

## **SPIR NetMonitor**

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

**Medium title:**

**TOTAL**

**Month:**

**November 2010**

<b>Basic information</b>	
The size of Internet population in the Czech Republic	6 028 217
Number of respondents	
Medium	N = 28 150
Total (for all measured media)	N = 28 150
RU(number)	5 889 567
Reach(%)	97.70
PV(number) (from Czech visitors)	7 272 862 834
PV(number) (from all visitors)	7 764 576 483
GRP (%)	120 647.00

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

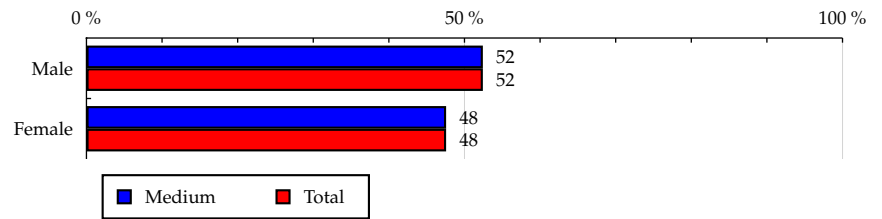
# TOTAL

**Table 1: Sex**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Male	52.43	3 088 137	97.70	54.09	3 933 554 023	124 446.62	100.00	52.43	3 088 137	54.09	3 933 554 023
Female	47.57	2 801 430	97.70	45.91	3 339 308 811	116 458.51	100.00	47.57	2 801 430	45.91	3 339 308 811

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

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



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

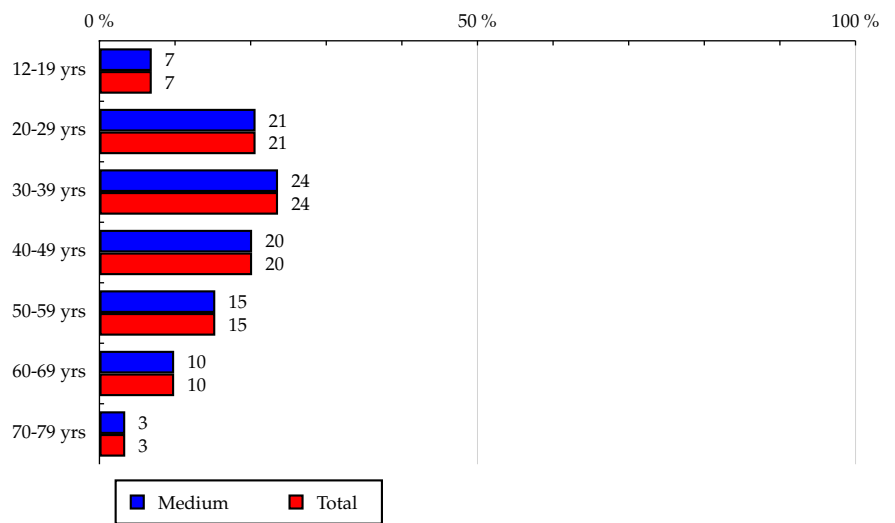
# TOTAL

Table 2: Age

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
12-19 yrs	6.92	407 498	97.70	4.40	319 849 332	76 685.56	100.00	6.92	407 498	4.40	319 849 332
20-29 yrs	20.65	1 216 431	97.70	18.34	1 334 172 440	107 156.56	100.00	20.65	1 216 431	18.34	1 334 172 440
30-39 yrs	23.62	1 391 352	97.70	27.77	2 020 034 404	141 845.72	100.00	23.62	1 391 352	27.77	2 020 034 404
40-49 yrs	20.19	1 188 810	97.70	20.49	1 489 976 406	122 450.76	100.00	20.19	1 188 810	20.49	1 489 976 406
50-59 yrs	15.32	902 458	97.70	15.17	1 103 032 847	119 414.18	100.00	15.32	902 458	15.17	1 103 032 847
60-69 yrs	9.88	582 006	97.70	10.22	743 068 757	124 737.06	100.00	9.88	582 006	10.22	743 068 757
70-79 yrs	3.41	201 009	97.70	3.61	262 728 648	127 698.08	100.00	3.41	201 009	3.61	262 728 648

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

Chart 2: Age by RU(%)



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

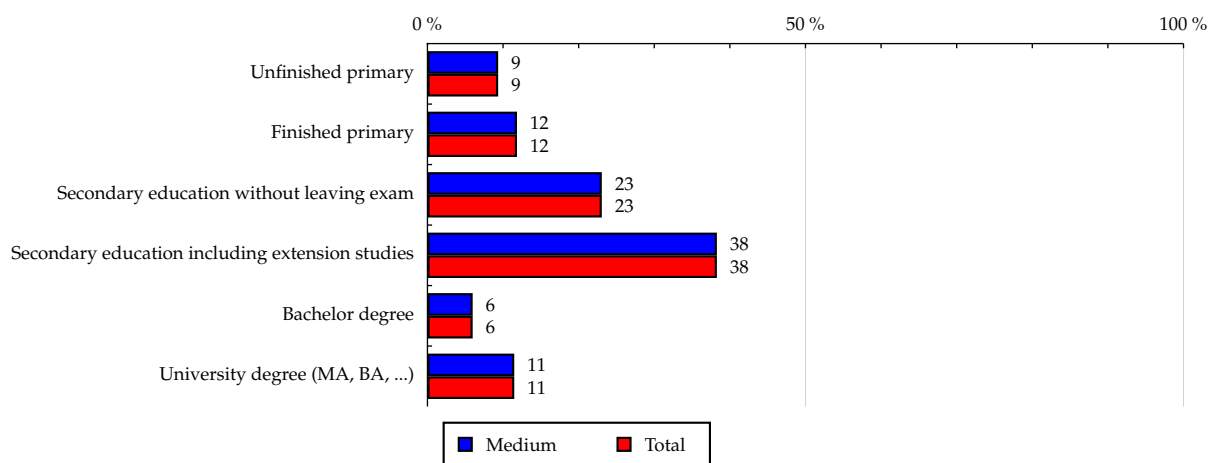
# TOTAL

**Table 3: Highest Education**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unfinished primary	9.35	550 910	97.70	5.90	429 259 023	76 126.05	100.00	9.35	550 910	5.90	429 259 023
Finished primary	11.84	697 502	97.70	11.11	807 760 530	113 144.04	100.00	11.84	697 502	11.11	807 760 530
Secondary education without leaving exam	23.06	1 358 134	97.70	28.38	2 063 996 842	148 477.53	100.00	23.06	1 358 134	28.38	2 063 996 842
Secondary education including extension studies	38.28	2 254 703	97.70	39.66	2 884 511 747	124 990.61	100.00	38.28	2 254 703	39.66	2 884 511 747
Bachelor degree	5.98	351 960	97.70	5.78	420 685 540	116 777.37	100.00	5.98	351 960	5.78	420 685 540
University degree (MA, BA, ...)	11.48	676 357	97.70	9.17	666 649 154	96 297.67	100.00	11.48	676 357	9.17	666 649 154

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

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



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

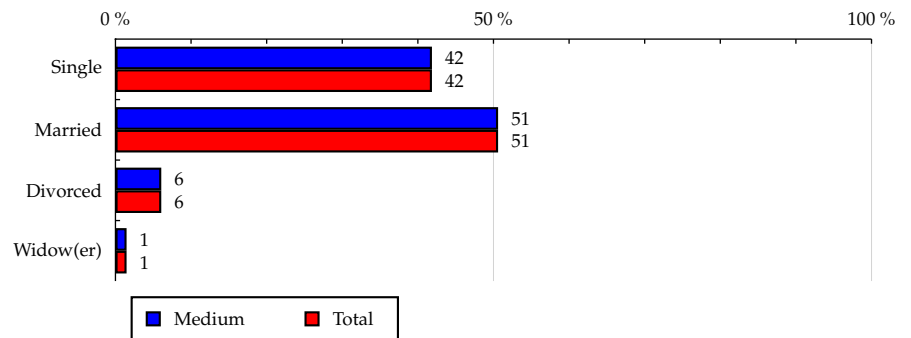
# TOTAL

**Table 4: Marital Status**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Single	41.86	2 465 288	97.70	39.18	2 849 841 012	112 939.90	100.00	41.86	2 465 288	39.18	2 849 841 012
Married	50.61	2 980 570	97.70	52.25	3 799 726 625	124 551.07	100.00	50.61	2 980 570	52.25	3 799 726 625
Divorced	6.06	357 102	97.70	6.82	496 099 381	135 728.45	100.00	6.06	357 102	6.82	496 099 381
Widow(er)	1.47	86 606	97.70	1.75	127 195 815	143 488.85	100.00	1.47	86 606	1.75	127 195 815

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

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



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

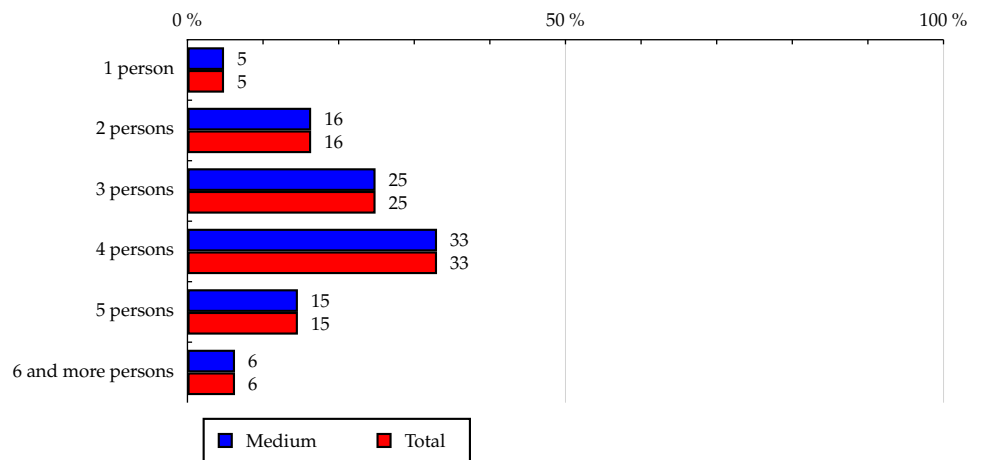
# TOTAL

**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	4.84	285 093	97.70	5.97	434 077 158	148 755.63	100.00	4.84	285 093	5.97	434 077 158
2 persons	16.36	963 471	97.70	17.28	1 256 975 660	127 462.50	100.00	16.36	963 471	17.28	1 256 975 660
3 persons	24.88	1 465 320	97.70	25.45	1 850 995 944	123 414.86	100.00	24.88	1 465 320	25.45	1 850 995 944
4 persons	33.01	1 944 383	97.70	31.95	2 323 838 739	116 766.62	100.00	33.01	1 944 383	31.95	2 323 838 739
5 persons	14.61	860 565	97.70	13.57	986 898 759	112 042.60	100.00	14.61	860 565	13.57	986 898 759
6 and more persons	6.29	370 733	97.70	5.78	420 076 573	110 703.55	100.00	6.29	370 733	5.78	420 076 573

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

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



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

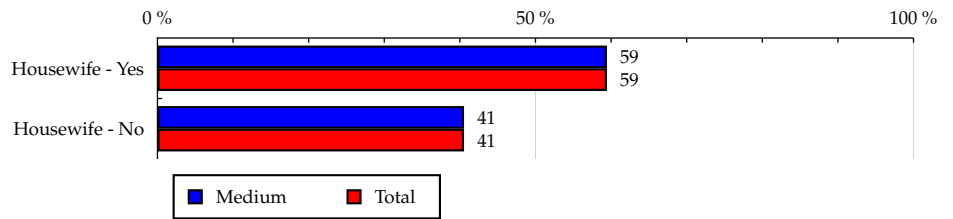
# TOTAL

**Table 6: Housewife**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Housewife - Yes	59.45	3 501 250	97.70	63.16	4 593 435 079	128 176.66	100.00	59.45	3 501 250	63.16	4 593 435 079
Housewife - No	40.55	2 388 317	97.70	36.84	2 679 427 755	109 608.59	100.00	40.55	2 388 317	36.84	2 679 427 755

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

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



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

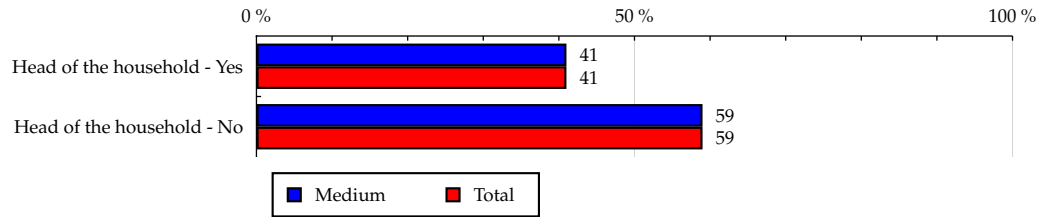
# TOTAL

**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	41.00	2 414 718	97.70	42.91	3 120 494 525	126 255.85	100.00	41.00	2 414 718	42.91	3 120 494 525
Head of the household - No	59.00	3 474 849	97.70	57.09	4 152 368 309	116 749.33	100.00	59.00	3 474 849	57.09	4 152 368 309

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

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



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



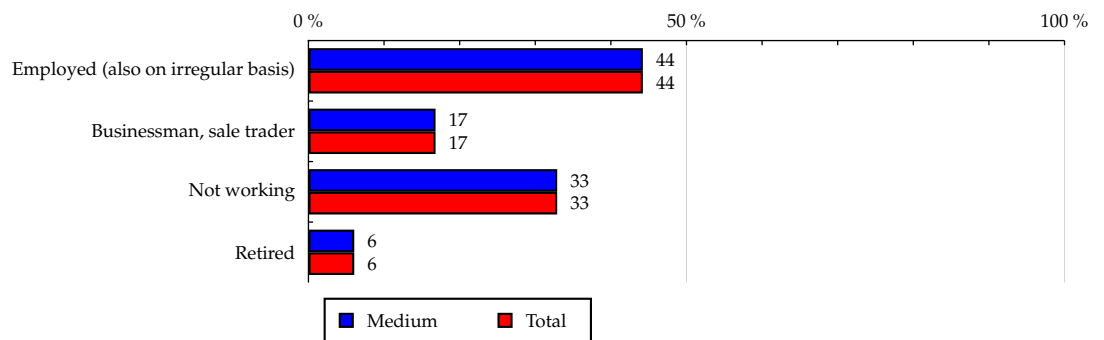
# TOTAL

**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)	44.23	2 604 951	97.70	46.05	3 349 143 107	125 611.29	100.00	44.23	2 604 951	46.05	3 349 143 107
Businessman, sale trader	16.81	990 111	97.70	15.84	1 152 264 498	113 700.56	100.00	16.81	990 111	15.84	1 152 264 498
Not working	32.90	1 937 429	97.70	30.18	2 194 812 153	110 679.20	100.00	32.90	1 937 429	30.18	2 194 812 153
Retired	6.06	357 075	97.70	7.93	576 643 076	157 776.18	100.00	6.06	357 075	7.93	576 643 076

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

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



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

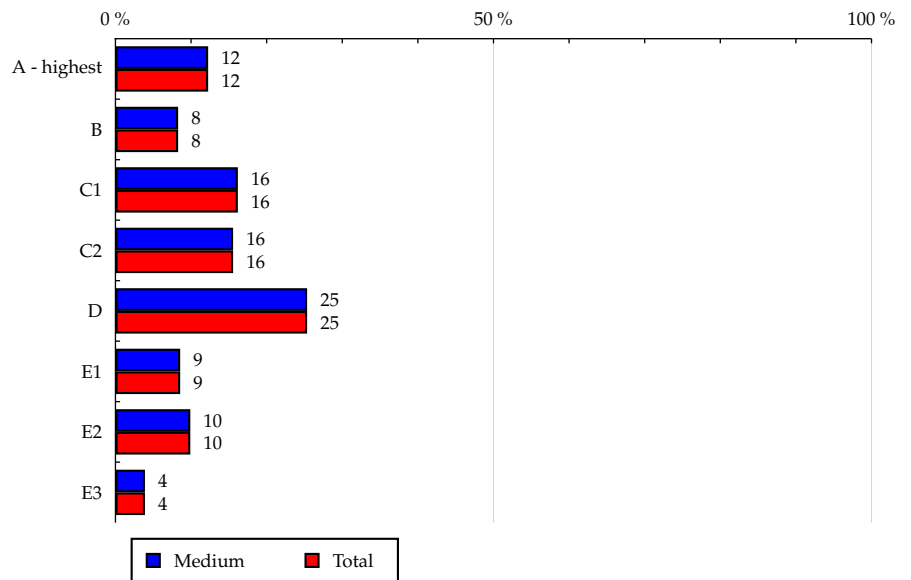
# TOTAL

**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	12.26	722 121	97.70	11.07	805 207 843	108 941.24	100.00	12.26	722 121	11.07	805 207 843
B	8.29	487 977	97.70	8.48	616 578 004	123 447.66	100.00	8.29	487 977	8.48	616 578 004
C1	16.19	953 334	97.70	15.83	1 151 378 335	117 996.05	100.00	16.19	953 334	15.83	1 151 378 335
C2	15.56	916 709	97.70	16.57	1 205 469 196	128 475.04	100.00	15.56	916 709	16.57	1 205 469 196
D	25.35	1 493 052	97.70	25.15	1 828 816 519	119 671.21	100.00	25.35	1 493 052	25.15	1 828 816 519
E1	8.56	503 858	97.70	9.56	695 163 767	134 794.76	100.00	8.56	503 858	9.56	695 163 767
E2	9.90	583 046	97.70	9.41	684 691 514	114 732.55	100.00	9.90	583 046	9.41	684 691 514
E3	3.90	229 468	97.70	3.93	285 557 657	121 581.03	100.00	3.90	229 468	3.93	285 557 657

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

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



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

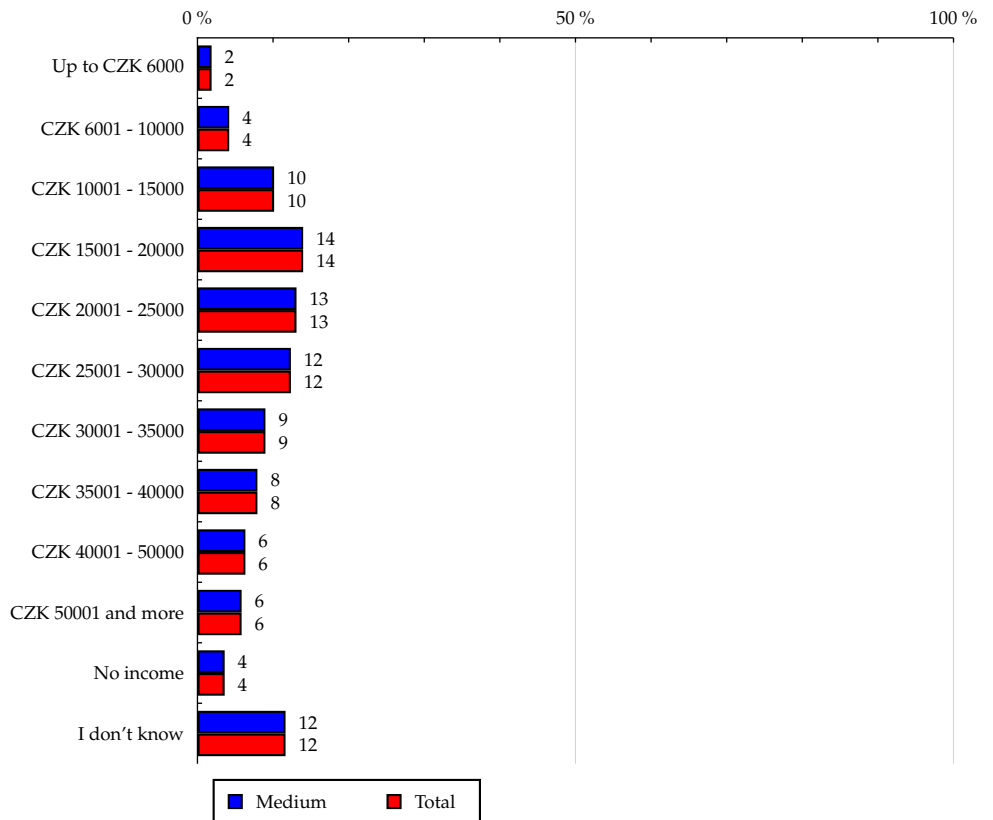
TOTAL

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	1.87	110 028	97.70	1.84	133 853 970	118 855.66	100.00	1.87	110 028	1.84	133 853 970
CZK 6001 - 10000	4.20	247 283	97.70	4.80	349 421 516	138 053.80	100.00	4.20	247 283	4.80	349 421 516
CZK 10001 - 15000	10.14	597 087	97.70	11.85	861 691 136	140 996.44	100.00	10.14	597 087	11.85	861 691 136
CZK 15001 - 20000	13.98	823 535	97.70	15.07	1 096 186 183	130 045.84	100.00	13.98	823 535	15.07	1 096 186 183
CZK 20001 - 25000	13.10	771 762	97.70	14.20	1 032 794 601	130 744.93	100.00	13.10	771 762	14.20	1 032 794 601
CZK 25001 - 30000	12.36	728 196	97.70	12.77	928 664 269	124 596.17	100.00	12.36	728 196	12.77	928 664 269
CZK 30001 - 35000	8.99	529 486	97.70	8.96	651 286 733	120 174.45	100.00	8.99	529 486	8.96	651 286 733
CZK 35001 - 40000	7.93	466 862	97.70	7.04	512 195 861	107 186.78	100.00	7.93	466 862	7.04	512 195 861
CZK 40001 - 50000	6.34	373 280	97.70	6.13	445 940 205	116 717.33	100.00	6.34	373 280	6.13	445 940 205
CZK 50001 and more	5.84	343 721	97.70	5.20	378 033 468	107 452.84	100.00	5.84	343 721	5.20	378 033 468
No income	3.60	212 137	97.70	2.58	187 446 768	86 328.50	100.00	3.60	212 137	2.58	187 446 768
I don't know	11.65	686 183	97.70	9.56	695 348 123	99 004.89	100.00	11.65	686 183	9.56	695 348 123

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

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



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

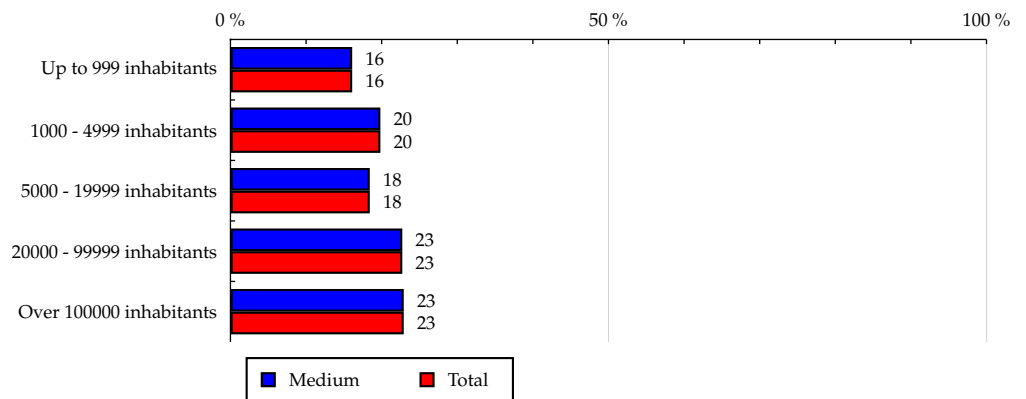
# TOTAL

**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	16.10	948 042	97.70	15.87	1 154 296 500	118 955.36	100.00	16.10	948 042	15.87	1 154 296 500
1000 - 4999 inhabitants	19.83	1 167 725	97.70	20.17	1 466 720 495	122 716.03	100.00	19.83	1 167 725	20.17	1 466 720 495
5000 - 19999 inhabitants	18.43	1 085 388	97.70	19.25	1 399 871 536	126 007.85	100.00	18.43	1 085 388	19.25	1 399 871 536
20000 - 99999 inhabitants	22.73	1 338 757	97.70	23.17	1 684 998 022	122 967.95	100.00	22.73	1 338 757	23.17	1 684 998 022
Over 100000 inhabitants	22.92	1 349 653	97.70	21.55	1 566 976 281	113 431.73	100.00	22.92	1 349 653	21.55	1 566 976 281

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

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



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

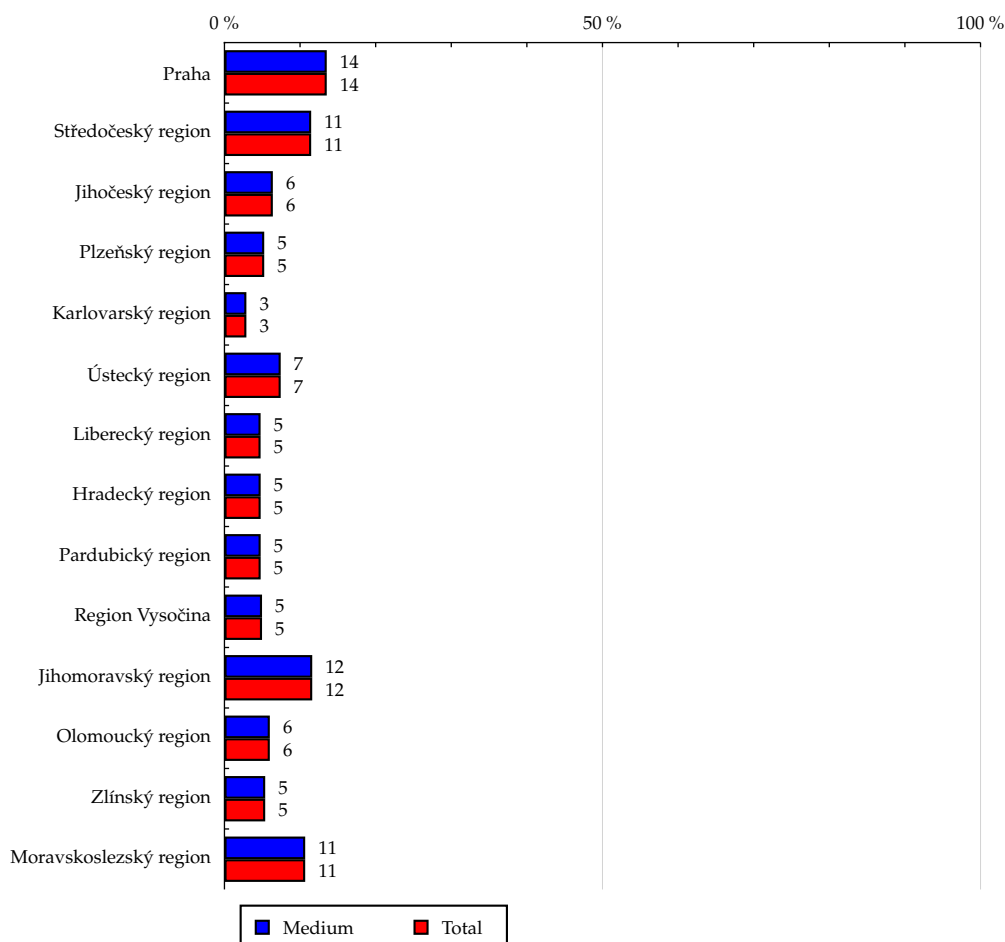
# TOTAL

**Table 12: Region**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Praha	13.53	797 036	97.70	12.52	910 447 707	111 601.90	100.00	13.53	797 036	12.52	910 447 707
Středočeský region	11.47	675 416	97.70	11.31	822 698 646	119 004.66	100.00	11.47	675 416	11.31	822 698 646
Jihočeský region	6.40	376 637	97.70	5.69	413 629 326	107 295.56	100.00	6.40	376 637	5.69	413 629 326
Plzeňský region	5.26	309 850	97.70	5.79	420 871 879	132 706.71	100.00	5.26	309 850	5.79	420 871 879
Karlovarský region	2.90	170 620	97.70	2.71	196 777 308	112 678.12	100.00	2.90	170 620	2.71	196 777 308
Ústecký region	7.44	438 124	97.70	7.14	518 944 200	115 722.35	100.00	7.44	438 124	7.14	518 944 200
Liberecký region	4.78	281 402	97.70	4.88	355 073 349	123 277.55	100.00	4.78	281 402	4.88	355 073 349
Hradecký region	4.79	282 227	97.70	4.95	359 976 621	124 614.56	100.00	4.79	282 227	4.95	359 976 621
Pardubický region	4.79	282 109	97.70	4.74	344 966 587	119 468.43	100.00	4.79	282 109	4.74	344 966 587
Region Vysočina	4.97	292 593	97.70	5.15	374 901 518	125 183.70	100.00	4.97	292 593	5.15	374 901 518
Jihomoravský region	11.61	683 837	97.70	11.31	822 564 955	117 519.93	100.00	11.61	683 837	11.31	822 564 955
Olomoucký region	6.00	353 198	97.70	6.21	451 811 700	124 978.02	100.00	6.00	353 198	6.21	451 811 700
Zlínský region	5.39	317 624	97.70	5.66	411 607 617	126 609.00	100.00	5.39	317 624	5.66	411 607 617
Moravskoslezský region	10.68	628 888	97.70	11.94	868 591 421	134 938.62	100.00	10.68	628 888	11.94	868 591 421

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

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



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

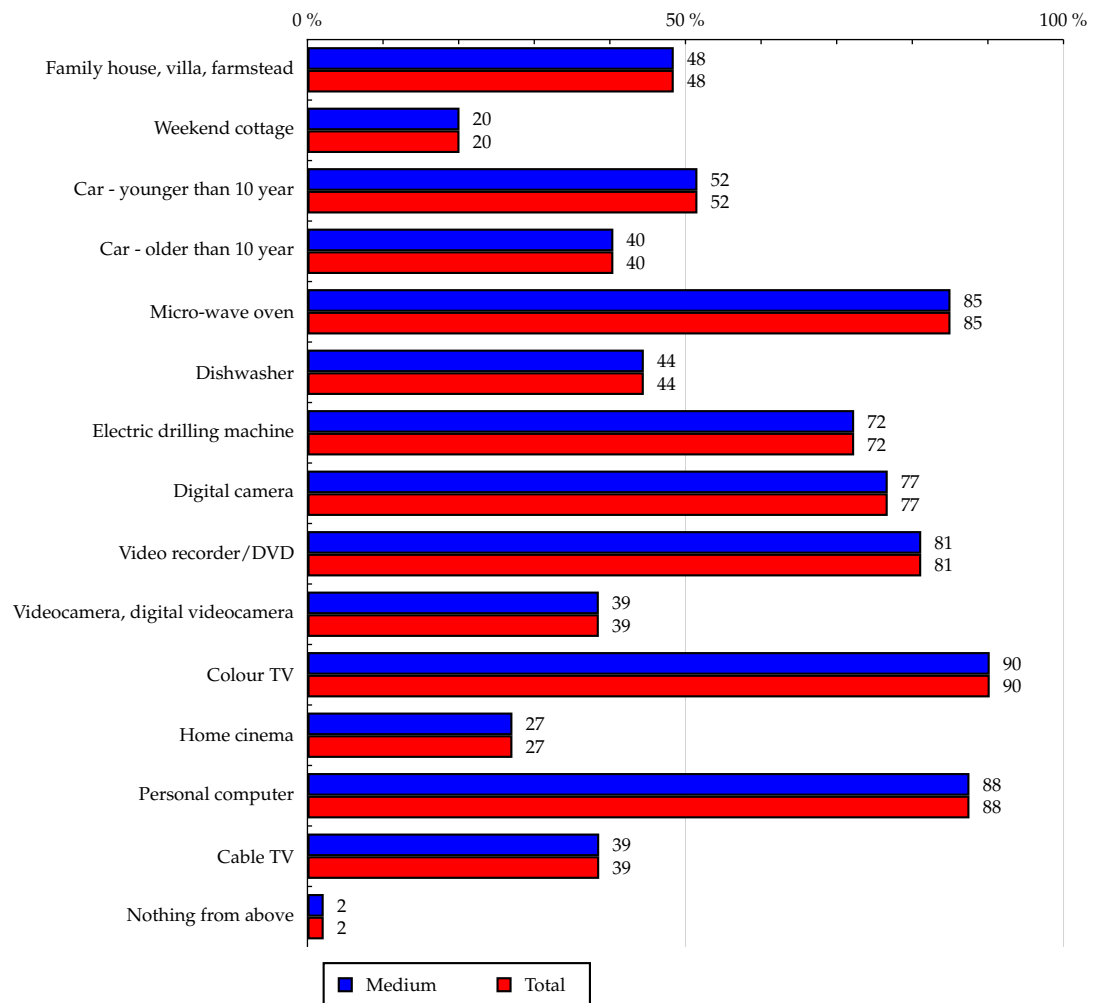
TOTAL

Table 13: Facilities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Family house, villa, farmstead	48.45	2 853 725	97.70	45.51	3 310 161 538	113 326.54	100.00	48.45	2 853 725	45.51	3 310 161 538
Weekend cottage	20.11	1 184 485	97.70	18.21	1 324 530 845	109 251.40	100.00	20.11	1 184 485	18.21	1 324 530 845
Car - younger than 10 year	51.58	3 037 630	97.70	47.72	3 470 629 141	111 626.65	100.00	51.58	3 037 630	47.72	3 470 629 141
Car - older than 10 year	40.46	2 382 961	97.70	41.70	3 032 653 131	124 336.99	100.00	40.46	2 382 961	41.70	3 032 653 131
Micro-wave oven	85.05	5 009 241	97.70	84.56	6 149 758 251	119 944.57	100.00	85.05	5 009 241	84.56	6 149 758 251
Dishwasher	44.49	2 620 427	97.70	39.79	2 893 814 794	107 892.98	100.00	44.49	2 620 427	39.79	2 893 814 794
Electric drilling machine	72.31	4 258 790	97.70	71.35	5 189 276 116	119 046.08	100.00	72.31	4 258 790	71.35	5 189 276 116
Digital camera	76.75	4 520 294	97.70	75.47	5 488 700 843	118 630.78	100.00	76.75	4 520 294	75.47	5 488 700 843
Video recorder/DVD	81.18	4 780 858	97.70	81.01	5 891 522 207	120 397.14	100.00	81.18	4 780 858	81.01	5 891 522 207
Videocamera, digital videocamera	38.54	2 270 092	97.70	36.59	2 660 826 718	114 516.39	100.00	38.54	2 270 092	36.59	2 660 826 718
Colour TV	90.24	5 314 519	97.70	90.45	6 578 476 905	120 936.10	100.00	90.24	5 314 519	90.45	6 578 476 905
Home cinema	27.11	1 596 941	97.70	28.10	2 043 911 137	125 045.34	100.00	27.11	1 596 941	28.10	2 043 911 137
Personal computer	87.56	5 156 827	97.70	87.23	6 344 216 337	120 195.99	100.00	87.56	5 156 827	87.23	6 344 216 337
Cable TV	38.59	2 272 797	97.70	39.51	2 873 229 546	123 510.57	100.00	38.59	2 272 797	39.51	2 873 229 546
Nothing from above	2.15	126 587	97.70	2.15	156 172 808	120 533.93	100.00	2.15	126 587	2.15	156 172 808

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

Chart 13: Facilities by RU(%)



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

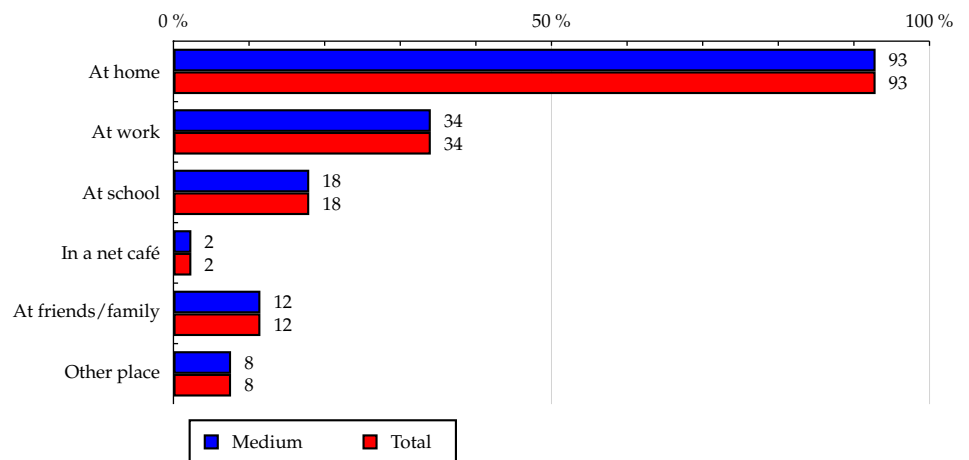
# TOTAL

**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	92.87	5 469 773	97.70	94.26	6 855 073 764	122 443.97	100.00	92.87	5 469 773	94.26	6 855 073 764
At work	34.04	2 004 745	97.70	30.21	2 197 206 462	107 079.49	100.00	34.04	2 004 745	30.21	2 197 206 462
At school	17.96	1 057 933	97.70	14.66	1 066 074 534	98 451.87	100.00	17.96	1 057 933	14.66	1 066 074 534
In a net café	2.37	139 817	97.70	2.03	147 334 129	102 952.15	100.00	2.37	139 817	2.03	147 334 129
At friends/family	11.50	677 584	97.70	10.53	765 838 871	110 425.24	100.00	11.50	677 584	10.53	765 838 871
Other place	7.62	448 985	97.70	6.61	480 923 922	104 649.83	100.00	7.62	448 985	6.61	480 923 922

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

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



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

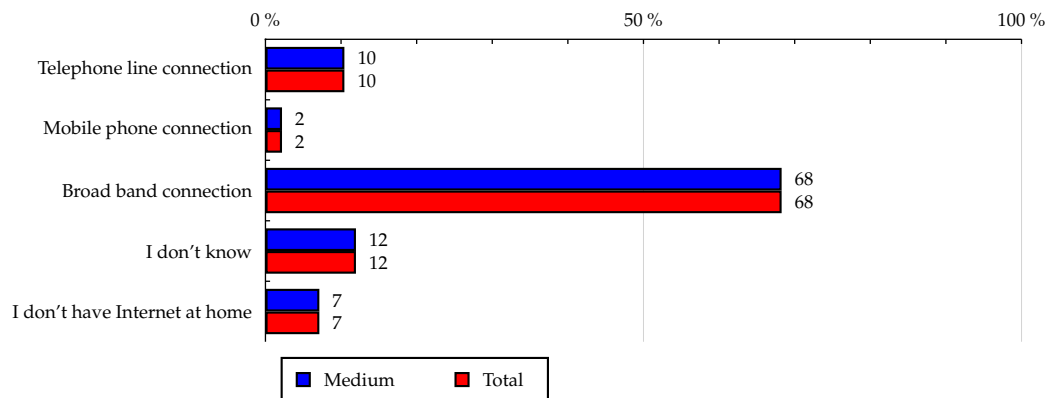
# TOTAL

**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	10.44	615 003	97.70	10.20	742 015 633	117 877.22	100.00	10.44	615 003	10.20	742 015 633
Mobile phone connection	2.19	128 997	97.70	1.66	120 923 930	91 585.60	100.00	2.19	128 997	1.66	120 923 930
Broad band connection	68.27	4 020 668	97.70	71.73	5 216 591 056	126 760.25	100.00	68.27	4 020 668	71.73	5 216 591 056
I don't know	11.97	705 103	97.70	10.66	775 543 145	107 460.19	100.00	11.97	705 103	10.66	775 543 145
I don't have Internet at home	7.13	419 794	97.70	5.74	417 789 070	97 233.15	100.00	7.13	419 794	5.74	417 789 070

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

**Chart 15: Connection from Home by RU(%)**



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



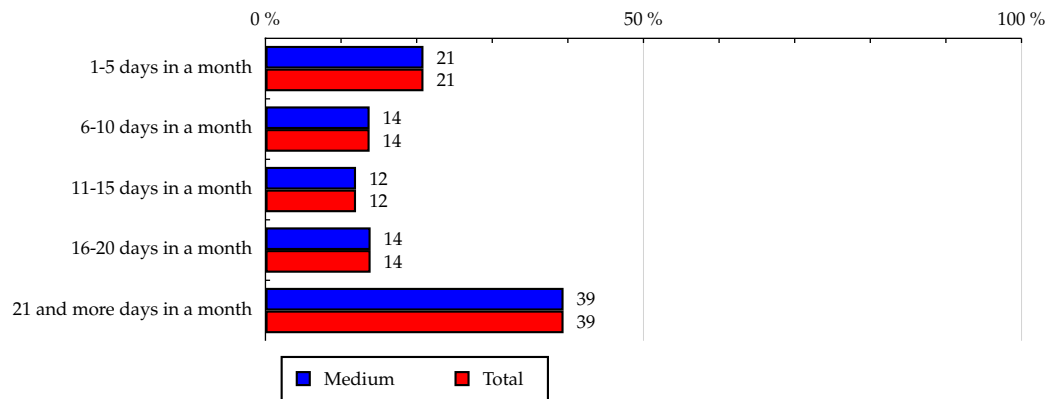
# TOTAL

**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	20.90	1 230 996	97.70	1.36	99 118 011	7 866.66	100.00	20.90	1 230 996	1.36	99 118 011
6-10 days in a month	13.78	811 420	97.70	2.88	209 296 328	25 200.57	100.00	13.78	811 420	2.88	209 296 328
11-15 days in a month	11.98	705 568	97.70	5.26	382 749 345	52 999.24	100.00	11.98	705 568	5.26	382 749 345
16-20 days in a month	13.91	819 060	97.70	10.86	790 045 545	94 238.97	100.00	13.91	819 060	10.86	790 045 545
21 and more days in a month	39.43	2 322 521	97.70	79.63	5 791 653 606	243 633.72	100.00	39.43	2 322 521	79.63	5 791 653 606

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

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



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

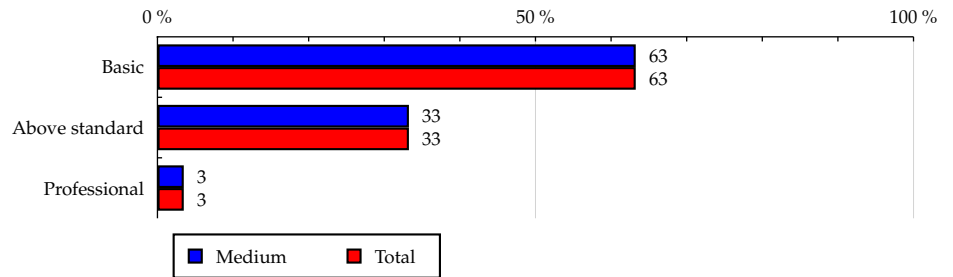
# TOTAL

**Table 17: IT Knowledge**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Basic	63.26	3 725 741	97.70	66.91	4 866 300 323	127 608.83	100.00	63.26	3 725 741	66.91	4 866 300 323
Above standard	33.26	1 958 650	97.70	30.20	2 196 548 832	109 566.67	100.00	33.26	1 958 650	30.20	2 196 548 832
Professional	3.48	205 175	97.70	2.89	210 013 679	100 003.74	100.00	3.48	205 175	2.89	210 013 679

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

**Chart 17: IT Knowledge by RU(%)**



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

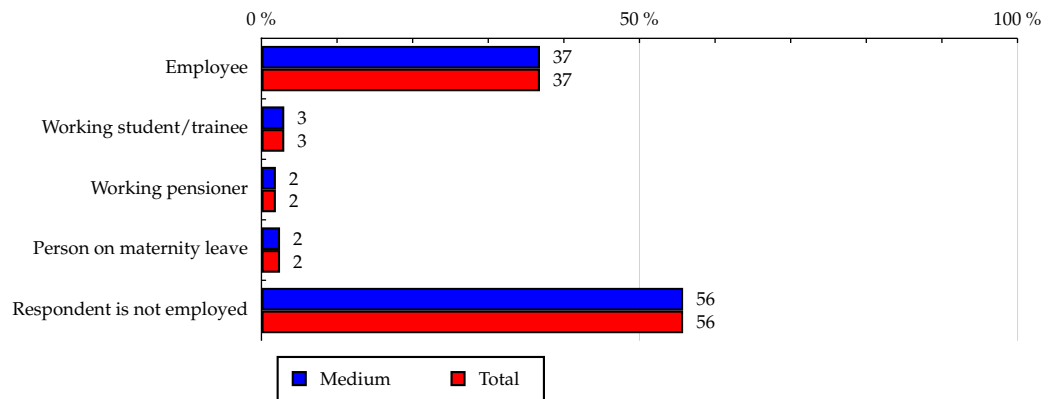
TOTAL

Table 18: Economically Active as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Employee	36.84	2 169 505	97.70	38.14	2 773 915 565	124 918.60	100.00	36.84	2 169 505	38.14	2 773 915 565
Working student/trainee	3.02	177 816	97.70	2.54	184 423 088	101 329.99	100.00	3.02	177 816	2.54	184 423 088
Working pensioner	1.91	112 581	97.70	2.21	160 901 121	139 632.44	100.00	1.91	112 581	2.21	160 901 121
Person on maternity leave	2.46	145 048	97.70	3.16	229 903 333	154 855.91	100.00	2.46	145 048	3.16	229 903 333
Respondent is not employed	55.77	3 284 616	97.70	53.95	3 923 719 727	116 709.94	100.00	55.77	3 284 616	53.95	3 923 719 727

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

Chart 18: Economically Active as by RU(%)



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

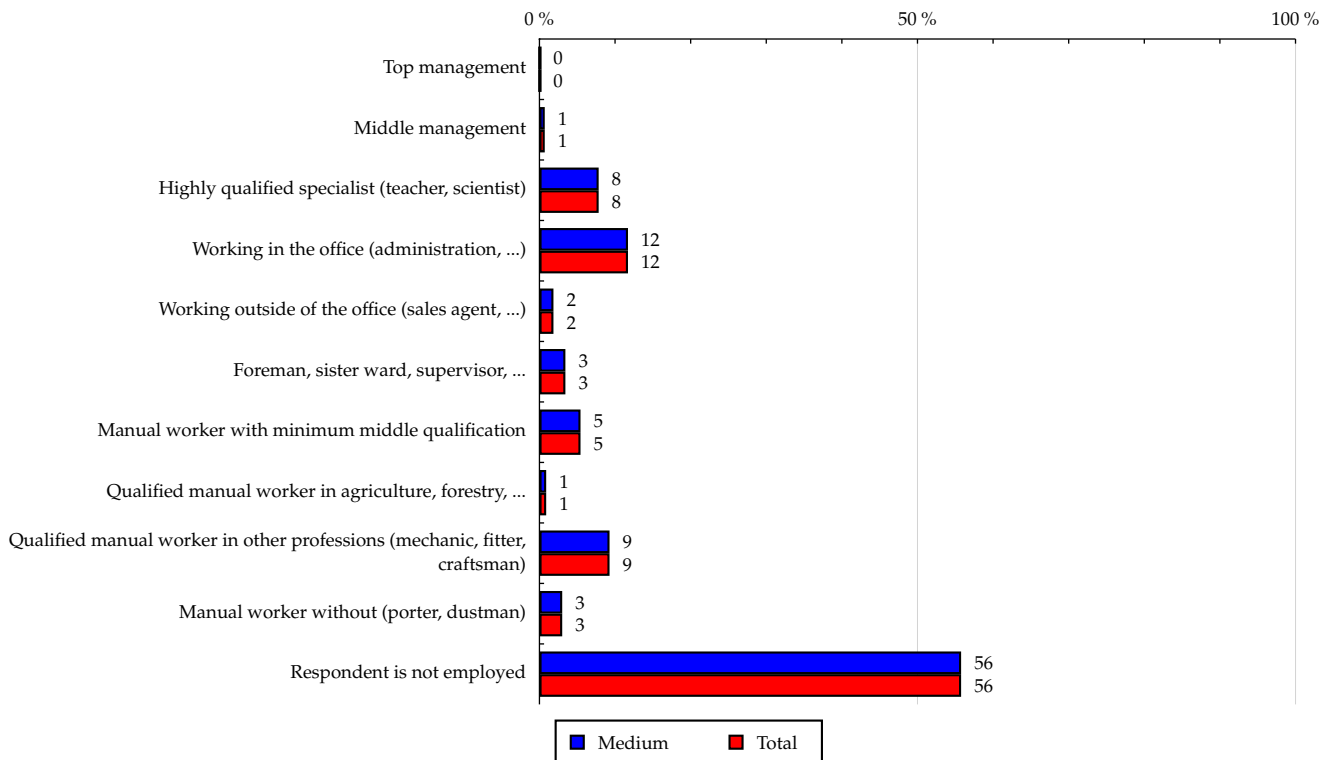
TOTAL

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	0.11	6 281	97.70	0.06	4 631 404	72 031.31	100.00	0.11	6 281	0.06	4 631 404
Middle management	0.70	41 026	97.70	0.60	43 633 684	103 907.66	100.00	0.70	41 026	0.60	43 633 684
Highly qualified specialist (teacher, scientist)	7.83	461 225	97.70	6.11	444 341 115	94 123.42	100.00	7.83	461 225	6.11	444 341 115
Working in the office (administration, ...)	11.71	689 908	97.70	11.77	856 289 535	121 261.77	100.00	11.71	689 908	11.77	856 289 535
Working outside of the office (sales agent, ...)	1.85	109 187	97.70	1.86	135 622 835	121 354.02	100.00	1.85	109 187	1.86	135 622 835
Foreman, sister ward, supervisor, ...	3.43	202 117	97.70	3.37	244 937 322	118 398.24	100.00	3.43	202 117	3.37	244 937 322
Manual worker with minimum middle qualification	5.43	319 555	97.70	5.76	418 590 384	127 978.66	100.00	5.43	319 555	5.76	418 590 384
Qualified manual worker in agriculture, forestry, ...	0.89	52 622	97.70	1.32	96 264 735	178 727.64	100.00	0.89	52 622	1.32	96 264 735
Qualified manual worker in other professions (mechanic, fitter, craftsman)	9.27	545 863	97.70	11.41	829 748 099	148 510.47	100.00	9.27	545 863	11.41	829 748 099
Manual worker without (porter, dustman)	3.01	177 162	97.70	3.78	275 083 992	151 700.76	100.00	3.01	177 162	3.78	275 083 992
Respondent is not employed	55.77	3 284 616	97.70	53.95	3 923 719 727	116 709.94	100.00	55.77	3 284 616	53.95	3 923 719 727

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

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



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

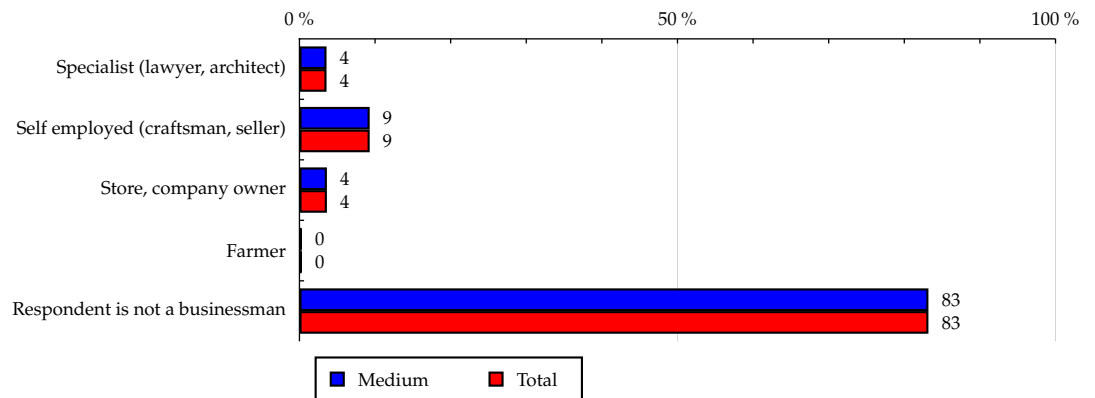
# TOTAL

**Table 20: Business Activities**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Specialist (lawyer, architect)	3.58	211 109	97.70	3.01	219 062 453	101 380.41	100.00	3.58	211 109	3.01	219 062 453
Self employed (craftsman, seller)	9.29	547 351	97.70	9.28	675 023 889	120 488.95	100.00	9.29	547 351	9.28	675 023 889
Store, company owner	3.63	214 012	97.70	3.30	239 830 160	109 486.40	100.00	3.63	214 012	3.30	239 830 160
Farmer	0.30	17 637	97.70	0.25	18 347 996	101 632.95	100.00	0.30	17 637	0.25	18 347 996
Respondent is not a businessman	83.19	4 899 456	97.70	84.16	6 120 598 336	122 050.77	100.00	83.19	4 899 456	84.16	6 120 598 336

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

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



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

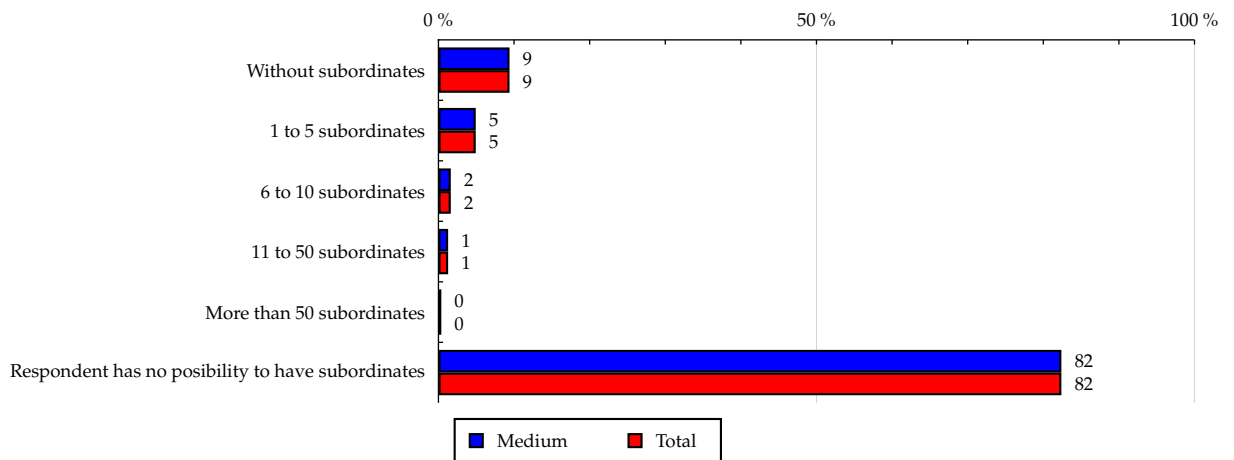
# TOTAL

**Table 21: Number of Subordinates**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Without subordinates	9.40	553 523	97.70	9.43	686 189 249	121 116.19	100.00	9.40	553 523	9.43	686 189 249
1 to 5 subordinates	4.93	290 197	97.70	4.21	306 312 773	103 125.47	100.00	4.93	290 197	4.21	306 312 773
6 to 10 subordinates	1.63	95 738	97.70	1.63	118 634 912	121 066.08	100.00	1.63	95 738	1.63	118 634 912
11 to 50 subordinates	1.28	75 486	97.70	0.99	71 675 507	92 767.91	100.00	1.28	75 486	0.99	71 675 507
More than 50 subordinates	0.38	22 474	97.70	0.24	17 717 145	77 018.27	100.00	0.38	22 474	0.24	17 717 145
Respondent has no possibility to have subordinates	82.39	4 852 147	97.70	83.49	6 072 333 248	122 268.94	100.00	82.39	4 852 147	83.49	6 072 333 248

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

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



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

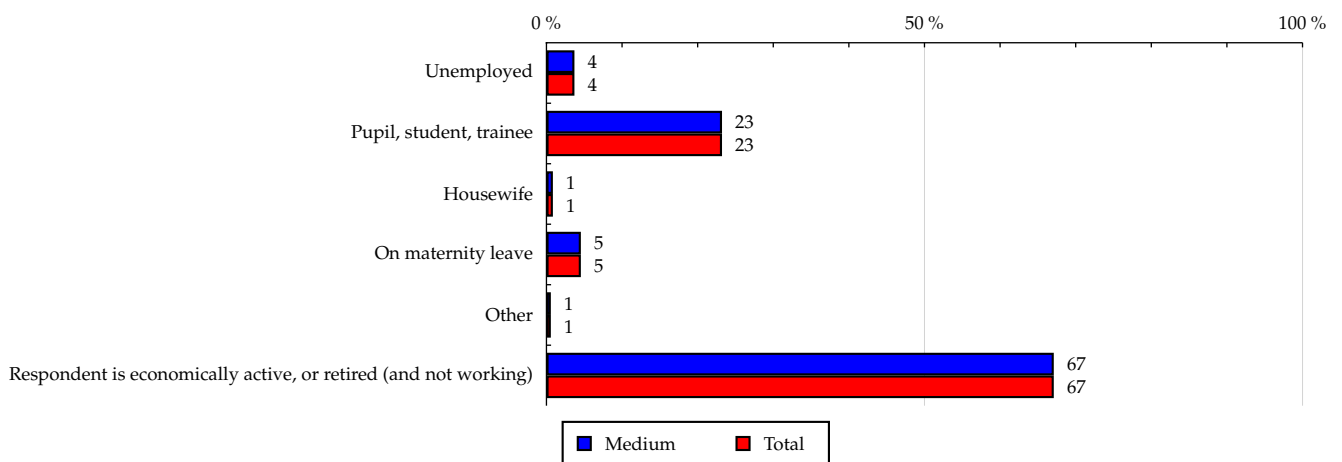
# TOTAL

**Table 22: Economically Inactive as**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unemployed	3.70	217 630	97.70	4.43	321 922 006	144 518.99	100.00	3.70	217 630	4.43	321 922 006
Pupil, student, trainee	23.22	1 367 607	97.70	18.51	1 346 147 411	96 166.90	100.00	23.22	1 367 607	18.51	1 346 147 411
Housewife	0.85	50 063	97.70	1.14	82 682 440	161 357.21	100.00	0.85	50 063	1.14	82 682 440
On maternity leave	4.55	268 138	97.70	5.53	401 863 814	146 424.89	100.00	4.55	268 138	5.53	401 863 814
Other	0.58	33 989	97.70	0.58	42 196 482	121 289.96	100.00	0.58	33 989	0.58	42 196 482
Respondent is economically active, or retired (and not working)	67.10	3 952 138	97.70	69.82	5 078 050 681	125 533.45	100.00	67.10	3 952 138	69.82	5 078 050 681

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

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



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

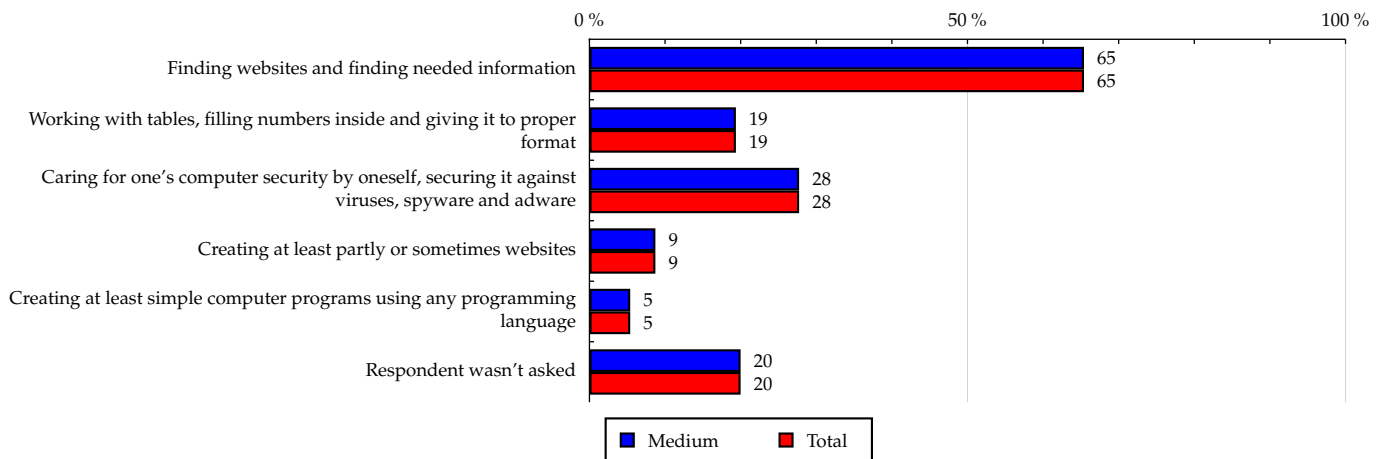
# TOTAL

**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	65.41	3 852 638	97.70	62.28	4 529 710 556	114 870.03	100.00	65.41	3 852 638	62.28	4 529 710 556
Working with tables, filling numbers inside and giving it to proper format	19.37	1 141 021	97.70	16.62	1 208 746 896	103 498.97	100.00	19.37	1 141 021	16.62	1 208 746 896
Caring for one's computer security by oneself, securing it against viruses, spyware and adware	27.73	1 633 056	97.70	28.36	2 062 649 659	123 401.04	100.00	27.73	1 633 056	28.36	2 062 649 659
Creating at least partly or sometimes websites	8.72	513 848	97.70	7.13	518 647 397	98 612.49	100.00	8.72	513 848	7.13	518 647 397
Creating at least simple computer programs using any programming language	5.39	317 709	97.70	4.46	324 539 125	99 800.34	100.00	5.39	317 709	4.46	324 539 125
Respondent wasn't asked	19.99	1 177 316	97.70	22.09	1 606 893 677	133 348.63	100.00	19.99	1 177 316	22.09	1 606 893 677

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

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



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



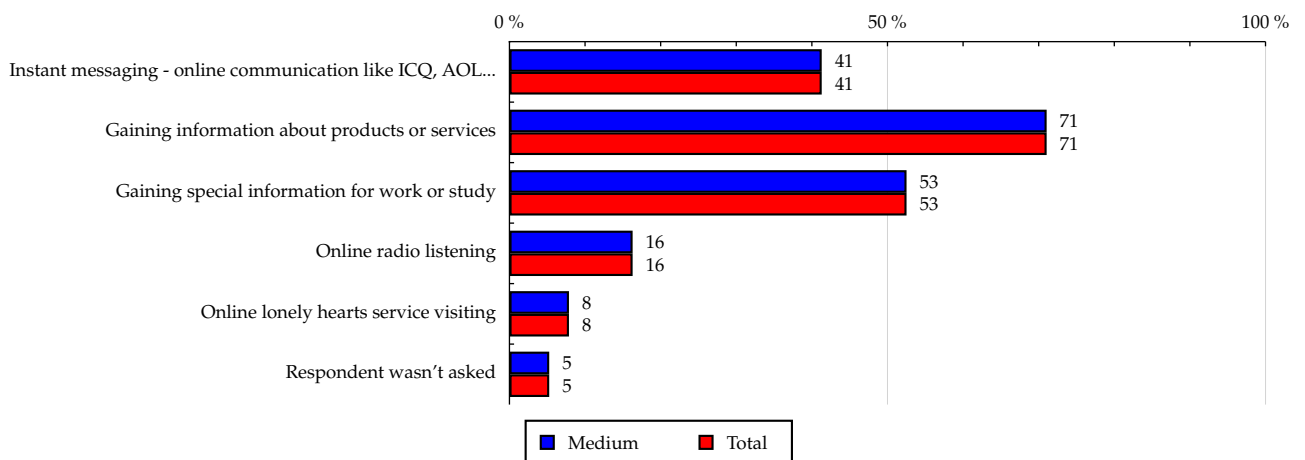
TOTAL

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...	41.30	2 432 461	97.70	40.02	2 910 668 877	116 907.24	100.00	41.30	2 432 461	40.02	2 910 668 877
Gaining information about products or services	71.05	4 184 702	97.70	73.43	5 340 268 337	124 678.94	100.00	71.05	4 184 702	73.43	5 340 268 337
Gaining special information for work or study	52.52	3 093 444	97.70	47.68	3 467 548 802	109 515.30	100.00	52.52	3 093 444	47.68	3 467 548 802
Online radio listening	16.29	959 137	97.70	14.60	1 061 527 897	108 129.78	100.00	16.29	959 137	14.60	1 061 527 897
Online lonely hearts service visiting	7.87	463 625	97.70	7.73	562 450 980	118 525.54	100.00	7.87	463 625	7.73	562 450 980
Respondent wasn't asked	5.26	309 527	97.70	5.98	434 669 300	137 200.17	100.00	5.26	309 527	5.98	434 669 300

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

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



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

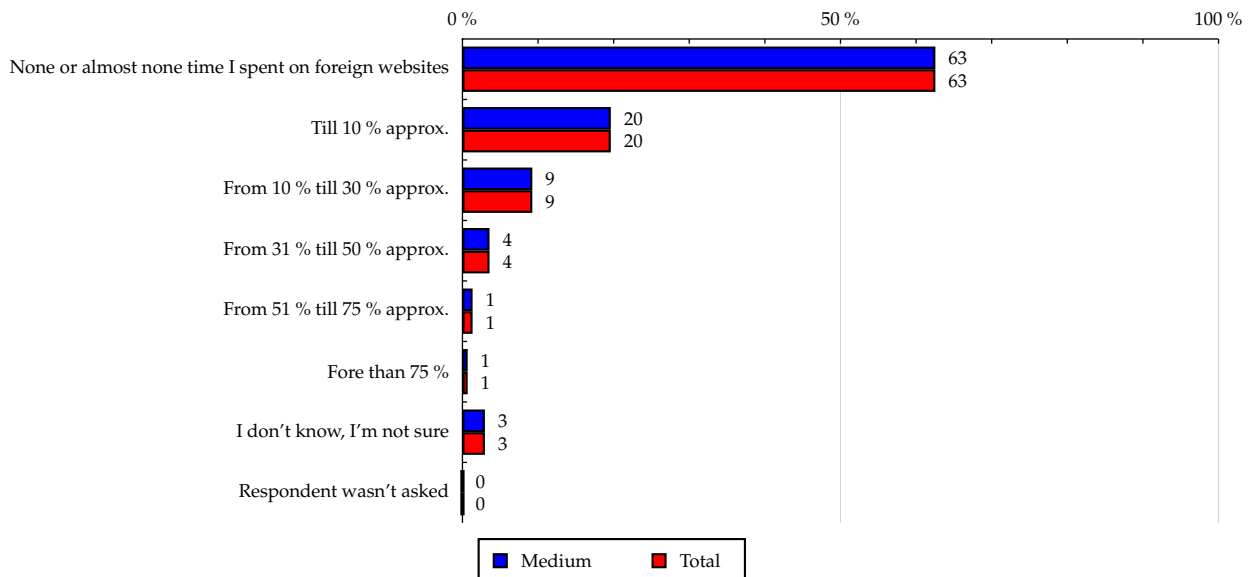
TOTAL

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	62.55	3 683 821	97.70	65.38	4 755 057 435	126 110.66	100.00	62.55	3 683 821	65.38	4 755 057 435
Till 10 % approx.	19.62	1 155 568	97.70	18.49	1 344 854 465	113 703.59	100.00	19.62	1 155 568	18.49	1 344 854 465
From 10 % till 30 % approx.	9.24	544 345	97.70	8.94	650 072 912	116 676.16	100.00	9.24	544 345	8.94	650 072 912
From 31 % till 50 % approx.	3.58	210 851	97.70	2.90	210 567 670	97 568.40	100.00	3.58	210 851	2.90	210 567 670
From 51 % till 75 % approx.	1.34	79 166	97.70	1.22	88 773 376	109 555.90	100.00	1.34	79 166	1.22	88 773 376
Fore than 75 %	0.69	40 706	97.70	0.53	38 654 079	92 773.51	100.00	0.69	40 706	0.53	38 654 079
I don't know, I'm not sure	2.97	175 108	97.70	2.54	184 882 896	103 153.72	100.00	2.97	175 108	2.54	184 882 896
Respondent wasn't asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, November 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

$$Reach(\%)(CS) = RU(\text{number})(\text{medium})(\text{TG}) / \text{size of TG}(\text{number}) * 100$$

**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".