

## SPIR NetMonitor

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

**Medium title:**

**TOTAL**

**Month:**

**January 2011**

Basic information	
The size of Internet population in the Czech Republic	6 011 909
Number of respondents	
Medium	N = 25 910
Total (for all measured media)	N = 25 910
RU(number)	5 873 634
Reach(%)	97.70
PV(number) (from Czech visitors)	7 939 961 192
PV(number) (from all visitors)	8 438 298 442
GRP (%)	132 070.55

**Source: NetMonitor – SPIR – Mediaresearch & Gemius  
January 2011**

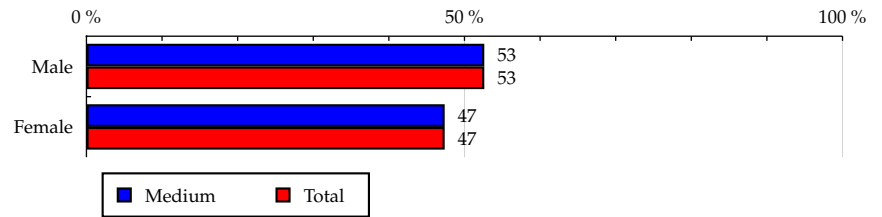
# TOTAL

**Table 1: Sex**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Male	52.62	3 090 765	97.70	53.86	4 276 651 028	135 186.16	100.00	52.62	3 090 765	53.86	4 276 651 028
Female	47.38	2 782 869	97.70	46.14	3 663 310 164	128 610.22	100.00	47.38	2 782 869	46.14	3 663 310 164

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2011

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2011

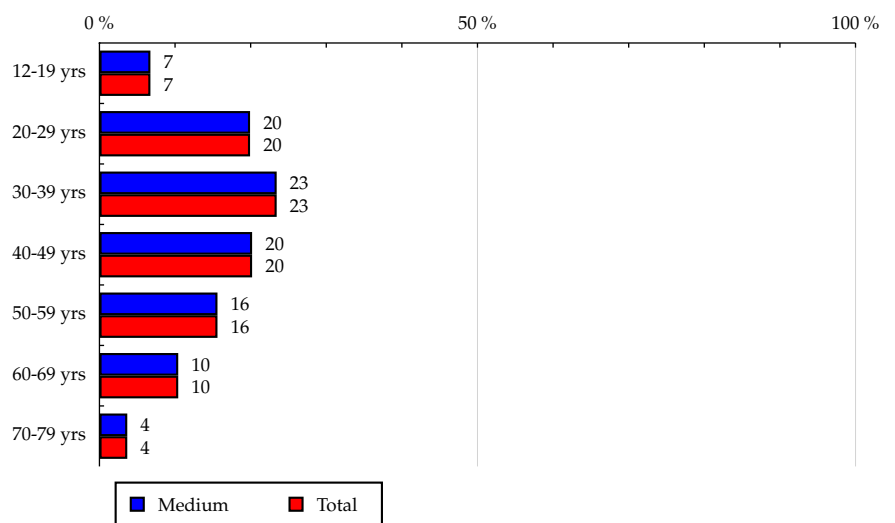
# TOTAL

Table 2: Age

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
12-19 yrs	6.74	395 690	97.70	4.60	365 617 944	90 274.88	100.00	6.74	395 690	4.60	365 617 944
20-29 yrs	19.92	1 170 070	97.70	17.80	1 413 524 737	118 028.28	100.00	19.92	1 170 070	17.80	1 413 524 737
30-39 yrs	23.44	1 376 939	97.70	27.14	2 155 086 578	152 912.99	100.00	23.44	1 376 939	27.14	2 155 086 578
40-49 yrs	20.19	1 186 164	97.70	20.37	1 617 700 931	133 244.11	100.00	20.19	1 186 164	20.37	1 617 700 931
50-59 yrs	15.61	916 622	97.70	15.44	1 226 205 407	130 697.43	100.00	15.61	916 622	15.44	1 226 205 407
60-69 yrs	10.42	612 251	97.70	10.60	841 500 407	134 282.47	100.00	10.42	612 251	10.60	841 500 407
70-79 yrs	3.68	215 897	97.70	4.03	320 325 187	144 956.90	100.00	3.68	215 897	4.03	320 325 187

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2011

Chart 2: Age by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2011

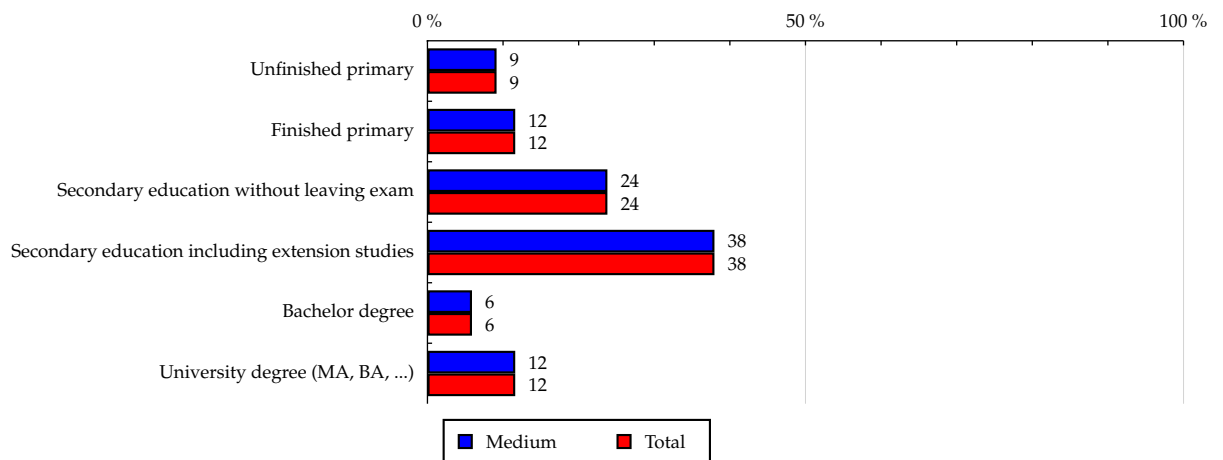
# TOTAL

**Table 3: Highest Education**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unfinished primary	9.14	536 614	97.70	6.17	490 130 821	89 236.76	100.00	9.14	536 614	6.17	490 130 821
Finished primary	11.61	681 752	97.70	11.05	876 971 072	125 676.29	100.00	11.61	681 752	11.05	876 971 072
Secondary education without leaving exam	23.80	1 397 984	97.70	29.05	2 306 816 757	161 215.00	100.00	23.80	1 397 984	29.05	2 306 816 757
Secondary education including extension studies	37.96	2 229 573	97.70	39.08	3 102 846 474	135 966.83	100.00	37.96	2 229 573	39.08	3 102 846 474
Bachelor degree	5.89	345 898	97.70	5.72	454 006 134	128 235.46	100.00	5.89	345 898	5.72	454 006 134
University degree (MA, BA, ...)	11.61	681 812	97.70	8.93	709 189 933	101 623.10	100.00	11.61	681 812	8.93	709 189 933

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2011

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2011

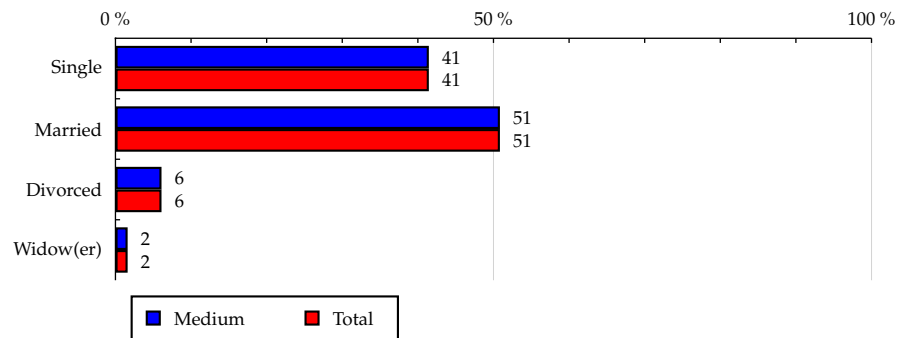
# TOTAL

**Table 4: Marital Status**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Single	41.45	2 434 514	97.70	39.61	3 145 027 240	126 213.71	100.00	41.45	2 434 514	39.61	3 145 027 240
Married	50.85	2 986 880	97.70	51.92	4 122 783 288	134 855.05	100.00	50.85	2 986 880	51.92	4 122 783 288
Divorced	6.09	357 529	97.70	6.79	539 150 469	147 330.47	100.00	6.09	357 529	6.79	539 150 469
Widow(er)	1.61	94 709	97.70	1.68	133 000 195	137 199.05	100.00	1.61	94 709	1.68	133 000 195

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2011

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2011

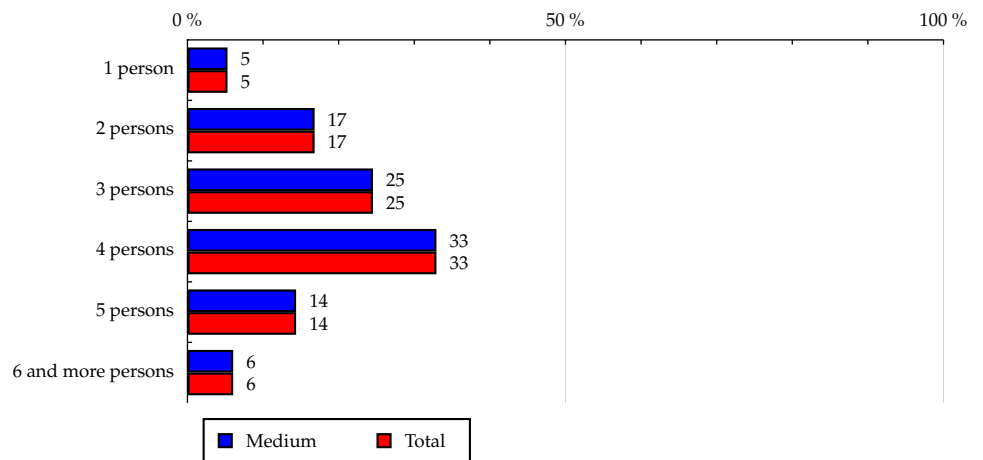
# TOTAL

**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	5.30	311 061	97.70	6.22	493 613 737	155 036.96	100.00	5.30	311 061	6.22	493 613 737
2 persons	16.82	987 689	97.70	17.97	1 427 170 455	141 172.41	100.00	16.82	987 689	17.97	1 427 170 455
3 persons	24.54	1 441 341	97.70	25.55	2 028 779 150	137 518.96	100.00	24.54	1 441 341	25.55	2 028 779 150
4 persons	32.93	1 934 136	97.70	31.83	2 527 060 676	127 650.64	100.00	32.93	1 934 136	31.83	2 527 060 676
5 persons	14.37	843 990	97.70	12.63	1 002 605 095	116 061.20	100.00	14.37	843 990	12.63	1 002 605 095
6 and more persons	6.05	355 415	97.70	5.80	460 732 080	126 650.53	100.00	6.05	355 415	5.80	460 732 080

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2011

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2011

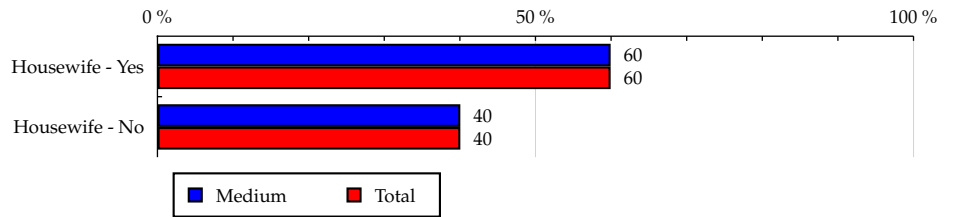
# TOTAL

**Table 6: Housewife**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Housewife - Yes	59.94	3 520 670	97.70	63.92	5 075 304 182	140 841.71	100.00	59.94	3 520 670	63.92	5 075 304 182
Housewife - No	40.06	2 352 964	97.70	36.08	2 864 657 010	118 946.53	100.00	40.06	2 352 964	36.08	2 864 657 010

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2011

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2011

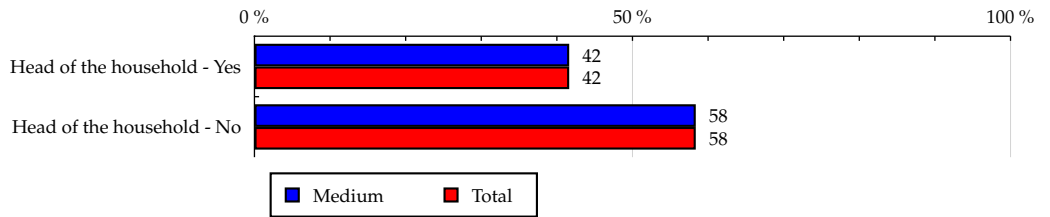
# TOTAL

**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	41.63	2 445 082	97.70	43.56	3 458 654 255	138 200.05	100.00	41.63	2 445 082	43.56	3 458 654 255
Head of the household - No	58.37	3 428 552	97.70	56.44	4 481 306 937	127 699.28	100.00	58.37	3 428 552	56.44	4 481 306 937

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2011

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2011



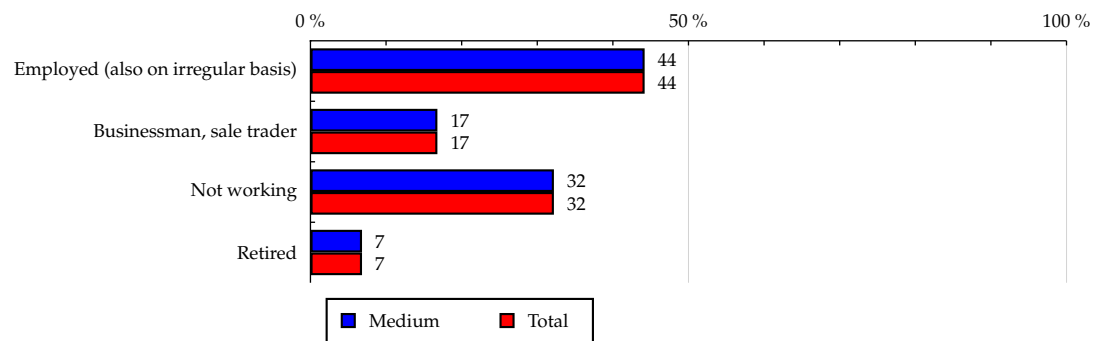
# TOTAL

**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)	44.20	2 595 996	97.70	44.91	3 565 460 715	134 185.67	100.00	44.20	2 595 996	44.91	3 565 460 715
Businessman, sale trader	16.79	986 012	97.70	16.66	1 322 863 920	131 077.21	100.00	16.79	986 012	16.66	1 322 863 920
Not working	32.20	1 891 308	97.70	29.94	2 377 424 461	122 811.43	100.00	32.20	1 891 308	29.94	2 377 424 461
Retired	6.82	400 316	97.70	8.49	674 212 096	164 545.96	100.00	6.82	400 316	8.49	674 212 096

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2011

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2011

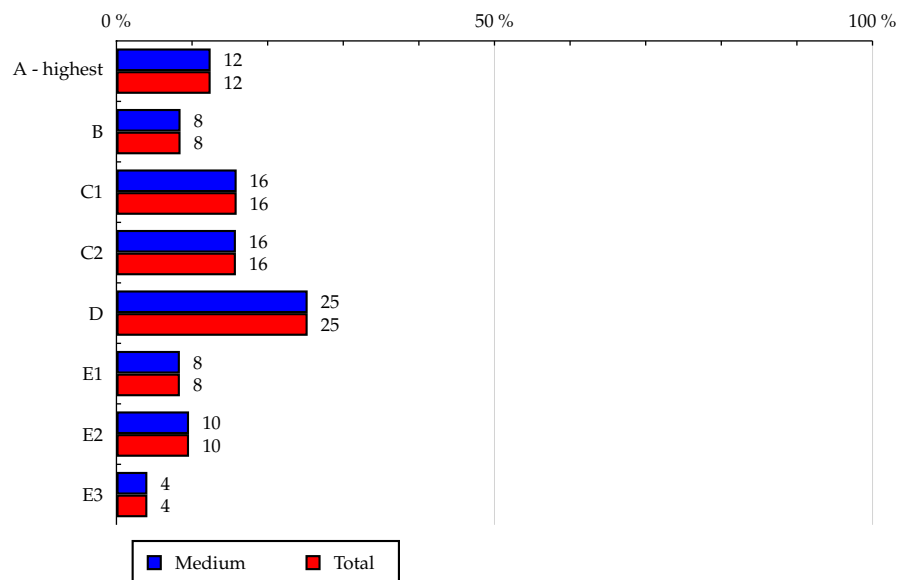
# TOTAL

**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	12.46	732 118	97.70	10.79	856 340 104	114 277.13	100.00	12.46	732 118	10.79	856 340 104
B	8.48	497 935	97.70	8.98	712 614 499	139 822.25	100.00	8.48	497 935	8.98	712 614 499
C1	15.90	933 787	97.70	16.17	1 283 962 048	134 337.97	100.00	15.90	933 787	16.17	1 283 962 048
C2	15.80	928 064	97.70	16.56	1 314 813 512	138 414.13	100.00	15.80	928 064	16.56	1 314 813 512
D	25.29	1 485 201	97.70	24.83	1 971 200 919	129 670.17	100.00	25.29	1 485 201	24.83	1 971 200 919
E1	8.39	492 792	97.70	9.77	775 350 934	153 719.54	100.00	8.39	492 792	9.77	775 350 934
E2	9.60	563 666	97.70	9.28	737 206 699	127 779.73	100.00	9.60	563 666	9.28	737 206 699
E3	4.09	240 069	97.70	3.63	288 472 477	117 398.52	100.00	4.09	240 069	3.63	288 472 477

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2011

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2011

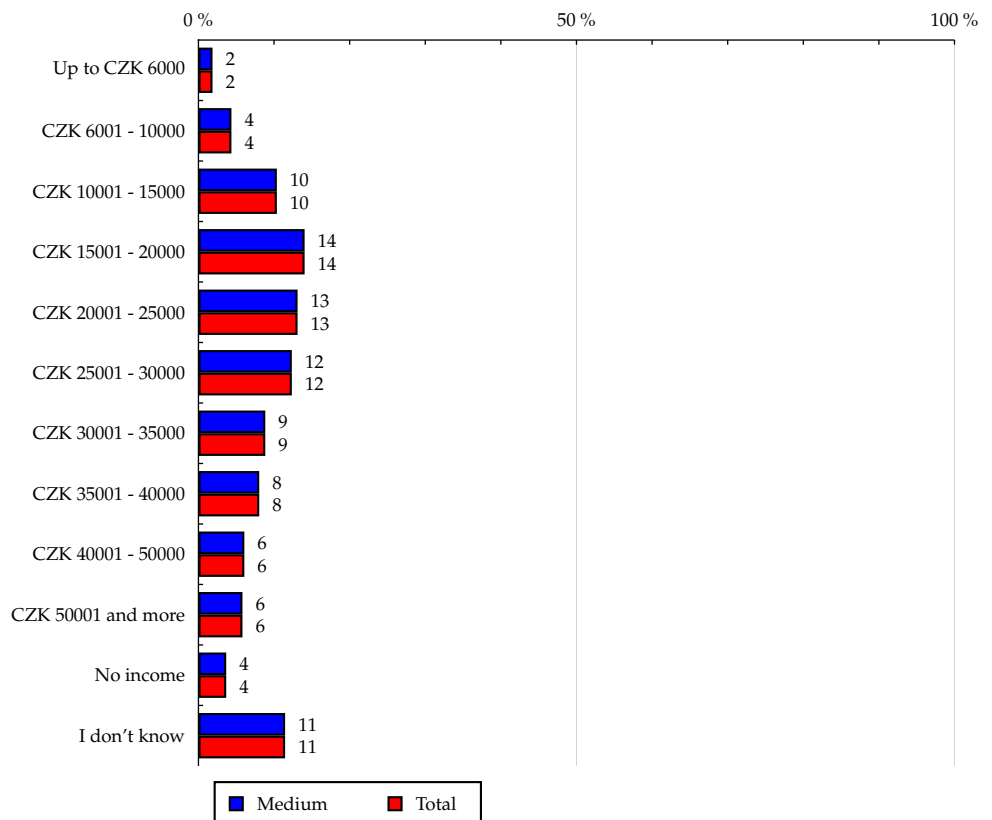
# TOTAL

**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	1.86	109 237	97.70	1.82	144 117 299	128 895.60	100.00	1.86	109 237	1.82	144 117 299
CZK 6001 - 10000	4.36	256 235	97.70	5.15	409 184 940	156 018.10	100.00	4.36	256 235	5.15	409 184 940
CZK 10001 - 15000	10.37	609 309	97.70	11.35	901 401 053	144 535.53	100.00	10.37	609 309	11.35	901 401 053
CZK 15001 - 20000	14.04	824 851	97.70	14.83	1 177 606 909	139 482.34	100.00	14.04	824 851	14.83	1 177 606 909
CZK 20001 - 25000	13.11	770 041	97.70	14.22	1 129 195 966	143 268.22	100.00	13.11	770 041	14.22	1 129 195 966
CZK 25001 - 30000	12.35	725 136	97.70	12.84	1 019 520 794	137 363.37	100.00	12.35	725 136	12.84	1 019 520 794
CZK 30001 - 35000	8.84	519 467	97.70	8.46	671 440 662	126 282.71	100.00	8.84	519 467	8.46	671 440 662
CZK 35001 - 40000	8.04	472 270	97.70	7.62	605 111 510	125 181.25	100.00	8.04	472 270	7.62	605 111 510
CZK 40001 - 50000	6.07	356 641	97.70	5.87	465 778 554	127 597.41	100.00	6.07	356 641	5.87	465 778 554
CZK 50001 and more	5.82	341 871	97.70	5.35	424 457 661	121 301.36	100.00	5.82	341 871	5.35	424 457 661
No income	3.67	215 620	97.70	2.79	221 222 943	100 238.41	100.00	3.67	215 620	2.79	221 222 943
I don't know	11.46	672 951	97.70	9.71	770 922 900	111 923.66	100.00	11.46	672 951	9.71	770 922 900

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2011

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2011

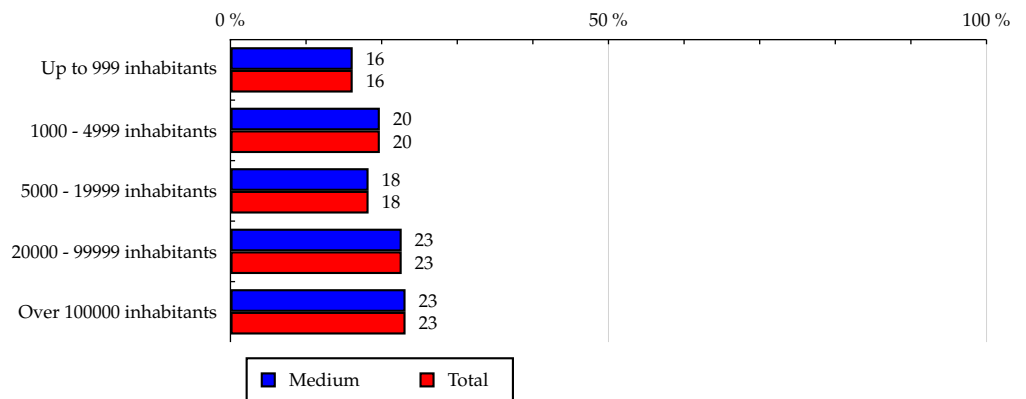
TOTAL

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	16.17	949 871	97.70	16.35	1 298 371 887	133 545.36	100.00	16.17	949 871	16.35	1 298 371 887
1000 - 4999 inhabitants	19.76	1 160 383	97.70	20.11	1 596 405 147	134 411.37	100.00	19.76	1 160 383	20.11	1 596 405 147
5000 - 19999 inhabitants	18.27	1 072 866	97.70	18.92	1 502 384 794	136 813.90	100.00	18.27	1 072 866	18.92	1 502 384 794
20000 - 99999 inhabitants	22.65	1 330 249	97.70	24.02	1 907 456 441	140 092.90	100.00	22.65	1 330 249	24.02	1 907 456 441
Over 100000 inhabitants	23.16	1 360 264	97.70	20.60	1 635 342 923	117 457.32	100.00	23.16	1 360 264	20.60	1 635 342 923

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2011

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2011

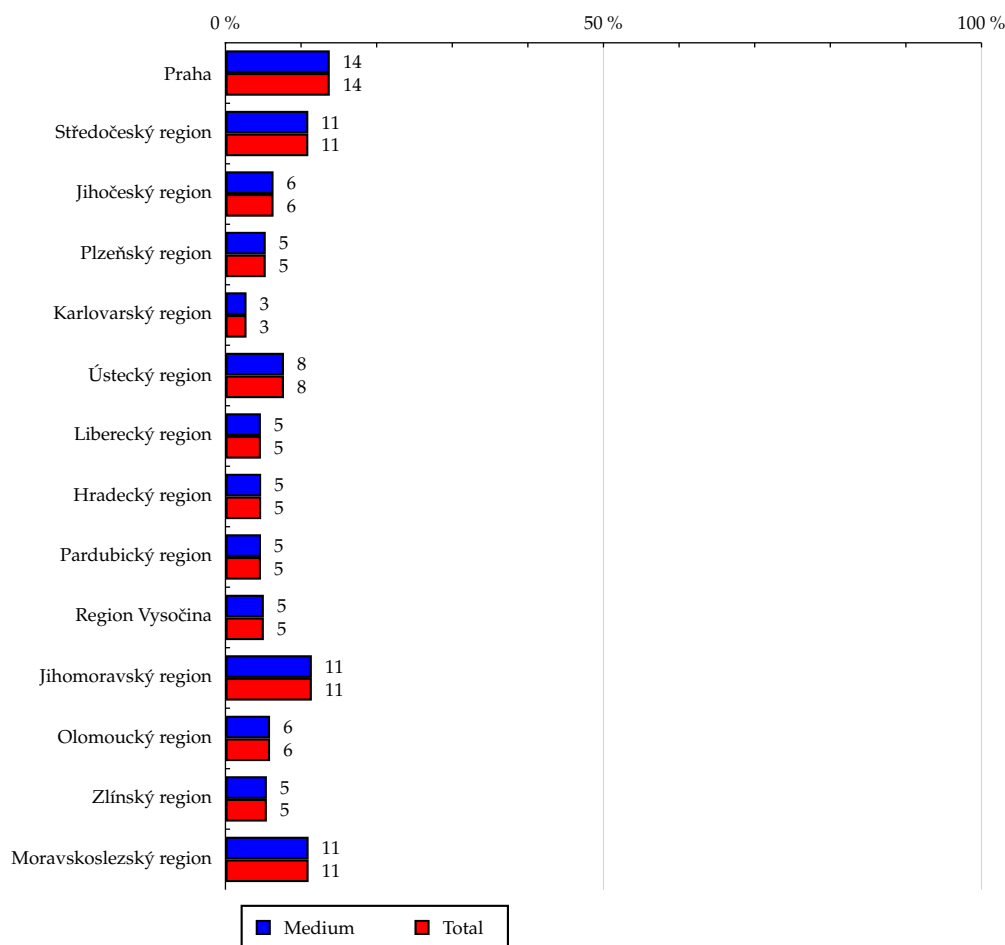
# TOTAL

**Table 12: Region**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Praha	13.80	810 441	97.70	12.28	975 020 645	117 540.34	100.00	13.80	810 441	12.28	975 020 645
Středočeský region	10.96	643 982	97.70	10.72	851 067 822	129 117.45	100.00	10.96	643 982	10.72	851 067 822
Jihočeský region	6.36	373 559	97.70	5.85	464 430 902	121 466.45	100.00	6.36	373 559	5.85	464 430 902
Plzeňský region	5.33	313 178	97.70	5.36	425 496 318	132 739.14	100.00	5.33	313 178	5.36	425 496 318
Karlovarský region	2.79	163 634	97.70	2.57	204 231 931	121 938.83	100.00	2.79	163 634	2.57	204 231 931
Ústecký region	7.74	454 497	97.70	8.20	651 390 518	140 024.79	100.00	7.74	454 497	8.20	651 390 518
Liberecký region	4.69	275 644	97.70	4.94	392 142 850	138 991.74	100.00	4.69	275 644	4.94	392 142 850
Hradecký region	4.72	277 465	97.70	4.50	357 010 321	125 708.82	100.00	4.72	277 465	4.50	357 010 321
Pardubický region	4.70	276 291	97.70	4.76	377 740 960	133 573.95	100.00	4.70	276 291	4.76	377 740 960
Region Vysočina	5.08	298 610	97.70	4.93	391 515 012	128 096.55	100.00	5.08	298 610	4.93	391 515 012
Jihomoravský region	11.43	671 293	97.70	11.37	902 857 869	131 401.80	100.00	11.43	671 293	11.37	902 857 869
Olomoucký region	5.90	346 599	97.70	6.40	508 197 519	143 251.69	100.00	5.90	346 599	6.40	508 197 519
Zlínský region	5.48	322 164	97.70	6.04	479 882 755	145 530.01	100.00	5.48	322 164	6.04	479 882 755
Moravskoslezský region	11.00	646 273	97.70	12.08	958 975 771	144 972.67	100.00	11.00	646 273	12.08	958 975 771

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2011

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2011

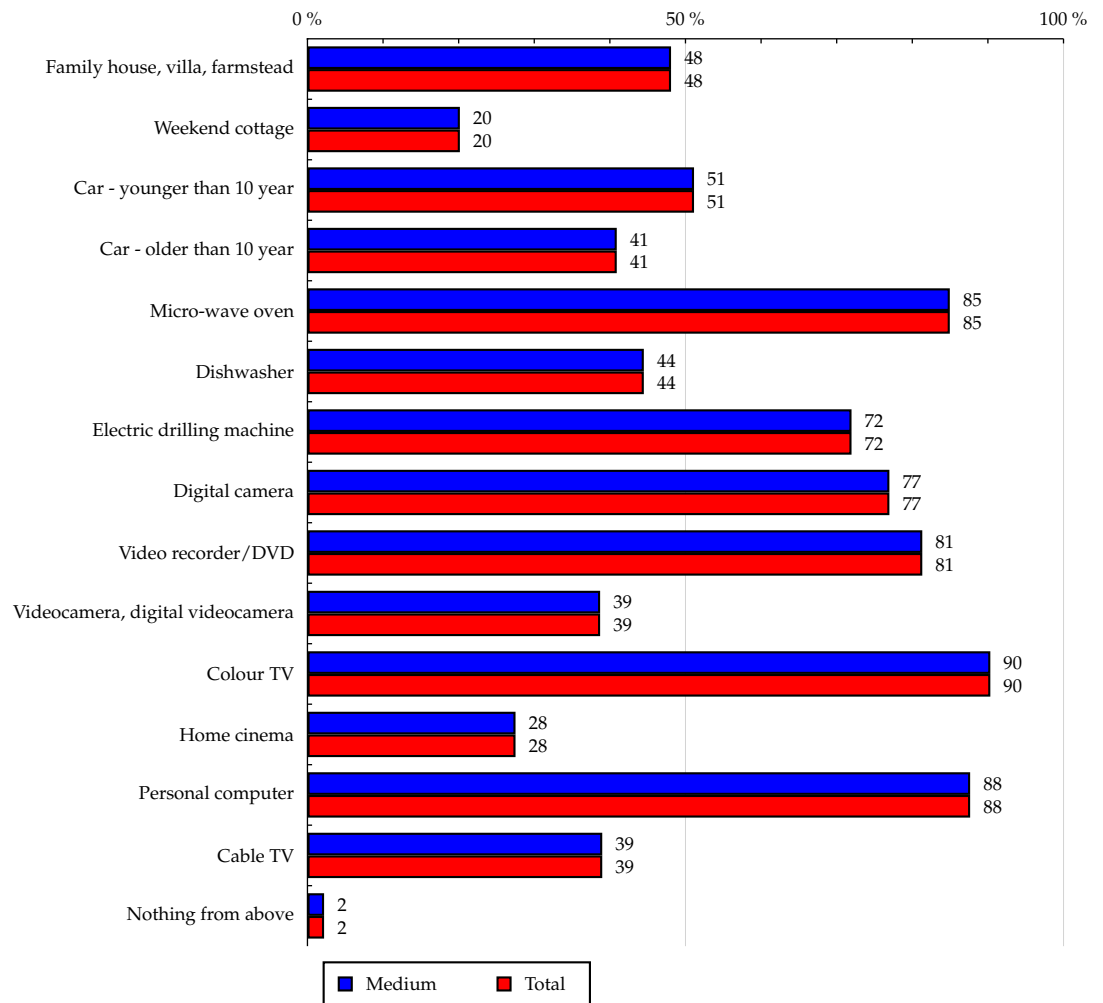
# TOTAL

**Table 13: Facilities**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Family house, villa, farmstead	48.09	2 824 344	97.70	45.87	3 641 935 923	125 982.18	100.00	48.09	2 824 344	45.87	3 641 935 923
Weekend cottage	20.16	1 184 314	97.70	18.36	1 457 465 444	120 233.53	100.00	20.16	1 184 314	18.36	1 457 465 444
Car - younger than 10 year	51.13	3 003 325	97.70	46.47	3 689 331 190	120 016.20	100.00	51.13	3 003 325	46.47	3 689 331 190
Car - older than 10 year	40.91	2 402 882	97.70	43.42	3 447 167 320	140 160.11	100.00	40.91	2 402 882	43.42	3 447 167 320
Micro-wave oven	84.96	4 989 961	97.70	85.21	6 765 360 039	132 461.07	100.00	84.96	4 989 961	85.21	6 765 360 039
Dishwasher	44.49	2 612 887	97.70	39.57	3 141 545 849	117 467.39	100.00	44.49	2 612 887	39.57	3 141 545 849
Electric drilling machine	71.96	4 226 679	97.70	70.93	5 631 648 434	130 175.96	100.00	71.96	4 226 679	70.93	5 631 648 434
Digital camera	76.97	4 520 681	97.70	75.64	6 005 427 788	129 788.01	100.00	76.97	4 520 681	75.64	6 005 427 788
Video recorder/DVD	81.32	4 776 646	97.70	80.94	6 426 656 805	131 448.78	100.00	81.32	4 776 646	80.94	6 426 656 805
Videocamera, digital videocamera	38.71	2 273 953	97.70	36.55	2 901 802 660	124 675.40	100.00	38.71	2 273 953	36.55	2 901 802 660
Colour TV	90.32	5 305 126	97.70	91.23	7 244 004 461	133 406.65	100.00	90.32	5 305 126	91.23	7 244 004 461
Home cinema	27.52	1 616 397	97.70	28.49	2 262 432 909	136 748.34	100.00	27.52	1 616 397	28.49	2 262 432 909
Personal computer	87.65	5 148 493	97.70	87.87	6 976 455 035	132 388.19	100.00	87.65	5 148 493	87.87	6 976 455 035
Cable TV	38.99	2 289 935	97.70	39.83	3 162 534 779	134 929.41	100.00	38.99	2 289 935	39.83	3 162 534 779
Nothing from above	2.20	129 397	97.70	1.99	158 377 265	119 581.27	100.00	2.20	129 397	1.99	158 377 265

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2011

**Chart 13: Facilities by RU(%)**



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2011

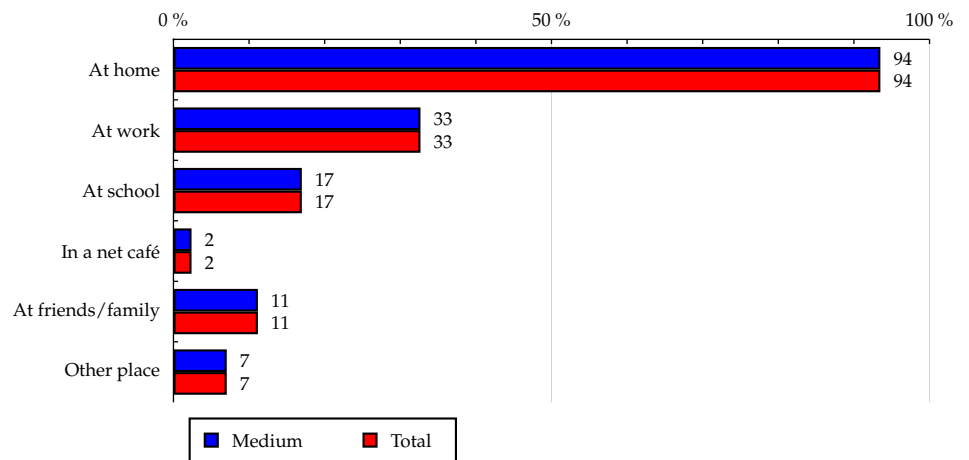
# TOTAL

**Table 14: All Places of Internet Connection**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
At home	93.50	5 491 571	97.70	95.18	7 557 602 783	134 456.55	100.00	93.50	5 491 571	95.18	7 557 602 783
At work	32.67	1 919 107	97.70	27.64	2 194 944 136	111 742.58	100.00	32.67	1 919 107	27.64	2 194 944 136
At school	16.98	997 122	97.70	13.61	1 080 484 775	105 867.98	100.00	16.98	997 122	13.61	1 080 484 775
In a net café	2.39	140 094	97.70	2.09	165 632 078	115 509.58	100.00	2.39	140 094	2.09	165 632 078
At friends/family	11.17	656 270	97.70	9.58	760 809 250	113 262.78	100.00	11.17	656 270	9.58	760 809 250
Other place	7.05	414 206	97.70	6.02	478 108 867	112 772.85	100.00	7.05	414 206	6.02	478 108 867

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2011

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2011

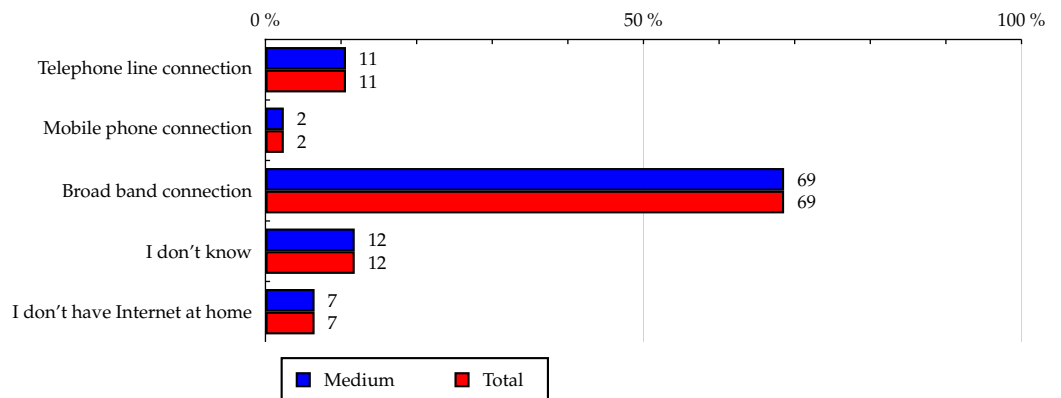
# TOTAL

**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	10.65	625 784	97.70	10.61	842 081 387	131 469.15	100.00	10.65	625 784	10.61	842 081 387
Mobile phone connection	2.43	142 696	97.70	1.90	151 251 080	103 556.80	100.00	2.43	142 696	1.90	151 251 080
Broad band connection	68.60	4 029 420	97.70	72.24	5 735 828 773	139 074.70	100.00	68.60	4 029 420	72.24	5 735 828 773
I don't know	11.81	693 669	97.70	10.43	828 441 542	116 681.96	100.00	11.81	693 669	10.43	828 441 542
I don't have Internet at home	6.50	382 063	97.70	4.82	382 358 409	97 775.47	100.00	6.50	382 063	4.82	382 358 409

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2011

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2011



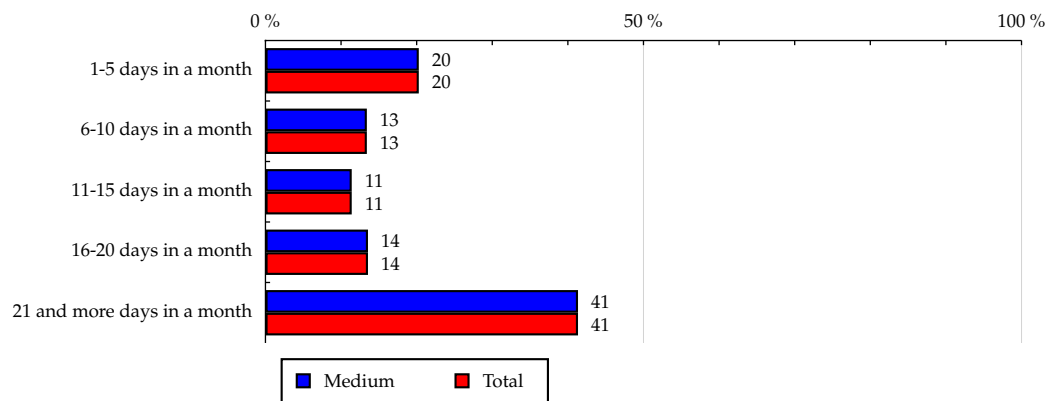
# TOTAL

**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	20.28	1 191 207	97.70	1.09	86 295 233	7 077.73	100.00	20.28	1 191 207	1.09	86 295 233
6-10 days in a month	13.41	787 512	97.70	2.60	206 082 490	25 566.90	100.00	13.41	787 512	2.60	206 082 490
11-15 days in a month	11.41	670 144	97.70	4.42	350 643 265	51 120.06	100.00	11.41	670 144	4.42	350 643 265
16-20 days in a month	13.56	796 471	97.70	10.02	795 258 470	97 551.16	100.00	13.56	796 471	10.02	795 258 470
21 and more days in a month	41.34	2 428 297	97.70	81.89	6 501 681 733	261 588.33	100.00	41.34	2 428 297	81.89	6 501 681 733

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2011

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2011

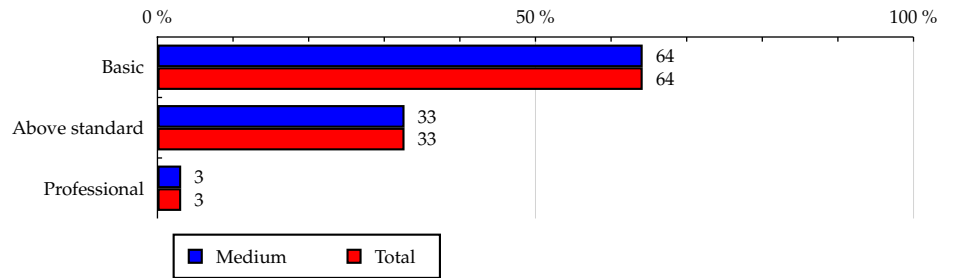
# TOTAL

**Table 17: IT Knowledge**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Basic	64.18	3 769 577	97.70	67.12	5 329 311 315	138 125.23	100.00	64.18	3 769 577	67.12	5 329 311 315
Above standard	32.68	1 919 744	97.70	30.59	2 428 940 980	123 614.14	100.00	32.68	1 919 744	30.59	2 428 940 980
Professional	3.14	184 313	97.70	2.29	181 708 897	96 319.25	100.00	3.14	184 313	2.29	181 708 897

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2011

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2011

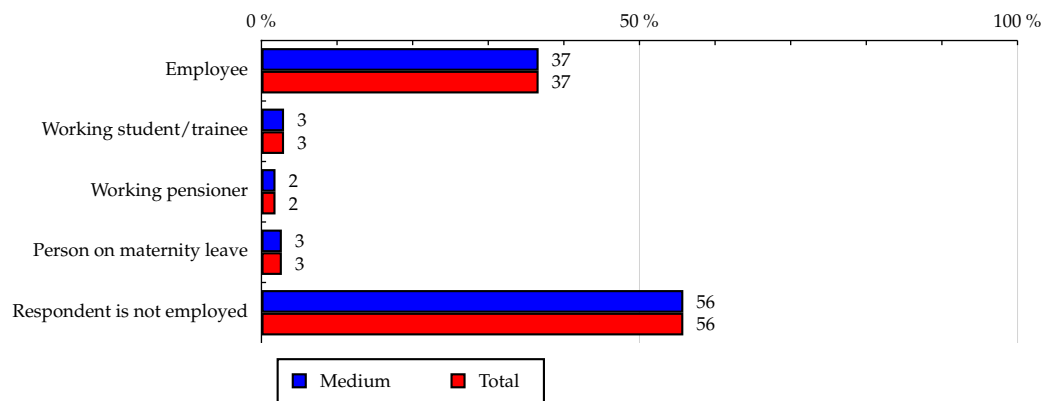
# TOTAL

**Table 18: Economically Active as**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Employee	36.66	2 153 053	97.70	36.99	2 937 111 610	133 278.53	100.00	36.66	2 153 053	36.99	2 937 111 610
Working student/trainee	2.99	175 617	97.70	2.66	211 043 400	117 408.03	100.00	2.99	175 617	2.66	211 043 400
Working pensioner	1.86	108 977	97.70	2.32	184 346 969	165 269.93	100.00	1.86	108 977	2.32	184 346 969
Person on maternity leave	2.70	158 347	97.70	2.93	232 958 736	143 734.83	100.00	2.70	158 347	2.93	232 958 736
Respondent is not employed	55.80	3 277 638	97.70	55.09	4 374 500 477	130 395.30	100.00	55.80	3 277 638	55.09	4 374 500 477

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2011

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2011

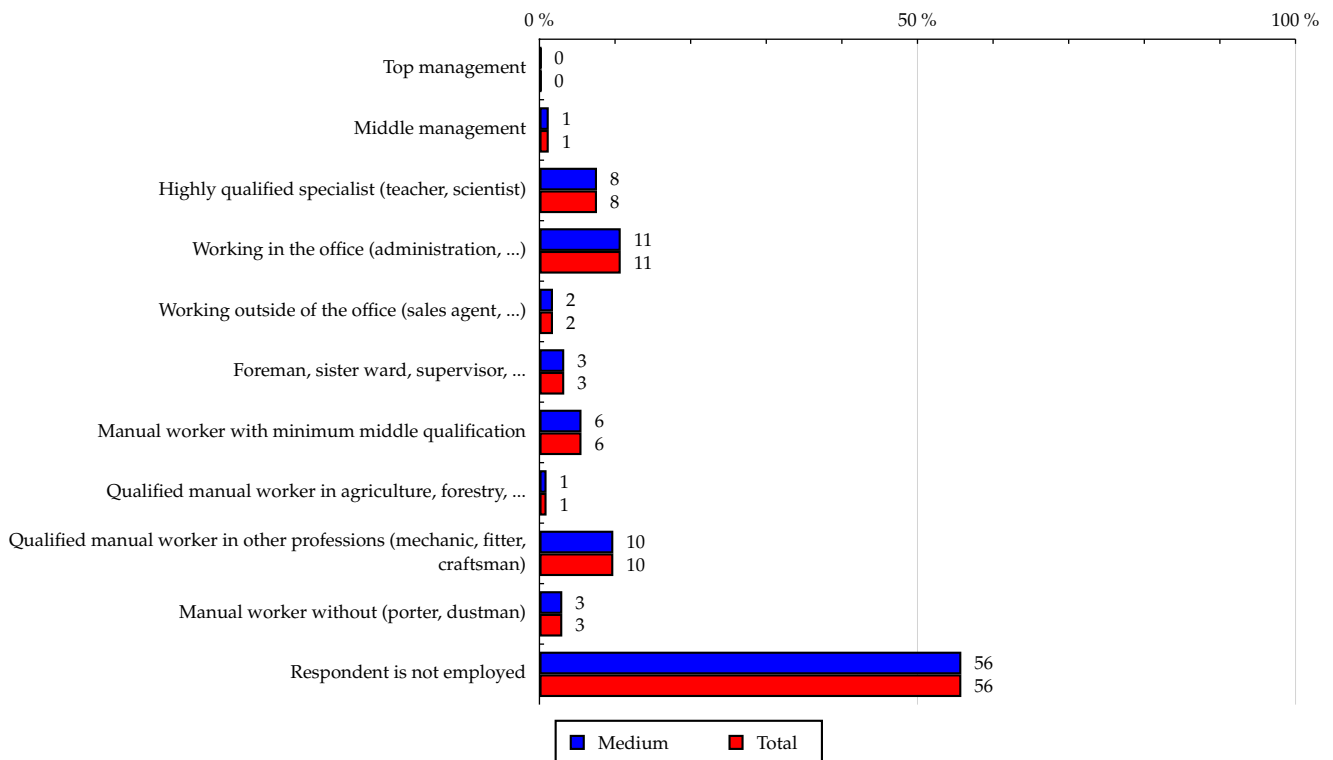
TOTAL

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	0.25	14 524	97.70	0.09	7 266 605	48 878.52	100.00	0.25	14 524	0.09	7 266 605
Middle management	1.23	71 969	97.70	1.09	86 555 709	117 500.55	100.00	1.23	71 969	1.09	86 555 709
Highly qualified specialist (teacher, scientist)	7.61	447 189	97.70	5.61	445 555 607	97 343.08	100.00	7.61	447 189	5.61	445 555 607
Working in the office (administration, ...)	10.75	631 226	97.70	10.32	819 427 894	126 829.46	100.00	10.75	631 226	10.32	819 427 894
Working outside of the office (sales agent, ...)	1.79	105 278	97.70	1.81	143 669 969	133 327.36	100.00	1.79	105 278	1.81	143 669 969
Foreman, sister ward, supervisor, ...	3.28	192 820	97.70	3.45	273 994 543	138 829.79	100.00	3.28	192 820	3.45	273 994 543
Manual worker with minimum middle qualification	5.56	326 549	97.70	5.60	444 880 840	133 103.23	100.00	5.56	326 549	5.60	444 880 840
Qualified manual worker in agriculture, forestry, ...	0.94	55 196	97.70	1.11	88 450 945	156 561.96	100.00	0.94	55 196	1.11	88 450 945
Qualified manual worker in other professions (mechanic, fitter, craftsman)	9.77	573 572	97.70	12.03	954 879 421	162 650.28	100.00	9.77	573 572	12.03	954 879 421
Manual worker without (porter, dustman)	3.02	177 667	97.70	3.79	300 779 183	165 399.46	100.00	3.02	177 667	3.79	300 779 183
Respondent is not employed	55.80	3 277 638	97.70	55.09	4 374 500 477	130 395.30	100.00	55.80	3 277 638	55.09	4 374 500 477

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2011

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2011

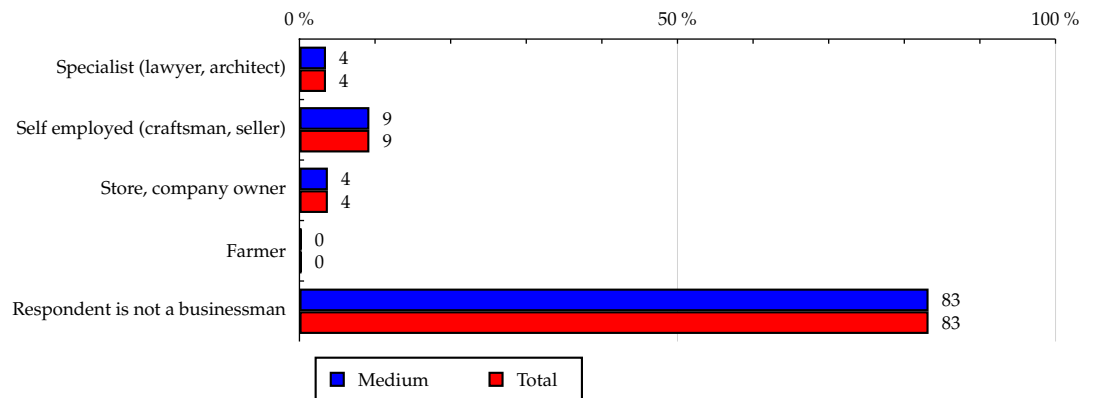
# TOTAL

**Table 20: Business Activities**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Specialist (lawyer, architect)	3.51	205 899	97.70	2.75	218 012 881	103 447.88	100.00	3.51	205 899	2.75	218 012 881
Self employed (craftsman, seller)	9.25	543 277	97.70	10.16	807 022 832	145 130.58	100.00	9.25	543 277	10.16	807 022 832
Store, company owner	3.76	220 700	97.70	3.42	271 393 283	120 140.93	100.00	3.76	220 700	3.42	271 393 283
Farmer	0.27	16 136	97.70	0.33	26 434 922	160 057.37	100.00	0.27	16 136	0.33	26 434 922
Respondent is not a businessman	83.21	4 887 622	97.70	83.34	6 617 097 272	132 270.94	100.00	83.21	4 887 622	83.34	6 617 097 272

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2011

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2011

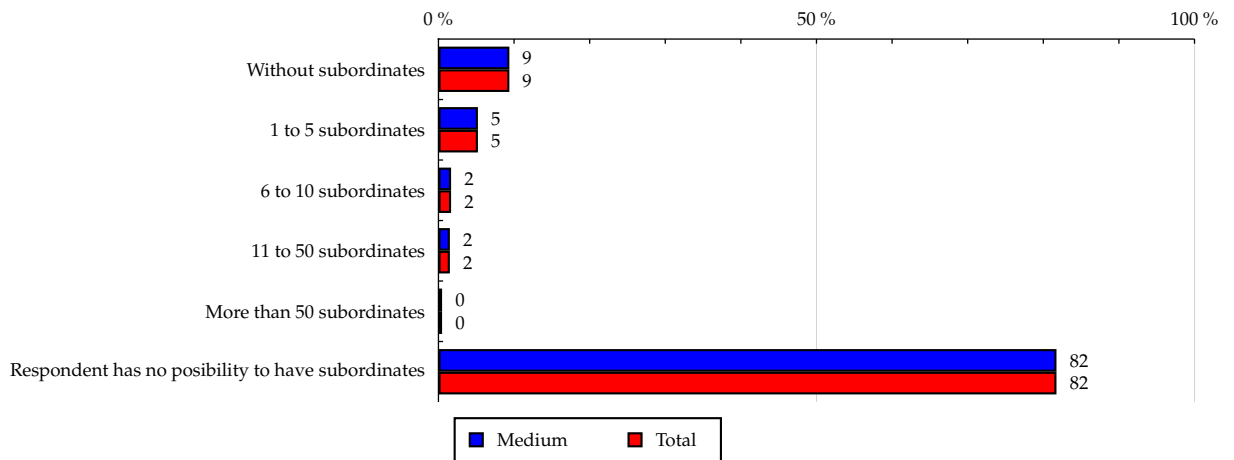
# TOTAL

**Table 21: Number of Subordinates**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Without subordinates	9.38	550 747	97.70	10.24	813 366 491	144 287.28	100.00	9.38	550 747	10.24	813 366 491
1 to 5 subordinates	5.22	306 733	97.70	4.80	381 392 725	121 480.15	100.00	5.22	306 733	4.80	381 392 725
6 to 10 subordinates	1.67	98 293	97.70	1.25	99 420 832	98 820.81	100.00	1.67	98 293	1.25	99 420 832
11 to 50 subordinates	1.51	88 527	97.70	1.25	99 269 078	109 554.92	100.00	1.51	88 527	1.25	99 269 078
More than 50 subordinates	0.48	28 205	97.70	0.29	23 237 107	80 490.64	100.00	0.48	28 205	0.29	23 237 107
Respondent has no possibility to have subordinates	81.74	4 801 127	97.70	82.16	6 523 274 958	132 744.64	100.00	81.74	4 801 127	82.16	6 523 274 958

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2011

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2011

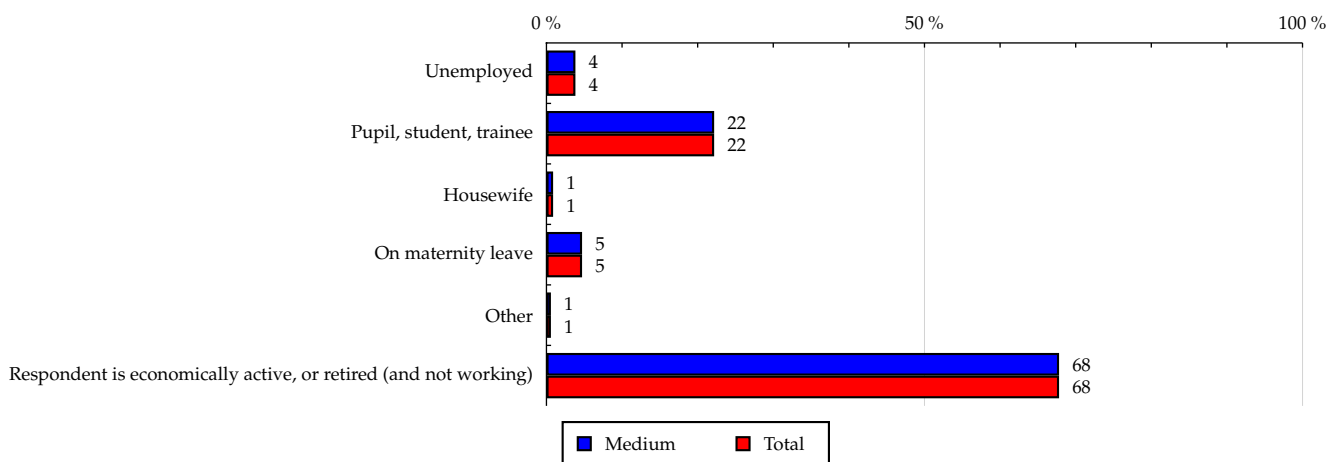
# TOTAL

**Table 22: Economically Inactive as**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unemployed	3.83	225 252	97.70	4.53	359 938 466	156 118.18	100.00	3.83	225 252	4.53	359 938 466
Pupil, student, trainee	22.18	1 302 880	97.70	17.73	1 407 783 020	105 566.41	100.00	22.18	1 302 880	17.73	1 407 783 020
Housewife	0.88	51 539	97.70	1.17	93 199 229	176 670.54	100.00	0.88	51 539	1.17	93 199 229
On maternity leave	4.71	276 787	97.70	5.93	470 827 530	166 191.73	100.00	4.71	276 787	5.93	470 827 530
Other	0.59	34 848	97.70	0.58	45 676 217	128 055.39	100.00	0.59	34 848	0.58	45 676 217
Respondent is economically active, or retired (and not working)	67.80	3 982 326	97.70	70.06	5 562 536 730	136 467.94	100.00	67.80	3 982 326	70.06	5 562 536 730

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2011

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2011

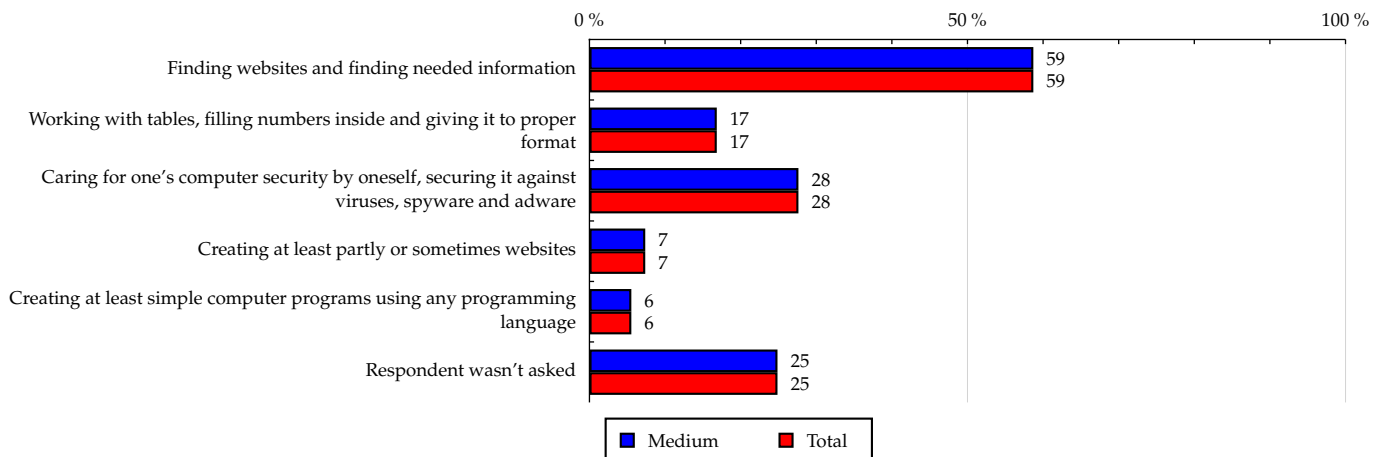
# TOTAL

**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	58.71	3 448 511	97.70	54.48	4 326 072 181	122 562.23	100.00	58.71	3 448 511	54.48	4 326 072 181
Working with tables, filling numbers inside and giving it to proper format	16.84	989 111	97.70	14.32	1 137 398 505	112 347.07	100.00	16.84	989 111	14.32	1 137 398 505
Caring for one's computer security by oneself, securing it against viruses, spyware and adware	27.64	1 623 232	97.70	28.38	2 253 196 757	135 616.65	100.00	27.64	1 623 232	28.38	2 253 196 757
Creating at least partly or sometimes websites	7.38	433 598	97.70	5.75	456 928 210	102 956.70	100.00	7.38	433 598	5.75	456 928 210
Creating at least simple computer programs using any programming language	5.54	325 476	97.70	4.85	385 029 512	115 576.19	100.00	5.54	325 476	4.85	385 029 512
Respondent wasn't asked	24.87	1 460 591	97.70	27.43	2 178 057 128	145 691.81	100.00	24.87	1 460 591	27.43	2 178 057 128

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2011

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2011



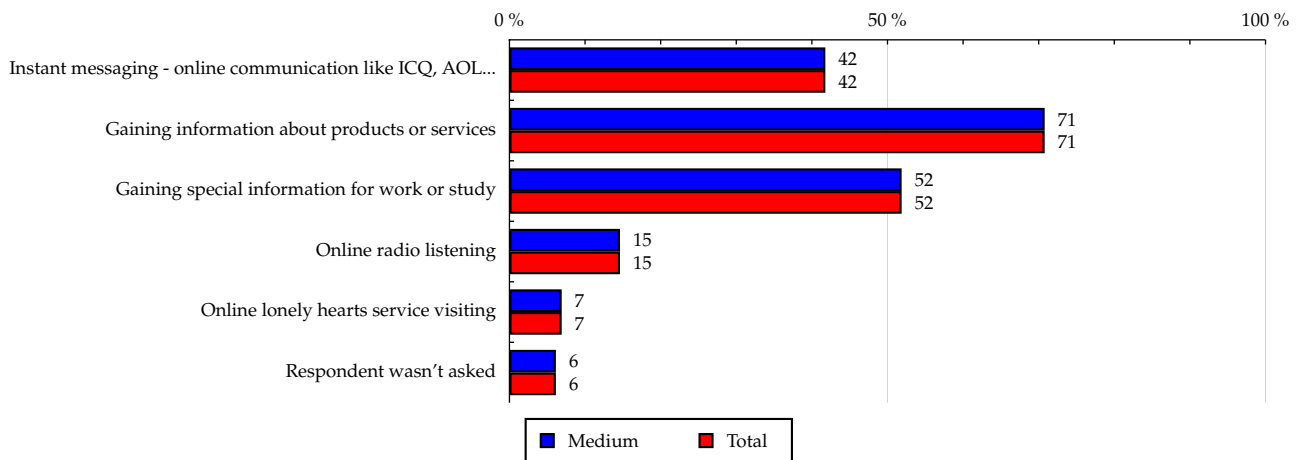
TOTAL

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...	41.78	2 453 814	97.70	40.70	3 231 584 555	128 667.37	100.00	41.78	2 453 814	40.70	3 231 584 555
Gaining information about products or services	70.79	4 158 074	97.70	72.42	5 749 801 127	135 099.91	100.00	70.79	4 158 074	72.42	5 749 801 127
Gaining special information for work or study	51.87	3 046 467	97.70	48.53	3 853 256 433	123 573.65	100.00	51.87	3 046 467	48.53	3 853 256 433
Online radio listening	14.62	858 767	97.70	13.19	1 047 170 465	119 134.23	100.00	14.62	858 767	13.19	1 047 170 465
Online lonely hearts service visiting	6.91	405 817	97.70	7.02	557 380 759	134 188.59	100.00	6.91	405 817	7.02	557 380 759
Respondent wasn't asked	6.14	360 811	97.70	6.67	529 270 947	143 315.00	100.00	6.14	360 811	6.67	529 270 947

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2011

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2011

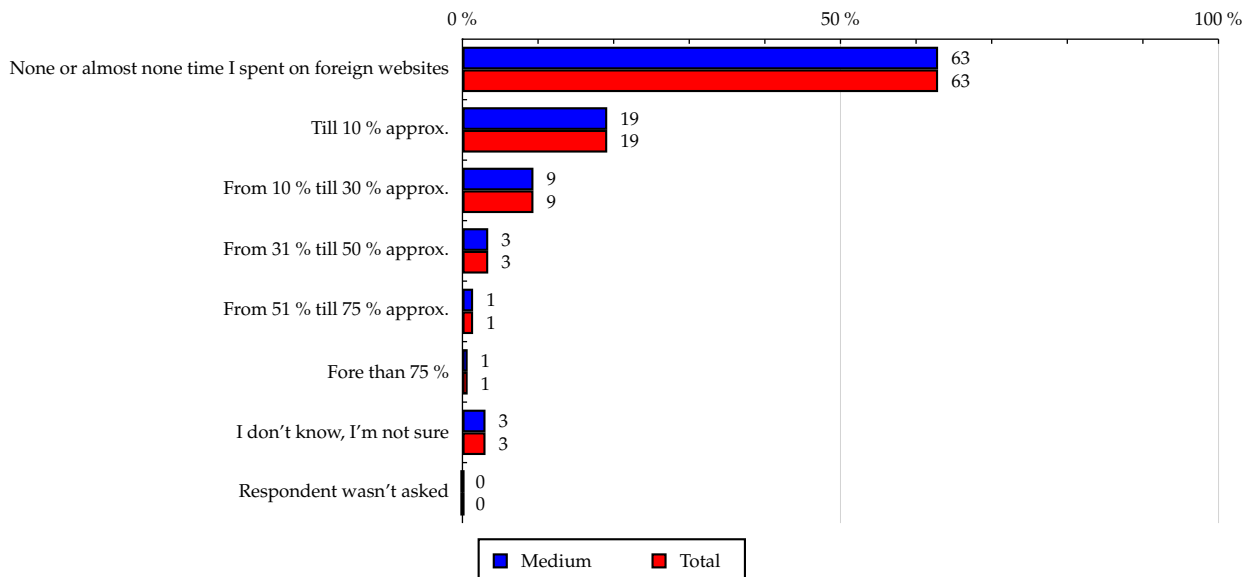
TOTAL

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	62.91	3 695 079	97.70	65.11	5 169 518 510	136 685.02	100.00	62.91	3 695 079	65.11	5 169 518 510
Till 10 % approx.	19.15	1 124 567	97.70	18.94	1 503 643 565	130 633.28	100.00	19.15	1 124 567	18.94	1 503 643 565
From 10 % till 30 % approx.	9.39	551 546	97.70	8.47	672 191 259	119 070.74	100.00	9.39	551 546	8.47	672 191 259
From 31 % till 50 % approx.	3.41	200 532	97.70	2.85	226 311 914	110 259.99	100.00	3.41	200 532	2.85	226 311 914
From 51 % till 75 % approx.	1.41	82 621	97.70	1.23	97 366 542	115 135.45	100.00	1.41	82 621	1.23	97 366 542
Fore than 75 %	0.69	40 431	97.70	0.67	52 805 717	127 600.89	100.00	0.69	40 431	0.67	52 805 717
I don't know, I'm not sure	3.05	178 855	97.70	2.75	218 123 686	119 150.18	100.00	3.05	178 855	2.75	218 123 686
Respondent wasn't asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2011

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2011

## 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".