

SPIR NetMonitor

Research on the Sociodemography of Internet Users in the Czech Republic

Medium title:

TOTAL

Month:

May 2013

Basic information	
The size of Internet population in the Czech Republic	6 564 357
Number of respondents	
Medium	N = 17 245
Total (for all measured media)	N = 17 245
RU(number)	6 413 376
Reach(%)	97.70
PV(number) (from Czech visitors)	8 455 963 141
PV(number) (from all visitors)	9 078 077 403
GRP (%)	128 816.32

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

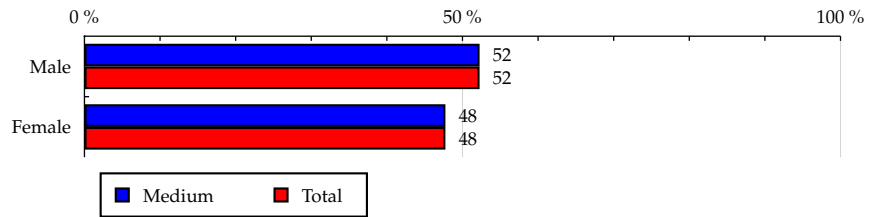
TOTAL

Table 1: Sex

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Male	52.26	3 351 811	97.70	53.42	4 517 206 164	131 669.42	100.00	52.26	3 351 811	53.42	4 517 206 164
Female	47.74	3 061 565	97.70	46.58	3 938 756 977	125 692.74	100.00	47.74	3 061 565	46.58	3 938 756 977

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

Chart 1: Sex by RU(%)



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

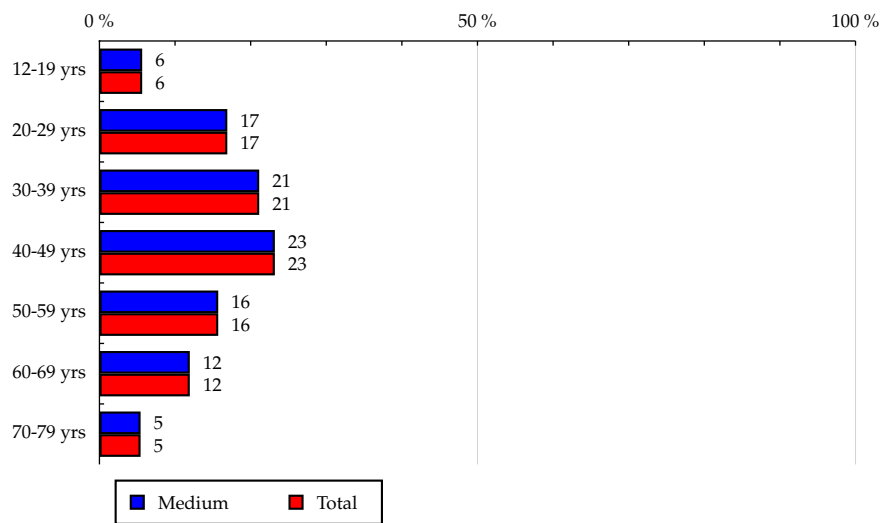
TOTAL

Table 2: Age

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
12-19 yrs	5.65	362 379	97.70	3.45	292 077 237	78 746.04	100.00	5.65	362 379	3.45	292 077 237
20-29 yrs	16.91	1 084 681	97.70	17.05	1 441 442 349	129 834.39	100.00	16.91	1 084 681	17.05	1 441 442 349
30-39 yrs	21.13	1 355 384	97.70	24.46	2 068 267 086	149 086.66	100.00	21.13	1 355 384	24.46	2 068 267 086
40-49 yrs	23.20	1 487 780	97.70	22.71	1 920 218 117	126 097.46	100.00	23.20	1 487 780	22.71	1 920 218 117
50-59 yrs	15.71	1 007 516	97.70	15.96	1 349 703 431	130 882.28	100.00	15.71	1 007 516	15.96	1 349 703 431
60-69 yrs	11.95	766 676	97.70	11.35	960 169 070	122 357.33	100.00	11.95	766 676	11.35	960 169 070
70-79 yrs	5.44	348 958	97.70	5.02	424 085 851	118 733.79	100.00	5.44	348 958	5.02	424 085 851

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

Chart 2: Age by RU(%)



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

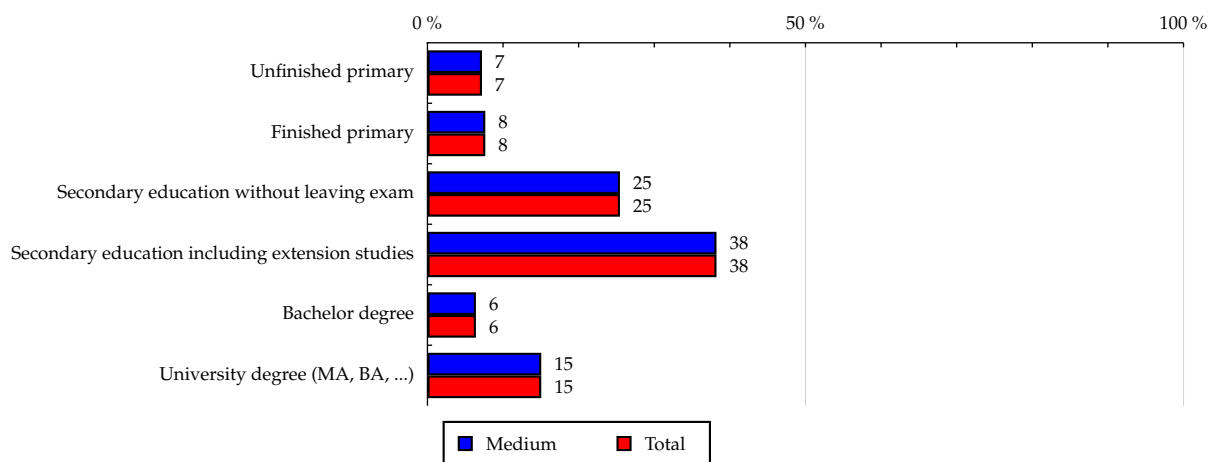
TOTAL

Table 3: Highest Education

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unfinished primary	7.21	462 108	97.70	4.34	366 989 192	77 589.62	100.00	7.21	462 108	4.34	366 989 192
Finished primary	7.65	490 376	97.70	8.00	676 744 768	134 830.96	100.00	7.65	490 376	8.00	676 744 768
Secondary education without leaving exam	25.46	1 632 894	97.70	29.09	2 459 491 221	147 157.24	100.00	25.46	1 632 894	29.09	2 459 491 221
Secondary education including extension studies	38.23	2 451 687	97.70	40.61	3 434 003 890	136 845.42	100.00	38.23	2 451 687	40.61	3 434 003 890
Bachelor degree	6.41	411 112	97.70	6.04	510 579 751	121 338.30	100.00	6.41	411 112	6.04	510 579 751
University degree (MA, BA, ...)	15.05	965 197	97.70	11.92	1 008 154 319	102 048.25	100.00	15.05	965 197	11.92	1 008 154 319

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

Chart 3: Highest Education by RU(%)



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

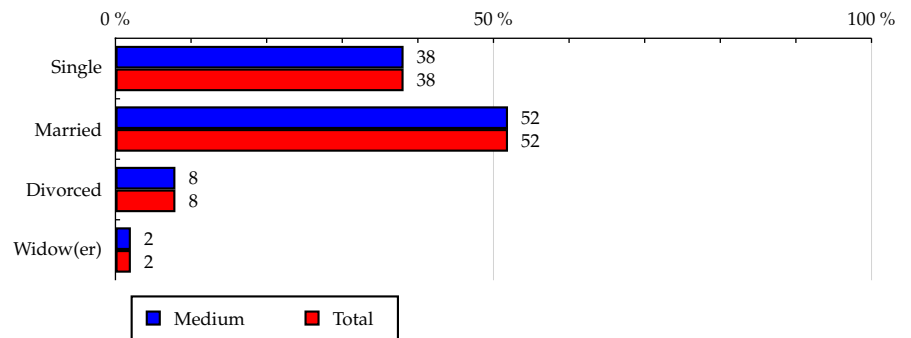
TOTAL

Table 4: Marital Status

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Single	38.11	2 444 386	97.70	39.56	3 344 895 968	133 692.61	100.00	38.11	2 444 386	39.56	3 344 895 968
Married	51.92	3 329 595	97.70	49.81	4 211 570 598	123 579.71	100.00	51.92	3 329 595	49.81	4 211 570 598
Divorced	7.93	508 374	97.70	8.69	734 600 560	141 176.41	100.00	7.93	508 374	8.69	734 600 560
Widow(er)	2.04	131 020	97.70	1.95	164 896 015	122 960.11	100.00	2.04	131 020	1.95	164 896 015

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

Chart 4: Marital Status by RU(%)



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

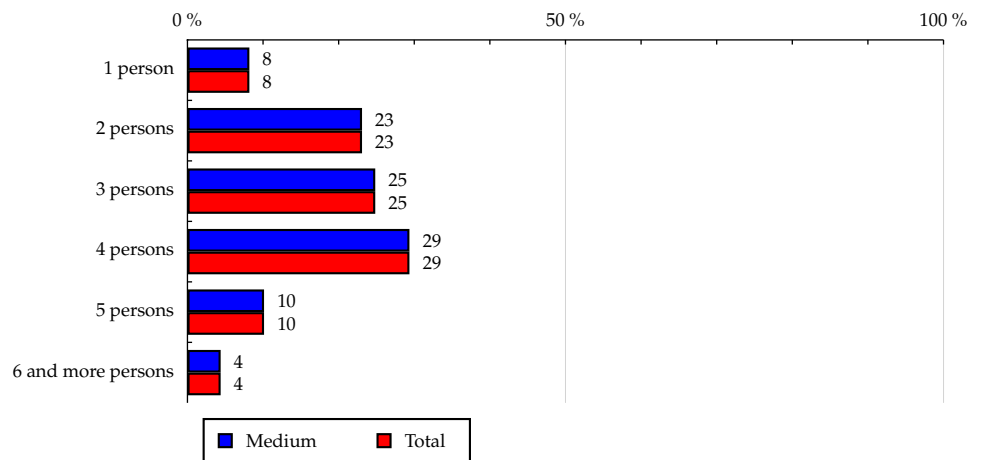
TOTAL

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	8.19	525 304	97.70	10.52	889 941 145	165 517.76	100.00	8.19	525 304	10.52	889 941 145
2 persons	23.09	1 481 126	97.70	22.91	1 937 070 011	127 775.55	100.00	23.09	1 481 126	22.91	1 937 070 011
3 persons	24.84	1 592 928	97.70	24.43	2 065 370 820	126 676.58	100.00	24.84	1 592 928	24.43	2 065 370 820
4 persons	29.36	1 883 105	97.70	28.77	2 432 790 343	126 218.97	100.00	29.36	1 883 105	28.77	2 432 790 343
5 persons	10.13	649 457	97.70	9.58	810 016 351	121 853.32	100.00	10.13	649 457	9.58	810 016 351
6 and more persons	4.39	281 454	97.70	3.79	320 774 470	111 349.14	100.00	4.39	281 454	3.79	320 774 470

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

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



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

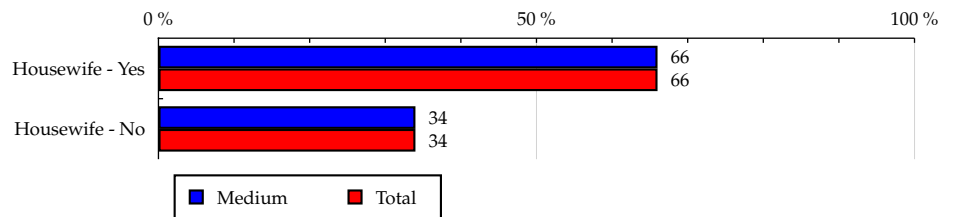
TOTAL

Table 6: Housewife

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Housewife - Yes	66.01	4 233 327	97.70	67.59	5 715 432 844	131 905.18	100.00	66.01	4 233 327	67.59	5 715 432 844
Housewife - No	33.99	2 180 049	97.70	32.41	2 740 530 296	122 818.21	100.00	33.99	2 180 049	32.41	2 740 530 296

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

Chart 6: Housewife by RU(%)



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

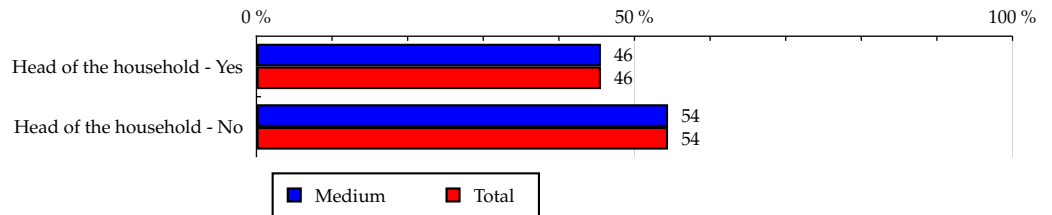
TOTAL

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	45.56	2 921 904	97.70	45.62	3 857 765 698	128 992.49	100.00	45.56	2 921 904	45.62	3 857 765 698
Head of the household - No	54.44	3 491 472	97.70	54.38	4 598 197 443	128 668.89	100.00	54.44	3 491 472	54.38	4 598 197 443

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

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



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

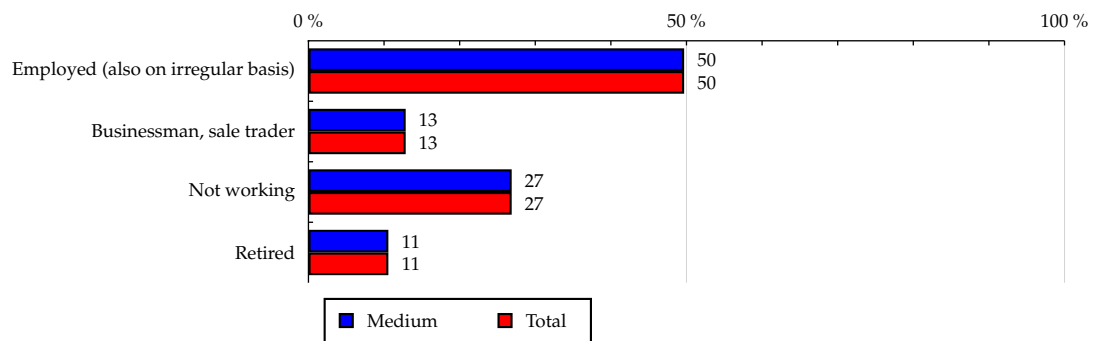
TOTAL

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)	49.69	3 186 768	97.70	50.47	4 267 906 281	130 845.56	100.00	49.69	3 186 768	50.47	4 267 906 281
Businessman, sale trader	12.86	824 740	97.70	12.35	1 043 922 374	123 664.61	100.00	12.86	824 740	12.35	1 043 922 374
Not working	26.88	1 724 138	97.70	25.99	2 198 127 429	124 559.02	100.00	26.88	1 724 138	25.99	2 198 127 429
Retired	10.57	677 729	97.70	11.19	946 007 057	136 374.36	100.00	10.57	677 729	11.19	946 007 057

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

Chart 8: Economic Activity by RU(%)



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

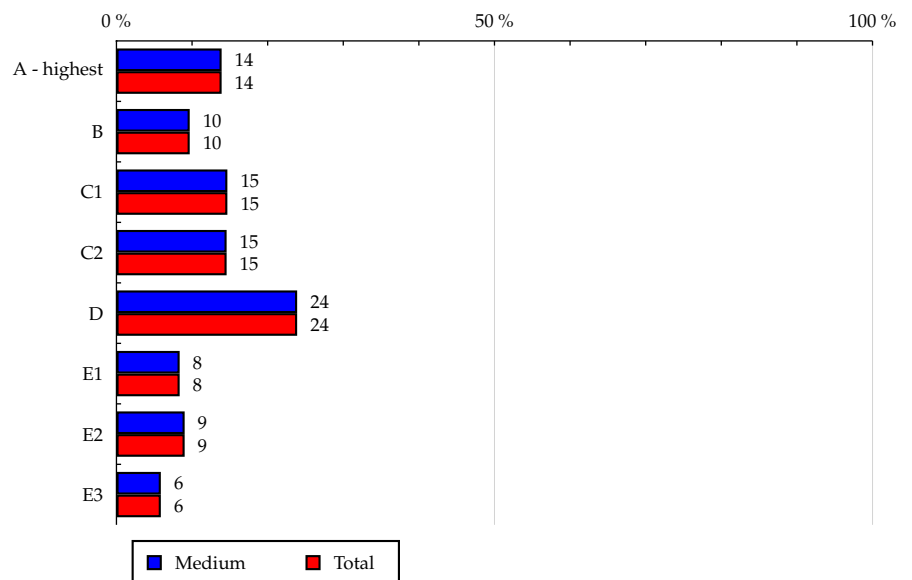
TOTAL

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	13.91	892 106	97.70	12.60	1 065 186 706	116 655.09	100.00	13.91	892 106	12.60	1 065 186 706
B	9.69	621 540	97.70	10.40	879 522 574	138 252.31	100.00	9.69	621 540	10.40	879 522 574
C1	14.67	941 091	97.70	13.54	1 144 859 839	118 854.36	100.00	14.67	941 091	13.54	1 144 859 839
C2	14.57	934 237	97.70	14.96	1 265 247 051	132 316.10	100.00	14.57	934 237	14.96	1 265 247 051
D	23.90	1 533 027	97.70	23.88	2 019 397 107	128 696.39	100.00	23.90	1 533 027	23.88	2 019 397 107
E1	8.36	536 300	97.70	9.56	808 760 522	147 335.14	100.00	8.36	536 300	9.56	808 760 522
E2	9.02	578 481	97.70	9.58	810 371 575	136 864.03	100.00	9.02	578 481	9.58	810 371 575
E3	5.87	376 592	97.70	5.47	462 617 766	120 017.71	100.00	5.87	376 592	5.47	462 617 766

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

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



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

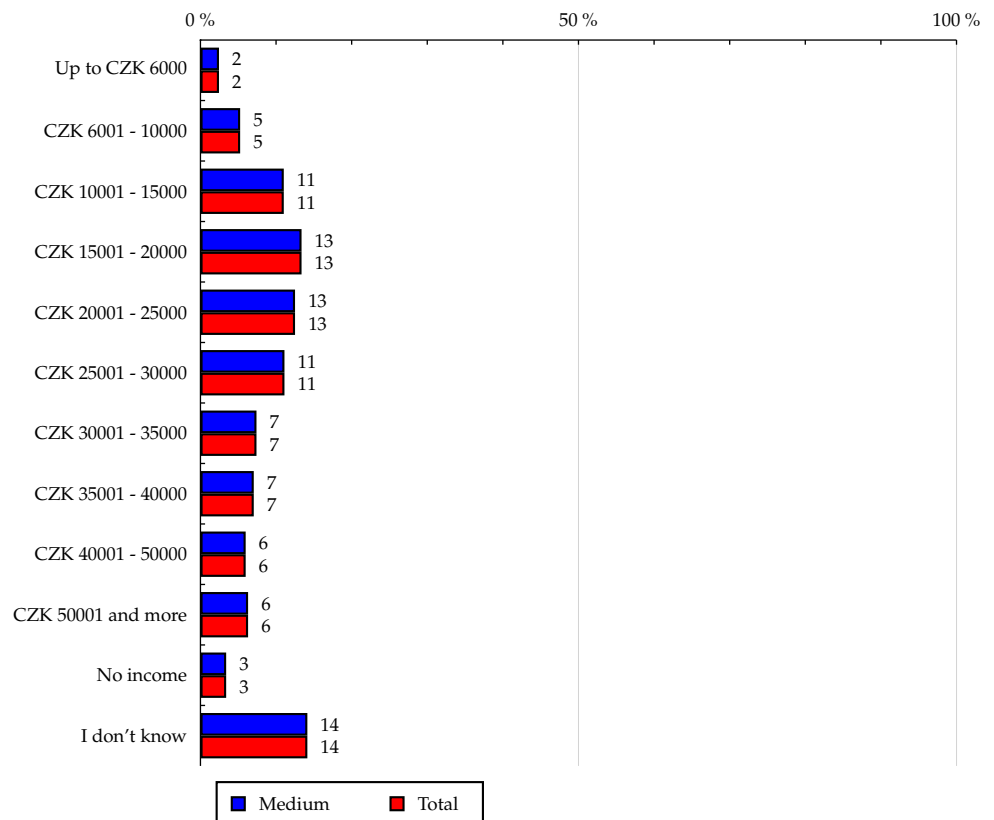
TOTAL

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	2.45	157 062	97.70	2.60	220 004 642	136 853.06	100.00	2.45	157 062	2.60	220 004 642
CZK 6001 - 10000	5.25	336 876	97.70	5.24	443 399 730	128 593.46	100.00	5.25	336 876	5.24	443 399 730
CZK 10001 - 15000	11.02	706 980	97.70	11.81	998 983 424	138 052.95	100.00	11.02	706 980	11.81	998 983 424
CZK 15001 - 20000	13.37	857 737	97.70	14.08	1 190 825 278	135 640.07	100.00	13.37	857 737	14.08	1 190 825 278
CZK 20001 - 25000	12.51	802 177	97.70	13.68	1 156 998 937	140 914.92	100.00	12.51	802 177	13.68	1 156 998 937
CZK 25001 - 30000	11.11	712 515	97.70	10.99	929 319 755	127 428.10	100.00	11.11	712 515	10.99	929 319 755
CZK 30001 - 35000	7.41	475 488	97.70	6.91	584 529 310	120 104.94	100.00	7.41	475 488	6.91	584 529 310
CZK 35001 - 40000	7.05	452 315	97.70	6.54	552 862 390	119 418.11	100.00	7.05	452 315	6.54	552 862 390
CZK 40001 - 50000	5.98	383 498	97.70	5.52	467 085 905	118 994.76	100.00	5.98	383 498	5.52	467 085 905
CZK 50001 and more	6.30	403 890	97.70	5.67	479 443 711	115 976.04	100.00	6.30	403 890	5.67	479 443 711
No income	3.40	218 175	97.70	3.62	306 520 528	137 261.18	100.00	3.40	218 175	3.62	306 520 528
I don't know	14.14	906 657	97.70	13.32	1 125 989 530	121 334.86	100.00	14.14	906 657	13.32	1 125 989 530

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

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



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

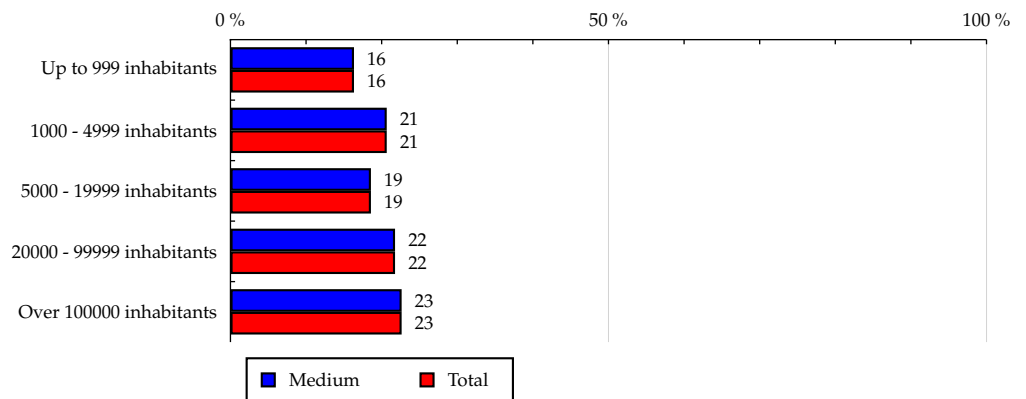
TOTAL

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	1 047 919	97.70	15.36	1 299 255 786	121 132.62	100.00	16.34	1 047 919	15.36	1 299 255 786
1000 - 4999 inhabitants	20.67	1 325 581	97.70	20.58	1 740 425 223	128 275.44	100.00	20.67	1 325 581	20.58	1 740 425 223
5000 - 19999 inhabitants	18.58	1 191 539	97.70	19.76	1 670 547 694	136 976.18	100.00	18.58	1 191 539	19.76	1 670 547 694
20000 - 99999 inhabitants	21.77	1 396 028	97.70	21.78	1 842 052 273	128 914.60	100.00	21.77	1 396 028	21.78	1 842 052 273
Over 100000 inhabitants	22.64	1 452 307	97.70	22.51	1 903 682 165	128 065.02	100.00	22.64	1 452 307	22.51	1 903 682 165

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

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



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

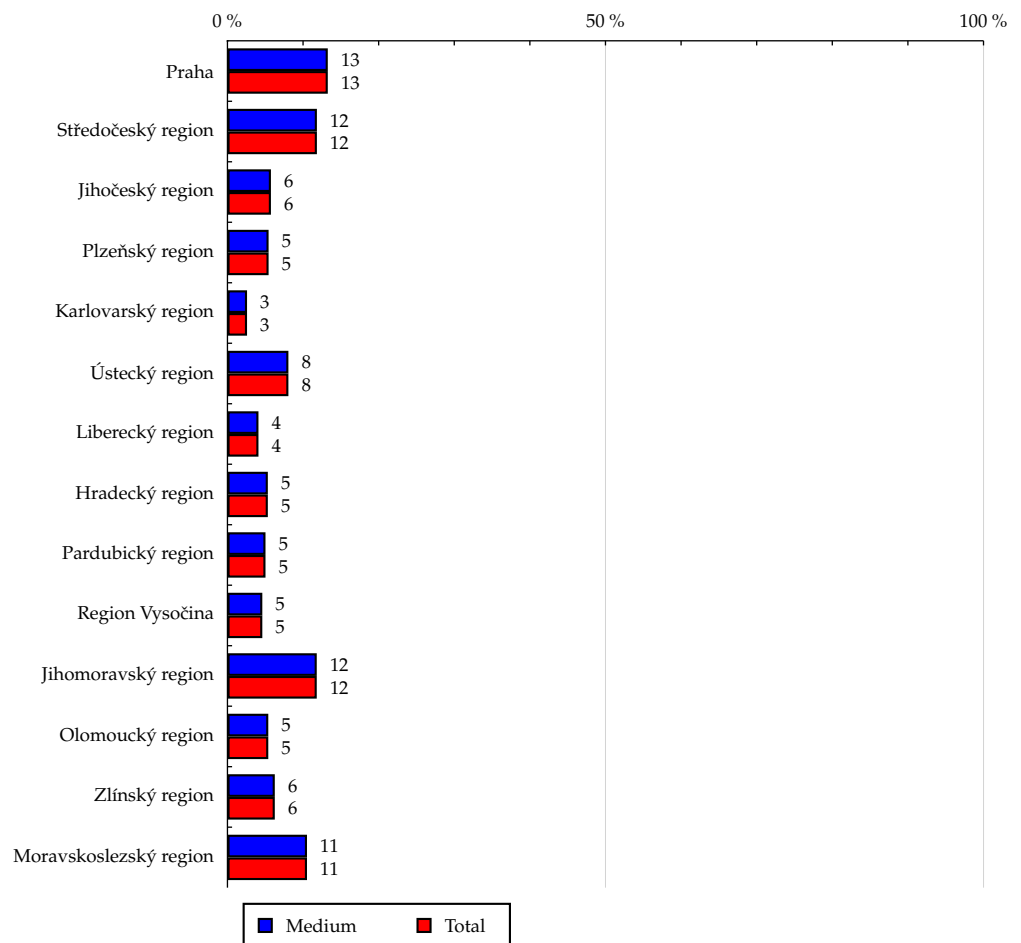
TOTAL

Table 12: Region

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Praha	13.27	851 052	97.70	12.24	1 034 809 140	118 795.10	100.00	13.27	851 052	12.24	1 034 809 140
Středočeský region	11.83	758 384	97.70	12.42	1 050 521 099	135 334.85	100.00	11.83	758 384	12.42	1 050 521 099
Jihočeský region	5.75	368 667	97.70	4.88	412 409 287	109 291.97	100.00	5.75	368 667	4.88	412 409 287
Plzeňský region	5.44	348 739	97.70	5.54	468 639 511	131 290.36	100.00	5.44	348 739	5.54	468 639 511
Karlovarský region	2.59	165 829	97.70	2.09	176 853 595	104 195.07	100.00	2.59	165 829	2.09	176 853 595
Ústecký region	8.06	517 032	97.70	8.24	696 798 719	131 669.14	100.00	8.06	517 032	8.24	696 798 719
Liberecký region	4.10	263 234	97.70	3.66	309 337 271	114 811.30	100.00	4.10	263 234	3.66	309 337 271
Hradecký region	5.34	342 521	97.70	7.15	604 356 674	172 385.14	100.00	5.34	342 521	7.15	604 356 674
Pardubický region	5.03	322 281	97.70	5.26	444 591 437	134 778.30	100.00	5.03	322 281	5.26	444 591 437
Region Vysočina	4.61	295 682	97.70	4.53	383 196 319	126 616.56	100.00	4.61	295 682	4.53	383 196 319
Jihomoravský region	11.81	757 668	97.70	10.70	904 796 111	116 671.86	100.00	11.81	757 668	10.70	904 796 111
Olomoucký region	5.40	346 332	97.70	5.16	435 908 920	122 969.50	100.00	5.40	346 332	5.16	435 908 920
Zlínský region	6.26	401 288	97.70	6.36	537 582 156	130 882.86	100.00	6.26	401 288	6.36	537 582 156
Moravskoslezský region	10.52	674 662	97.70	11.78	996 162 904	144 257.55	100.00	10.52	674 662	11.78	996 162 904

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

Chart 12: Region by RU(%)



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

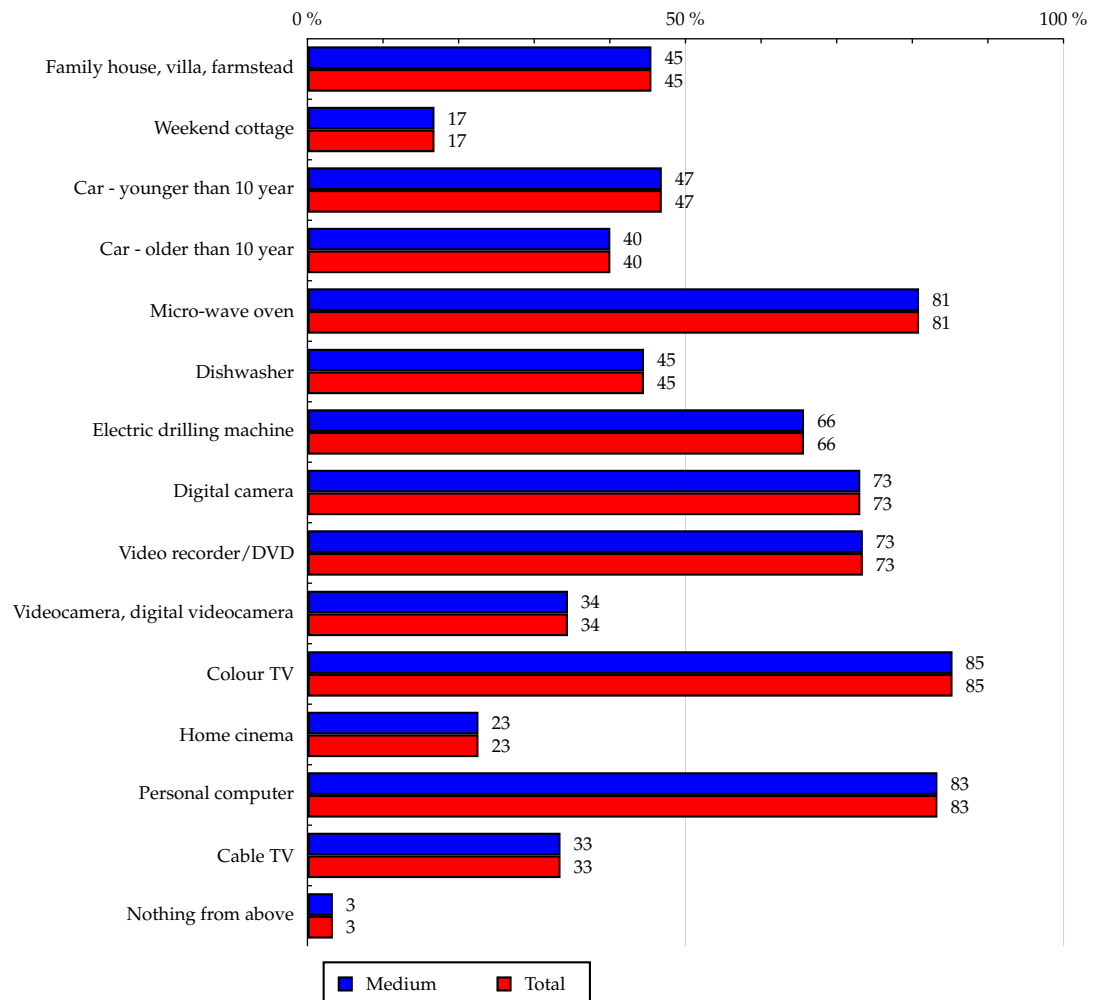
TOTAL

Table 13: Facilities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Family house, villa, farmstead	45.49	2 917 502	97.70	44.29	3 744 898 299	125 407.47	100.00	45.49	2 917 502	44.29	3 744 898 299
Weekend cottage	16.80	1 077 552	97.70	15.96	1 349 897 365	122 393.09	100.00	16.80	1 077 552	15.96	1 349 897 365
Car - younger than 10 year	46.87	3 006 027	97.70	42.60	3 602 587 088	117 089.00	100.00	46.87	3 006 027	42.60	3 602 587 088
Car - older than 10 year	40.06	2 569 514	97.70	41.02	3 468 297 489	131 874.18	100.00	40.06	2 569 514	41.02	3 468 297 489
Micro-wave oven	80.89	5 187 673	97.70	81.03	6 852 037 478	129 045.14	100.00	80.89	5 187 673	81.03	6 852 037 478
Dishwasher	44.51	2 854 502	97.70	42.36	3 581 748 252	122 591.19	100.00	44.51	2 854 502	42.36	3 581 748 252
Electric drilling machine	65.68	4 212 117	97.70	64.59	5 461 578 129	126 681.22	100.00	65.68	4 212 117	64.59	5 461 578 129
Digital camera	73.12	4 689 682	97.70	72.84	6 159 153 941	128 313.45	100.00	73.12	4 689 682	72.84	6 159 153 941
Video recorder/DVD	73.46	4 710 972	97.70	72.60	6 139 178 781	127 319.33	100.00	73.46	4 710 972	72.60	6 139 178 781
Videocamera, digital videocamera	34.46	2 210 328	97.70	31.65	2 676 664 014	118 312.76	100.00	34.46	2 210 328	31.65	2 676 664 014
Colour TV	85.32	5 471 666	97.70	84.99	7 186 309 336	128 316.02	100.00	85.32	5 471 666	84.99	7 186 309 336
Home cinema	22.62	1 450 860	97.70	21.51	1 818 950 031	122 486.91	100.00	22.62	1 450 860	21.51	1 818 950 031
Personal computer	83.32	5 343 395	97.70	83.05	7 022 308 462	128 397.68	100.00	83.32	5 343 395	83.05	7 022 308 462
Cable TV	33.47	2 146 689	97.70	32.01	2 706 828 378	123 192.99	100.00	33.47	2 146 689	32.01	2 706 828 378
Nothing from above	3.36	215 746	97.70	3.85	325 338 438	147 328.20	100.00	3.36	215 746	3.85	325 338 438

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

Chart 13: Facilities by RU(%)



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

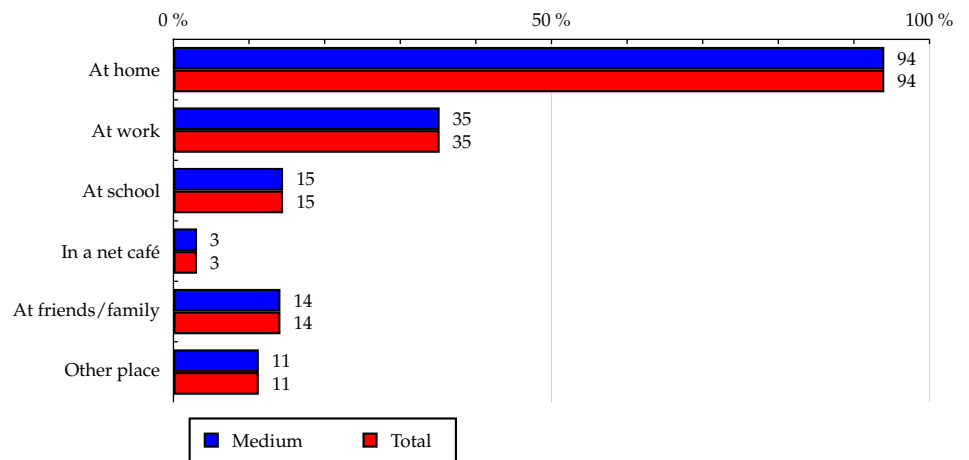
TOTAL

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	94.02	6 029 933	97.70	95.52	8 077 319 881	130 872.78	100.00	94.02	6 029 933	95.52	8 077 319 881
At work	35.21	2 258 345	97.70	31.78	2 687 002 359	116 244.44	100.00	35.21	2 258 345	31.78	2 687 002 359
At school	14.50	929 783	97.70	12.87	1 088 369 620	114 363.89	100.00	14.50	929 783	12.87	1 088 369 620
In a net café	3.12	200 279	97.70	3.30	279 394 693	136 293.62	100.00	3.12	200 279	3.30	279 394 693
At friends/family	14.15	907 549	97.70	12.72	1 075 856 055	115 818.67	100.00	14.15	907 549	12.72	1 075 856 055
Other place	11.29	724 022	97.70	10.41	880 016 709	118 749.94	100.00	11.29	724 022	10.41	880 016 709

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

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



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

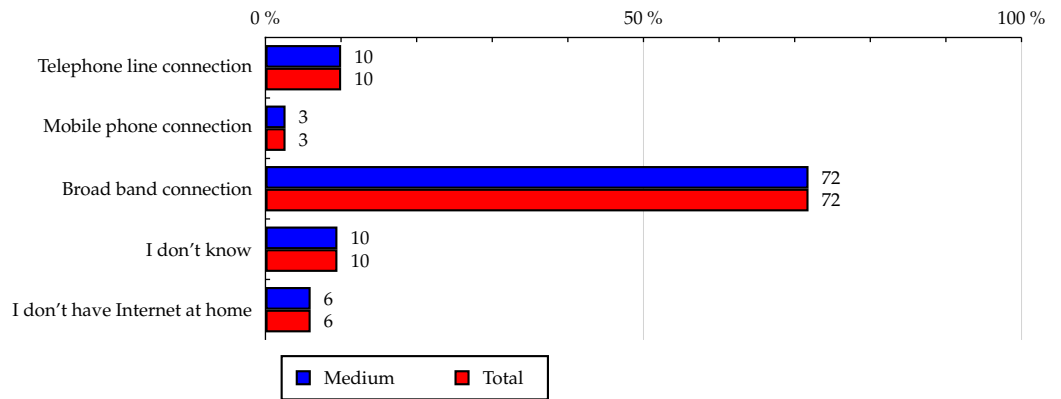
TOTAL

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	10.01	642 058	97.70	10.20	862 740 054	131 280.51	100.00	10.01	642 058	10.20	862 740 054
Mobile phone connection	2.66	170 556	97.70	2.86	241 563 445	138 375.05	100.00	2.66	170 556	2.86	241 563 445
Broad band connection	71.83	4 606 631	97.70	74.47	6 297 133 564	133 553.11	100.00	71.83	4 606 631	74.47	6 297 133 564
I don't know	9.52	610 687	97.70	7.99	675 882 818	108 130.10	100.00	9.52	610 687	7.99	675 882 818
I don't have Internet at home	5.98	383 443	97.70	4.48	378 643 259	96 476.99	100.00	5.98	383 443	4.48	378 643 259

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

Chart 15: Connection from Home by RU(%)



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

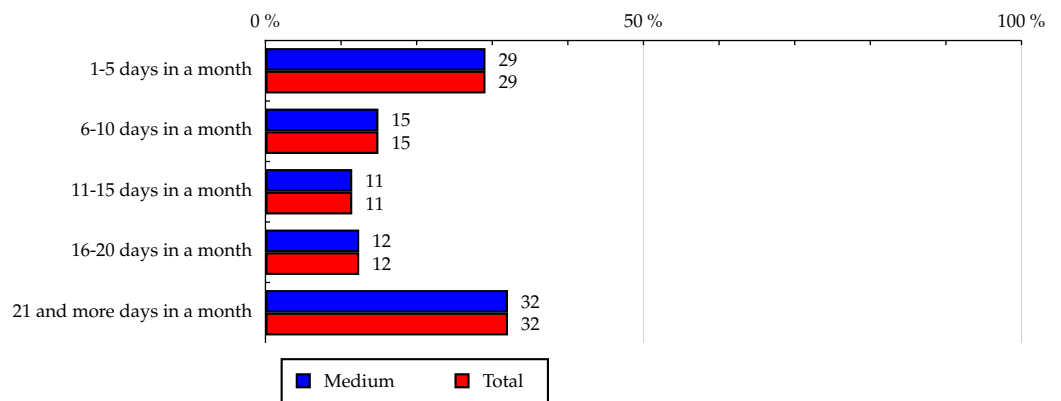
TOTAL

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	29.10	1 866 326	97.70	1.68	141 799 857	7 423.06	100.00	29.10	1 866 326	1.68	141 799 857
6-10 days in a month	14.94	958 039	97.70	3.43	289 807 535	29 554.33	100.00	14.94	958 039	3.43	289 807 535
11-15 days in a month	11.48	736 525	97.70	5.65	477 428 085	63 330.74	100.00	11.48	736 525	5.65	477 428 085
16-20 days in a month	12.40	795 333	97.70	13.04	1 102 695 010	135 456.69	100.00	12.40	795 333	13.04	1 102 695 010
21 and more days in a month	32.08	2 057 152	97.70	76.21	6 444 232 653	306 054.94	100.00	32.08	2 057 152	76.21	6 444 232 653

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

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



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

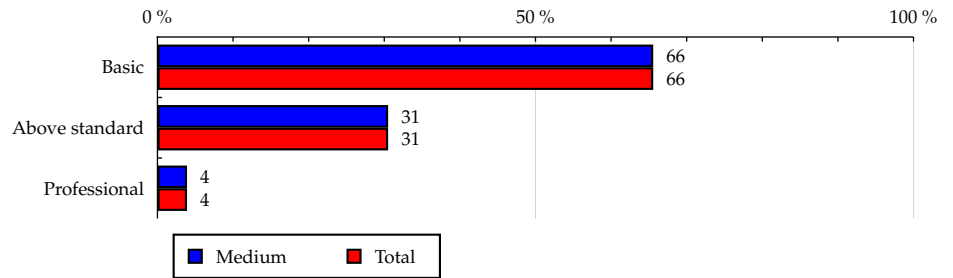
TOTAL

Table 17: IT Knowledge

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Basic	65.57	4 205 514	97.70	65.50	5 538 867 951	128 675.68	100.00	65.57	4 205 514	65.50	5 538 867 951
Above standard	30.51	1 956 984	97.70	31.26	2 643 504 309	131 973.68	100.00	30.51	1 956 984	31.26	2 643 504 309
Professional	3.91	250 878	97.70	3.24	273 590 881	106 544.88	100.00	3.91	250 878	3.24	273 590 881

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

Chart 17: IT Knowledge by RU(%)



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

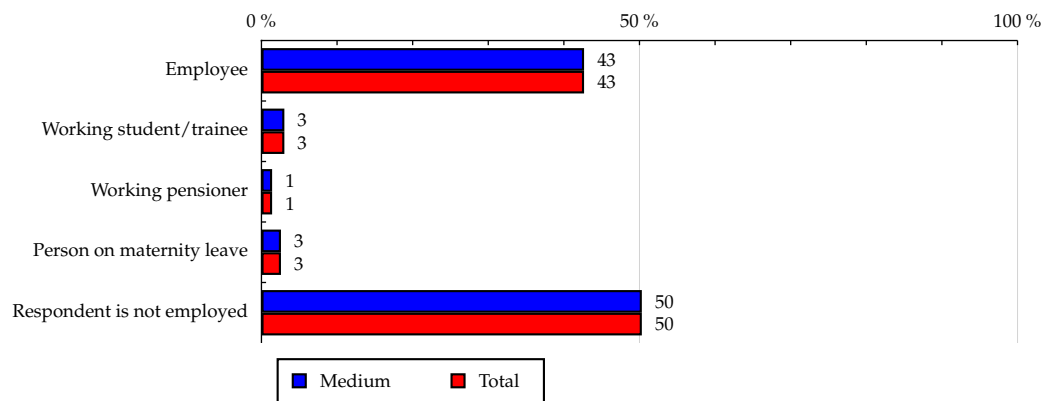
TOTAL

Table 18: Economically Active as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Employee	42.67	2 736 293	97.70	43.53	3 681 231 184	131 439.23	100.00	42.67	2 736 293	43.53	3 681 231 184
Working student/trainee	3.03	194 129	97.70	3.05	257 862 390	129 775.10	100.00	3.03	194 129	3.05	257 862 390
Working pensioner	1.41	90 660	97.70	1.37	115 564 051	124 537.39	100.00	1.41	90 660	1.37	115 564 051
Person on maternity leave	2.58	165 684	97.70	2.52	213 248 657	125 747.07	100.00	2.58	165 684	2.52	213 248 657
Respondent is not employed	50.31	3 226 608	97.70	49.53	4 188 056 860	126 812.14	100.00	50.31	3 226 608	49.53	4 188 056 860

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

Chart 18: Economically Active as by RU(%)



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

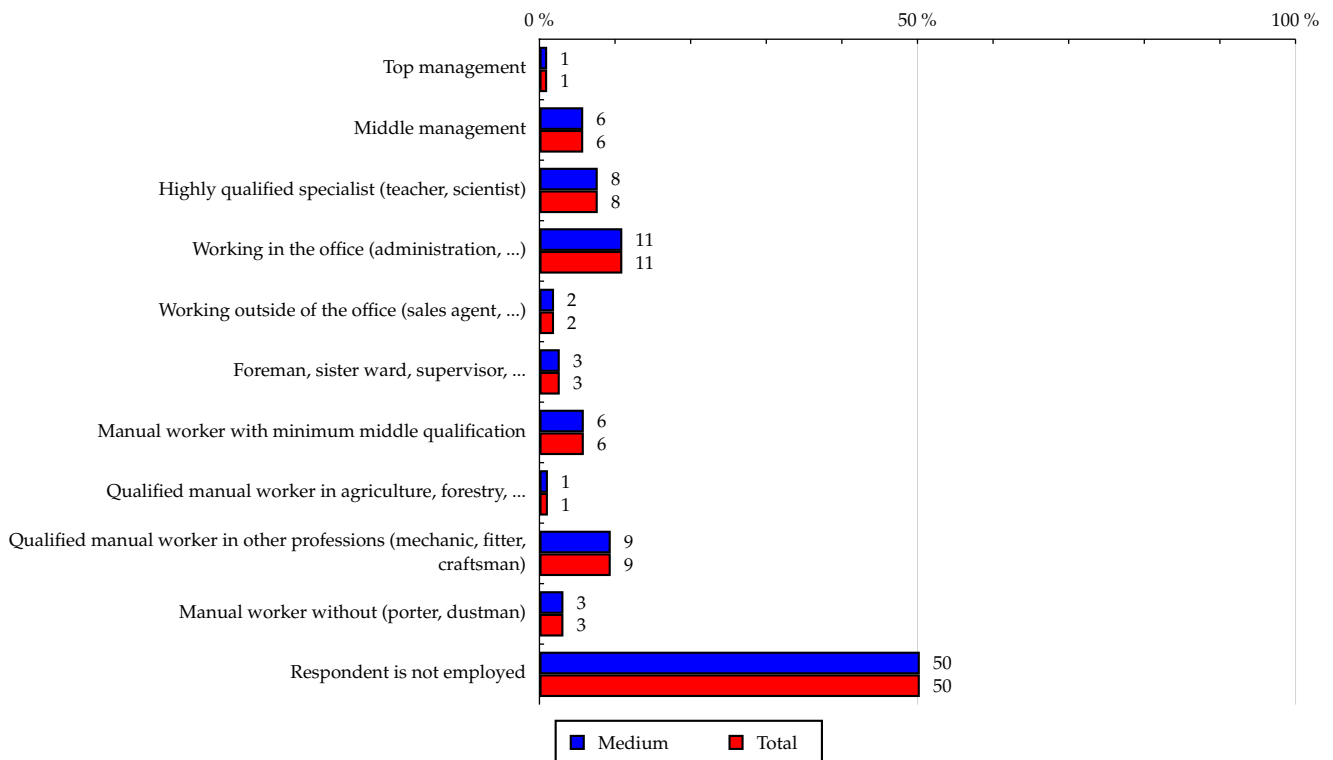
TOTAL

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	65 610	97.70	0.83	70 452 834	104 910.99	100.00	1.02	65 610	0.83	70 452 834
Middle management	5.79	371 031	97.70	6.74	569 854 407	150 054.21	100.00	5.79	371 031	6.74	569 854 407
Highly qualified specialist (teacher, scientist)	7.71	494 782	97.70	5.24	443 414 737	87 556.87	100.00	7.71	494 782	5.24	443 414 737
Working in the office (administration, ...)	10.96	703 050	97.70	11.63	983 621 027	136 689.69	100.00	10.96	703 050	11.63	983 621 027
Working outside of the office (sales agent, ...)	1.93	123 548	97.70	1.76	149 153 981	117 948.02	100.00	1.93	123 548	1.76	149 153 981
Foreman, sister ward, supervisor, ...	2.69	172 804	97.70	2.58	218 560 919	123 569.51	100.00	2.69	172 804	2.58	218 560 919
Manual worker with minimum middle qualification	5.87	376 235	97.70	6.16	520 837 021	135 249.91	100.00	5.87	376 235	6.16	520 837 021
Qualified manual worker in agriculture, forestry, ...	1.12	71 792	97.70	1.17	98 588 243	134 166.03	100.00	1.12	71 792	1.17	98 588 243
Qualified manual worker in other professions (mechanic, fitter, craftsman)	9.43	604 569	97.70	10.41	880 197 322	142 242.20	100.00	9.43	604 569	10.41	880 197 322
Manual worker without (porter, dustman)	3.17	203 342	97.70	3.94	333 225 790	160 104.69	100.00	3.17	203 342	3.94	333 225 790
Respondent is not employed	50.31	3 226 608	97.70	49.53	4 188 056 860	126 812.14	100.00	50.31	3 226 608	49.53	4 188 056 860

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

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



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

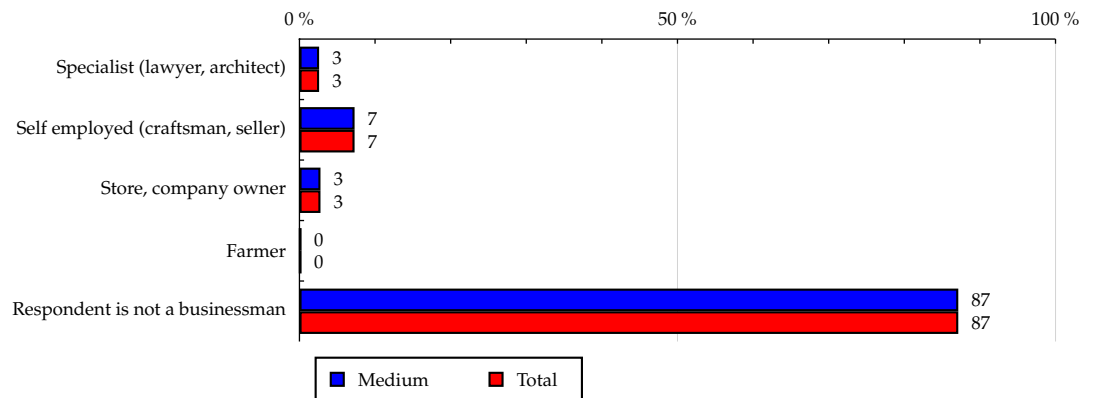
TOTAL

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	166 547	97.70	2.18	184 495 061	108 228.22	100.00	2.60	166 547	2.18	184 495 061
Self employed (craftsman, seller)	7.29	467 526	97.70	7.82	660 955 258	138 121.34	100.00	7.29	467 526	7.82	660 955 258
Store, company owner	2.78	178 564	97.70	2.12	178 850 800	97 856.68	100.00	2.78	178 564	2.12	178 850 800
Farmer	0.19	12 102	97.70	0.23	19 621 255	158 399.87	100.00	0.19	12 102	0.23	19 621 255
Respondent is not a businessman	87.14	5 588 636	97.70	87.65	7 412 040 767	129 576.58	100.00	87.14	5 588 636	87.65	7 412 040 767

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

Chart 20: Business Activities by RU(%)



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

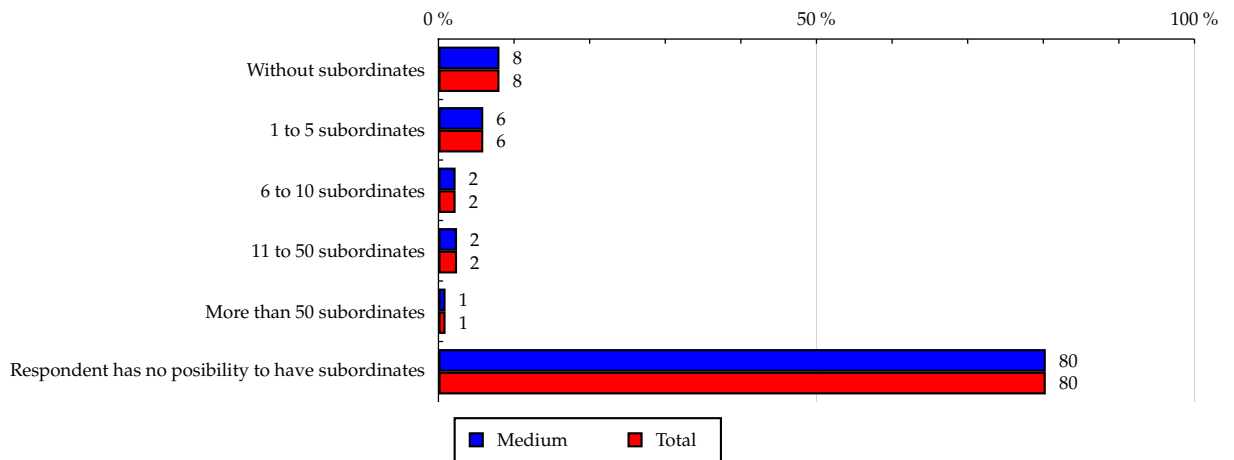
TOTAL

Table 21: Number of Subordinates

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Without subordinates	8.07	517 317	97.70	9.42	796 914 102	150 504.24	100.00	8.07	517 317	9.42	796 914 102
1 to 5 subordinates	5.93	380 545	97.70	5.71	482 778 399	123 946.83	100.00	5.93	380 545	5.71	482 778 399
6 to 10 subordinates	2.27	145 512	97.70	1.97	166 618 366	111 870.55	100.00	2.27	145 512	1.97	166 618 366
11 to 50 subordinates	2.46	157 569	97.70	2.07	175 040 993	108 532.79	100.00	2.46	157 569	2.07	175 040 993
More than 50 subordinates	0.94	60 435	97.70	0.74	62 877 753	101 648.17	100.00	0.94	60 435	0.74	62 877 753
Respondent has no possibility to have subordinates	80.33	5 151 995	97.70	80.08	6 771 733 527	128 415.96	100.00	80.33	5 151 995	80.08	6 771 733 527

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

Chart 21: Number of Subordinates by RU(%)



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

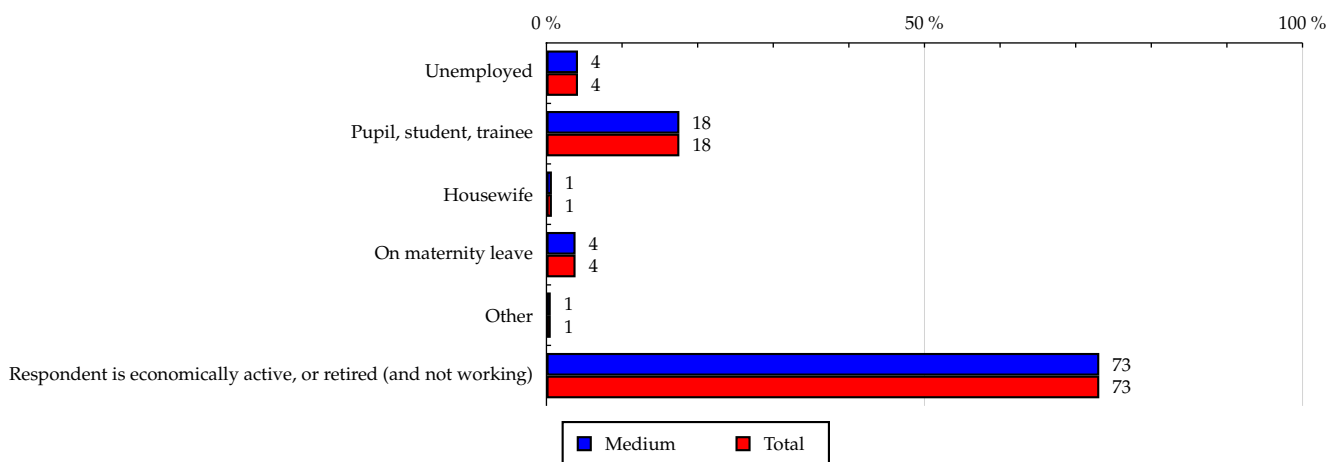
TOTAL

Table 22: Economically Inactive as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unemployed	4.17	267 174	97.70	4.97	420 462 951	153 754.17	100.00	4.17	267 174	4.97	420 462 951
Pupil, student, trainee	17.58	1 127 661	97.70	14.93	1 262 464 492	109 379.28	100.00	17.58	1 127 661	14.93	1 262 464 492
Housewife	0.72	46 167	97.70	0.88	74 824 916	158 345.38	100.00	0.72	46 167	0.88	74 824 916
On maternity leave	3.85	246 863	97.70	4.54	383 543 550	151 793.51	100.00	3.85	246 863	4.54	383 543 550
Other	0.57	36 272	97.70	0.67	56 831 519	153 075.87	100.00	0.57	36 272	0.67	56 831 519
Respondent is economically active, or retired (and not working)	73.12	4 689 238	97.70	74.01	6 257 835 712	130 381.65	100.00	73.12	4 689 238	74.01	6 257 835 712

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

Chart 22: Economically Inactive as by RU(%)



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

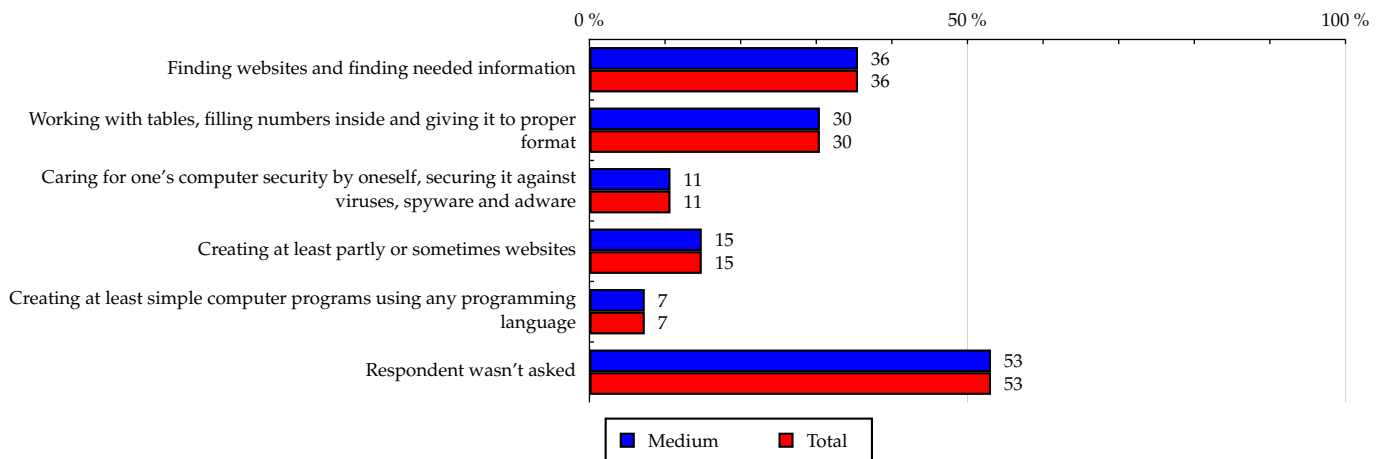
TOTAL

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	35.52	2 278 105	97.70	39.38	3 329 537 479	142 792.25	100.00	35.52	2 278 105	39.38	3 329 537 479
Working with tables, filling numbers inside and giving it to proper format	30.48	1 954 824	97.70	32.89	2 780 840 109	138 983.40	100.00	30.48	1 954 824	32.89	2 780 840 109
Caring for one's computer security by oneself, securing it against viruses, spyware and adware	10.72	687 413	97.70	11.29	954 802 496	135 703.12	100.00	10.72	687 413	11.29	954 802 496
Creating at least partly or sometimes websites	14.86	952 980	97.70	15.39	1 301 456 202	133 425.85	100.00	14.86	952 980	15.39	1 301 456 202
Creating at least simple computer programs using any programming language	7.32	469 168	97.70	6.79	573 783 176	119 485.08	100.00	7.32	469 168	6.79	573 783 176
Respondent wasn't asked	53.11	3 405 999	97.70	48.86	4 131 928 696	118 523.06	100.00	53.11	3 405 999	48.86	4 131 928 696

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

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



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

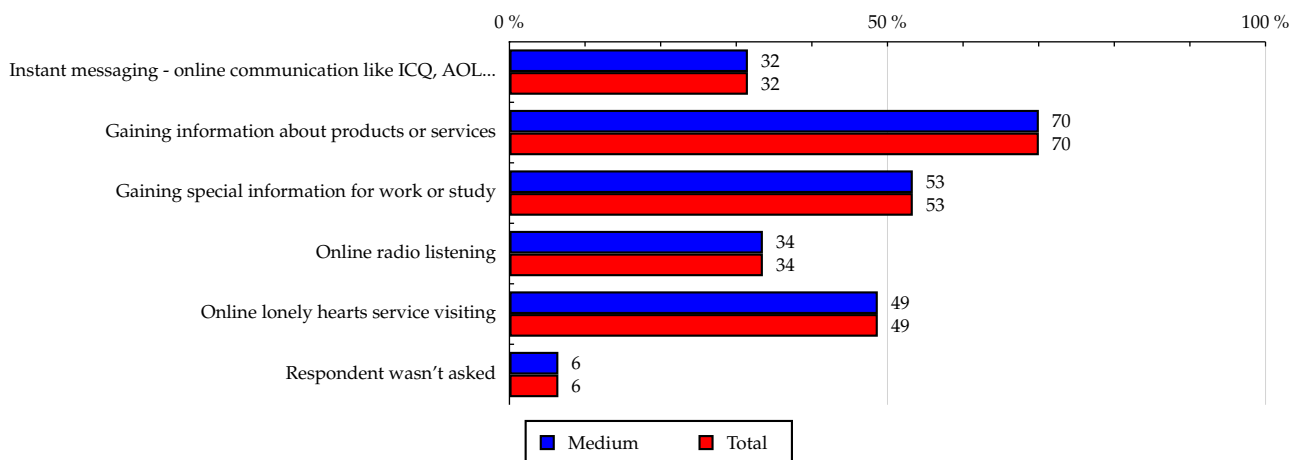
TOTAL

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...	31.54	2 022 615	97.70	32.06	2 711 380 721	130 970.00	100.00	31.54	2 022 615	32.06	2 711 380 721
Gaining information about products or services	70.02	4 490 620	97.70	72.17	6 102 957 834	132 778.77	100.00	70.02	4 490 620	72.17	6 102 957 834
Gaining special information for work or study	53.35	3 421 808	97.70	52.00	4 396 912 634	125 541.31	100.00	53.35	3 421 808	52.00	4 396 912 634
Online radio listening	33.52	2 149 467	97.70	37.70	3 187 913 348	144 900.58	100.00	33.52	2 149 467	37.70	3 187 913 348
Online lonely hearts service visiting	48.72	3 124 367	97.70	55.92	4 728 684 427	147 867.51	100.00	48.72	3 124 367	55.92	4 728 684 427
Respondent wasn't asked	6.47	415 131	97.70	6.52	551 206 469	129 724.81	100.00	6.47	415 131	6.52	551 206 469

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

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



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

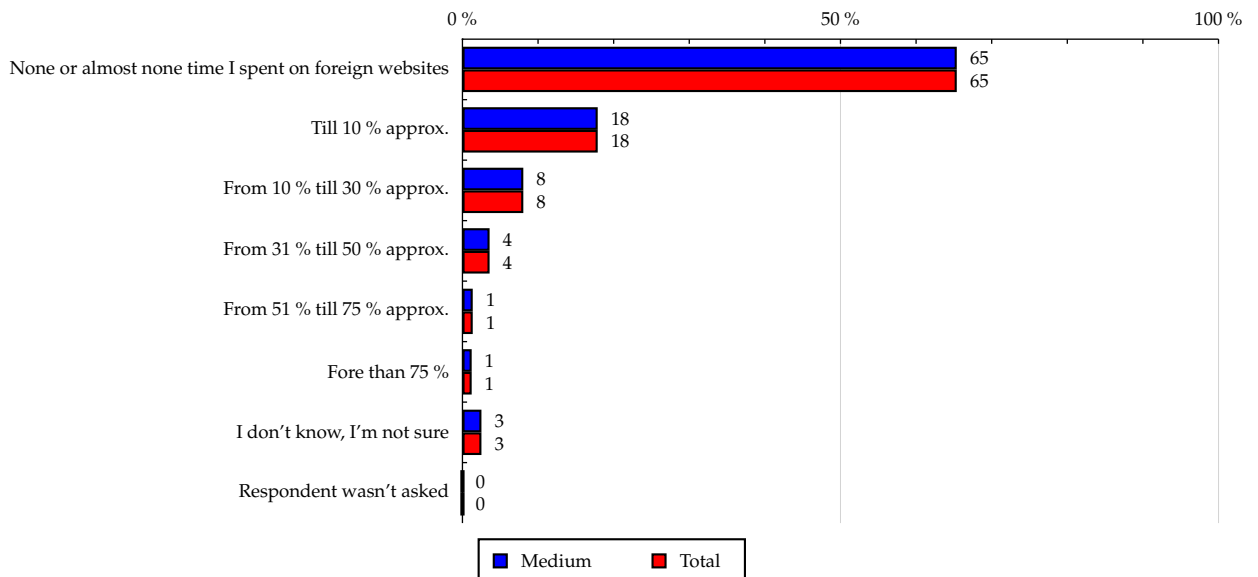
TOTAL

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	65.38	4 192 779	97.70	66.23	5 600 485 887	130 502.34	100.00	65.38	4 192 779	66.23	5 600 485 887
Till 10 % approx.	17.89	1 147 558	97.70	19.20	1 623 773 293	138 243.60	100.00	17.89	1 147 558	19.20	1 623 773 293
From 10 % till 30 % approx.	8.05	516 451	97.70	7.49	633 617 418	119 864.89	100.00	8.05	516 451	7.49	633 617 418
From 31 % till 50 % approx.	3.59	230 128	97.70	3.26	275 834 556	117 104.09	100.00	3.59	230 128	3.26	275 834 556
From 51 % till 75 % approx.	1.36	87 284	97.70	0.97	82 293 105	92 113.31	100.00	1.36	87 284	0.97	82 293 105
Fore than 75 %	1.22	78 144	97.70	0.74	62 349 662	77 952.18	100.00	1.22	78 144	0.74	62 349 662
I don't know, I'm not sure	2.51	161 029	97.70	2.10	177 609 220	107 759.33	100.00	2.51	161 029	2.10	177 609 220
Respondent wasn't asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



Source: NetMonitor – SPIR – Gemius & Mediaresearch, May 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

$$Reach(\%)(CS) = RU(\text{number})(\text{medium})(\text{TG}) / \text{size of TG}(\text{number}) * 100$$

PV(number) – number of page views generated in the medium by users from a respective target group

PV(%) – structure of page views

Information on the visitors profile of a chosen medium – in the form of proportional spreading of Internet users (according to page views) among individual target groups

$$PV(\%) = PV(\text{number})(\text{medium})(\text{chosen TG}) / PV(\text{number})(\text{medium})(\text{TG All}) * 100$$

TRP(%) – Target Rating Points

Gross rating of a given target group on a chosen medium

$$TRP(\%) = PV(\text{number})(\text{medium}) / \text{size of TG}(\text{number}) * 100$$

(similarly is defined indicator GRP(%) Gross Rating Points, the difference is that as target group all population is considered, target group All)

Affinity(%) – affinity of reach

Coefficient expressing the relationship between the audience of a chosen medium and the audience of all measured medium

$$Affinity(\%) = Reach(\%)(\text{medium})(\text{chosen TG}) / Reach(\%)(\text{medium})(\text{TG All})$$

TOTAL:

Total RU(number) – a number of visitors (real users) from the respective target group of all measured medium

Total RU(%) – structure of visitors, i.e. information on the total Reach profile for all measured medium

Information on the visitors profile of all measured medium – in the form of proportional spreading of Internet users (according to Reach) among individual target groups

$$RU(\%) = RU(\text{number})(\text{all medium})(\text{chosen TG}) / RU(\text{number})(\text{all medium})(\text{TG All}) * 100$$

Total PV(number) – number of page views generated on all measured medium by users from a respective target group

Total PV(%) – structure of visitors, i.e. information on the profile of page views in total for all measured medium

Information on the visitors profile of all measured medium – in the form of proportional spreading of Internet users (according to page views) among individual target groups.

$$PV(\%) = PV(\text{number})(\text{all medium})(\text{chosen TG}) / PV(\text{number})(\text{all media})(\text{TG All}) * 100$$

Question on IT knowledge

Basic – persons, which declare basic computer and Internet knowledge (e.g. writing basic text, saving files, electronic mail, surfing websites, etc)

Above standard – persons, which declare above standard computer and Internet knowledge (e.g. using mathematical functions in a table calculator, creating graphical presentations, work with search engines, databases on the users level, etc.)

Professional – IT professionals (e.g. administrators or coders)

ABCDE classification

ABCDE classification enables evaluation of social and economical status of an individual in the society. Usually it is calculated for the head of a household. Considering the particularity of Internet questioning a method of direct calculation for individual respondents has been adopted. The methodological committee has been working on the ABCDE classification update with representatives of the research agencies, media agencies and public professionals resulting in the suggestion of the scale A,B,C1,C2,D,E1,E2,E3. This scale corresponds with the international standard accredited by ESOMAR and also the algorithm of the individual's categorization corresponds with the international customs. ABCDE classification divides household individuals into social categories based on economical status (economically active x inactive individual). For economically active it then divides entrepreneur and employee. The place at work then serves to further differentiation (including possible number of subordinates for managing positions). The education of the examined person has the influence on the final categorization for all aroused classes. Based on the ESOMAR standards for economically inactive people we do not proceed according to their last employment but the level of the economic strength measured through the household facilities. The education influence is present here as well. Owing to the fact that the international procedure corresponds to the European levels, the social structure of the Czech population comes out worse than it used to for the current ABCD classification. Nevertheless this structure enables us to conduct comparisons within Europe. Still the committee has decided that for using it within the Czech Republic, the scale will be adjusted to take into account the specifics of the Czech Republic. This adjusted scale results from the European standard by shifting one or two classes up or down based on the subsistence index of the examined person's household.

A – The group with the highest social status in the society given by a very prestigious employment and highest income at the same time.

B – The group with outstanding income, usually higher management and the group of higher specialists with minimum secondary education.

C1, C2 – The group with average living standard and average income, e.g. small businessmen, self employees, technicians, officers and lower specialists.

D – The group with average and slightly below-average living standard, e.g. qualified manual workers.

E1, E2, E3 – The group characterised with below-average living standard predominantly with inactive individuals, i.e. unemployed, retired or not qualified workers.

Questions on the economic activity and employment:

These questions (18, 19, 20, 21 a 22) have been used (apart the others) mainly to set up the ABCDE classification. Based on the respondent's answer to question 8 (Economic activity), he/she is then questioned by a group of specific questions. Question 8 is hence used a filter to put further questions. Thus not each respondent is asked the above mentioned five questions. Therefore for the opportunity of target groups creation within the whole population the segmentation of single answers to this question is supplemented with the group of respondents that haven't been asked this question. So for instance at question 20 "Business activities" this group is called "Respondent is not a businessman".