

## **SPIR NetMonitor**

### **Research on the Sociodemography of Internet Users in the Czech Republic**

**Medium title:**  
**TOTAL**

**Month:**  
**March 2010**

<b>Basic information</b>	
The size of Internet population in the Czech Republic	5 722 468
Number of respondents	
Medium	N = 30 750
Total (for all measured media)	N = 30 750
RU(number)	5 590 850
Reach(%)	97.70
PV(number) (from Czech visitors)	7 434 785 122
PV(number) (from all visitors)	7 911 146 546
GRP (%)	129 922.70

**Source: NetMonitor – SPIR – Mediaresearch & Gemius  
March 2010**

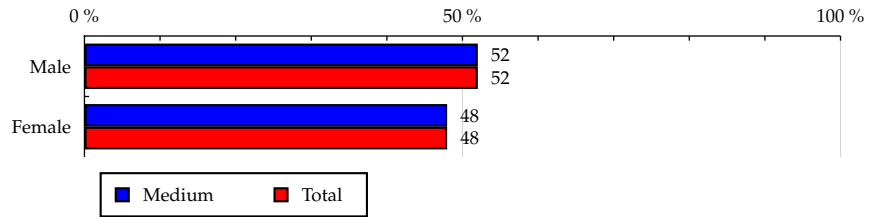
# TOTAL

**Table 1: Sex**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Male	52.03	2 908 808	97.70	51.98	3 864 504 729	129 799.59	100.00	52.03	2 908 808	51.98	3 864 504 729
Female	47.97	2 682 042	97.70	48.02	3 570 280 393	130 056.23	100.00	47.97	2 682 042	48.02	3 570 280 393

Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2010

**Chart 1: Sex by RU(%)**



Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2010

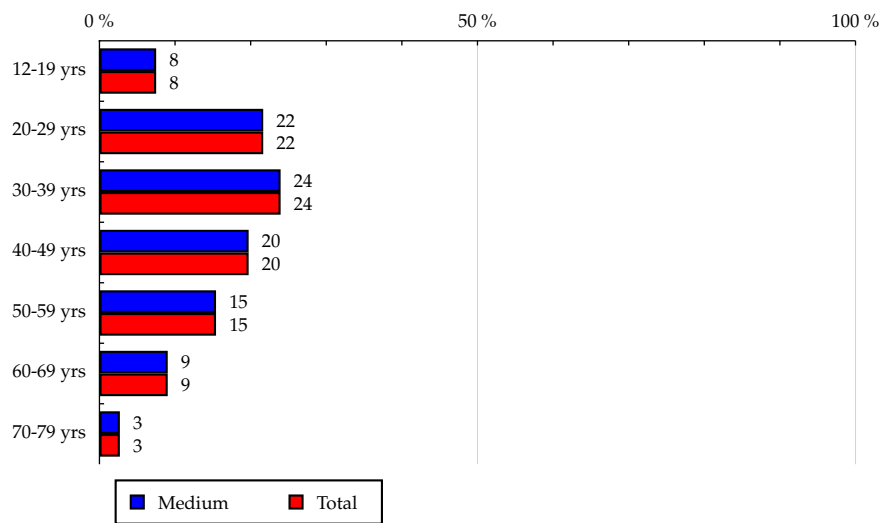
# TOTAL

Table 2: Age

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
12-19 yrs	7.50	419 202	97.70	4.59	341 392 174	79 565.46	100.00	7.50	419 202	4.59	341 392 174
20-29 yrs	21.66	1 210 754	97.70	19.66	1 461 884 993	117 964.57	100.00	21.66	1 210 754	19.66	1 461 884 993
30-39 yrs	23.96	1 339 791	97.70	28.56	2 123 041 089	154 815.91	100.00	23.96	1 339 791	28.56	2 123 041 089
40-49 yrs	19.73	1 103 131	97.70	20.16	1 498 756 023	132 738.92	100.00	19.73	1 103 131	20.16	1 498 756 023
50-59 yrs	15.42	861 997	97.70	14.61	1 086 310 252	123 123.98	100.00	15.42	861 997	14.61	1 086 310 252
60-69 yrs	9.03	505 076	97.70	9.58	712 462 076	137 815.71	100.00	9.03	505 076	9.58	712 462 076
70-79 yrs	2.70	150 896	97.70	2.84	210 938 515	136 574.62	100.00	2.70	150 896	2.84	210 938 515

Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2010

Chart 2: Age by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2010

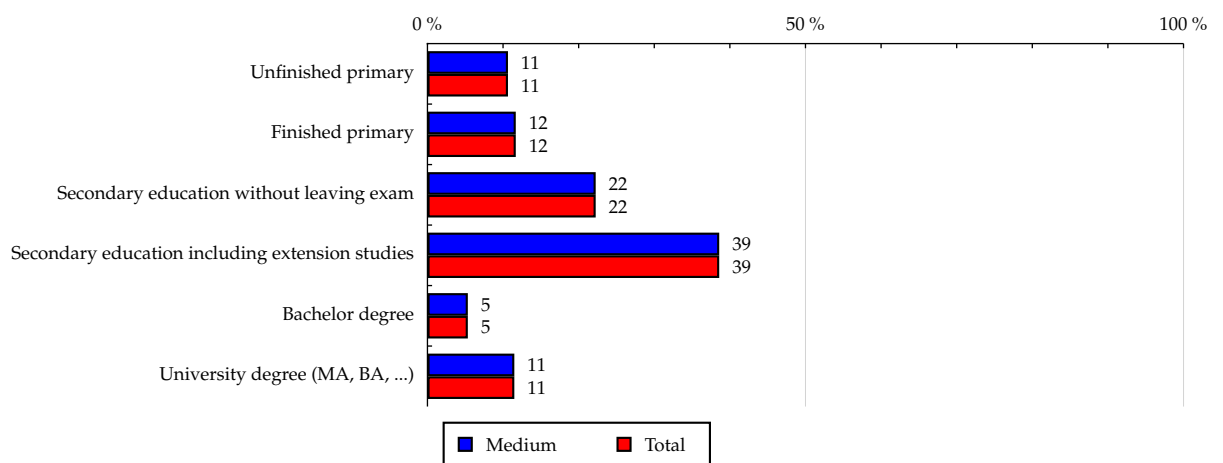
# TOTAL

**Table 3: Highest Education**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unfinished primary	10.65	595 480	97.70	6.75	502 062 761	82 373.01	100.00	10.65	595 480	6.75	502 062 761
Finished primary	11.68	653 124	97.70	10.73	797 700 948	119 327.03	100.00	11.68	653 124	10.73	797 700 948
Secondary education without leaving exam	22.25	1 243 740	97.70	27.76	2 063 683 618	162 109.24	100.00	22.25	1 243 740	27.76	2 063 683 618
Secondary education including extension studies	38.59	2 157 788	97.70	40.34	2 999 350 381	135 804.08	100.00	38.59	2 157 788	40.34	2 999 350 381
Bachelor degree	5.34	298 327	97.70	5.35	397 403 283	130 146.69	100.00	5.34	298 327	5.35	397 403 283
University degree (MA, BA, ...)	11.49	642 389	97.70	9.07	674 584 130	102 596.45	100.00	11.49	642 389	9.07	674 584 130

Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2010

**Chart 3: Highest Education by RU(%)**



Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2010

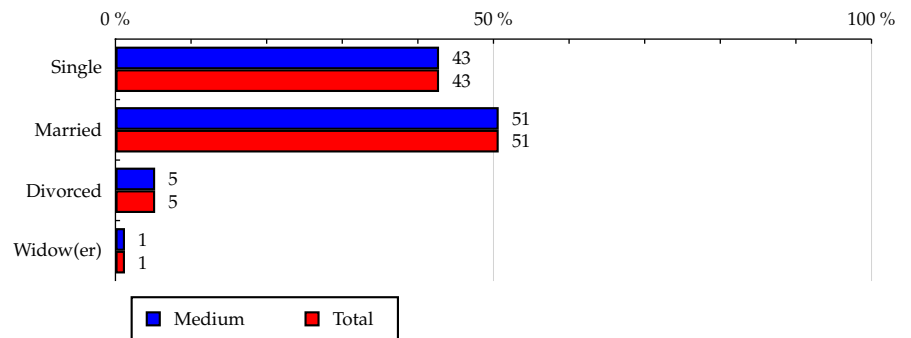
# TOTAL

**Table 4: Marital Status**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Single	42.80	2 392 868	97.70	40.12	2 982 843 653	121 788.46	100.00	42.80	2 392 868	40.12	2 982 843 653
Married	50.69	2 834 201	97.70	50.77	3 774 501 421	130 113.80	100.00	50.69	2 834 201	50.77	3 774 501 421
Divorced	5.25	293 243	97.70	7.65	568 775 352	189 499.18	100.00	5.25	293 243	7.65	568 775 352
Widow(er)	1.26	70 537	97.70	1.46	108 664 697	150 510.15	100.00	1.26	70 537	1.46	108 664 697

Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2010

**Chart 4: Marital Status by RU(%)**



Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2010

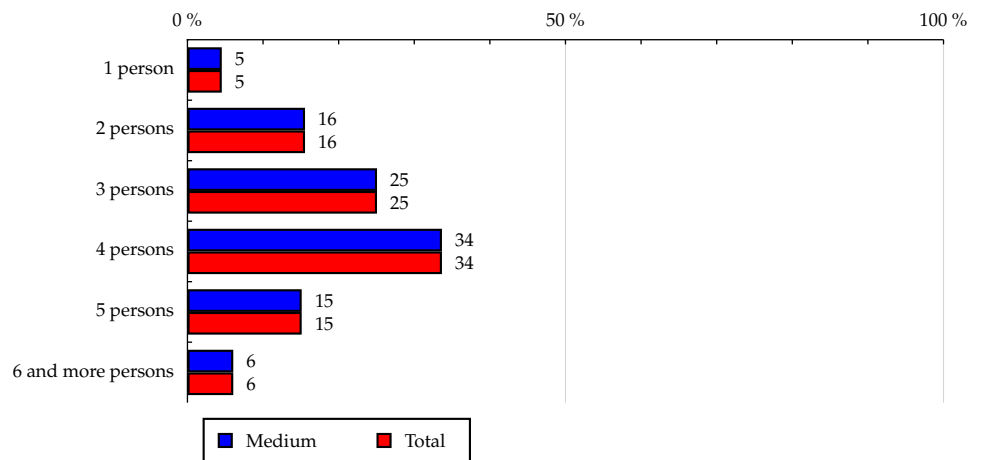
# TOTAL

**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	4.54	253 865	97.70	5.76	428 026 770	164 726.14	100.00	4.54	253 865	5.76	428 026 770
2 persons	15.55	869 389	97.70	16.89	1 255 743 569	141 117.65	100.00	15.55	869 389	16.89	1 255 743 569
3 persons	25.07	1 401 896	97.70	25.41	1 889 527 438	131 683.62	100.00	25.07	1 401 896	25.41	1 889 527 438
4 persons	33.66	1 882 018	97.70	31.90	2 371 515 237	123 110.91	100.00	33.66	1 882 018	31.90	2 371 515 237
5 persons	15.11	844 814	97.70	14.32	1 064 439 558	123 098.95	100.00	15.11	844 814	14.32	1 064 439 558
6 and more persons	6.06	338 867	97.70	5.72	425 532 549	122 686.69	100.00	6.06	338 867	5.72	425 532 549

Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2010

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2010

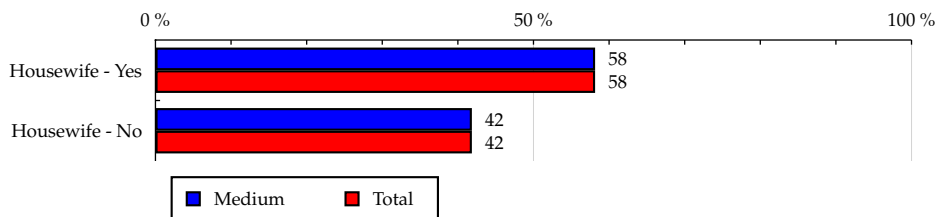
# TOTAL

**Table 6: Housewife**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Housewife - Yes	58.15	3 251 312	97.70	62.16	4 621 779 431	138 881.71	100.00	58.15	3 251 312	62.16	4 621 779 431
Housewife - No	41.85	2 339 538	97.70	37.84	2 813 005 691	117 472.16	100.00	41.85	2 339 538	37.84	2 813 005 691

Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2010

**Chart 6: Housewife by RU(%)**



Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2010

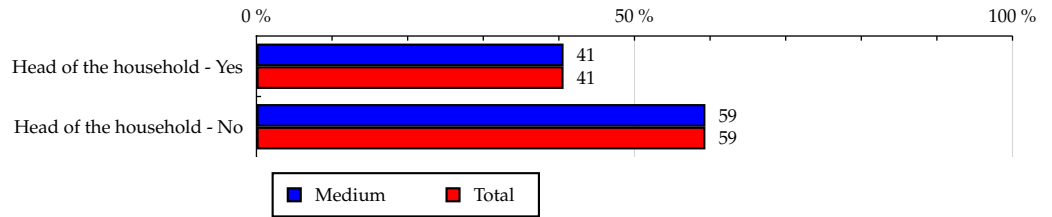
# TOTAL

**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	40.62	2 271 230	97.70	42.00	3 122 365 169	134 312.65	100.00	40.62	2 271 230	42.00	3 122 365 169
Head of the household - No	59.38	3 319 620	97.70	58.00	4 312 419 953	126 919.17	100.00	59.38	3 319 620	58.00	4 312 419 953

Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2010

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2010



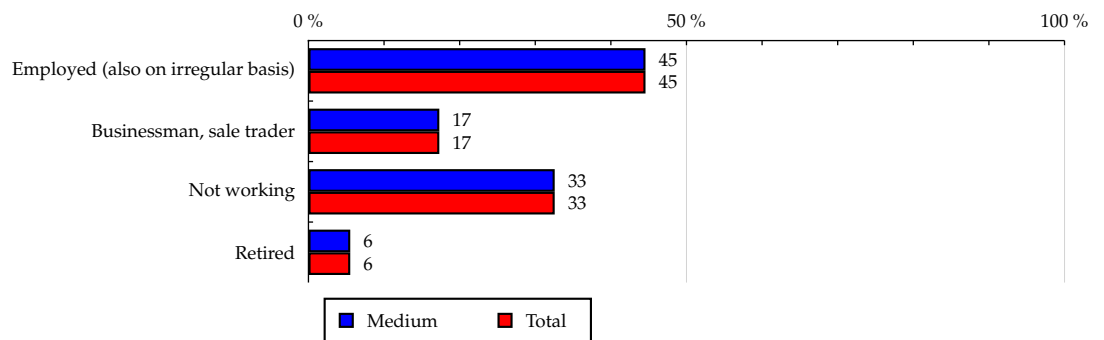
# TOTAL

**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)	44.58	2 492 624	97.70	45.48	3 381 704 260	132 548.02	100.00	44.58	2 492 624	45.48	3 381 704 260
Businessman, sale trader	17.31	968 024	97.70	17.66	1 313 238 579	132 541.44	100.00	17.31	968 024	17.66	1 313 238 579
Not working	32.57	1 821 055	97.70	29.71	2 208 793 303	118 502.18	100.00	32.57	1 821 055	29.71	2 208 793 303
Retired	5.53	309 145	97.70	7.14	531 048 980	167 828.77	100.00	5.53	309 145	7.14	531 048 980

Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2010

**Chart 8: Economic Activity by RU(%)**



Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2010

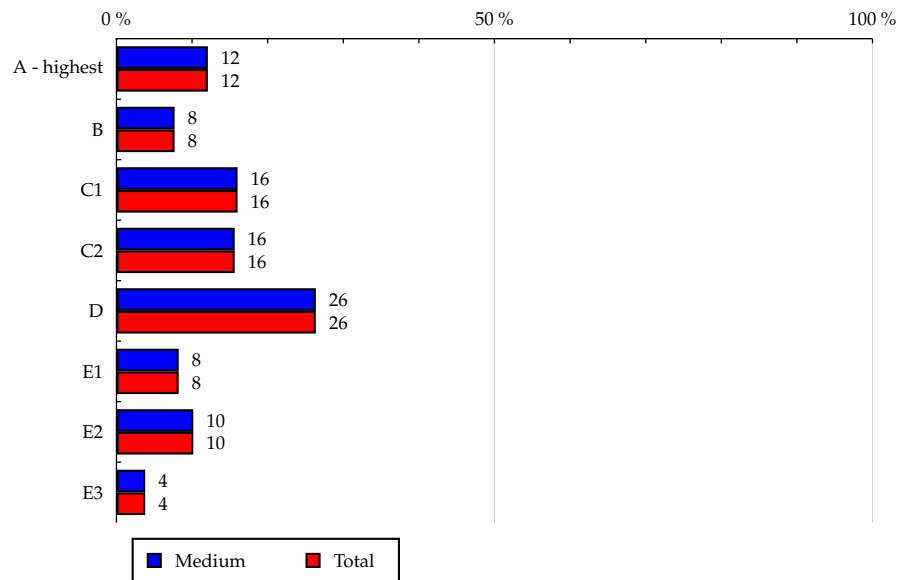
TOTAL

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	12.09	676 097	97.70	10.61	788 650 721	113 964.53	100.00	12.09	676 097	10.61	788 650 721
B	7.69	429 750	97.70	8.35	620 854 344	141 145.87	100.00	7.69	429 750	8.35	620 854 344
C1	16.02	895 803	97.70	15.78	1 173 336 093	127 968.80	100.00	16.02	895 803	15.78	1 173 336 093
C2	15.64	874 159	97.70	17.47	1 298 771 126	145 156.51	100.00	15.64	874 159	17.47	1 298 771 126
D	26.37	1 474 550	97.70	25.24	1 876 372 826	124 323.71	100.00	26.37	1 474 550	25.24	1 876 372 826
E1	8.23	459 896	97.70	9.11	677 488 918	143 925.24	100.00	8.23	459 896	9.11	677 488 918
E2	10.16	568 242	97.70	9.58	712 194 023	122 450.14	100.00	10.16	568 242	9.58	712 194 023
E3	3.80	212 350	97.70	3.86	287 117 071	132 099.17	100.00	3.80	212 350	3.86	287 117 071

Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2010

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2010

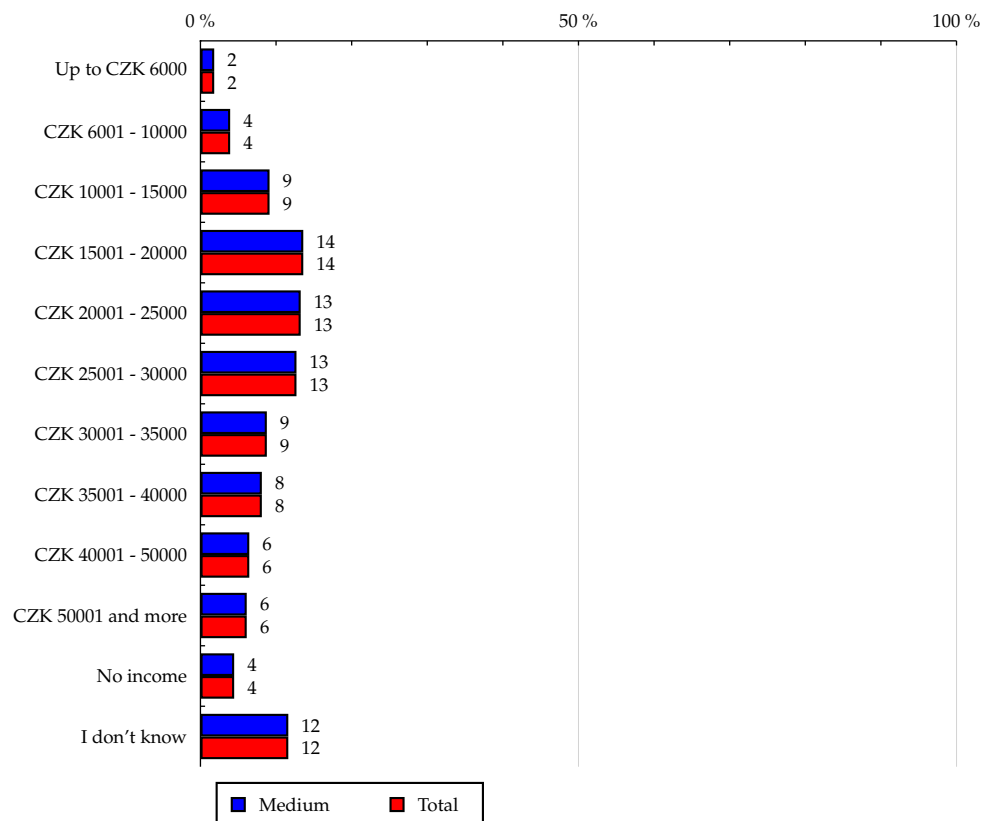
TOTAL

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	1.82	101 531	97.70	1.67	124 207 259	119 520.10	100.00	1.82	101 531	1.67	124 207 259
CZK 6001 - 10000	3.93	219 904	97.70	4.96	368 883 638	163 888.64	100.00	3.93	219 904	4.96	368 883 638
CZK 10001 - 15000	9.14	510 851	97.70	10.75	799 523 714	152 908.45	100.00	9.14	510 851	10.75	799 523 714
CZK 15001 - 20000	13.60	760 272	97.70	14.49	1 077 064 887	138 409.87	100.00	13.60	760 272	14.49	1 077 064 887
CZK 20001 - 25000	13.26	741 174	97.70	13.95	1 036 925 716	136 685.21	100.00	13.26	741 174	13.95	1 036 925 716
CZK 25001 - 30000	12.70	710 010	97.70	13.61	1 012 133 051	139 273.10	100.00	12.70	710 010	13.61	1 012 133 051
CZK 30001 - 35000	8.78	491 087	97.70	8.68	645 228 059	128 365.65	100.00	8.78	491 087	8.68	645 228 059
CZK 35001 - 40000	8.12	453 920	97.70	7.38	548 589 212	118 076.22	100.00	8.12	453 920	7.38	548 589 212
CZK 40001 - 50000	6.46	361 386	97.70	6.14	456 381 563	123 381.84	100.00	6.46	361 386	6.14	456 381 563
CZK 50001 and more	6.12	341 975	97.70	5.53	411 269 989	117 497.03	100.00	6.12	341 975	5.53	411 269 989
No income	4.46	249 341	97.70	3.09	230 060 319	90 144.87	100.00	4.46	249 341	3.09	230 060 319
I don't know	11.62	649 394	97.70	9.74	724 517 714	109 002.15	100.00	11.62	649 394	9.74	724 517 714

Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2010

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2010

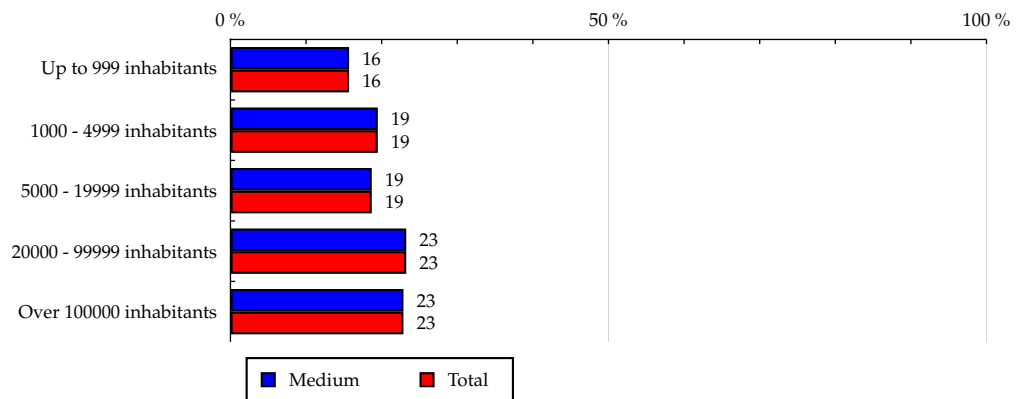
TOTAL

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	15.69	877 147	97.70	15.38	1 143 784 263	127 398.94	100.00	15.69	877 147	15.38	1 143 784 263
1000 - 4999 inhabitants	19.49	1 089 768	97.70	20.37	1 514 249 742	135 755.58	100.00	19.49	1 089 768	20.37	1 514 249 742
5000 - 19999 inhabitants	18.69	1 045 152	97.70	19.98	1 485 674 361	138 879.58	100.00	18.69	1 045 152	19.98	1 485 674 361
20000 - 99999 inhabitants	23.25	1 299 817	97.70	22.82	1 696 423 609	127 510.70	100.00	23.25	1 299 817	22.82	1 696 423 609
Over 100000 inhabitants	22.88	1 278 964	97.70	21.45	1 594 653 146	121 815.43	100.00	22.88	1 278 964	21.45	1 594 653 146

Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2010

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2010

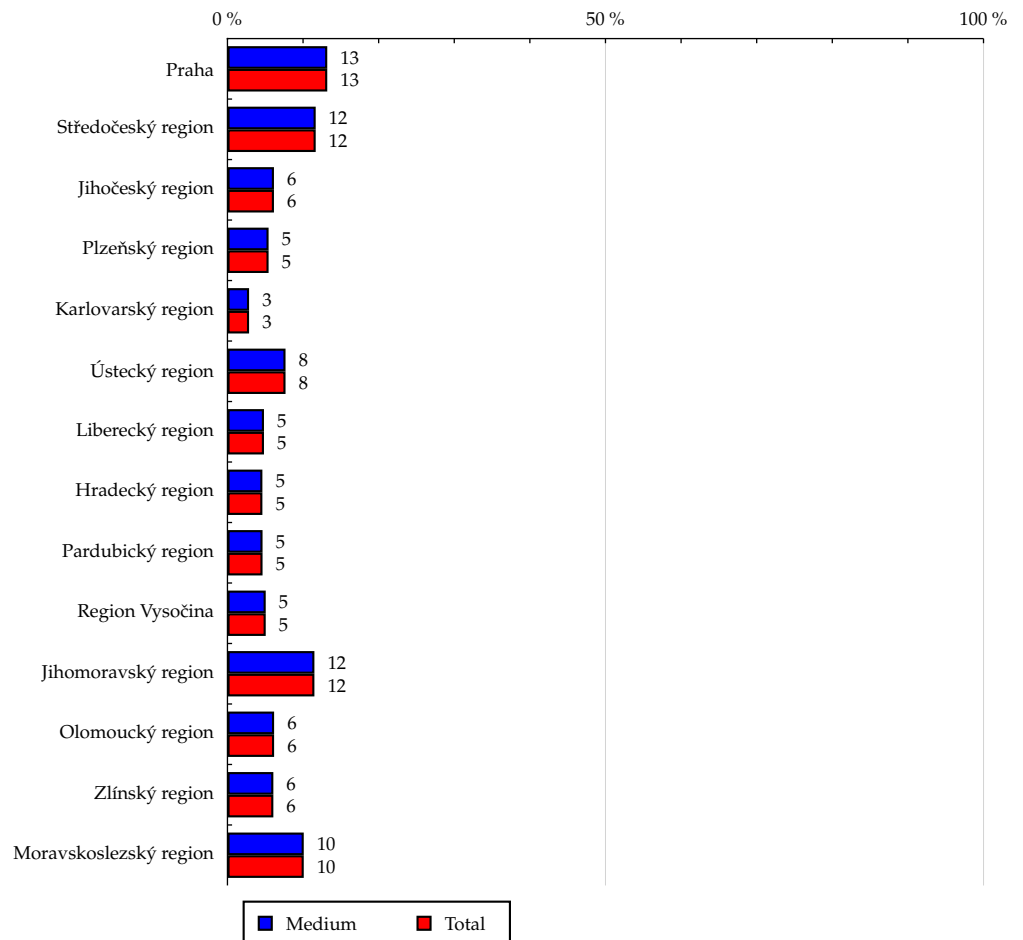
# TOTAL

**Table 12: Region**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Praha	13.20	738 049	97.70	11.74	873 187 408	115 589.01	100.00	13.20	738 049	11.74	873 187 408
Středočeský region	11.67	652 452	97.70	11.38	845 719 267	126 640.22	100.00	11.67	652 452	11.38	845 719 267
Jihočeský region	6.15	343 837	97.70	6.05	449 928 344	127 845.13	100.00	6.15	343 837	6.05	449 928 344
Plzeňský region	5.44	304 141	97.70	6.01	447 164 184	143 643.26	100.00	5.44	304 141	6.01	447 164 184
Karlovarský region	2.86	160 009	97.70	2.94	218 537 929	133 436.44	100.00	2.86	160 009	2.94	218 537 929
Ústecký region	7.68	429 209	97.70	8.11	602 992 040	137 257.67	100.00	7.68	429 209	8.11	602 992 040
Liberecký region	4.83	270 316	97.70	5.03	374 061 431	135 196.13	100.00	4.83	270 316	5.03	374 061 431
Hradecký region	4.62	258 575	97.70	4.32	320 949 929	121 267.33	100.00	4.62	258 575	4.32	320 949 929
Pardubický region	4.64	259 358	97.70	4.54	337 310 978	127 064.37	100.00	4.64	259 358	4.54	337 310 978
Region Vysočina	5.06	283 175	97.70	5.57	413 786 923	142 762.77	100.00	5.06	283 175	5.57	413 786 923
Jihomoravský region	11.50	643 172	97.70	11.43	849 957 372	129 111.37	100.00	11.50	643 172	11.43	849 957 372
Olomoucký region	6.17	344 956	97.70	5.49	408 525 950	115 704.51	100.00	6.17	344 956	5.49	408 525 950
Zlínský region	6.07	339 532	97.70	7.05	524 299 781	150 866.57	100.00	6.07	339 532	7.05	524 299 781
Moravskoslezský region	10.09	564 060	97.70	10.33	768 363 587	133 086.89	100.00	10.09	564 060	10.33	768 363 587

Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2010

**Chart 12: Region by RU(%)**



Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2010

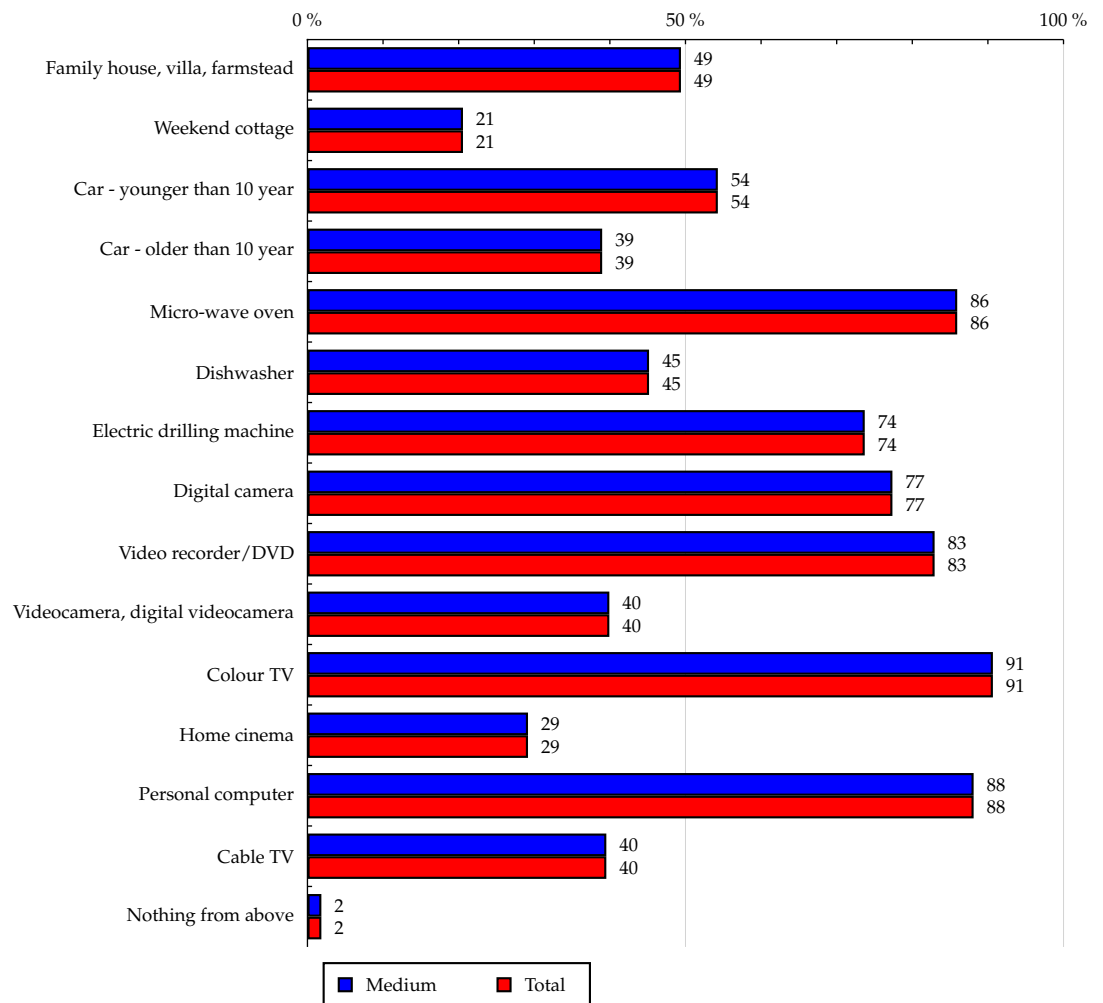
TOTAL

Table 13: Facilities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Family house, villa, farmstead	49.40	2 762 043	97.70	46.73	3 474 281 496	122 893.55	100.00	49.40	2 762 043	46.73	3 474 281 496
Weekend cottage	20.57	1 150 311	97.70	19.10	1 419 994 604	120 605.15	100.00	20.57	1 150 311	19.10	1 419 994 604
Car - younger than 10 year	54.28	3 034 561	97.70	50.90	3 784 474 981	121 844.01	100.00	54.28	3 034 561	50.90	3 784 474 981
Car - older than 10 year	38.98	2 179 398	97.70	39.41	2 930 249 720	131 359.81	100.00	38.98	2 179 398	39.41	2 930 249 720
Micro-wave oven	85.94	4 804 906	97.70	86.36	6 420 384 565	130 548.12	100.00	85.94	4 804 906	86.36	6 420 384 565
Dishwasher	45.18	2 525 920	97.70	40.40	3 004 015 100	116 192.18	100.00	45.18	2 525 920	40.40	3 004 015 100
Electric drilling machine	73.71	4 121 292	97.70	72.38	5 381 336 212	127 570.80	100.00	73.71	4 121 292	72.38	5 381 336 212
Digital camera	77.37	4 325 856	97.70	75.91	5 643 641 959	127 462.35	100.00	77.37	4 325 856	75.91	5 643 641 959
Video recorder/DVD	82.95	4 637 366	97.70	82.56	6 137 935 473	129 313.96	100.00	82.95	4 637 366	82.56	6 137 935 473
Videocamera, digital videocamera	39.93	2 232 500	97.70	37.83	2 812 261 707	123 071.86	100.00	39.93	2 232 500	37.83	2 812 261 707
Colour TV	90.66	5 068 665	97.70	91.57	6 808 345 034	131 232.82	100.00	90.66	5 068 665	91.57	6 808 345 034
Home cinema	29.17	1 630 720	97.70	29.75	2 212 103 432	132 531.94	100.00	29.17	1 630 720	29.75	2 212 103 432
Personal computer	88.11	4 925 948	97.70	87.94	6 537 958 100	129 672.18	100.00	88.11	4 925 948	87.94	6 537 958 100
Cable TV	39.53	2 209 952	97.70	39.82	2 960 373 718	130 875.43	100.00	39.53	2 209 952	39.82	2 960 373 718
Nothing from above	1.84	102 757	97.70	1.66	123 082 931	117 024.96	100.00	1.84	102 757	1.66	123 082 931

Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2010

Chart 13: Facilities by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2010

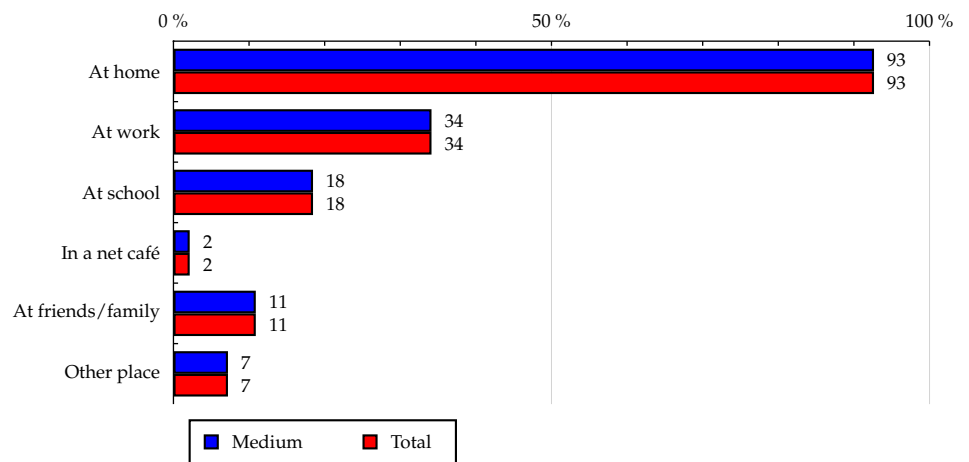
# TOTAL

**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	92.66	5 180 427	97.70	93.99	6 988 233 462	131 794.23	100.00	92.66	5 180 427	93.99	6 988 233 462
At work	34.13	1 908 053	97.70	30.51	2 268 520 115	116 157.32	100.00	34.13	1 908 053	30.51	2 268 520 115
At school	18.46	1 031 990	97.70	14.54	1 080 990 715	102 338.90	100.00	18.46	1 031 990	14.54	1 080 990 715
In a net café	2.15	120 315	97.70	2.05	152 051 458	123 470.37	100.00	2.15	120 315	2.05	152 051 458
At friends/family	10.89	608 735	97.70	9.73	723 636 176	116 141.15	100.00	10.89	608 735	9.73	723 636 176
Other place	7.21	403 147	97.70	6.03	448 259 979	108 632.63	100.00	7.21	403 147	6.03	448 259 979

Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2010

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2010

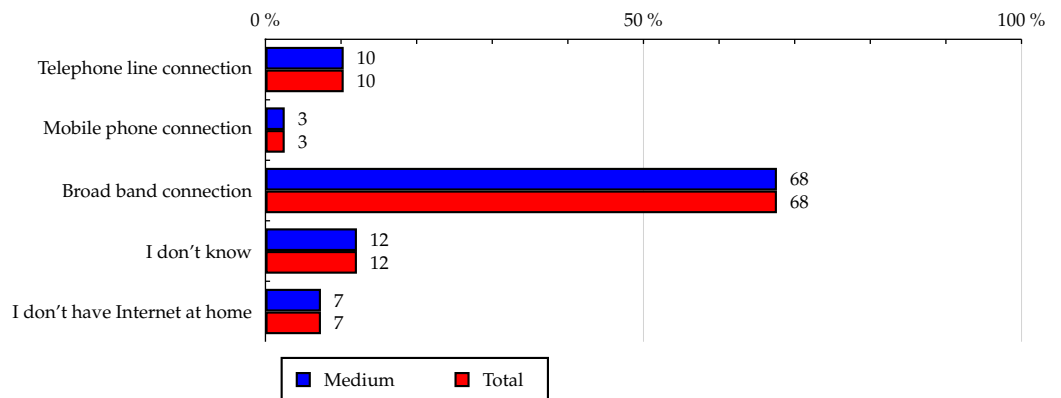
TOTAL

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	10.35	578 676	97.70	11.66	866 964 984	146 372.83	100.00	10.35	578 676	11.66	866 964 984
Mobile phone connection	2.55	142 603	97.70	1.98	147 155 054	100 818.54	100.00	2.55	142 603	1.98	147 155 054
Broad band connection	67.65	3 782 434	97.70	69.89	5 196 518 103	134 225.67	100.00	67.65	3 782 434	69.89	5 196 518 103
I don't know	12.10	676 713	97.70	10.46	777 595 321	112 264.80	100.00	12.10	676 713	10.46	777 595 321
I don't have Internet at home	7.34	410 423	97.70	6.01	446 551 660	106 300.07	100.00	7.34	410 423	6.01	446 551 660

Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2010

Chart 15: Connection from Home by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2010



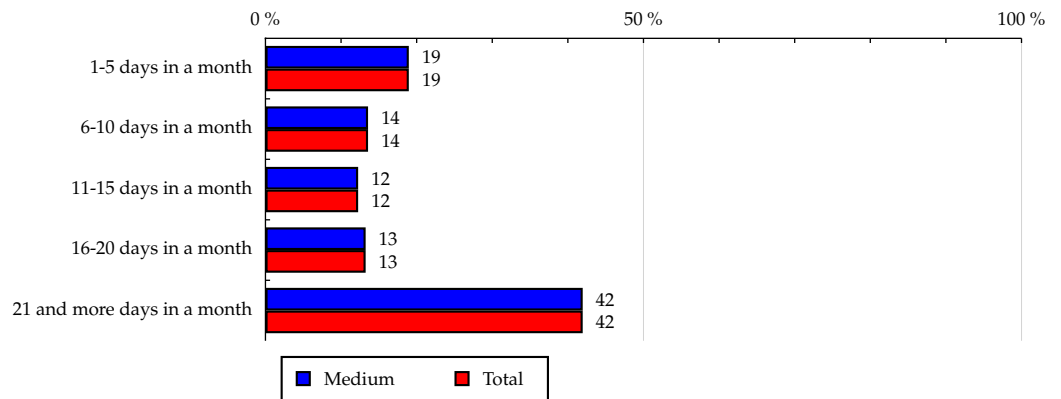
# TOTAL

**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	18.96	1 059 864	97.70	0.99	73 287 106	6 755.72	100.00	18.96	1 059 864	0.99	73 287 106
6-10 days in a month	13.57	758 843	97.70	2.73	202 913 165	26 124.78	100.00	13.57	758 843	2.73	202 913 165
11-15 days in a month	12.26	685 701	97.70	4.90	364 366 782	51 915.65	100.00	12.26	685 701	4.90	364 366 782
16-20 days in a month	13.25	740 568	97.70	9.28	690 130 516	91 045.97	100.00	13.25	740 568	9.28	690 130 516
21 and more days in a month	41.96	2 345 873	97.70	82.10	6 104 087 551	254 220.62	100.00	41.96	2 345 873	82.10	6 104 087 551

Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2010

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2010

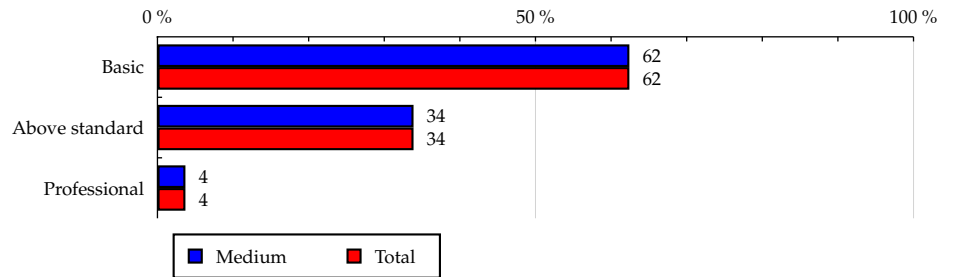
# TOTAL

Table 17: IT Knowledge

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Basic	62.42	3 490 019	97.70	65.76	4 889 131 317	136 866.90	100.00	62.42	3 490 019	65.76	4 889 131 317
Above standard	33.87	1 893 869	97.70	31.71	2 357 306 880	121 607.55	100.00	33.87	1 893 869	31.71	2 357 306 880
Professional	3.70	206 962	97.70	2.53	188 346 925	88 912.41	100.00	3.70	206 962	2.53	188 346 925

Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2010

Chart 17: IT Knowledge by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2010

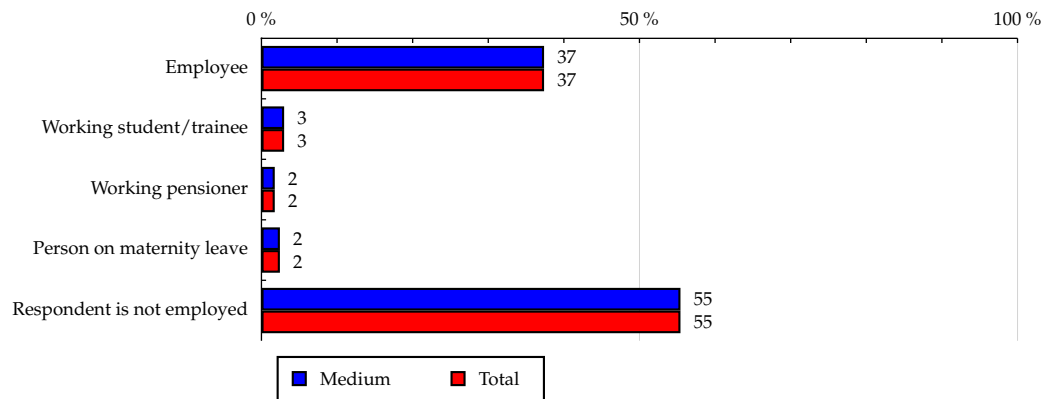
# TOTAL

**Table 18: Economically Active as**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Employee	37.38	2 089 658	97.70	37.49	2 787 101 625	130 308.27	100.00	37.38	2 089 658	37.49	2 787 101 625
Working student/trainee	3.00	167 910	97.70	2.91	216 353 752	125 886.99	100.00	3.00	167 910	2.91	216 353 752
Working pensioner	1.76	98 652	97.70	1.96	145 799 545	144 392.45	100.00	1.76	98 652	1.96	145 799 545
Person on maternity leave	2.44	136 403	97.70	3.13	232 449 337	166 493.48	100.00	2.44	136 403	3.13	232 449 337
Respondent is not employed	55.42	3 098 226	97.70	54.52	4 053 080 862	127 810.55	100.00	55.42	3 098 226	54.52	4 053 080 862

Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2010

**Chart 18: Economically Active as by RU(%)**



Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2010

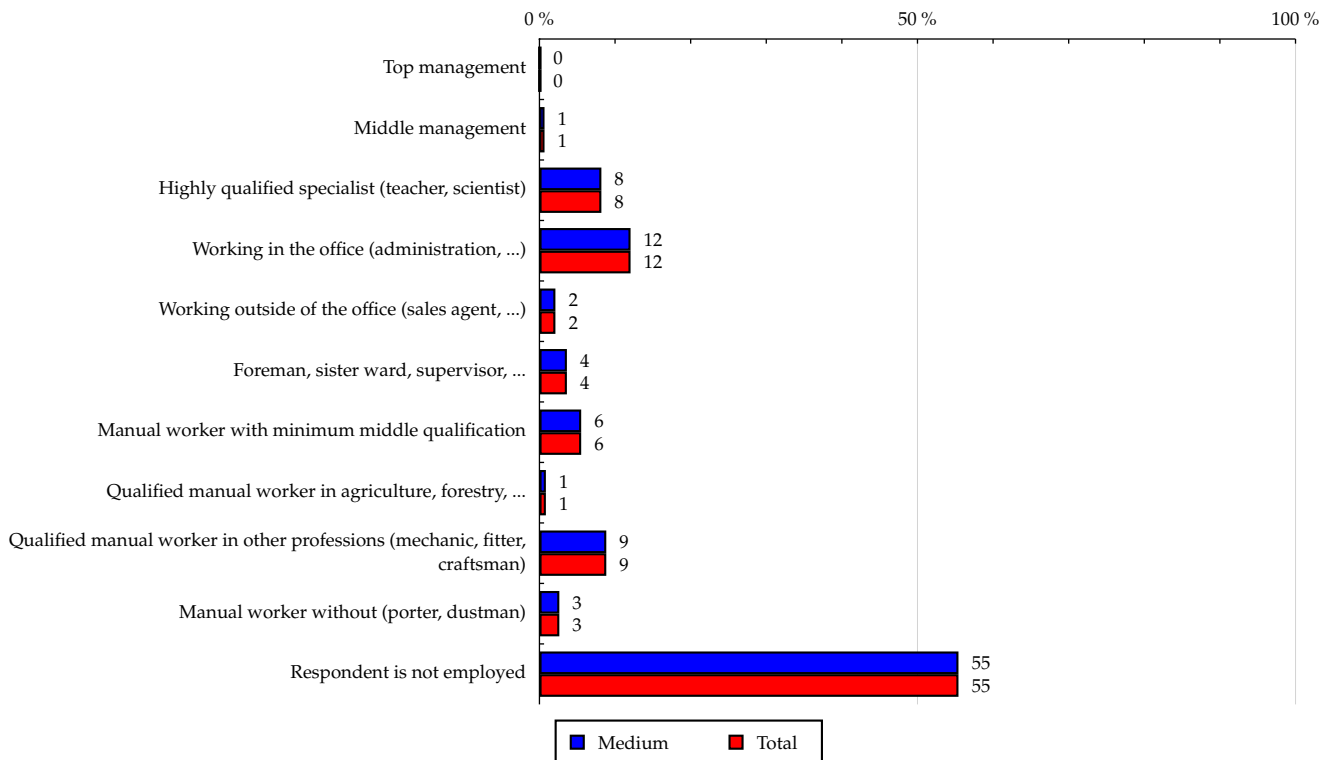
TOTAL

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	0.10	5 549	97.70	0.08	6 159 629	108 434.98	100.00	0.10	5 549	0.08	6 159 629
Middle management	0.67	37 399	97.70	0.61	45 479 233	118 806.00	100.00	0.67	37 399	0.61	45 479 233
Highly qualified specialist (teacher, scientist)	8.19	457 914	97.70	6.35	472 077 154	100 721.80	100.00	8.19	457 914	6.35	472 077 154
Working in the office (administration, ...)	12.05	673 972	97.70	11.81	878 174 595	127 301.38	100.00	12.05	673 972	11.81	878 174 595
Working outside of the office (sales agent, ...)	2.11	117 703	97.70	2.27	168 547 514	139 903.30	100.00	2.11	117 703	2.27	168 547 514
Foreman, sister ward, supervisor, ...	3.63	203 078	97.70	3.37	250 899 673	120 706.39	100.00	3.63	203 078	3.37	250 899 673
Manual worker with minimum middle qualification	5.52	308 793	97.70	6.10	453 736 366	143 558.78	100.00	5.52	308 793	6.10	453 736 366
Qualified manual worker in agriculture, forestry, ...	0.85	47 433	97.70	0.93	69 490 553	143 132.81	100.00	0.85	47 433	0.93	69 490 553
Qualified manual worker in other professions (mechanic, fitter, craftsman)	8.84	493 957	97.70	10.90	810 190 112	160 247.80	100.00	8.84	493 957	10.90	810 190 112
Manual worker without (porter, dustman)	2.63	146 822	97.70	3.05	226 949 429	151 018.92	100.00	2.63	146 822	3.05	226 949 429
Respondent is not employed	55.42	3 098 226	97.70	54.52	4 053 080 862	127 810.55	100.00	55.42	3 098 226	54.52	4 053 080 862

Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2010

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2010

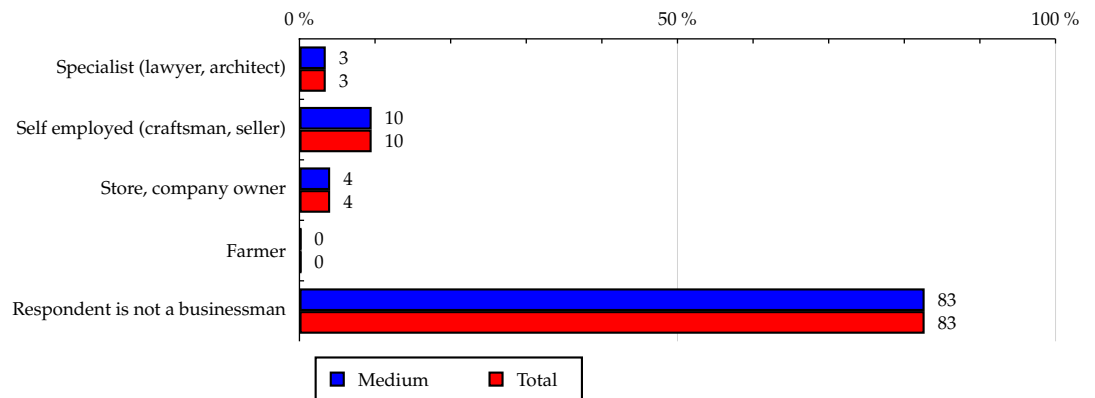
# TOTAL

**Table 20: Business Activities**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Specialist (lawyer, architect)	3.48	194 699	97.70	3.19	237 370 304	119 112.38	100.00	3.48	194 699	3.19	237 370 304
Self employed (craftsman, seller)	9.55	533 766	97.70	10.87	808 348 326	147 959.26	100.00	9.55	533 766	10.87	808 348 326
Store, company owner	4.06	226 964	97.70	3.35	249 175 402	107 261.07	100.00	4.06	226 964	3.35	249 175 402
Farmer	0.23	12 595	97.70	0.25	18 344 547	142 295.35	100.00	0.23	12 595	0.25	18 344 547
Respondent is not a businessman	82.69	4 622 826	97.70	82.34	6 121 546 543	129 374.34	100.00	82.69	4 622 826	82.34	6 121 546 543

Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2010

**Chart 20: Business Activities by RU(%)**



Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2010

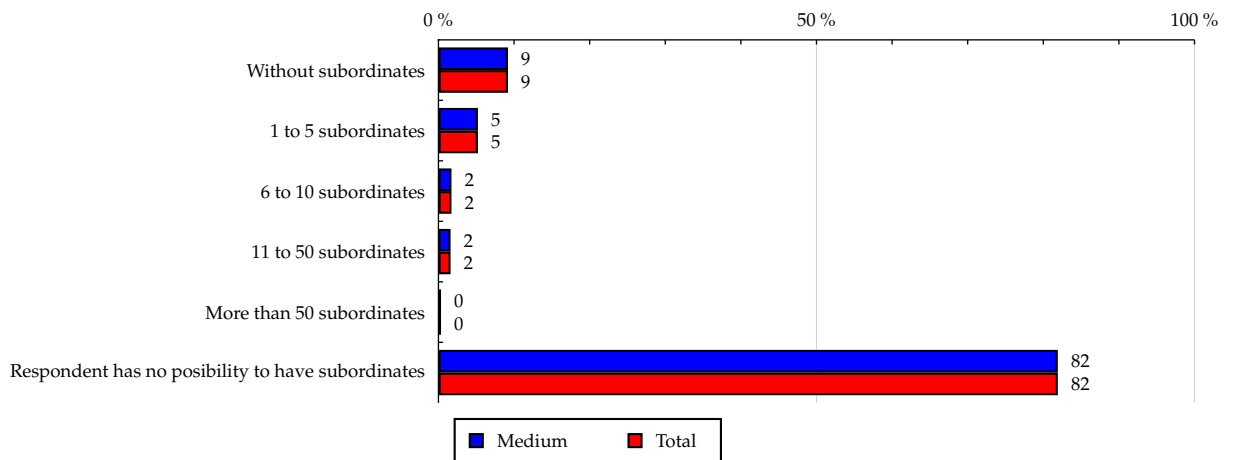
# TOTAL

**Table 21: Number of Subordinates**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Without subordinates	9.20	514 566	97.70	10.18	756 935 194	143 718.18	100.00	9.20	514 566	10.18	756 935 194
1 to 5 subordinates	5.22	291 867	97.70	5.10	379 366 425	126 989.33	100.00	5.22	291 867	5.10	379 366 425
6 to 10 subordinates	1.72	96 293	97.70	1.68	125 068 402	126 894.62	100.00	1.72	96 293	1.68	125 068 402
11 to 50 subordinates	1.60	89 501	97.70	1.10	81 639 308	89 117.20	100.00	1.60	89 501	1.10	81 639 308
More than 50 subordinates	0.34	18 744	97.70	0.29	21 868 113	113 982.13	100.00	0.34	18 744	0.29	21 868 113
Respondent has no possibility to have subordinates	81.92	4 579 876	97.70	81.64	6 069 907 680	129 486.01	100.00	81.92	4 579 876	81.64	6 069 907 680

Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2010

**Chart 21: Number of Subordinates by RU(%)**



Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2010

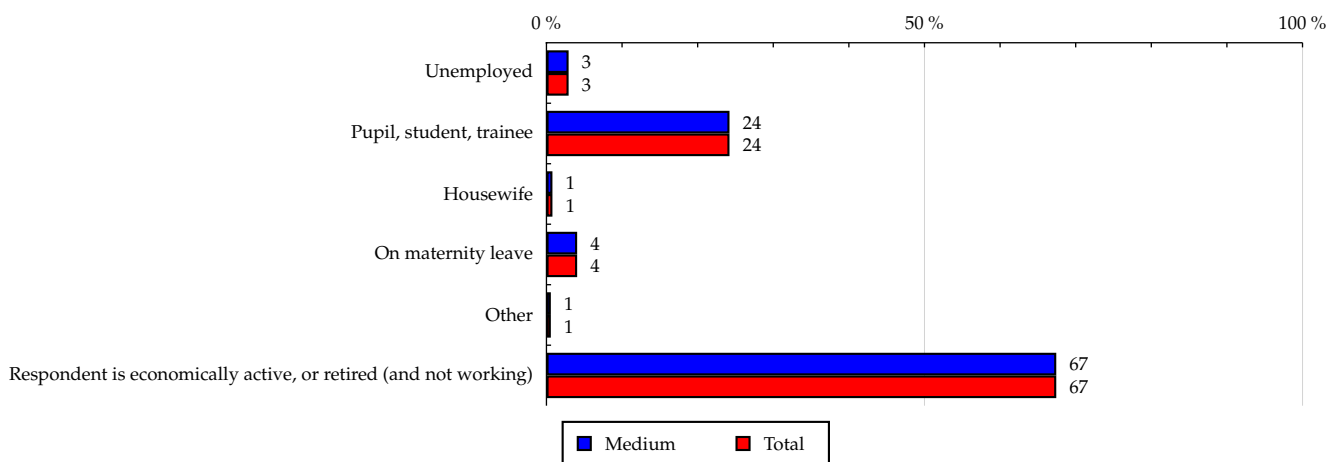
# TOTAL

**Table 22: Economically Inactive as**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unemployed	2.93	164 048	97.70	3.88	288 492 185	171 813.09	100.00	2.93	164 048	3.88	288 492 185
Pupil, student, trainee	24.21	1 353 674	97.70	18.77	1 395 833 881	100 742.79	100.00	24.21	1 353 674	18.77	1 395 833 881
Housewife	0.79	43 967	97.70	0.88	65 545 512	145 647.46	100.00	0.79	43 967	0.88	65 545 512
On maternity leave	4.06	226 801	97.70	5.38	399 651 517	172 159.14	100.00	4.06	226 801	5.38	399 651 517
Other	0.58	32 563	97.70	0.80	59 270 208	177 828.44	100.00	0.58	32 563	0.80	59 270 208
Respondent is economically active, or retired (and not working)	67.43	3 769 795	97.70	70.29	5 225 991 819	135 439.56	100.00	67.43	3 769 795	70.29	5 225 991 819

Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2010

**Chart 22: Economically Inactive as by RU(%)**



Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2010

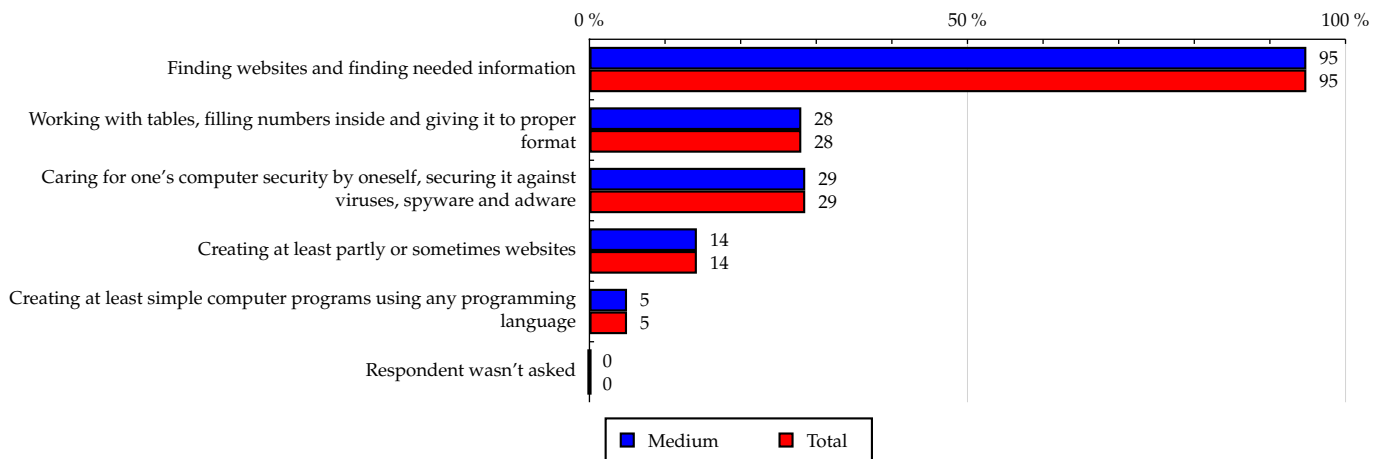
# TOTAL

**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	94.82	5 301 196	97.70	95.68	7 113 805 549	131 106.03	100.00	94.82	5 301 196	95.68	7 113 805 549
Working with tables, filling numbers inside and giving it to proper format	28.02	1 566 596	97.70	26.09	1 939 396 759	120 949.50	100.00	28.02	1 566 596	26.09	1 939 396 759
Caring for one's computer security by oneself, securing it against viruses, spyware and adware	28.54	1 595 857	97.70	29.00	2 155 979 080	131 991.22	100.00	28.54	1 595 857	29.00	2 155 979 080
Creating at least partly or sometimes websites	14.21	794 298	97.70	12.77	949 463 680	116 785.61	100.00	14.21	794 298	12.77	949 463 680
Creating at least simple computer programs using any programming language	4.97	277 874	97.70	4.27	317 382 630	111 590.93	100.00	4.97	277 874	4.27	317 382 630
Respondent wasn't asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2010

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2010



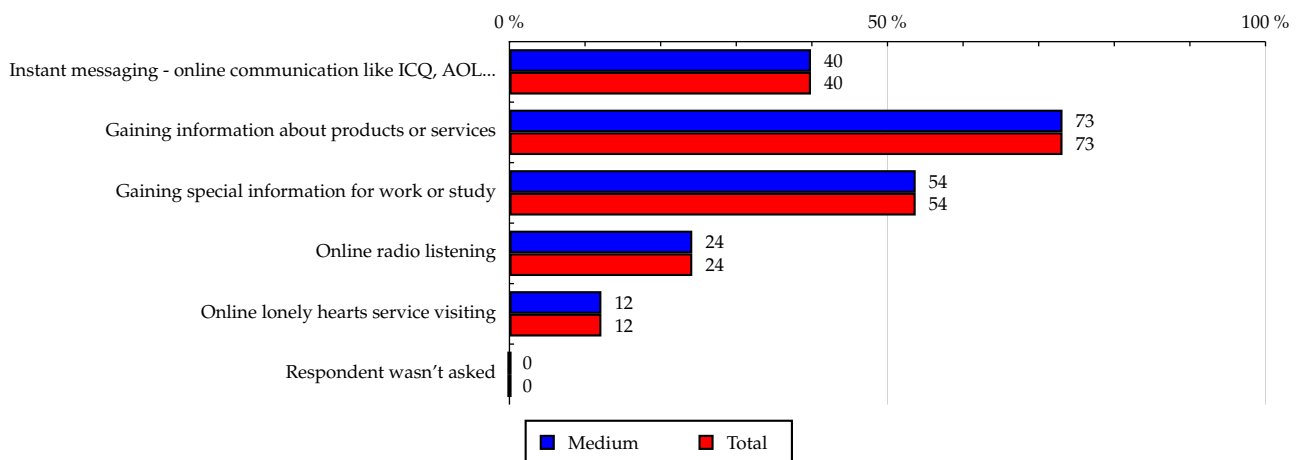
TOTAL

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...	39.88	2 229 535	97.70	39.42	2 931 119 476	128 443.95	100.00	39.88	2 229 535	39.42	2 931 119 476
Gaining information about products or services	73.15	4 089 549	97.70	76.09	5 657 269 020	135 153.07	100.00	73.15	4 089 549	76.09	5 657 269 020
Gaining special information for work or study	53.73	3 004 235	97.70	50.61	3 762 951 170	122 374.00	100.00	53.73	3 004 235	50.61	3 762 951 170
Online radio listening	24.18	1 352 142	97.70	25.03	1 860 768 591	134 451.15	100.00	24.18	1 352 142	25.03	1 860 768 591
Online lonely hearts service visiting	12.16	680 095	97.70	14.39	1 070 053 060	153 719.79	100.00	12.16	680 095	14.39	1 070 053 060
Respondent wasn't asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2010

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2010

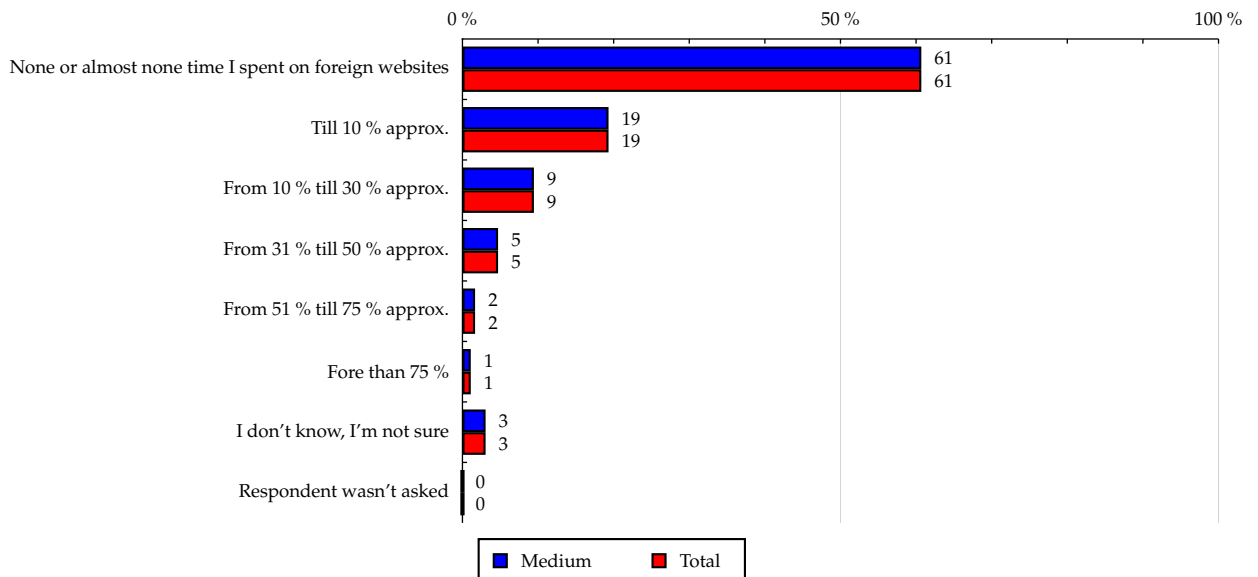
TOTAL

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	60.69	3 393 217	97.70	61.89	4 601 040 775	132 476.54	100.00	60.69	3 393 217	61.89	4 601 040 775
Till 10 % approx.	19.32	1 080 202	97.70	19.54	1 453 058 403	131 423.37	100.00	19.32	1 080 202	19.54	1 453 058 403
From 10 % till 30 % approx.	9.45	528 295	97.70	9.56	710 444 090	131 385.56	100.00	9.45	528 295	9.56	710 444 090
From 31 % till 50 % approx.	4.71	263 236	97.70	3.99	296 405 547	110 010.85	100.00	4.71	263 236	3.99	296 405 547
From 51 % till 75 % approx.	1.67	93 570	97.70	1.23	91 587 638	95 629.53	100.00	1.67	93 570	1.23	91 587 638
Fore than 75 %	1.10	61 312	97.70	0.85	62 970 849	100 342.31	100.00	1.10	61 312	0.85	62 970 849
I don't know, I'm not sure	3.06	171 017	97.70	2.95	219 277 820	125 270.71	100.00	3.06	171 017	2.95	219 277 820
Respondent wasn't asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2010

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2010

## 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".