest Education by RU(%)



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

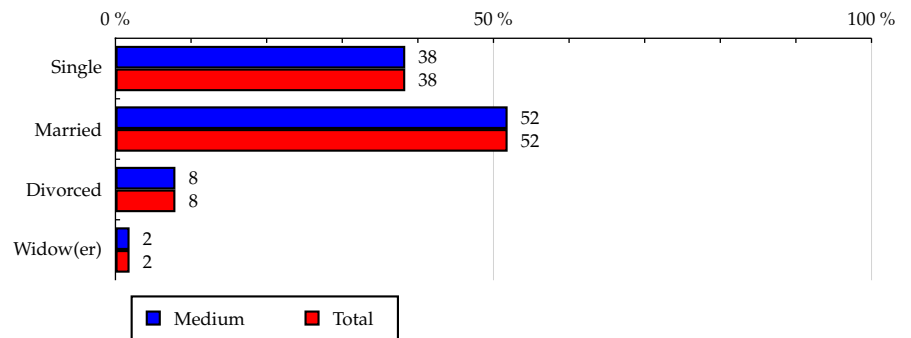
TOTAL

Table 4: Marital Status

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Single	38.33	2 437 188	97.70	37.60	3 009 025 829	120 623.32	100.00	38.33	2 437 188	37.60	3 009 025 829
Married	51.87	3 297 783	97.70	51.19	4 096 268 483	121 355.89	100.00	51.87	3 297 783	51.19	4 096 268 483
Divorced	7.93	504 307	97.70	8.99	719 335 078	139 357.60	100.00	7.93	504 307	8.99	719 335 078
Widow(er)	1.87	118 616	97.70	2.22	177 259 951	146 002.32	100.00	1.87	118 616	2.22	177 259 951

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

Chart 4: Marital Status by RU(%)



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

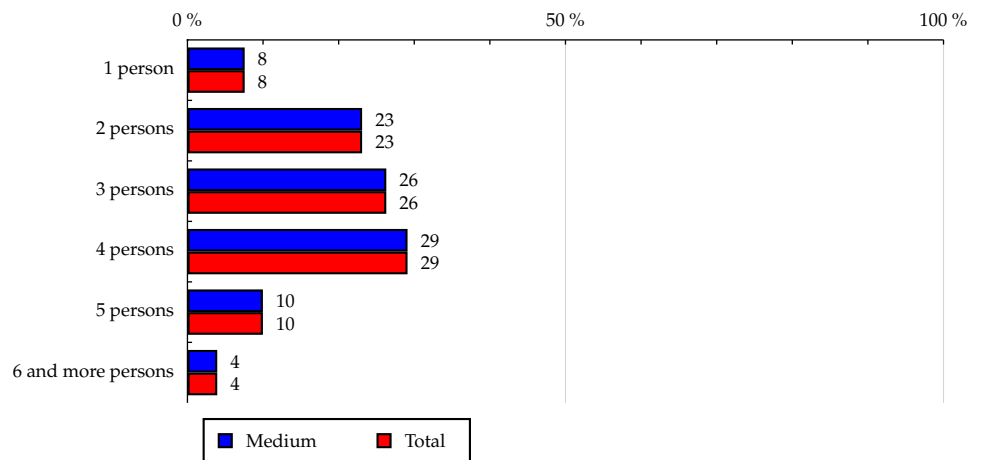
TOTAL

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	7.57	481 510	97.70	9.38	750 204 717	152 218.82	100.00	7.57	481 510	9.38	750 204 717
2 persons	23.10	1 468 802	97.70	24.67	1 973 797 219	131 290.61	100.00	23.10	1 468 802	24.67	1 973 797 219
3 persons	26.30	1 671 932	97.70	25.34	2 027 307 187	118 466.44	100.00	26.30	1 671 932	25.34	2 027 307 187
4 persons	29.11	1 850 766	97.70	28.22	2 258 439 392	119 220.59	100.00	29.11	1 850 766	28.22	2 258 439 392
5 persons	9.98	634 532	97.70	9.06	724 650 053	111 575.52	100.00	9.98	634 532	9.06	724 650 053
6 and more persons	3.94	250 350	97.70	3.34	267 490 771	104 389.13	100.00	3.94	250 350	3.34	267 490 771

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

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



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

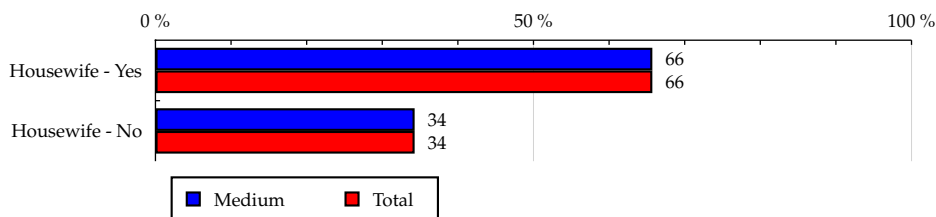
TOTAL

Table 6: Housewife

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Housewife - Yes	65.72	4 178 390	97.70	68.63	5 491 485 846	128 403.06	100.00	65.72	4 178 390	68.63	5 491 485 846
Housewife - No	34.28	2 179 505	97.70	31.37	2 510 403 495	112 533.08	100.00	34.28	2 179 505	31.37	2 510 403 495

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

Chart 6: Housewife by RU(%)



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

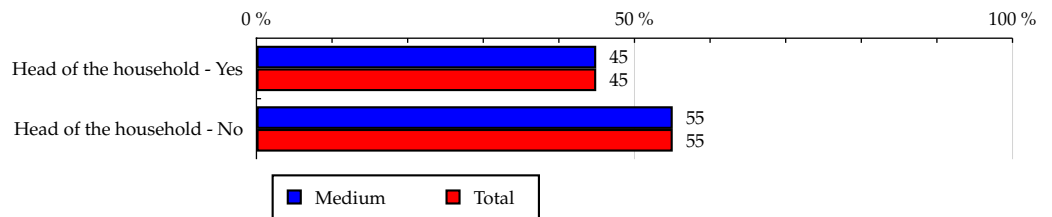
TOTAL

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	44.94	2 857 233	97.70	45.08	3 607 517 147	123 355.14	100.00	44.94	2 857 233	45.08	3 607 517 147
Head of the household - No	55.06	3 500 662	97.70	54.92	4 394 372 193	122 642.55	100.00	55.06	3 500 662	54.92	4 394 372 193

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

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



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

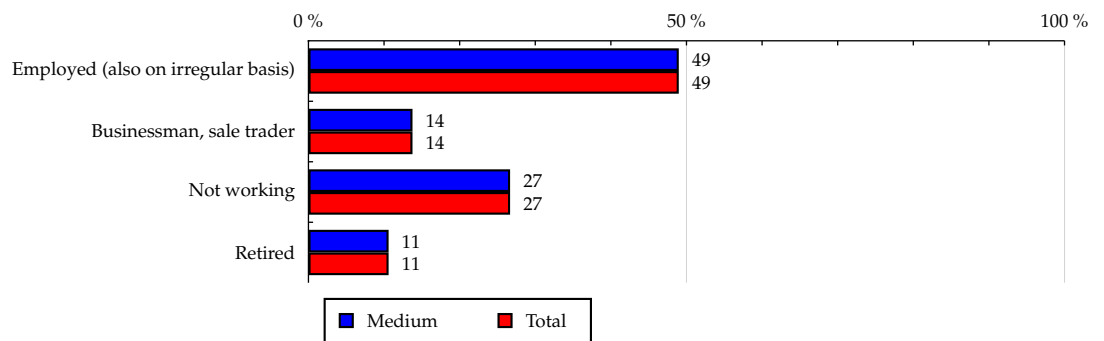
TOTAL

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)	48.98	3 113 947	97.70	49.49	3 960 342 556	124 255.62	100.00	48.98	3 113 947	49.49	3 960 342 556
Businessman, sale trader	13.76	874 634	97.70	13.97	1 118 126 060	124 898.98	100.00	13.76	874 634	13.97	1 118 126 060
Not working	26.67	1 695 588	97.70	24.55	1 964 671 082	113 204.59	100.00	26.67	1 695 588	24.55	1 964 671 082
Retired	10.60	673 726	97.70	11.98	958 749 642	139 032.53	100.00	10.60	673 726	11.98	958 749 642

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

Chart 8: Economic Activity by RU(%)



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

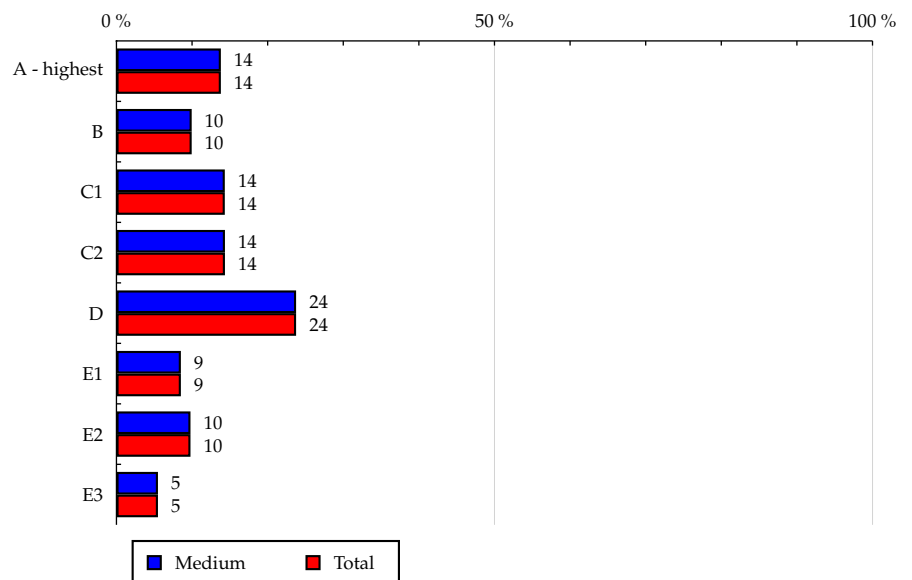
TOTAL

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	13.81	877 718	97.70	12.37	989 874 566	110 184.28	100.00	13.81	877 718	12.37	989 874 566
B	9.95	632 329	97.70	9.68	774 803 037	119 713.24	100.00	9.95	632 329	9.68	774 803 037
C1	14.33	911 199	97.70	13.41	1 072 817 067	115 028.89	100.00	14.33	911 199	13.41	1 072 817 067
C2	14.35	912 540	97.70	14.27	1 141 829 948	122 248.54	100.00	14.35	912 540	14.27	1 141 829 948
D	23.76	1 510 884	97.70	24.92	1 993 859 128	128 931.15	100.00	23.76	1 510 884	24.92	1 993 859 128
E1	8.52	541 500	97.70	9.22	737 986 360	133 150.97	100.00	8.52	541 500	9.22	737 986 360
E2	9.79	622 549	97.70	10.16	813 059 236	127 597.64	100.00	9.79	622 549	10.16	813 059 236
E3	5.49	349 173	97.70	5.97	477 659 999	133 650.93	100.00	5.49	349 173	5.97	477 659 999

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

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



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

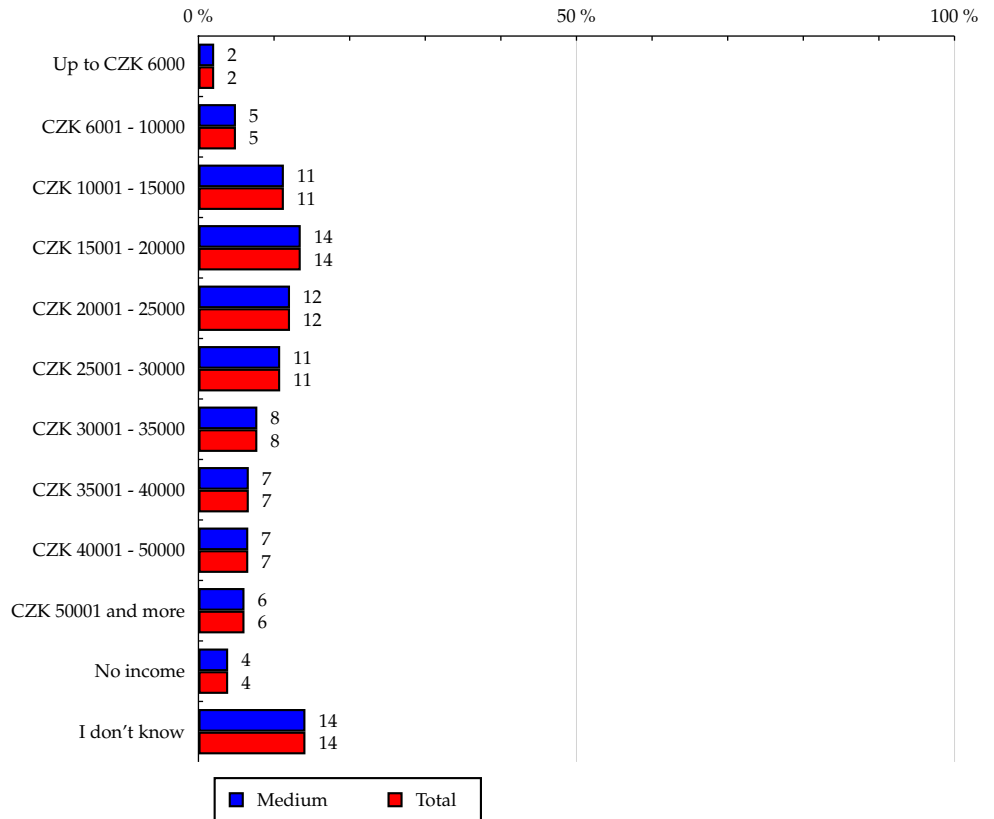
TOTAL

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	2.08	132 323	97.70	2.28	182 085 836	134 441.18	100.00	2.08	132 323	2.28	182 085 836
CZK 6001 - 10000	4.96	315 213	97.70	5.34	427 345 981	132 455.42	100.00	4.96	315 213	5.34	427 345 981
CZK 10001 - 15000	11.30	718 276	97.70	13.24	1 059 698 966	144 140.35	100.00	11.30	718 276	13.24	1 059 698 966
CZK 15001 - 20000	13.53	860 212	97.70	13.47	1 077 458 133	122 373.95	100.00	13.53	860 212	13.47	1 077 458 133
CZK 20001 - 25000	12.11	769 954	97.70	12.42	993 849 649	126 110.13	100.00	12.11	769 954	12.42	993 849 649
CZK 25001 - 30000	10.81	687 454	97.70	11.10	887 996 554	126 200.78	100.00	10.81	687 454	11.10	887 996 554
CZK 30001 - 35000	7.79	495 582	97.70	7.07	566 057 788	111 593.57	100.00	7.79	495 582	7.07	566 057 788
CZK 35001 - 40000	6.66	423 171	97.70	6.15	492 471 181	113 699.66	100.00	6.66	423 171	6.15	492 471 181
CZK 40001 - 50000	6.59	418 688	97.70	5.97	477 887 899	111 514.07	100.00	6.59	418 688	5.97	477 887 899
CZK 50001 and more	6.09	387 009	97.70	5.02	401 658 080	101 398.07	100.00	6.09	387 009	5.02	401 658 080
No income	3.93	250 176	97.70	3.56	284 959 877	111 283.68	100.00	3.93	250 176	3.56	284 959 877
I don't know	14.15	899 831	97.70	14.38	1 150 419 397	124 907.74	100.00	14.15	899 831	14.38	1 150 419 397

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

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



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

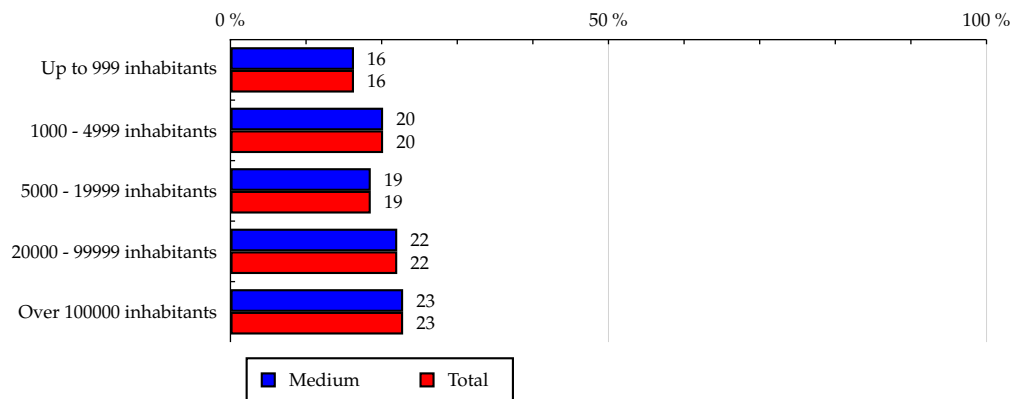
TOTAL

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	16.34	1 039 144	97.70	15.31	1 224 745 750	115 150.11	100.00	16.34	1 039 144	15.31	1 224 745 750
1000 - 4999 inhabitants	20.19	1 283 829	97.70	21.12	1 689 664 113	128 584.22	100.00	20.19	1 283 829	21.12	1 689 664 113
5000 - 19999 inhabitants	18.56	1 179 911	97.70	19.46	1 557 520 464	128 967.13	100.00	18.56	1 179 911	19.46	1 557 520 464
20000 - 99999 inhabitants	22.06	1 402 655	97.70	21.92	1 754 148 011	122 182.76	100.00	22.06	1 402 655	21.92	1 754 148 011
Over 100000 inhabitants	22.84	1 452 355	97.70	22.19	1 775 811 002	119 458.86	100.00	22.84	1 452 355	22.19	1 775 811 002

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

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



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

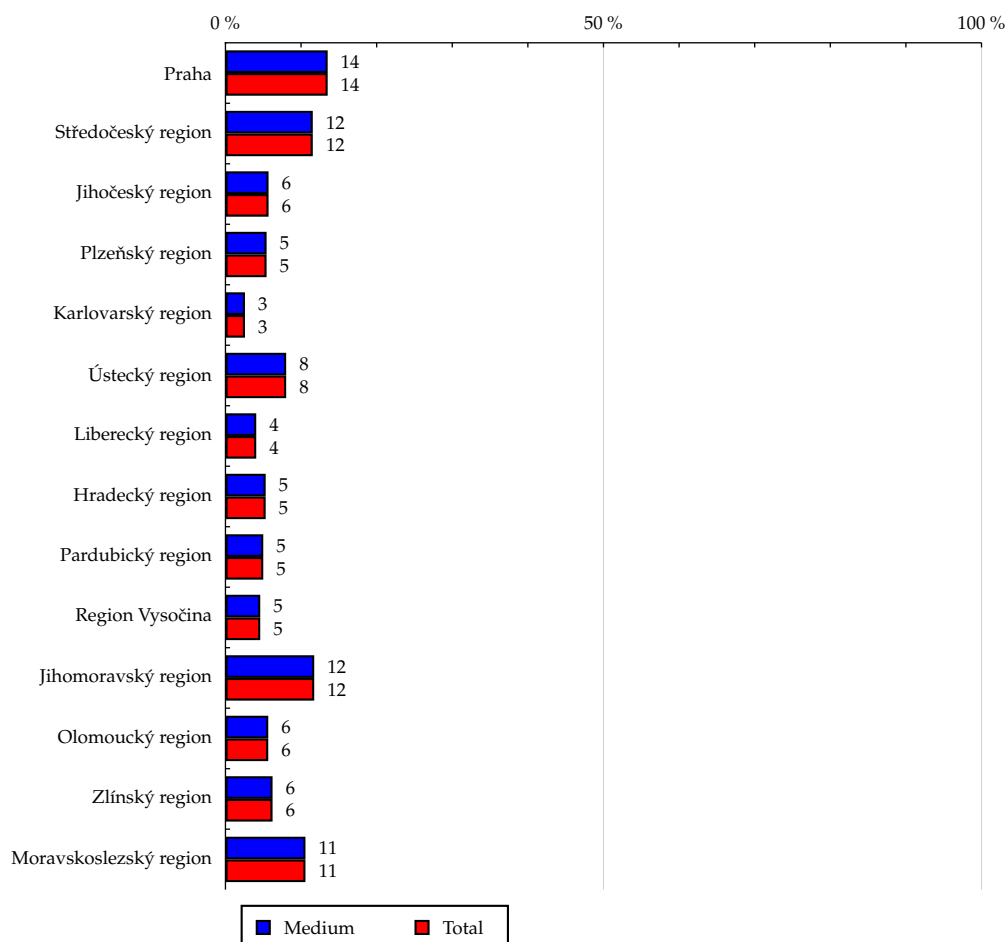
TOTAL

Table 12: Region

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Praha	13.52	859 624	97.70	11.17	893 511 988	101 551.50	100.00	13.52	859 624	11.17	893 511 988
Středočeský region	11.55	734 275	97.70	12.13	970 900 446	129 184.48	100.00	11.55	734 275	12.13	970 900 446
Jihočeský region	5.70	362 290	97.70	5.21	416 991 319	112 451.22	100.00	5.70	362 290	5.21	416 991 319
Plzeňský region	5.44	345 642	97.70	6.47	517 633 289	146 315.06	100.00	5.44	345 642	6.47	517 633 289
Karlovarský region	2.58	163 856	97.70	2.27	181 554 038	108 252.49	100.00	2.58	163 856	2.27	181 554 038
Ústecký region	8.03	510 836	97.70	8.01	641 311 980	122 654.17	100.00	8.03	510 836	8.01	641 311 980
Liberecký region	4.07	258 663	97.70	3.74	298 973 780	112 925.81	100.00	4.07	258 663	3.74	298 973 780
Hradecký region	5.32	338 086	97.70	6.68	534 885 691	154 571.10	100.00	5.32	338 086	6.68	534 885 691
Pardubický region	5.00	317 951	97.70	5.12	409 767 507	125 913.36	100.00	5.00	317 951	5.12	409 767 507
Region Vysočina	4.60	292 151	97.70	4.97	397 661 404	132 984.37	100.00	4.60	292 151	4.97	397 661 404
Jihomoravský region	11.74	746 213	97.70	11.06	884 900 154	115 857.99	100.00	11.74	746 213	11.06	884 900 154
Olomoucký region	5.66	359 944	97.70	5.80	463 712 230	125 865.58	100.00	5.66	359 944	5.80	463 712 230
Zlínský region	6.23	395 798	97.70	6.28	502 916 127	124 141.37	100.00	6.23	395 798	6.28	502 916 127
Moravskoslezský region	10.58	672 563	97.70	11.09	887 169 387	128 874.84	100.00	10.58	672 563	11.09	887 169 387

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

Chart 12: Region by RU(%)



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

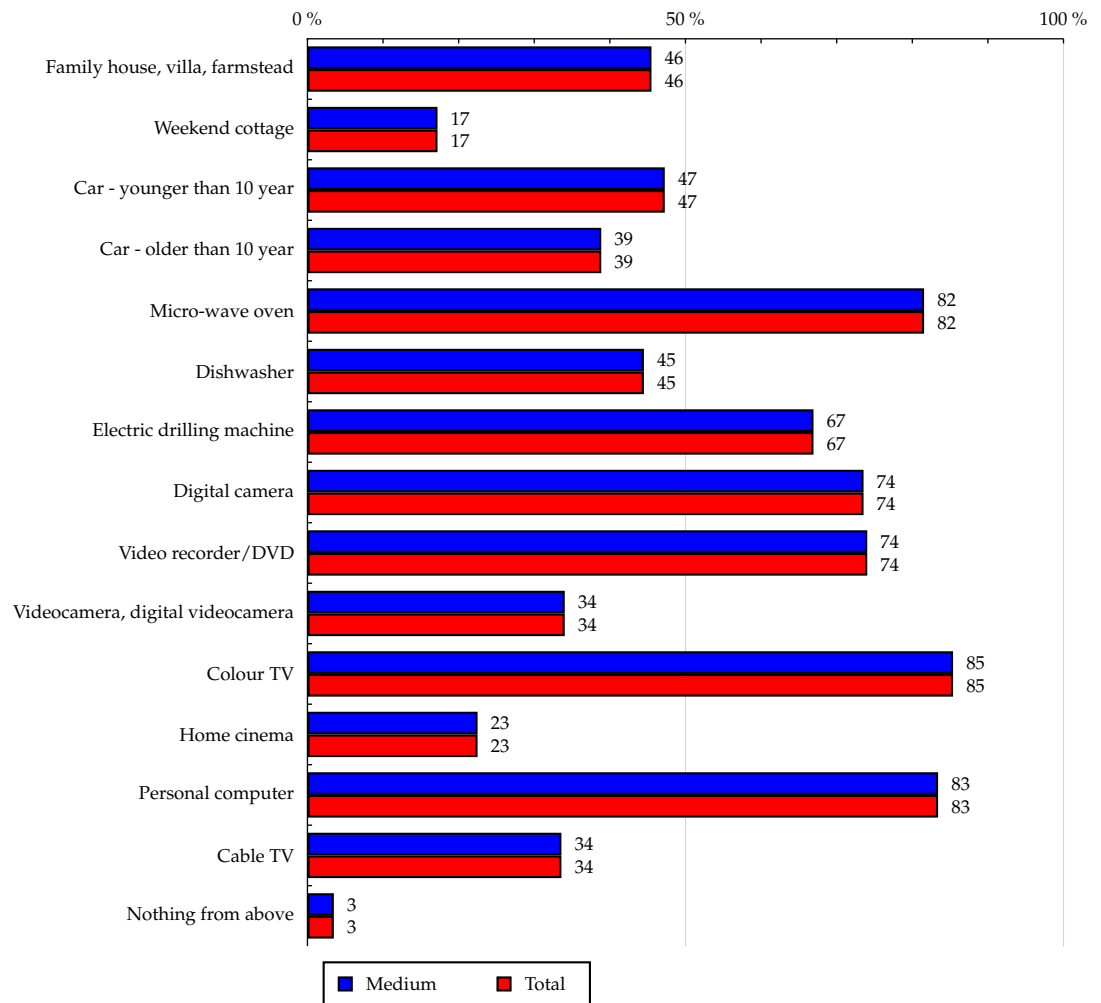
TOTAL

Table 13: Facilities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Family house, villa, farmstead	45.50	2 893 156	97.70	42.82	3 426 333 996	115 705.04	100.00	45.50	2 893 156	42.82	3 426 333 996
Weekend cottage	17.20	1 093 541	97.70	15.33	1 227 067 120	109 629.59	100.00	17.20	1 093 541	15.33	1 227 067 120
Car - younger than 10 year	47.26	3 004 976	97.70	42.90	3 432 917 255	111 613.53	100.00	47.26	3 004 976	42.90	3 432 917 255
Car - older than 10 year	38.86	2 470 583	97.70	39.78	3 183 088 683	125 876.24	100.00	38.86	2 470 583	39.78	3 183 088 683
Micro-wave oven	81.56	5 185 195	97.70	80.07	6 406 765 073	120 716.94	100.00	81.56	5 185 195	80.07	6 406 765 073
Dishwasher	44.50	2 829 139	97.70	39.14	3 132 145 136	108 163.86	100.00	44.50	2 829 139	39.14	3 132 145 136
Electric drilling machine	66.93	4 255 636	97.70	63.73	5 099 966 879	117 083.95	100.00	66.93	4 255 636	63.73	5 099 966 879
Digital camera	73.55	4 676 475	97.70	71.52	5 722 957 591	119 562.91	100.00	73.55	4 676 475	71.52	5 722 957 591
Video recorder/DVD	74.04	4 707 116	97.70	71.82	5 746 912 360	119 281.79	100.00	74.04	4 707 116	71.82	5 746 912 360
Videocamera, digital videocamera	34.03	2 163 694	97.70	31.51	2 521 172 075	113 841.64	100.00	34.03	2 163 694	31.51	2 521 172 075
Colour TV	85.39	5 428 708	97.70	84.40	6 753 764 539	121 546.92	100.00	85.39	5 428 708	84.40	6 753 764 539
Home cinema	22.50	1 430 672	97.70	20.03	1 602 707 235	109 448.17	100.00	22.50	1 430 672	20.03	1 602 707 235
Personal computer	83.41	5 303 245	97.70	81.48	6 519 653 220	120 109.50	100.00	83.41	5 303 245	81.48	6 519 653 220
Cable TV	33.59	2 135 406	97.70	31.31	2 505 701 705	114 641.89	100.00	33.59	2 135 406	31.31	2 505 701 705
Nothing from above	3.49	222 002	97.70	5.15	411 979 457	181 305.66	100.00	3.49	222 002	5.15	411 979 457

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

Chart 13: Facilities by RU(%)



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

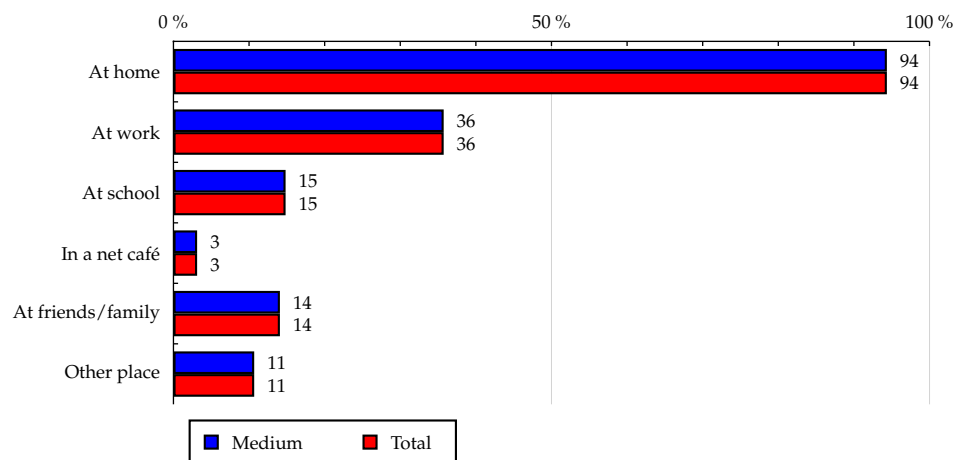
TOTAL

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	94.36	5 999 146	97.70	95.35	7 630 157 146	124 262.08	100.00	94.36	5 999 146	95.35	7 630 157 146
At work	35.74	2 272 287	97.70	30.92	2 474 316 932	106 386.51	100.00	35.74	2 272 287	30.92	2 474 316 932
At school	14.83	942 927	97.70	12.26	981 306 163	101 676.56	100.00	14.83	942 927	12.26	981 306 163
In a net café	3.13	198 975	97.70	2.57	205 642 928	100 974.01	100.00	3.13	198 975	2.57	205 642 928
At friends/family	14.08	895 215	97.70	12.15	972 012 326	106 081.23	100.00	14.08	895 215	12.15	972 012 326
Other place	10.68	679 202	97.70	9.58	766 757 461	110 294.31	100.00	10.68	679 202	9.58	766 757 461

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

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



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

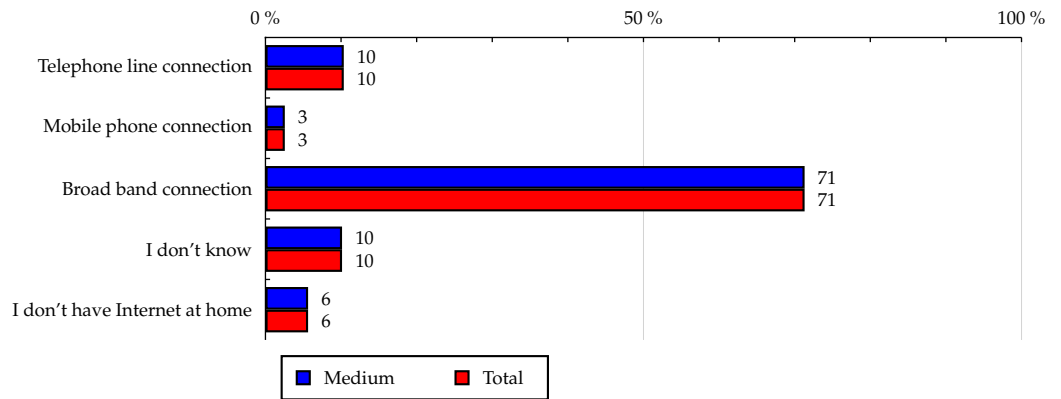
TOTAL

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	10.36	658 466	97.70	10.50	840 063 782	124 644.54	100.00	10.36	658 466	10.50	840 063 782
Mobile phone connection	2.56	162 742	97.70	2.90	231 660 839	139 073.70	100.00	2.56	162 742	2.90	231 660 839
Broad band connection	71.31	4 534 118	97.70	73.55	5 885 760 774	126 824.85	100.00	71.31	4 534 118	73.55	5 885 760 774
I don't know	10.13	643 818	97.70	8.41	672 671 751	102 078.44	100.00	10.13	643 818	8.41	672 671 751
I don't have Internet at home	5.64	358 749	97.70	4.65	371 732 194	101 235.58	100.00	5.64	358 749	4.65	371 732 194

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

Chart 15: Connection from Home by RU(%)



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

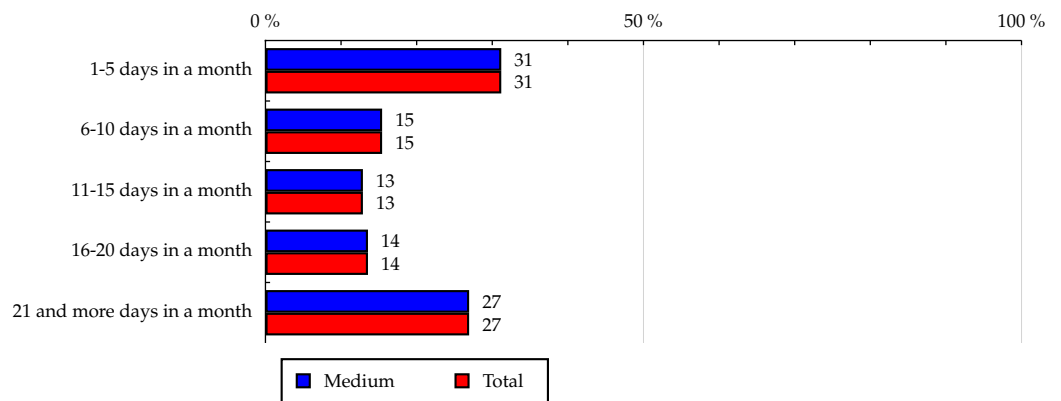
TOTAL

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	31.19	1 983 155	97.70	1.94	155 629 866	7 667.09	100.00	31.19	1 983 155	1.94	155 629 866
6-10 days in a month	15.43	980 734	97.70	3.91	313 082 516	31 189.03	100.00	15.43	980 734	3.91	313 082 516
11-15 days in a month	12.89	819 340	97.70	7.75	619 943 884	73 923.54	100.00	12.89	819 340	7.75	619 943 884
16-20 days in a month	13.56	861 936	97.70	15.93	1 274 986 561	144 519.05	100.00	13.56	861 936	15.93	1 274 986 561
21 and more days in a month	26.94	1 712 729	97.70	70.46	5 638 246 514	321 624.98	100.00	26.94	1 712 729	70.46	5 638 246 514

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

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



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

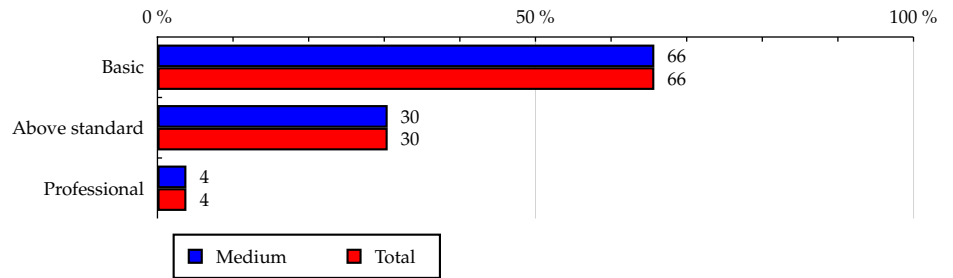
TOTAL

Table 17: IT Knowledge

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Basic	65.72	4 178 590	97.70	68.25	5 460 991 971	127 683.94	100.00	65.72	4 178 590	68.25	5 460 991 971
Above standard	30.45	1 936 051	97.70	28.82	2 306 504 468	116 394.36	100.00	30.45	1 936 051	28.82	2 306 504 468
Professional	3.83	243 253	97.70	2.93	234 392 902	94 141.24	100.00	3.83	243 253	2.93	234 392 902

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

Chart 17: IT Knowledge by RU(%)



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

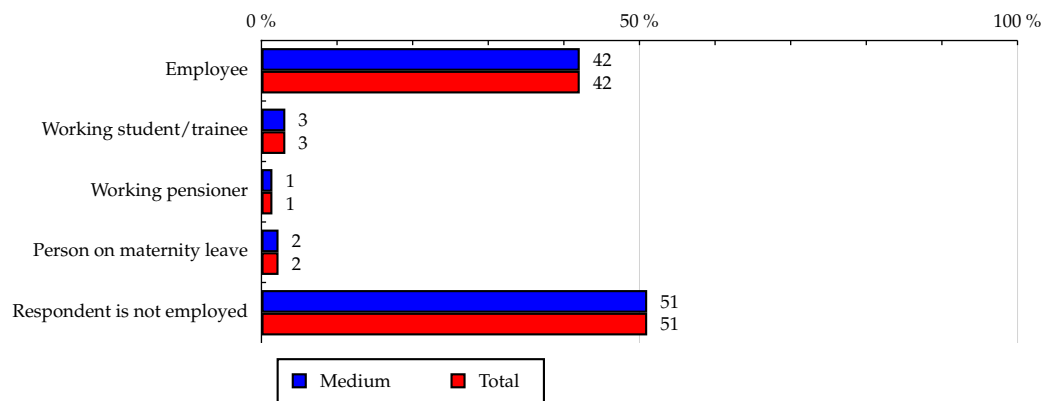
TOTAL

Table 18: Economically Active as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Employee	42.10	2 676 535	97.70	42.51	3 401 298 327	124 155.57	100.00	42.10	2 676 535	42.51	3 401 298 327
Working student/trainee	3.16	201 202	97.70	3.00	240 292 375	116 681.47	100.00	3.16	201 202	3.00	240 292 375
Working pensioner	1.45	92 425	97.70	1.73	138 755 399	146 674.55	100.00	1.45	92 425	1.73	138 755 399
Person on maternity leave	2.26	143 784	97.70	2.25	179 996 455	122 305.68	100.00	2.26	143 784	2.25	179 996 455
Respondent is not employed	51.02	3 243 948	97.70	50.51	4 041 546 784	121 721.76	100.00	51.02	3 243 948	50.51	4 041 546 784

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

Chart 18: Economically Active as by RU(%)



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

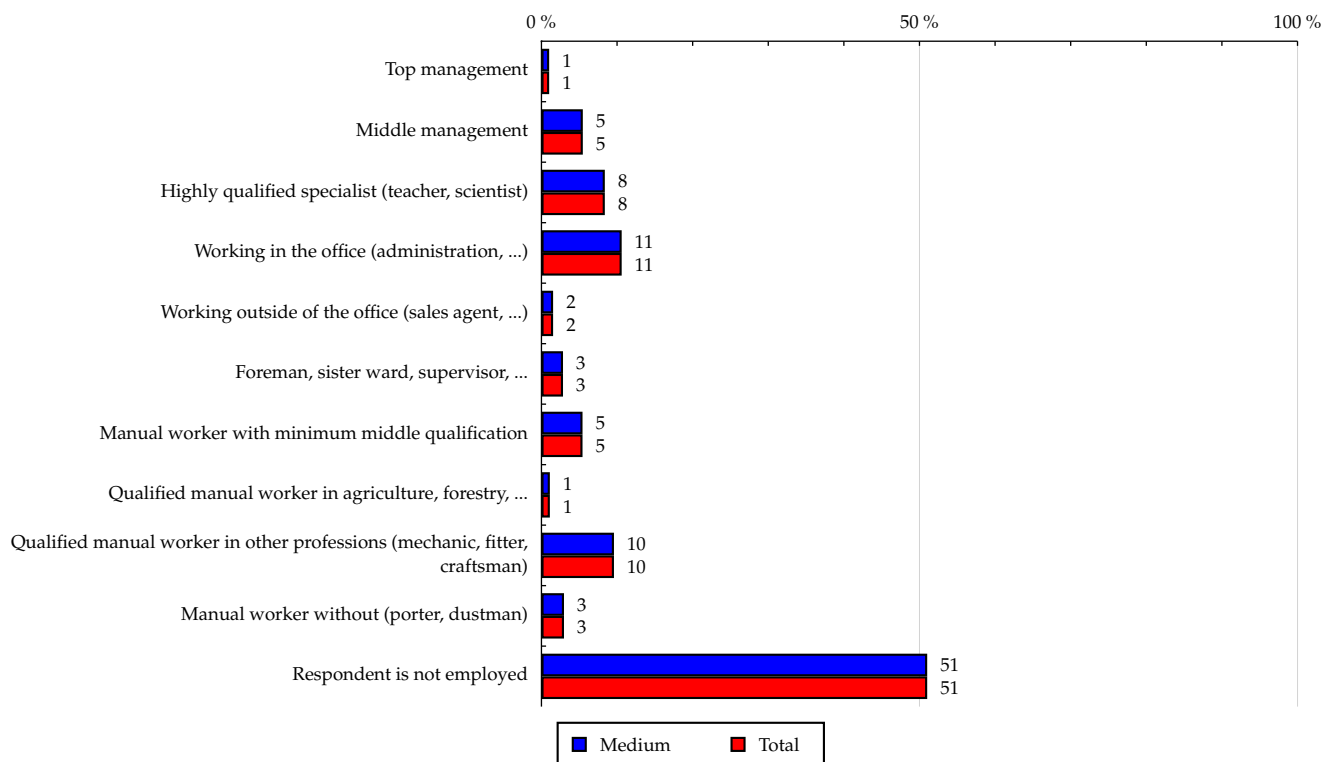
TOTAL

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	1.02	64 816	97.70	0.77	61 339 817	92 459.63	100.00	1.02	64 816	0.77	61 339 817
Middle management	5.47	347 991	97.70	5.94	475 659 847	133 543.38	100.00	5.47	347 991	5.94	475 659 847
Highly qualified specialist (teacher, scientist)	8.38	532 587	97.70	6.24	499 040 601	91 545.96	100.00	8.38	532 587	6.24	499 040 601
Working in the office (administration, ...)	10.61	674 440	97.70	9.95	796 310 935	115 354.27	100.00	10.61	674 440	9.95	796 310 935
Working outside of the office (sales agent, ...)	1.54	98 041	97.70	2.01	160 534 901	159 976.14	100.00	1.54	98 041	2.01	160 534 901
Foreman, sister ward, supervisor, ...	2.85	181 286	97.70	3.05	243 950 157	131 471.11	100.00	2.85	181 286	3.05	243 950 157
Manual worker with minimum middle qualification	5.43	345 178	97.70	6.04	483 531 203	136 859.73	100.00	5.43	345 178	6.04	483 531 203
Qualified manual worker in agriculture, forestry, ...	1.11	70 657	97.70	1.28	102 527 633	141 767.70	100.00	1.11	70 657	1.28	102 527 633
Qualified manual worker in other professions (mechanic, fitter, craftsman)	9.59	609 406	97.70	10.81	864 701 227	138 628.81	100.00	9.59	609 406	10.81	864 701 227
Manual worker without (porter, dustman)	2.98	189 541	97.70	3.41	272 746 235	140 588.36	100.00	2.98	189 541	3.41	272 746 235
Respondent is not employed	51.02	3 243 948	97.70	50.51	4 041 546 784	121 721.76	100.00	51.02	3 243 948	50.51	4 041 546 784

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

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



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

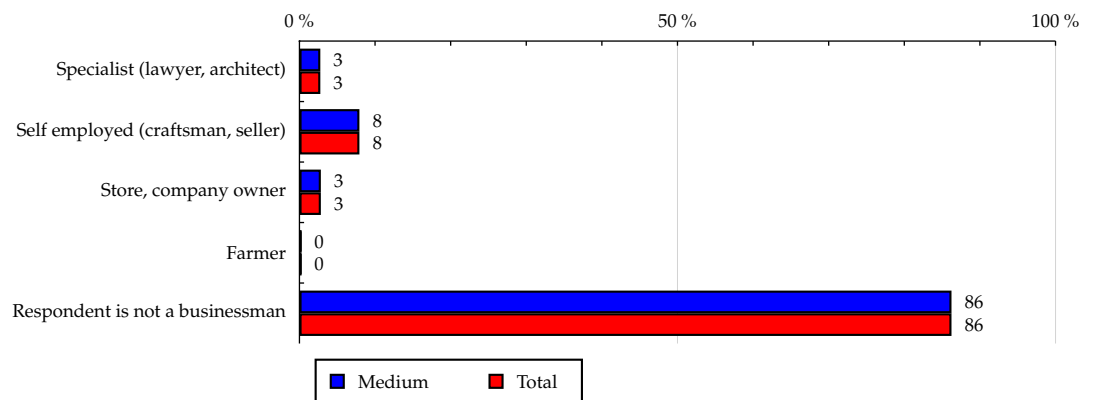
TOTAL

Table 20: Business Activities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Specialist (lawyer, architect)	2.76	175 464	97.70	2.12	169 816 540	94 555.22	100.00	2.76	175 464	2.12	169 816 540
Self employed (craftsman, seller)	7.93	504 060	97.70	9.04	723 756 528	140 282.80	100.00	7.93	504 060	9.04	723 756 528
Store, company owner	2.83	179 619	97.70	2.55	204 058 735	110 993.12	100.00	2.83	179 619	2.55	204 058 735
Farmer	0.24	15 489	97.70	0.26	20 494 257	129 265.37	100.00	0.24	15 489	0.26	20 494 257
Respondent is not a businessman	86.24	5 483 261	97.70	86.03	6 883 763 280	122 653.94	100.00	86.24	5 483 261	86.03	6 883 763 280

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

Chart 20: Business Activities by RU(%)



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

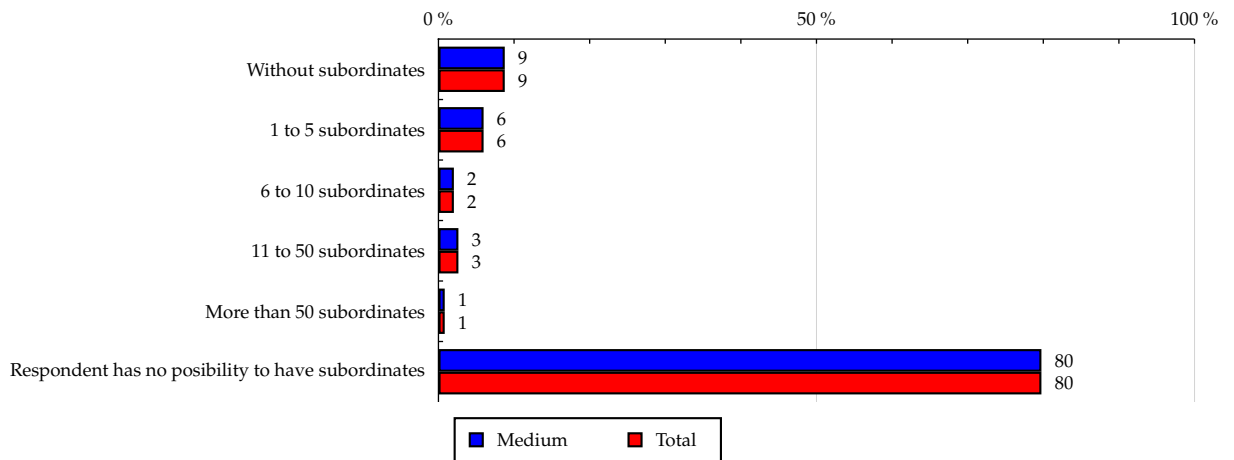
TOTAL

Table 21: Number of Subordinates

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Without subordinates	8.77	557 816	97.70	9.82	785 712 723	137 615.30	100.00	8.77	557 816	9.82	785 712 723
1 to 5 subordinates	5.97	379 762	97.70	6.80	544 377 525	140 049.77	100.00	5.97	379 762	6.80	544 377 525
6 to 10 subordinates	2.04	129 640	97.70	1.77	141 362 937	106 534.11	100.00	2.04	129 640	1.77	141 362 937
11 to 50 subordinates	2.64	167 613	97.70	1.71	136 979 604	79 843.99	100.00	2.64	167 613	1.71	136 979 604
More than 50 subordinates	0.83	52 608	97.70	0.58	46 692 935	86 713.93	100.00	0.83	52 608	0.58	46 692 935
Respondent has no possibility to have subordinates	79.75	5 070 453	97.70	79.32	6 346 763 616	122 292.57	100.00	79.75	5 070 453	79.32	6 346 763 616

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

Chart 21: Number of Subordinates by RU(%)



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

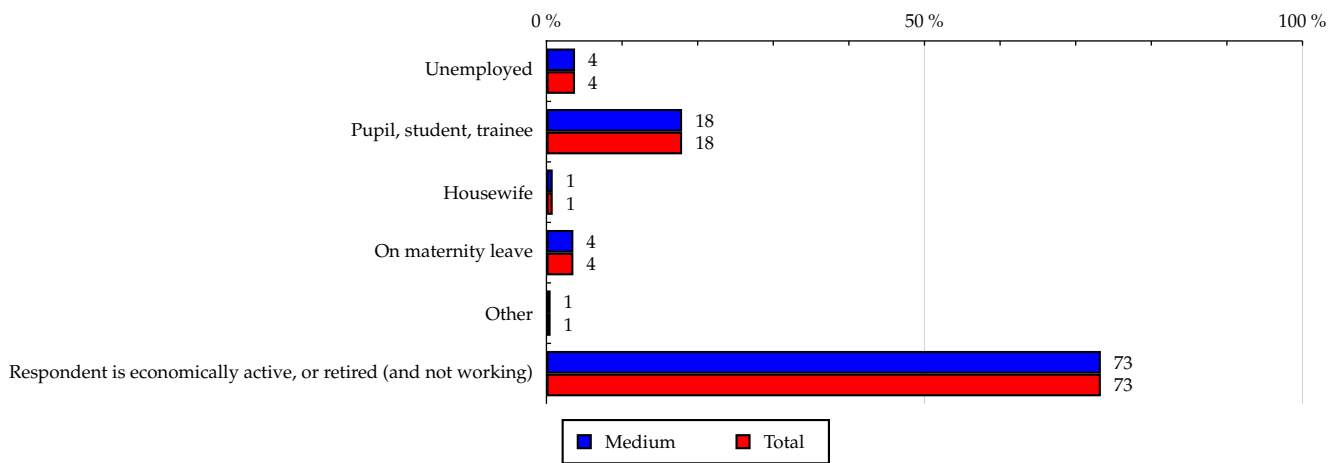
TOTAL

Table 22: Economically Inactive as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unemployed	3.78	240 538	97.70	3.95	315 879 235	128 301.21	100.00	3.78	240 538	3.95	315 879 235
Pupil, student, trainee	17.94	1 140 464	97.70	14.52	1 162 249 231	99 566.27	100.00	17.94	1 140 464	14.52	1 162 249 231
Housewife	0.83	53 022	97.70	0.83	66 490 574	122 515.93	100.00	0.83	53 022	0.83	66 490 574
On maternity leave	3.56	226 385	97.70	4.44	355 568 392	153 450.63	100.00	3.56	226 385	4.44	355 568 392
Other	0.55	35 176	97.70	0.81	64 483 650	179 095.94	100.00	0.55	35 176	0.81	64 483 650
Respondent is economically active, or retired (and not working)	73.33	4 662 307	97.70	75.45	6 037 218 259	126 511.64	100.00	73.33	4 662 307	75.45	6 037 218 259

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

Chart 22: Economically Inactive as by RU(%)



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

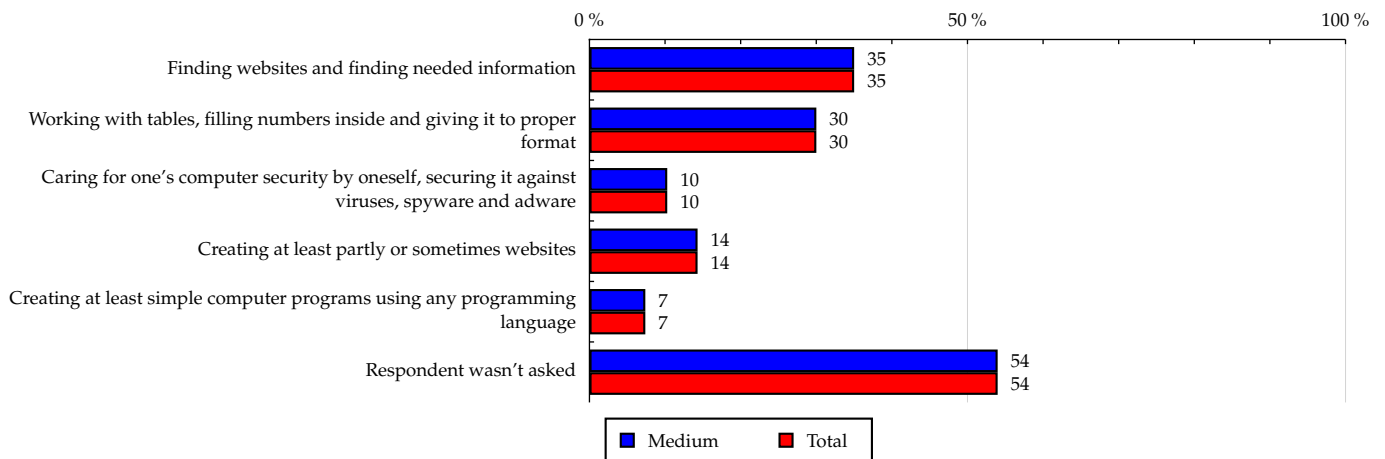
TOTAL

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	35.01	2 225 757	97.70	38.07	3 046 187 084	133 712.91	100.00	35.01	2 225 757	38.07	3 046 187 084
Working with tables, filling numbers inside and giving it to proper format	30.01	1 908 188	97.70	31.15	2 492 707 108	127 627.55	100.00	30.01	1 908 188	31.15	2 492 707 108
Caring for one's computer security by oneself, securing it against viruses, spyware and adware	10.29	654 469	97.70	9.74	779 313 111	116 336.85	100.00	10.29	654 469	9.74	779 313 111
Creating at least partly or sometimes websites	14.30	909 080	97.70	14.11	1 128 792 927	121 312.82	100.00	14.30	909 080	14.11	1 128 792 927
Creating at least simple computer programs using any programming language	7.39	469 621	97.70	5.93	474 583 178	98 732.20	100.00	7.39	469 621	5.93	474 583 178
Respondent wasn't asked	53.99	3 432 786	97.70	50.26	4 021 861 609	114 465.57	100.00	53.99	3 432 786	50.26	4 021 861 609

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

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



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

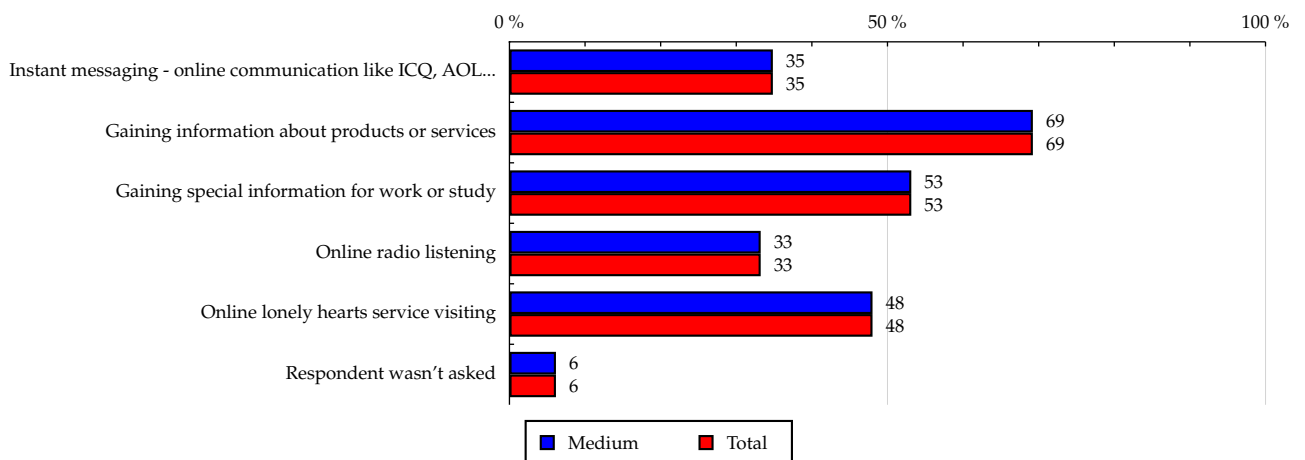
TOTAL

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...	34.84	2 215 396	97.70	33.87	2 709 994 502	119 512.01	100.00	34.84	2 215 396	33.87	2 709 994 502
Gaining information about products or services	69.23	4 401 270	97.70	71.62	5 731 286 666	127 223.89	100.00	69.23	4 401 270	71.62	5 731 286 666
Gaining special information for work or study	53.15	3 378 904	97.70	49.71	3 977 676 834	115 013.33	100.00	53.15	3 378 904	49.71	3 977 676 834
Online radio listening	33.23	2 112 569	97.70	36.14	2 891 878 375	133 740.69	100.00	33.23	2 112 569	36.14	2 891 878 375
Online lonely hearts service visiting	48.02	3 053 050	97.70	52.80	4 224 853 040	135 198.62	100.00	48.02	3 053 050	52.80	4 224 853 040
Respondent wasn't asked	6.15	390 710	97.70	6.04	483 416 584	120 881.90	100.00	6.15	390 710	6.04	483 416 584

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

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



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

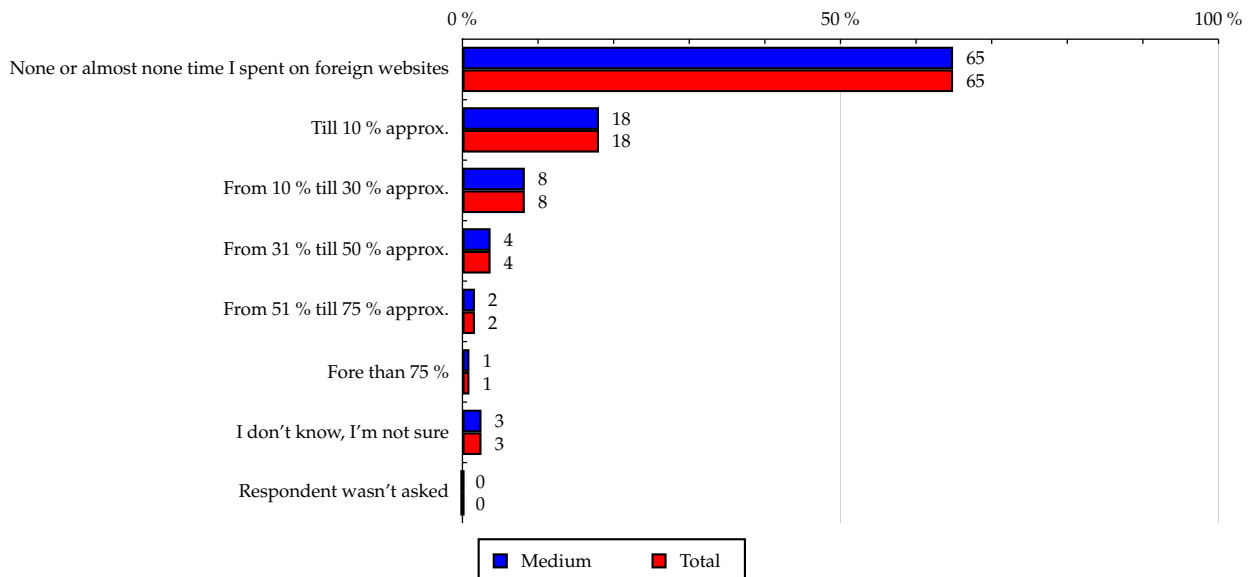
TOTAL

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	64.89	4 125 362	97.70	67.66	5 414 201 015	128 223.26	100.00	64.89	4 125 362	67.66	5 414 201 015
Till 10 % approx.	18.06	1 148 381	97.70	18.02	1 441 627 667	122 648.29	100.00	18.06	1 148 381	18.02	1 441 627 667
From 10 % till 30 % approx.	8.25	524 293	97.70	7.24	579 024 667	107 898.84	100.00	8.25	524 293	7.24	579 024 667
From 31 % till 50 % approx.	3.72	236 290	97.70	3.22	257 611 160	106 515.58	100.00	3.72	236 290	3.22	257 611 160
From 51 % till 75 % approx.	1.65	105 119	97.70	1.02	81 871 530	76 092.73	100.00	1.65	105 119	1.02	81 871 530
Fore than 75 %	0.92	58 485	97.70	0.69	55 592 029	92 866.23	100.00	0.92	58 485	0.69	55 592 029
I don't know, I'm not sure	2.52	159 961	97.70	2.15	171 961 273	105 028.87	100.00	2.52	159 961	2.15	171 961 273
Respondent wasn't asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



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