

SPIR NetMonitor

Research on the Sociodemography of Internet Users in the Czech Republic

Medium title:

TOTAL

Month:

June 2013

Basic information	
The size of Internet population in the Czech Republic	6 230 679
Number of respondents	
Medium	N = 15 000
Total (for all measured media)	N = 15 000
RU(number)	6 087 372
Reach(%)	97.70
PV(number) (from Czech visitors)	7 962 055 286
PV(number) (from all visitors)	8 564 241 578
GRP (%)	127 787.92

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

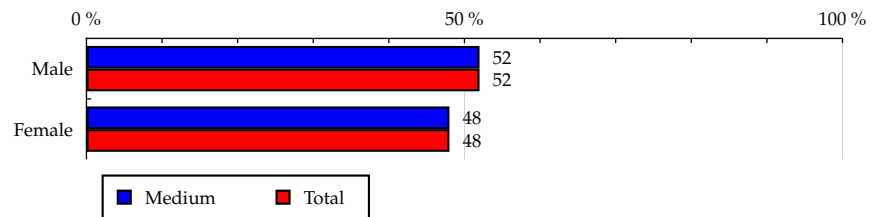
TOTAL

Table 1: Sex

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Male	51.99	3 164 876	97.70	53.18	4 234 475 255	130 718.61	100.00	51.99	3 164 876	53.18	4 234 475 255
Female	48.01	2 922 496	97.70	46.82	3 727 580 031	124 614.18	100.00	48.01	2 922 496	46.82	3 727 580 031

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

Chart 1: Sex by RU(%)



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

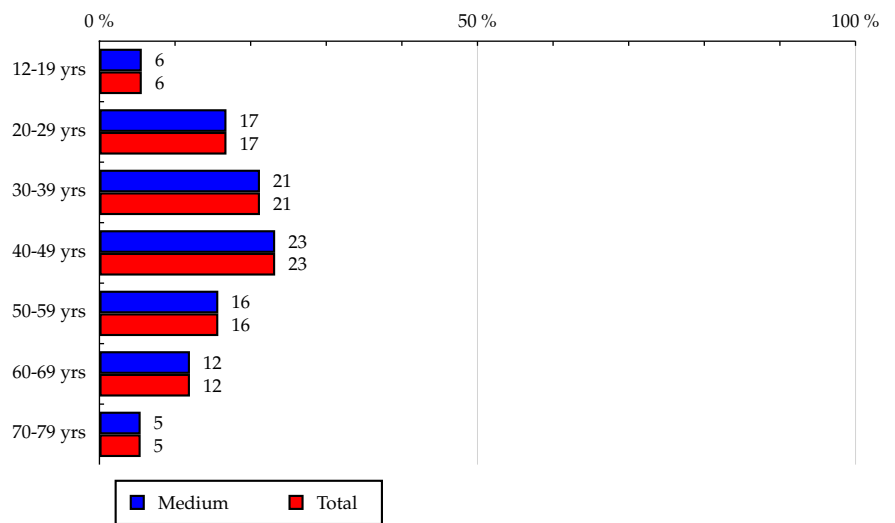
TOTAL

Table 2: Age

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
12-19 yrs	5.60	340 929	97.70	4.44	353 461 095	101 291.17	100.00	5.60	340 929	4.44	353 461 095
20-29 yrs	16.80	1 022 821	97.70	17.40	1 385 171 053	132 311.70	100.00	16.80	1 022 821	17.40	1 385 171 053
30-39 yrs	21.23	1 292 251	97.70	22.47	1 788 754 758	135 237.87	100.00	21.23	1 292 251	22.47	1 788 754 758
40-49 yrs	23.24	1 414 657	97.70	23.54	1 874 298 109	129 443.99	100.00	23.24	1 414 657	23.54	1 874 298 109
50-59 yrs	15.72	956 778	97.70	15.90	1 265 613 726	129 236.17	100.00	15.72	956 778	15.90	1 265 613 726
60-69 yrs	11.97	728 451	97.70	11.37	905 030 983	121 382.86	100.00	11.97	728 451	11.37	905 030 983
70-79 yrs	5.45	331 483	97.70	4.89	389 725 562	114 866.16	100.00	5.45	331 483	4.89	389 725 562

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

Chart 2: Age by RU(%)



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

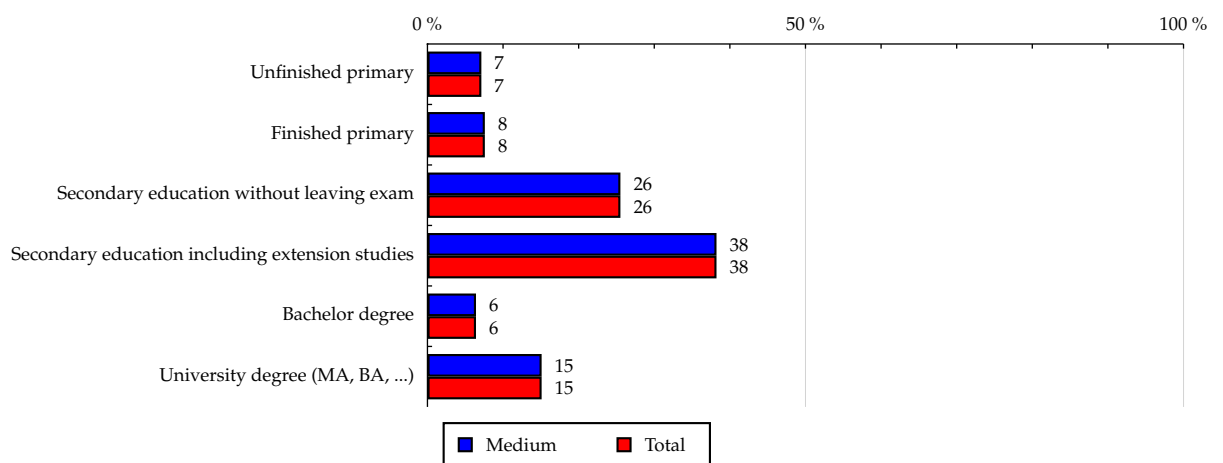
TOTAL

Table 3: Highest Education

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unfinished primary	7.13	434 283	97.70	5.65	449 469 532	101 116.27	100.00	7.13	434 283	5.65	449 469 532
Finished primary	7.59	462 182	97.70	8.30	661 069 770	139 742.34	100.00	7.59	462 182	8.30	661 069 770
Secondary education without leaving exam	25.52	1 553 732	97.70	29.45	2 345 124 082	147 463.33	100.00	25.52	1 553 732	29.45	2 345 124 082
Secondary education including extension studies	38.23	2 327 292	97.70	38.19	3 040 716 804	127 649.63	100.00	38.23	2 327 292	38.19	3 040 716 804
Bachelor degree	6.42	390 821	97.70	6.09	485 067 731	121 260.13	100.00	6.42	390 821	6.09	485 067 731
University degree (MA, BA, ...)	15.10	919 059	97.70	12.32	980 607 367	104 242.84	100.00	15.10	919 059	12.32	980 607 367

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

Chart 3: Highest Education by RU(%)



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

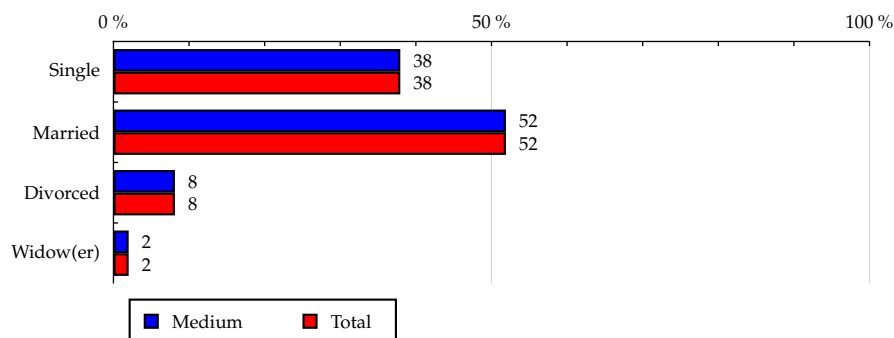
TOTAL

Table 4: Marital Status

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Single	37.94	2 309 807	97.70	38.33	3 051 512 062	129 072.55	100.00	37.94	2 309 807	38.33	3 051 512 062
Married	51.91	3 160 220	97.70	51.30	4 084 478 959	126 273.95	100.00	51.91	3 160 220	51.30	4 084 478 959
Divorced	8.13	494 845	97.70	8.40	668 464 442	131 978.40	100.00	8.13	494 845	8.40	668 464 442
Widow(er)	2.01	122 499	97.70	1.98	157 599 822	125 694.88	100.00	2.01	122 499	1.98	157 599 822

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

Chart 4: Marital Status by RU(%)



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

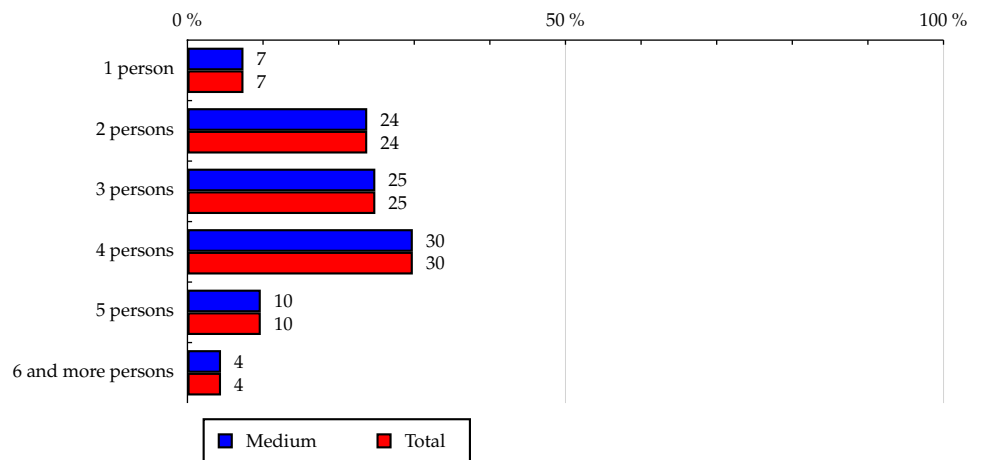
TOTAL

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	7.41	451 198	97.70	7.52	598 939 214	129 691.00	100.00	7.41	451 198	7.52	598 939 214
2 persons	23.78	1 447 750	97.70	23.49	1 870 275 304	126 213.66	100.00	23.78	1 447 750	23.49	1 870 275 304
3 persons	24.85	1 512 971	97.70	25.17	2 003 744 670	129 391.62	100.00	24.85	1 512 971	25.17	2 003 744 670
4 persons	29.81	1 814 932	97.70	30.83	2 454 409 582	132 123.83	100.00	29.81	1 814 932	30.83	2 454 409 582
5 persons	9.70	590 311	97.70	9.38	747 143 097	123 656.44	100.00	9.70	590 311	9.38	747 143 097
6 and more persons	4.44	270 208	97.70	3.61	287 543 419	103 967.85	100.00	4.44	270 208	3.61	287 543 419

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

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



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

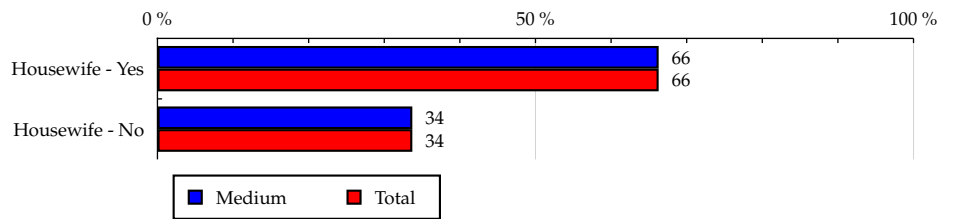
TOTAL

Table 6: Housewife

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Housewife - Yes	66.29	4 035 306	97.70	67.08	5 340 929 987	129 310.84	100.00	66.29	4 035 306	67.08	5 340 929 987
Housewife - No	33.71	2 052 066	97.70	32.92	2 621 125 299	124 793.17	100.00	33.71	2 052 066	32.92	2 621 125 299

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

Chart 6: Housewife by RU(%)



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

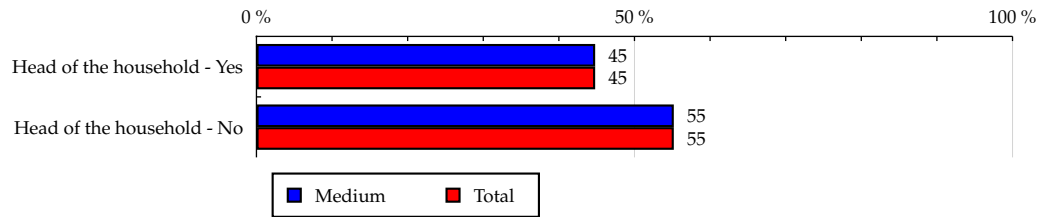
TOTAL

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	44.80	2 727 276	97.70	43.64	3 474 612 410	124 472.00	100.00	44.80	2 727 276	43.64	3 474 612 410
Head of the household - No	55.20	3 360 096	97.70	56.36	4 487 442 876	130 479.35	100.00	55.20	3 360 096	56.36	4 487 442 876

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

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



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

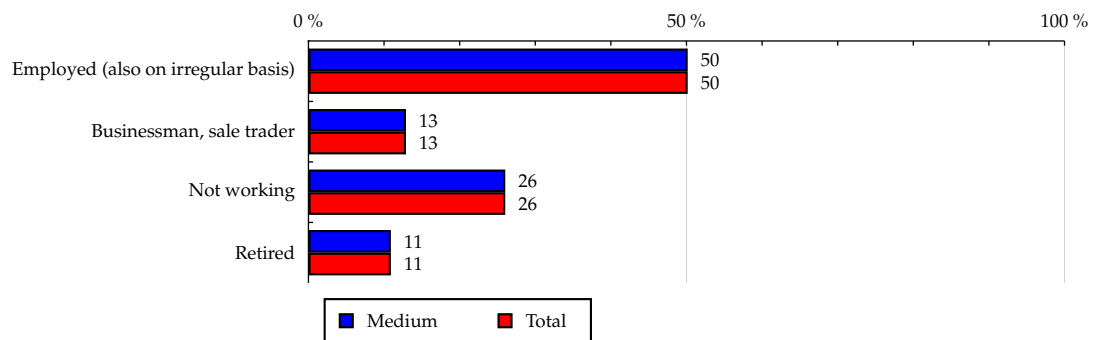
TOTAL

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)	50.16	3 053 720	97.70	49.93	3 975 343 556	127 186.18	100.00	50.16	3 053 720	49.93	3 975 343 556
Businessman, sale trader	12.90	785 043	97.70	13.56	1 079 736 659	134 375.04	100.00	12.90	785 043	13.56	1 079 736 659
Not working	26.03	1 584 785	97.70	25.18	2 004 783 114	123 592.29	100.00	26.03	1 584 785	25.18	2 004 783 114
Retired	10.90	663 823	97.70	11.33	902 191 957	132 782.54	100.00	10.90	663 823	11.33	902 191 957

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

Chart 8: Economic Activity by RU(%)



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

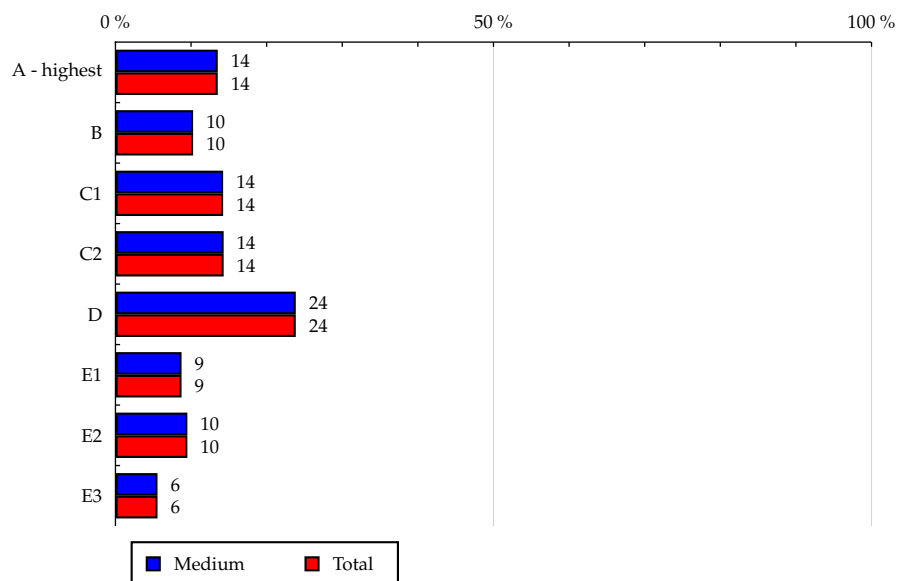
TOTAL

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	13.53	823 612	97.70	11.50	915 390 991	108 587.08	100.00	13.53	823 612	11.50	915 390 991
B	10.27	625 050	97.70	10.07	801 615 587	125 298.35	100.00	10.27	625 050	10.07	801 615 587
C1	14.24	866 641	97.70	12.49	994 443 172	112 107.58	100.00	14.24	866 641	12.49	994 443 172
C2	14.31	870 862	97.70	14.93	1 188 751 114	133 363.18	100.00	14.31	870 862	14.93	1 188 751 114
D	23.85	1 451 815	97.70	25.36	2 019 217 693	135 883.40	100.00	23.85	1 451 815	25.36	2 019 217 693
E1	8.74	532 095	97.70	9.33	742 929 490	136 412.01	100.00	8.74	532 095	9.33	742 929 490
E2	9.51	578 837	97.70	10.40	827 867 003	139 732.82	100.00	9.51	578 837	10.40	827 867 003
E3	5.56	338 457	97.70	5.93	471 840 236	136 202.58	100.00	5.56	338 457	5.93	471 840 236

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

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



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

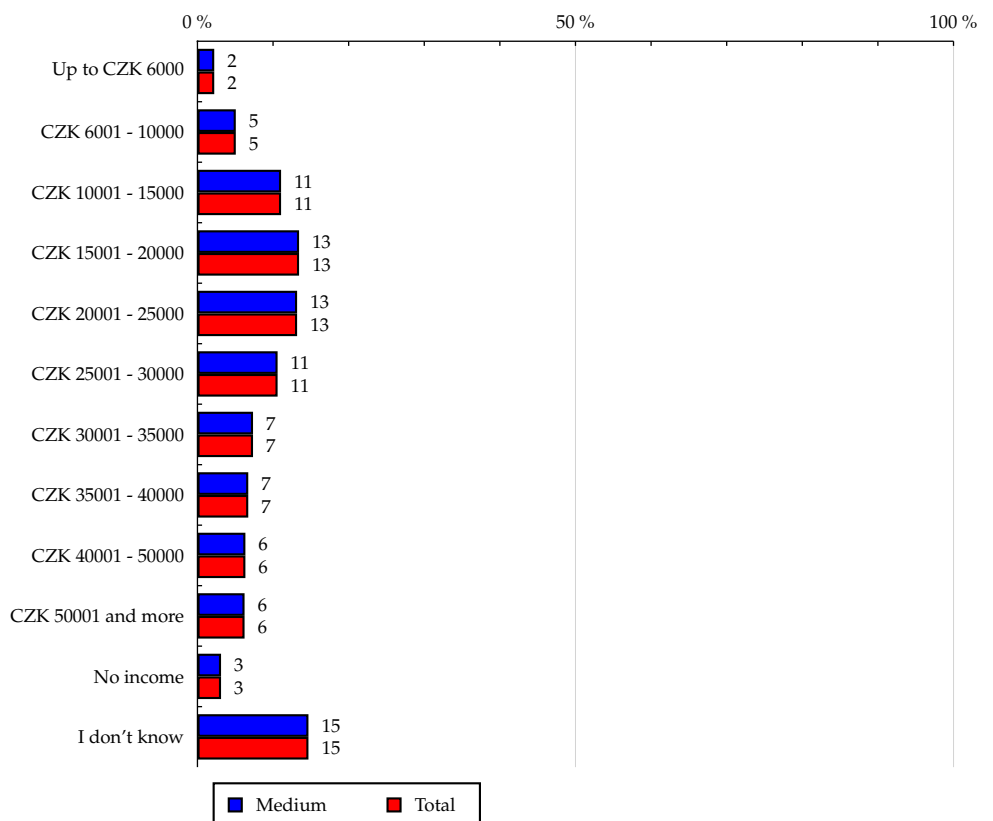
TOTAL

Table 10: Net Income of the Household

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Up to CZK 6000	2.22	134 989	97.70	2.29	182 067 571	131 772.93	100.00	2.22	134 989	2.29	182 067 571
CZK 6001 - 10000	5.07	308 425	97.70	5.39	429 442 149	136 034.31	100.00	5.07	308 425	5.39	429 442 149
CZK 10001 - 15000	11.06	673 201	97.70	11.53	918 016 152	133 229.39	100.00	11.06	673 201	11.53	918 016 152
CZK 15001 - 20000	13.44	818 275	97.70	13.21	1 051 574 502	125 555.22	100.00	13.44	818 275	13.21	1 051 574 502
CZK 20001 - 25000	13.18	802 365	97.70	14.37	1 144 331 356	139 339.50	100.00	13.18	802 365	14.37	1 144 331 356
CZK 25001 - 30000	10.60	645 283	97.70	9.83	782 365 549	118 455.02	100.00	10.60	645 283	9.83	782 365 549
CZK 30001 - 35000	7.35	447 213	97.70	7.44	592 593 776	129 460.29	100.00	7.35	447 213	7.44	592 593 776
CZK 35001 - 40000	6.72	409 155	97.70	6.24	497 226 595	118 729.99	100.00	6.72	409 155	6.24	497 226 595
CZK 40001 - 50000	6.34	385 879	97.70	6.03	480 006 462	121 531.76	100.00	6.34	385 879	6.03	480 006 462
CZK 50001 and more	6.23	379 112	97.70	5.04	401 509 703	103 471.91	100.00	6.23	379 112	5.04	401 509 703
No income	3.12	190 087	97.70	3.94	313 563 244	161 163.32	100.00	3.12	190 087	3.94	313 563 244
I don't know	14.68	893 382	97.70	14.69	1 169 358 227	127 880.61	100.00	14.68	893 382	14.69	1 169 358 227

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

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



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

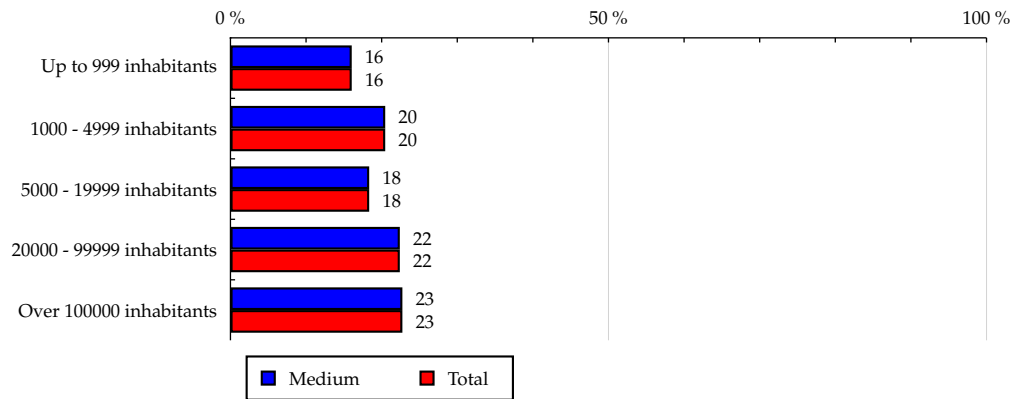
TOTAL

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	16.04	976 504	97.70	15.23	1 212 441 311	121 305.66	100.00	16.04	976 504	15.23	1 212 441 311
1000 - 4999 inhabitants	20.47	1 246 083	97.70	20.29	1 615 767 912	126 685.38	100.00	20.47	1 246 083	20.29	1 615 767 912
5000 - 19999 inhabitants	18.35	1 117 312	97.70	18.78	1 495 340 886	130 755.50	100.00	18.35	1 117 312	18.78	1 495 340 886
20000 - 99999 inhabitants	22.40	1 363 474	97.70	21.19	1 687 254 860	120 900.51	100.00	22.40	1 363 474	21.19	1 687 254 860
Over 100000 inhabitants	22.74	1 383 997	97.70	24.51	1 951 250 317	137 743.81	100.00	22.74	1 383 997	24.51	1 951 250 317

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

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



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

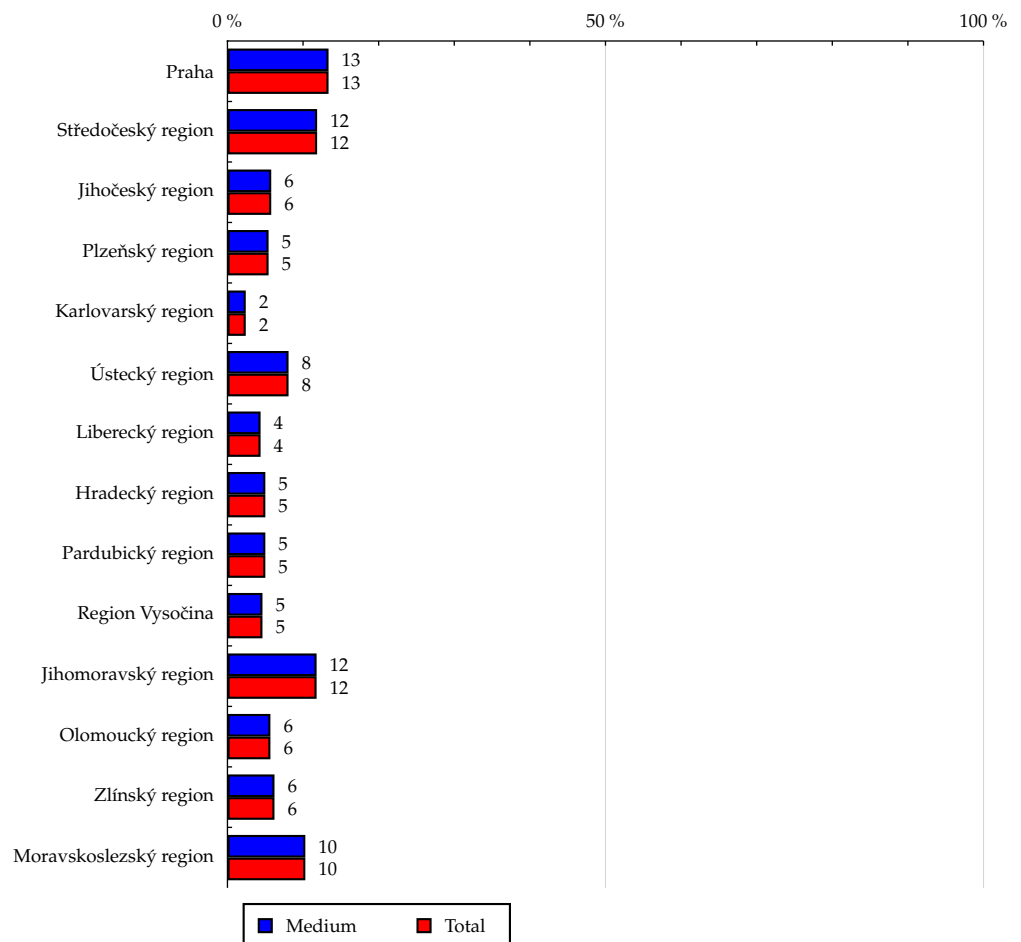
TOTAL

Table 12: Region

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Praha	13.37	813 756	97.70	13.25	1 055 217 586	126 689.96	100.00	13.37	813 756	13.25	1 055 217 586
Středočeský region	11.86	722 062	97.70	11.46	912 360 707	123 448.57	100.00	11.86	722 062	11.46	912 360 707
Jihočeský region	5.79	352 694	97.70	4.63	368 824 649	102 168.10	100.00	5.79	352 694	4.63	368 824 649
Plzeňský region	5.44	331 113	97.70	5.52	439 610 316	129 713.79	100.00	5.44	331 113	5.52	439 610 316
Karlovarský region	2.42	147 389	97.70	1.78	141 968 577	94 106.36	100.00	2.42	147 389	1.78	141 968 577
Ústecký region	8.08	491 932	97.70	8.17	650 591 291	129 210.27	100.00	8.08	491 932	8.17	650 591 291
Liberecký region	4.38	266 585	97.70	4.32	344 033 586	126 083.89	100.00	4.38	266 585	4.32	344 033 586
Hradecký region	5.01	305 156	97.70	6.44	512 612 994	164 120.26	100.00	5.01	305 156	6.44	512 612 994
Pardubický region	5.01	305 231	97.70	5.04	401 536 126	128 525.76	100.00	5.01	305 231	5.04	401 536 126
Region Vysočina	4.63	281 954	97.70	4.37	348 212 198	120 658.77	100.00	4.63	281 954	4.37	348 212 198
Jihomoravský region	11.79	717 674	97.70	11.15	887 433 547	120 810.06	100.00	11.79	717 674	11.15	887 433 547
Olomoucký region	5.68	345 962	97.70	5.93	472 136 094	133 331.65	100.00	5.68	345 962	5.93	472 136 094
Zlínský region	6.22	378 920	97.70	6.80	541 084 720	139 511.89	100.00	6.22	378 920	6.80	541 084 720
Moravskoslezský region	10.30	626 938	97.70	11.13	886 432 895	138 138.63	100.00	10.30	626 938	11.13	886 432 895

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

Chart 12: Region by RU(%)



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

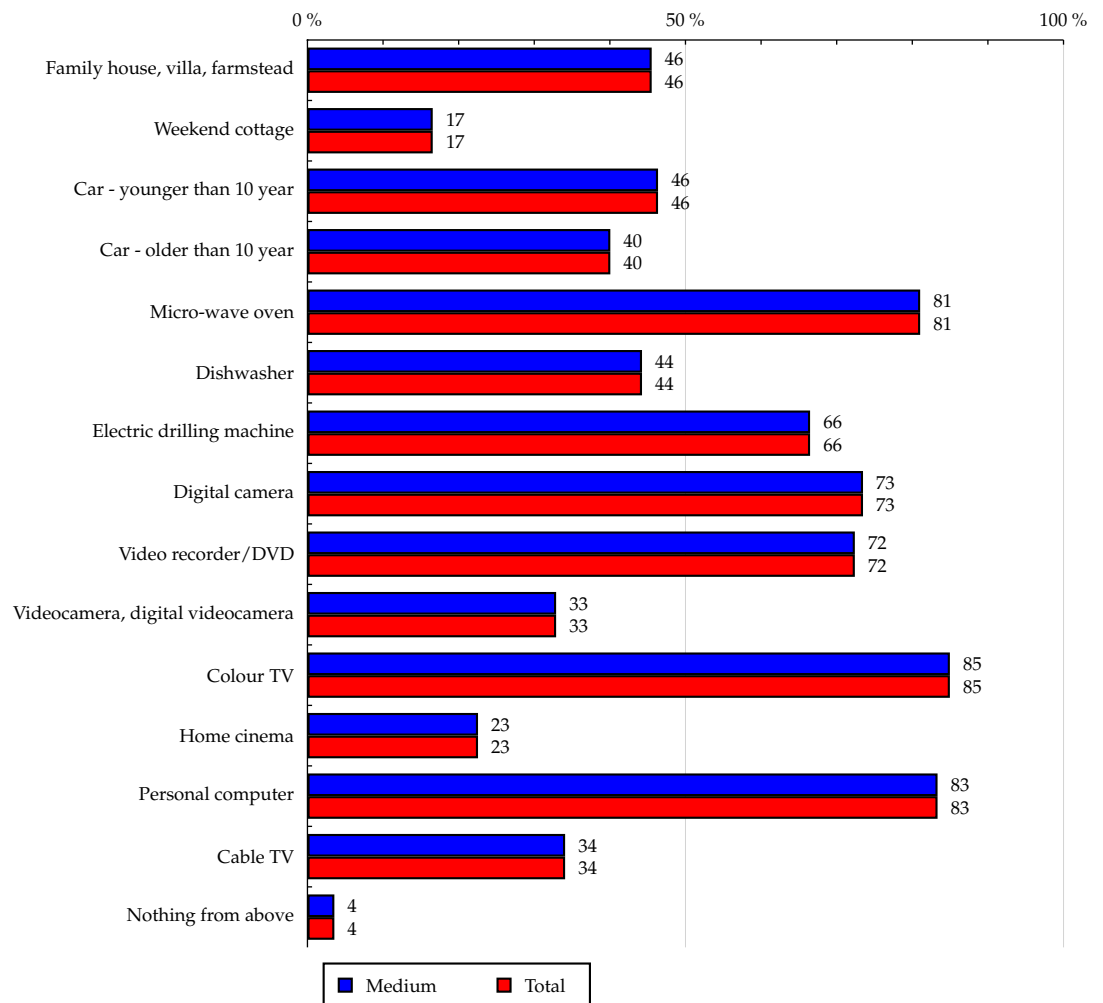
TOTAL

Table 13: Facilities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Family house, villa, farmstead	45.53	2 771 416	97.70	42.50	3 383 622 660	119 281.92	100.00	45.53	2 771 416	42.50	3 383 622 660
Weekend cottage	16.57	1 008 654	97.70	16.37	1 303 786 479	126 286.94	100.00	16.57	1 008 654	16.37	1 303 786 479
Car - younger than 10 year	46.37	2 822 923	97.70	41.70	3 319 828 379	114 897.62	100.00	46.37	2 822 923	41.70	3 319 828 379
Car - older than 10 year	40.06	2 438 452	97.70	43.05	3 427 883 276	137 342.90	100.00	40.06	2 438 452	43.05	3 427 883 276
Micro-wave oven	81.04	4 932 985	97.70	79.99	6 368 718 180	126 135.33	100.00	81.04	4 932 985	79.99	6 368 718 180
Dishwasher	44.25	2 693 630	97.70	41.28	3 286 405 594	119 200.40	100.00	44.25	2 693 630	41.28	3 286 405 594
Electric drilling machine	66.48	4 047 031	97.70	65.08	5 181 743 534	125 093.25	100.00	66.48	4 047 031	65.08	5 181 743 534
Digital camera	73.48	4 472 811	97.70	72.76	5 793 362 616	126 544.90	100.00	73.48	4 472 811	72.76	5 793 362 616
Video recorder/DVD	72.40	4 407 521	97.70	71.48	5 691 052 329	126 151.58	100.00	72.40	4 407 521	71.48	5 691 052 329
Videocamera, digital videocamera	32.89	2 002 079	97.70	30.47	2 426 050 874	118 389.50	100.00	32.89	2 002 079	30.47	2 426 050 874
Colour TV	84.97	5 172 301	97.70	84.75	6 748 047 243	127 464.38	100.00	84.97	5 172 301	84.75	6 748 047 243
Home cinema	22.56	1 373 386	97.70	20.95	1 668 380 970	118 685.28	100.00	22.56	1 373 386	20.95	1 668 380 970
Personal computer	83.34	5 073 350	97.70	82.69	6 583 678 880	126 785.13	100.00	83.34	5 073 350	82.69	6 583 678 880
Cable TV	34.08	2 074 612	97.70	33.91	2 700 103 872	127 156.33	100.00	34.08	2 074 612	33.91	2 700 103 872
Nothing from above	3.56	216 986	97.70	4.66	370 972 713	167 033.95	100.00	3.56	216 986	4.66	370 972 713

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

Chart 13: Facilities by RU(%)



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

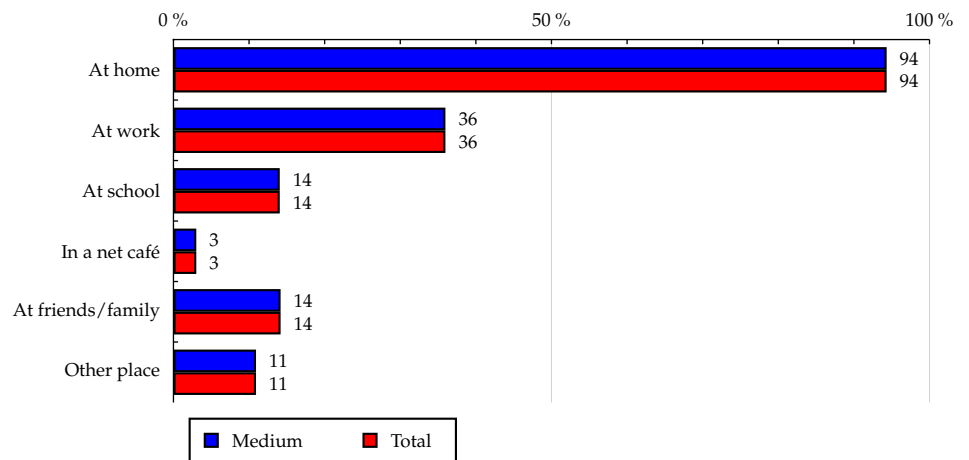
TOTAL

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	94.33	5 742 423	97.70	95.72	7 621 414 100	129 668.62	100.00	94.33	5 742 423	95.72	7 621 414 100
At work	35.97	2 189 561	97.70	31.13	2 478 288 672	110 583.22	100.00	35.97	2 189 561	31.13	2 478 288 672
At school	14.06	855 584	97.70	12.65	1 007 479 031	115 044.91	100.00	14.06	855 584	12.65	1 007 479 031
In a net café	3.02	183 708	97.70	3.26	259 275 862	137 888.65	100.00	3.02	183 708	3.26	259 275 862
At friends/family	14.17	862 372	97.70	13.42	1 068 397 760	121 041.00	100.00	14.17	862 372	13.42	1 068 397 760
Other place	10.92	664 927	97.70	10.24	815 548 817	119 831.32	100.00	10.92	664 927	10.24	815 548 817

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

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



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

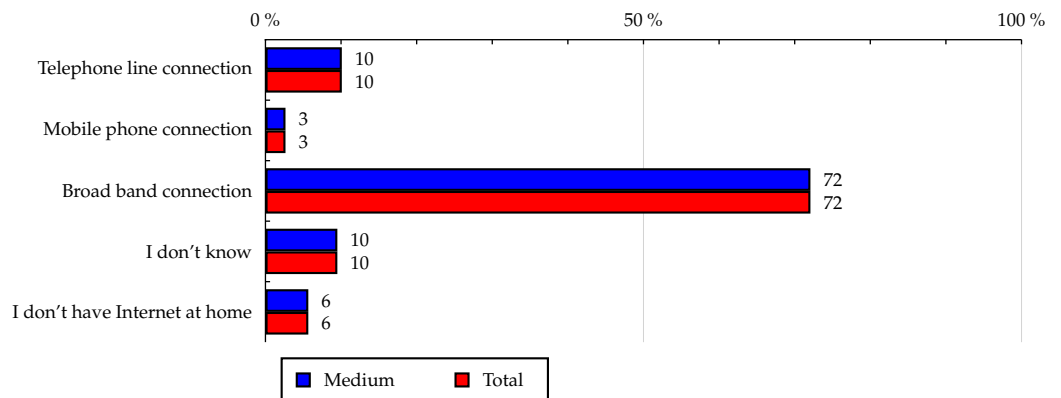
TOTAL

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	10.10	614 602	97.70	10.31	820 703 371	130 462.80	100.00	10.10	614 602	10.31	820 703 371
Mobile phone connection	2.65	161 360	97.70	2.84	225 794 959	136 713.57	100.00	2.65	161 360	2.84	225 794 959
Broad band connection	72.08	4 387 717	97.70	75.33	5 998 067 250	133 557.18	100.00	72.08	4 387 717	75.33	5 998 067 250
I don't know	9.51	578 743	97.70	7.24	576 848 521	97 380.08	100.00	9.51	578 743	7.24	576 848 521
I don't have Internet at home	5.67	344 949	97.70	4.28	340 641 186	96 479.69	100.00	5.67	344 949	4.28	340 641 186

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

Chart 15: Connection from Home by RU(%)



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

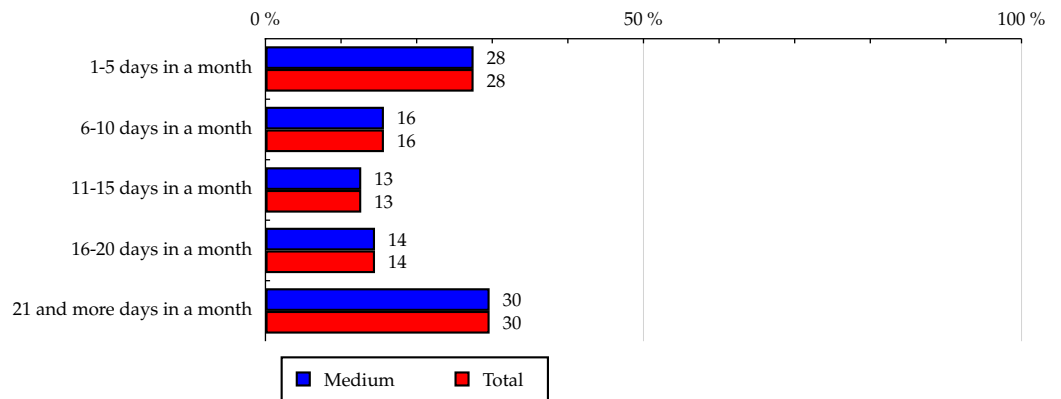
TOTAL

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

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
1-5 days in a month	27.53	1 675 802	97.70	1.56	124 172 539	7 239.31	100.00	27.53	1 675 802	1.56	124 172 539
6-10 days in a month	15.67	953 618	97.70	4.05	322 457 877	33 036.40	100.00	15.67	953 618	4.05	322 457 877
11-15 days in a month	12.67	771 095	97.70	7.06	562 046 984	71 212.98	100.00	12.67	771 095	7.06	562 046 984
16-20 days in a month	14.49	882 133	97.70	15.99	1 273 256 057	141 018.43	100.00	14.49	882 133	15.99	1 273 256 057
21 and more days in a month	29.65	1 804 722	97.70	71.34	5 680 121 829	307 497.62	100.00	29.65	1 804 722	71.34	5 680 121 829

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

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



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

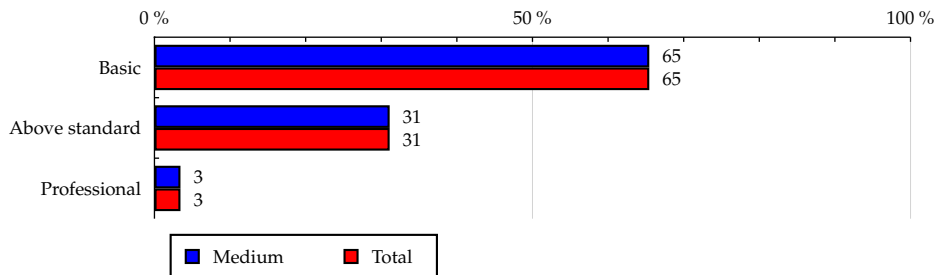
TOTAL

Table 17: IT Knowledge

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Basic	65.45	3 984 360	97.70	65.86	5 243 648 599	128 578.84	100.00	65.45	3 984 360	65.86	5 243 648 599
Above standard	31.11	1 893 691	97.70	30.77	2 450 162 514	126 409.65	100.00	31.11	1 893 691	30.77	2 450 162 514
Professional	3.44	209 321	97.70	3.37	268 244 174	125 202.10	100.00	3.44	209 321	3.37	268 244 174

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

Chart 17: IT Knowledge by RU(%)



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

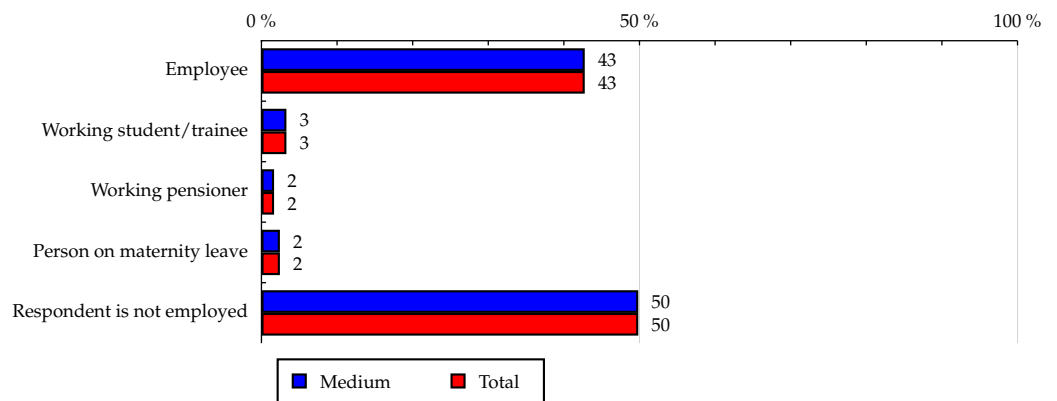
TOTAL

Table 18: Economically Active as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Employee	42.76	2 602 771	97.70	42.53	3 385 914 389	127 096.75	100.00	42.76	2 602 771	42.53	3 385 914 389
Working student/trainee	3.30	200 881	97.70	3.09	246 389 160	119 832.80	100.00	3.30	200 881	3.09	246 389 160
Working pensioner	1.67	101 792	97.70	1.70	135 413 712	129 969.56	100.00	1.67	101 792	1.70	135 413 712
Person on maternity leave	2.44	148 274	97.70	2.61	207 626 295	136 807.53	100.00	2.44	148 274	2.61	207 626 295
Respondent is not employed	49.84	3 033 652	97.70	50.07	3 986 711 730	128 393.64	100.00	49.84	3 033 652	50.07	3 986 711 730

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

Chart 18: Economically Active as by RU(%)



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

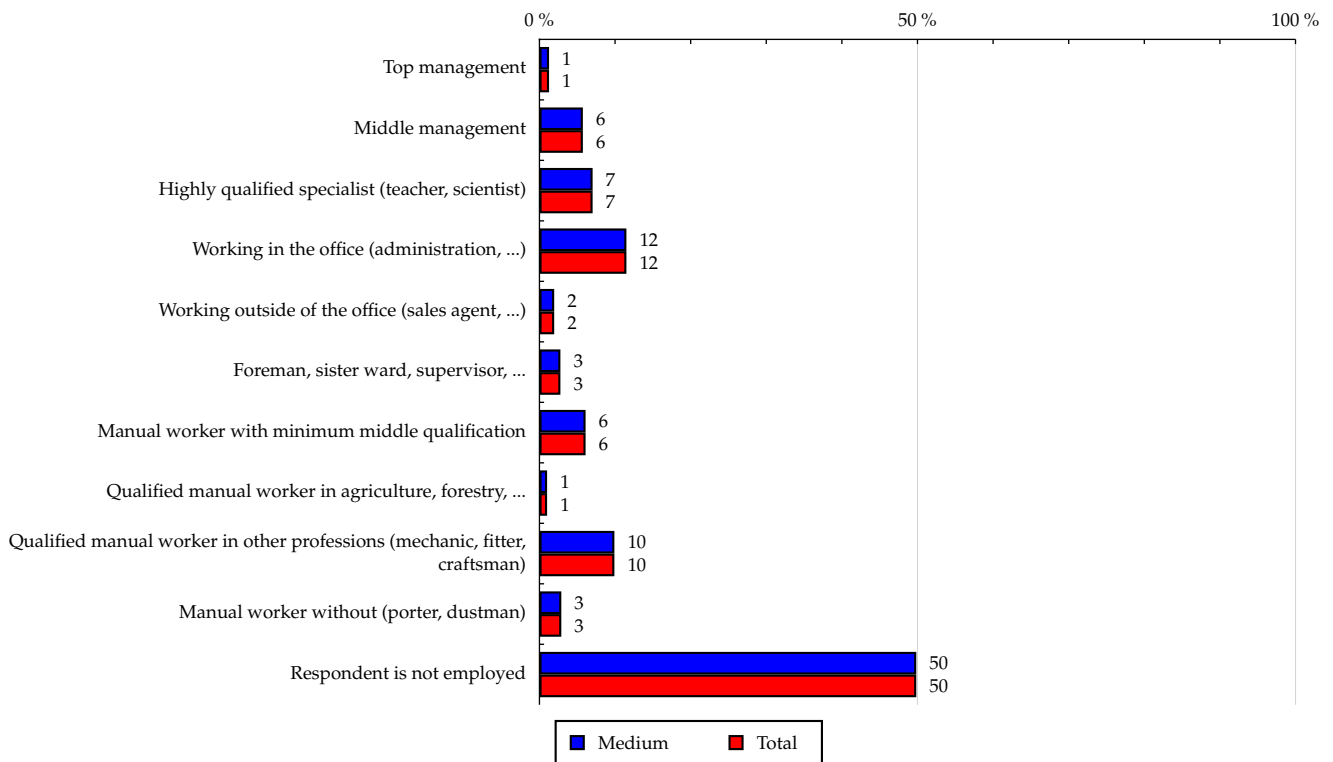
TOTAL

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	1.27	77 268	97.70	0.89	70 878 143	89 620.43	100.00	1.27	77 268	0.89	70 878 143
Middle management	5.74	349 311	97.70	6.03	480 413 553	134 368.41	100.00	5.74	349 311	6.03	480 413 553
Highly qualified specialist (teacher, scientist)	7.03	428 067	97.70	5.83	464 580 297	106 033.51	100.00	7.03	428 067	5.83	464 580 297
Working in the office (administration, ...)	11.50	700 001	97.70	10.76	856 667 864	119 566.13	100.00	11.50	700 001	10.76	856 667 864
Working outside of the office (sales agent, ...)	1.95	118 411	97.70	2.02	161 166 009	132 976.57	100.00	1.95	118 411	2.02	161 166 009
Foreman, sister ward, supervisor, ...	2.77	168 500	97.70	2.69	214 283 789	124 246.38	100.00	2.77	168 500	2.69	214 283 789
Manual worker with minimum middle qualification	6.10	371 255	97.70	6.46	514 222 072	135 323.35	100.00	6.10	371 255	6.46	514 222 072
Qualified manual worker in agriculture, forestry, ...	1.01	61 762	97.70	1.12	88 924 498	140 665.57	100.00	1.01	61 762	1.12	88 924 498
Qualified manual worker in other professions (mechanic, fitter, craftsman)	9.91	603 280	97.70	10.59	843 254 230	136 563.19	100.00	9.91	603 280	10.59	843 254 230
Manual worker without (porter, dustman)	2.89	175 862	97.70	3.53	280 953 100	156 083.10	100.00	2.89	175 862	3.53	280 953 100
Respondent is not employed	49.84	3 033 652	97.70	50.07	3 986 711 730	128 393.64	100.00	49.84	3 033 652	50.07	3 986 711 730

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

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



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

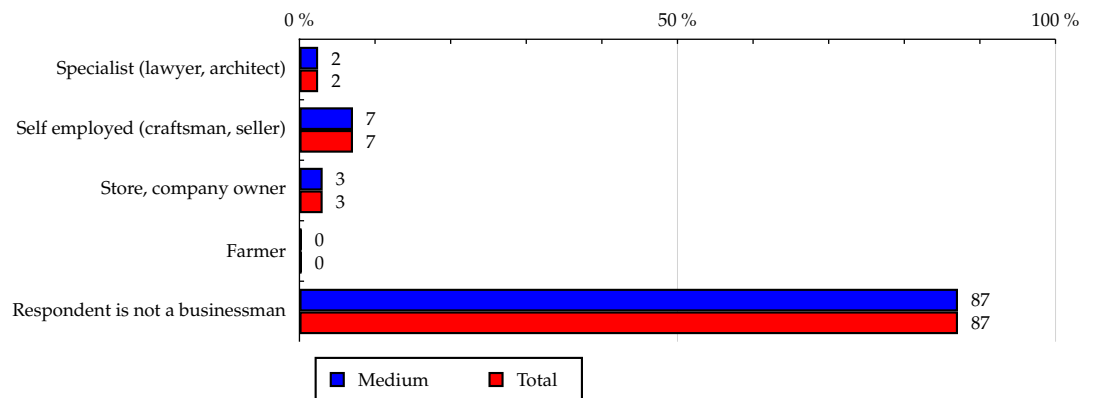
TOTAL

Table 20: Business Activities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Specialist (lawyer, architect)	2.47	150 268	97.70	1.96	156 030 445	101 446.30	100.00	2.47	150 268	1.96	156 030 445
Self employed (craftsman, seller)	7.08	430 832	97.70	9.11	725 333 700	164 484.19	100.00	7.08	430 832	9.11	725 333 700
Store, company owner	3.07	187 040	97.70	2.35	187 014 344	97 686.42	100.00	3.07	187 040	2.35	187 014 344
Farmer	0.28	16 902	97.70	0.14	11 358 171	65 652.32	100.00	0.28	16 902	0.14	11 358 171
Respondent is not a businessman	87.10	5 302 329	97.70	86.44	6 882 318 627	126 812.66	100.00	87.10	5 302 329	86.44	6 882 318 627

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

Chart 20: Business Activities by RU(%)



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

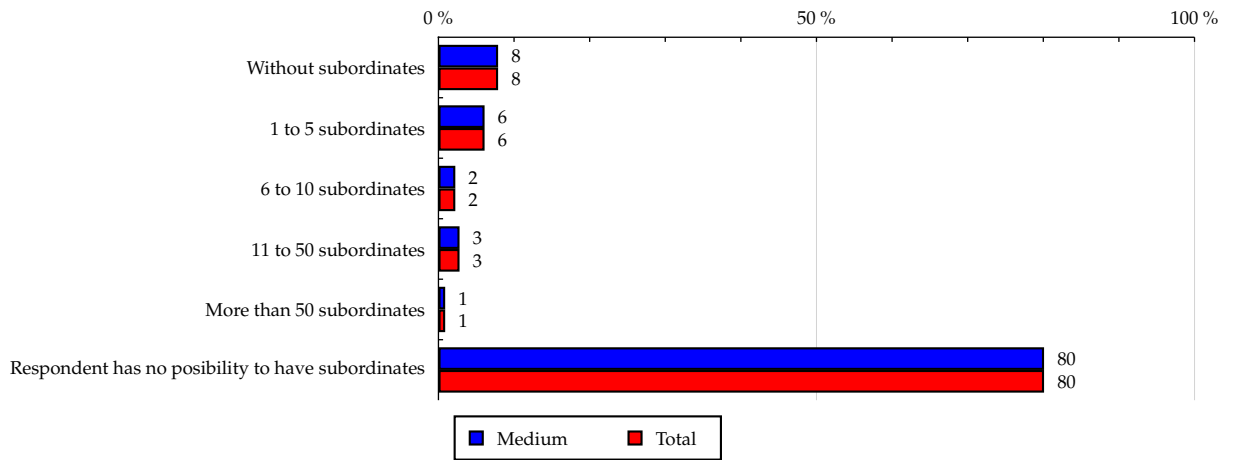
TOTAL

Table 21: Number of Subordinates

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Without subordinates	7.89	480 527	97.70	8.95	712 284 323	144 820.28	100.00	7.89	480 527	8.95	712 284 323
1 to 5 subordinates	6.10	371 170	97.70	6.99	556 555 134	146 497.25	100.00	6.10	371 170	6.99	556 555 134
6 to 10 subordinates	2.23	135 645	97.70	1.82	144 910 881	104 373.63	100.00	2.23	135 645	1.82	144 910 881
11 to 50 subordinates	2.79	169 863	97.70	2.13	169 848 769	97 691.38	100.00	2.79	169 863	2.13	169 848 769
More than 50 subordinates	0.89	54 415	97.70	0.60	47 429 249	85 156.23	100.00	0.89	54 415	0.60	47 429 249
Respondent has no possibility to have subordinates	80.10	4 875 750	97.70	79.51	6 331 026 930	126 860.75	100.00	80.10	4 875 750	79.51	6 331 026 930

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

Chart 21: Number of Subordinates by RU(%)



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

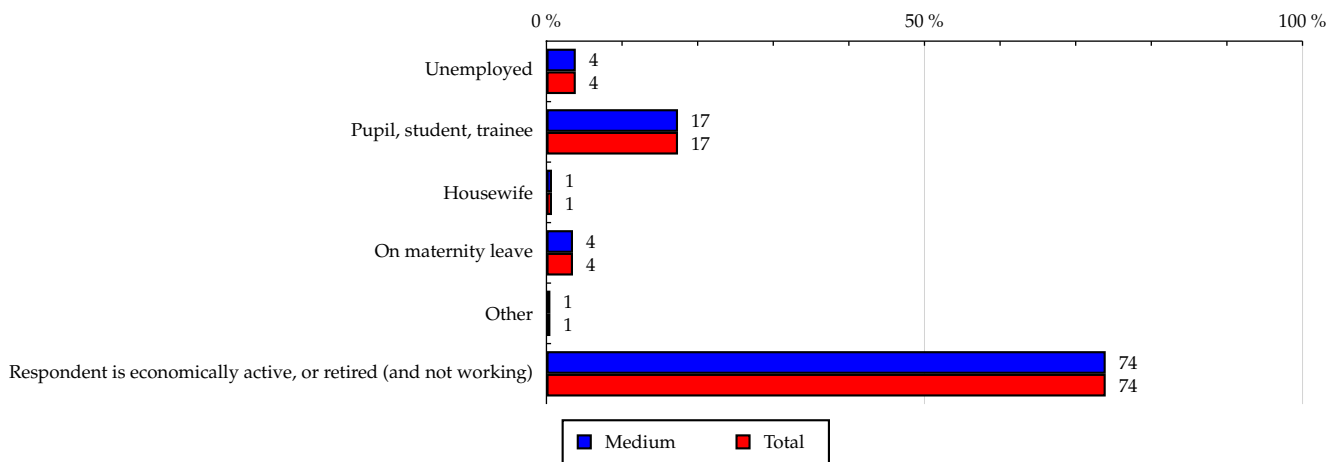
TOTAL

Table 22: Economically Inactive as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unemployed	3.88	236 101	97.70	5.15	410 244 363	169 761.02	100.00	3.88	236 101	5.15	410 244 363
Pupil, student, trainee	17.40	1 059 432	97.70	15.47	1 231 912 417	113 605.94	100.00	17.40	1 059 432	15.47	1 231 912 417
Housewife	0.73	44 234	97.70	0.53	42 059 678	92 896.21	100.00	0.73	44 234	0.53	42 059 678
On maternity leave	3.51	213 580	97.70	3.48	276 841 250	126 637.83	100.00	3.51	213 580	3.48	276 841 250
Other	0.52	31 436	97.70	0.55	43 725 406	135 893.86	100.00	0.52	31 436	0.55	43 725 406
Respondent is economically active, or retired (and not working)	73.97	4 502 587	97.70	74.82	5 957 272 172	129 264.67	100.00	73.97	4 502 587	74.82	5 957 272 172

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

Chart 22: Economically Inactive as by RU(%)



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

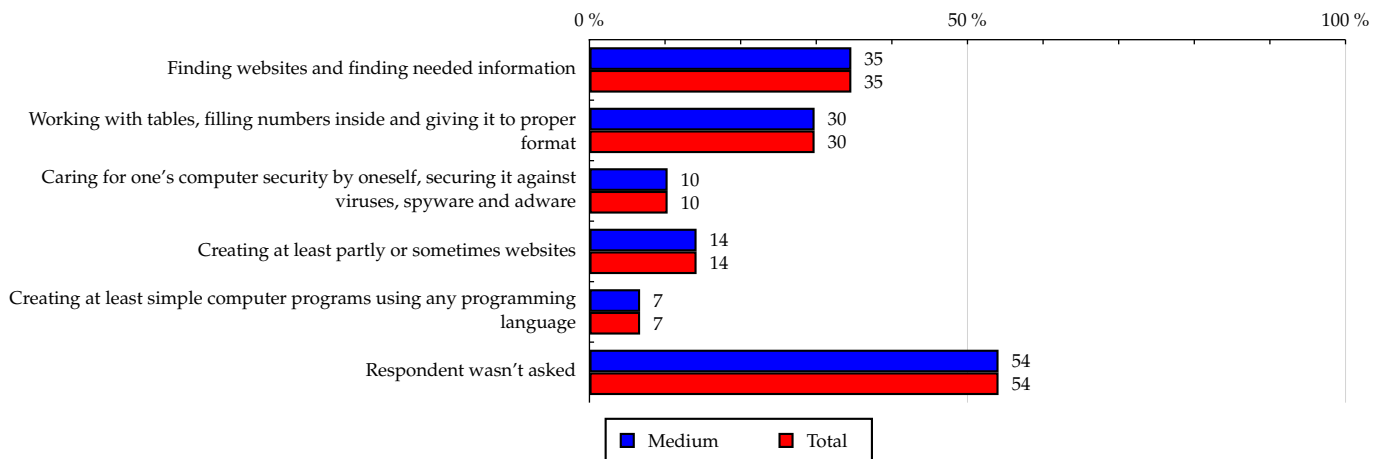
TOTAL

Table 23: Activities on computers which respondent does

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Finding websites and finding needed information	34.64	2 108 820	97.70	38.35	3 053 393 708	141 461.33	100.00	34.64	2 108 820	38.35	3 053 393 708
Working with tables, filling numbers inside and giving it to proper format	29.78	1 813 019	97.70	32.66	2 600 069 683	140 112.57	100.00	29.78	1 813 019	32.66	2 600 069 683
Caring for one's computer security by oneself, securing it against viruses, spyware and adware	10.34	629 730	97.70	10.60	844 014 339	130 945.24	100.00	10.34	629 730	10.60	844 014 339
Creating at least partly or sometimes websites	14.17	862 843	97.70	15.63	1 244 108 178	140 870.71	100.00	14.17	862 843	15.63	1 244 108 178
Creating at least simple computer programs using any programming language	6.70	407 790	97.70	6.22	494 964 869	118 585.66	100.00	6.70	407 790	6.22	494 964 869
Respondent wasn't asked	54.11	3 294 071	97.70	49.81	3 966 015 525	117 629.39	100.00	54.11	3 294 071	49.81	3 966 015 525

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

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



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

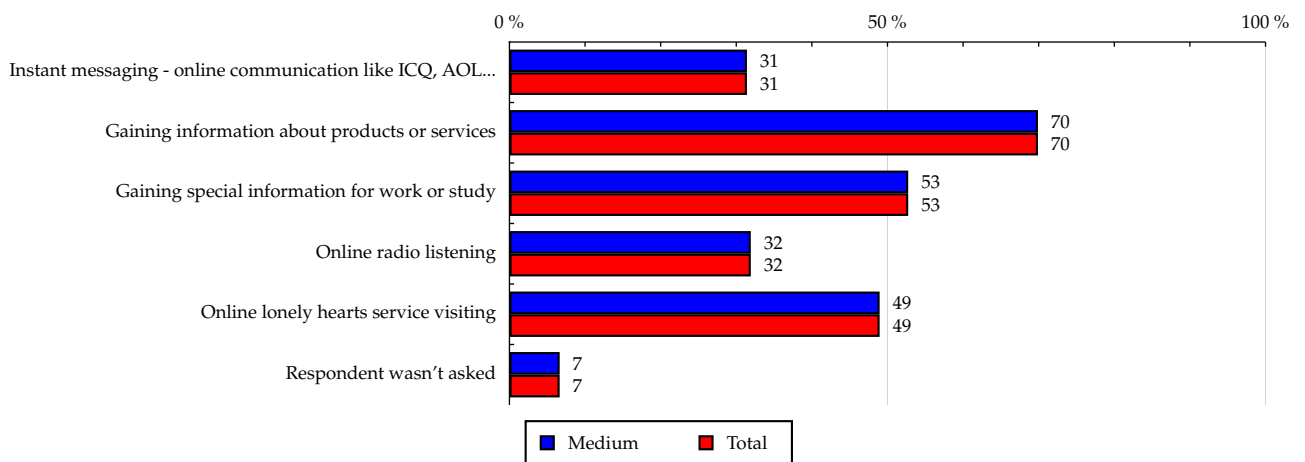
TOTAL

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...	31.41	1 911 952	97.70	31.43	2 502 090 544	127 855.84	100.00	31.41	1 911 952	31.43	2 502 090 544
Gaining information about products or services	69.90	4 255 006	97.70	71.22	5 670 602 009	130 203.74	100.00	69.90	4 255 006	71.22	5 670 602 009
Gaining special information for work or study	52.74	3 210 409	97.70	50.30	4 004 565 208	121 867.96	100.00	52.74	3 210 409	50.30	4 004 565 208
Online radio listening	31.92	1 943 267	97.70	37.99	3 024 816 210	152 076.08	100.00	31.92	1 943 267	37.99	3 024 816 210
Online lonely hearts service visiting	48.96	2 980 453	97.70	55.90	4 451 098 729	145 908.10	100.00	48.96	2 980 453	55.90	4 451 098 729
Respondent wasn't asked	6.64	403 976	97.70	6.23	496 223 659	120 009.58	100.00	6.64	403 976	6.23	496 223 659

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

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



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

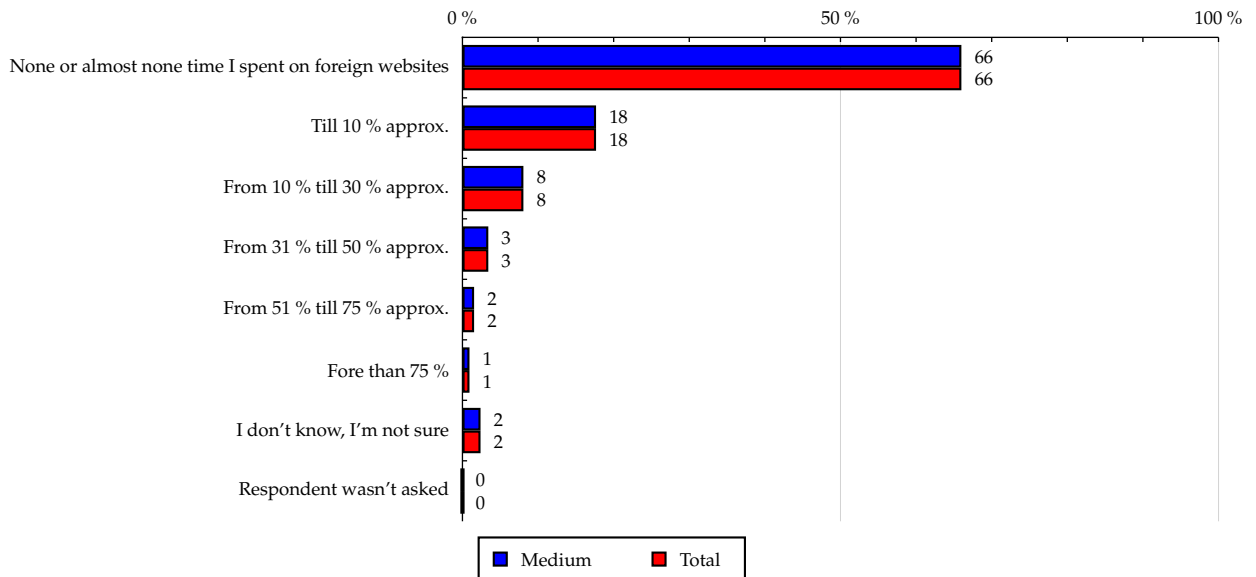
TOTAL

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	65.99	4 016 862	97.70	66.08	5 261 047 154	127 961.64	100.00	65.99	4 016 862	66.08	5 261 047 154
Till 10 % approx.	17.67	1 075 918	97.70	18.67	1 486 584 031	134 990.90	100.00	17.67	1 075 918	18.67	1 486 584 031
From 10 % till 30 % approx.	8.06	490 588	97.70	8.16	650 045 827	129 455.71	100.00	8.06	490 588	8.16	650 045 827
From 31 % till 50 % approx.	3.42	208 003	97.70	3.29	261 656 042	122 900.93	100.00	3.42	208 003	3.29	261 656 042
From 51 % till 75 % approx.	1.54	93 893	97.70	1.28	102 118 325	106 258.78	100.00	1.54	93 893	1.28	102 118 325
Fore than 75 %	0.93	56 674	97.70	0.62	49 200 059	84 814.44	100.00	0.93	56 674	0.62	49 200 059
I don't know, I'm not sure	2.39	145 432	97.70	1.90	151 403 848	101 711.59	100.00	2.39	145 432	1.90	151 403 848
Respondent wasn't asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



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