

SPIR NetMonitor

Research on the Sociodemography of Internet Users in the Czech Republic

Medium title:

TOTAL

Month:

October 2013

Basic information	
The size of Internet population in the Czech Republic	6 810 030
Number of respondents	
Medium	N = 14 000
Total (for all measured media)	N = 14 000
RU(number)	6 653 399
Reach(%)	97.70
PV(number) (from Czech visitors)	8 073 915 087
PV(number) (from all visitors)	8 685 562 818
GRP (%)	118 559.17

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

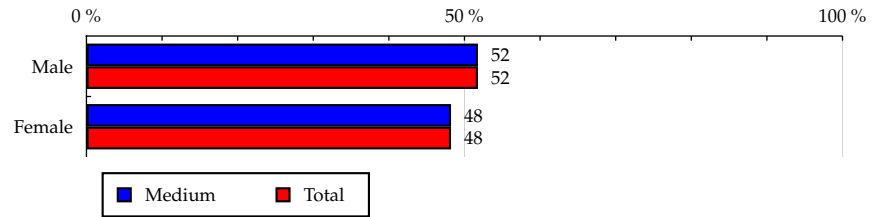
TOTAL

Table 1: Sex

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Male	51.78	3 445 393	97.70	52.63	4 249 311 721	120 496.48	100.00	51.78	3 445 393	52.63	4 249 311 721
Female	48.22	3 208 005	97.70	47.37	3 824 603 366	116 478.50	100.00	48.22	3 208 005	47.37	3 824 603 366

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

Chart 1: Sex by RU(%)



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

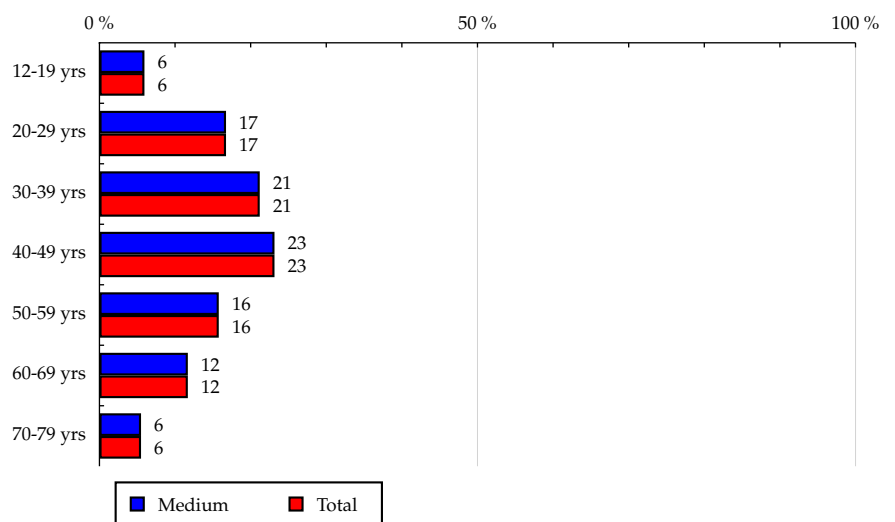
TOTAL

Table 2: Age

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
12-19 yrs	5.95	395 776	97.70	3.44	277 378 542	68 472.77	100.00	5.95	395 776	3.44	277 378 542
20-29 yrs	16.74	1 113 517	97.70	18.32	1 478 864 963	129 755.54	100.00	16.74	1 113 517	18.32	1 478 864 963
30-39 yrs	21.20	1 410 576	97.70	21.24	1 714 535 099	118 752.96	100.00	21.20	1 410 576	21.24	1 714 535 099
40-49 yrs	23.15	1 540 018	97.70	21.74	1 755 509 044	111 370.89	100.00	23.15	1 540 018	21.74	1 755 509 044
50-59 yrs	15.78	1 049 927	97.70	17.15	1 384 791 856	128 860.54	100.00	15.78	1 049 927	17.15	1 384 791 856
60-69 yrs	11.69	777 492	97.70	12.42	1 002 639 318	125 992.01	100.00	11.69	777 492	12.42	1 002 639 318
70-79 yrs	5.50	366 091	97.70	5.70	460 196 264	122 814.17	100.00	5.50	366 091	5.70	460 196 264

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

Chart 2: Age by RU(%)



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

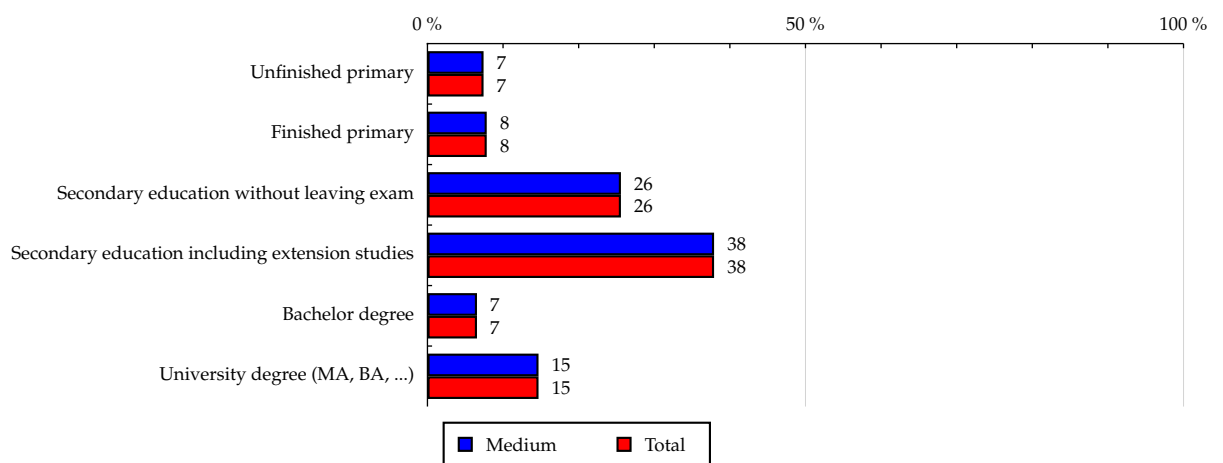
TOTAL

Table 3: Highest Education

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unfinished primary	7.42	493 988	97.70	4.68	377 525 879	74 666.29	100.00	7.42	493 988	4.68	377 525 879
Finished primary	7.84	521 506	97.70	7.73	624 281 924	116 954.24	100.00	7.84	521 506	7.73	624 281 924
Secondary education without leaving exam	25.59	1 702 661	97.70	27.80	2 244 895 923	128 813.79	100.00	25.59	1 702 661	27.80	2 244 895 923
Secondary education including extension studies	37.91	2 522 585	97.70	40.87	3 299 950 615	127 807.43	100.00	37.91	2 522 585	40.87	3 299 950 615
Bachelor degree	6.55	435 511	97.70	6.44	519 666 596	116 578.96	100.00	6.55	435 511	6.44	519 666 596
University degree (MA, BA, ...)	14.69	977 146	97.70	12.48	1 007 594 149	100 744.32	100.00	14.69	977 146	12.48	1 007 594 149

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

Chart 3: Highest Education by RU(%)



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

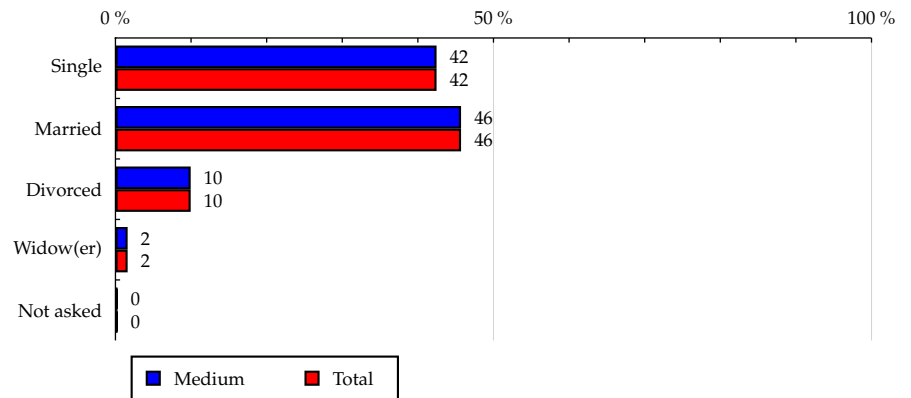
TOTAL

Table 4: Marital Status

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Single	42.47	2 825 381	97.70	41.90	3 382 801 387	116 975.23	100.00	42.47	2 825 381	41.90	3 382 801 387
Married	45.71	3 041 444	97.70	46.48	3 752 353 805	120 536.46	100.00	45.71	3 041 444	46.48	3 752 353 805
Divorced	9.95	662 033	97.70	9.52	768 893 176	113 469.86	100.00	9.95	662 033	9.52	768 893 176
Widow(er)	1.61	107 095	97.70	1.62	130 971 425	119 481.18	100.00	1.61	107 095	1.62	130 971 425
Not asked	0.26	17 443	97.70	0.48	38 895 295	217 848.46	100.00	0.26	17 443	0.48	38 895 295

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

Chart 4: Marital Status by RU(%)



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

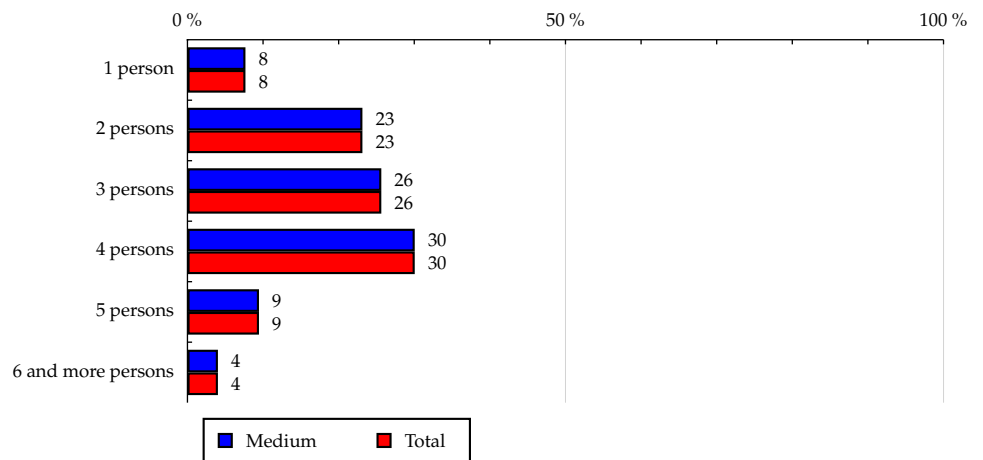
TOTAL

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	7.67	510 071	97.70	7.62	615 242 827	117 844.79	100.00	7.67	510 071	7.62	615 242 827
2 persons	23.14	1 539 475	97.70	23.89	1 928 696 537	122 401.19	100.00	23.14	1 539 475	23.89	1 928 696 537
3 persons	25.64	1 706 220	97.70	27.25	2 200 035 700	125 976.39	100.00	25.64	1 706 220	27.25	2 200 035 700
4 persons	30.06	2 000 097	97.70	27.60	2 228 531 887	108 858.49	100.00	30.06	2 000 097	27.60	2 228 531 887
5 persons	9.46	629 499	97.70	9.64	778 194 285	120 777.81	100.00	9.46	629 499	9.64	778 194 285
6 and more persons	4.03	268 035	97.70	4.00	323 213 851	117 812.78	100.00	4.03	268 035	4.00	323 213 851

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

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



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

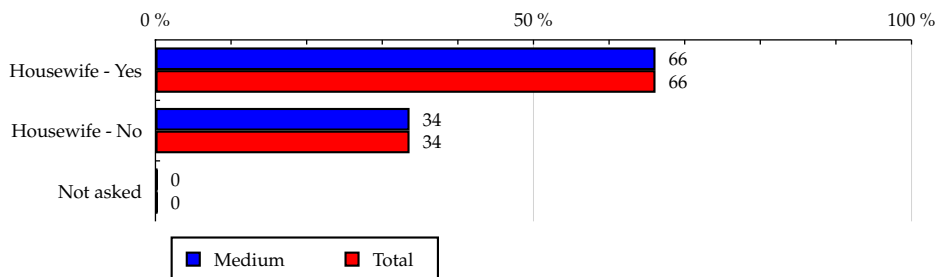
TOTAL

Table 6: Housewife

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Housewife - Yes	66.14	4 400 486	97.70	66.49	5 368 551 492	119 193.05	100.00	66.14	4 400 486	66.49	5 368 551 492
Housewife - No	33.61	2 235 889	97.70	33.03	2 666 505 763	116 516.32	100.00	33.61	2 235 889	33.03	2 666 505 763
Not asked	0.26	17 022	97.70	0.48	38 857 831	223 020.70	100.00	0.26	17 022	0.48	38 857 831

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

Chart 6: Housewife by RU(%)



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

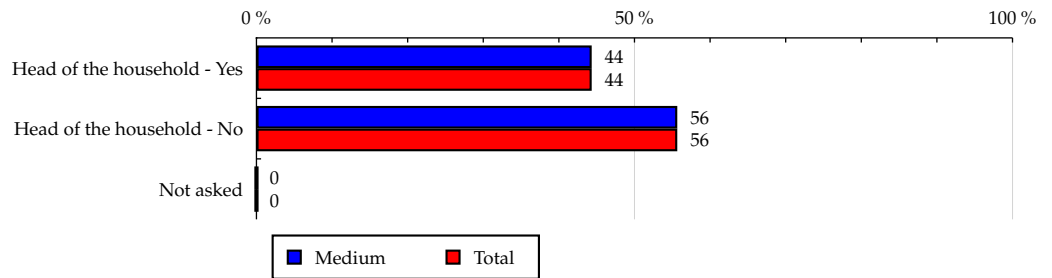
TOTAL

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	44.34	2 950 138	97.70	43.07	3 477 265 679	115 156.93	100.00	44.34	2 950 138	43.07	3 477 265 679
Head of the household - No	55.66	3 703 260	97.70	56.93	4 596 649 408	121 269.51	100.00	55.66	3 703 260	56.93	4 596 649 408
Not asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



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

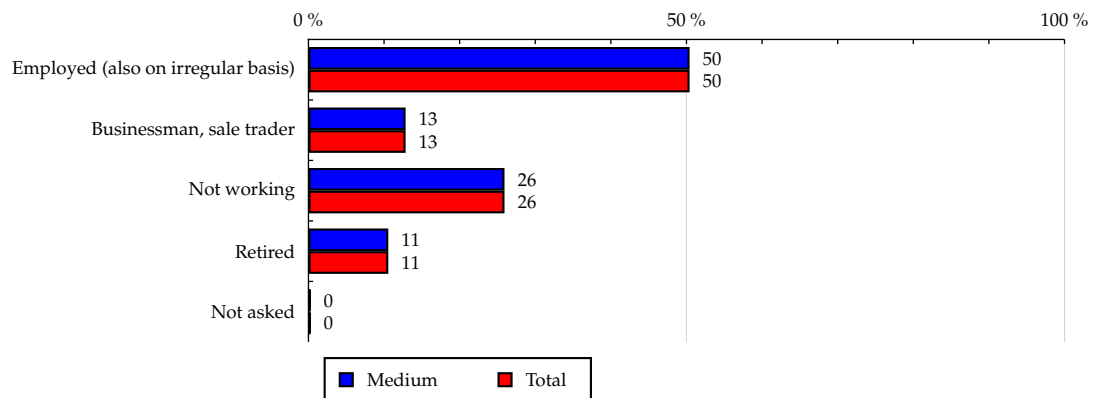
TOTAL

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)	50.41	3 353 660	97.70	48.50	3 915 851 104	114 077.93	100.00	50.41	3 353 660	48.50	3 915 851 104
Businessman, sale trader	12.85	854 960	97.70	13.08	1 055 844 335	120 655.92	100.00	12.85	854 960	13.08	1 055 844 335
Not working	25.93	1 724 944	97.70	26.12	2 108 813 365	119 442.14	100.00	25.93	1 724 944	26.12	2 108 813 365
Retired	10.56	702 811	97.70	11.82	954 548 452	132 694.73	100.00	10.56	702 811	11.82	954 548 452
Not asked	0.26	17 022	97.70	0.48	38 857 831	223 020.70	100.00	0.26	17 022	0.48	38 857 831

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

Chart 8: Economic Activity by RU(%)



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

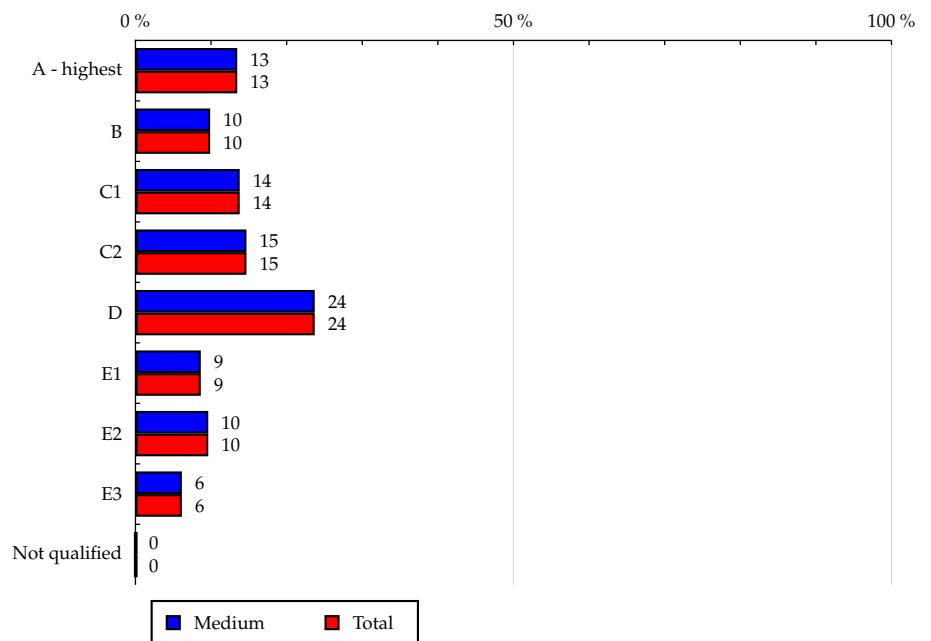
TOTAL

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	13.46	895 709	97.70	12.10	976 877 504	106 553.42	100.00	13.46	895 709	12.10	976 877 504
B	9.88	657 552	97.70	10.59	854 646 192	126 984.42	100.00	9.88	657 552	10.59	854 646 192
C1	13.79	917 313	97.70	13.68	1 104 708 526	117 658.80	100.00	13.79	917 313	13.68	1 104 708 526
C2	14.68	976 478	97.70	16.54	1 335 306 534	133 601.97	100.00	14.68	976 478	16.54	1 335 306 534
D	23.71	1 577 338	97.70	22.57	1 822 237 580	112 868.99	100.00	23.71	1 577 338	22.57	1 822 237 580
E1	8.64	575 126	97.70	9.21	743 355 741	126 278.12	100.00	8.64	575 126	9.21	743 355 741
E2	9.63	640 556	97.70	8.72	704 015 634	107 378.94	100.00	9.63	640 556	8.72	704 015 634
E3	6.14	408 409	97.70	6.52	526 757 414	126 011.40	100.00	6.14	408 409	6.52	526 757 414
Not qualified	0.07	4 914	97.70	0.07	6 009 960	119 488.42	100.00	0.07	4 914	0.07	6 009 960

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

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



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

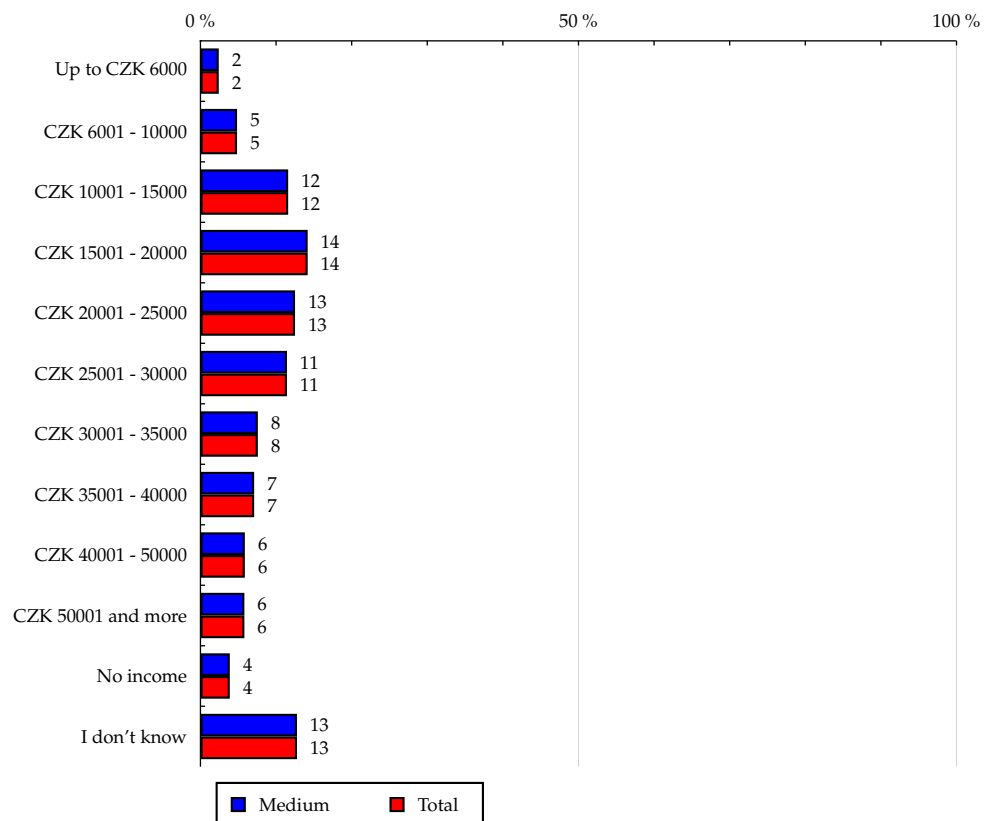
TOTAL

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	2.42	161 163	97.70	2.98	240 831 037	145 995.60	100.00	2.42	161 163	2.98	240 831 037
CZK 6001 - 10000	4.84	322 095	97.70	5.65	455 862 254	138 274.86	100.00	4.84	322 095	5.65	455 862 254
CZK 10001 - 15000	11.60	771 521	97.70	11.96	965 791 699	122 300.97	100.00	11.60	771 521	11.96	965 791 699
CZK 15001 - 20000	14.18	943 287	97.70	14.41	1 163 377 709	120 495.54	100.00	14.18	943 287	14.41	1 163 377 709
CZK 20001 - 25000	12.51	832 537	97.70	12.62	1 018 542 590	119 528.06	100.00	12.51	832 537	12.62	1 018 542 590
CZK 25001 - 30000	11.44	760 981	97.70	12.05	973 237 657	124 950.93	100.00	11.44	760 981	12.05	973 237 657
CZK 30001 - 35000	7.59	504 885	97.70	7.73	624 254 905	120 799.09	100.00	7.59	504 885	7.73	624 254 905
CZK 35001 - 40000	7.10	472 446	97.70	6.77	546 499 872	113 013.89	100.00	7.10	472 446	6.77	546 499 872
CZK 40001 - 50000	5.87	390 790	97.70	5.80	468 544 586	117 138.93	100.00	5.87	390 790	5.80	468 544 586
CZK 50001 and more	5.81	386 279	97.70	5.14	415 097 684	104 988.86	100.00	5.81	386 279	5.14	415 097 684
No income	3.88	258 037	97.70	2.94	237 517 163	89 930.54	100.00	3.88	258 037	2.94	237 517 163
I don't know	12.77	849 371	97.70	11.94	964 357 932	110 926.43	100.00	12.77	849 371	11.94	964 357 932

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

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



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

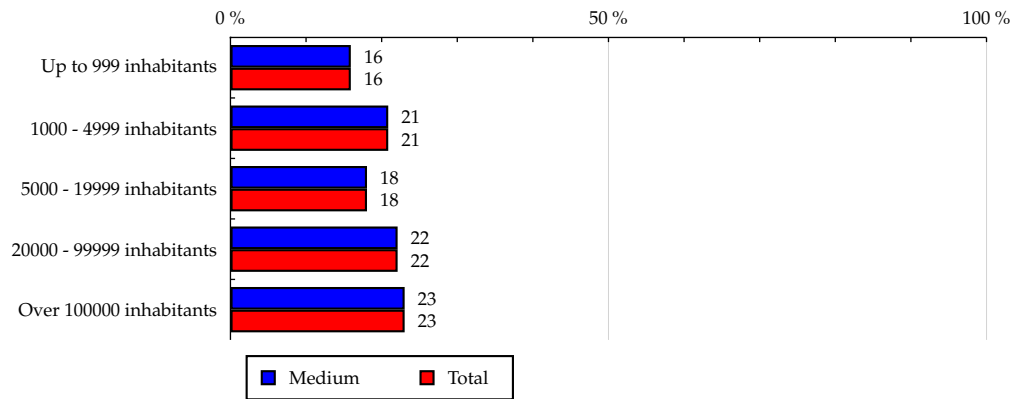
TOTAL

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	15.92	1 059 402	97.70	15.30	1 235 425 364	113 933.10	100.00	15.92	1 059 402	15.30	1 235 425 364
1000 - 4999 inhabitants	20.87	1 388 304	97.70	21.61	1 744 886 543	122 793.96	100.00	20.87	1 388 304	21.61	1 744 886 543
5000 - 19999 inhabitants	18.06	1 201 705	97.70	17.68	1 427 585 135	116 064.25	100.00	18.06	1 201 705	17.68	1 427 585 135
20000 - 99999 inhabitants	22.11	1 471 002	97.70	22.85	1 844 914 561	122 534.26	100.00	22.11	1 471 002	22.85	1 844 914 561
Over 100000 inhabitants	23.04	1 532 983	97.70	22.56	1 821 103 485	116 062.40	100.00	23.04	1 532 983	22.56	1 821 103 485

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

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



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

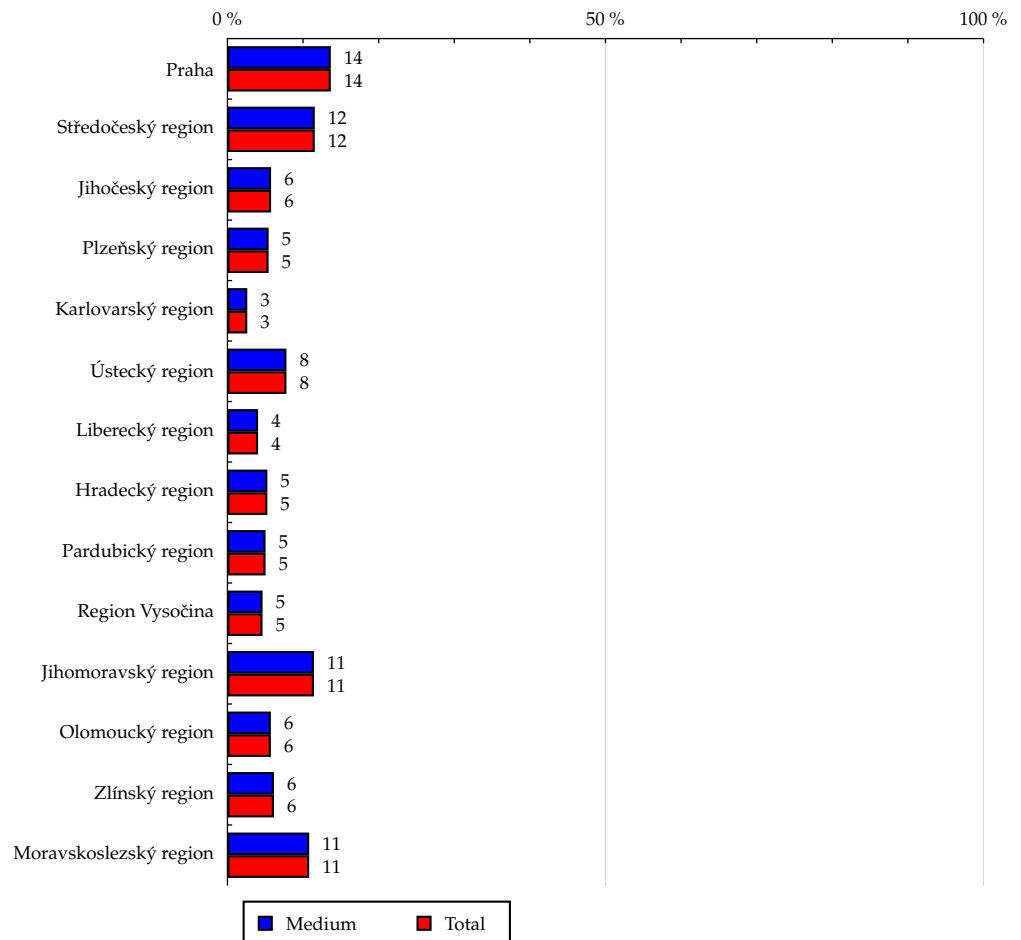
TOTAL

Table 12: Region

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Praha	13.67	909 556	97.70	14.00	1 130 101 448	121 389.87	100.00	13.67	909 556	14.00	1 130 101 448
Středočeský region	11.55	768 144	97.70	10.58	854 041 658	108 625.21	100.00	11.55	768 144	10.58	854 041 658
Jihočeský region	5.77	383 970	97.70	5.10	412 019 177	104 836.98	100.00	5.77	383 970	5.10	412 019 177
Plzeňský region	5.44	361 988	97.70	5.25	423 918 903	114 414.84	100.00	5.44	361 988	5.25	423 918 903
Karlovarský region	2.62	174 237	97.70	2.43	196 058 686	109 935.94	100.00	2.62	174 237	2.43	196 058 686
Ústecký region	7.80	518 781	97.70	8.51	686 758 499	129 334.51	100.00	7.80	518 781	8.51	686 758 499
Liberecký region	4.05	269 736	97.70	4.24	342 649 549	124 109.69	100.00	4.05	269 736	4.24	342 649 549
Hradecký region	5.28	351 354	97.70	5.00	403 410 626	112 175.22	100.00	5.28	351 354	5.00	403 410 626
Pardubický region	5.04	335 399	97.70	5.67	457 403 665	133 238.98	100.00	5.04	335 399	5.67	457 403 665
Region Vysočina	4.64	308 420	97.70	5.25	423 790 421	134 246.50	100.00	4.64	308 420	5.25	423 790 421
Jihomoravský region	11.44	761 154	97.70	11.01	888 616 500	114 060.76	100.00	11.44	761 154	11.01	888 616 500
Olomoucký region	5.74	381 824	97.70	5.70	460 380 650	117 800.78	100.00	5.74	381 824	5.70	460 380 650
Zlínský region	6.15	409 444	97.70	6.36	513 152 824	122 446.52	100.00	6.15	409 444	6.36	513 152 824
Moravskoslezský region	10.81	719 388	97.70	10.92	881 612 482	119 731.63	100.00	10.81	719 388	10.92	881 612 482

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

Chart 12: Region by RU(%)



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

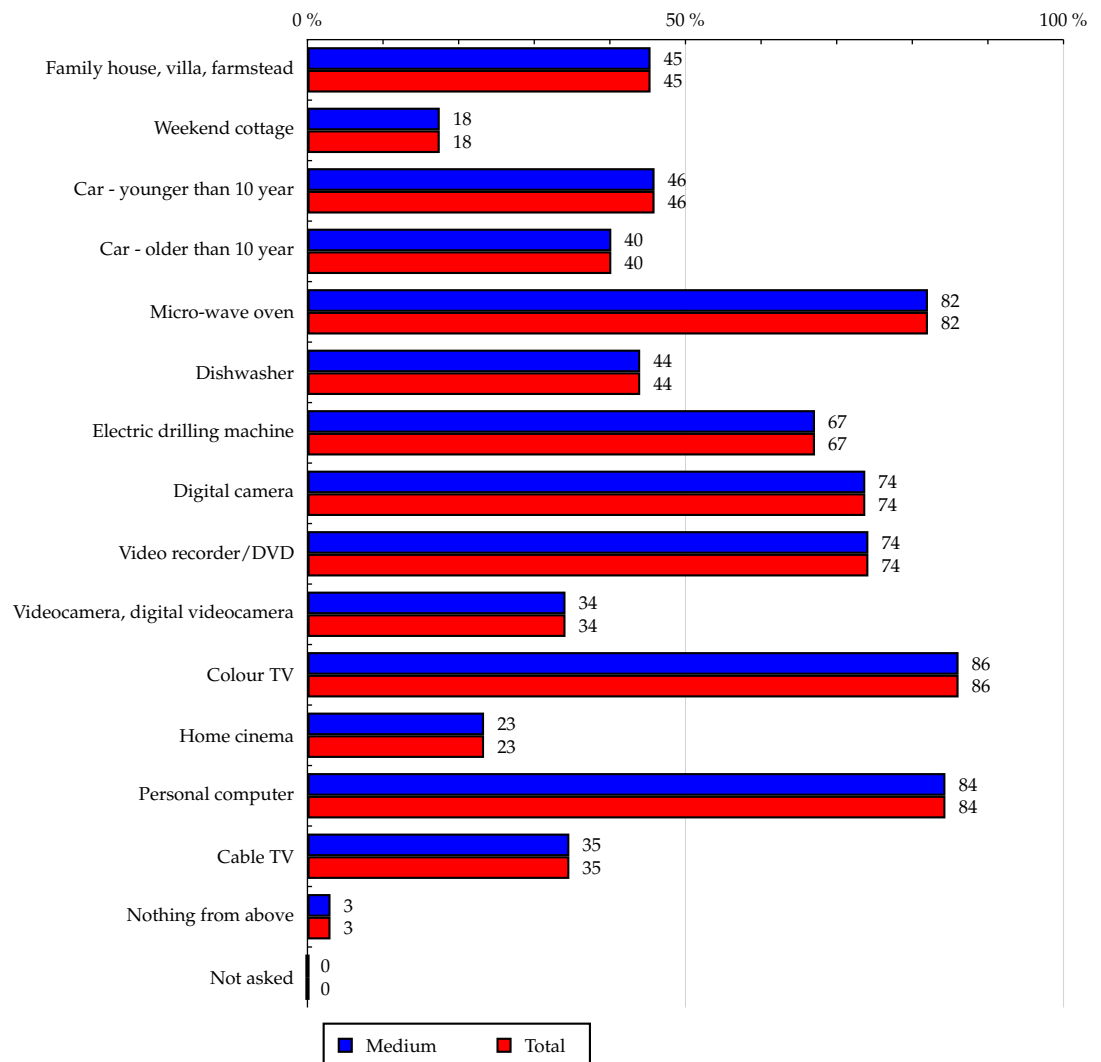
TOTAL

Table 13: Facilities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Family house, villa, farmstead	45.38	3 019 302	97.70	45.74	3 693 188 318	119 505.92	100.00	45.38	3 019 302	45.74	3 693 188 318
Weekend cottage	17.50	1 164 642	97.70	16.22	1 309 324 193	109 837.10	100.00	17.50	1 164 642	16.22	1 309 324 193
Car - younger than 10 year	45.91	3 054 858	97.70	43.21	3 488 807 360	111 578.48	100.00	45.91	3 054 858	43.21	3 488 807 360
Car - older than 10 year	40.19	2 674 127	97.70	42.78	3 453 971 902	126 191.81	100.00	40.19	2 674 127	42.78	3 453 971 902
Micro-wave oven	82.07	5 460 529	97.70	82.24	6 640 133 543	118 805.51	100.00	82.07	5 460 529	82.24	6 640 133 543
Dishwasher	44.01	2 928 112	97.70	42.48	3 429 739 549	114 437.39	100.00	44.01	2 928 112	42.48	3 429 739 549
Electric drilling machine	67.13	4 466 748	97.70	67.00	5 409 234 121	118 314.74	100.00	67.13	4 466 748	67.00	5 409 234 121
Digital camera	73.78	4 908 957	97.70	74.65	6 027 104 189	119 953.78	100.00	73.78	4 908 957	74.65	6 027 104 189
Video recorder/DVD	74.19	4 936 368	97.70	74.67	6 029 057 279	119 326.36	100.00	74.19	4 936 368	74.67	6 029 057 279
Videocamera, digital videocamera	34.13	2 270 748	97.70	32.98	2 662 961 873	114 575.14	100.00	34.13	2 270 748	32.98	2 662 961 873
Colour TV	86.12	5 729 578	97.70	87.05	7 028 562 256	119 850.08	100.00	86.12	5 729 578	87.05	7 028 562 256
Home cinema	23.36	1 554 558	97.70	23.01	1 858 072 052	116 775.03	100.00	23.36	1 554 558	23.01	1 858 072 052
Personal computer	84.38	5 614 431	97.70	85.33	6 889 351 262	119 885.62	100.00	84.38	5 614 431	85.33	6 889 351 262
Cable TV	34.64	2 304 636	97.70	32.77	2 645 708 717	112 158.99	100.00	34.64	2 304 636	32.77	2 645 708 717
Nothing from above	3.05	202 995	97.70	3.19	257 380 038	123 874.54	100.00	3.05	202 995	3.19	257 380 038
Not asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

Chart 13: Facilities by RU(%)



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

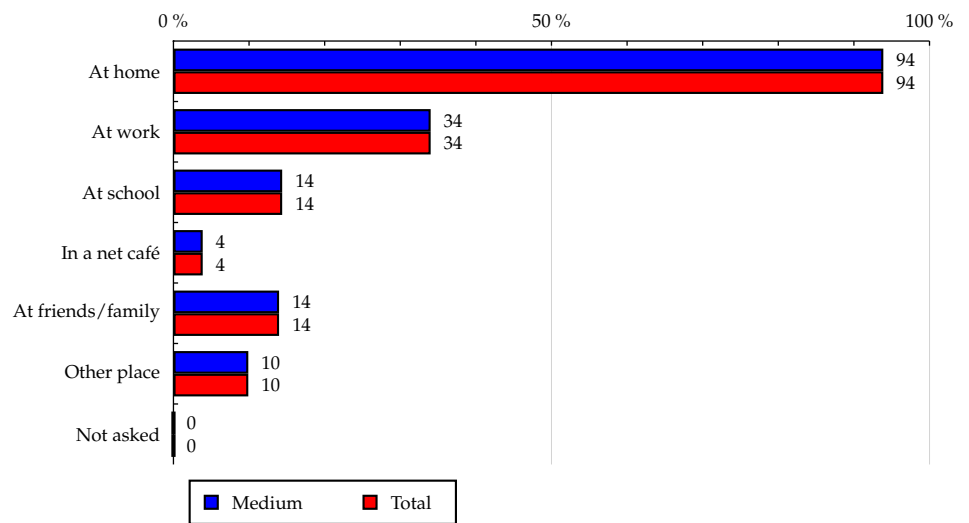
TOTAL

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	93.89	6 246 656	97.70	94.25	7 609 447 003	119 014.55	100.00	93.89	6 246 656	94.25	7 609 447 003
At work	34.02	2 263 314	97.70	32.90	2 656 082 937	114 654.55	100.00	34.02	2 263 314	32.90	2 656 082 937
At school	14.38	956 705	97.70	13.49	1 088 873 087	111 197.16	100.00	14.38	956 705	13.49	1 088 873 087
In a net café	3.87	257 633	97.70	3.80	306 874 700	116 373.47	100.00	3.87	257 633	3.80	306 874 700
At friends/family	13.97	929 542	97.70	12.97	1 047 452 545	110 092.97	100.00	13.97	929 542	12.97	1 047 452 545
Other place	9.90	658 942	97.70	9.94	802 291 230	118 953.99	100.00	9.90	658 942	9.94	802 291 230
Not asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



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

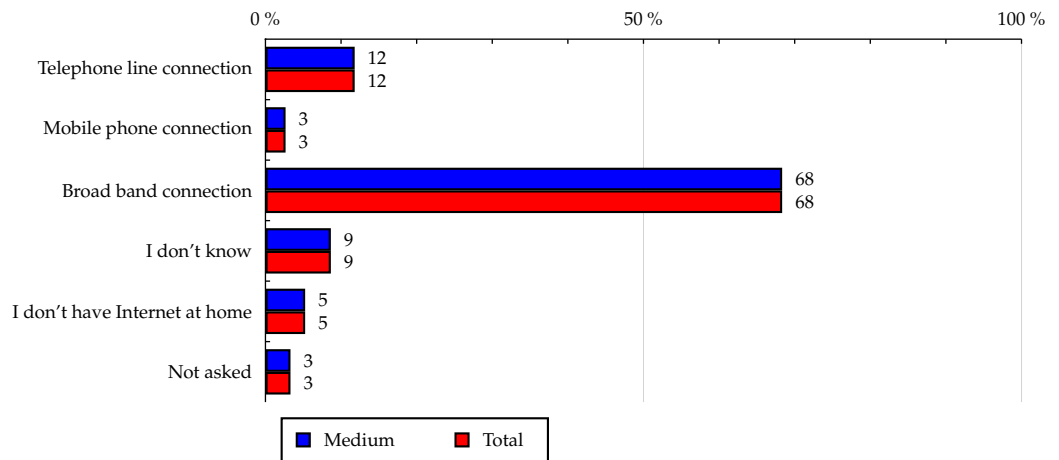
TOTAL

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	11.80	784 776	97.70	11.69	943 593 323	117 471.79	100.00	11.80	784 776	11.69	943 593 323
Mobile phone connection	2.66	177 091	97.70	2.51	202 952 480	111 967.29	100.00	2.66	177 091	2.51	202 952 480
Broad band connection	68.34	4 546 777	97.70	71.17	5 746 244 244	123 473.83	100.00	68.34	4 546 777	71.17	5 746 244 244
I don't know	8.65	575 611	97.70	7.56	610 099 771	103 553.70	100.00	8.65	575 611	7.56	610 099 771
I don't have Internet at home	5.25	348 989	97.70	5.04	407 178 259	113 989.93	100.00	5.25	348 989	5.04	407 178 259
Not asked	3.31	220 152	97.70	2.03	163 847 011	72 712.71	100.00	3.31	220 152	2.03	163 847 011

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

Chart 15: Connection from Home by RU(%)



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

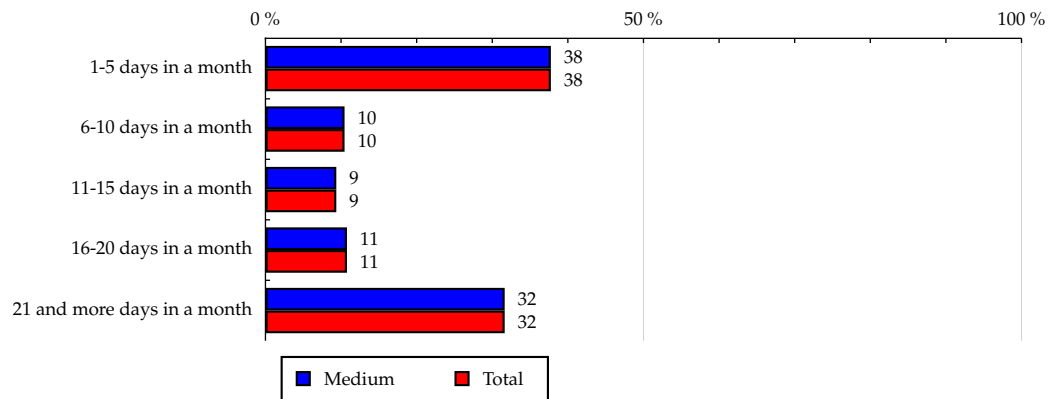
TOTAL

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	37.75	2 511 524	97.70	15.22	1 228 781 408	47 800.43	100.00	37.75	2 511 524	15.22	1 228 781 408
6-10 days in a month	10.46	696 115	97.70	2.53	204 348 896	28 680.41	100.00	10.46	696 115	2.53	204 348 896
11-15 days in a month	9.37	623 349	97.70	4.29	346 095 379	54 244.92	100.00	9.37	623 349	4.29	346 095 379
16-20 days in a month	10.78	716 955	97.70	10.79	871 257 152	118 726.77	100.00	10.78	716 955	10.79	871 257 152
21 and more days in a month	31.64	2 105 454	97.70	67.17	5 423 432 251	251 665.05	100.00	31.64	2 105 454	67.17	5 423 432 251

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

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



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

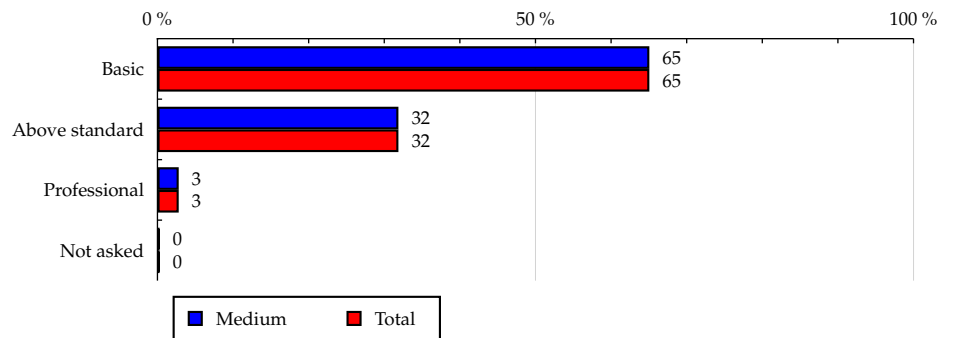
TOTAL

Table 17: IT Knowledge

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Basic	65.06	4 328 872	97.70	66.84	5 396 285 711	121 790.87	100.00	65.06	4 328 872	66.84	5 396 285 711
Above standard	31.87	2 120 484	97.70	30.32	2 448 377 737	112 807.49	100.00	31.87	2 120 484	30.32	2 448 377 737
Professional	2.81	187 020	97.70	2.36	190 393 808	99 462.44	100.00	2.81	187 020	2.36	190 393 808
Not asked	0.26	17 022	97.70	0.48	38 857 831	223 020.70	100.00	0.26	17 022	0.48	38 857 831

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

Chart 17: IT Knowledge by RU(%)



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

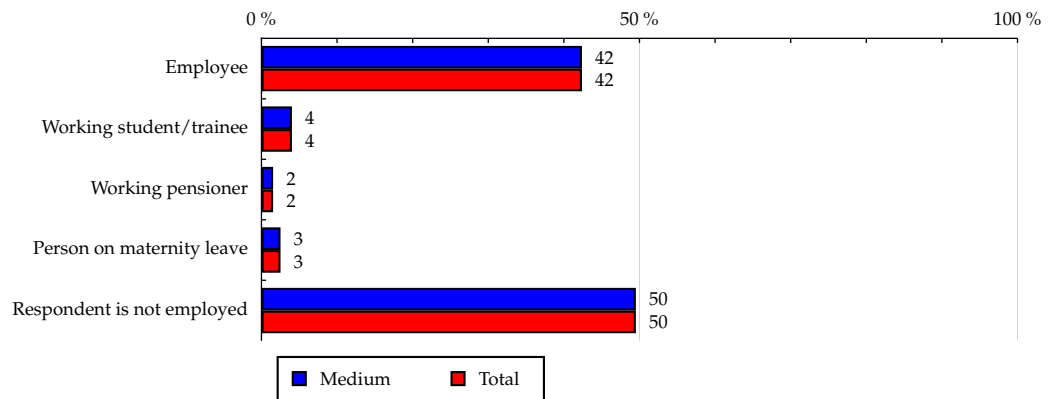
TOTAL

Table 18: Economically Active as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Employee	42.39	2 820 502	97.70	40.83	3 296 639 961	114 193.04	100.00	42.39	2 820 502	40.83	3 296 639 961
Working student/trainee	4.03	268 281	97.70	3.52	283 897 675	103 386.88	100.00	4.03	268 281	3.52	283 897 675
Working pensioner	1.54	102 210	97.70	1.57	126 441 427	120 861.86	100.00	1.54	102 210	1.57	126 441 427
Person on maternity leave	2.52	167 594	97.70	2.63	212 474 944	123 863.53	100.00	2.52	167 594	2.63	212 474 944
Respondent is not employed	49.52	3 294 810	97.70	51.46	4 154 461 080	123 190.93	100.00	49.52	3 294 810	51.46	4 154 461 080

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

Chart 18: Economically Active as by RU(%)



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

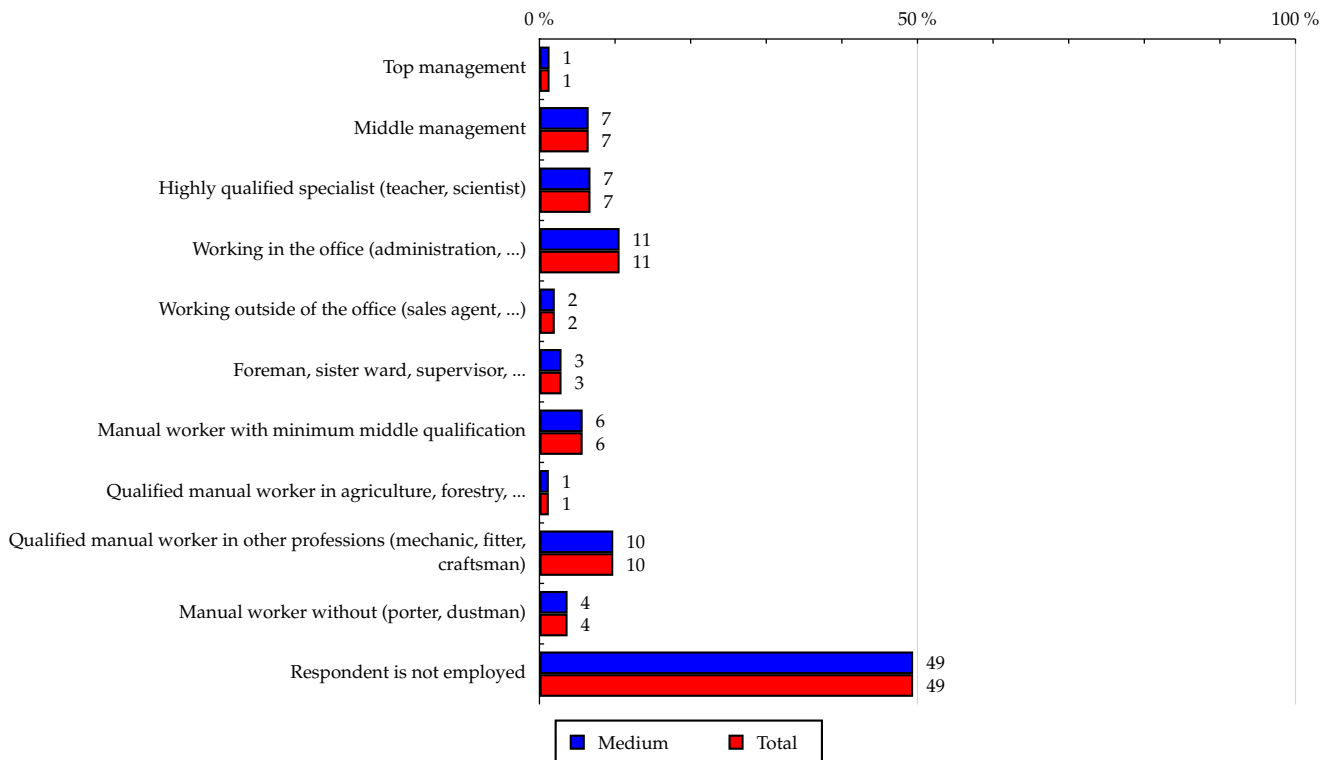
TOTAL

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	1.34	88 984	97.70	1.03	82 996 451	91 125.74	100.00	1.34	88 984	1.03	82 996 451
Middle management	6.51	433 197	97.70	5.56	449 058 878	101 277.27	100.00	6.51	433 197	5.56	449 058 878
Highly qualified specialist (teacher, scientist)	6.75	448 831	97.70	5.78	466 716 613	101 593.16	100.00	6.75	448 831	5.78	466 716 613
Working in the office (administration, ...)	10.60	704 965	97.70	10.35	835 832 505	115 836.61	100.00	10.60	704 965	10.35	835 832 505
Working outside of the office (sales agent, ...)	2.03	134 991	97.70	2.00	161 277 255	116 723.88	100.00	2.03	134 991	2.00	161 277 255
Foreman, sister ward, supervisor, ...	2.92	193 980	97.70	2.70	217 782 321	109 688.22	100.00	2.92	193 980	2.70	217 782 321
Manual worker with minimum middle qualification	5.72	380 743	97.70	6.73	543 194 142	139 385.38	100.00	5.72	380 743	6.73	543 194 142
Qualified manual worker in agriculture, forestry, ...	1.24	82 735	97.70	1.04	84 272 236	99 514.73	100.00	1.24	82 735	1.04	84 272 236
Qualified manual worker in other professions (mechanic, fitter, craftsman)	9.76	649 417	97.70	9.93	801 829 377	120 629.13	100.00	9.76	649 417	9.93	801 829 377
Manual worker without (porter, dustman)	3.72	247 407	97.70	3.55	286 717 888	113 223.66	100.00	3.72	247 407	3.55	286 717 888
Respondent is not employed	49.42	3 288 144	97.70	51.33	4 144 237 422	123 136.93	100.00	49.42	3 288 144	51.33	4 144 237 422

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

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



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

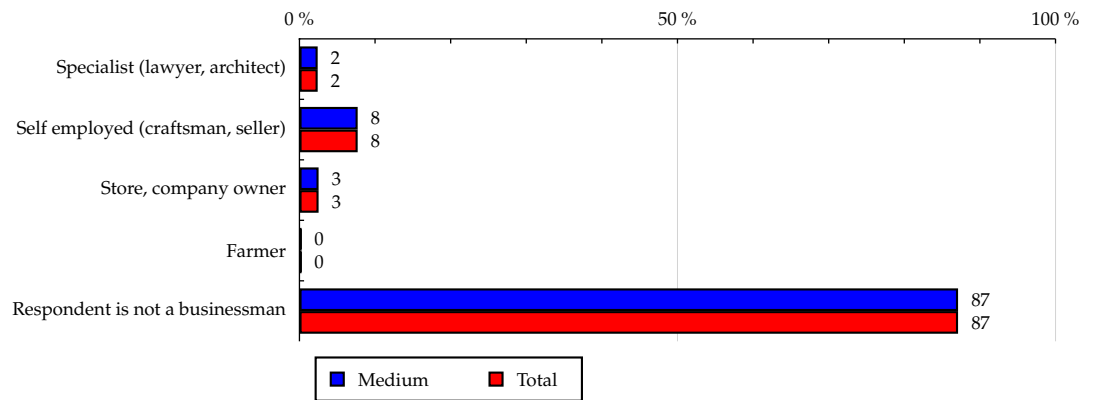
TOTAL

Table 20: Business Activities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Specialist (lawyer, architect)	2.41	160 424	97.70	2.16	174 770 274	106 436.58	100.00	2.41	160 424	2.16	174 770 274
Self employed (craftsman, seller)	7.70	511 992	97.70	8.00	646 260 307	123 321.40	100.00	7.70	511 992	8.00	646 260 307
Store, company owner	2.53	168 411	97.70	2.77	223 616 294	129 725.53	100.00	2.53	168 411	2.77	223 616 294
Farmer	0.25	16 645	97.70	0.15	11 924 629	69 990.51	100.00	0.25	16 645	0.15	11 924 629
Respondent is not a businessman	87.11	5 795 924	97.70	86.91	7 017 343 583	118 289.06	100.00	87.11	5 795 924	86.91	7 017 343 583

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

Chart 20: Business Activities by RU(%)



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

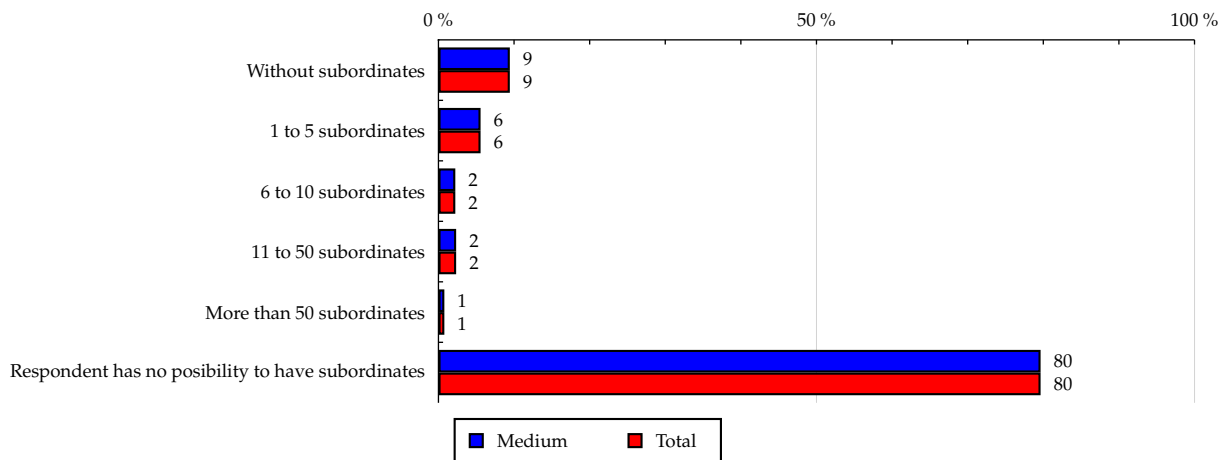
TOTAL

Table 21: Number of Subordinates

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Without subordinates	9.44	628 318	97.70	9.80	791 200 541	123 027.31	100.00	9.44	628 318	9.80	791 200 541
1 to 5 subordinates	5.57	370 292	97.70	5.04	407 271 885	107 456.76	100.00	5.57	370 292	5.04	407 271 885
6 to 10 subordinates	2.23	148 631	97.70	2.00	161 317 151	106 038.52	100.00	2.23	148 631	2.00	161 317 151
11 to 50 subordinates	2.34	155 546	97.70	1.85	149 297 106	93 774.71	100.00	2.34	155 546	1.85	149 297 106
More than 50 subordinates	0.78	51 745	97.70	0.71	57 379 377	108 336.92	100.00	0.78	51 745	0.71	57 379 377
Respondent has no possibility to have subordinates	79.64	5 298 864	97.70	80.60	6 507 449 026	119 983.78	100.00	79.64	5 298 864	80.60	6 507 449 026

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

Chart 21: Number of Subordinates by RU(%)



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

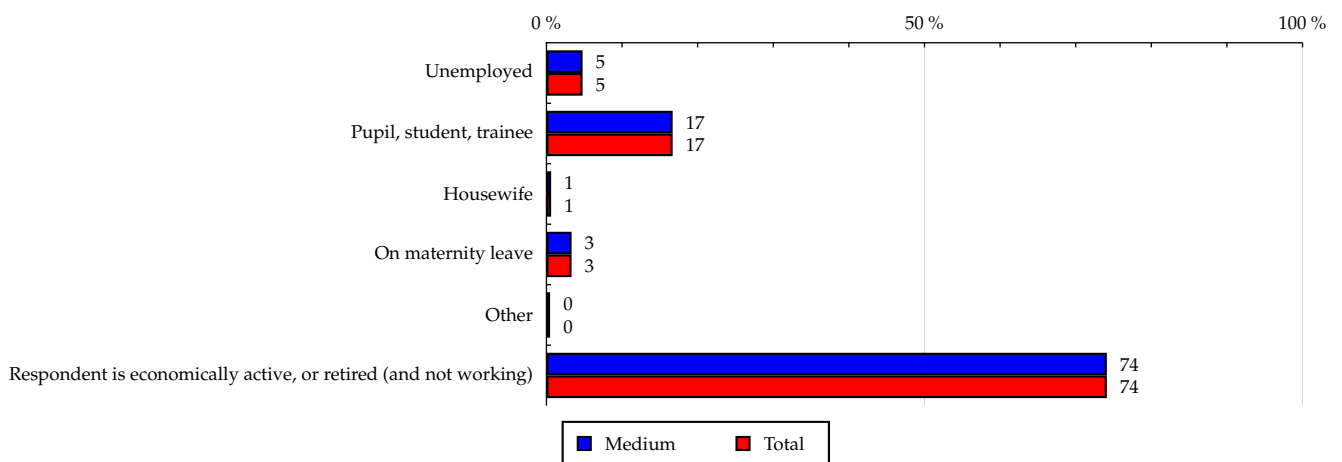
TOTAL

Table 22: Economically Inactive as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unemployed	4.78	317 835	97.70	5.24	423 083 375	130 052.31	100.00	4.78	317 835	5.24	423 083 375
Pupil, student, trainee	16.69	1 110 215	97.70	15.98	1 290 431 149	113 559.13	100.00	16.69	1 110 215	15.98	1 290 431 149
Housewife	0.62	40 979	97.70	0.58	46 491 279	110 841.83	100.00	0.62	40 979	0.58	46 491 279
On maternity leave	3.32	220 804	97.70	3.63	292 880 837	129 591.66	100.00	3.32	220 804	3.63	292 880 837
Other	0.48	32 065	97.70	0.66	53 108 754	161 816.42	100.00	0.48	32 065	0.66	53 108 754
Respondent is economically active, or retired (and not working)	74.12	4 931 498	97.70	73.92	5 967 919 692	118 232.97	100.00	74.12	4 931 498	73.92	5 967 919 692

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

Chart 22: Economically Inactive as by RU(%)



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

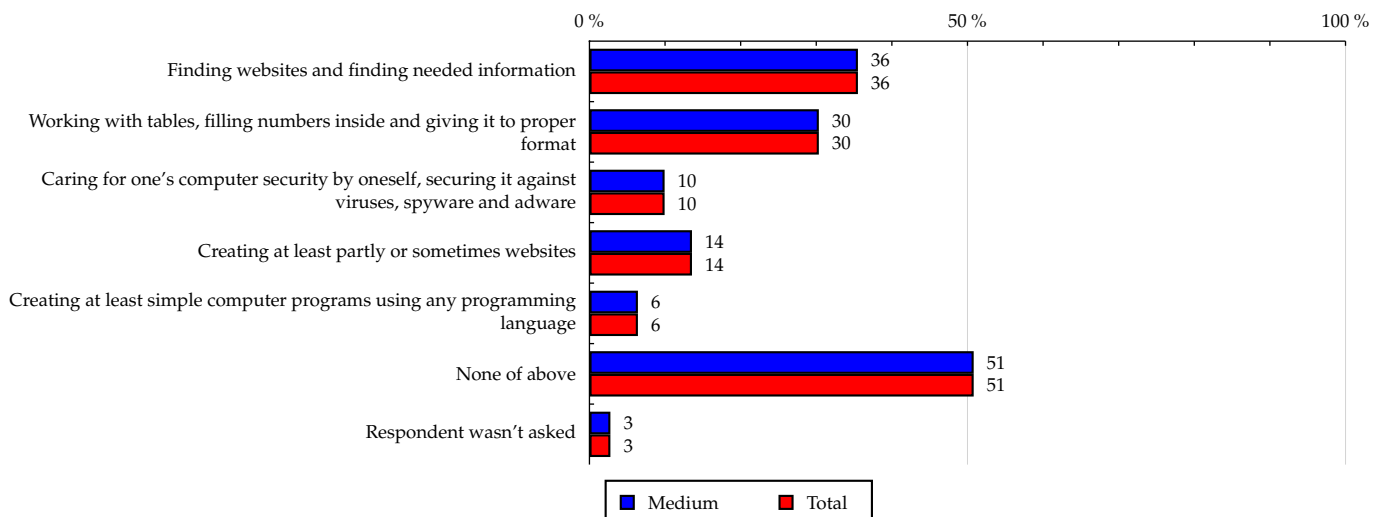
TOTAL

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	35.51	2 362 336	97.70	37.64	3 038 852 383	125 678.88	100.00	35.51	2 362 336	37.64	3 038 852 383
Working with tables, filling numbers inside and giving it to proper format	30.34	2 018 647	97.70	31.82	2 568 743 603	124 323.93	100.00	30.34	2 018 647	31.82	2 568 743 603
Caring for one's computer security by oneself, securing it against viruses, spyware and adware	9.94	661 221	97.70	11.34	915 450 069	135 264.01	100.00	9.94	661 221	11.34	915 450 069
Creating at least partly or sometimes websites	13.56	901 977	97.70	14.80	1 194 573 509	129 393.22	100.00	13.56	901 977	14.80	1 194 573 509
Creating at least simple computer programs using any programming language	6.41	426 571	97.70	6.28	506 805 806	116 076.57	100.00	6.41	426 571	6.28	506 805 806
None of above	50.82	3 381 271	97.70	49.82	4 022 273 949	116 221.43	100.00	50.82	3 381 271	49.82	4 022 273 949
Respondent wasn't asked	2.77	184 356	97.70	1.80	145 031 983	76 859.82	100.00	2.77	184 356	1.80	145 031 983

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

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



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

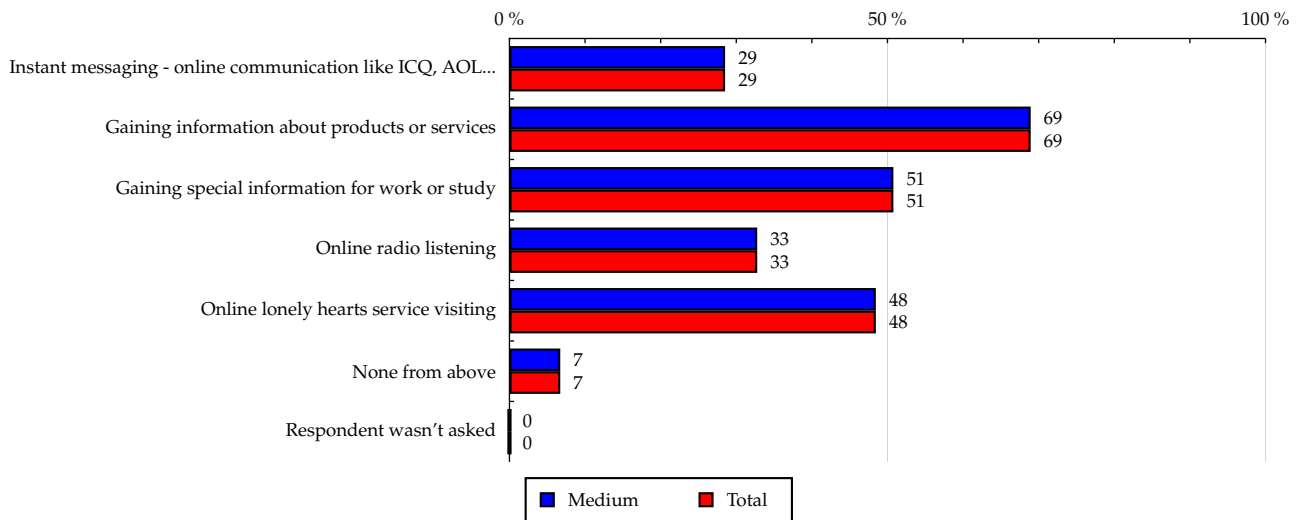
TOTAL

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...	28.52	1 897 792	97.70	25.69	2 074 313 636	106 787.46	100.00	28.52	1 897 792	25.69	2 074 313 636
Gaining information about products or services	68.94	4 587 082	97.70	70.92	5 726 285 189	121 963.80	100.00	68.94	4 587 082	70.92	5 726 285 189
Gaining special information for work or study	50.78	3 378 736	97.70	50.39	4 068 156 563	117 635.37	100.00	50.78	3 378 736	50.39	4 068 156 563
Online radio listening	32.77	2 180 576	97.70	34.71	2 802 578 875	125 568.59	100.00	32.77	2 180 576	34.71	2 802 578 875
Online lonely hearts service visiting	48.46	3 224 214	97.70	52.74	4 258 060 226	129 027.54	100.00	48.46	3 224 214	52.74	4 258 060 226
None from above	6.72	447 124	97.70	6.34	512 072 449	111 891.69	100.00	6.72	447 124	6.34	512 072 449
Respondent wasn't asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



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

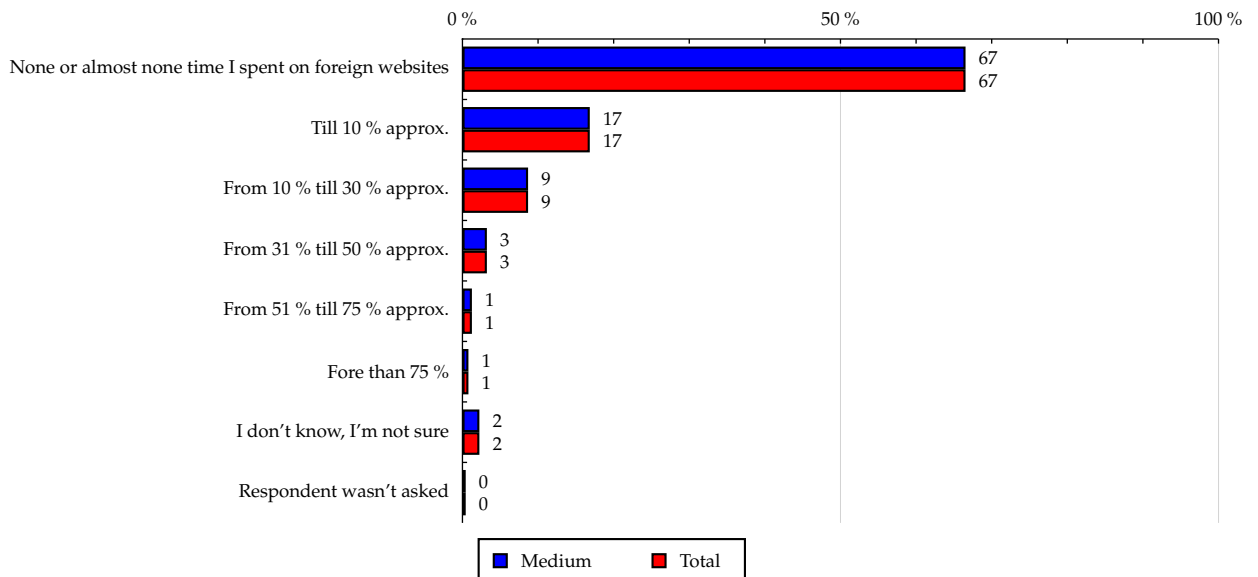
TOTAL

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	66.54	4 427 277	97.70	70.38	5 682 235 650	125 394.07	100.00	66.54	4 427 277	70.38	5 682 235 650
Till 10 % approx.	16.84	1 120 668	97.70	15.61	1 260 161 307	109 860.98	100.00	16.84	1 120 668	15.61	1 260 161 307
From 10 % till 30 % approx.	8.68	577 185	97.70	7.99	645 215 567	109 215.42	100.00	8.68	577 185	7.99	645 215 567
From 31 % till 50 % approx.	3.23	214 675	97.70	3.11	251 135 024	114 292.87	100.00	3.23	214 675	3.11	251 135 024
From 51 % till 75 % approx.	1.25	83 271	97.70	0.61	49 322 341	57 868.65	100.00	1.25	83 271	0.61	49 322 341
Fore than 75 %	0.79	52 649	97.70	0.76	61 379 491	113 899.36	100.00	0.79	52 649	0.76	61 379 491
I don't know, I'm not sure	2.24	149 224	97.70	1.35	108 752 837	71 202.58	100.00	2.24	149 224	1.35	108 752 837
Respondent wasn't asked	0.43	28 446	97.70	0.19	15 712 870	53 966.78	100.00	0.43	28 446	0.19	15 712 870

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

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



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