

SPiR NetMonitor

Research on the Sociodemography of Internet Users in the Czech Republic

Medium title:

TOTAL

Month:

September 2013

Basic information	
The size of Internet population in the Czech Republic	6 697 204
Number of respondents	
Medium	N = 12 900
Total (for all measured media)	N = 12 900
RU(number)	6 543 167
Reach(%)	97.70
PV(number) (from Czech visitors)	7 880 399 615
PV(number) (from all visitors)	8 495 770 717
GRP (%)	117 667.01

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

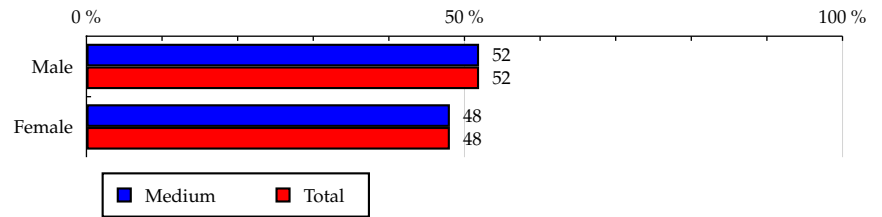
TOTAL

Table 1: Sex

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Male	51.93	3 397 990	97.70	52.61	4 146 151 429	119 211.32	100.00	51.93	3 397 990	52.61	4 146 151 429
Female	48.07	3 145 177	97.70	47.39	3 734 248 186	115 998.56	100.00	48.07	3 145 177	47.39	3 734 248 186

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

Chart 1: Sex by RU(%)



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

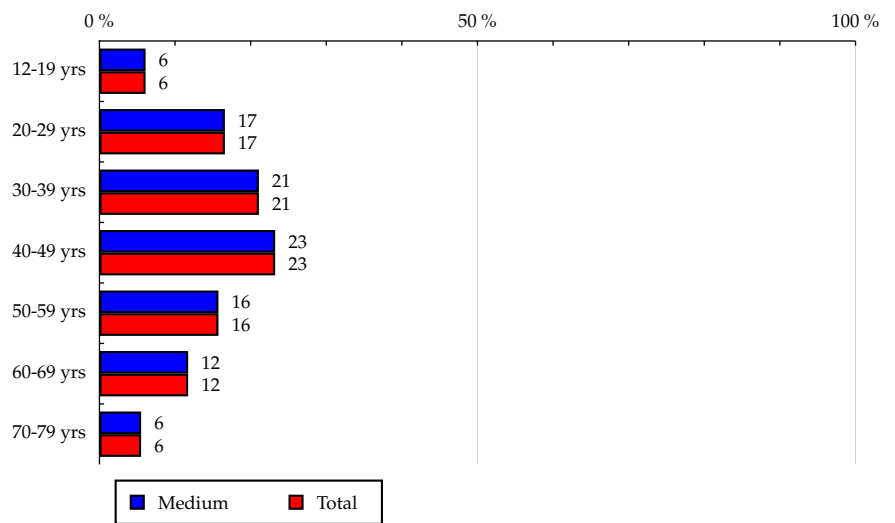
TOTAL

Table 2: Age

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
12-19 yrs	6.10	399 053	97.70	4.15	327 174 667	80 102.03	100.00	6.10	399 053	4.15	327 174 667
20-29 yrs	16.59	1 085 228	97.70	17.86	1 407 372 124	126 701.68	100.00	16.59	1 085 228	17.86	1 407 372 124
30-39 yrs	21.09	1 380 067	97.70	21.49	1 693 364 615	119 879.42	100.00	21.09	1 380 067	21.49	1 693 364 615
40-49 yrs	23.24	1 520 318	97.70	24.59	1 938 062 112	124 545.37	100.00	23.24	1 520 318	24.59	1 938 062 112
50-59 yrs	15.74	1 030 166	97.70	16.13	1 271 380 411	120 576.45	100.00	15.74	1 030 166	16.13	1 271 380 411
60-69 yrs	11.73	767 680	97.70	10.62	837 065 313	106 530.36	100.00	11.73	767 680	10.62	837 065 313
70-79 yrs	5.51	360 653	97.70	5.15	405 980 374	109 979.06	100.00	5.51	360 653	5.15	405 980 374

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

Chart 2: Age by RU(%)



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

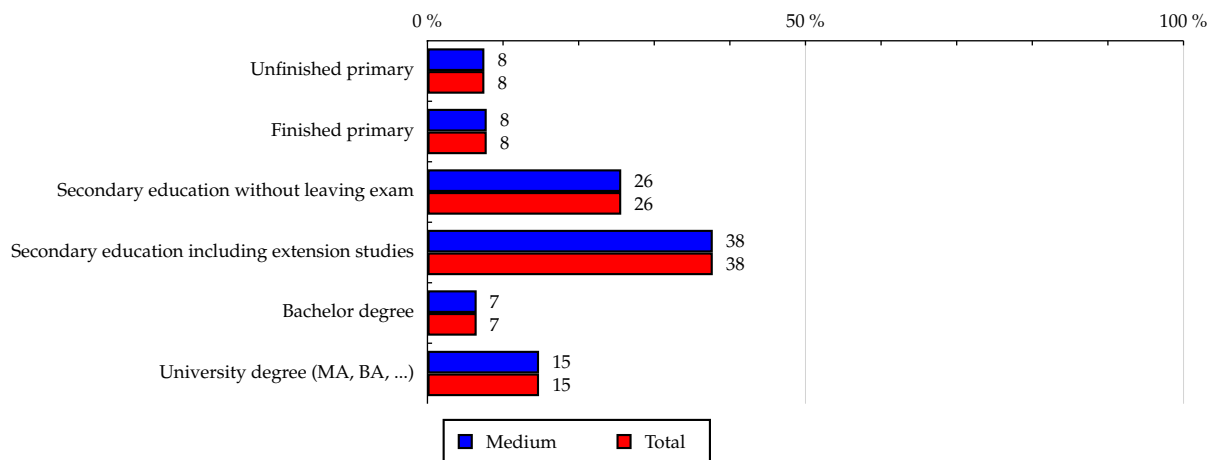
TOTAL

Table 3: Highest Education

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unfinished primary	7.53	492 664	97.70	5.60	441 332 026	87 520.32	100.00	7.53	492 664	5.60	441 332 026
Finished primary	7.84	513 033	97.70	9.12	718 764 880	136 878.77	100.00	7.84	513 033	9.12	718 764 880
Secondary education without leaving exam	25.63	1 676 875	97.70	30.15	2 376 095 691	138 438.77	100.00	25.63	1 676 875	30.15	2 376 095 691
Secondary education including extension studies	37.74	2 469 182	97.70	35.48	2 795 837 937	110 625.04	100.00	37.74	2 469 182	35.48	2 795 837 937
Bachelor degree	6.51	425 930	97.70	7.13	561 591 036	128 817.95	100.00	6.51	425 930	7.13	561 591 036
University degree (MA, BA, ...)	14.76	965 483	97.70	12.52	986 778 045	99 854.86	100.00	14.76	965 483	12.52	986 778 045

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

Chart 3: Highest Education by RU(%)



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

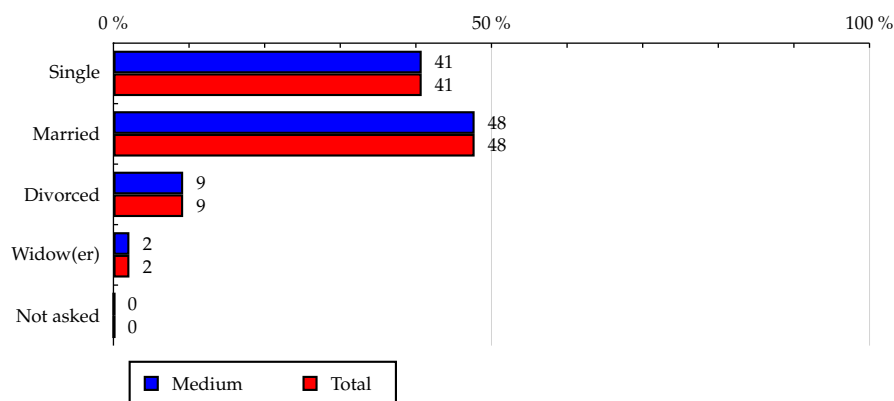
TOTAL

Table 4: Marital Status

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Single	40.77	2 667 554	97.70	40.28	3 174 045 607	116 250.39	100.00	40.77	2 667 554	40.28	3 174 045 607
Married	47.77	3 125 583	97.70	48.21	3 798 824 359	118 744.27	100.00	47.77	3 125 583	48.21	3 798 824 359
Divorced	9.22	603 047	97.70	9.16	721 781 215	116 936.04	100.00	9.22	603 047	9.16	721 781 215
Widow(er)	2.11	138 379	97.70	2.09	164 374 075	116 053.24	100.00	2.11	138 379	2.09	164 374 075
Not asked	0.13	8 603	97.70	0.27	21 374 360	242 731.44	100.00	0.13	8 603	0.27	21 374 360

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

Chart 4: Marital Status by RU(%)



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

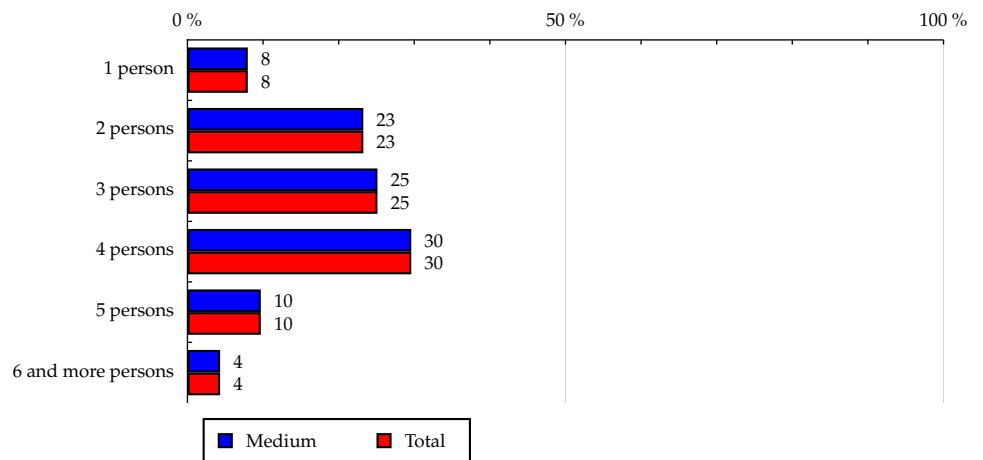
TOTAL

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	7.98	521 976	97.70	8.57	674 973 119	126 336.96	100.00	7.98	521 976	8.57	674 973 119
2 persons	23.26	1 521 802	97.70	22.73	1 790 973 147	114 980.77	100.00	23.26	1 521 802	22.73	1 790 973 147
3 persons	25.13	1 644 555	97.70	25.51	2 010 197 168	119 422.06	100.00	25.13	1 644 555	25.51	2 010 197 168
4 persons	29.60	1 936 929	97.70	29.67	2 337 783 061	117 919.33	100.00	29.60	1 936 929	29.67	2 337 783 061
5 persons	9.70	634 998	97.70	9.40	740 673 385	113 959.05	100.00	9.70	634 998	9.40	740 673 385
6 and more persons	4.32	282 905	97.70	4.13	325 799 735	112 513.17	100.00	4.32	282 905	4.13	325 799 735

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

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



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

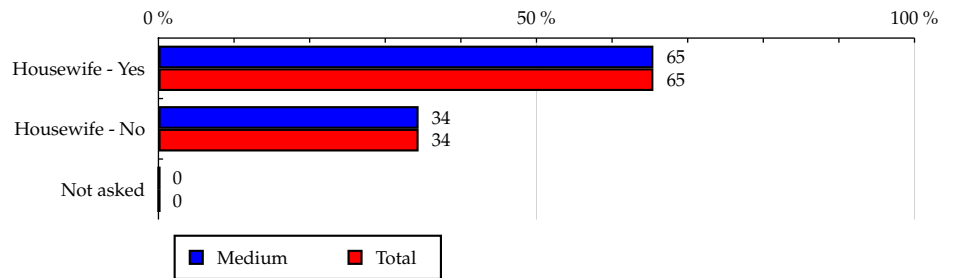
TOTAL

Table 6: Housewife

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Housewife - Yes	65.46	4 283 295	97.70	65.85	5 189 059 709	118 360.05	100.00	65.46	4 283 295	65.85	5 189 059 709
Housewife - No	34.41	2 251 268	97.70	33.88	2 669 965 546	115 870.48	100.00	34.41	2 251 268	33.88	2 669 965 546
Not asked	0.13	8 603	97.70	0.27	21 374 360	242 731.44	100.00	0.13	8 603	0.27	21 374 360

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

Chart 6: Housewife by RU(%)



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

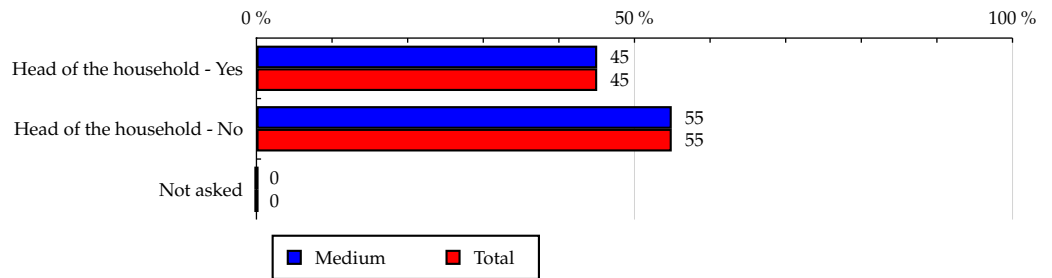
TOTAL

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	45.07	2 949 166	97.70	45.97	3 622 685 454	120 012.33	100.00	45.07	2 949 166	45.97	3 622 685 454
Head of the household - No	54.93	3 594 001	97.70	54.03	4 257 714 161	115 742.48	100.00	54.93	3 594 001	54.03	4 257 714 161
Not asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



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

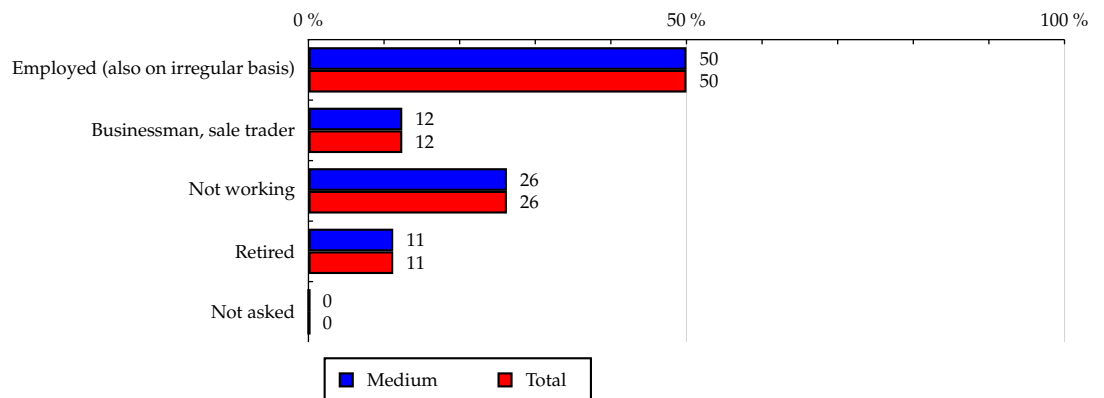
TOTAL

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)	50.00	3 271 485	97.70	51.32	4 044 494 197	120 785.22	100.00	50.00	3 271 485	51.32	4 044 494 197
Businessman, sale trader	12.41	811 691	97.70	11.59	913 449 654	109 948.23	100.00	12.41	811 691	11.59	913 449 654
Not working	26.25	1 717 746	97.70	25.69	2 024 802 614	115 164.38	100.00	26.25	1 717 746	25.69	2 024 802 614
Retired	11.21	733 641	97.70	11.12	876 278 790	116 695.16	100.00	11.21	733 641	11.12	876 278 790
Not asked	0.13	8 603	97.70	0.27	21 374 360	242 731.44	100.00	0.13	8 603	0.27	21 374 360

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

Chart 8: Economic Activity by RU(%)



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

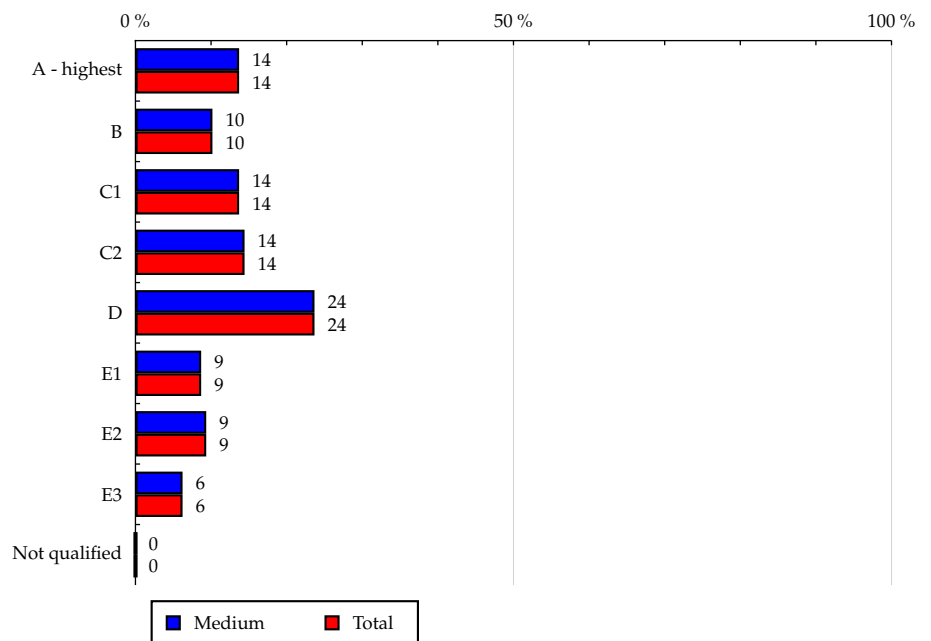
TOTAL

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	13.71	896 786	97.70	12.27	967 249 832	105 376.62	100.00	13.71	896 786	12.27	967 249 832
B	10.18	666 268	97.70	9.66	761 048 975	111 598.43	100.00	10.18	666 268	9.66	761 048 975
C1	13.71	896 913	97.70	11.99	944 814 406	102 917.85	100.00	13.71	896 913	11.99	944 814 406
C2	14.43	944 335	97.70	16.52	1 302 234 205	134 727.87	100.00	14.43	944 335	16.52	1 302 234 205
D	23.68	1 549 236	97.70	24.15	1 902 774 363	119 995.26	100.00	23.68	1 549 236	24.15	1 902 774 363
E1	8.69	568 885	97.70	9.48	746 913 883	128 274.39	100.00	8.69	568 885	9.48	746 913 883
E2	9.36	612 512	97.70	9.24	728 451 901	116 193.13	100.00	9.36	612 512	9.24	728 451 901
E3	6.23	407 735	97.70	6.68	526 276 867	126 104.41	100.00	6.23	407 735	6.68	526 276 867
Not qualified	0.01	494	97.70	0.01	635 182	125 404.63	100.00	0.01	494	0.01	635 182

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

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



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

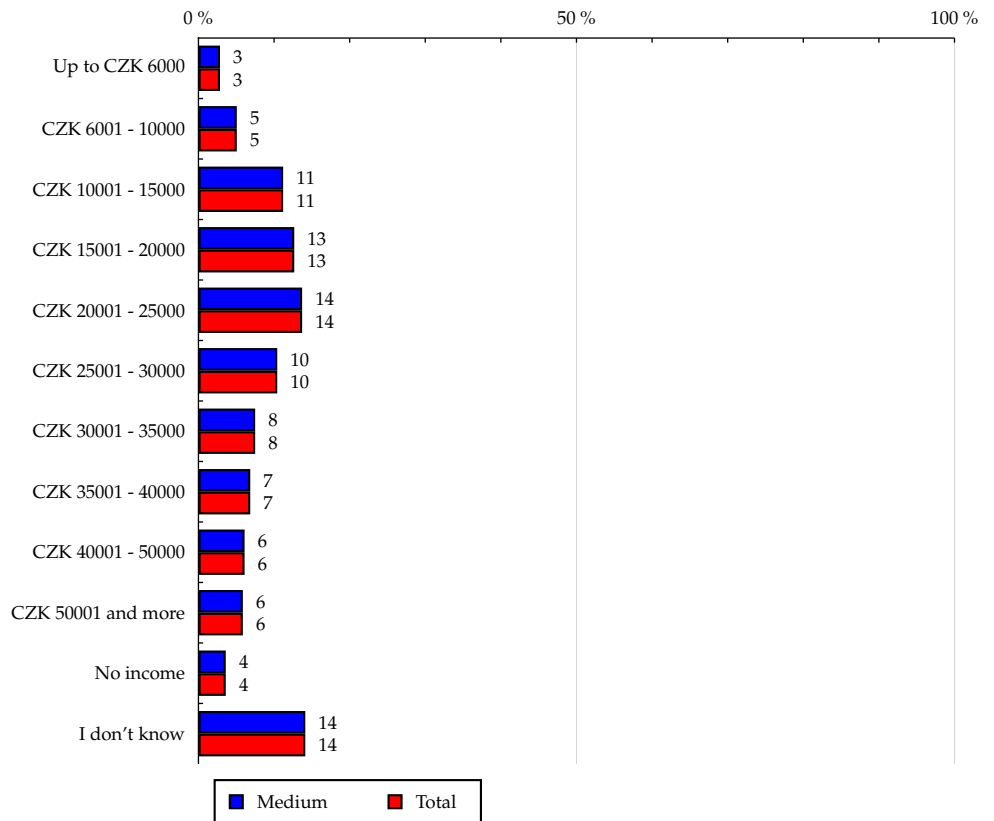
TOTAL

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	2.85	186 531	97.70	3.33	262 703 245	137 596.64	100.00	2.85	186 531	3.33	262 703 245
CZK 6001 - 10000	5.07	331 863	97.70	5.68	447 641 897	131 785.07	100.00	5.07	331 863	5.68	447 641 897
CZK 10001 - 15000	11.20	732 895	97.70	12.02	947 160 666	126 263.03	100.00	11.20	732 895	12.02	947 160 666
CZK 15001 - 20000	12.67	828 800	97.70	13.58	1 070 507 279	126 192.73	100.00	12.67	828 800	13.58	1 070 507 279
CZK 20001 - 25000	13.71	896 771	97.70	13.21	1 040 919 152	113 404.31	100.00	13.71	896 771	13.21	1 040 919 152
CZK 25001 - 30000	10.42	681 787	97.70	9.73	766 525 333	109 842.83	100.00	10.42	681 787	9.73	766 525 333
CZK 30001 - 35000	7.50	490 880	97.70	6.40	504 598 989	100 430.49	100.00	7.50	490 880	6.40	504 598 989
CZK 35001 - 40000	6.85	448 145	97.70	7.46	588 237 695	128 241.55	100.00	6.85	448 145	7.46	588 237 695
CZK 40001 - 50000	6.10	399 047	97.70	5.93	466 975 047	114 330.95	100.00	6.10	399 047	5.93	466 975 047
CZK 50001 and more	5.87	384 286	97.70	5.54	436 618 930	111 004.98	100.00	5.87	384 286	5.54	436 618 930
No income	3.61	236 374	97.70	3.07	242 234 595	100 121.93	100.00	3.61	236 374	3.07	242 234 595
I don't know	14.13	924 599	97.70	14.02	1 105 037 679	116 766.42	100.00	14.13	924 599	14.02	1 105 037 679

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

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



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

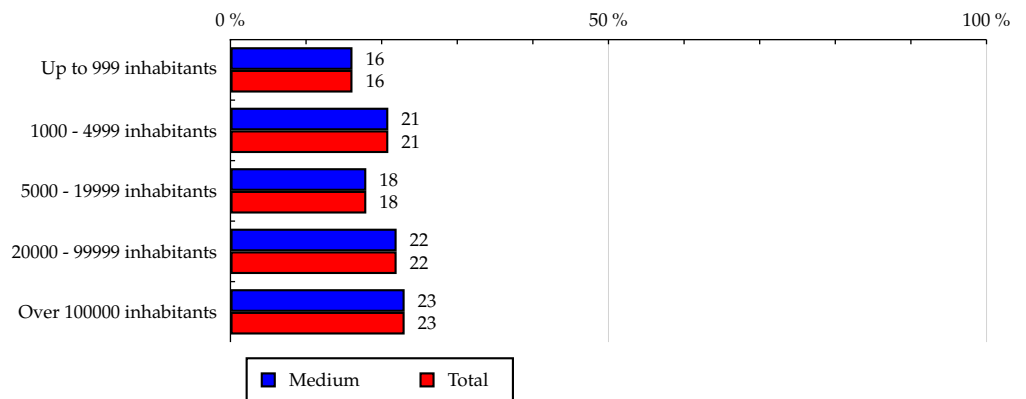
TOTAL

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	16.14	1 056 160	97.70	15.82	1 246 631 188	115 319.49	100.00	16.14	1 056 160	15.82	1 246 631 188
1000 - 4999 inhabitants	20.88	1 366 088	97.70	21.04	1 657 673 168	118 553.58	100.00	20.88	1 366 088	21.04	1 657 673 168
5000 - 19999 inhabitants	17.97	1 175 780	97.70	18.86	1 485 944 497	123 472.73	100.00	17.97	1 175 780	18.86	1 485 944 497
20000 - 99999 inhabitants	21.98	1 437 874	97.70	20.35	1 603 345 658	108 943.33	100.00	21.98	1 437 874	20.35	1 603 345 658
Over 100000 inhabitants	23.04	1 507 264	97.70	23.94	1 886 805 104	122 301.59	100.00	23.04	1 507 264	23.94	1 886 805 104

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

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



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

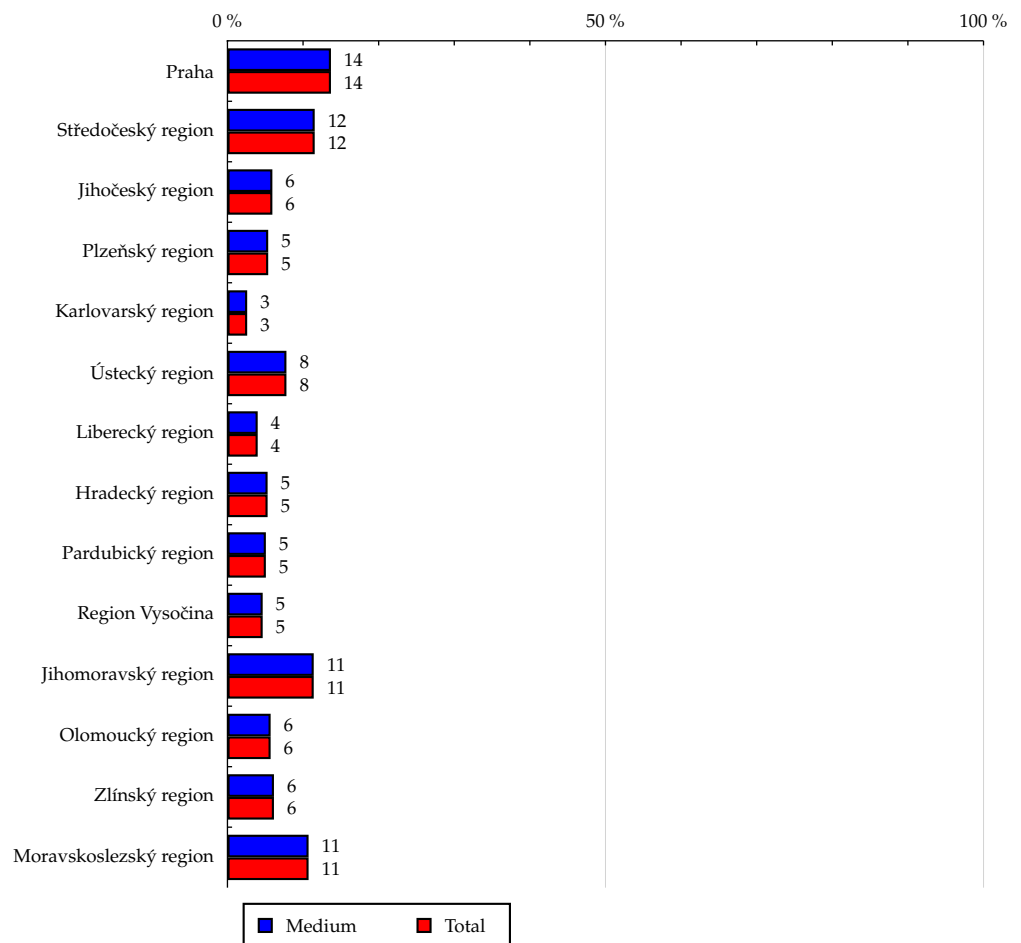
TOTAL

Table 12: Region

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Praha	13.69	895 667	97.70	12.43	979 492 553	106 843.63	100.00	13.69	895 667	12.43	979 492 553
Středočeský region	11.54	755 235	97.70	11.45	902 217 237	116 714.14	100.00	11.54	755 235	11.45	902 217 237
Jihočeský region	5.94	388 365	97.70	5.19	409 139 787	102 926.04	100.00	5.94	388 365	5.19	409 139 787
Plzeňský region	5.39	352 560	97.70	4.97	391 847 647	108 586.97	100.00	5.39	352 560	4.97	391 847 647
Karlovarský region	2.61	170 752	97.70	2.43	191 553 216	109 601.84	100.00	2.61	170 752	2.43	191 553 216
Ústecký region	7.80	510 144	97.70	7.73	609 123 516	116 655.96	100.00	7.80	510 144	7.73	609 123 516
Liberecký region	4.00	261 572	97.70	3.80	299 200 647	111 754.29	100.00	4.00	261 572	3.80	299 200 647
Hradecký region	5.31	347 537	97.70	6.31	497 207 348	139 775.49	100.00	5.31	347 537	6.31	497 207 348
Pardubický region	5.08	332 080	97.70	5.49	432 724 910	127 309.97	100.00	5.08	332 080	5.49	432 724 910
Region Vysočina	4.66	304 712	97.70	4.89	385 523 905	123 610.75	100.00	4.66	304 712	4.89	385 523 905
Jihomoravský region	11.41	746 605	97.70	10.51	827 848 561	108 331.40	100.00	11.41	746 605	10.51	827 848 561
Olomoucký region	5.71	373 545	97.70	6.92	545 044 819	142 555.43	100.00	5.71	373 545	6.92	545 044 819
Zlínský region	6.15	402 629	97.70	6.30	496 107 851	120 383.05	100.00	6.15	402 629	6.30	496 107 851
Moravskoslezský region	10.73	701 759	97.70	11.59	913 367 619	127 160.44	100.00	10.73	701 759	11.59	913 367 619

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

Chart 12: Region by RU(%)



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

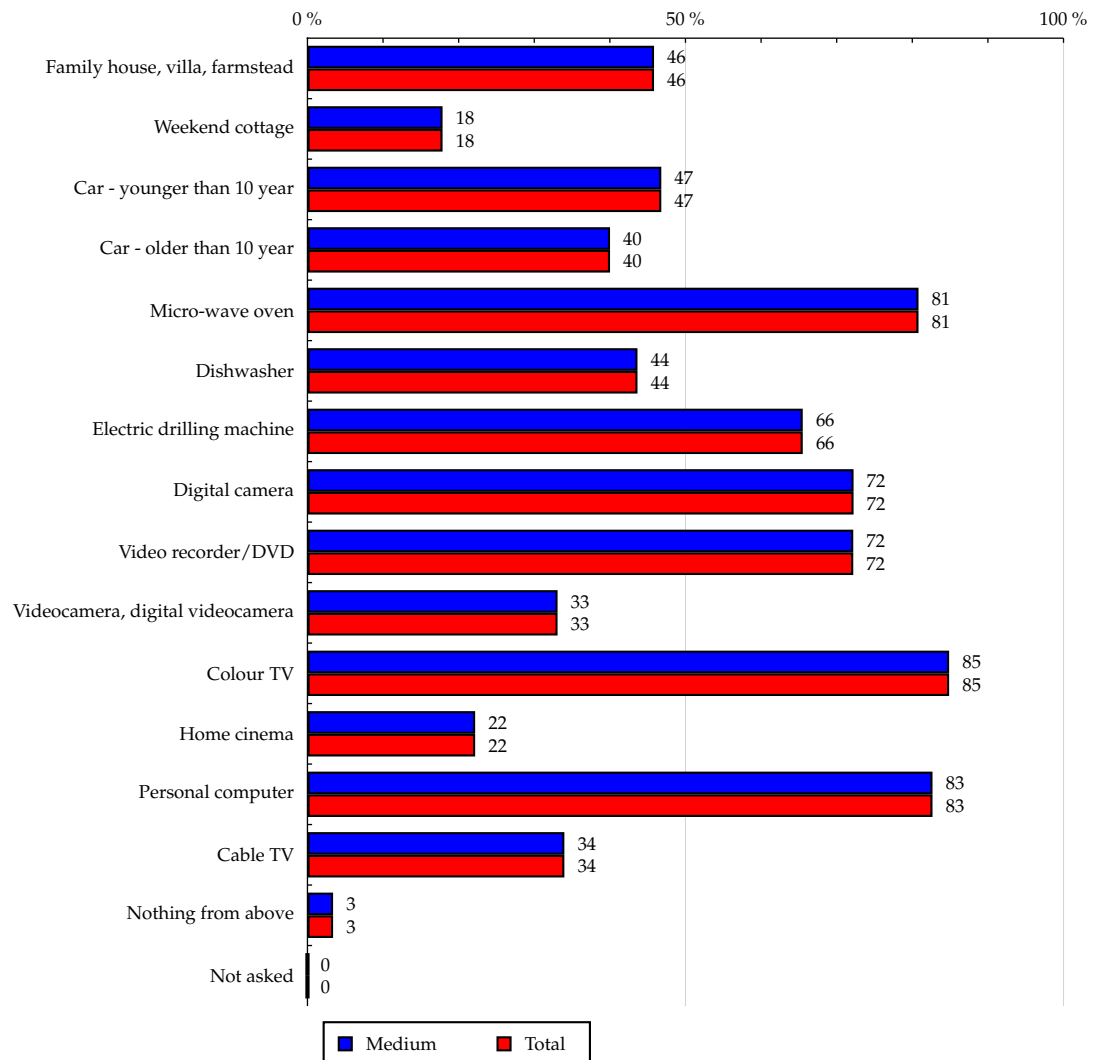
TOTAL

Table 13: Facilities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Family house, villa, farmstead	45.84	2 999 650	97.70	43.50	3 428 138 709	111 656.06	100.00	45.84	2 999 650	43.50	3 428 138 709
Weekend cottage	17.87	1 169 330	97.70	15.72	1 239 091 847	103 528.69	100.00	17.87	1 169 330	15.72	1 239 091 847
Car - younger than 10 year	46.80	3 062 191	97.70	41.52	3 272 002 228	104 394.05	100.00	46.80	3 062 191	41.52	3 272 002 228
Car - older than 10 year	40.02	2 618 397	97.70	43.76	3 448 826 663	128 685.72	100.00	40.02	2 618 397	43.76	3 448 826 663
Micro-wave oven	80.82	5 288 428	97.70	78.65	6 197 848 373	114 500.88	100.00	80.82	5 288 428	78.65	6 197 848 373
Dishwasher	43.65	2 856 122	97.70	40.56	3 196 122 593	109 330.43	100.00	43.65	2 856 122	40.56	3 196 122 593
Electric drilling machine	65.51	4 286 517	97.70	62.81	4 949 292 991	112 806.22	100.00	65.51	4 286 517	62.81	4 949 292 991
Digital camera	72.23	4 726 414	97.70	71.79	5 657 719 244	116 951.04	100.00	72.23	4 726 414	71.79	5 657 719 244
Video recorder/DVD	72.19	4 723 836	97.70	72.26	5 694 674 322	117 779.19	100.00	72.19	4 723 836	72.26	5 694 674 322
Videocamera, digital videocamera	33.08	2 164 462	97.70	30.78	2 425 380 308	109 477.34	100.00	33.08	2 164 462	30.78	2 425 380 308
Colour TV	84.87	5 553 475	97.70	83.93	6 613 924 229	116 356.03	100.00	84.87	5 553 475	83.93	6 613 924 229
Home cinema	22.18	1 451 191	97.70	21.38	1 684 441 906	113 403.32	100.00	22.18	1 451 191	21.38	1 684 441 906
Personal computer	82.67	5 408 985	97.70	82.48	6 499 589 377	117 399.06	100.00	82.67	5 408 985	82.48	6 499 589 377
Cable TV	33.98	2 223 175	97.70	32.61	2 569 716 270	112 929.11	100.00	33.98	2 223 175	32.61	2 569 716 270
Nothing from above	3.39	221 807	97.70	5.41	426 030 054	187 654.50	100.00	3.39	221 807	5.41	426 030 054
Not asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

Chart 13: Facilities by RU(%)



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

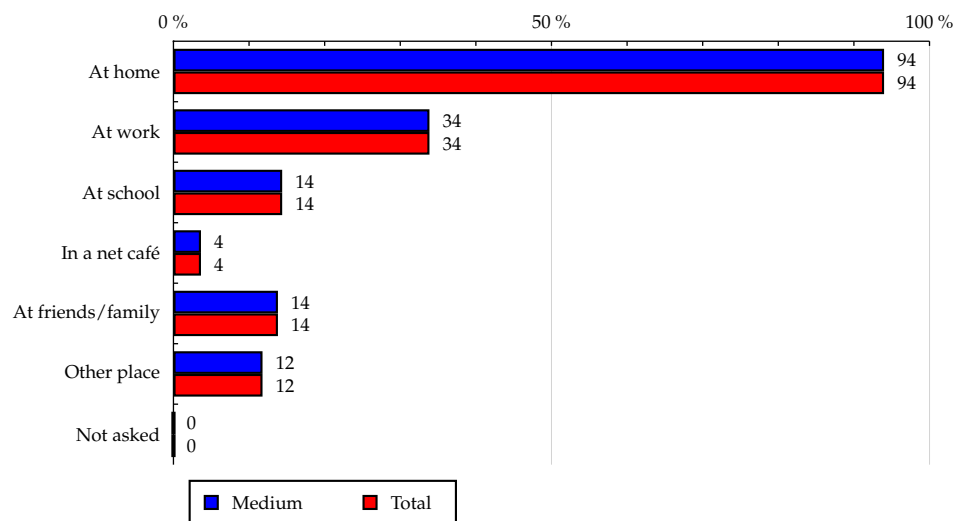
TOTAL

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	93.99	6 149 879	97.70	95.73	7 544 240 083	119 851.50	100.00	93.99	6 149 879	95.73	7 544 240 083
At work	33.86	2 215 389	97.70	30.82	2 429 016 647	107 121.08	100.00	33.86	2 215 389	30.82	2 429 016 647
At school	14.38	940 671	97.70	11.79	929 262 837	96 515.08	100.00	14.38	940 671	11.79	929 262 837
In a net café	3.64	238 257	97.70	3.68	289 728 486	118 806.14	100.00	3.64	238 257	3.68	289 728 486
At friends/family	13.82	903 941	97.70	12.22	962 625 317	104 042.68	100.00	13.82	903 941	12.22	962 625 317
Other place	11.78	770 625	97.70	10.85	855 353 464	108 441.87	100.00	11.78	770 625	10.85	855 353 464
Not asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



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

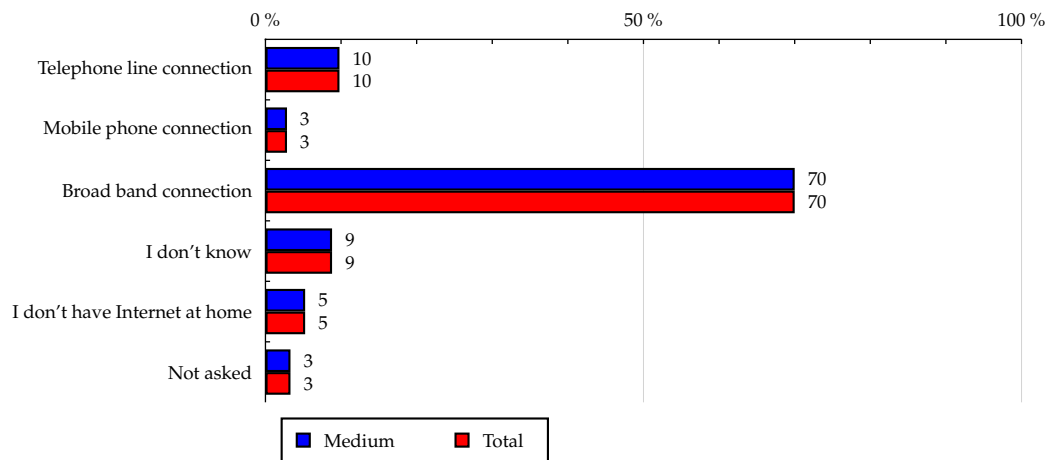
TOTAL

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	9.79	640 586	97.70	10.16	800 717 469	122 122.58	100.00	9.79	640 586	10.16	800 717 469
Mobile phone connection	2.85	186 166	97.70	3.01	236 948 316	124 350.17	100.00	2.85	186 166	3.01	236 948 316
Broad band connection	70.00	4 579 975	97.70	73.42	5 786 141 099	123 429.92	100.00	70.00	4 579 975	73.42	5 786 141 099
I don't know	8.81	576 348	97.70	7.74	610 041 867	103 411.62	100.00	8.81	576 348	7.74	610 041 867
I don't have Internet at home	5.25	343 556	97.70	3.83	301 730 616	85 805.73	100.00	5.25	343 556	3.83	301 730 616
Not asked	3.31	216 535	97.70	1.84	144 820 247	65 342.39	100.00	3.31	216 535	1.84	144 820 247

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

Chart 15: Connection from Home by RU(%)



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

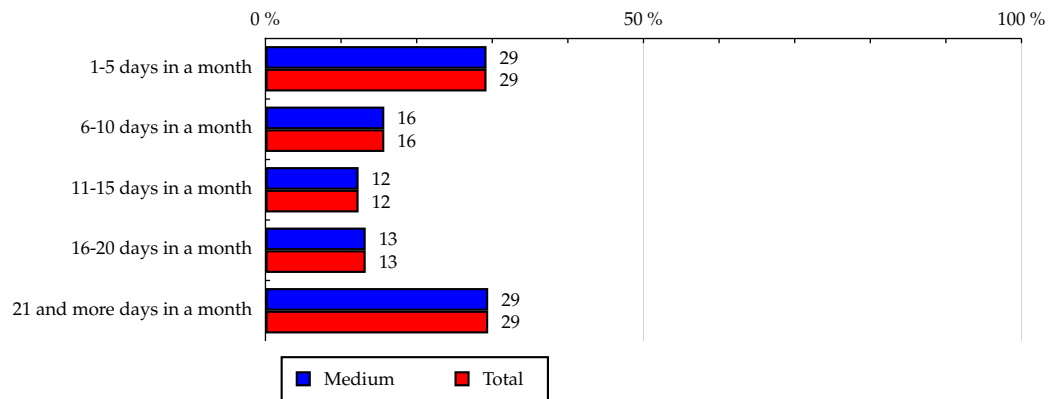
TOTAL

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	29.24	1 913 493	97.70	1.90	149 807 472	7 648.93	100.00	29.24	1 913 493	1.90	149 807 472
6-10 days in a month	15.72	1 028 315	97.70	4.32	340 245 981	32 326.70	100.00	15.72	1 028 315	4.32	340 245 981
11-15 days in a month	12.32	806 216	97.70	6.69	527 207 245	63 888.72	100.00	12.32	806 216	6.69	527 207 245
16-20 days in a month	13.26	867 408	97.70	14.50	1 142 511 736	128 686.10	100.00	13.26	867 408	14.50	1 142 511 736
21 and more days in a month	29.46	1 927 734	97.70	72.59	5 720 627 182	289 928.60	100.00	29.46	1 927 734	72.59	5 720 627 182

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

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



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

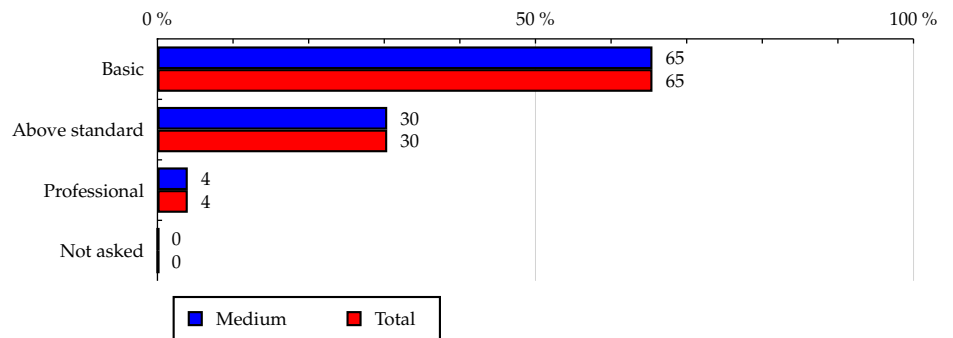
TOTAL

Table 17: IT Knowledge

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Basic	65.47	4 283 803	97.70	65.42	5 155 103 829	117 571.60	100.00	65.47	4 283 803	65.42	5 155 103 829
Above standard	30.39	1 988 274	97.70	31.19	2 457 505 628	120 757.12	100.00	30.39	1 988 274	31.19	2 457 505 628
Professional	4.01	262 486	97.70	3.13	246 415 798	91 718.16	100.00	4.01	262 486	3.13	246 415 798
Not asked	0.13	8 603	97.70	0.27	21 374 360	242 731.44	100.00	0.13	8 603	0.27	21 374 360

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

Chart 17: IT Knowledge by RU(%)



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

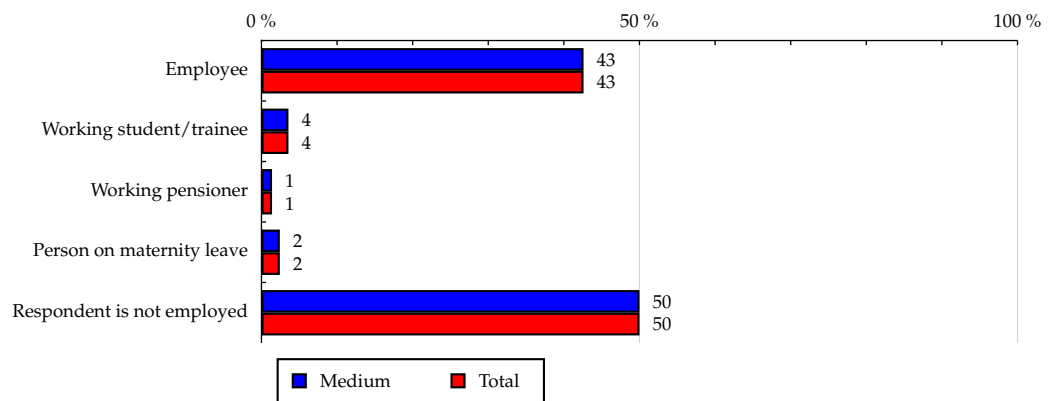
TOTAL

Table 18: Economically Active as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Employee	42.60	2 787 319	97.70	43.53	3 430 129 088	120 231.48	100.00	42.60	2 787 319	43.53	3 430 129 088
Working student/trainee	3.57	233 489	97.70	3.57	281 506 624	117 792.17	100.00	3.57	233 489	3.57	281 506 624
Working pensioner	1.40	91 773	97.70	1.50	118 104 381	125 731.54	100.00	1.40	91 773	1.50	118 104 381
Person on maternity leave	2.43	158 902	97.70	2.73	214 754 104	132 039.63	100.00	2.43	158 902	2.73	214 754 104
Respondent is not employed	50.00	3 271 682	97.70	48.68	3 835 905 418	114 548.99	100.00	50.00	3 271 682	48.68	3 835 905 418

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

Chart 18: Economically Active as by RU(%)



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

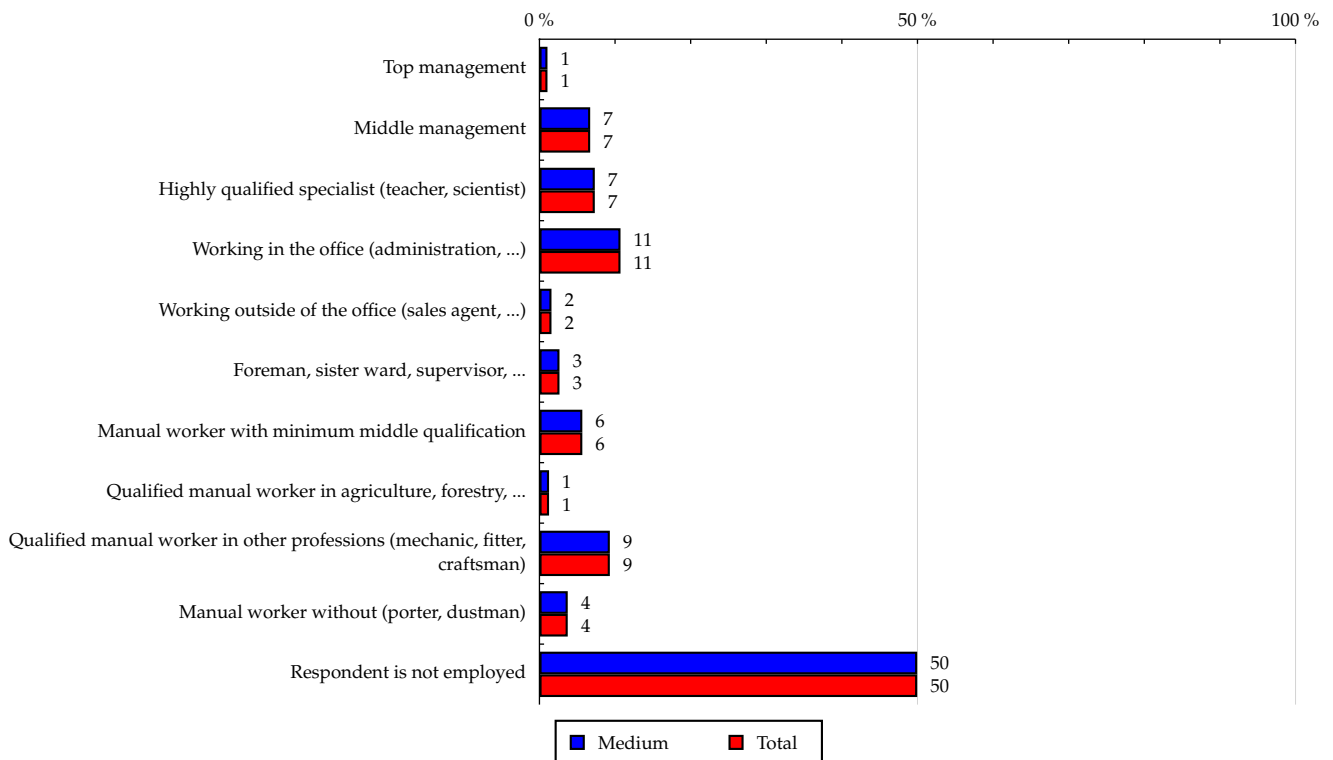
TOTAL

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	1.06	69 330	97.70	0.96	75 488 182	106 376.99	100.00	1.06	69 330	0.96	75 488 182
Middle management	6.71	439 092	97.70	7.89	621 697 626	138 330.32	100.00	6.71	439 092	7.89	621 697 626
Highly qualified specialist (teacher, scientist)	7.32	478 898	97.70	6.36	501 532 473	102 317.63	100.00	7.32	478 898	6.36	501 532 473
Working in the office (administration, ...)	10.72	701 217	97.70	9.18	723 437 191	100 795.85	100.00	10.72	701 217	9.18	723 437 191
Working outside of the office (sales agent, ...)	1.59	104 176	97.70	1.49	117 610 300	110 298.22	100.00	1.59	104 176	1.49	117 610 300
Foreman, sister ward, supervisor, ...	2.65	173 279	97.70	2.47	194 988 305	109 940.08	100.00	2.65	173 279	2.47	194 988 305
Manual worker with minimum middle qualification	5.67	370 677	97.70	6.49	511 772 809	134 888.77	100.00	5.67	370 677	6.49	511 772 809
Qualified manual worker in agriculture, forestry, ...	1.27	83 071	97.70	1.32	103 790 715	122 067.92	100.00	1.27	83 071	1.32	103 790 715
Qualified manual worker in other professions (mechanic, fitter, craftsman)	9.31	609 335	97.70	11.42	900 009 516	144 306.16	100.00	9.31	609 335	11.42	900 009 516
Manual worker without (porter, dustman)	3.74	244 836	97.70	3.81	300 574 217	119 941.80	100.00	3.74	244 836	3.81	300 574 217
Respondent is not employed	49.96	3 269 251	97.70	48.60	3 829 498 283	114 442.69	100.00	49.96	3 269 251	48.60	3 829 498 283

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

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



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

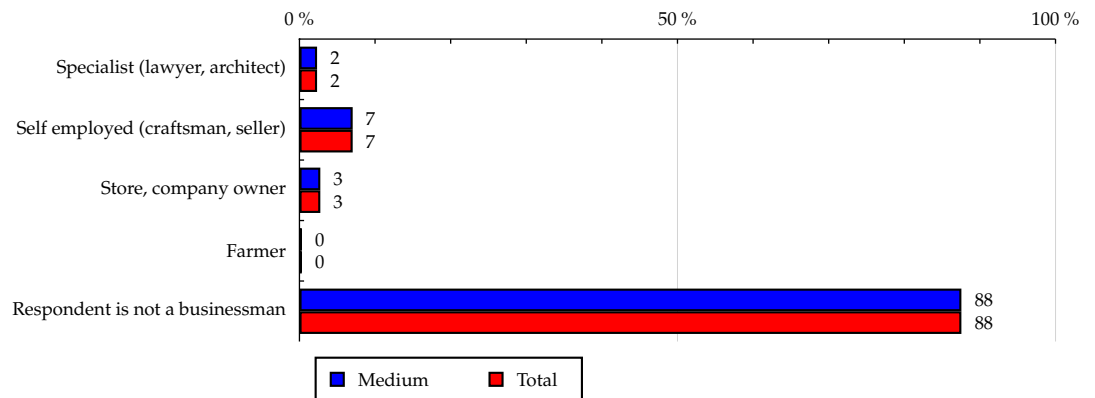
TOTAL

Table 20: Business Activities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Specialist (lawyer, architect)	2.33	152 361	97.70	1.71	134 963 482	86 543.71	100.00	2.33	152 361	1.71	134 963 482
Self employed (craftsman, seller)	7.04	460 889	97.70	7.48	589 375 912	124 936.85	100.00	7.04	460 889	7.48	589 375 912
Store, company owner	2.76	180 892	97.70	2.25	177 044 606	95 621.94	100.00	2.76	180 892	2.25	177 044 606
Farmer	0.31	20 546	97.70	0.22	17 674 868	84 044.20	100.00	0.31	20 546	0.22	17 674 868
Respondent is not a businessman	87.55	5 728 478	97.70	88.34	6 961 340 748	118 726.63	100.00	87.55	5 728 478	88.34	6 961 340 748

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

Chart 20: Business Activities by RU(%)



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

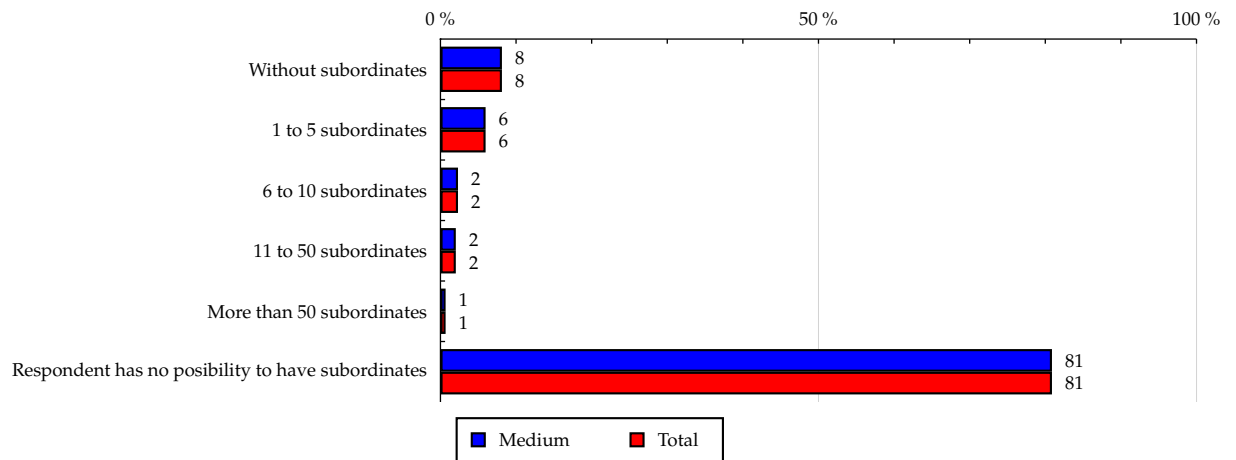
TOTAL

Table 21: Number of Subordinates

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Without subordinates	8.13	532 029	97.70	8.38	660 003 964	121 200.66	100.00	8.13	532 029	8.38	660 003 964
1 to 5 subordinates	5.97	390 520	97.70	7.01	552 600 277	138 248.82	100.00	5.97	390 520	7.01	552 600 277
6 to 10 subordinates	2.32	151 562	97.70	2.02	158 881 106	102 417.74	100.00	2.32	151 562	2.02	158 881 106
11 to 50 subordinates	2.03	132 720	97.70	1.91	150 258 637	110 610.42	100.00	2.03	132 720	1.91	150 258 637
More than 50 subordinates	0.68	44 207	97.70	0.62	49 051 021	108 404.21	100.00	0.68	44 207	0.62	49 051 021
Respondent has no possibility to have subordinates	80.88	5 292 126	97.70	80.07	6 309 604 610	116 484.05	100.00	80.88	5 292 126	80.07	6 309 604 610

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

Chart 21: Number of Subordinates by RU(%)



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

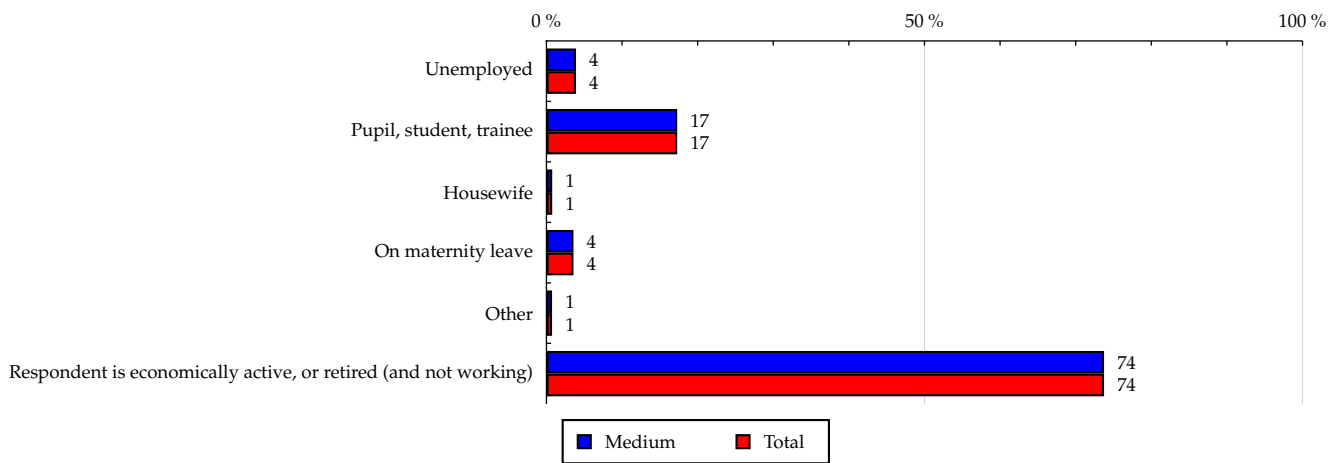
TOTAL

Table 22: Economically Inactive as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unemployed	3.91	255 597	97.70	4.16	327 915 460	125 342.86	100.00	3.91	255 597	4.16	327 915 460
Pupil, student, trainee	17.29	1 131 033	97.70	15.79	1 244 458 287	107 497.72	100.00	17.29	1 131 033	15.79	1 244 458 287
Housewife	0.76	49 453	97.70	0.71	55 722 659	110 085.12	100.00	0.76	49 453	0.71	55 722 659
On maternity leave	3.57	233 419	97.70	3.70	291 724 514	122 104.33	100.00	3.57	233 419	3.70	291 724 514
Other	0.74	48 242	97.70	1.33	104 981 694	212 608.54	100.00	0.74	48 242	1.33	104 981 694
Respondent is economically active, or retired (and not working)	73.75	4 825 421	97.70	74.31	5 855 597 001	118 557.89	100.00	73.75	4 825 421	74.31	5 855 597 001

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

Chart 22: Economically Inactive as by RU(%)



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

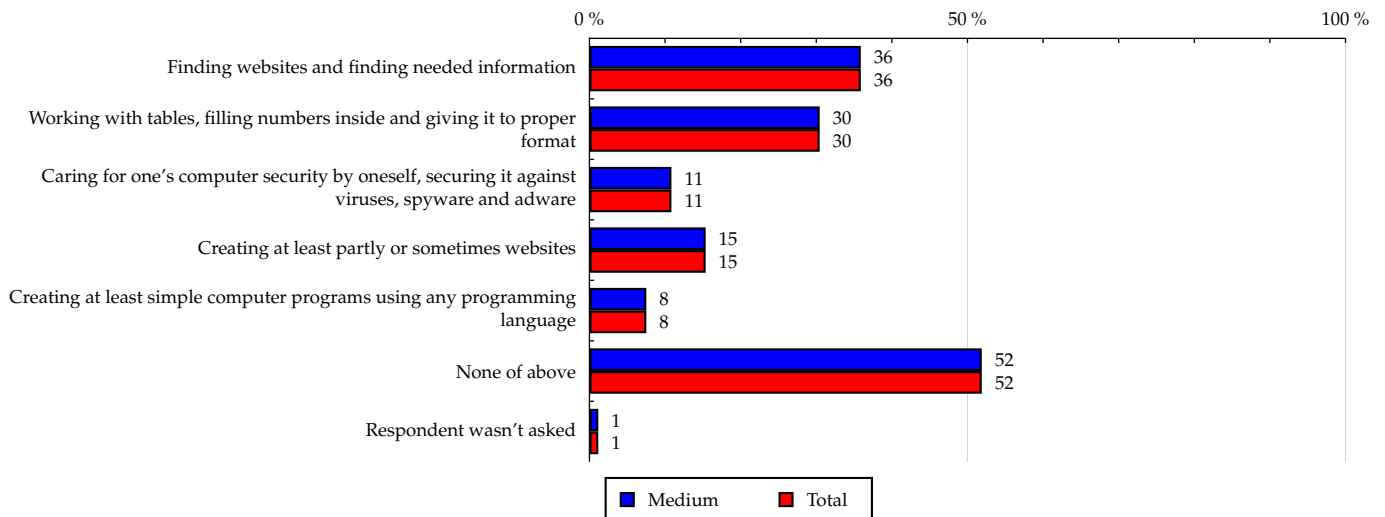
TOTAL

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	35.89	2 348 650	97.70	38.24	3 013 474 834	125 355.60	100.00	35.89	2 348 650	38.24	3 013 474 834
Working with tables, filling numbers inside and giving it to proper format	30.45	1 992 391	97.70	31.90	2 513 992 636	123 277.53	100.00	30.45	1 992 391	31.90	2 513 992 636
Caring for one's computer security by oneself, securing it against viruses, spyware and adware	10.84	709 496	97.70	10.50	827 129 685	113 898.55	100.00	10.84	709 496	10.50	827 129 685
Creating at least partly or sometimes websites	15.37	1 005 440	97.70	14.73	1 160 553 713	112 772.57	100.00	15.37	1 005 440	14.73	1 160 553 713
Creating at least simple computer programs using any programming language	7.52	491 895	97.70	6.98	550 327 703	109 305.78	100.00	7.52	491 895	6.98	550 327 703
None of above	51.89	3 394 926	97.70	49.10	3 869 389 961	111 354.20	100.00	51.89	3 394 926	49.10	3 869 389 961
Respondent wasn't asked	1.17	76 466	97.70	0.51	39 849 456	50 915.08	100.00	1.17	76 466	0.51	39 849 456

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

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



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

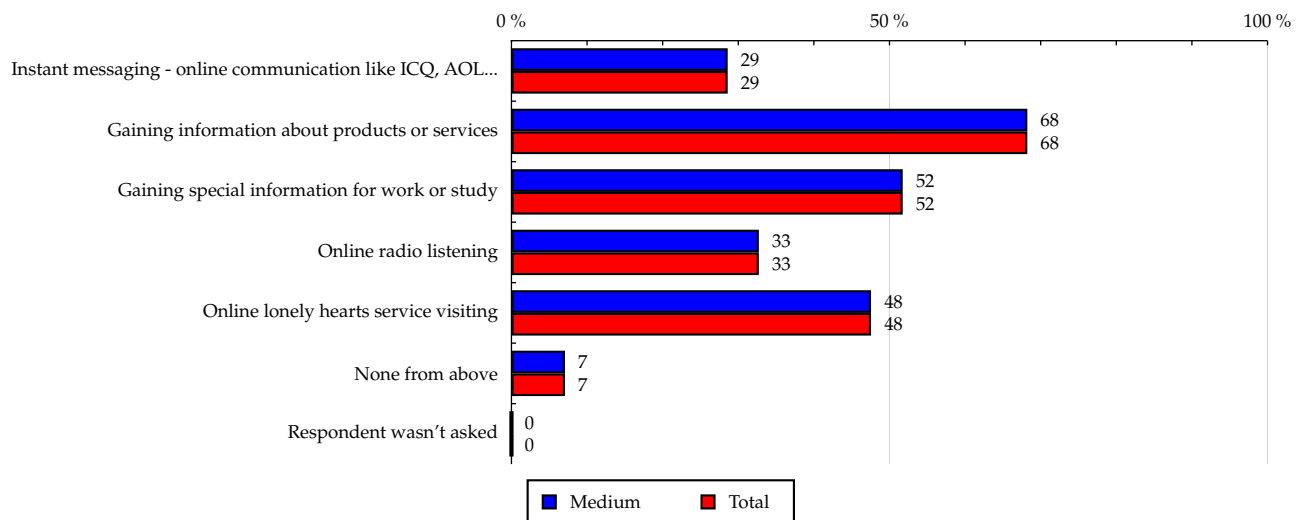
TOTAL

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...	28.60	1 871 416	97.70	28.15	2 218 500 148	115 819.98	100.00	28.60	1 871 416	28.15	2 218 500 148
Gaining information about products or services	68.23	4 464 505	97.70	71.37	5 623 855 532	123 070.90	100.00	68.23	4 464 505	71.37	5 623 855 532
Gaining special information for work or study	51.75	3 385 823	97.70	51.16	4 031 662 061	116 336.07	100.00	51.75	3 385 823	51.16	4 031 662 061
Online radio listening	32.72	2 141 014	97.70	36.88	2 906 536 265	132 632.74	100.00	32.72	2 141 014	36.88	2 906 536 265
Online lonely hearts service visiting	47.56	3 111 658	97.70	52.18	4 112 135 324	129 113.03	100.00	47.56	3 111 658	52.18	4 112 135 324
None from above	7.08	463 229	97.70	6.20	488 841 243	103 101.67	100.00	7.08	463 229	6.20	488 841 243
Respondent wasn't asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



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

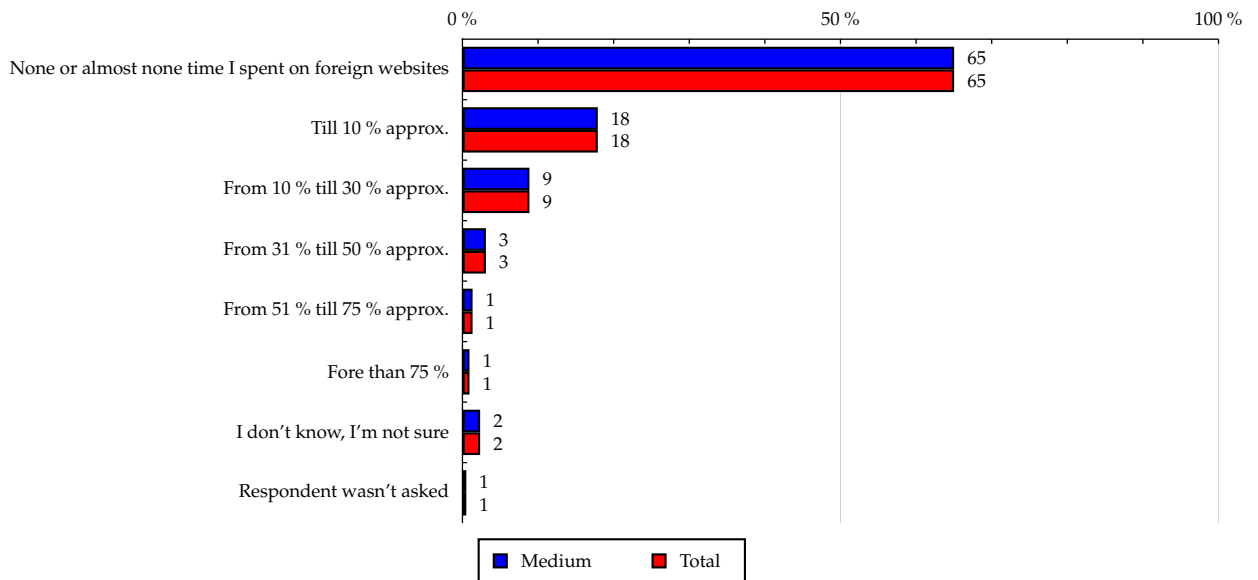
TOTAL

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	65.03	4 255 095	97.70	63.48	5 002 195 936	114 853.94	100.00	65.03	4 255 095	63.48	5 002 195 936
Till 10 % approx.	17.90	1 171 268	97.70	20.66	1 627 741 324	135 776.10	100.00	17.90	1 171 268	20.66	1 627 741 324
From 10 % till 30 % approx.	8.86	579 477	97.70	8.38	660 412 079	111 345.52	100.00	8.86	579 477	8.38	660 412 079
From 31 % till 50 % approx.	3.10	202 710	97.70	3.54	279 041 697	134 489.08	100.00	3.10	202 710	3.54	279 041 697
From 51 % till 75 % approx.	1.34	87 367	97.70	0.82	64 983 787	72 669.46	100.00	1.34	87 367	0.82	64 983 787
Fore than 75 %	0.93	60 551	97.70	0.77	60 482 996	97 589.82	100.00	0.93	60 551	0.77	60 482 996
I don't know, I'm not sure	2.34	153 349	97.70	2.10	165 599 338	105 504.77	100.00	2.34	153 349	2.10	165 599 338
Respondent wasn't asked	0.51	33 347	97.70	0.25	19 942 458	58 426.56	100.00	0.51	33 347	0.25	19 942 458

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

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



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