

SPIR NetMonitor

Research on the Sociodemography of Internet Users in the Czech Republic

Medium title:

TOTAL

Month:

July 2013

Basic information	
The size of Internet population in the Czech Republic	6 286 848
Number of respondents	
Medium	N = 13 680
Total (for all measured media)	N = 13 680
RU(number)	6 142 249
Reach(%)	97.70
PV(number) (from Czech visitors)	7 403 471 154
PV(number) (from all visitors)	8 045 703 286
GRP (%)	117 761.26

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

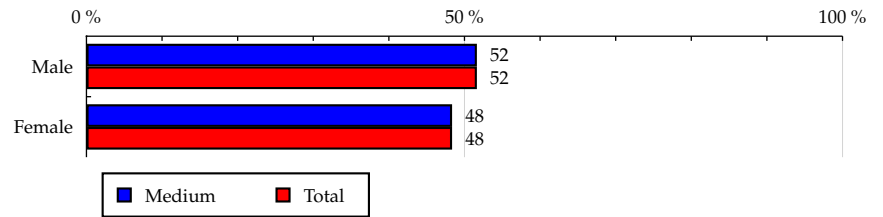
TOTAL

Table 1: Sex

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Male	51.64	3 172 106	97.70	53.39	3 953 079 001	121 753.74	100.00	51.64	3 172 106	53.39	3 953 079 001
Female	48.36	2 970 143	97.70	46.61	3 450 392 153	113 497.29	100.00	48.36	2 970 143	46.61	3 450 392 153

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

Chart 1: Sex by RU(%)



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

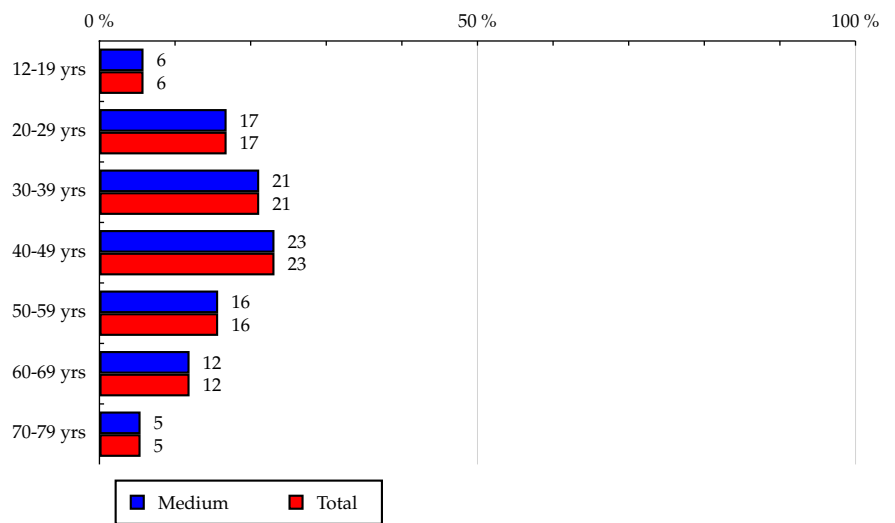
TOTAL

Table 2: Age

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
12-19 yrs	5.83	358 137	97.70	4.28	316 943 228	86 462.07	100.00	5.83	358 137	4.28	316 943 228
20-29 yrs	16.82	1 033 360	97.70	17.01	1 259 056 270	119 038.66	100.00	16.82	1 033 360	17.01	1 259 056 270
30-39 yrs	21.13	1 298 104	97.70	21.92	1 622 671 478	122 128.03	100.00	21.13	1 298 104	21.92	1 622 671 478
40-49 yrs	23.15	1 422 057	97.70	22.94	1 698 173 617	116 670.11	100.00	23.15	1 422 057	22.94	1 698 173 617
50-59 yrs	15.70	964 326	97.70	16.91	1 251 667 128	126 811.62	100.00	15.70	964 326	16.91	1 251 667 128
60-69 yrs	11.92	732 387	97.70	12.07	893 236 039	119 157.14	100.00	11.92	732 387	12.07	893 236 039
70-79 yrs	5.44	333 876	97.70	4.89	361 723 394	105 848.79	100.00	5.44	333 876	4.89	361 723 394

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

Chart 2: Age by RU(%)



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

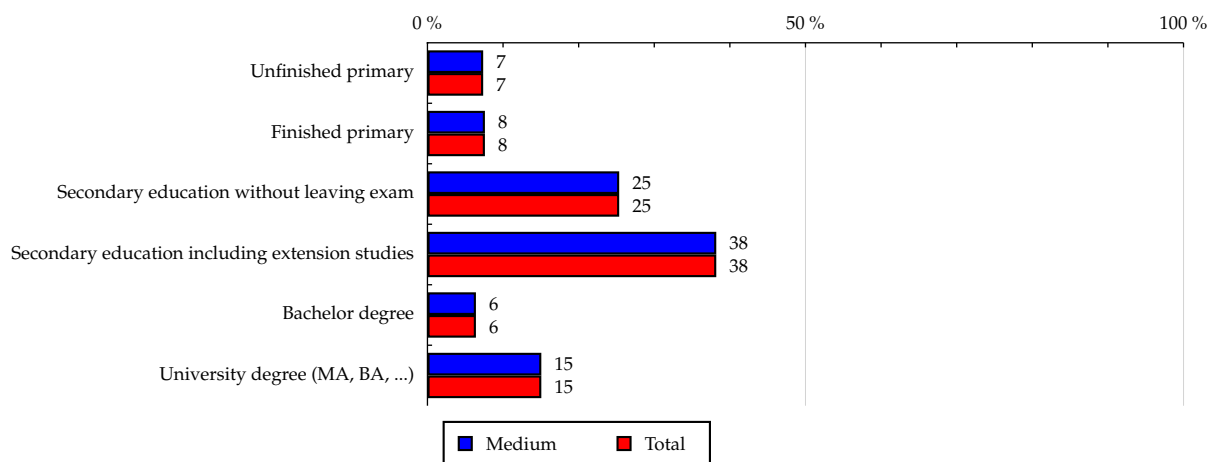
TOTAL

Table 3: Highest Education

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unfinished primary	7.37	452 612	97.70	5.19	384 336 465	82 962.16	100.00	7.37	452 612	5.19	384 336 465
Finished primary	7.60	466 956	97.70	8.33	616 608 465	129 011.39	100.00	7.60	466 956	8.33	616 608 465
Secondary education without leaving exam	25.36	1 557 981	97.70	30.75	2 276 528 325	142 759.61	100.00	25.36	1 557 981	30.75	2 276 528 325
Secondary education including extension studies	38.20	2 346 043	97.70	37.35	2 765 269 067	115 158.47	100.00	38.20	2 346 043	37.35	2 765 269 067
Bachelor degree	6.41	393 844	97.70	6.40	474 104 957	117 610.11	100.00	6.41	393 844	6.40	474 104 957
University degree (MA, BA, ...)	15.06	924 813	97.70	11.98	886 623 874	93 665.56	100.00	15.06	924 813	11.98	886 623 874

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

Chart 3: Highest Education by RU(%)



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

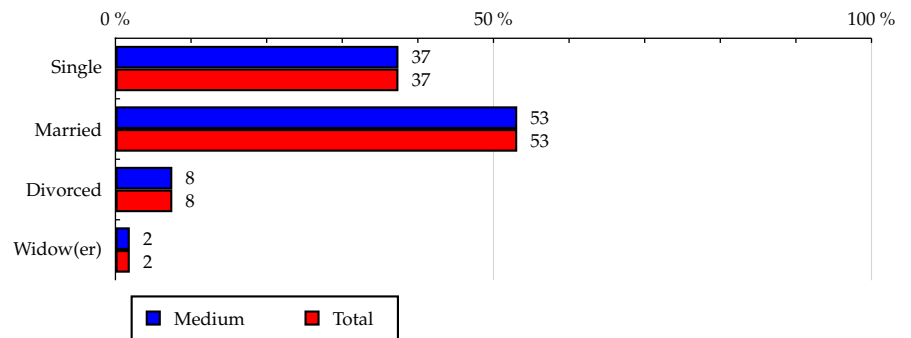
TOTAL

Table 4: Marital Status

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Single	37.43	2 299 227	97.70	38.19	2 827 226 703	120 136.04	100.00	37.43	2 299 227	38.19	2 827 226 703
Married	53.14	3 264 271	97.70	51.80	3 835 028 438	114 782.81	100.00	53.14	3 264 271	51.80	3 835 028 438
Divorced	7.52	462 159	97.70	8.36	618 566 322	130 764.31	100.00	7.52	462 159	8.36	618 566 322
Widow(er)	1.90	116 592	97.70	1.66	122 649 691	102 775.67	100.00	1.90	116 592	1.66	122 649 691

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

Chart 4: Marital Status by RU(%)



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

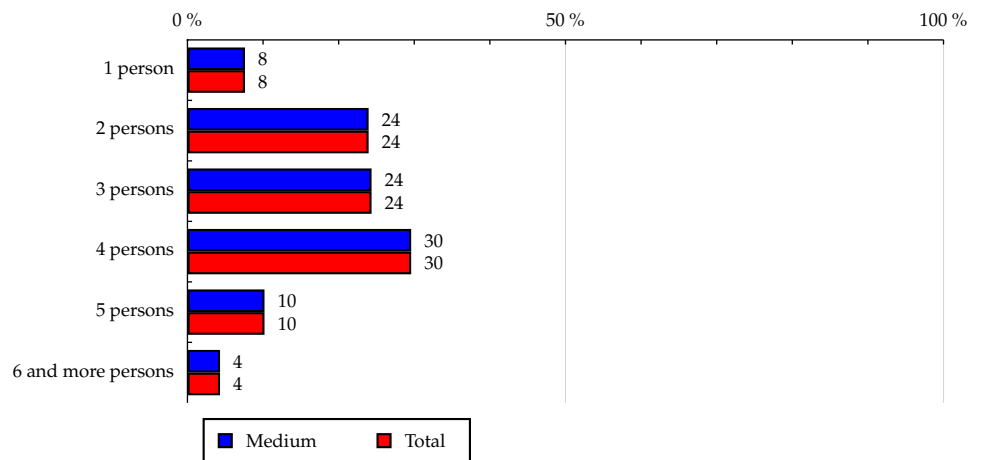
TOTAL

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	7.61	467 590	97.70	8.78	650 327 395	135 881.60	100.00	7.61	467 590	8.78	650 327 395
2 persons	23.96	1 471 559	97.70	23.54	1 742 948 601	115 718.11	100.00	23.96	1 471 559	23.54	1 742 948 601
3 persons	24.35	1 495 530	97.70	25.98	1 923 652 310	125 668.29	100.00	24.35	1 495 530	25.98	1 923 652 310
4 persons	29.59	1 817 391	97.70	28.33	2 097 394 880	112 752.51	100.00	29.59	1 817 391	28.33	2 097 394 880
5 persons	10.19	625 716	97.70	8.73	646 550 669	100 953.00	100.00	10.19	625 716	8.73	646 550 669
6 and more persons	4.31	264 460	97.70	4.63	342 597 299	126 566.23	100.00	4.31	264 460	4.63	342 597 299

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

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



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

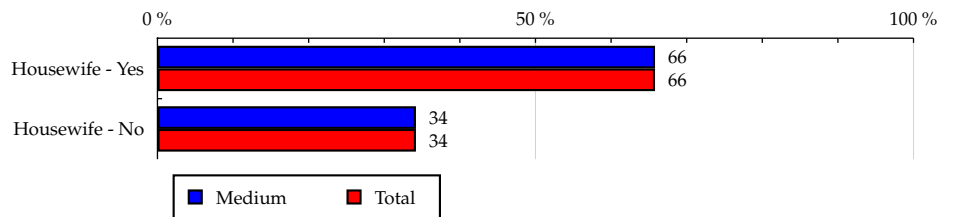
TOTAL

Table 6: Housewife

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Housewife - Yes	65.81	4 042 300	97.70	66.70	4 937 836 650	119 344.56	100.00	65.81	4 042 300	66.70	4 937 836 650
Housewife - No	34.19	2 099 949	97.70	33.30	2 465 634 504	114 713.48	100.00	34.19	2 099 949	33.30	2 465 634 504

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

Chart 6: Housewife by RU(%)



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

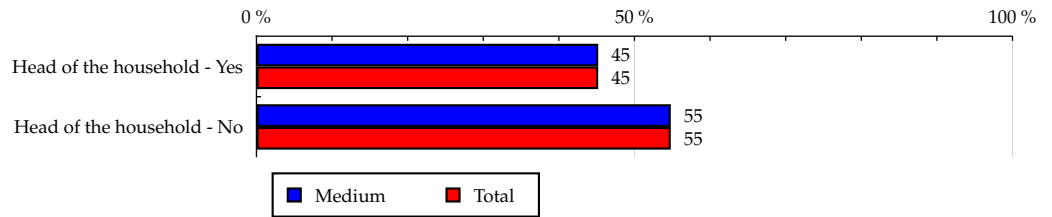
TOTAL

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	45.20	2 776 495	97.70	45.09	3 338 065 333	117 460.64	100.00	45.20	2 776 495	45.09	3 338 065 333
Head of the household - No	54.80	3 365 754	97.70	54.91	4 065 405 821	118 009.24	100.00	54.80	3 365 754	54.91	4 065 405 821

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

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



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

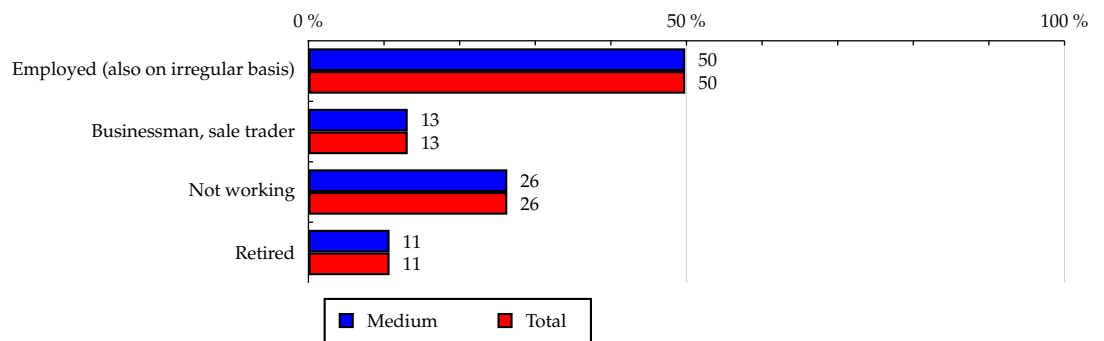
TOTAL

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)	49.83	3 060 766	97.70	50.48	3 737 258 292	119 293.68	100.00	49.83	3 060 766	50.48	3 737 258 292
Businessman, sale trader	13.13	806 710	97.70	12.86	951 856 684	115 278.52	100.00	13.13	806 710	12.86	951 856 684
Not working	26.30	1 615 489	97.70	25.80	1 910 463 431	115 539.14	100.00	26.30	1 615 489	25.80	1 910 463 431
Retired	10.73	659 283	97.70	10.86	803 892 747	119 129.81	100.00	10.73	659 283	10.86	803 892 747

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

Chart 8: Economic Activity by RU(%)



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

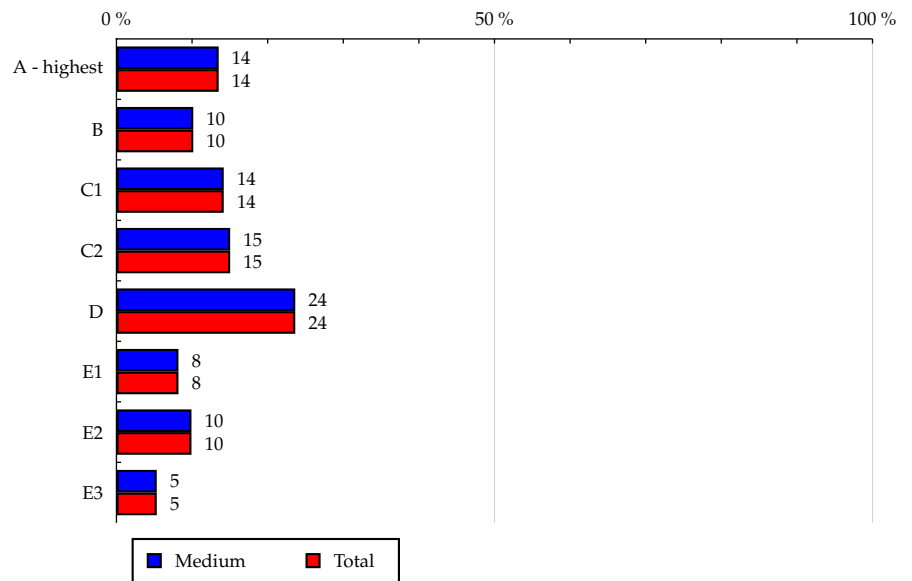
TOTAL

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	13.52	830 230	97.70	12.69	939 143 305	110 516.70	100.00	13.52	830 230	12.69	939 143 305
B	10.16	624 040	97.70	9.57	708 206 001	110 876.90	100.00	10.16	624 040	9.57	708 206 001
C1	14.19	871 483	97.70	12.16	900 512 163	100 954.38	100.00	14.19	871 483	12.16	900 512 163
C2	15.04	923 962	97.70	15.72	1 163 977 652	123 079.23	100.00	15.04	923 962	15.72	1 163 977 652
D	23.65	1 452 439	97.70	24.30	1 798 689 390	120 990.89	100.00	23.65	1 452 439	24.30	1 798 689 390
E1	8.20	503 476	97.70	9.99	739 468 863	143 494.58	100.00	8.20	503 476	9.99	739 468 863
E2	9.92	609 448	97.70	9.96	737 275 726	118 191.90	100.00	9.92	609 448	9.96	737 275 726
E3	5.33	327 169	97.70	5.62	416 198 052	124 285.81	100.00	5.33	327 169	5.62	416 198 052

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

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



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

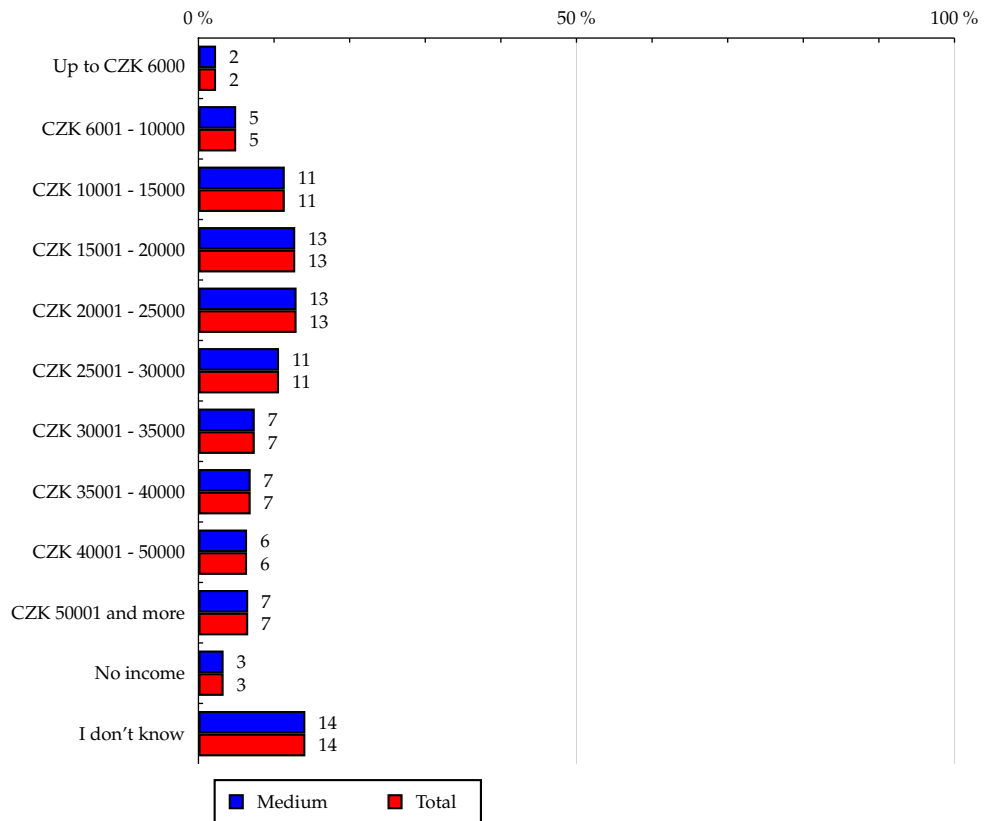
TOTAL

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	2.33	143 182	97.70	2.21	163 420 399	111 508.86	100.00	2.33	143 182	2.21	163 420 399
CZK 6001 - 10000	4.99	306 419	97.70	4.86	360 109 360	114 818.78	100.00	4.99	306 419	4.86	360 109 360
CZK 10001 - 15000	11.42	701 176	97.70	13.69	1 013 424 440	141 207.73	100.00	11.42	701 176	13.69	1 013 424 440
CZK 15001 - 20000	12.80	785 937	97.70	13.44	994 686 429	123 649.57	100.00	12.80	785 937	13.44	994 686 429
CZK 20001 - 25000	12.98	797 038	97.70	13.02	963 917 739	118 155.89	100.00	12.98	797 038	13.02	963 917 739
CZK 25001 - 30000	10.66	654 608	97.70	10.34	765 772 770	114 291.22	100.00	10.66	654 608	10.34	765 772 770
CZK 30001 - 35000	7.45	457 316	97.70	6.63	490 610 135	104 812.82	100.00	7.45	457 316	6.63	490 610 135
CZK 35001 - 40000	6.91	424 577	97.70	6.02	445 414 357	102 494.79	100.00	6.91	424 577	6.02	445 414 357
CZK 40001 - 50000	6.43	394 815	97.70	5.97	441 968 199	109 368.29	100.00	6.43	394 815	5.97	441 968 199
CZK 50001 and more	6.58	403 951	97.70	6.48	479 755 237	116 034.00	100.00	6.58	403 951	6.48	479 755 237
No income	3.33	204 523	97.70	3.84	284 509 101	135 908.71	100.00	3.33	204 523	3.84	284 509 101
I don't know	14.14	868 702	97.70	13.51	999 882 988	112 453.36	100.00	14.14	868 702	13.51	999 882 988

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

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



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

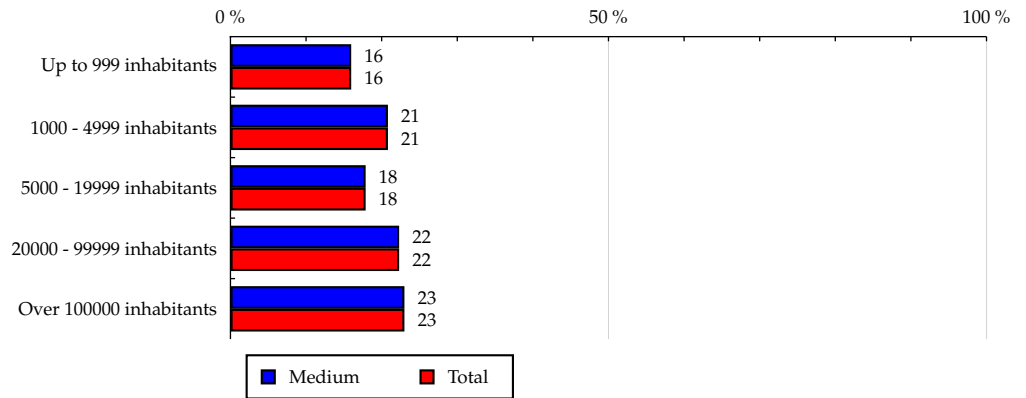
TOTAL

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	15.97	980 743	97.70	14.71	1 089 147 847	108 499.00	100.00	15.97	980 743	14.71	1 089 147 847
1000 - 4999 inhabitants	20.83	1 279 622	97.70	20.83	1 542 426 141	117 765.19	100.00	20.83	1 279 622	20.83	1 542 426 141
5000 - 19999 inhabitants	17.88	1 098 182	97.70	18.16	1 344 298 577	119 595.79	100.00	17.88	1 098 182	18.16	1 344 298 577
20000 - 99999 inhabitants	22.31	1 370 283	97.70	21.63	1 601 655 689	114 196.66	100.00	22.31	1 370 283	21.63	1 601 655 689
Over 100000 inhabitants	23.01	1 413 418	97.70	24.66	1 825 942 900	126 215.03	100.00	23.01	1 413 418	24.66	1 825 942 900

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

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



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

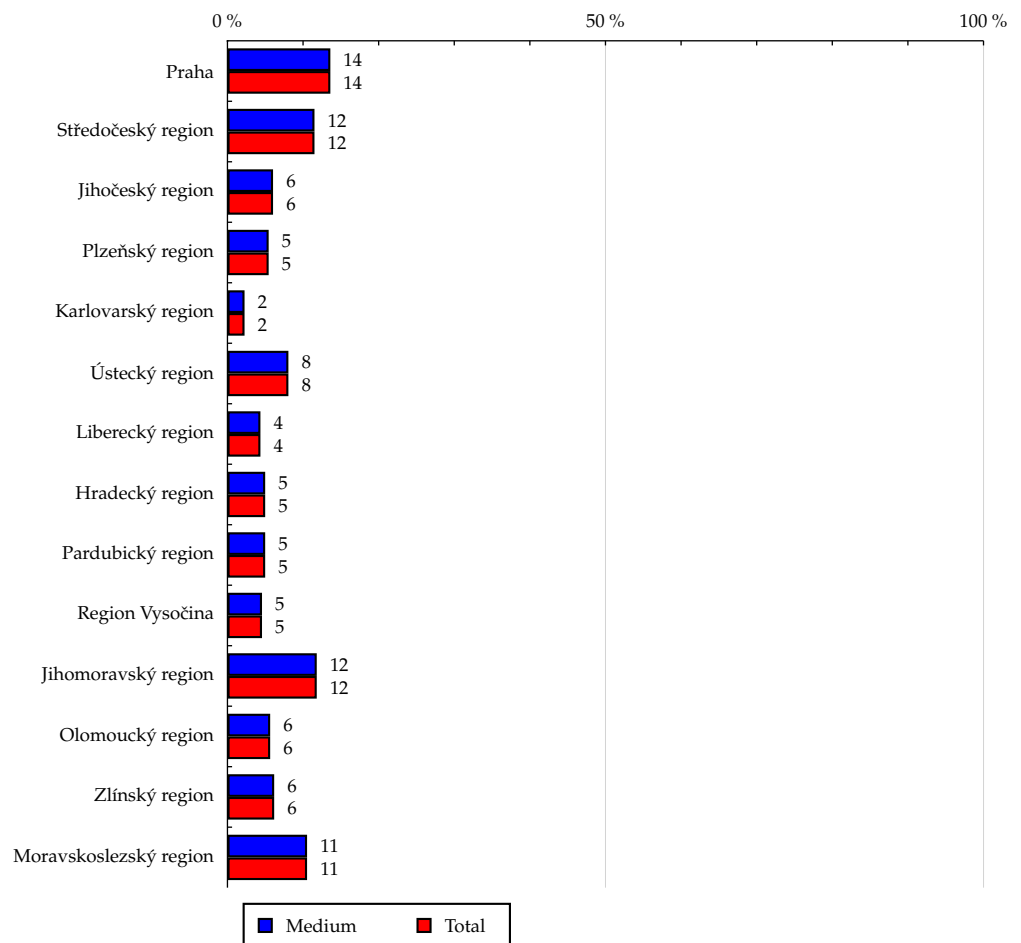
TOTAL

Table 12: Region

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Praha	13.61	836 122	97.70	13.33	987 163 803	115 348.96	100.00	13.61	836 122	13.33	987 163 803
Středočeský region	11.51	707 015	97.70	10.86	804 248 568	111 136.21	100.00	11.51	707 015	10.86	804 248 568
Jihočeský region	6.03	370 576	97.70	4.84	358 405 394	94 491.06	100.00	6.03	370 576	4.84	358 405 394
Plzeňský region	5.45	334 975	97.70	5.43	402 123 184	117 284.34	100.00	5.45	334 975	5.43	402 123 184
Karlovarský region	2.26	138 664	97.70	1.65	122 476 425	86 294.52	100.00	2.26	138 664	1.65	122 476 425
Ústecký region	8.06	494 824	97.70	8.27	612 132 067	120 861.53	100.00	8.06	494 824	8.27	612 132 067
Liberecký region	4.36	267 653	97.70	4.66	344 851 019	125 878.73	100.00	4.36	267 653	4.66	344 851 019
Hradecký region	4.99	306 560	97.70	5.48	405 655 890	129 281.22	100.00	4.99	306 560	5.48	405 655 890
Pardubický region	4.99	306 402	97.70	4.62	342 008 297	109 053.19	100.00	4.99	306 402	4.62	342 008 297
Region Vysočina	4.57	280 915	97.70	4.58	339 429 615	118 050.50	100.00	4.57	280 915	4.58	339 429 615
Jihomoravský region	11.81	725 368	97.70	11.85	877 550 043	118 197.29	100.00	11.81	725 368	11.85	877 550 043
Olomoucký region	5.65	347 055	97.70	6.10	451 883 590	127 210.09	100.00	5.65	347 055	6.10	451 883 590
Zlínský region	6.18	379 448	97.70	6.51	482 117 289	124 134.90	100.00	6.18	379 448	6.51	482 117 289
Moravskoslezský region	10.53	646 661	97.70	11.80	873 425 971	131 960.32	100.00	10.53	646 661	11.80	873 425 971

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

Chart 12: Region by RU(%)



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

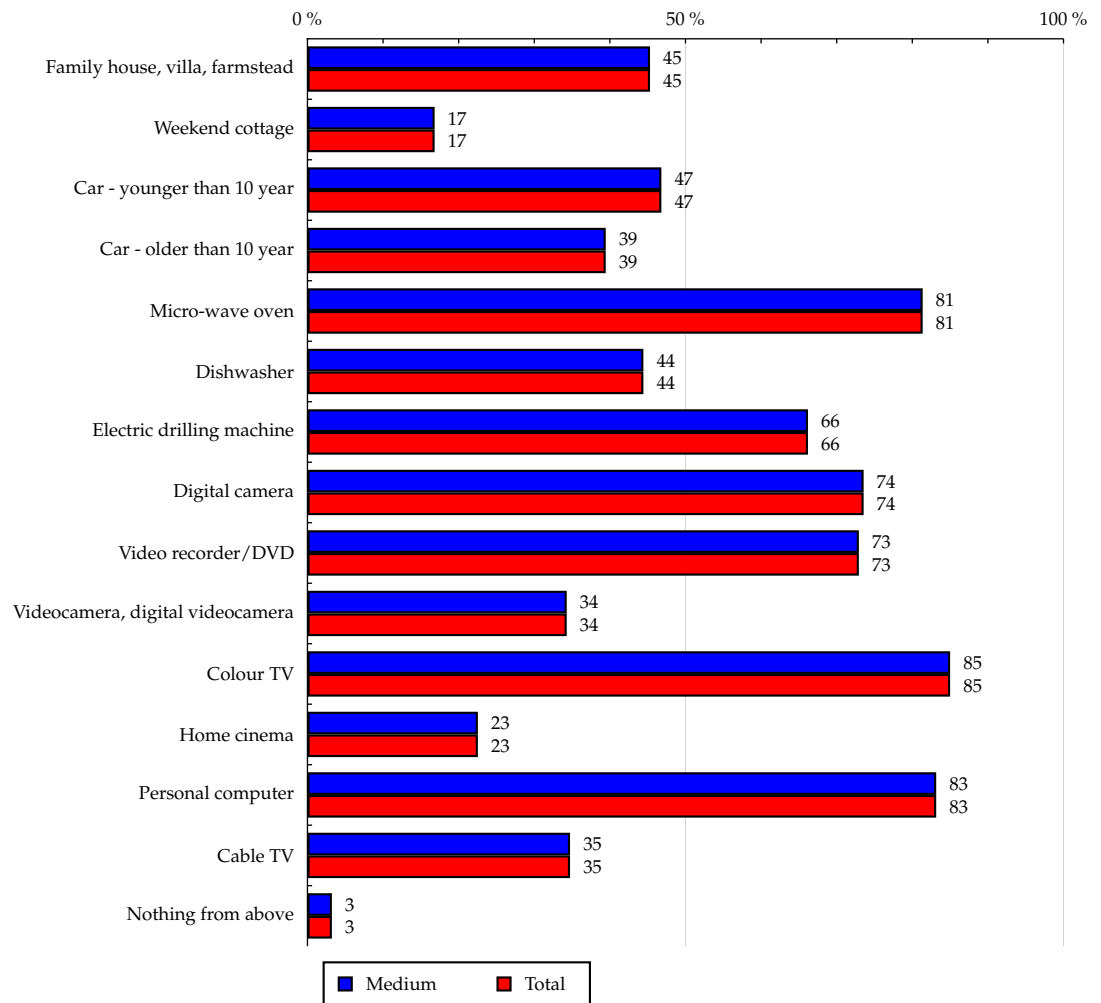
TOTAL

Table 13: Facilities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Family house, villa, farmstead	45.31	2 782 882	97.70	41.96	3 106 716 988	109 069.02	100.00	45.31	2 782 882	41.96	3 106 716 988
Weekend cottage	16.82	1 033 111	97.70	15.24	1 128 053 740	106 678.57	100.00	16.82	1 033 111	15.24	1 128 053 740
Car - younger than 10 year	46.81	2 875 345	97.70	43.36	3 210 162 300	109 076.56	100.00	46.81	2 875 345	43.36	3 210 162 300
Car - older than 10 year	39.45	2 423 050	97.70	39.84	2 949 260 129	118 917.31	100.00	39.45	2 423 050	39.84	2 949 260 129
Micro-wave oven	81.37	4 997 849	97.70	81.35	6 022 579 027	117 731.83	100.00	81.37	4 997 849	81.35	6 022 579 027
Dishwasher	44.43	2 728 958	97.70	40.31	2 984 652 935	106 854.17	100.00	44.43	2 728 958	40.31	2 984 652 935
Electric drilling machine	66.20	4 066 220	97.70	63.72	4 717 328 714	113 344.33	100.00	66.20	4 066 220	63.72	4 717 328 714
Digital camera	73.56	4 518 248	97.70	71.31	5 279 763 742	114 166.57	100.00	73.56	4 518 248	71.31	5 279 763 742
Video recorder/DVD	72.93	4 479 241	97.70	71.60	5 301 157 393	115 627.40	100.00	72.93	4 479 241	71.60	5 301 157 393
Videocamera, digital videocamera	34.29	2 106 460	97.70	31.85	2 357 943 625	109 364.05	100.00	34.29	2 106 460	31.85	2 357 943 625
Colour TV	85.00	5 220 870	97.70	85.65	6 340 790 047	118 657.44	100.00	85.00	5 220 870	85.65	6 340 790 047
Home cinema	22.54	1 384 181	97.70	21.34	1 580 238 909	111 538.38	100.00	22.54	1 384 181	21.34	1 580 238 909
Personal computer	83.16	5 107 720	97.70	81.87	6 061 460 005	115 943.02	100.00	83.16	5 107 720	81.87	6 061 460 005
Cable TV	34.73	2 133 362	97.70	34.05	2 520 958 829	115 450.47	100.00	34.73	2 133 362	34.05	2 520 958 829
Nothing from above	3.23	198 639	97.70	4.04	299 159 630	147 140.29	100.00	3.23	198 639	4.04	299 159 630

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

Chart 13: Facilities by RU(%)



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

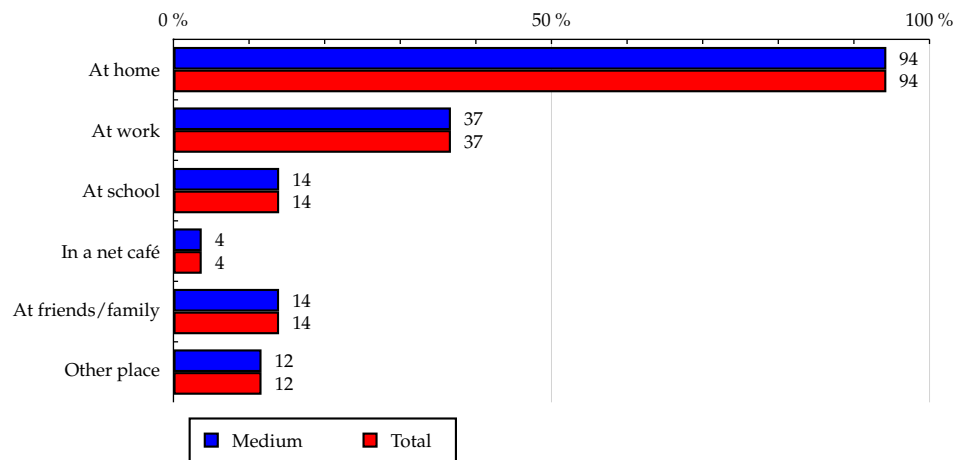
TOTAL

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	94.29	5 791 251	97.70	95.16	7 044 994 391	118 850.97	100.00	94.29	5 791 251	95.16	7 044 994 391
At work	36.70	2 254 024	97.70	30.79	2 279 208 531	98 791.59	100.00	36.70	2 254 024	30.79	2 279 208 531
At school	13.98	858 671	97.70	11.98	887 104 621	100 935.15	100.00	13.98	858 671	11.98	887 104 621
In a net café	3.74	229 894	97.70	3.23	238 809 373	101 488.48	100.00	3.74	229 894	3.23	238 809 373
At friends/family	13.97	858 208	97.70	13.64	1 010 149 534	114 997.27	100.00	13.97	858 208	13.64	1 010 149 534
Other place	11.65	715 831	97.70	11.37	841 750 911	114 886.01	100.00	11.65	715 831	11.37	841 750 911

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

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



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

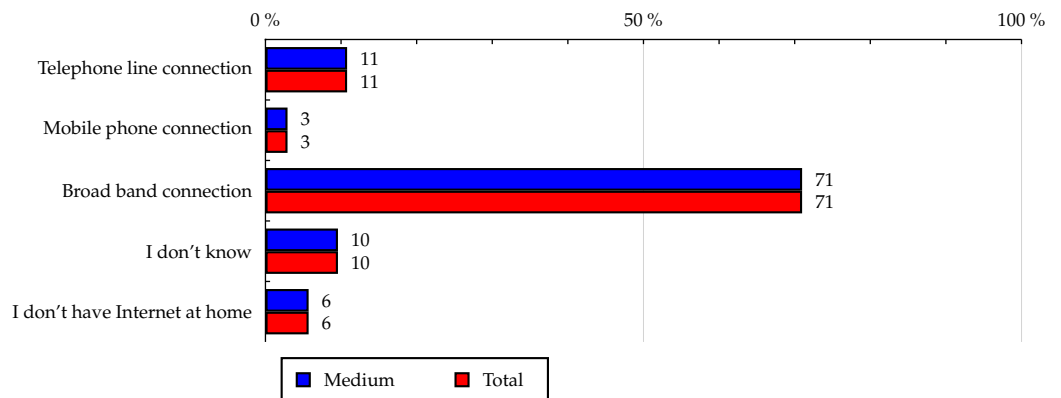
TOTAL

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	10.80	663 071	97.70	11.25	832 659 716	122 687.86	100.00	10.80	663 071	11.25	832 659 716
Mobile phone connection	2.92	179 439	97.70	3.52	260 808 075	142 002.99	100.00	2.92	179 439	3.52	260 808 075
Broad band connection	70.98	4 359 535	97.70	72.31	5 353 714 939	119 980.19	100.00	70.98	4 359 535	72.31	5 353 714 939
I don't know	9.59	589 204	97.70	8.07	597 811 661	99 127.13	100.00	9.59	589 204	8.07	597 811 661
I don't have Internet at home	5.71	350 998	97.70	4.84	358 476 763	99 781.59	100.00	5.71	350 998	4.84	358 476 763

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

Chart 15: Connection from Home by RU(%)



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

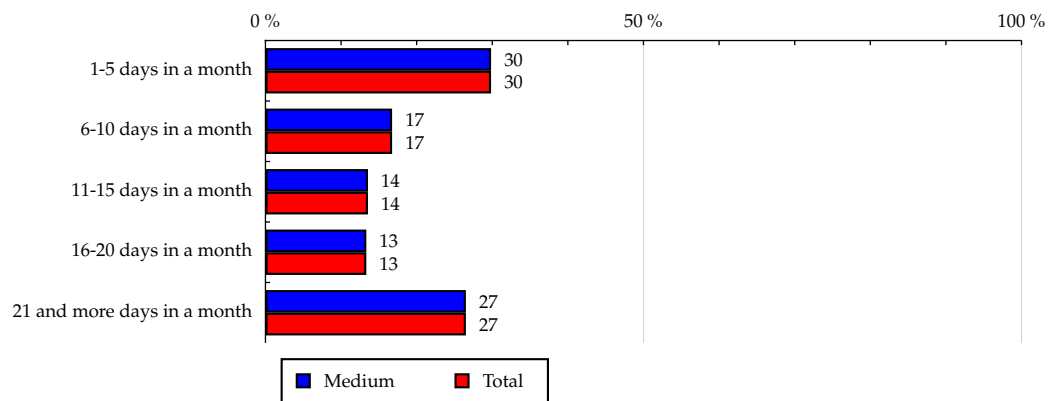
TOTAL

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	29.84	1 833 095	97.70	2.11	156 019 452	8 315.49	100.00	29.84	1 833 095	2.11	156 019 452
6-10 days in a month	16.75	1 028 538	97.70	4.58	338 811 039	32 183.38	100.00	16.75	1 028 538	4.58	338 811 039
11-15 days in a month	13.56	833 119	97.70	8.44	625 055 397	73 300.27	100.00	13.56	833 119	8.44	625 055 397
16-20 days in a month	13.34	819 357	97.70	15.67	1 160 143 085	138 335.16	100.00	13.34	819 357	15.67	1 160 143 085
21 and more days in a month	26.51	1 628 138	97.70	69.20	5 123 442 181	307 443.28	100.00	26.51	1 628 138	69.20	5 123 442 181

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

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



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

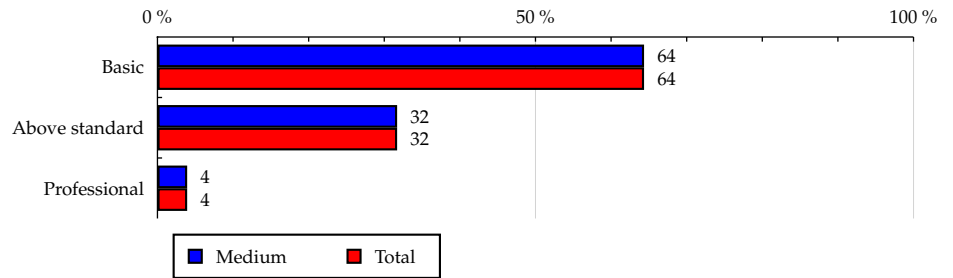
TOTAL

Table 17: IT Knowledge

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Basic	64.36	3 953 338	97.70	65.28	4 832 756 976	119 433.31	100.00	64.36	3 953 338	65.28	4 832 756 976
Above standard	31.70	1 947 218	97.70	31.10	2 302 537 922	115 527.85	100.00	31.70	1 947 218	31.10	2 302 537 922
Professional	3.93	241 693	97.70	3.62	268 176 256	108 405.22	100.00	3.93	241 693	3.62	268 176 256

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

Chart 17: IT Knowledge by RU(%)



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

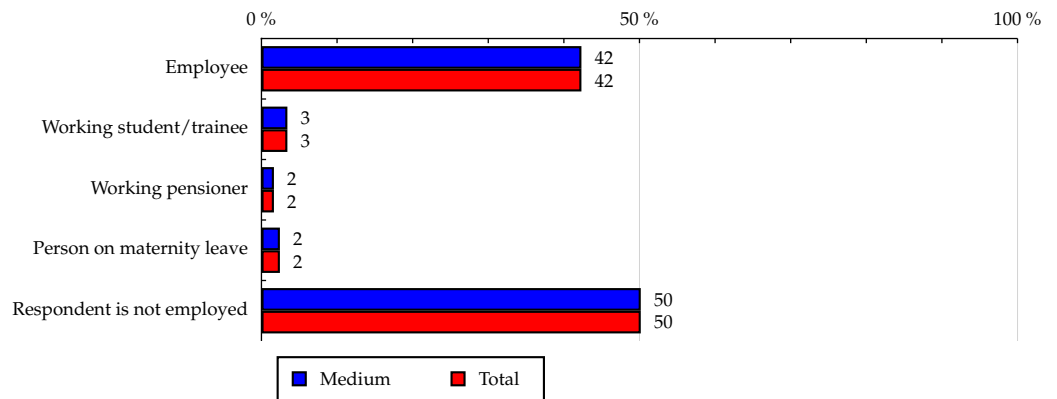
TOTAL

Table 18: Economically Active as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Employee	42.32	2 599 173	97.70	43.25	3 202 257 326	120 369.24	100.00	42.32	2 599 173	43.25	3 202 257 326
Working student/trainee	3.43	210 751	97.70	2.75	203 513 048	94 344.19	100.00	3.43	210 751	2.75	203 513 048
Working pensioner	1.65	101 172	97.70	1.52	112 848 150	108 974.91	100.00	1.65	101 172	1.52	112 848 150
Person on maternity leave	2.44	149 668	97.70	2.95	218 639 769	142 722.45	100.00	2.44	149 668	2.95	218 639 769
Respondent is not employed	50.17	3 081 483	97.70	49.52	3 666 212 862	116 239.13	100.00	50.17	3 081 483	49.52	3 666 212 862

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

Chart 18: Economically Active as by RU(%)



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

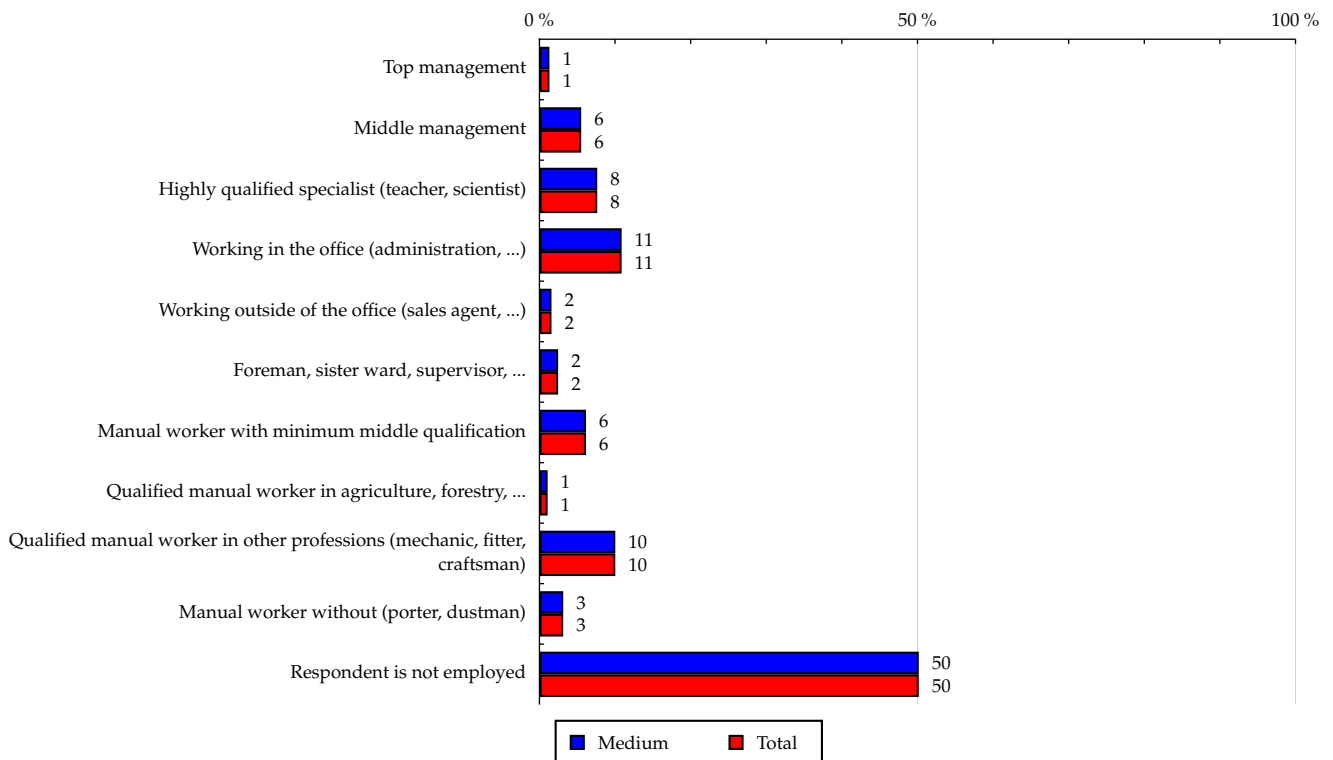
TOTAL

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	1.32	81 132	97.70	0.90	66 597 045	80 196.53	100.00	1.32	81 132	0.90	66 597 045
Middle management	5.52	338 934	97.70	6.37	471 331 095	135 863.95	100.00	5.52	338 934	6.37	471 331 095
Highly qualified specialist (teacher, scientist)	7.64	469 391	97.70	6.23	461 367 339	96 029.81	100.00	7.64	469 391	6.23	461 367 339
Working in the office (administration, ...)	10.87	667 855	97.70	9.32	690 081 308	100 951.34	100.00	10.87	667 855	9.32	690 081 308
Working outside of the office (sales agent, ...)	1.59	97 811	97.70	1.53	113 639 162	113 509.26	100.00	1.59	97 811	1.53	113 639 162
Foreman, sister ward, supervisor, ...	2.47	151 810	97.70	3.28	243 118 351	156 462.50	100.00	2.47	151 810	3.28	243 118 351
Manual worker with minimum middle qualification	6.16	378 420	97.70	7.31	541 313 182	139 755.18	100.00	6.16	378 420	7.31	541 313 182
Qualified manual worker in agriculture, forestry, ...	1.08	66 125	97.70	1.23	90 743 391	134 073.14	100.00	1.08	66 125	1.23	90 743 391
Qualified manual worker in other professions (mechanic, fitter, craftsman)	10.03	616 362	97.70	10.74	794 948 497	126 007.83	100.00	10.03	616 362	10.74	794 948 497
Manual worker without (porter, dustman)	3.14	192 920	97.70	3.57	264 118 922	133 756.43	100.00	3.14	192 920	3.57	264 118 922
Respondent is not employed	50.17	3 081 483	97.70	49.52	3 666 212 862	116 239.13	100.00	50.17	3 081 483	49.52	3 666 212 862

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

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



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

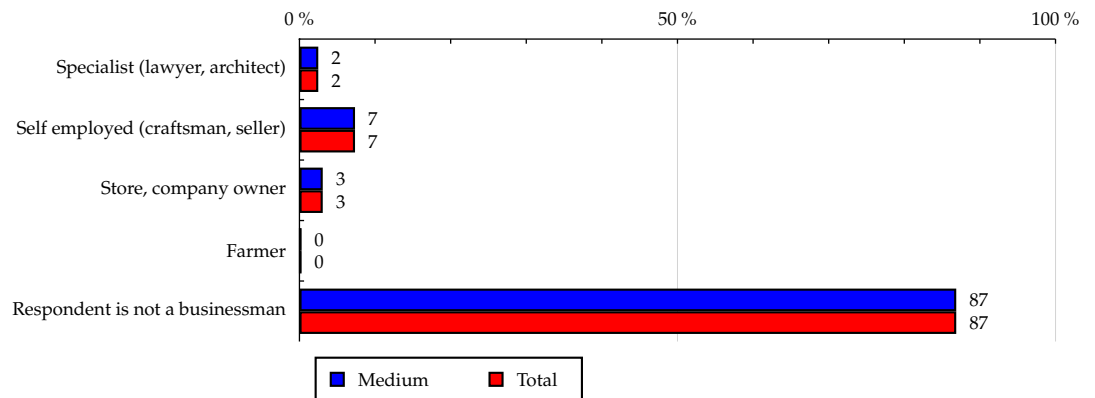
TOTAL

Table 20: Business Activities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Specialist (lawyer, architect)	2.49	152 922	97.70	2.07	153 362 434	97 980.94	100.00	2.49	152 922	2.07	153 362 434
Self employed (craftsman, seller)	7.35	451 668	97.70	8.03	594 658 511	128 629.96	100.00	7.35	451 668	8.03	594 658 511
Store, company owner	3.08	189 422	97.70	2.62	193 731 875	99 922.52	100.00	3.08	189 422	2.62	193 731 875
Farmer	0.21	12 696	97.70	0.14	10 103 864	77 751.10	100.00	0.21	12 696	0.14	10 103 864
Respondent is not a businessman	86.87	5 335 539	97.70	87.14	6 451 614 470	118 136.63	100.00	86.87	5 335 539	87.14	6 451 614 470

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

Chart 20: Business Activities by RU(%)



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

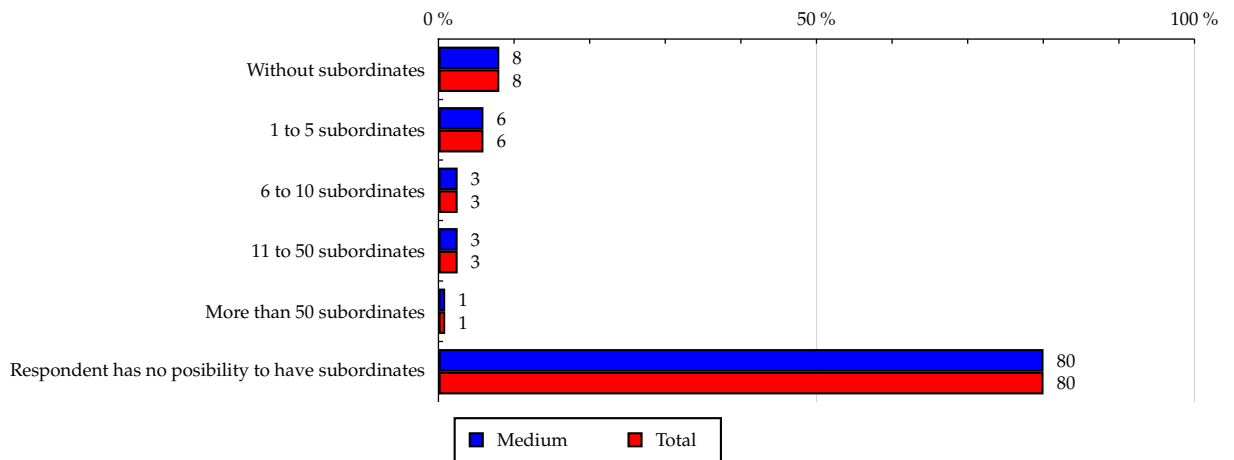
TOTAL

Table 21: Number of Subordinates

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Without subordinates	8.05	494 612	97.70	8.24	610 101 071	120 512.31	100.00	8.05	494 612	8.24	610 101 071
1 to 5 subordinates	5.95	365 412	97.70	6.42	475 256 560	127 068.79	100.00	5.95	365 412	6.42	475 256 560
6 to 10 subordinates	2.54	155 924	97.70	2.49	184 432 028	115 562.35	100.00	2.54	155 924	2.49	184 432 028
11 to 50 subordinates	2.54	156 065	97.70	2.22	164 503 701	102 982.75	100.00	2.54	156 065	2.22	164 503 701
More than 50 subordinates	0.89	54 763	97.70	0.75	55 491 465	98 999.46	100.00	0.89	54 763	0.75	55 491 465
Respondent has no possibility to have subordinates	80.03	4 915 472	97.70	79.88	5 913 686 330	117 540.51	100.00	80.03	4 915 472	79.88	5 913 686 330

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

Chart 21: Number of Subordinates by RU(%)



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

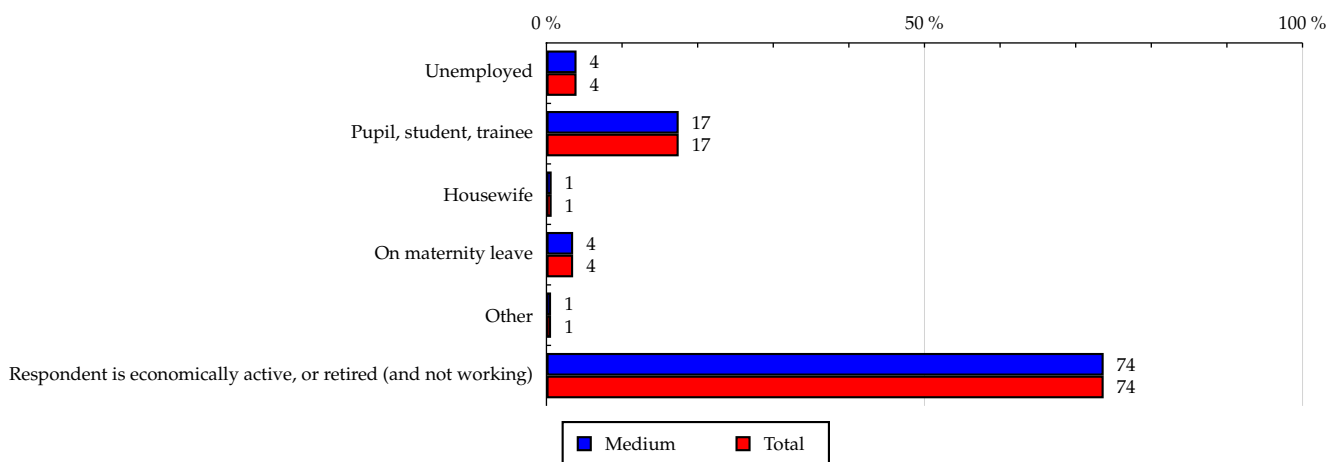
TOTAL

Table 22: Economically Inactive as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unemployed	3.98	244 579	97.70	4.97	368 267 559	147 108.58	100.00	3.98	244 579	4.97	368 267 559
Pupil, student, trainee	17.49	1 074 529	97.70	15.88	1 175 376 720	106 869.38	100.00	17.49	1 074 529	15.88	1 175 376 720
Housewife	0.69	42 103	97.70	0.40	29 905 312	69 394.55	100.00	0.69	42 103	0.40	29 905 312
On maternity leave	3.53	216 768	97.70	3.83	283 361 426	127 714.25	100.00	3.53	216 768	3.83	283 361 426
Other	0.61	37 508	97.70	0.72	53 552 413	139 489.16	100.00	0.61	37 508	0.72	53 552 413
Respondent is economically active, or retired (and not working)	73.70	4 526 760	97.70	74.20	5 493 007 723	118 554.27	100.00	73.70	4 526 760	74.20	5 493 007 723

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

Chart 22: Economically Inactive as by RU(%)



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

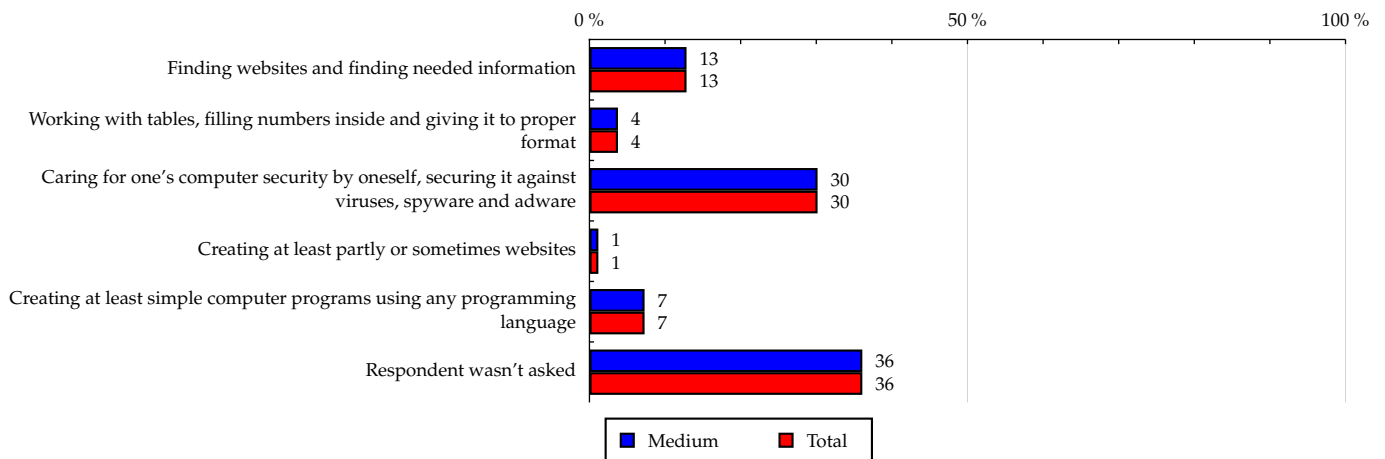
TOTAL

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	12.84	788 789	97.70	8.87	656 416 019	81 304.13	100.00	12.84	788 789	8.87	656 416 019
Working with tables, filling numbers inside and giving it to proper format	3.77	231 673	97.70	2.43	179 541 627	75 715.09	100.00	3.77	231 673	2.43	179 541 627
Caring for one's computer security by oneself, securing it against viruses, spyware and adware	30.17	1 853 172	97.70	31.95	2 365 562 734	124 713.39	100.00	30.17	1 853 172	31.95	2 365 562 734
Creating at least partly or sometimes websites	1.18	72 459	97.70	0.77	56 760 328	76 532.68	100.00	1.18	72 459	0.77	56 760 328
Creating at least simple computer programs using any programming language	7.29	447 721	97.70	6.45	477 162 413	104 124.55	100.00	7.29	447 721	6.45	477 162 413
Respondent wasn't asked	36.09	2 216 689	97.70	38.77	2 870 036 573	126 496.08	100.00	36.09	2 216 689	38.77	2 870 036 573

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

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



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

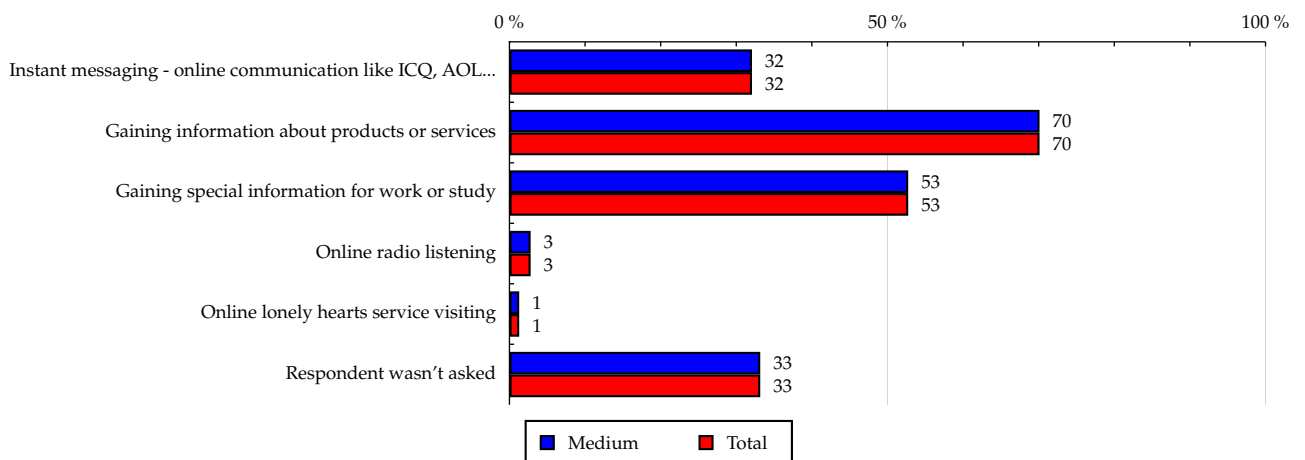
TOTAL

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...	32.08	1 970 288	97.70	30.12	2 229 967 418	110 576.57	100.00	32.08	1 970 288	30.12	2 229 967 418
Gaining information about products or services	70.11	4 306 300	97.70	72.72	5 384 015 967	122 150.86	100.00	70.11	4 306 300	72.72	5 384 015 967
Gaining special information for work or study	52.74	3 239 200	97.70	51.16	3 787 580 857	114 240.12	100.00	52.74	3 239 200	51.16	3 787 580 857
Online radio listening	2.80	172 037	97.70	1.97	146 207 926	83 031.59	100.00	2.80	172 037	1.97	146 207 926
Online lonely hearts service visiting	1.29	79 386	97.70	0.84	62 174 119	76 517.03	100.00	1.29	79 386	0.84	62 174 119
Respondent wasn't asked	33.17	2 037 592	97.70	39.38	2 915 800 390	139 808.95	100.00	33.17	2 037 592	39.38	2 915 800 390

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

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



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

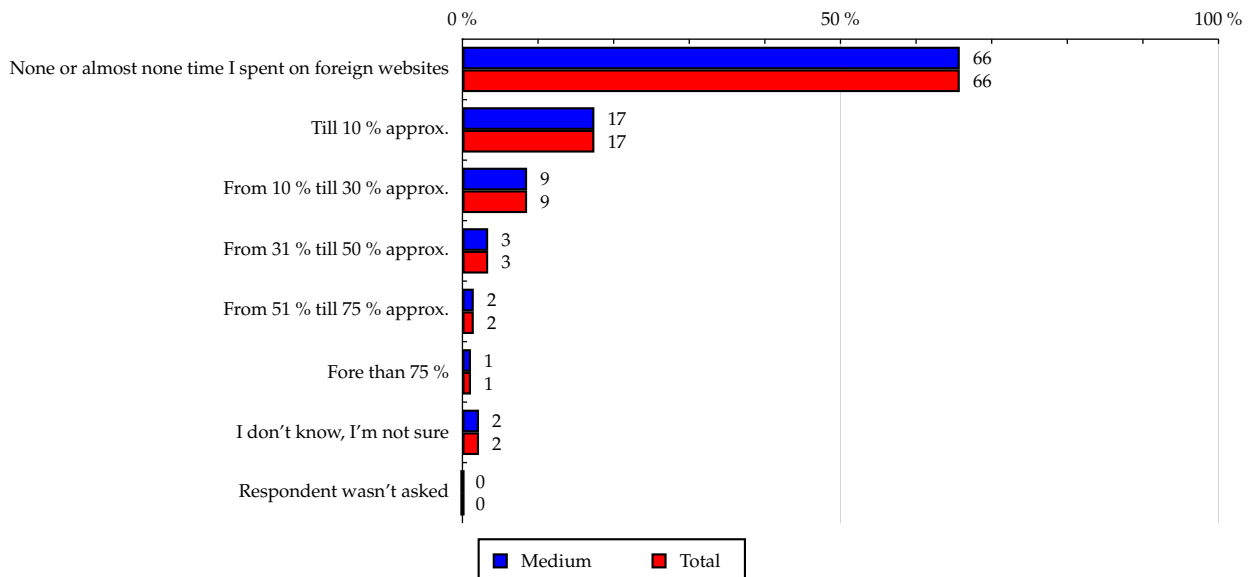
TOTAL

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	65.78	4 040 367	97.70	66.50	4 923 551 208	119 056.23	100.00	65.78	4 040 367	66.50	4 923 551 208
Till 10 % approx.	17.45	1 071 895	97.70	17.53	1 297 894 690	118 299.15	100.00	17.45	1 071 895	17.53	1 297 894 690
From 10 % till 30 % approx.	8.55	524 943	97.70	8.40	622 141 207	115 789.87	100.00	8.55	524 943	8.40	622 141 207
From 31 % till 50 % approx.	3.40	208 870	97.70	3.75	277 376 343	129 744.01	100.00	3.40	208 870	3.75	277 376 343
From 51 % till 75 % approx.	1.50	92 191	97.70	1.38	102 450 155	108 571.83	100.00	1.50	92 191	1.38	102 450 155
Fore than 75 %	1.13	69 170	97.70	0.64	47 666 030	67 326.26	100.00	1.13	69 170	0.64	47 666 030
I don't know, I'm not sure	2.19	134 811	97.70	1.79	132 391 521	95 946.20	100.00	2.19	134 811	1.79	132 391 521
Respondent wasn't asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



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