

SPiR NetMonitor

Research on the Sociodemography of Internet Users in the Czech Republic

Medium title:

TOTAL

Month:

March 2013

Basic information	
The size of Internet population in the Czech Republic	6 677 407
Number of respondents	
Medium	N = 18 700
Total (for all measured media)	N = 18 700
RU(number)	6 523 826
Reach(%)	97.70
PV(number) (from Czech visitors)	8 836 060 800
PV(number) (from all visitors)	9 492 608 464
GRP (%)	132 327.73

**Source: NetMonitor – SPiR – Gemius & Mediaresearch
March 2013**

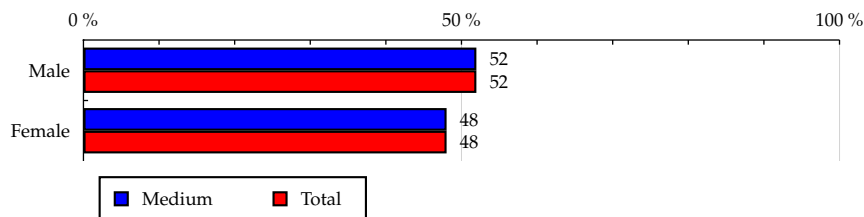
TOTAL

Table 1: Sex

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Male	51.97	3 390 708	97.70	54.42	4 808 290 399	138 546.24	100.00	51.97	3 390 708	54.42	4 808 290 399
Female	48.03	3 133 117	97.70	45.58	4 027 770 401	125 597.96	100.00	48.03	3 133 117	45.58	4 027 770 401

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

Chart 1: Sex by RU(%)



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

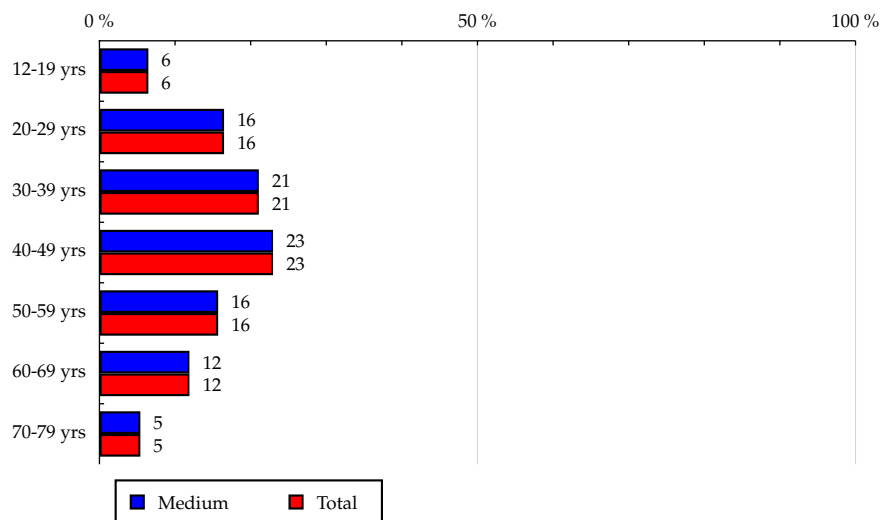
TOTAL

Table 2: Age

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
12-19 yrs	6.47	422 068	97.70	4.59	405 494 149	93 863.37	100.00	6.47	422 068	4.59	405 494 149
20-29 yrs	16.48	1 075 172	97.70	15.94	1 408 307 932	127 971.68	100.00	16.48	1 075 172	15.94	1 408 307 932
30-39 yrs	21.08	1 375 096	97.70	23.29	2 057 677 039	146 197.05	100.00	21.08	1 375 096	23.29	2 057 677 039
40-49 yrs	22.96	1 497 829	97.70	23.65	2 089 443 555	136 289.58	100.00	22.96	1 497 829	23.65	2 089 443 555
50-59 yrs	15.70	1 024 523	97.70	15.48	1 368 073 653	130 461.47	100.00	15.70	1 024 523	15.48	1 368 073 653
60-69 yrs	11.90	776 333	97.70	11.66	1 030 427 391	129 677.26	100.00	11.90	776 333	11.66	1 030 427 391
70-79 yrs	5.41	352 802	97.70	5.39	476 637 080	131 993.07	100.00	5.41	352 802	5.39	476 637 080

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

Chart 2: Age by RU(%)



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

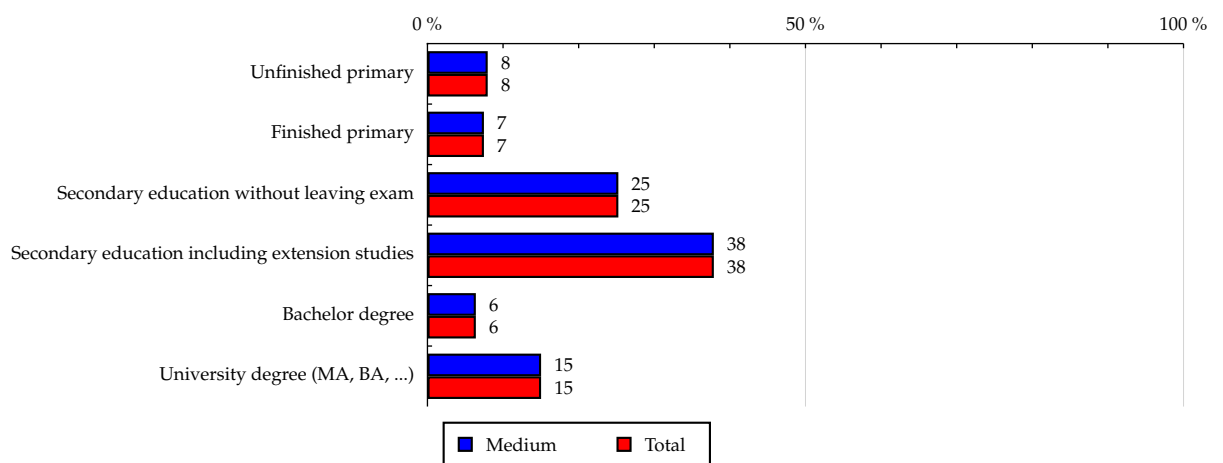
TOTAL

Table 3: Highest Education

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unfinished primary	7.97	520 008	97.70	5.50	486 270 726	91 361.29	100.00	7.97	520 008	5.50	486 270 726
Finished primary	7.47	487 342	97.70	7.97	703 997 201	141 133.72	100.00	7.47	487 342	7.97	703 997 201
Secondary education without leaving exam	25.25	1 647 505	97.70	30.14	2 663 297 894	157 938.26	100.00	25.25	1 647 505	30.14	2 663 297 894
Secondary education including extension studies	37.88	2 470 955	97.70	38.89	3 436 178 967	135 864.29	100.00	37.88	2 470 955	38.89	3 436 178 967
Bachelor degree	6.40	417 633	97.70	6.00	530 141 254	124 019.86	100.00	6.40	417 633	6.00	530 141 254
University degree (MA, BA, ...)	15.03	980 380	97.70	11.50	1 016 174 759	101 267.12	100.00	15.03	980 380	11.50	1 016 174 759

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

Chart 3: Highest Education by RU(%)



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

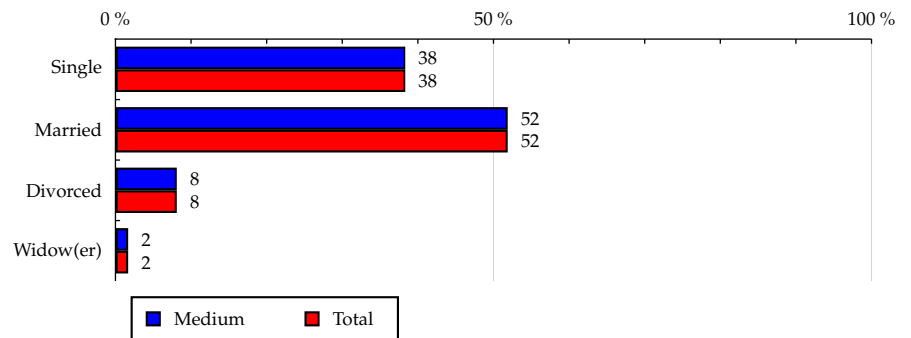
TOTAL

Table 4: Marital Status

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Single	38.33	2 500 480	97.70	37.92	3 350 248 220	130 902.54	100.00	38.33	2 500 480	37.92	3 350 248 220
Married	51.88	3 384 749	97.70	51.86	4 582 457 992	132 271.56	100.00	51.88	3 384 749	51.86	4 582 457 992
Divorced	8.11	528 949	97.70	8.58	758 445 308	140 089.13	100.00	8.11	528 949	8.58	758 445 308
Widow(er)	1.68	109 646	97.70	1.64	144 909 280	129 120.56	100.00	1.68	109 646	1.64	144 909 280

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

Chart 4: Marital Status by RU(%)



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

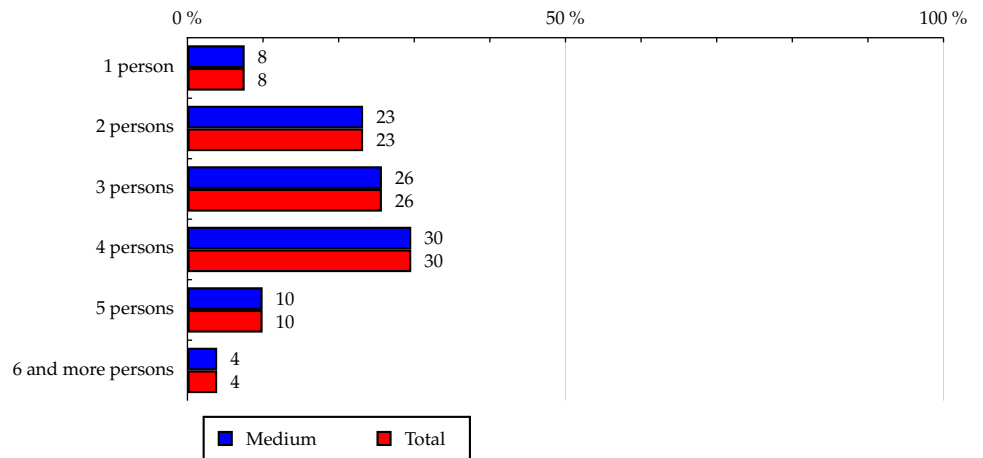
TOTAL

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	494 056	97.70	9.70	857 164 381	169 504.75	100.00	7.57	494 056	9.70	857 164 381
2 persons	23.23	1 515 190	97.70	23.18	2 048 097 641	132 062.01	100.00	23.23	1 515 190	23.18	2 048 097 641
3 persons	25.72	1 678 035	97.70	24.37	2 153 217 473	125 366.46	100.00	25.72	1 678 035	24.37	2 153 217 473
4 persons	29.60	1 931 322	97.70	29.16	2 577 026 988	130 364.32	100.00	29.60	1 931 322	29.16	2 577 026 988
5 persons	9.94	648 780	97.70	9.75	861 651 520	129 756.31	100.00	9.94	648 780	9.75	861 651 520
6 and more persons	3.93	256 440	97.70	3.84	338 902 797	129 116.68	100.00	3.93	256 440	3.84	338 902 797

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

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



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

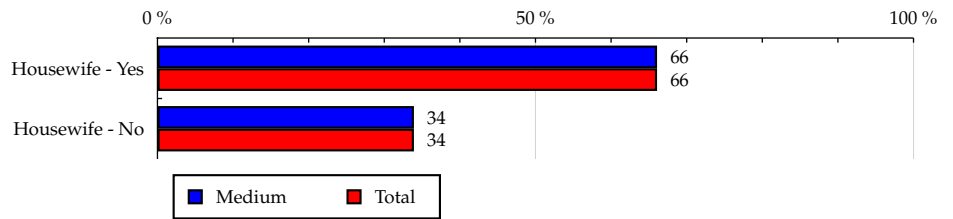
TOTAL

Table 6: Housewife

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Housewife - Yes	66.08	4 310 792	97.70	67.64	5 976 926 132	135 461.32	100.00	66.08	4 310 792	67.64	5 976 926 132
Housewife - No	33.92	2 213 033	97.70	32.36	2 859 134 668	126 223.77	100.00	33.92	2 213 033	32.36	2 859 134 668

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

Chart 6: Housewife by RU(%)



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

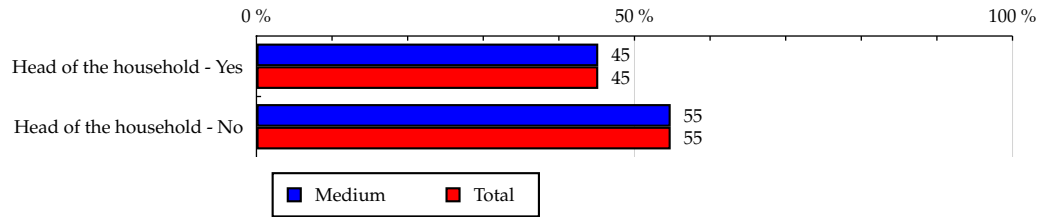
TOTAL

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	45.21	2 949 329	97.70	45.81	4 047 820 976	134 088.79	100.00	45.21	2 949 329	45.81	4 047 820 976
Head of the household - No	54.79	3 574 496	97.70	54.19	4 788 239 824	130 874.67	100.00	54.79	3 574 496	54.19	4 788 239 824

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

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



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

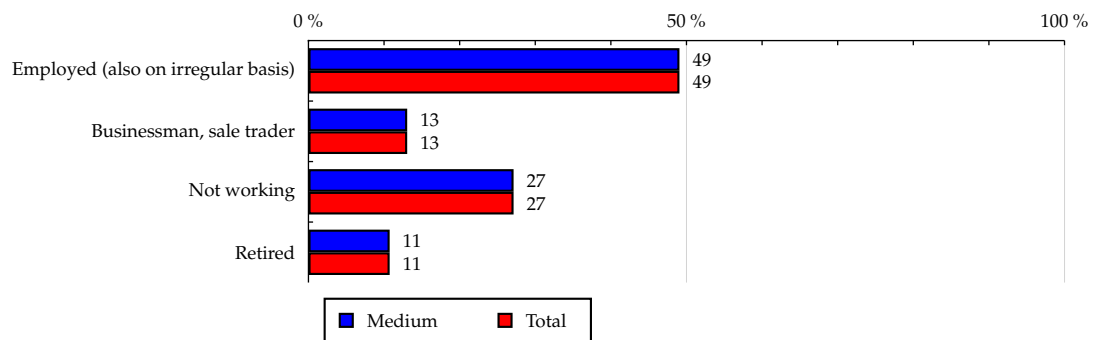
TOTAL

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)	49.07	3 201 154	97.70	49.01	4 330 174 332	132 157.93	100.00	49.07	3 201 154	49.01	4 330 174 332
Businessman, sale trader	13.06	851 942	97.70	13.12	1 159 362 140	132 954.58	100.00	13.06	851 942	13.12	1 159 362 140
Not working	27.13	1 769 763	97.70	26.39	2 331 693 200	128 721.41	100.00	27.13	1 769 763	26.39	2 331 693 200
Retired	10.74	700 965	97.70	11.49	1 014 831 128	141 446.34	100.00	10.74	700 965	11.49	1 014 831 128

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

Chart 8: Economic Activity by RU(%)



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

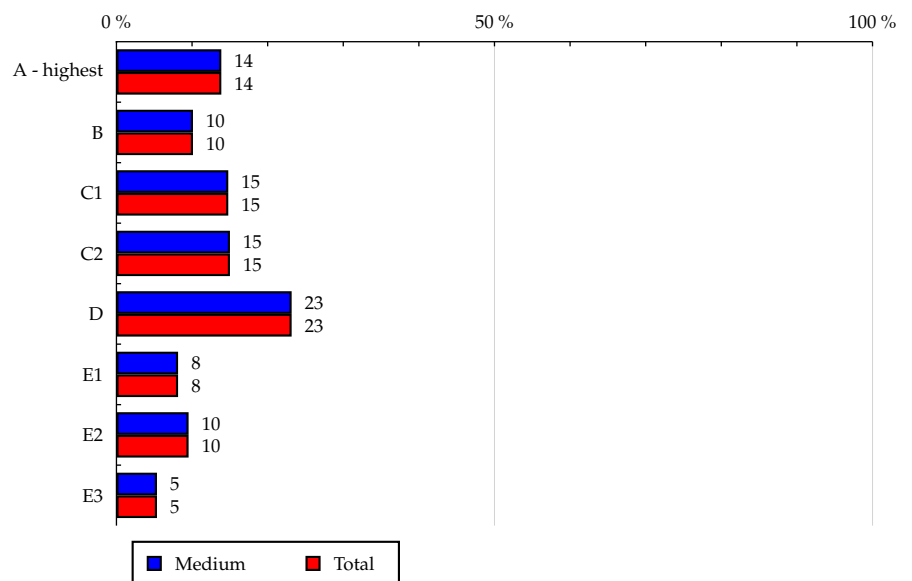
TOTAL

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	13.87	904 864	97.70	11.99	1 059 415 631	114 387.16	100.00	13.87	904 864	11.99	1 059 415 631
B	10.12	659 937	97.70	9.62	850 349 845	125 889.41	100.00	10.12	659 937	9.62	850 349 845
C1	14.79	964 930	97.70	14.36	1 268 889 984	128 476.08	100.00	14.79	964 930	14.36	1 268 889 984
C2	15.01	979 175	97.70	14.99	1 324 609 851	132 166.69	100.00	15.01	979 175	14.99	1 324 609 851
D	23.17	1 511 674	97.70	24.80	2 191 170 182	141 616.03	100.00	23.17	1 511 674	24.80	2 191 170 182
E1	8.15	531 561	97.70	8.77	775 005 250	142 444.44	100.00	8.15	531 561	8.77	775 005 250
E2	9.54	622 316	97.70	9.24	816 235 347	128 144.10	100.00	9.54	622 316	9.24	816 235 347
E3	5.36	349 364	97.70	6.23	550 384 710	153 915.20	100.00	5.36	349 364	6.23	550 384 710

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

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



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

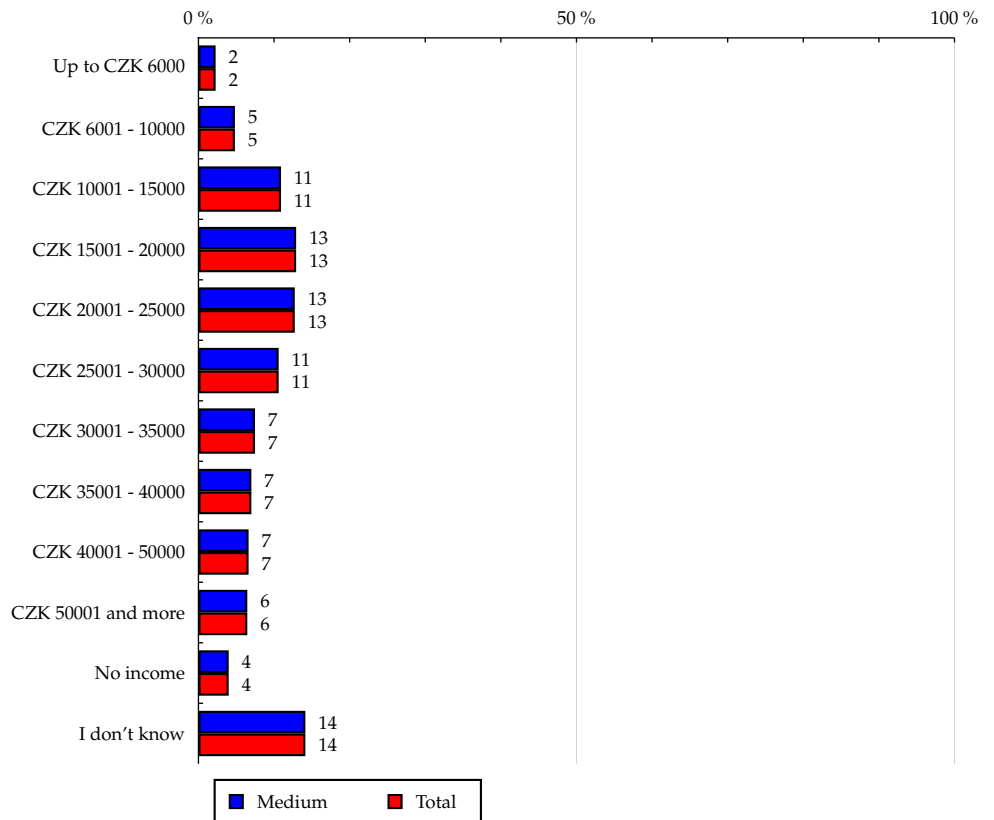
TOTAL

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	2.27	148 190	97.70	2.33	205 495 397	135 480.38	100.00	2.27	148 190	2.33	205 495 397
CZK 6001 - 10000	4.82	314 716	97.70	5.14	454 574 258	141 117.33	100.00	4.82	314 716	5.14	454 574 258
CZK 10001 - 15000	10.92	712 593	97.70	12.21	1 079 281 435	147 974.73	100.00	10.92	712 593	12.21	1 079 281 435
CZK 15001 - 20000	12.92	843 118	97.70	13.72	1 212 698 093	140 526.59	100.00	12.92	843 118	13.72	1 212 698 093
CZK 20001 - 25000	12.74	831 111	97.70	12.32	1 088 389 427	127 943.95	100.00	12.74	831 111	12.32	1 088 389 427
CZK 25001 - 30000	10.61	692 389	97.70	11.00	971 741 302	137 118.07	100.00	10.61	692 389	11.00	971 741 302
CZK 30001 - 35000	7.48	487 857	97.70	7.98	705 462 611	141 278.47	100.00	7.48	487 857	7.98	705 462 611
CZK 35001 - 40000	7.00	456 645	97.70	6.14	542 703 021	116 112.15	100.00	7.00	456 645	6.14	542 703 021
CZK 40001 - 50000	6.63	432 303	97.70	5.84	516 102 376	116 638.43	100.00	6.63	432 303	5.84	516 102 376
CZK 50001 and more	6.46	421 234	97.70	5.37	474 717 108	110 104.60	100.00	6.46	421 234	5.37	474 717 108
No income	4.00	260 997	97.70	3.15	278 038 352	104 078.85	100.00	4.00	260 997	3.15	278 038 352
I don't know	14.14	922 668	97.70	14.79	1 306 857 421	138 381.14	100.00	14.14	922 668	14.79	1 306 857 421

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

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



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

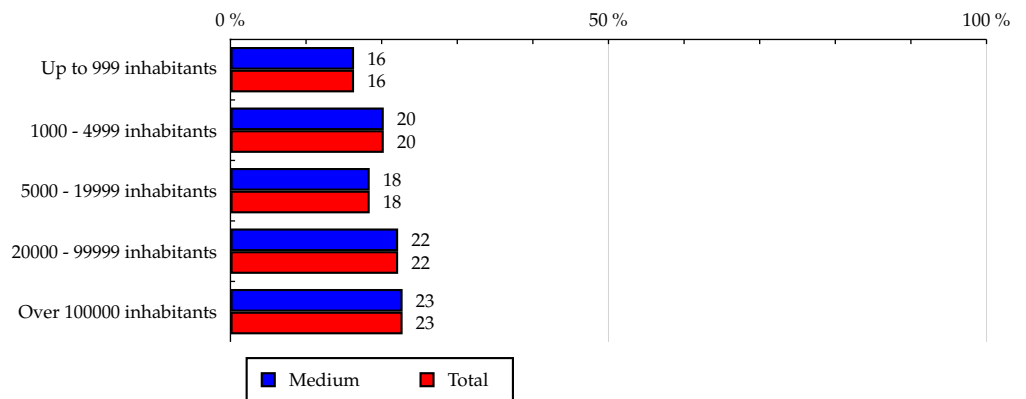
TOTAL

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	16.35	1 066 829	97.70	16.55	1 462 112 082	133 899.82	100.00	16.35	1 066 829	16.55	1 462 112 082
1000 - 4999 inhabitants	20.28	1 322 858	97.70	19.70	1 740 290 337	128 529.51	100.00	20.28	1 322 858	19.70	1 740 290 337
5000 - 19999 inhabitants	18.42	1 201 715	97.70	18.01	1 591 252 448	129 369.54	100.00	18.42	1 201 715	18.01	1 591 252 448
20000 - 99999 inhabitants	22.18	1 447 050	97.70	23.08	2 039 375 331	137 691.75	100.00	22.18	1 447 050	23.08	2 039 375 331
Over 100000 inhabitants	22.77	1 485 371	97.70	22.67	2 003 030 603	131 748.89	100.00	22.77	1 485 371	22.67	2 003 030 603

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

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



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

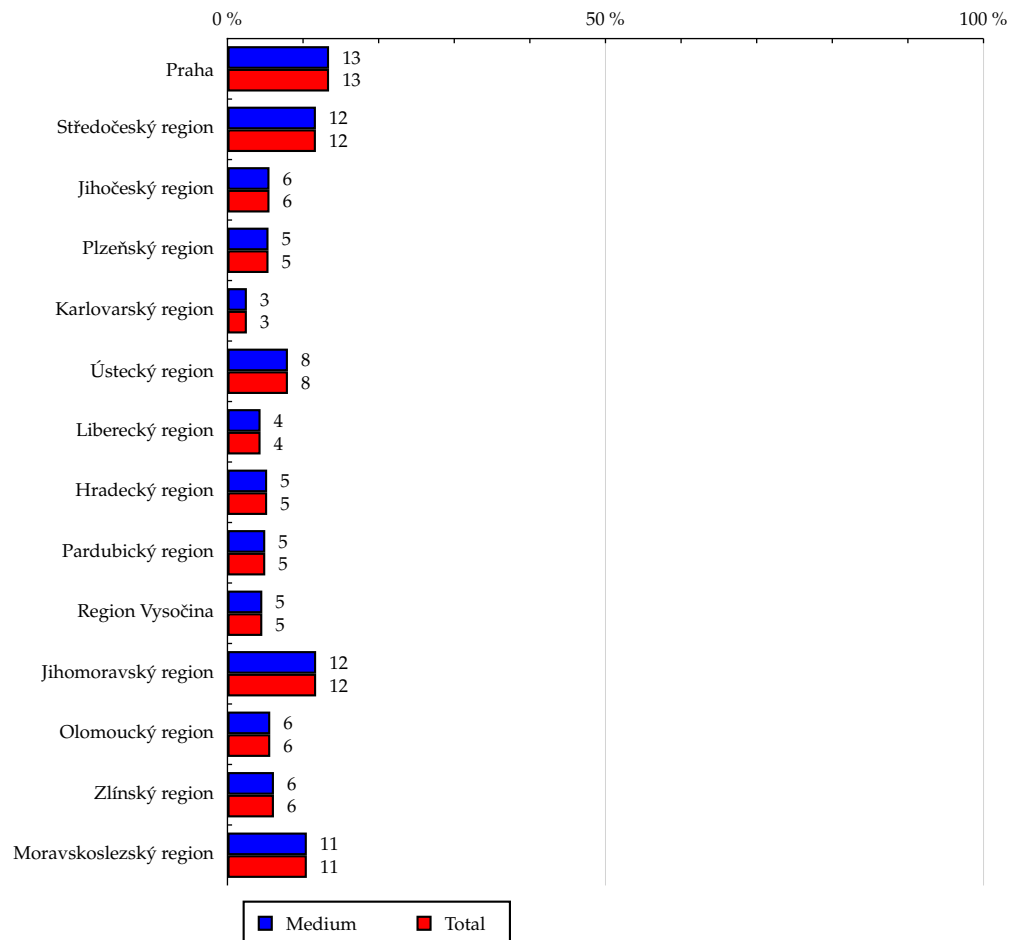
TOTAL

Table 12: Region

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Praha	13.44	876 791	97.70	11.84	1 045 943 272	116 548.38	100.00	13.44	876 791	11.84	1 045 943 272
Středočeský region	11.70	763 530	97.70	11.72	1 035 723 843	132 529.37	100.00	11.70	763 530	11.72	1 035 723 843
Jihočeský region	5.56	362 433	97.70	4.82	425 811 344	114 784.70	100.00	5.56	362 433	4.82	425 811 344
Plzeňský region	5.43	354 292	97.70	5.54	489 504 651	134 986.02	100.00	5.43	354 292	5.54	489 504 651
Karlovarský region	2.57	167 910	97.70	2.20	194 666 382	113 268.43	100.00	2.57	167 910	2.20	194 666 382
Ústecký region	8.00	521 933	97.70	8.28	731 504 394	136 929.36	100.00	8.00	521 933	8.28	731 504 394
Liberecký region	4.38	285 980	97.70	4.16	367 706 387	125 620.31	100.00	4.38	285 980	4.16	367 706 387
Hradecký region	5.25	342 622	97.70	6.32	558 849 630	159 357.73	100.00	5.25	342 622	6.32	558 849 630
Pardubický region	5.00	326 019	97.70	5.45	481 674 147	144 345.73	100.00	5.00	326 019	5.45	481 674 147
Region Vysočina	4.61	301 014	97.70	5.17	456 946 527	148 310.88	100.00	4.61	301 014	5.17	456 946 527
Jihomoravský region	11.73	765 565	97.70	11.50	1 016 076 745	129 669.82	100.00	11.73	765 565	11.50	1 016 076 745
Olomoucký region	5.66	369 445	97.70	5.54	489 941 852	129 565.15	100.00	5.66	369 445	5.54	489 941 852
Zlínský region	6.15	401 112	97.70	6.23	550 286 731	134 034.90	100.00	6.15	401 112	6.23	550 286 731
Moravskoslezský region	10.50	685 174	97.70	11.22	991 424 894	141 368.59	100.00	10.50	685 174	11.22	991 424 894

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

Chart 12: Region by RU(%)



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

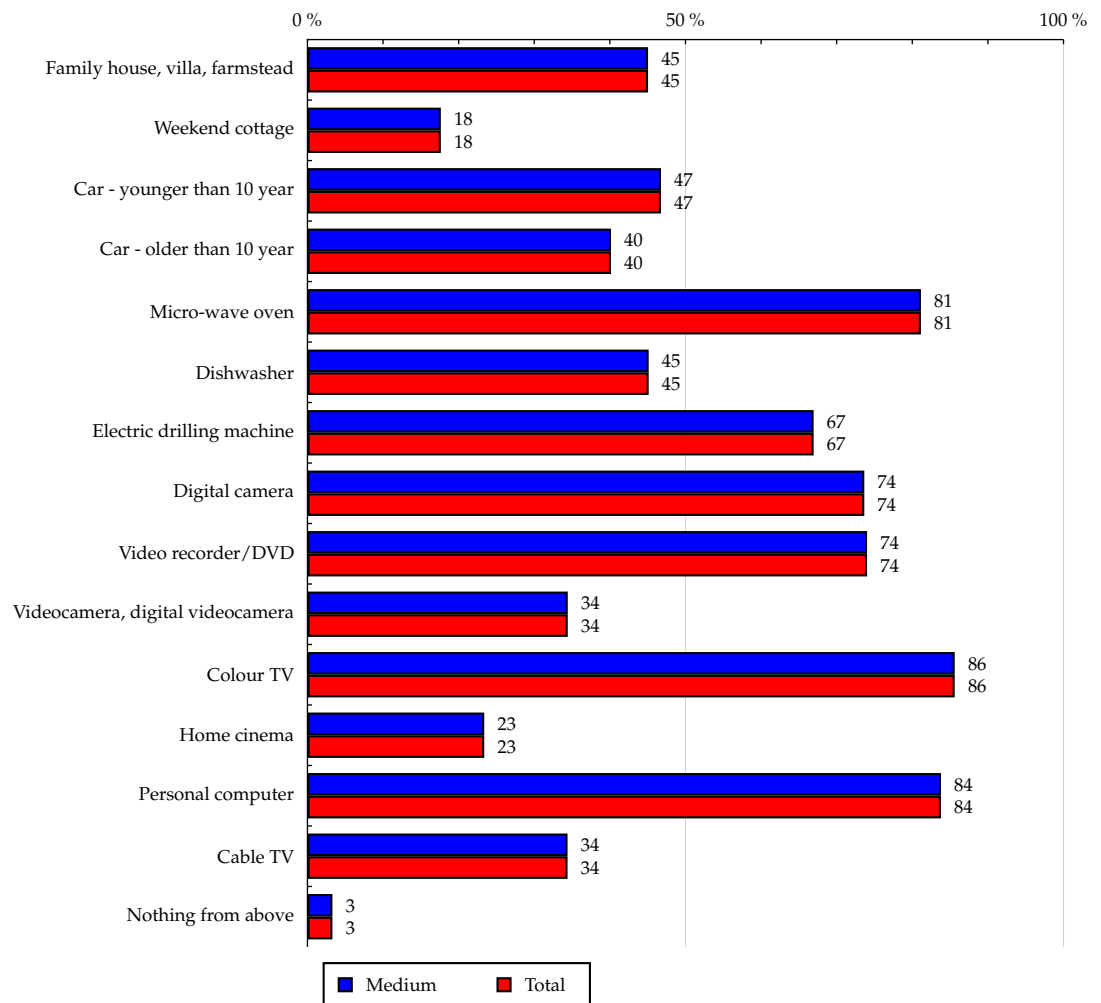
TOTAL

Table 13: Facilities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Family house, villa, farmstead	45.05	2 938 788	97.70	44.37	3 920 451 500	130 335.37	100.00	45.05	2 938 788	44.37	3 920 451 500
Weekend cottage	17.64	1 151 035	97.70	15.81	1 396 709 318	118 552.77	100.00	17.64	1 151 035	15.81	1 396 709 318
Car - younger than 10 year	46.76	3 050 259	97.70	43.36	3 831 522 359	122 723.87	100.00	46.76	3 050 259	43.36	3 831 522 359
Car - older than 10 year	40.15	2 619 109	97.70	41.17	3 638 183 387	135 714.22	100.00	40.15	2 619 109	41.17	3 638 183 387
Micro-wave oven	81.14	5 293 533	97.70	80.55	7 117 796 392	131 369.47	100.00	81.14	5 293 533	80.55	7 117 796 392
Dishwasher	45.13	2 944 460	97.70	41.88	3 700 955 798	122 801.23	100.00	45.13	2 944 460	41.88	3 700 955 798
Electric drilling machine	66.95	4 367 875	97.70	64.62	5 709 483 899	127 708.88	100.00	66.95	4 367 875	64.62	5 709 483 899
Digital camera	73.65	4 804 986	97.70	71.96	6 358 712 535	129 291.95	100.00	73.65	4 804 986	71.96	6 358 712 535
Video recorder/DVD	74.02	4 828 687	97.70	72.41	6 398 051 307	129 453.29	100.00	74.02	4 828 687	72.41	6 398 051 307
Videocamera, digital videocamera	34.43	2 245 955	97.70	32.42	2 864 406 795	124 602.86	100.00	34.43	2 245 955	32.42	2 864 406 795
Colour TV	85.61	5 584 938	97.70	84.98	7 508 737 632	131 353.92	100.00	85.61	5 584 938	84.98	7 508 737 632
Home cinema	23.38	1 525 004	97.70	22.81	2 015 428 421	129 119.21	100.00	23.38	1 525 004	22.81	2 015 428 421
Personal computer	83.79	5 466 378	97.70	82.76	7 313 064 307	130 705.61	100.00	83.79	5 466 378	82.76	7 313 064 307
Cable TV	34.40	2 244 101	97.70	32.77	2 895 457 618	126 057.65	100.00	34.40	2 244 101	32.77	2 895 457 618
Nothing from above	3.30	215 011	97.70	4.63	409 358 279	186 009.67	100.00	3.30	215 011	4.63	409 358 279

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

Chart 13: Facilities by RU(%)



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

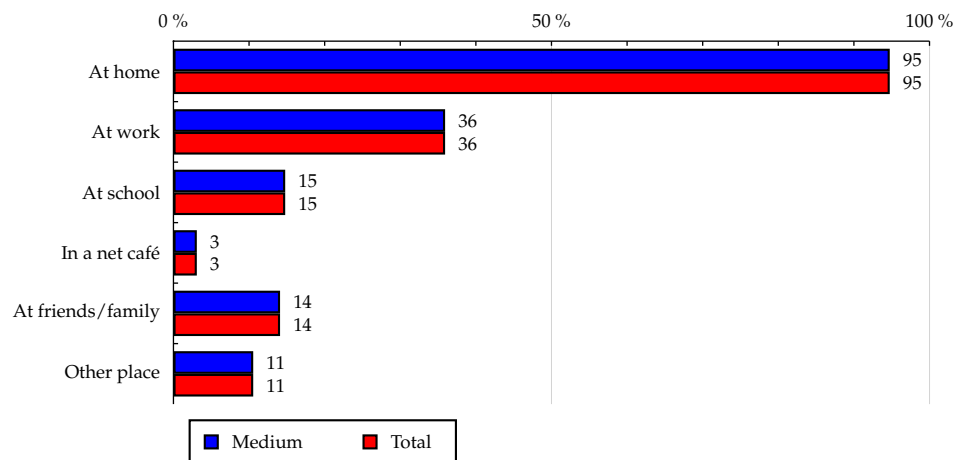
TOTAL

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	94.74	6 180 353	97.70	95.62	8 448 740 332	133 559.01	100.00	94.74	6 180 353	95.62	8 448 740 332
At work	35.93	2 343 746	97.70	30.13	2 662 726 199	110 996.80	100.00	35.93	2 343 746	30.13	2 662 726 199
At school	14.78	963 909	97.70	11.99	1 059 536 409	107 392.56	100.00	14.78	963 909	11.99	1 059 536 409
In a net café	3.09	201 366	97.70	2.82	249 234 212	120 924.74	100.00	3.09	201 366	2.82	249 234 212
At friends/family	14.10	920 078	97.70	12.87	1 136 963 762	120 730.27	100.00	14.10	920 078	12.87	1 136 963 762
Other place	10.55	688 206	97.70	9.07	801 516 823	113 785.82	100.00	10.55	688 206	9.07	801 516 823

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

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



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

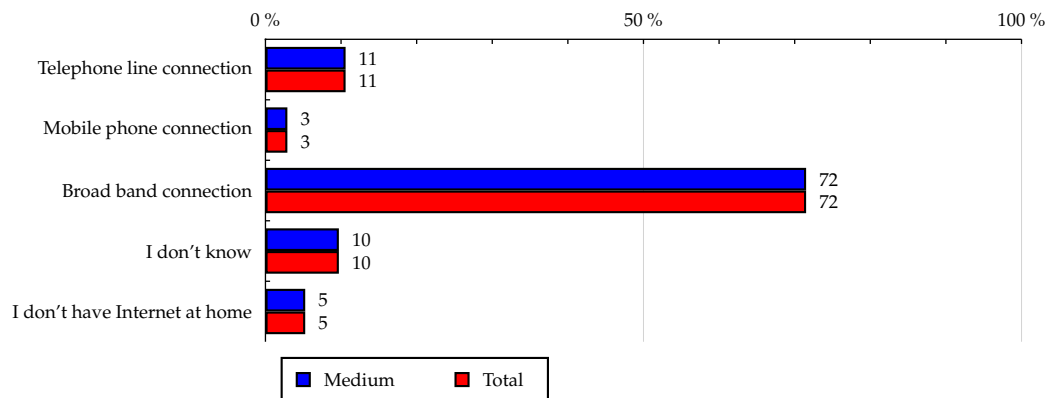
TOTAL

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	10.60	691 841	97.70	10.70	945 137 717	133 469.80	100.00	10.60	691 841	10.70	945 137 717
Mobile phone connection	2.90	189 481	97.70	3.45	305 241 719	157 387.83	100.00	2.90	189 481	3.45	305 241 719
Broad band connection	71.51	4 665 508	97.70	73.27	6 473 941 670	135 570.24	100.00	71.51	4 665 508	73.27	6 473 941 670
I don't know	9.71	633 521	97.70	8.20	724 419 225	111 717.96	100.00	9.71	633 521	8.20	724 419 225
I don't have Internet at home	5.26	343 472	97.70	4.38	387 320 469	110 172.29	100.00	5.26	343 472	4.38	387 320 469

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

Chart 15: Connection from Home by RU(%)



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

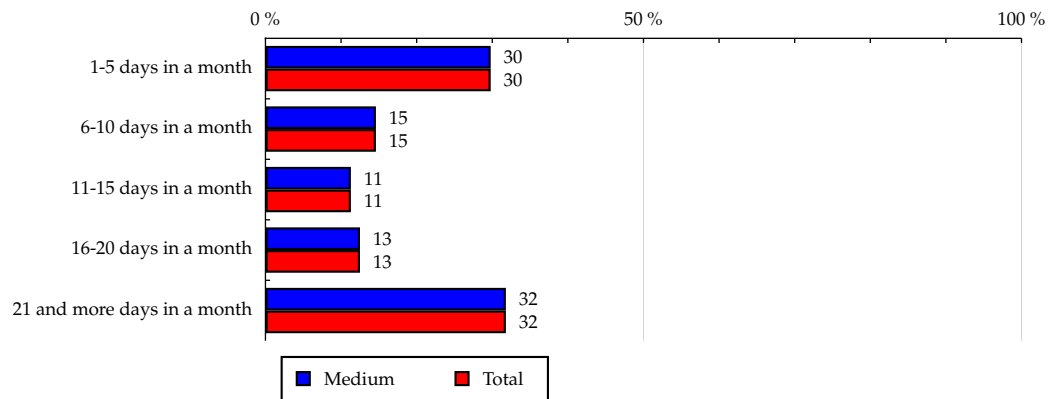
TOTAL

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	29.79	1 943 375	97.70	1.72	151 986 719	7 640.88	100.00	29.79	1 943 375	1.72	151 986 719
6-10 days in a month	14.61	953 236	97.70	3.33	294 403 208	30 174.24	100.00	14.61	953 236	3.33	294 403 208
11-15 days in a month	11.30	737 311	97.70	5.26	465 162 341	61 637.90	100.00	11.30	737 311	5.26	465 162 341
16-20 days in a month	12.50	815 561	97.70	12.18	1 075 890 863	128 886.05	100.00	12.50	815 561	12.18	1 075 890 863
21 and more days in a month	31.80	2 074 340	97.70	77.51	6 848 617 668	322 565.19	100.00	31.80	2 074 340	77.51	6 848 617 668

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

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



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

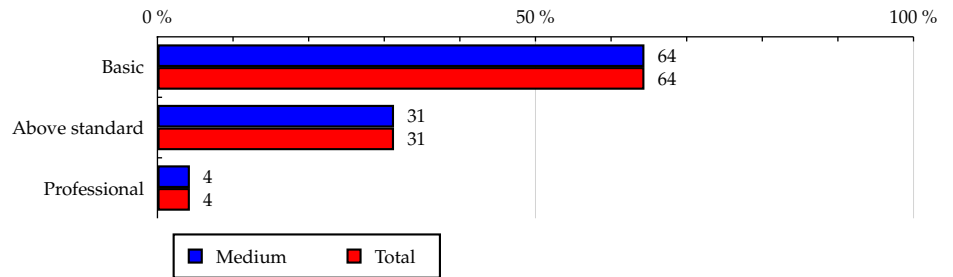
TOTAL

Table 17: IT Knowledge

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Basic	64.41	4 202 102	97.70	66.52	5 877 334 213	136 649.58	100.00	64.41	4 202 102	66.52	5 877 334 213
Above standard	31.29	2 041 571	97.70	30.14	2 662 952 734	127 436.34	100.00	31.29	2 041 571	30.14	2 662 952 734
Professional	4.29	280 152	97.70	3.35	295 773 854	103 147.94	100.00	4.29	280 152	3.35	295 773 854

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

Chart 17: IT Knowledge by RU(%)



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

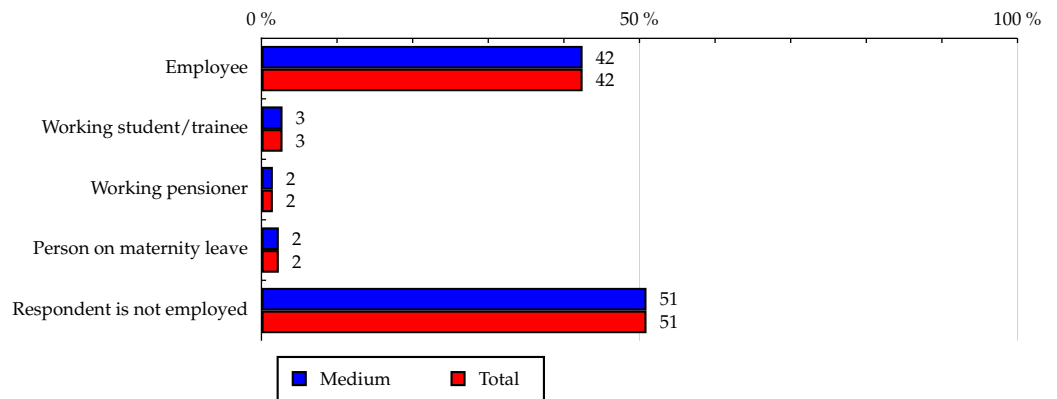
TOTAL

Table 18: Economically Active as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Employee	42.48	2 771 092	97.70	42.15	3 724 072 335	131 299.04	100.00	42.48	2 771 092	42.15	3 724 072 335
Working student/trainee	2.79	181 764	97.70	2.59	229 238 151	123 217.43	100.00	2.79	181 764	2.59	229 238 151
Working pensioner	1.51	98 195	97.70	1.77	156 677 086	155 886.74	100.00	1.51	98 195	1.77	156 677 086
Person on maternity leave	2.30	150 102	97.70	2.49	220 186 759	143 317.35	100.00	2.30	150 102	2.49	220 186 759
Respondent is not employed	50.93	3 322 671	97.70	50.99	4 505 886 469	132 491.32	100.00	50.93	3 322 671	50.99	4 505 886 469

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

Chart 18: Economically Active as by RU(%)



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

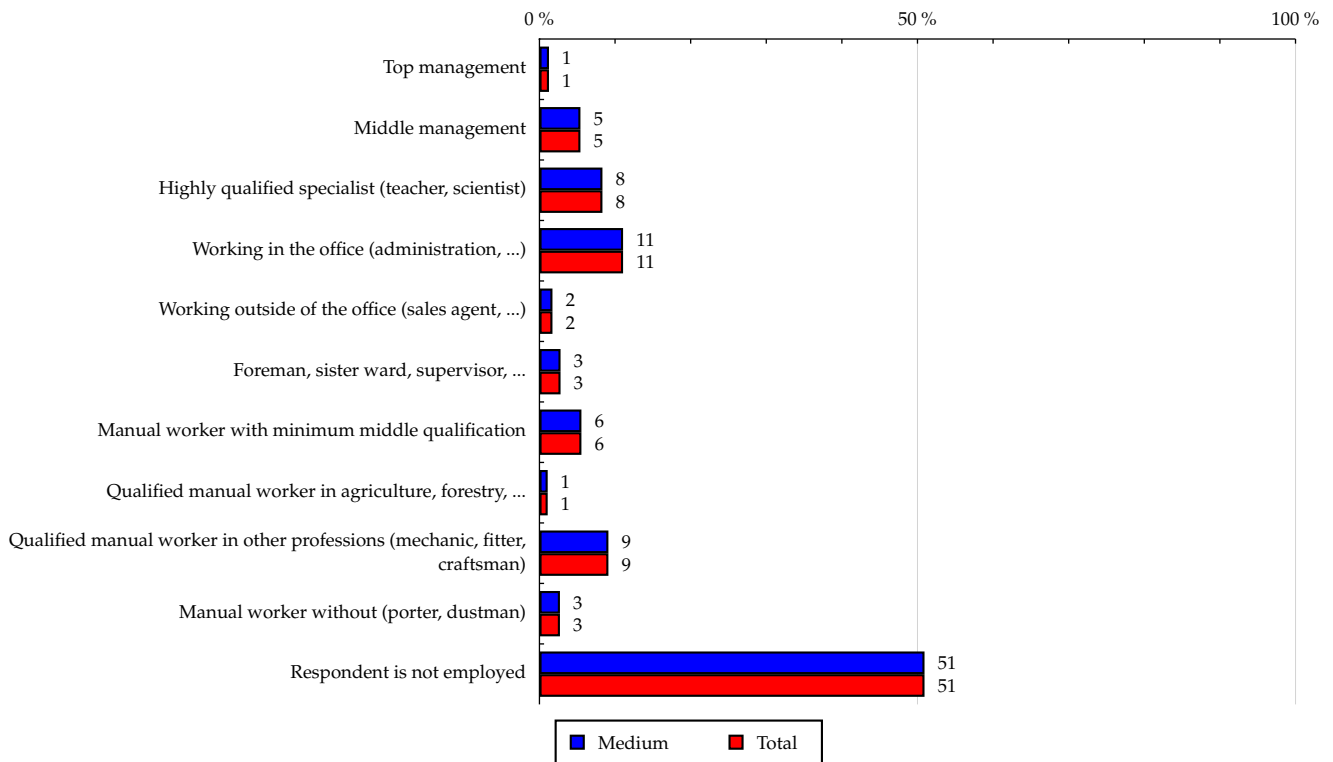
TOTAL

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	1.26	82 412	97.70	0.91	80 597 928	95 548.64	100.00	1.26	82 412	0.91	80 597 928
Middle management	5.42	353 429	97.70	5.90	521 072 969	144 042.32	100.00	5.42	353 429	5.90	521 072 969
Highly qualified specialist (teacher, scientist)	8.33	543 404	97.70	6.12	541 043 893	97 275.51	100.00	8.33	543 404	6.12	541 043 893
Working in the office (administration, ...)	11.06	721 832	97.70	10.13	894 794 069	121 110.27	100.00	11.06	721 832	10.13	894 794 069
Working outside of the office (sales agent, ...)	1.72	112 522	97.70	1.71	151 264 509	131 338.22	100.00	1.72	112 522	1.71	151 264 509
Foreman, sister ward, supervisor, ...	2.79	181 885	97.70	3.10	274 150 369	147 259.87	100.00	2.79	181 885	3.10	274 150 369
Manual worker with minimum middle qualification	5.55	362 314	97.70	6.56	579 568 244	156 283.50	100.00	5.55	362 314	6.56	579 568 244
Qualified manual worker in agriculture, forestry, ...	1.09	71 229	97.70	1.42	125 747 491	172 478.94	100.00	1.09	71 229	1.42	125 747 491
Qualified manual worker in other professions (mechanic, fitter, craftsman)	9.12	595 060	97.70	10.03	886 258 534	145 510.24	100.00	9.12	595 060	10.03	886 258 534
Manual worker without (porter, dustman)	2.71	177 061	97.70	3.12	275 676 325	152 114.21	100.00	2.71	177 061	3.12	275 676 325
Respondent is not employed	50.93	3 322 671	97.70	50.99	4 505 886 469	132 491.32	100.00	50.93	3 322 671	50.99	4 505 886 469

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

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



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

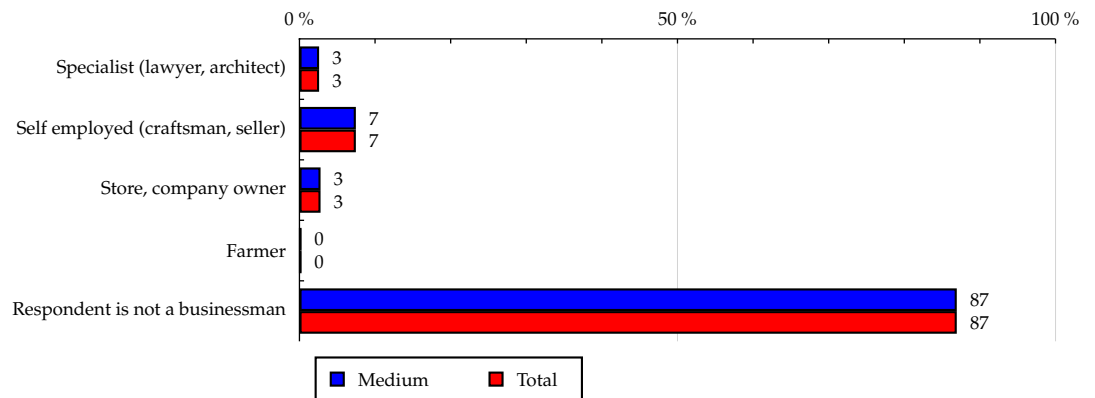
TOTAL

Table 20: Business Activities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Specialist (lawyer, architect)	2.60	169 340	97.70	2.00	176 800 790	102 004.25	100.00	2.60	169 340	2.00	176 800 790
Self employed (craftsman, seller)	7.46	486 988	97.70	8.78	775 835 827	155 648.88	100.00	7.46	486 988	8.78	775 835 827
Store, company owner	2.79	181 777	97.70	2.12	187 497 669	100 774.14	100.00	2.79	181 777	2.12	187 497 669
Farmer	0.21	13 836	97.70	0.22	19 227 853	135 772.13	100.00	0.21	13 836	0.22	19 227 853
Respondent is not a businessman	86.94	5 671 883	97.70	86.88	7 676 698 660	132 233.57	100.00	86.94	5 671 883	86.88	7 676 698 660

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

Chart 20: Business Activities by RU(%)



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

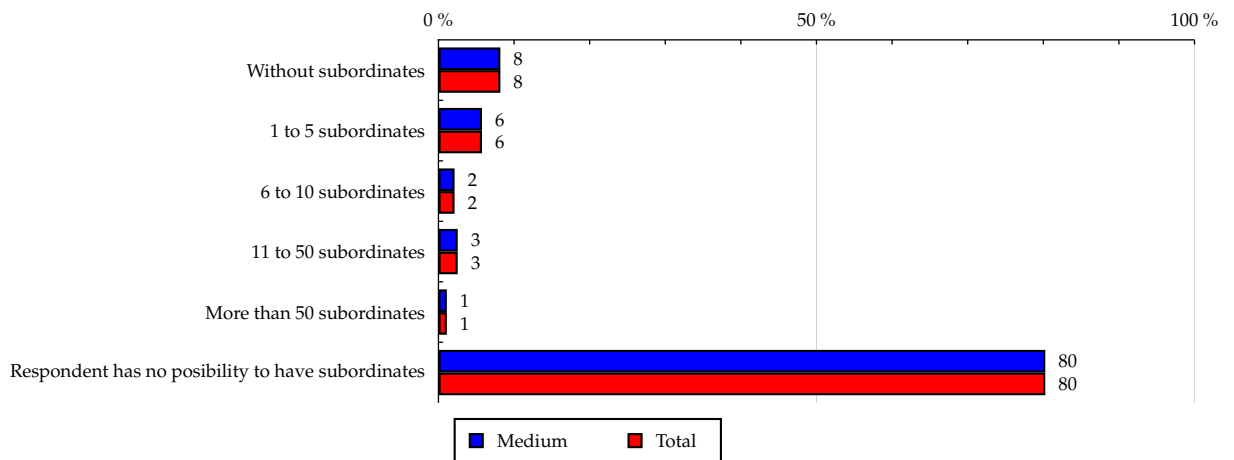
TOTAL

Table 21: Number of Subordinates

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Without subordinates	8.19	534 407	97.70	9.43	833 103 133	152 307.39	100.00	8.19	534 407	9.43	833 103 133
1 to 5 subordinates	5.76	375 581	97.70	6.00	530 216 564	137 925.02	100.00	5.76	375 581	6.00	530 216 564
6 to 10 subordinates	2.13	138 917	97.70	1.53	135 385 487	95 216.16	100.00	2.13	138 917	1.53	135 385 487
11 to 50 subordinates	2.55	166 184	97.70	2.03	178 990 731	105 229.03	100.00	2.55	166 184	2.03	178 990 731
More than 50 subordinates	1.11	72 694	97.70	0.94	83 337 123	112 003.66	100.00	1.11	72 694	0.94	83 337 123
Respondent has no possibility to have subordinates	80.26	5 236 041	97.70	80.07	7 075 027 763	132 013.89	100.00	80.26	5 236 041	80.07	7 075 027 763

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

Chart 21: Number of Subordinates by RU(%)



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

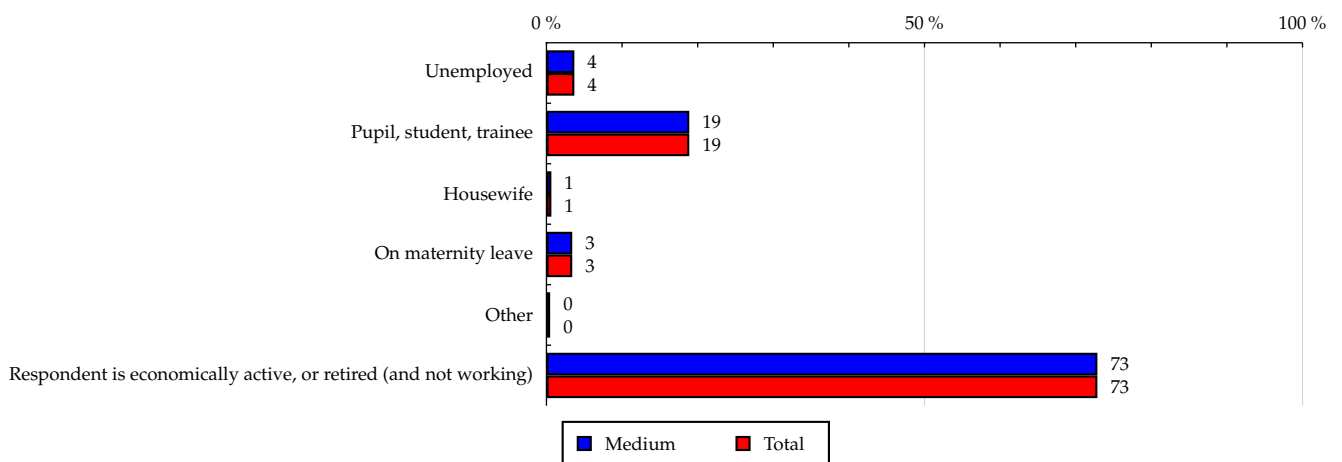
TOTAL

Table 22: Economically Inactive as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unemployed	3.69	240 844	97.70	4.80	424 490 600	172 196.99	100.00	3.69	240 844	4.80	424 490 600
Pupil, student, trainee	18.89	1 232 109	97.70	15.25	1 347 273 727	106 831.94	100.00	18.89	1 232 109	15.25	1 347 273 727
Housewife	0.65	42 574	97.70	1.01	89 069 262	204 398.03	100.00	0.65	42 574	1.01	89 069 262
On maternity leave	3.41	222 410	97.70	4.58	404 802 247	177 821.02	100.00	3.41	222 410	4.58	404 802 247
Other	0.49	31 824	97.70	0.75	66 057 365	202 790.88	100.00	0.49	31 824	0.75	66 057 365
Respondent is economically active, or retired (and not working)	72.87	4 754 062	97.70	73.61	6 504 367 600	133 670.22	100.00	72.87	4 754 062	73.61	6 504 367 600

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

Chart 22: Economically Inactive as by RU(%)



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

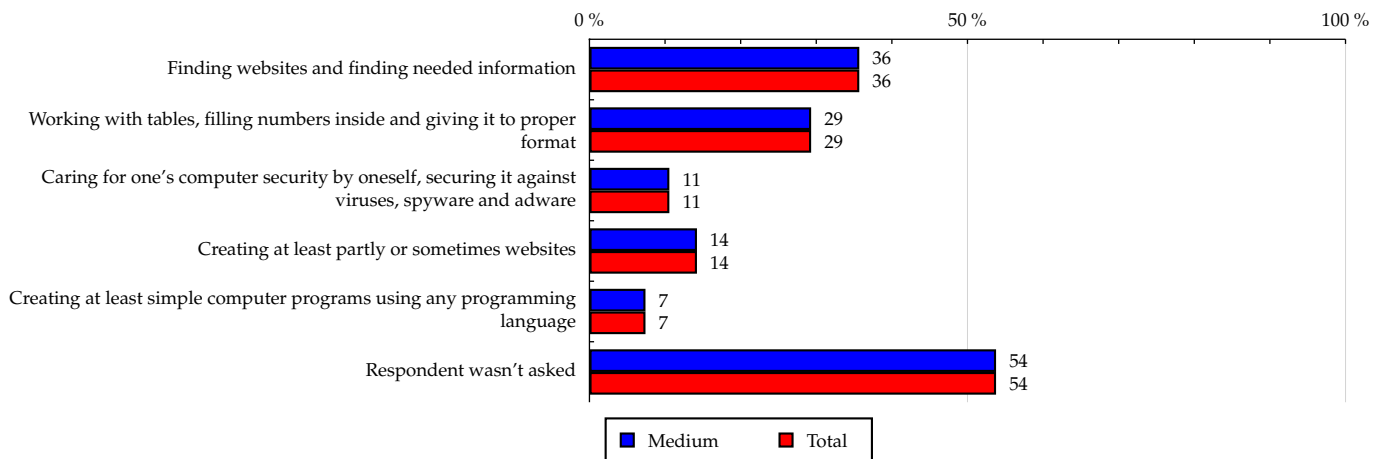
TOTAL

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	35.69	2 328 164	97.70	38.82	3 430 554 170	143 961.07	100.00	35.69	2 328 164	38.82	3 430 554 170
Working with tables, filling numbers inside and giving it to proper format	29.32	1 912 464	97.70	31.66	2 797 821 788	142 929.29	100.00	29.32	1 912 464	31.66	2 797 821 788
Caring for one's computer security by oneself, securing it against viruses, spyware and adware	10.57	689 817	97.70	9.77	863 250 226	122 263.64	100.00	10.57	689 817	9.77	863 250 226
Creating at least partly or sometimes websites	14.22	927 885	97.70	14.34	1 267 054 531	133 412.13	100.00	14.22	927 885	14.34	1 267 054 531
Creating at least simple computer programs using any programming language	7.41	483 419	97.70	6.42	567 253 036	114 642.89	100.00	7.41	483 419	6.42	567 253 036
Respondent wasn't asked	53.78	3 508 357	97.70	49.25	4 351 635 464	121 183.41	100.00	53.78	3 508 357	49.25	4 351 635 464

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

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



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

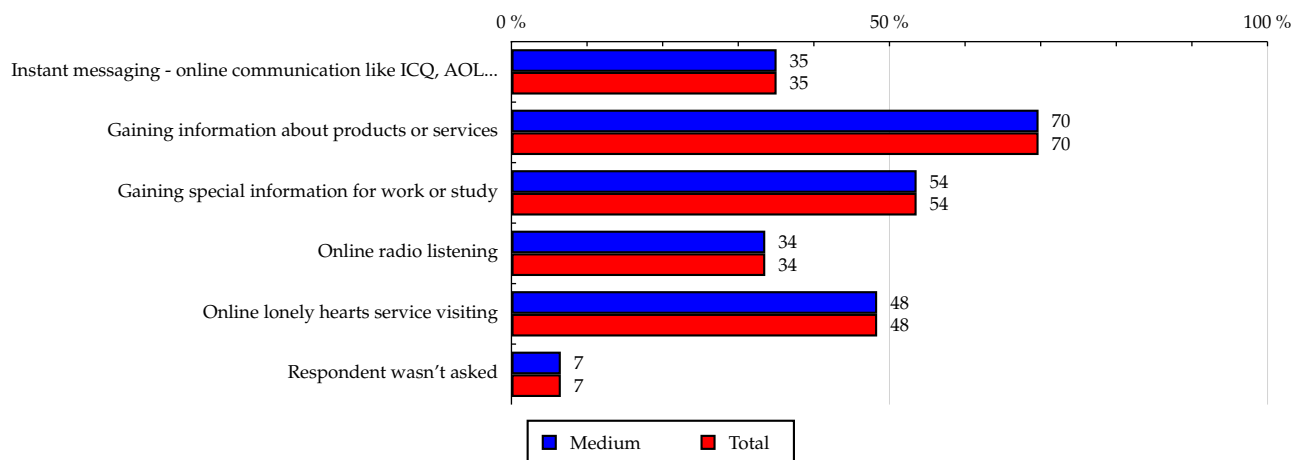
TOTAL

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...	35.07	2 287 980	97.70	34.77	3 071 954 207	131 176.75	100.00	35.07	2 287 980	34.77	3 071 954 207
Gaining information about products or services	69.72	4 548 544	97.70	72.02	6 363 497 648	136 684.08	100.00	69.72	4 548 544	72.02	6 363 497 648
Gaining special information for work or study	53.59	3 495 826	97.70	50.68	4 477 734 178	125 141.95	100.00	53.59	3 495 826	50.68	4 477 734 178
Online radio listening	33.57	2 189 798	97.70	36.18	3 196 622 245	142 620.42	100.00	33.57	2 189 798	36.18	3 196 622 245
Online lonely hearts service visiting	48.37	3 155 643	97.70	54.36	4 803 276 184	148 711.37	100.00	48.37	3 155 643	54.36	4 803 276 184
Respondent wasn't asked	6.53	425 752	97.70	6.21	548 472 159	125 861.25	100.00	6.53	425 752	6.21	548 472 159

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

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



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

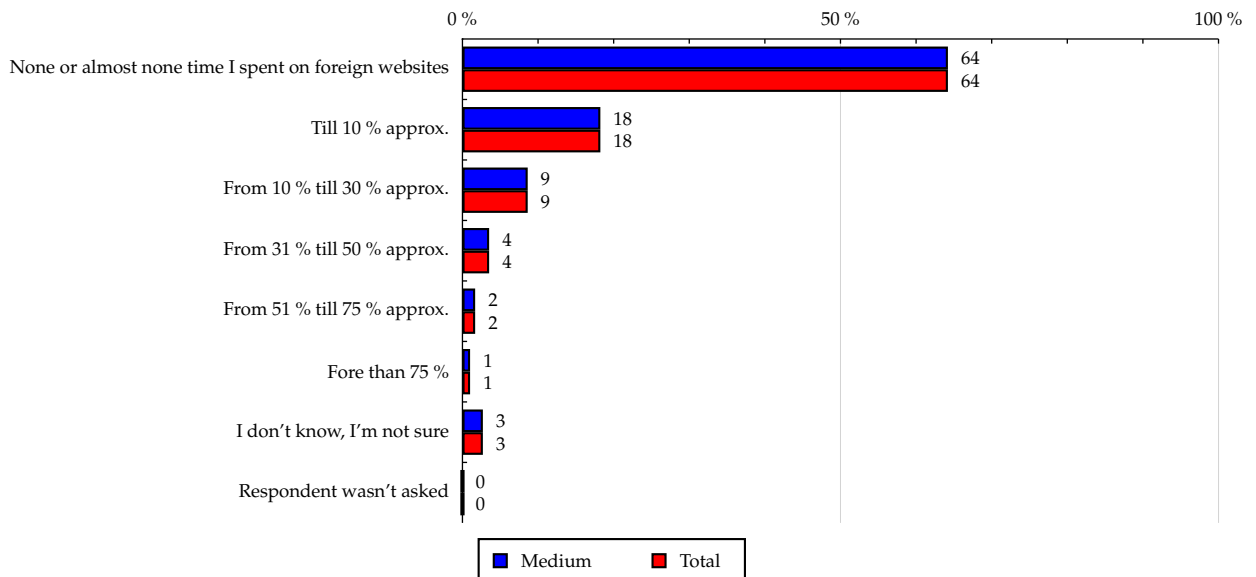
TOTAL

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	64.21	4 189 067	97.70	65.08	5 750 407 099	134 114.51	100.00	64.21	4 189 067	65.08	5 750 407 099
Till 10 % approx.	18.24	1 189 681	97.70	18.97	1 676 326 784	137 664.64	100.00	18.24	1 189 681	18.97	1 676 326 784
From 10 % till 30 % approx.	8.63	563 231	97.70	8.25	728 772 363	126 415.33	100.00	8.63	563 231	8.25	728 772 363
From 31 % till 50 % approx.	3.53	229 970	97.70	3.32	292 967 182	124 463.19	100.00	3.53	229 970	3.32	292 967 182
From 51 % till 75 % approx.	1.68	109 533	97.70	1.25	110 165 773	98 264.09	100.00	1.68	109 533	1.25	110 165 773
Fore than 75 %	1.01	65 999	97.70	0.62	55 109 508	81 579.84	100.00	1.01	65 999	0.62	55 109 508
I don't know, I'm not sure	2.70	176 342	97.70	2.52	222 312 090	123 168.77	100.00	2.70	176 342	2.52	222 312 090
Respondent wasn't asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



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