

SPIR NetMonitor

Research on the Sociodemography of Internet Users in the Czech Republic

Medium title:

TOTAL

Month:

June 2012

Basic information	
The size of Internet population in the Czech Republic	6 122 180
Number of respondents	
Medium	N = 24 500
Total (for all measured media)	N = 24 500
RU(number)	5 981 369
Reach(%)	97.70
PV(number) (from Czech visitors)	7 189 948 762
PV(number) (from all visitors)	7 716 382 583
GRP (%)	117 440.99

**Source: NetMonitor – SPIR – Mediaresearch & Gemius
June 2012**

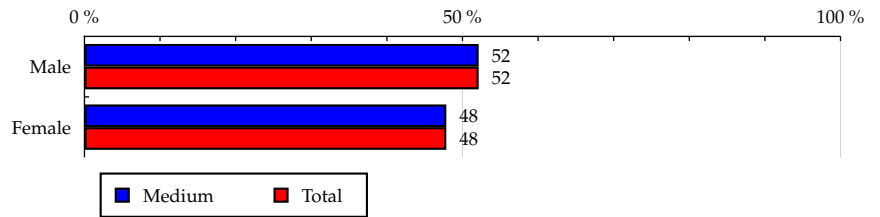
TOTAL

Table 1: Sex

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Male	52.14	3 118 925	97.70	53.94	3 878 302 400	121 487.37	100.00	52.14	3 118 925	53.94	3 878 302 400
Female	47.86	2 862 443	97.70	46.06	3 311 646 362	113 032.05	100.00	47.86	2 862 443	46.06	3 311 646 362

Source: NetMonitor – SPIR – Mediaresearch & Gemius, June 2012

Chart 1: Sex by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, June 2012

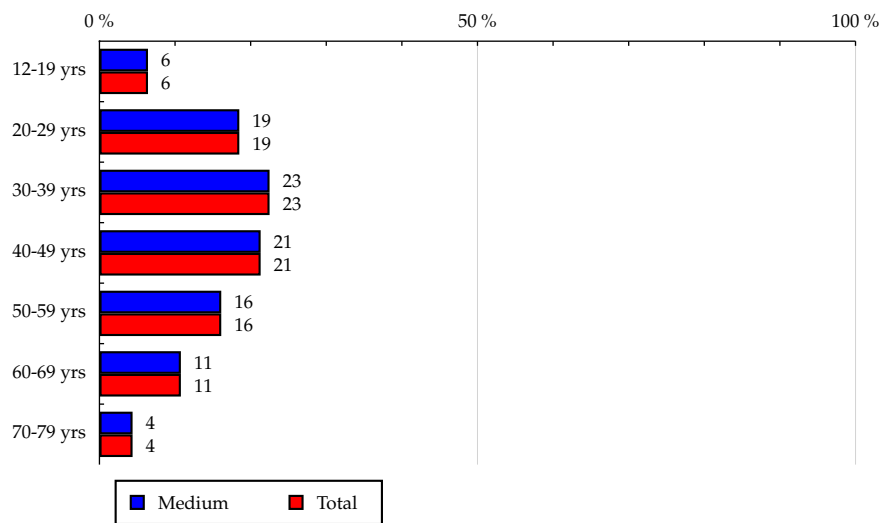
TOTAL

Table 2: Age

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
12-19 yrs	6.42	384 062	97.70	3.58	257 721 949	65 560.69	100.00	6.42	384 062	3.58	257 721 949
20-29 yrs	18.50	1 106 613	97.70	19.89	1 430 098 473	126 259.58	100.00	18.50	1 106 613	19.89	1 430 098 473
30-39 yrs	22.50	1 345 568	97.70	23.26	1 672 469 454	121 435.81	100.00	22.50	1 345 568	23.26	1 672 469 454
40-49 yrs	21.32	1 275 288	97.70	21.66	1 557 597 013	119 327.71	100.00	21.32	1 275 288	21.66	1 557 597 013
50-59 yrs	16.11	963 539	97.70	15.88	1 141 462 074	115 740.85	100.00	16.11	963 539	15.88	1 141 462 074
60-69 yrs	10.77	644 313	97.70	11.21	805 654 538	122 164.84	100.00	10.77	644 313	11.21	805 654 538
70-79 yrs	4.38	261 982	97.70	4.52	324 945 263	121 180.27	100.00	4.38	261 982	4.52	324 945 263

Source: NetMonitor – SPIR – Mediaresearch & Gemius, June 2012

Chart 2: Age by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, June 2012

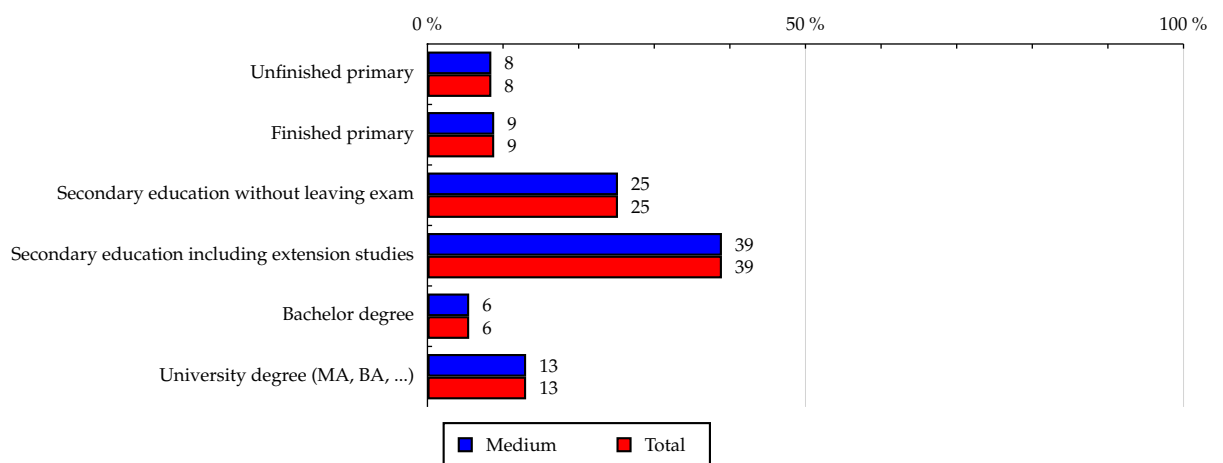
TOTAL

Table 3: Highest Education

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unfinished primary	8.45	505 306	97.70	4.76	342 038 367	66 132.49	100.00	8.45	505 306	4.76	342 038 367
Finished primary	8.83	528 394	97.70	9.65	693 738 568	128 272.16	100.00	8.83	528 394	9.65	693 738 568
Secondary education without leaving exam	25.20	1 507 065	97.70	27.65	1 987 690 144	128 857.89	100.00	25.20	1 507 065	27.65	1 987 690 144
Secondary education including extension studies	38.95	2 329 923	97.70	40.81	2 933 908 766	123 026.73	100.00	38.95	2 329 923	40.81	2 933 908 766
Bachelor degree	5.52	330 291	97.70	5.68	408 071 257	120 707.33	100.00	5.52	330 291	5.68	408 071 257
University degree (MA, BA, ...)	13.05	780 388	97.70	11.47	824 501 659	103 222.64	100.00	13.05	780 388	11.47	824 501 659

Source: NetMonitor – SPIR – Mediaresearch & Gemius, June 2012

Chart 3: Highest Education by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, June 2012

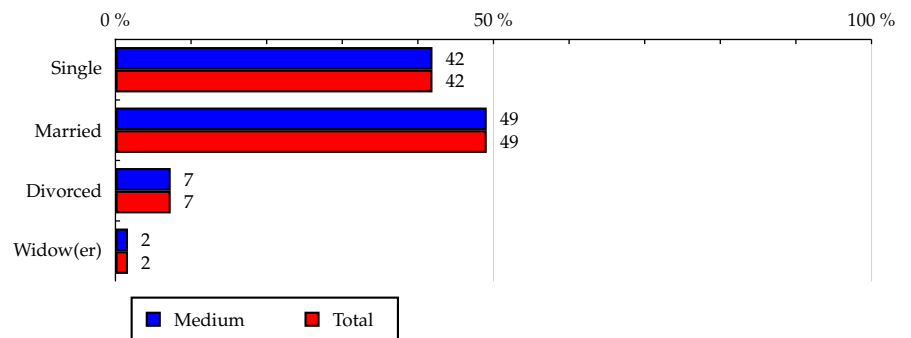
TOTAL

Table 4: Marital Status

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Single	41.93	2 507 989	97.70	40.98	2 946 345 229	114 776.35	100.00	41.93	2 507 989	40.98	2 946 345 229
Married	49.11	2 937 260	97.70	48.98	3 521 402 074	117 129.86	100.00	49.11	2 937 260	48.98	3 521 402 074
Divorced	7.31	437 083	97.70	8.16	586 478 926	131 093.93	100.00	7.31	437 083	8.16	586 478 926
Widow(er)	1.66	99 035	97.70	1.89	135 722 534	133 892.49	100.00	1.66	99 035	1.89	135 722 534

Source: NetMonitor – SPIR – Mediaresearch & Gemius, June 2012

Chart 4: Marital Status by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, June 2012

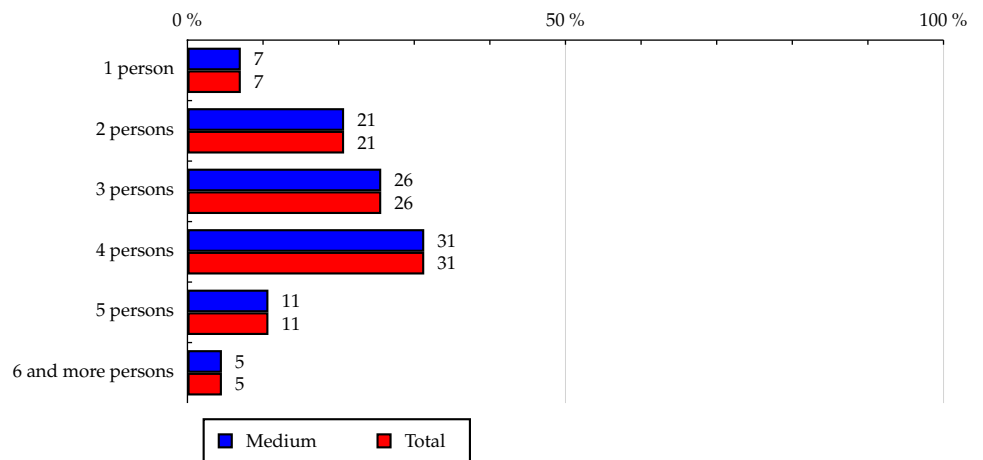
TOTAL

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	7.06	422 164	97.70	8.50	610 992 218	141 399.58	100.00	7.06	422 164	8.50	610 992 218
2 persons	20.72	1 239 409	97.70	21.56	1 550 181 293	122 197.49	100.00	20.72	1 239 409	21.56	1 550 181 293
3 persons	25.63	1 532 939	97.70	25.48	1 831 662 488	116 738.69	100.00	25.63	1 532 939	25.48	1 831 662 488
4 persons	31.32	1 873 544	97.70	30.54	2 196 019 146	114 516.14	100.00	31.32	1 873 544	30.54	2 196 019 146
5 persons	10.71	640 823	97.70	10.16	730 310 579	111 343.25	100.00	10.71	640 823	10.16	730 310 579
6 and more persons	4.56	272 487	97.70	3.77	270 783 038	97 088.79	100.00	4.56	272 487	3.77	270 783 038

Source: NetMonitor – SPIR – Mediaresearch & Gemius, June 2012

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, June 2012

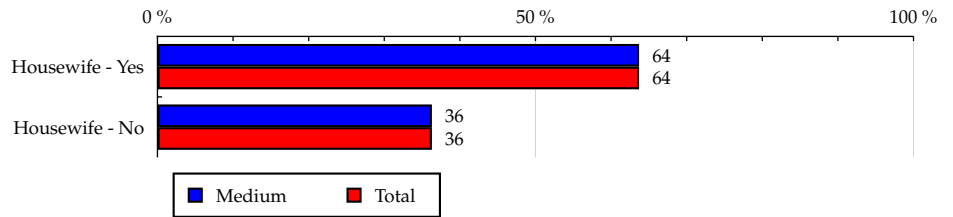
TOTAL

Table 6: Housewife

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Housewife - Yes	63.70	3 810 307	97.70	66.84	4 806 019 766	123 231.02	100.00	63.70	3 810 307	66.84	4 806 019 766
Housewife - No	36.30	2 171 061	97.70	33.16	2 383 928 997	107 279.24	100.00	36.30	2 171 061	33.16	2 383 928 997

Source: NetMonitor – SPIR – Mediaresearch & Gemius, June 2012

Chart 6: Housewife by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, June 2012

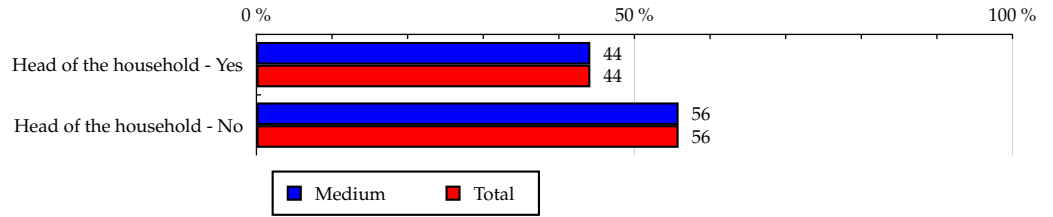
TOTAL

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	44.16	2 641 270	97.70	44.34	3 187 801 609	117 916.04	100.00	44.16	2 641 270	44.34	3 187 801 609
Head of the household - No	55.84	3 340 098	97.70	55.66	4 002 147 154	117 065.33	100.00	55.84	3 340 098	55.66	4 002 147 154

Source: NetMonitor – SPIR – Mediaresearch & Gemius, June 2012

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, June 2012

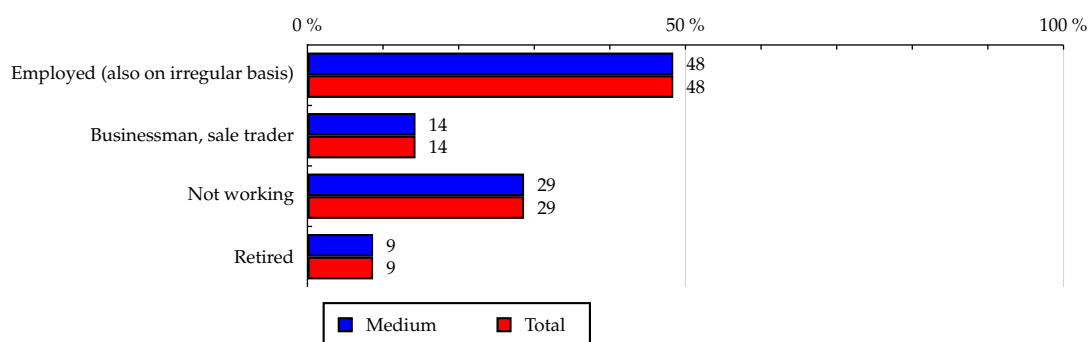
TOTAL

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)	48.38	2 893 923	97.70	49.18	3 536 033 774	119 377.87	100.00	48.38	2 893 923	49.18	3 536 033 774
Businessman, sale trader	14.29	854 598	97.70	13.18	947 537 318	108 324.99	100.00	14.29	854 598	13.18	947 537 318
Not working	28.65	1 713 824	97.70	27.48	1 975 764 170	112 632.37	100.00	28.65	1 713 824	27.48	1 975 764 170
Retired	8.68	519 022	97.70	10.16	730 613 500	137 529.63	100.00	8.68	519 022	10.16	730 613 500

Source: NetMonitor – SPIR – Mediaresearch & Gemius, June 2012

Chart 8: Economic Activity by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, June 2012

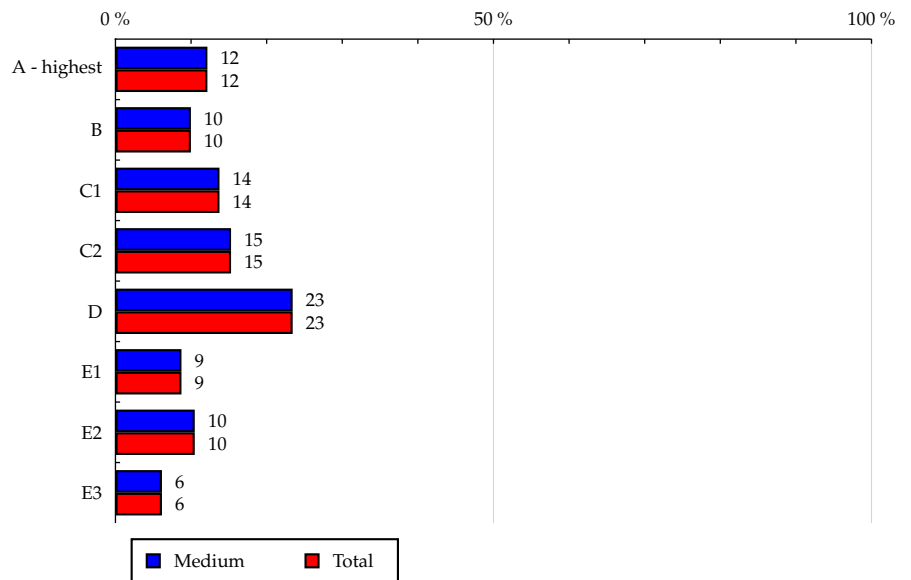
TOTAL

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	12.16	727 509	97.70	11.62	835 804 052	112 243.32	100.00	12.16	727 509	11.62	835 804 052
B	9.98	596 676	97.70	10.41	748 488 076	122 557.74	100.00	9.98	596 676	10.41	748 488 076
C1	13.76	823 061	97.70	13.75	988 306 141	117 315.04	100.00	13.76	823 061	13.75	988 306 141
C2	15.29	914 533	97.70	16.13	1 160 011 478	123 924.56	100.00	15.29	914 533	16.13	1 160 011 478
D	23.44	1 401 855	97.70	22.92	1 648 255 208	114 872.37	100.00	23.44	1 401 855	22.92	1 648 255 208
E1	8.73	522 421	97.70	8.98	645 887 273	120 789.89	100.00	8.73	522 421	8.98	645 887 273
E2	10.49	627 338	97.70	10.26	737 934 609	114 924.01	100.00	10.49	627 338	10.26	737 934 609
E3	6.15	367 974	97.70	5.91	425 261 924	112 910.35	100.00	6.15	367 974	5.91	425 261 924

Source: NetMonitor – SPIR – Mediaresearch & Gemius, June 2012

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, June 2012

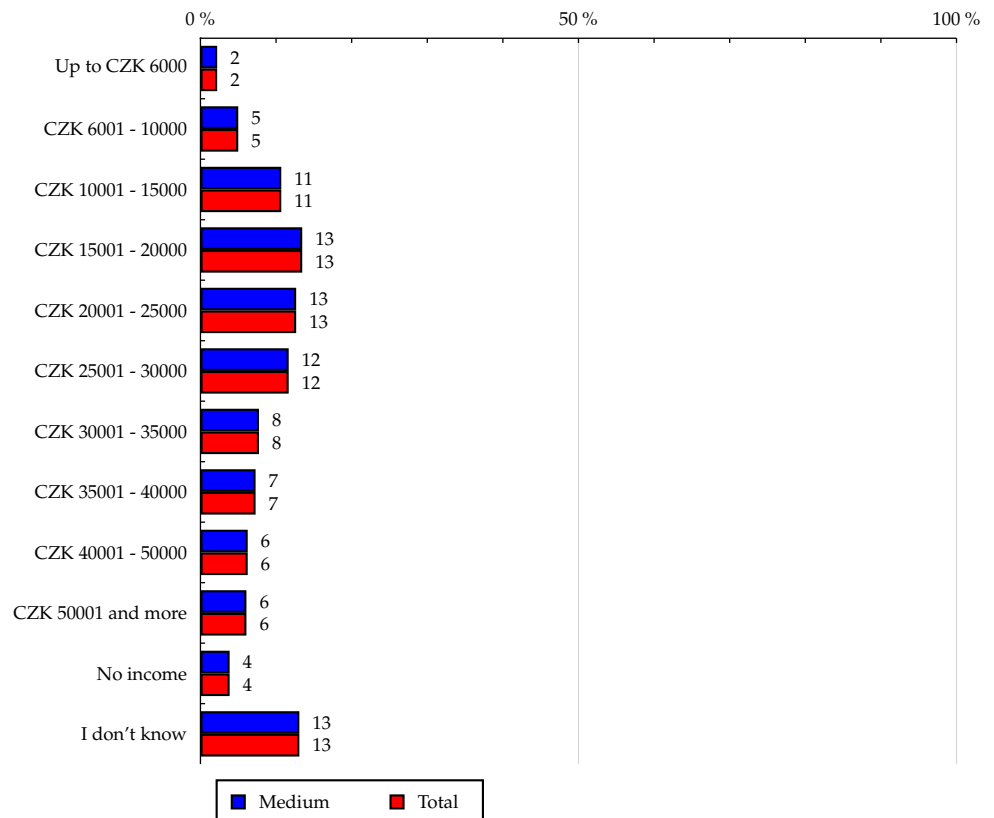
TOTAL

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	2.21	132 084	97.70	2.24	161 096 666	119 159.63	100.00	2.21	132 084	2.24	161 096 666
CZK 6001 - 10000	5.00	299 064	97.70	5.47	392 996 714	128 386.19	100.00	5.00	299 064	5.47	392 996 714
CZK 10001 - 15000	10.69	639 647	97.70	11.36	817 034 590	124 794.20	100.00	10.69	639 647	11.36	817 034 590
CZK 15001 - 20000	13.46	804 994	97.70	14.49	1 041 594 408	126 415.52	100.00	13.46	804 994	14.49	1 041 594 408
CZK 20001 - 25000	12.66	757 354	97.70	13.36	960 402 005	123 893.52	100.00	12.66	757 354	13.36	960 402 005
CZK 25001 - 30000	11.67	697 877	97.70	11.03	792 774 071	110 985.04	100.00	11.67	697 877	11.03	792 774 071
CZK 30001 - 35000	7.74	463 139	97.70	7.88	566 545 952	119 513.86	100.00	7.74	463 139	7.88	566 545 952
CZK 35001 - 40000	7.29	435 824	97.70	7.07	508 434 855	113 977.27	100.00	7.29	435 824	7.07	508 434 855
CZK 40001 - 50000	6.25	374 131	97.70	6.56	471 958 994	123 246.60	100.00	6.25	374 131	6.56	471 958 994
CZK 50001 and more	6.08	363 707	97.70	5.67	407 571 697	109 482.76	100.00	6.08	363 707	5.67	407 571 697
No income	3.86	231 114	97.70	3.75	269 814 448	114 059.98	100.00	3.86	231 114	3.75	269 814 448
I don't know	13.08	782 429	97.70	11.12	799 724 362	99 859.52	100.00	13.08	782 429	11.12	799 724 362

Source: NetMonitor – SPIR – Mediaresearch & Gemius, June 2012

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, June 2012

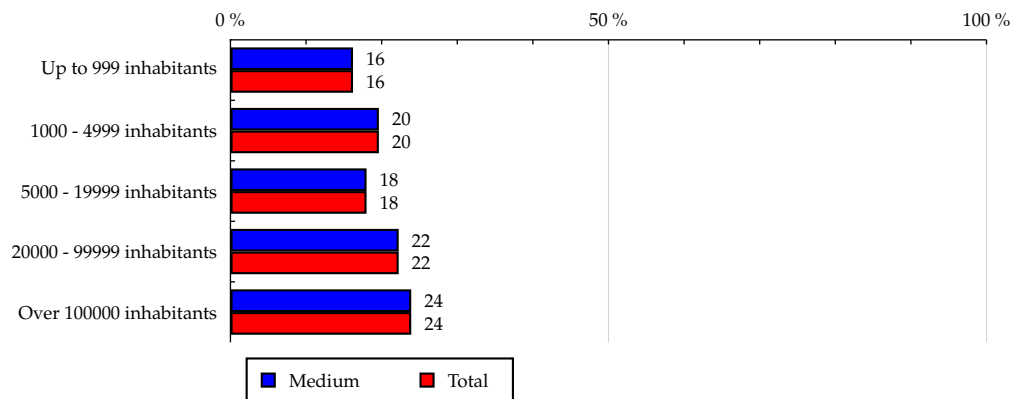
TOTAL

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	16.21	969 579	97.70	15.27	1 097 875 355	110 627.80	100.00	16.21	969 579	15.27	1 097 875 355
1000 - 4999 inhabitants	19.63	1 174 143	97.70	19.61	1 409 979 012	117 323.80	100.00	19.63	1 174 143	19.61	1 409 979 012
5000 - 19999 inhabitants	18.00	1 076 766	97.70	18.23	1 310 850 556	118 939.55	100.00	18.00	1 076 766	18.23	1 310 850 556
20000 - 99999 inhabitants	22.25	1 330 734	97.70	22.95	1 650 127 160	121 149.16	100.00	22.25	1 330 734	22.95	1 650 127 160
Over 100000 inhabitants	23.91	1 430 145	97.70	23.94	1 721 116 679	117 577.57	100.00	23.91	1 430 145	23.94	1 721 116 679

Source: NetMonitor – SPIR – Mediaresearch & Gemius, June 2012

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, June 2012

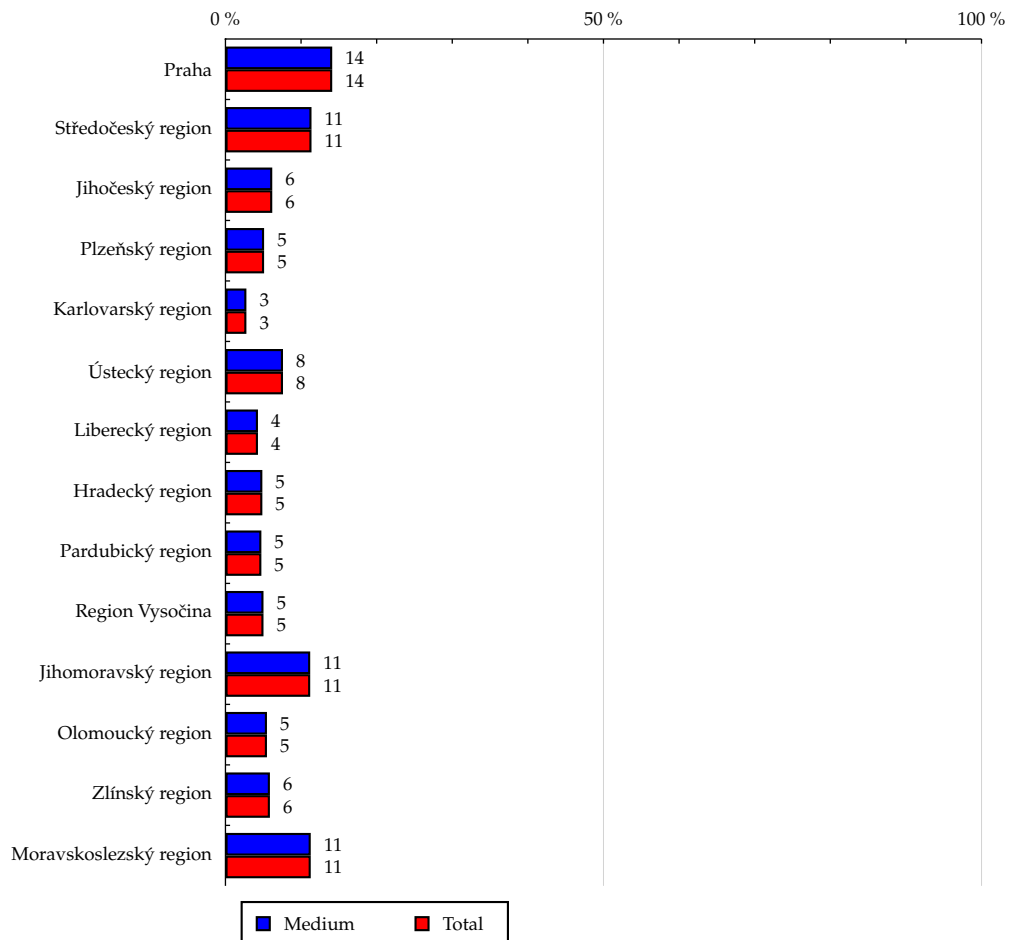
TOTAL

Table 12: Region

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Praha	14.12	844 450	97.70	14.38	1 034 022 355	119 632.81	100.00	14.12	844 450	14.38	1 034 022 355
Středočeský region	11.38	680 919	97.70	10.76	773 381 623	110 966.66	100.00	11.38	680 919	10.76	773 381 623
Jihočeský region	6.19	370 426	97.70	6.00	431 637 761	113 844.34	100.00	6.19	370 426	6.00	431 637 761
Plzeňský region	5.11	305 407	97.70	4.97	357 137 713	114 248.32	100.00	5.11	305 407	4.97	357 137 713
Karlovarský region	2.77	165 922	97.70	2.43	174 749 209	102 897.13	100.00	2.77	165 922	2.43	174 749 209
Ústecký region	7.61	455 241	97.70	7.38	530 875 780	113 931.84	100.00	7.61	455 241	7.38	530 875 780
Liberecký region	4.30	257 378	97.70	4.26	305 947 232	116 136.64	100.00	4.30	257 378	4.26	305 947 232
Hradecký region	4.88	291 651	97.70	5.56	399 964 660	133 983.89	100.00	4.88	291 651	5.56	399 964 660
Pardubický region	4.75	284 173	97.70	4.61	331 493 211	113 968.50	100.00	4.75	284 173	4.61	331 493 211
Region Vysočina	5.03	301 042	97.70	5.17	371 494 344	120 564.53	100.00	5.03	301 042	5.17	371 494 344
Jihomoravský region	11.21	670 512	97.70	11.41	820 665 215	119 578.72	100.00	11.21	670 512	11.41	820 665 215
Olomoucký region	5.49	328 436	97.70	5.38	387 036 545	115 131.91	100.00	5.49	328 436	5.38	387 036 545
Zlínský region	5.88	351 405	97.70	5.84	419 781 911	116 710.34	100.00	5.88	351 405	5.84	419 781 911
Moravskoslezský region	11.28	674 400	97.70	11.85	851 761 203	123 394.21	100.00	11.28	674 400	11.85	851 761 203

Source: NetMonitor – SPIR – Mediaresearch & Gemius, June 2012

Chart 12: Region by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, June 2012

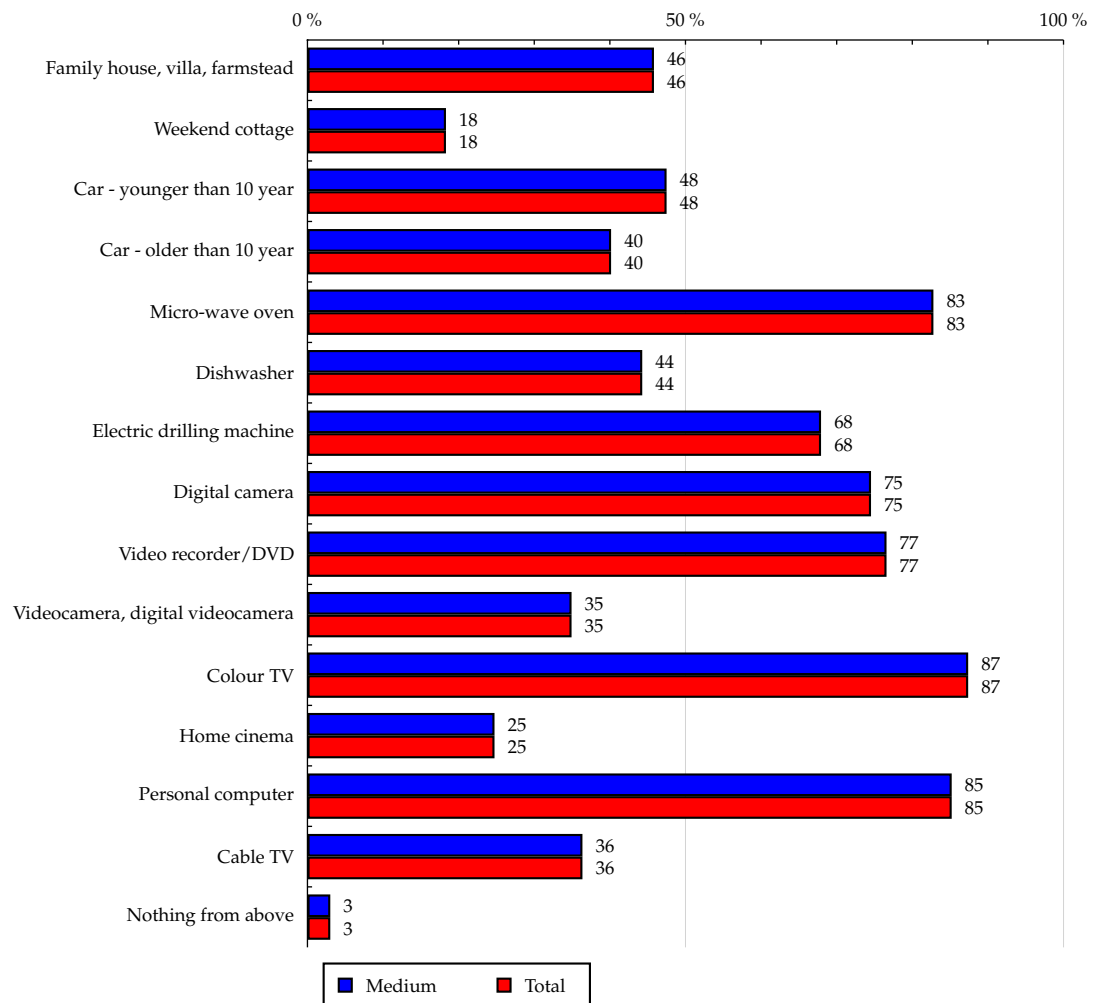
TOTAL

Table 13: Facilities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Family house, villa, farmstead	45.83	2 741 498	97.70	44.14	3 173 954 274	113 111.61	100.00	45.83	2 741 498	44.14	3 173 954 274
Weekend cottage	18.32	1 095 887	97.70	17.07	1 227 280 385	109 413.88	100.00	18.32	1 095 887	17.07	1 227 280 385
Car - younger than 10 year	47.50	2 840 854	97.70	45.09	3 241 691 633	111 485.19	100.00	47.50	2 840 854	45.09	3 241 691 633
Car - older than 10 year	40.16	2 402 022	97.70	41.49	2 982 860 365	121 324.99	100.00	40.16	2 402 022	41.49	2 982 860 365
Micro-wave oven	82.79	4 951 737	97.70	83.41	5 997 074 394	118 324.94	100.00	82.79	4 951 737	83.41	5 997 074 394
Dishwasher	44.28	2 648 343	97.70	41.79	3 004 694 934	110 846.13	100.00	44.28	2 648 343	41.79	3 004 694 934
Electric drilling machine	67.93	4 063 006	97.70	67.49	4 852 590 608	116 686.51	100.00	67.93	4 063 006	67.49	4 852 590 608
Digital camera	74.54	4 458 742	97.70	75.03	5 394 782 576	118 210.50	100.00	74.54	4 458 742	75.03	5 394 782 576
Video recorder/DVD	76.59	4 580 967	97.70	77.05	5 539 779 993	118 148.93	100.00	76.59	4 580 967	77.05	5 539 779 993
Videocamera, digital videocamera	34.93	2 089 493	97.70	33.39	2 400 853 576	112 258.47	100.00	34.93	2 089 493	33.39	2 400 853 576
Colour TV	87.39	5 227 195	97.70	88.64	6 372 909 357	119 114.19	100.00	87.39	5 227 195	88.64	6 372 909 357
Home cinema	24.74	1 480 019	97.70	24.10	1 732 716 123	114 381.13	100.00	24.74	1 480 019	24.10	1 732 716 123
Personal computer	85.21	5 096 727	97.70	86.65	6 230 310 716	119 429.82	100.00	85.21	5 096 727	86.65	6 230 310 716
Cable TV	36.37	2 175 443	97.70	36.04	2 590 903 386	116 358.45	100.00	36.37	2 175 443	36.04	2 590 903 386
Nothing from above	3.02	180 786	97.70	2.69	193 207 355	104 412.31	100.00	3.02	180 786	2.69	193 207 355

Source: NetMonitor – SPIR – Mediaresearch & Gemius, June 2012

Chart 13: Facilities by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, June 2012

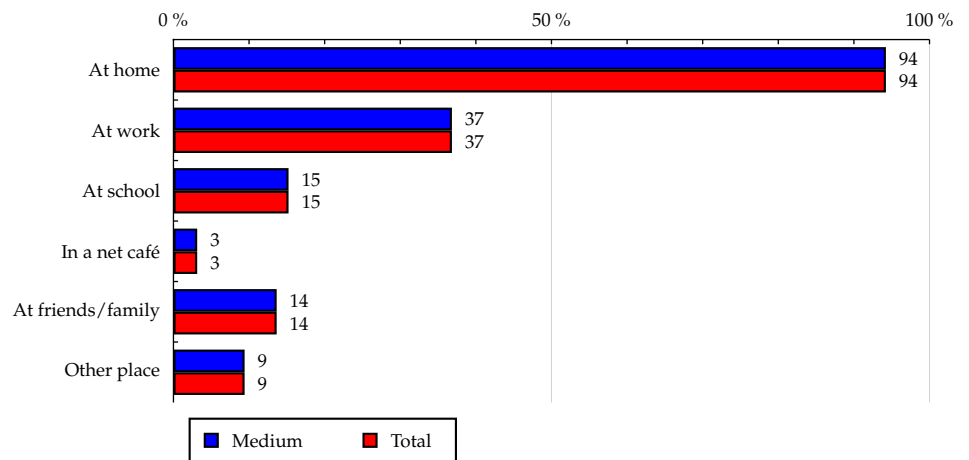
TOTAL

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	94.23	5 636 287	97.70	95.06	6 834 996 481	118 478.53	100.00	94.23	5 636 287	95.06	6 834 996 481
At work	36.83	2 203 107	97.70	35.03	2 518 776 791	111 698.80	100.00	36.83	2 203 107	35.03	2 518 776 791
At school	15.22	910 359	97.70	15.22	1 094 401 648	117 451.42	100.00	15.22	910 359	15.22	1 094 401 648
In a net café	3.14	187 726	97.70	3.15	226 410 424	117 832.83	100.00	3.14	187 726	3.15	226 410 424
At friends/family	13.65	816 600	97.70	13.06	939 357 666	112 386.93	100.00	13.65	816 600	13.06	939 357 666
Other place	9.41	563 003	97.70	8.99	646 578 635	112 203.16	100.00	9.41	563 003	8.99	646 578 635

Source: NetMonitor – SPIR – Mediaresearch & Gemius, June 2012

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, June 2012

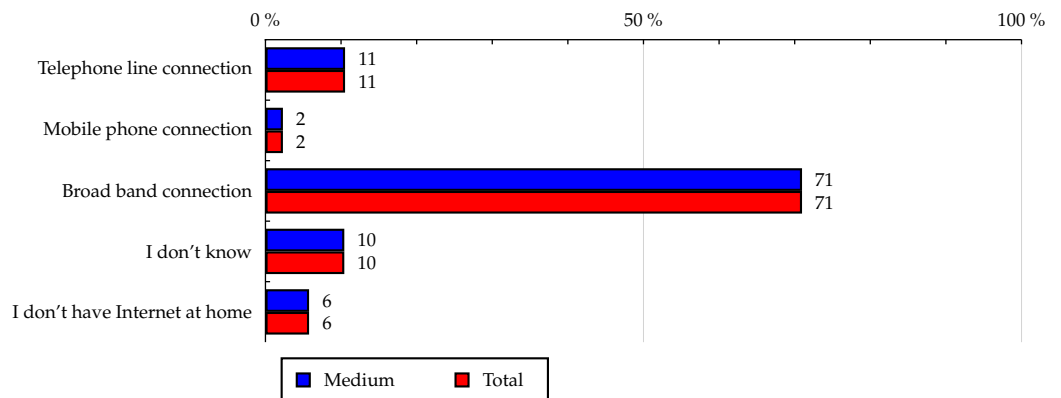
TOTAL

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	10.53	629 657	97.70	10.67	767 356 955	119 065.96	100.00	10.53	629 657	10.67	767 356 955
Mobile phone connection	2.31	138 183	97.70	1.78	128 100 675	90 571.01	100.00	2.31	138 183	1.78	128 100 675
Broad band connection	70.97	4 244 888	97.70	74.30	5 341 967 114	122 950.27	100.00	70.97	4 244 888	74.30	5 341 967 114
I don't know	10.43	623 558	97.70	8.31	597 571 737	93 628.33	100.00	10.43	623 558	8.31	597 571 737
I don't have Internet at home	5.77	345 081	97.70	4.94	354 952 282	100 494.68	100.00	5.77	345 081	4.94	354 952 282

Source: NetMonitor – SPIR – Mediaresearch & Gemius, June 2012

Chart 15: Connection from Home by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, June 2012

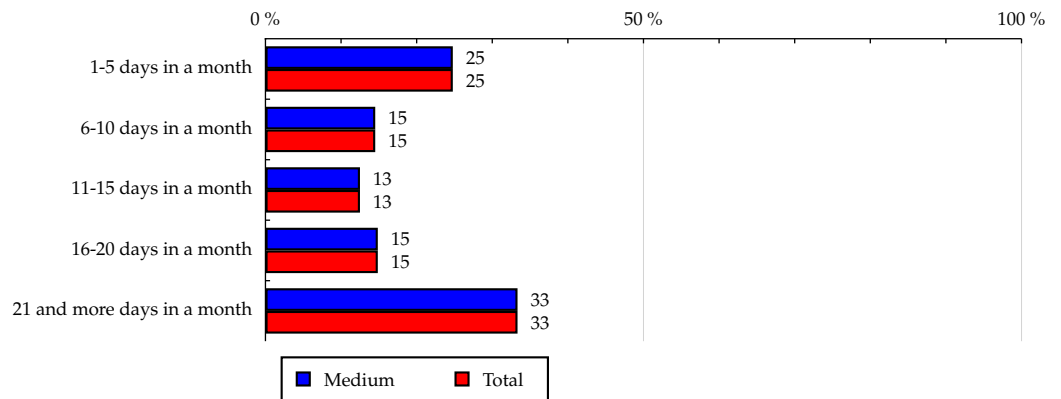
TOTAL

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	24.78	1 482 118	97.70	1.50	108 192 876	7 131.98	100.00	24.78	1 482 118	1.50	108 192 876
6-10 days in a month	14.52	868 435	97.70	3.56	255 961 873	28 796.01	100.00	14.52	868 435	3.56	255 961 873
11-15 days in a month	12.50	747 686	97.70	6.68	480 210 829	62 748.98	100.00	12.50	747 686	6.68	480 210 829
16-20 days in a month	14.86	888 888	97.70	14.75	1 060 775 339	116 592.44	100.00	14.86	888 888	14.75	1 060 775 339
21 and more days in a month	33.34	1 994 239	97.70	73.50	5 284 807 844	258 908.60	100.00	33.34	1 994 239	73.50	5 284 807 844

Source: NetMonitor – SPIR – Mediaresearch & Gemius, June 2012

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, June 2012

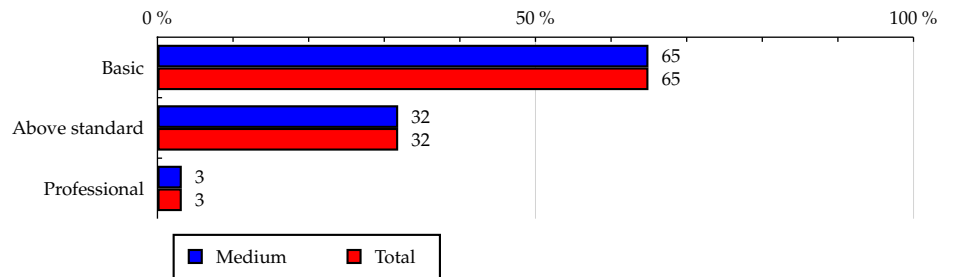
TOTAL

Table 17: IT Knowledge

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Basic	64.94	3 884 364	97.70	64.72	4 653 624 731	117 048.52	100.00	64.94	3 884 364	64.72	4 653 624 731
Above standard	31.84	1 904 209	97.70	31.95	2 296 851 687	117 845.41	100.00	31.84	1 904 209	31.95	2 296 851 687
Professional	3.22	192 795	97.70	3.33	239 472 344	121 353.95	100.00	3.22	192 795	3.33	239 472 344

Source: NetMonitor – SPIR – Mediaresearch & Gemius, June 2012

Chart 17: IT Knowledge by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, June 2012

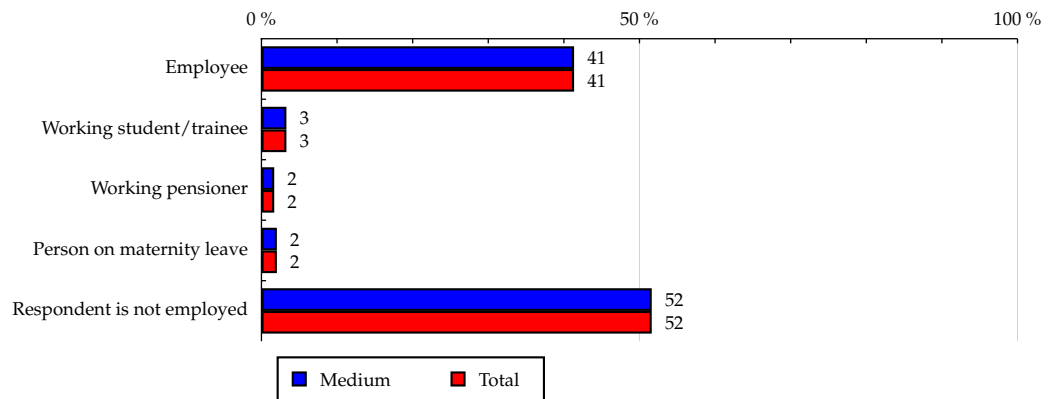
TOTAL

Table 18: Economically Active as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Employee	41.35	2 473 104	97.70	41.37	2 974 425 811	117 504.67	100.00	41.35	2 473 104	41.37	2 974 425 811
Working student/trainee	3.30	197 636	97.70	3.71	266 572 196	131 777.67	100.00	3.30	197 636	3.71	266 572 196
Working pensioner	1.69	100 883	97.70	1.72	123 930 643	120 020.42	100.00	1.69	100 883	1.72	123 930 643
Person on maternity leave	2.04	122 299	97.70	2.38	171 105 125	136 689.12	100.00	2.04	122 299	2.38	171 105 125
Respondent is not employed	51.62	3 087 445	97.70	50.82	3 653 914 988	115 625.51	100.00	51.62	3 087 445	50.82	3 653 914 988

Source: NetMonitor – SPIR – Mediaresearch & Gemius, June 2012

Chart 18: Economically Active as by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, June 2012

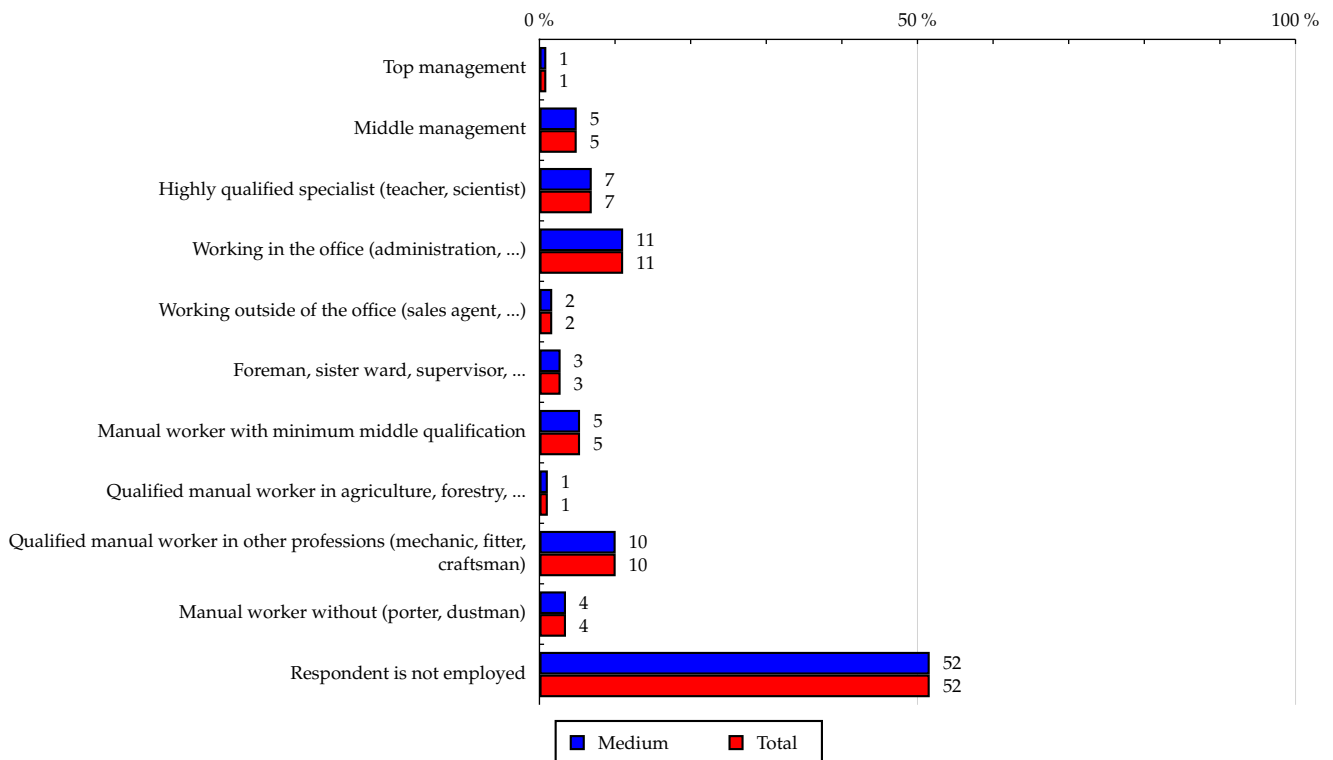
TOTAL

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	0.91	54 442	97.70	0.71	51 077 400	91 661.61	100.00	0.91	54 442	0.71	51 077 400
Middle management	4.93	294 674	97.70	4.77	342 767 727	113 645.46	100.00	4.93	294 674	4.77	342 767 727
Highly qualified specialist (teacher, scientist)	6.92	414 178	97.70	6.17	443 870 801	104 704.18	100.00	6.92	414 178	6.17	443 870 801
Working in the office (administration, ...)	11.07	661 897	97.70	11.43	821 959 887	121 326.13	100.00	11.07	661 897	11.43	821 959 887
Working outside of the office (sales agent, ...)	1.69	101 025	97.70	1.77	127 609 738	123 408.88	100.00	1.69	101 025	1.77	127 609 738
Foreman, sister ward, supervisor, ...	2.80	167 449	97.70	2.51	180 448 473	105 284.63	100.00	2.80	167 449	2.51	180 448 473
Manual worker with minimum middle qualification	5.37	321 459	97.70	5.23	375 948 795	114 260.75	100.00	5.37	321 459	5.23	375 948 795
Qualified manual worker in agriculture, forestry, ...	1.11	66 197	97.70	1.23	88 415 459	130 491.69	100.00	1.11	66 197	1.23	88 415 459
Qualified manual worker in other professions (mechanic, fitter, craftsman)	10.08	602 940	97.70	11.63	836 012 306	135 466.66	100.00	10.08	602 940	11.63	836 012 306
Manual worker without (porter, dustman)	3.51	209 659	97.70	3.73	267 923 188	124 850.68	100.00	3.51	209 659	3.73	267 923 188
Respondent is not employed	51.62	3 087 445	97.70	50.82	3 653 914 988	115 625.51	100.00	51.62	3 087 445	50.82	3 653 914 988

Source: NetMonitor – SPIR – Mediaresearch & Gemius, June 2012

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, June 2012

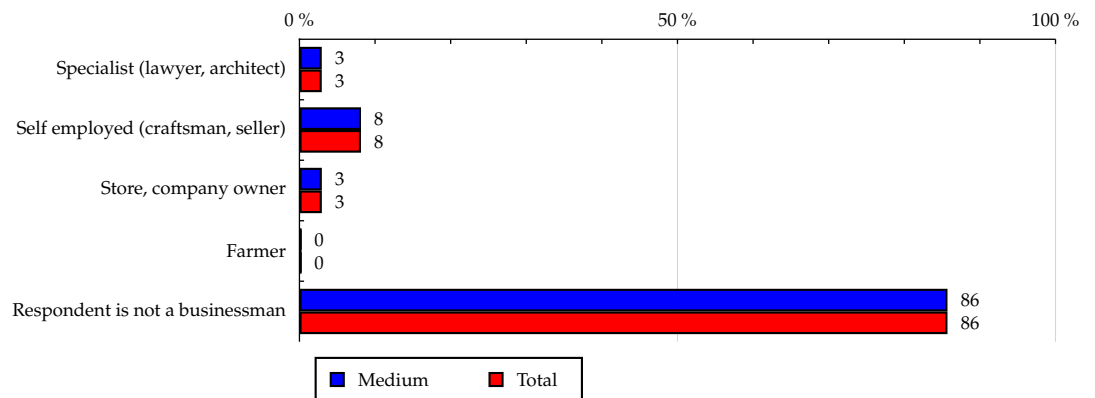
TOTAL

Table 20: Business Activities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Specialist (lawyer, architect)	2.95	176 669	97.70	2.68	192 685 099	106 556.66	100.00	2.95	176 669	2.68	192 685 099
Self employed (craftsman, seller)	8.14	486 695	97.70	7.54	542 465 364	108 895.34	100.00	8.14	486 695	7.54	542 465 364
Store, company owner	2.96	176 836	97.70	2.76	198 748 656	109 805.94	100.00	2.96	176 836	2.76	198 748 656
Farmer	0.24	14 396	97.70	0.19	13 638 199	92 552.96	100.00	0.24	14 396	0.19	13 638 199
Respondent is not a businessman	85.71	5 126 770	97.70	86.82	6 242 411 445	118 960.57	100.00	85.71	5 126 770	86.82	6 242 411 445

Source: NetMonitor – SPIR – Mediaresearch & Gemius, June 2012

Chart 20: Business Activities by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, June 2012

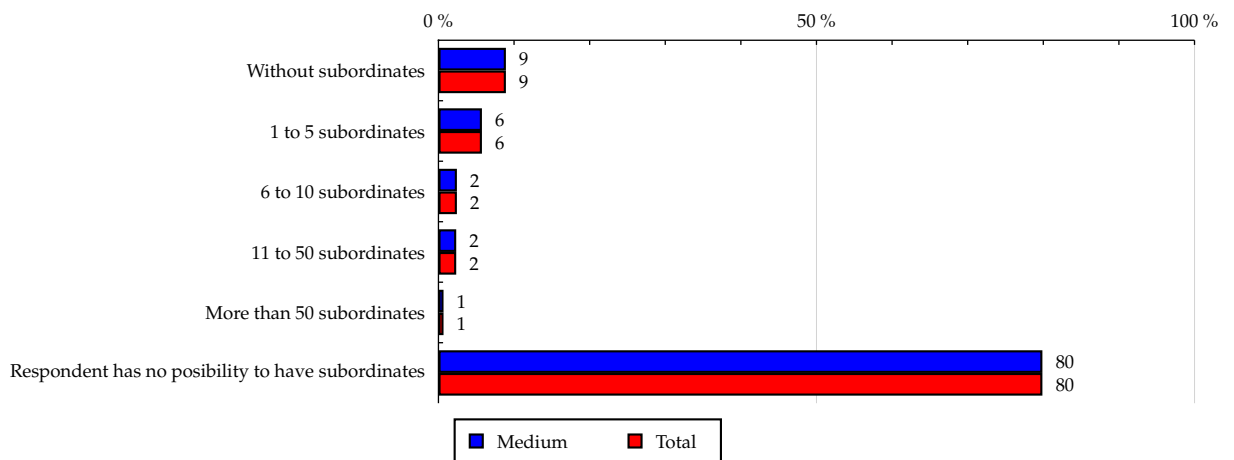
TOTAL

Table 21: Number of Subordinates

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Without subordinates	8.92	533 399	97.70	9.03	649 345 732	118 937.33	100.00	8.92	533 399	9.03	649 345 732
1 to 5 subordinates	5.75	344 093	97.70	5.18	372 471 015	105 757.42	100.00	5.75	344 093	5.18	372 471 015
6 to 10 subordinates	2.44	145 678	97.70	1.85	132 849 533	89 096.02	100.00	2.44	145 678	1.85	132 849 533
11 to 50 subordinates	2.35	140 273	97.70	2.02	145 040 827	101 020.09	100.00	2.35	140 273	2.02	145 040 827
More than 50 subordinates	0.67	40 270	97.70	0.58	41 675 338	101 109.27	100.00	0.67	40 270	0.58	41 675 338
Respondent has no possibility to have subordinates	79.88	4 777 653	97.70	81.34	5 848 566 317	119 599.47	100.00	79.88	4 777 653	81.34	5 848 566 317

Source: NetMonitor – SPIR – Mediaresearch & Gemius, June 2012

Chart 21: Number of Subordinates by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, June 2012

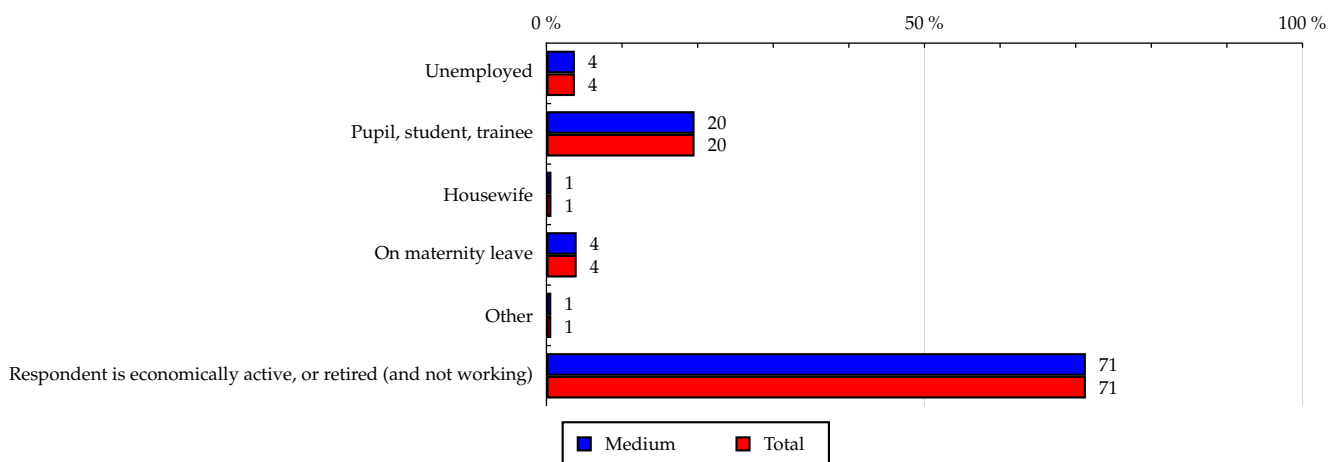
TOTAL

Table 22: Economically Inactive as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unemployed	3.76	224 988	97.70	4.12	295 922 278	128 502.38	100.00	3.76	224 988	4.12	295 922 278
Pupil, student, trainee	19.59	1 171 795	97.70	17.11	1 230 182 932	102 568.11	100.00	19.59	1 171 795	17.11	1 230 182 932
Housewife	0.66	39 771	97.70	1.06	75 990 098	186 673.48	100.00	0.66	39 771	1.06	75 990 098
On maternity leave	4.00	239 132	97.70	4.37	314 440 227	128 467.73	100.00	4.00	239 132	4.37	314 440 227
Other	0.64	38 136	97.70	0.82	59 228 636	151 734.95	100.00	0.64	38 136	0.82	59 228 636
Respondent is economically active, or retired (and not working)	71.35	4 267 544	97.70	72.52	5 214 184 592	119 372.10	100.00	71.35	4 267 544	72.52	5 214 184 592

Source: NetMonitor – SPIR – Mediaresearch & Gemius, June 2012

Chart 22: Economically Inactive as by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, June 2012

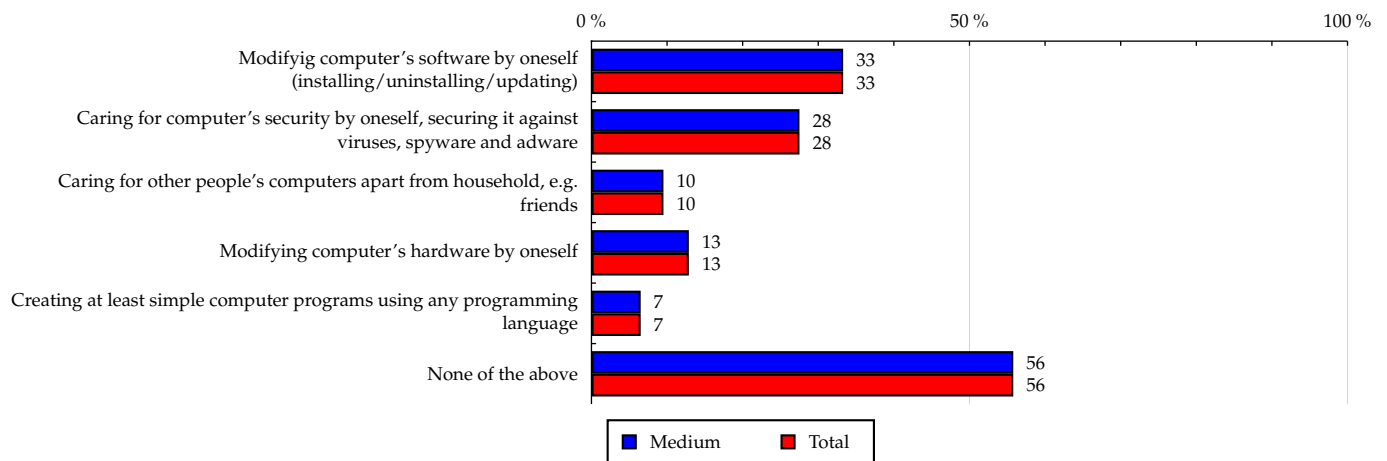
TOTAL

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)
Modifying computer's software by oneself (installing/uninstalling/updating)	33.29	1 991 078	97.70	36.82	2 647 076 509	129 889.04	100.00	33.29	1 991 078	36.82	2 647 076 509
Caring for computer's security by oneself, securing it against viruses, spyware and adware	27.51	1 645 221	97.70	30.09	2 163 714 118	128 490.23	100.00	27.51	1 645 221	30.09	2 163 714 118
Caring for other people's computers apart from household, e.g. friends	9.52	569 430	97.70	11.00	790 875 372	135 694.25	100.00	9.52	569 430	11.00	790 875 372
Modifying computer's hardware by oneself	12.88	770 605	97.70	14.47	1 040 292 767	131 891.91	100.00	12.88	770 605	14.47	1 040 292 767
Creating at least simple computer programs using any programming language	6.51	389 096	97.70	6.60	474 305 237	119 095.44	100.00	6.51	389 096	6.60	474 305 237
None of the above	55.79	3 337 041	97.70	52.32	3 761 479 429	110 126.44	100.00	55.79	3 337 041	52.32	3 761 479 429

Source: NetMonitor – SPIR – Mediaresearch & Gemius, June 2012

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, June 2012

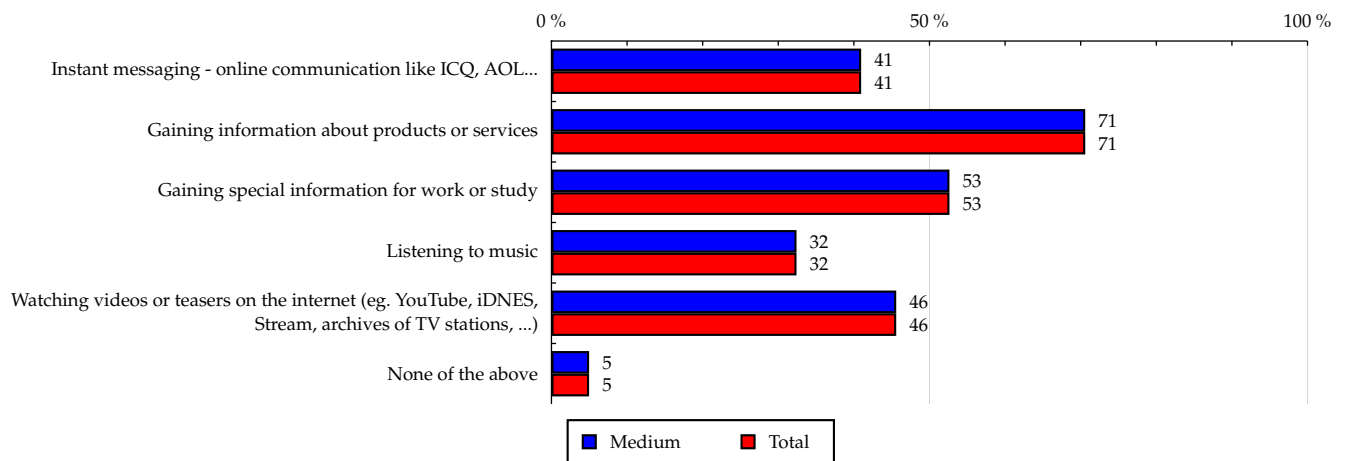
TOTAL

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...	40.96	2 450 200	97.70	41.26	2 966 706 916	118 295.31	100.00	40.96	2 450 200	41.26	2 966 706 916
Gaining information about products or services	70.60	4 222 957	97.70	73.11	5 256 868 525	121 619.98	100.00	70.60	4 222 957	73.11	5 256 868 525
Gaining special information for work or study	52.64	3 148 825	97.70	52.72	3 790 321 707	117 603.97	100.00	52.64	3 148 825	52.72	3 790 321 707
Listening to music	32.41	1 938 355	97.70	35.63	2 561 448 081	129 106.04	100.00	32.41	1 938 355	35.63	2 561 448 081
Watching videos or teasers on the internet (eg. YouTube, iDNES, Stream, archives of TV stations, ...)	45.60	2 727 631	97.70	51.47	3 700 565 186	132 549.14	100.00	45.60	2 727 631	51.47	3 700 565 186
None of the above	4.98	297 805	97.70	4.73	340 215 006	111 613.25	100.00	4.98	297 805	4.73	340 215 006

Source: NetMonitor – SPIR – Mediaresearch & Gemius, June 2012

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, June 2012

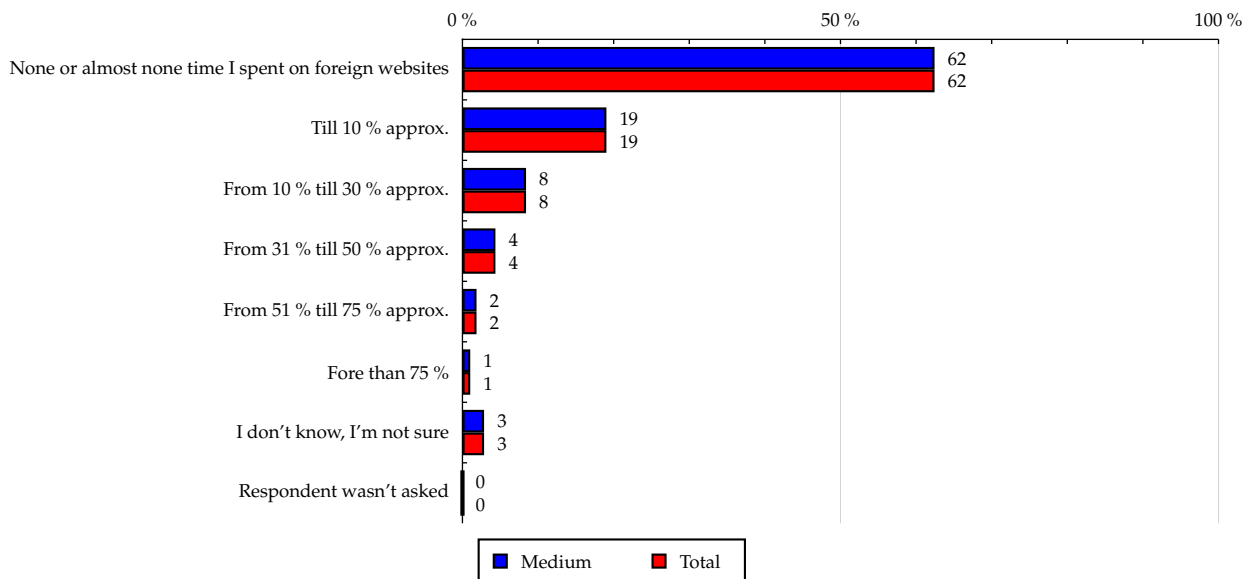
TOTAL

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	62.44	3 734 533	97.70	62.06	4 461 823 463	116 726.78	100.00	62.44	3 734 533	62.06	4 461 823 463
Till 10 % approx.	19.04	1 138 723	97.70	20.57	1 478 616 595	126 862.06	100.00	19.04	1 138 723	20.57	1 478 616 595
From 10 % till 30 % approx.	8.41	503 085	97.70	8.73	627 815 956	121 922.77	100.00	8.41	503 085	8.73	627 815 956
From 31 % till 50 % approx.	4.36	260 821	97.70	4.11	295 292 890	110 612.63	100.00	4.36	260 821	4.11	295 292 890
From 51 % till 75 % approx.	1.86	111 134	97.70	1.37	98 272 185	86 392.63	100.00	1.86	111 134	1.37	98 272 185
Fore than 75 %	1.03	61 893	97.70	0.88	63 591 231	100 379.67	100.00	1.03	61 893	0.88	63 591 231
I don't know, I'm not sure	2.86	171 176	97.70	2.29	164 536 442	93 909.89	100.00	2.86	171 176	2.29	164 536 442
Respondent wasn't asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

Source: NetMonitor – SPIR – Mediaresearch & Gemius, June 2012

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, June 2012

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".