

## **SPIR NetMonitor**

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

**Medium title:**

**TOTAL**

**Month:**

**March 2011**

<b>Basic information</b>	
The size of Internet population in the Czech Republic	6 105 522
Number of respondents	
Medium	N = 30 000
Total (for all measured media)	N = 30 000
RU(number)	5 965 094
Reach(%)	97.70
PV(number) (from Czech visitors)	7 861 110 076
PV(number) (from all visitors)	8 437 741 497
GRP (%)	128 754.10

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

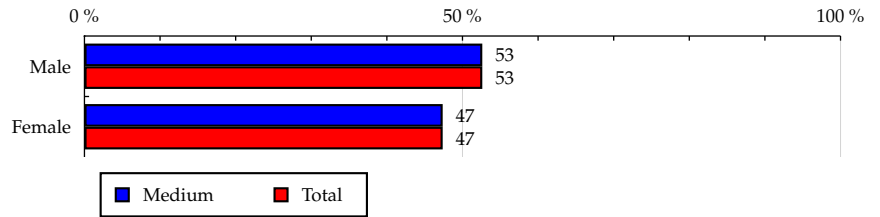
# TOTAL

**Table 1: Sex**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Male	52.62	3 138 888	97.70	52.58	4 133 299 007	128 651.67	100.00	52.62	3 138 888	52.58	4 133 299 007
Female	47.38	2 826 206	97.70	47.42	3 727 811 069	128 867.86	100.00	47.38	2 826 206	47.42	3 727 811 069

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

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



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

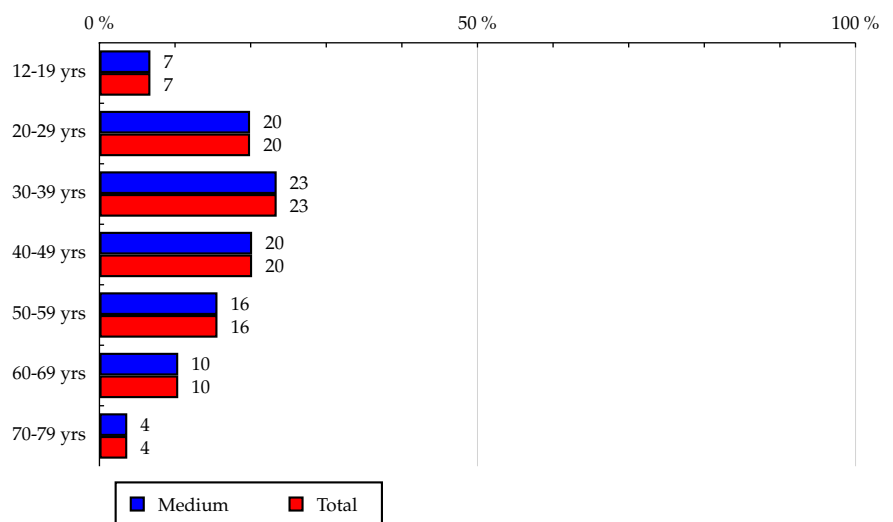
# TOTAL

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	401 849	97.70	3.81	299 375 453	72 786.00	100.00	6.74	401 849	3.81	299 375 453
20-29 yrs	19.92	1 188 289	97.70	18.66	1 467 030 695	120 617.83	100.00	19.92	1 188 289	18.66	1 467 030 695
30-39 yrs	23.44	1 398 381	97.70	26.07	2 049 346 872	143 180.64	100.00	23.44	1 398 381	26.07	2 049 346 872
40-49 yrs	20.19	1 204 634	97.70	20.51	1 612 481 698	130 777.86	100.00	20.19	1 204 634	20.51	1 612 481 698
50-59 yrs	15.61	930 898	97.70	16.27	1 279 043 621	134 238.62	100.00	15.61	930 898	16.27	1 279 043 621
60-69 yrs	10.42	621 783	97.70	11.01	865 770 072	136 037.27	100.00	10.42	621 783	11.01	865 770 072
70-79 yrs	3.68	219 258	97.70	3.66	288 061 665	128 358.21	100.00	3.68	219 258	3.66	288 061 665

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

Chart 2: Age by RU(%)



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

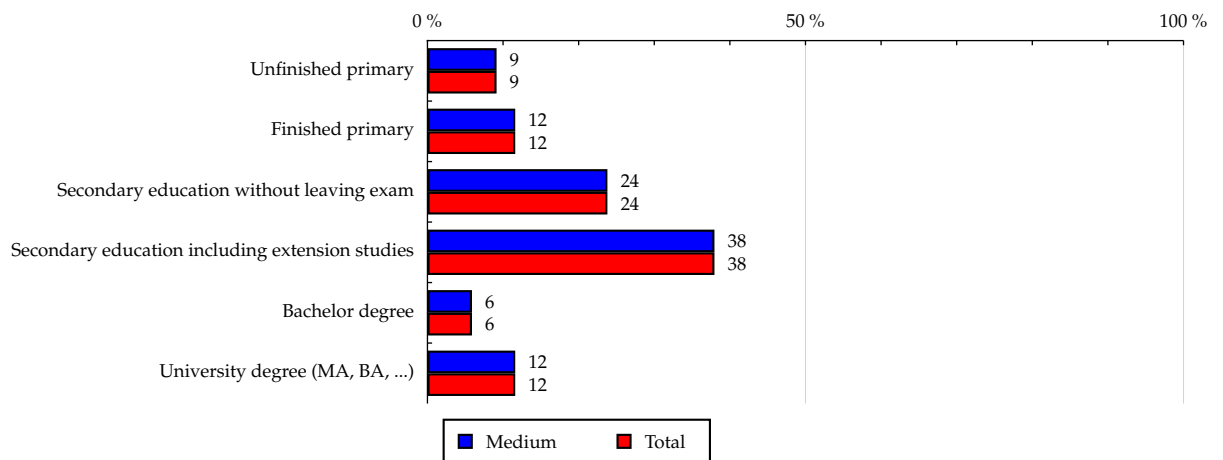
# TOTAL

**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	544 965	97.70	5.39	423 724 912	75 964.34	100.00	9.14	544 965	5.39	423 724 912
Finished primary	11.61	692 366	97.70	11.33	890 433 671	125 649.24	100.00	11.61	692 366	11.33	890 433 671
Secondary education without leaving exam	23.80	1 419 759	97.70	29.25	2 299 640 969	158 248.53	100.00	23.80	1 419 759	29.25	2 299 640 969
Secondary education including extension studies	37.96	2 264 292	97.70	38.78	3 048 487 716	131 536.56	100.00	37.96	2 264 292	38.78	3 048 487 716
Bachelor degree	5.89	351 285	97.70	6.29	494 488 873	137 527.95	100.00	5.89	351 285	6.29	494 488 873
University degree (MA, BA, ...)	11.61	692 424	97.70	8.96	704 333 936	99 380.33	100.00	11.61	692 424	8.96	704 333 936

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

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



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

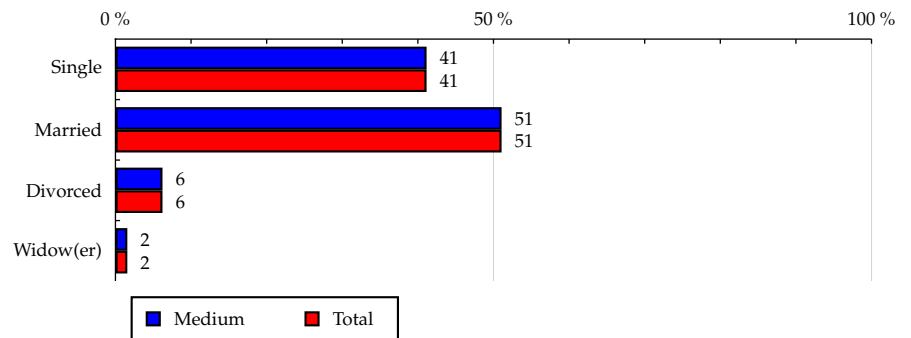
# TOTAL

**Table 4: Marital Status**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Single	41.15	2 454 652	97.70	38.60	3 034 184 117	120 766.49	100.00	41.15	2 454 652	38.60	3 034 184 117
Married	51.07	3 046 084	97.70	52.14	4 098 814 384	131 465.22	100.00	51.07	3 046 084	52.14	4 098 814 384
Divorced	6.22	370 838	97.70	7.37	579 159 476	152 583.77	100.00	6.22	370 838	7.37	579 159 476
Widow(er)	1.57	93 519	97.70	1.89	148 952 098	155 609.99	100.00	1.57	93 519	1.89	148 952 098

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

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



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

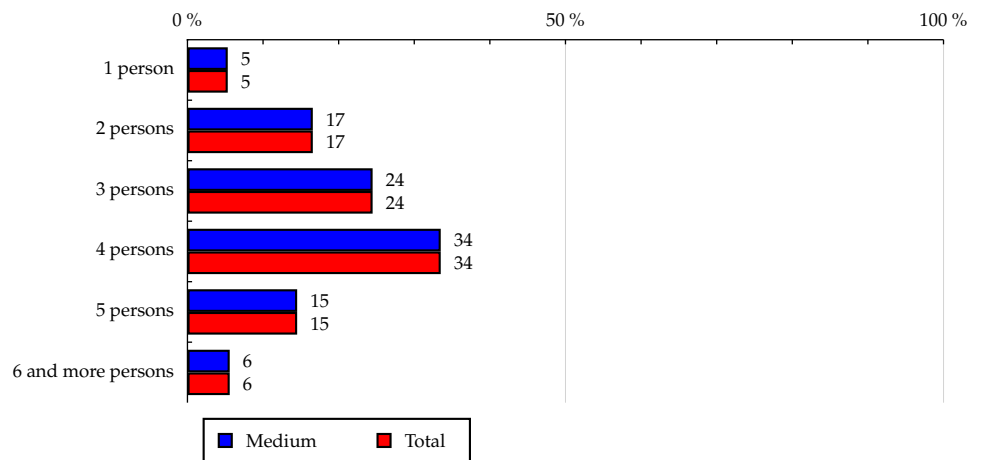
# TOTAL

**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	5.33	318 031	97.70	6.11	480 339 772	147 561.48	100.00	5.33	318 031	6.11	480 339 772
2 persons	16.58	988 972	97.70	17.75	1 395 233 314	137 834.22	100.00	16.58	988 972	17.75	1 395 233 314
3 persons	24.49	1 461 053	97.70	24.74	1 945 105 886	130 068.33	100.00	24.49	1 461 053	24.74	1 945 105 886
4 persons	33.50	1 998 143	97.70	32.28	2 537 664 989	124 080.14	100.00	33.50	1 998 143	32.28	2 537 664 989
5 persons	14.51	865 497	97.70	14.00	1 100 200 187	124 193.94	100.00	14.51	865 497	14.00	1 100 200 187
6 and more persons	5.59	333 396	97.70	5.12	402 565 929	117 969.85	100.00	5.59	333 396	5.12	402 565 929

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

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



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

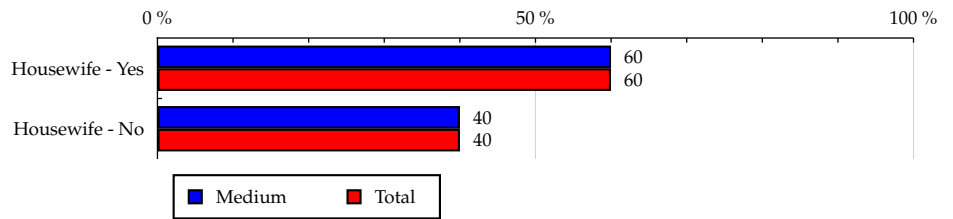
# TOTAL

**Table 6: Housewife**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Housewife - Yes	59.99	3 578 329	97.70	64.25	5 050 845 340	137 904.45	100.00	59.99	3 578 329	64.25	5 050 845 340
Housewife - No	40.01	2 386 765	97.70	35.75	2 810 264 736	115 035.55	100.00	40.01	2 386 765	35.75	2 810 264 736

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

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



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

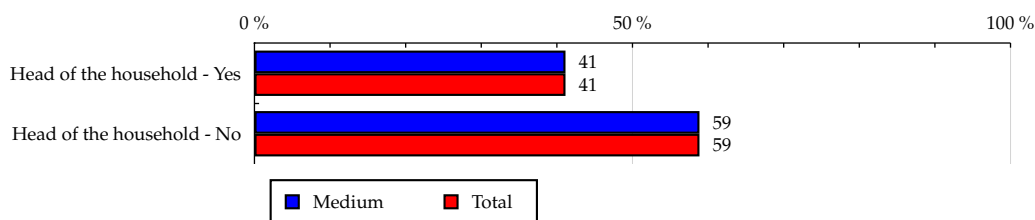
# TOTAL

**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	41.14	2 454 175	97.70	42.07	3 307 556 857	131 672.86	100.00	41.14	2 454 175	42.07	3 307 556 857
Head of the household - No	58.86	3 510 919	97.70	57.93	4 553 553 219	126 713.86	100.00	58.86	3 510 919	57.93	4 553 553 219

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

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



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



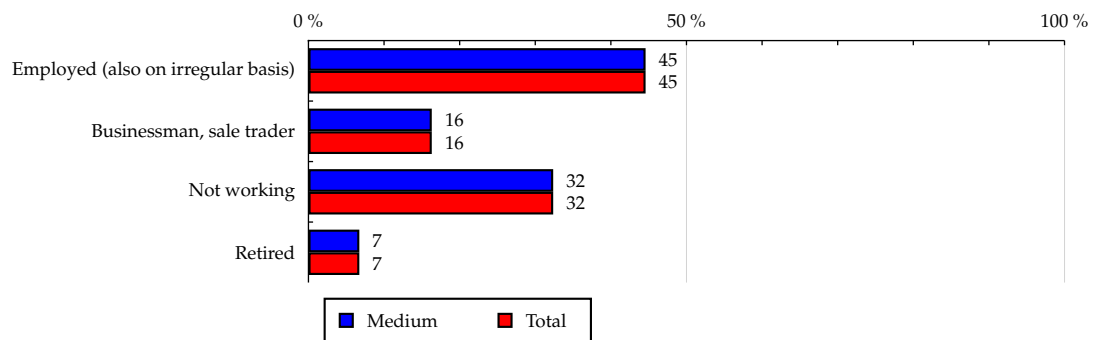
# TOTAL

**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)	44.59	2 659 706	97.70	46.11	3 625 147 802	133 163.94	100.00	44.59	2 659 706	46.11	3 625 147 802
Businessman, sale trader	16.31	972 815	97.70	15.63	1 228 871 065	123 415.66	100.00	16.31	972 815	15.63	1 228 871 065
Not working	32.37	1 930 996	97.70	29.83	2 345 327 008	118 663.32	100.00	32.37	1 930 996	29.83	2 345 327 008
Retired	6.73	401 576	97.70	8.42	661 764 201	161 001.30	100.00	6.73	401 576	8.42	661 764 201

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

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



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

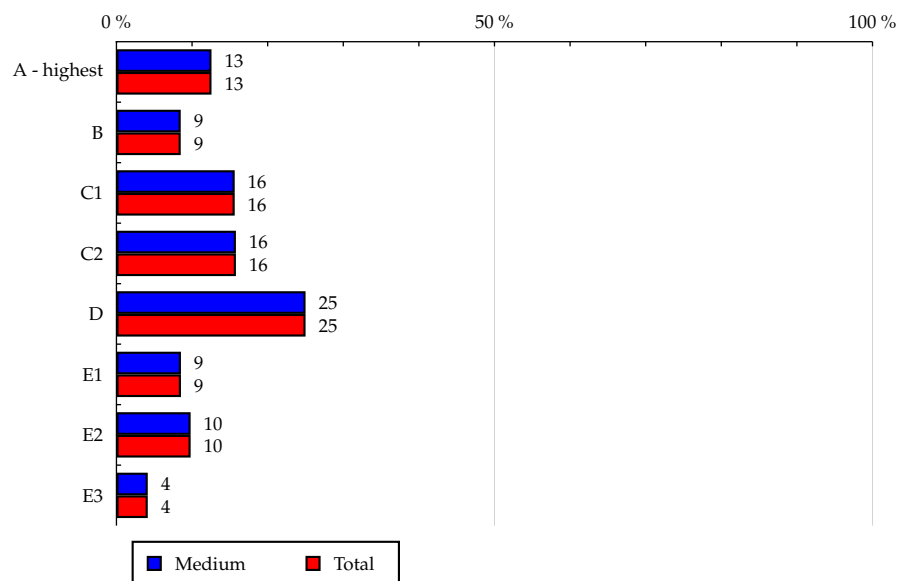
TOTAL

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	12.57	750 017	97.70	10.65	836 932 560	109 021.87	100.00	12.57	750 017	10.65	836 932 560
B	8.50	507 053	97.70	8.78	690 589 799	133 064.17	100.00	8.50	507 053	8.78	690 589 799
C1	15.64	933 227	97.70	16.44	1 292 455 728	135 307.72	100.00	15.64	933 227	16.44	1 292 455 728
C2	15.80	942 620	97.70	16.70	1 312 667 962	136 054.44	100.00	15.80	942 620	16.70	1 312 667 962
D	25.01	1 491 587	97.70	25.24	1 983 985 579	129 952.40	100.00	25.01	1 491 587	25.24	1 983 985 579
E1	8.53	508 563	97.70	9.23	725 278 043	139 333.10	100.00	8.53	508 563	9.23	725 278 043
E2	9.81	585 009	97.70	9.15	719 048 689	120 085.25	100.00	9.81	585 009	9.15	719 048 689
E3	4.14	247 015	97.70	3.82	300 151 716	118 716.41	100.00	4.14	247 015	3.82	300 151 716

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

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



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

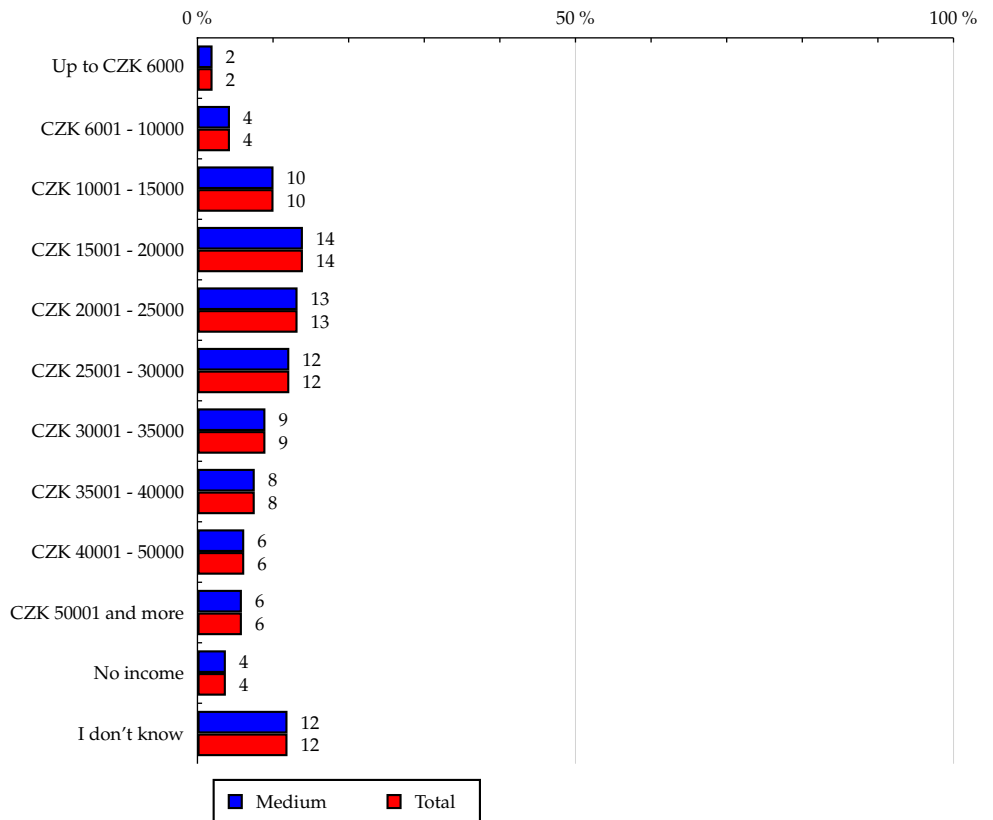
TOTAL

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	2.00	119 593	97.70	1.65	129 809 278	106 045.60	100.00	2.00	119 593	1.65	129 809 278
CZK 6001 - 10000	4.30	256 370	97.70	4.71	370 586 572	141 226.48	100.00	4.30	256 370	4.71	370 586 572
CZK 10001 - 15000	10.06	599 954	97.70	11.66	916 228 099	149 203.74	100.00	10.06	599 954	11.66	916 228 099
CZK 15001 - 20000	13.95	831 841	97.70	15.18	1 193 423 248	140 167.82	100.00	13.95	831 841	15.18	1 193 423 248
CZK 20001 - 25000	13.24	789 544	97.70	14.71	1 155 999 494	143 045.88	100.00	13.24	789 544	14.71	1 155 999 494
CZK 25001 - 30000	12.15	724 710	97.70	12.51	983 583 446	132 599.30	100.00	12.15	724 710	12.51	983 583 446
CZK 30001 - 35000	8.99	536 525	97.70	8.50	667 891 873	121 621.56	100.00	8.99	536 525	8.50	667 891 873
CZK 35001 - 40000	7.58	452 032	97.70	6.93	544 997 223	117 793.01	100.00	7.58	452 032	6.93	544 997 223
CZK 40001 - 50000	6.19	369 168	97.70	5.94	467 158 403	123 633.03	100.00	6.19	369 168	5.94	467 158 403
CZK 50001 and more	5.88	350 848	97.70	5.55	436 406 696	121 525.17	100.00	5.88	350 848	5.55	436 406 696
No income	3.76	224 234	97.70	2.69	211 614 698	92 201.31	100.00	3.76	224 234	2.69	211 614 698
I don't know	11.91	710 269	97.70	9.97	783 411 047	107 760.80	100.00	11.91	710 269	9.97	783 411 047

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

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



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

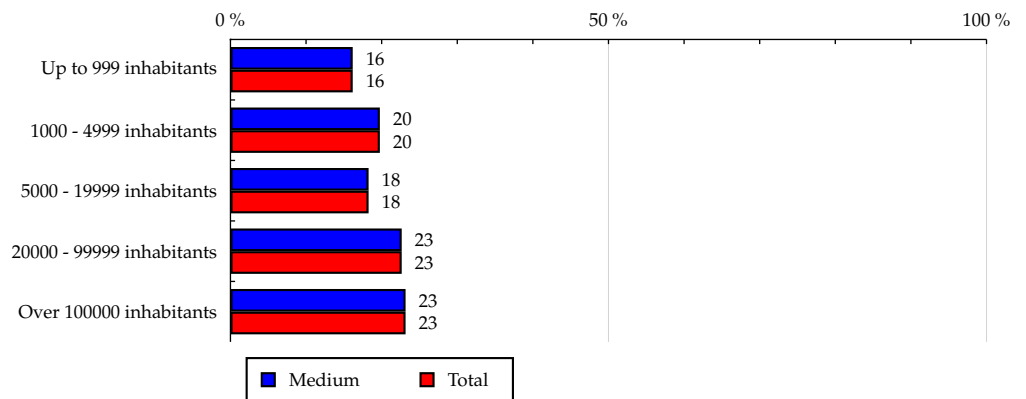
TOTAL

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	964 666	97.70	15.52	1 220 128 125	123 572.80	100.00	16.17	964 666	15.52	1 220 128 125
1000 - 4999 inhabitants	19.76	1 178 450	97.70	20.62	1 621 049 606	134 393.93	100.00	19.76	1 178 450	20.62	1 621 049 606
5000 - 19999 inhabitants	18.27	1 089 577	97.70	18.65	1 466 204 458	131 471.36	100.00	18.27	1 089 577	18.65	1 466 204 458
20000 - 99999 inhabitants	22.65	1 350 961	97.70	23.33	1 833 874 093	132 623.69	100.00	22.65	1 350 961	23.33	1 833 874 093
Over 100000 inhabitants	23.16	1 381 439	97.70	21.88	1 719 853 794	121 633.74	100.00	23.16	1 381 439	21.88	1 719 853 794

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

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



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

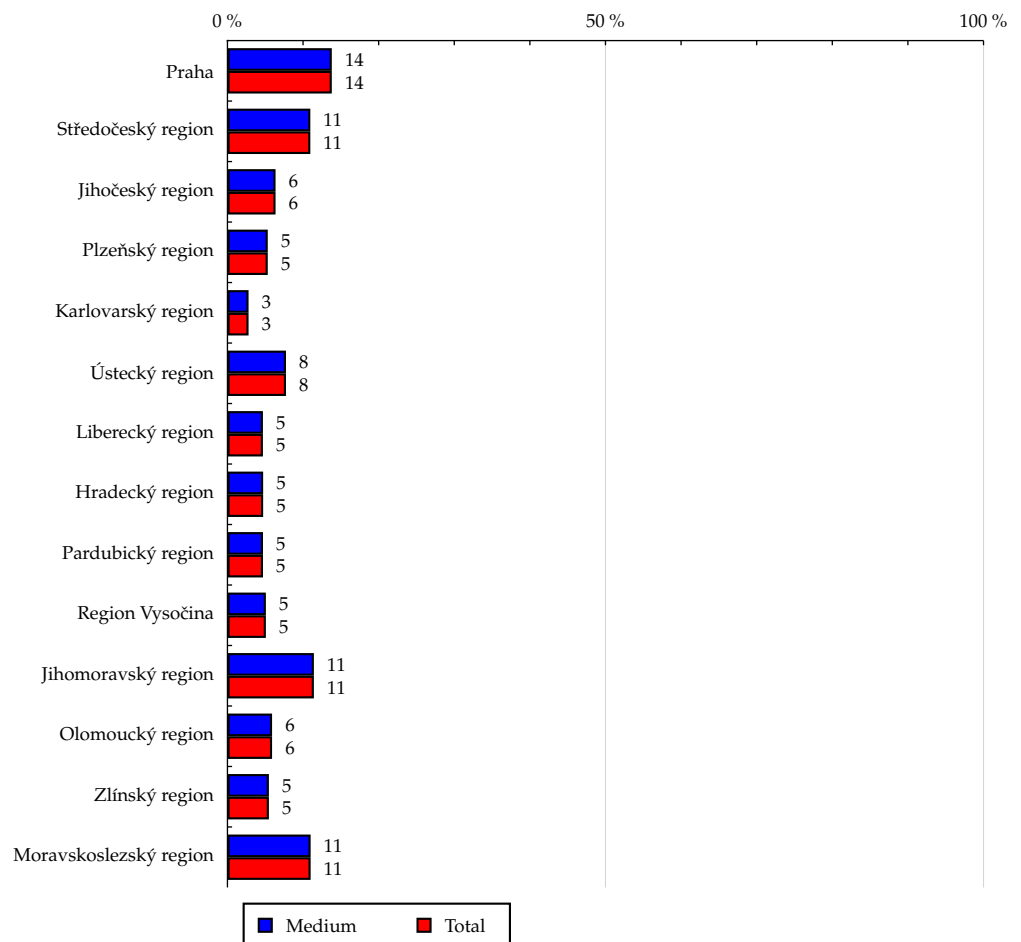
# TOTAL

**Table 12: Region**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Praha	13.80	823 051	97.70	12.78	1 004 448 447	119 232.64	100.00	13.80	823 051	12.78	1 004 448 447
Středočeský region	10.96	654 010	97.70	10.41	818 169 811	122 223.11	100.00	10.96	654 010	10.41	818 169 811
Jihočeský region	6.36	379 377	97.70	5.74	451 038 429	116 154.66	100.00	6.36	379 377	5.74	451 038 429
Plzeňský region	5.33	318 054	97.70	5.72	450 044 500	138 244.59	100.00	5.33	318 054	5.72	450 044 500
Karlovarský region	2.79	166 183	97.70	2.54	199 646 342	117 372.76	100.00	2.79	166 183	2.54	199 646 342
Ústecký region	7.74	461 575	97.70	8.19	643 807 511	136 272.40	100.00	7.74	461 575	8.19	643 807 511
Liberecký region	4.69	279 938	97.70	4.57	359 066 317	125 316.15	100.00	4.69	279 938	4.57	359 066 317
Hradecký region	4.72	281 786	97.70	5.03	395 546 276	137 142.43	100.00	4.72	281 786	5.03	395 546 276
Pardubický region	4.70	280 594	97.70	4.55	357 561 322	124 499.17	100.00	4.70	280 594	4.55	357 561 322
Region Vysočina	5.08	303 260	97.70	5.20	408 548 706	131 620.19	100.00	5.08	303 260	5.20	408 548 706
Jihomoravský region	11.43	681 746	97.70	11.97	940 727 109	134 814.06	100.00	11.43	681 746	11.97	940 727 109
Olomoucký region	5.90	351 996	97.70	5.66	445 146 970	123 554.87	100.00	5.90	351 996	5.66	445 146 970
Zlínský region	5.48	327 182	97.70	5.87	461 181 013	137 713.24	100.00	5.48	327 182	5.87	461 181 013
Moravskoslezský region	11.00	656 336	97.70	11.78	926 177 321	137 867.55	100.00	11.00	656 336	11.78	926 177 321

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

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



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

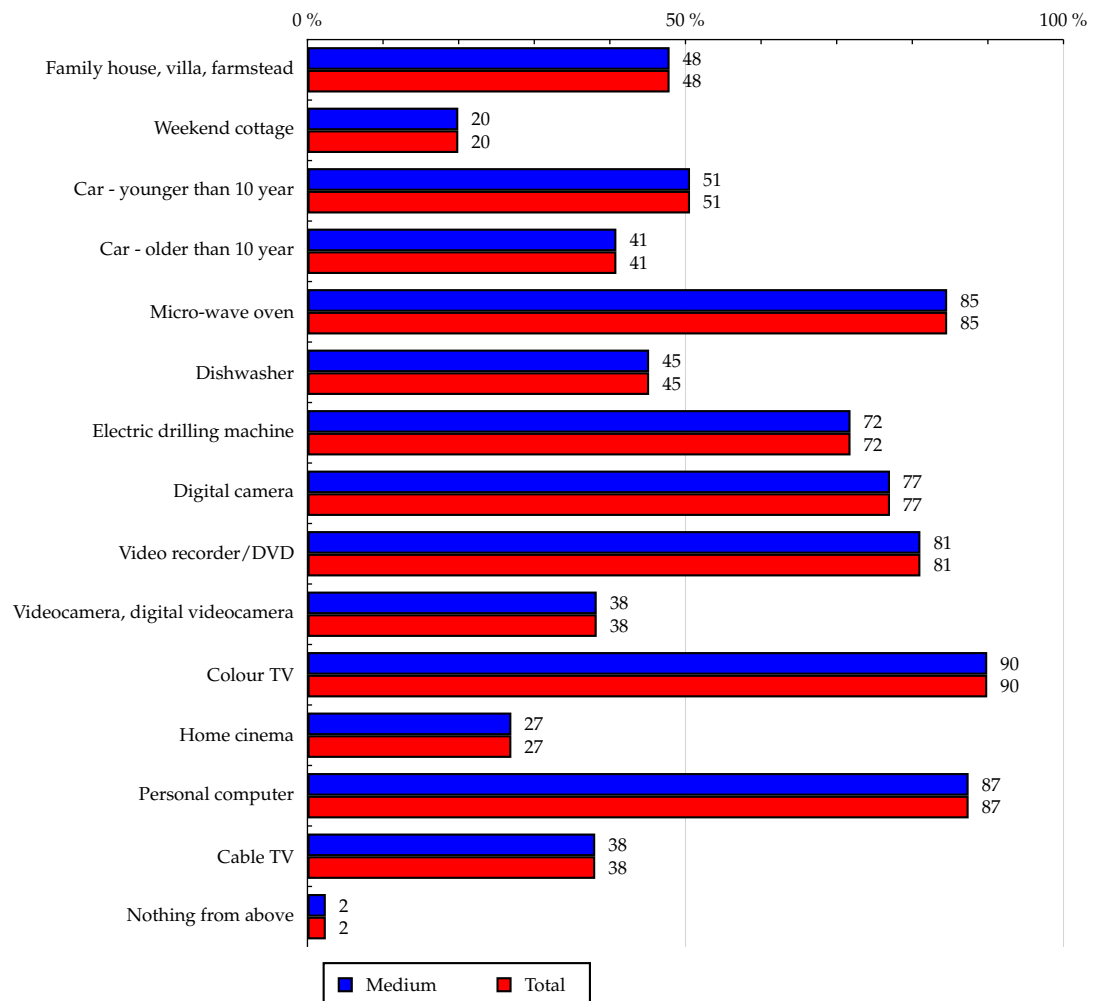
TOTAL

Table 13: Facilities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Family house, villa, farmstead	47.90	2 857 442	97.70	45.52	3 578 145 701	122 341.87	100.00	47.90	2 857 442	45.52	3 578 145 701
Weekend cottage	19.95	1 189 990	97.70	18.98	1 491 835 329	122 481.93	100.00	19.95	1 189 990	18.98	1 491 835 329
Car - younger than 10 year	50.60	3 018 151	97.70	46.96	3 691 267 198	119 489.29	100.00	50.60	3 018 151	46.96	3 691 267 198
Car - older than 10 year	40.86	2 437 577	97.70	42.52	3 342 164 348	133 956.52	100.00	40.86	2 437 577	42.52	3 342 164 348
Micro-wave oven	84.61	5 046 781	97.70	85.20	6 697 984 959	129 665.43	100.00	84.61	5 046 781	85.20	6 697 984 959
Dishwasher	45.19	2 695 695	97.70	41.23	3 240 992 562	117 463.17	100.00	45.19	2 695 695	41.23	3 240 992 562
Electric drilling machine	71.83	4 285 022	97.70	71.47	5 618 320 913	128 099.66	100.00	71.83	4 285 022	71.47	5 618 320 913
Digital camera	77.05	4 596 206	97.70	77.30	6 076 399 700	129 163.97	100.00	77.05	4 596 206	77.30	6 076 399 700
Video recorder/DVD	81.07	4 835 968	97.70	81.69	6 421 674 479	129 735.68	100.00	81.07	4 835 968	81.69	6 421 674 479
Videocamera, digital videocamera	38.26	2 282 421	97.70	35.76	2 810 852 766	120 319.70	100.00	38.26	2 282 421	35.76	2 810 852 766
Colour TV	89.91	5 363 347	97.70	90.83	7 140 177 596	130 067.15	100.00	89.91	5 363 347	90.83	7 140 177 596
Home cinema	26.97	1 608 915	97.70	27.69	2 176 869 644	132 188.56	100.00	26.97	1 608 915	27.69	2 176 869 644
Personal computer	87.45	5 216 429	97.70	88.55	6 960 715 845	130 369.25	100.00	87.45	5 216 429	88.55	6 960 715 845
Cable TV	38.06	2 270 519	97.70	38.72	3 044 032 193	130 984.09	100.00	38.06	2 270 519	38.72	3 044 032 193
Nothing from above	2.43	144 864	97.70	2.36	185 710 889	125 247.81	100.00	2.43	144 864	2.36	185 710 889

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

Chart 13: Facilities by RU(%)



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

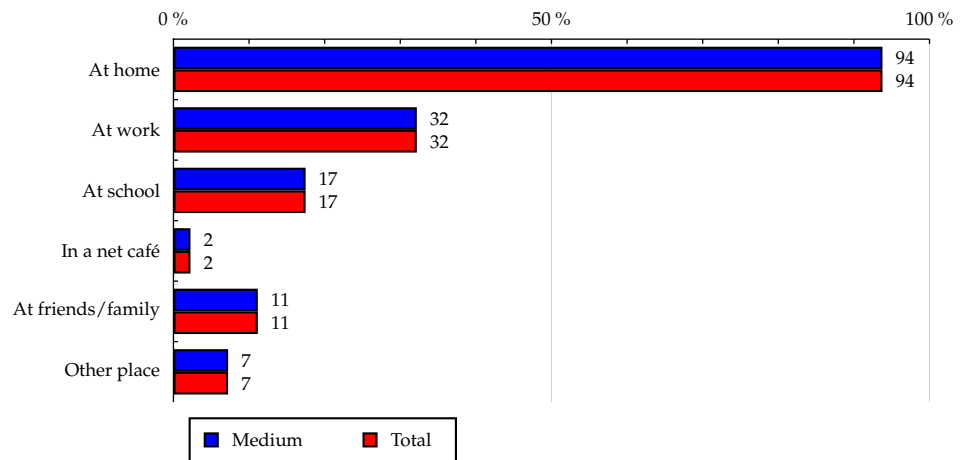
TOTAL

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	93.78	5 594 048	97.70	94.73	7 446 610 342	130 054.98	100.00	93.78	5 594 048	94.73	7 446 610 342
At work	32.19	1 920 431	97.70	28.79	2 262 922 313	115 123.88	100.00	32.19	1 920 431	28.79	2 262 922 313
At school	17.48	1 042 602	97.70	13.99	1 099 793 662	103 059.21	100.00	17.48	1 042 602	13.99	1 099 793 662
In a net café	2.25	134 024	97.70	1.91	150 387 707	109 628.22	100.00	2.25	134 024	1.91	150 387 707
At friends/family	11.16	665 745	97.70	9.81	770 824 949	113 120.76	100.00	11.16	665 745	9.81	770 824 949
Other place	7.23	431 198	97.70	6.02	473 168 646	107 209.38	100.00	7.23	431 198	6.02	473 168 646

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

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



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

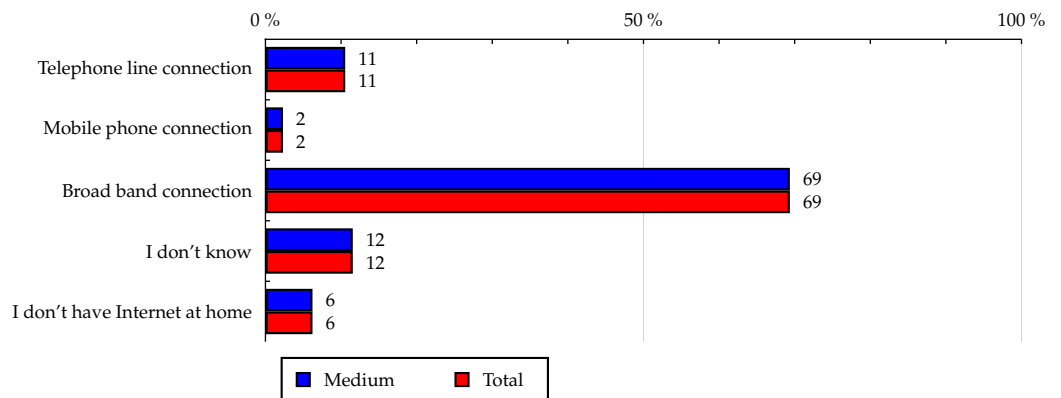
# TOTAL

**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	10.55	629 088	97.70	10.71	842 311 122	130 814.39	100.00	10.55	629 088	10.71	842 311 122
Mobile phone connection	2.32	138 466	97.70	2.01	157 910 671	111 419.87	100.00	2.32	138 466	2.01	157 910 671
Broad band connection	69.36	4 137 517	97.70	72.69	5 714 316 212	134 933.24	100.00	69.36	4 137 517	72.69	5 714 316 212
I don't know	11.55	688 975	97.70	9.31	732 072 337	103 811.28	100.00	11.55	688 975	9.31	732 072 337
I don't have Internet at home	6.22	371 046	97.70	5.27	414 499 734	109 141.53	100.00	6.22	371 046	5.27	414 499 734

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

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



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



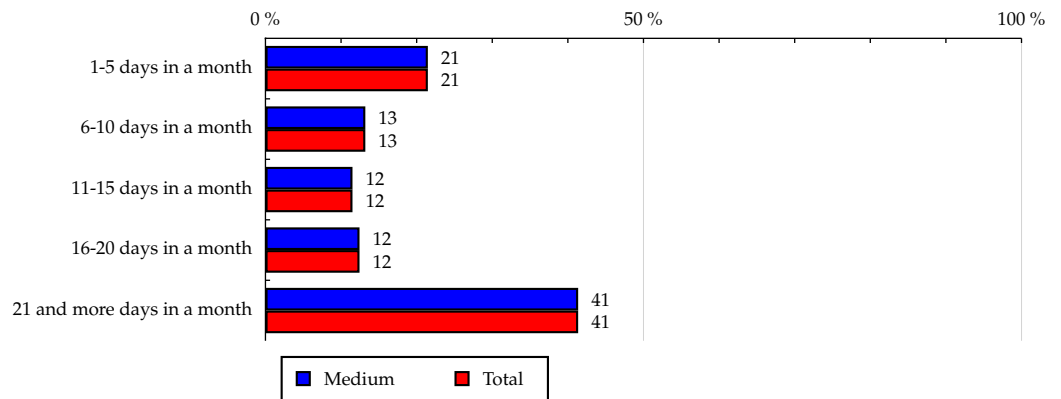
# TOTAL

**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	21.48	1 281 528	97.70	1.16	91 091 284	6 944.53	100.00	21.48	1 281 528	1.16	91 091 284
6-10 days in a month	13.21	787 930	97.70	2.72	213 740 534	26 502.90	100.00	13.21	787 930	2.72	213 740 534
11-15 days in a month	11.51	686 439	97.70	4.57	359 198 098	51 124.20	100.00	11.51	686 439	4.57	359 198 098
16-20 days in a month	12.44	742 272	97.70	9.46	743 989 980	97 926.07	100.00	12.44	742 272	9.46	743 989 980
21 and more days in a month	41.36	2 466 924	97.70	82.09	6 453 090 179	255 568.01	100.00	41.36	2 466 924	82.09	6 453 090 179

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

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



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

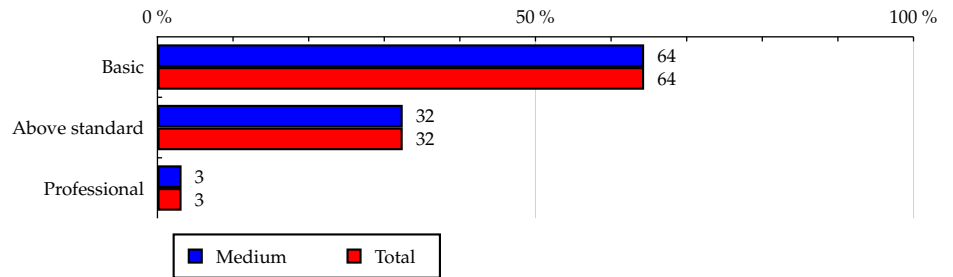
# TOTAL

**Table 17: IT Knowledge**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Basic	64.37	3 839 786	97.70	68.00	5 345 387 402	136 008.71	100.00	64.37	3 839 786	68.00	5 345 387 402
Above standard	32.44	1 934 980	97.70	29.15	2 291 278 053	115 690.01	100.00	32.44	1 934 980	29.15	2 291 278 053
Professional	3.19	190 328	97.70	2.86	224 444 621	115 212.37	100.00	3.19	190 328	2.86	224 444 621

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

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



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

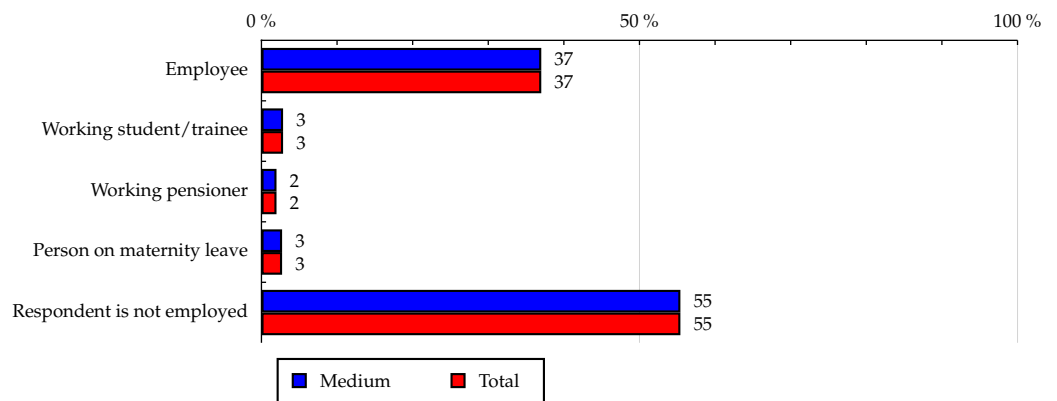
# TOTAL

**Table 18: Economically Active as**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Employee	37.01	2 207 861	97.70	37.63	2 958 118 966	130 899.61	100.00	37.01	2 207 861	37.63	2 958 118 966
Working student/trainee	2.86	170 711	97.70	2.68	210 777 132	120 630.09	100.00	2.86	170 711	2.68	210 777 132
Working pensioner	1.99	118 549	97.70	2.18	171 091 899	141 001.67	100.00	1.99	118 549	2.18	171 091 899
Person on maternity leave	2.73	162 583	97.70	3.63	285 159 804	171 358.60	100.00	2.73	162 583	3.63	285 159 804
Respondent is not employed	55.41	3 305 388	97.70	53.89	4 235 962 274	125 205.70	100.00	55.41	3 305 388	53.89	4 235 962 274

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

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



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

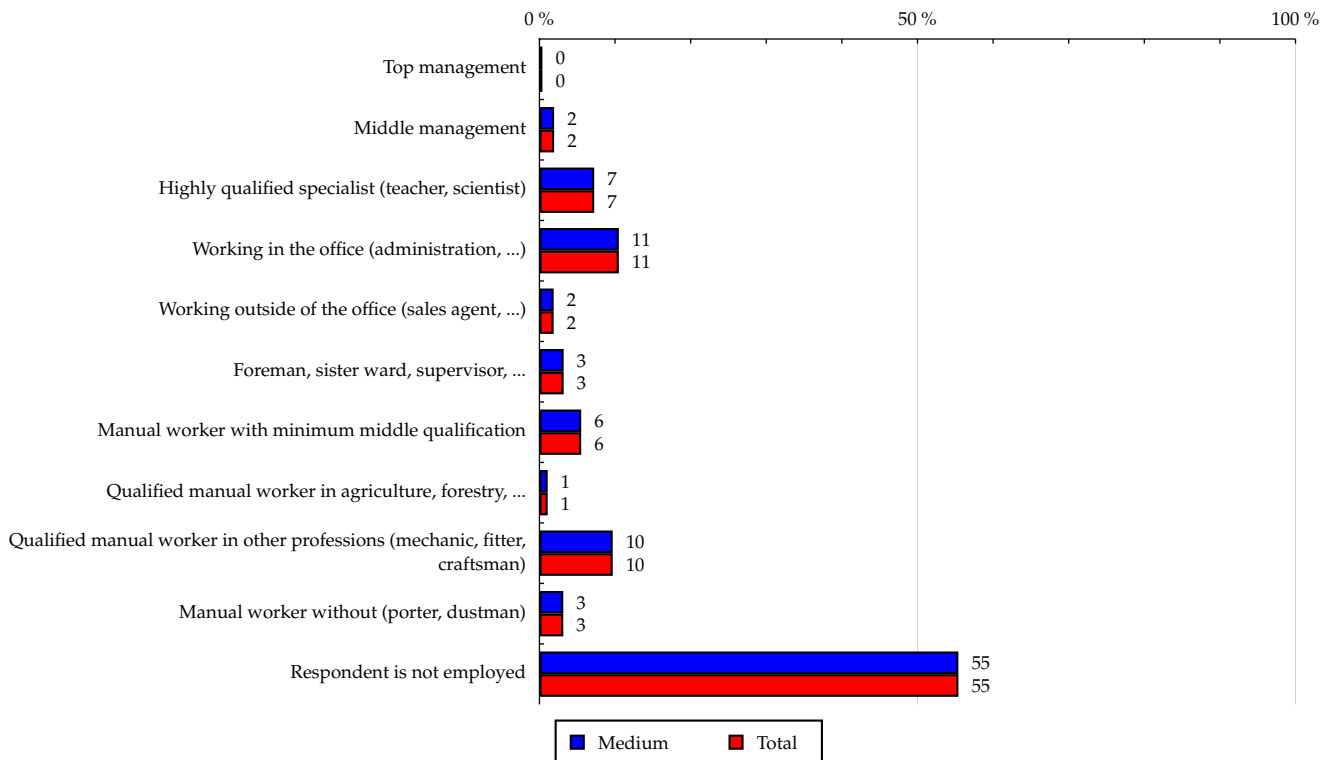
TOTAL

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	0.39	22 967	97.70	0.24	18 851 423	80 191.14	100.00	0.39	22 967	0.24	18 851 423
Middle management	1.94	115 776	97.70	1.66	130 233 985	109 900.33	100.00	1.94	115 776	1.66	130 233 985
Highly qualified specialist (teacher, scientist)	7.24	432 123	97.70	5.60	440 471 420	99 587.41	100.00	7.24	432 123	5.60	440 471 420
Working in the office (administration, ...)	10.50	626 163	97.70	11.12	874 259 072	136 410.17	100.00	10.50	626 163	11.12	874 259 072
Working outside of the office (sales agent, ...)	1.88	112 065	97.70	1.58	124 016 488	108 118.88	100.00	1.88	112 065	1.58	124 016 488
Foreman, sister ward, supervisor, ...	3.20	190 639	97.70	3.22	253 139 355	129 730.29	100.00	3.20	190 639	3.22	253 139 355
Manual worker with minimum middle qualification	5.52	329 267	97.70	5.87	461 237 549	136 857.85	100.00	5.52	329 267	5.87	461 237 549
Qualified manual worker in agriculture, forestry, ...	1.09	65 163	97.70	1.57	123 338 137	184 920.54	100.00	1.09	65 163	1.57	123 338 137
Qualified manual worker in other professions (mechanic, fitter, craftsman)	9.69	577 889	97.70	12.10	951 543 311	160 871.20	100.00	9.69	577 889	12.10	951 543 311
Manual worker without (porter, dustman)	3.15	187 648	97.70	3.16	248 057 064	129 151.94	100.00	3.15	187 648	3.16	248 057 064
Respondent is not employed	55.41	3 305 388	97.70	53.89	4 235 962 274	125 205.70	100.00	55.41	3 305 388	53.89	4 235 962 274

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

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



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

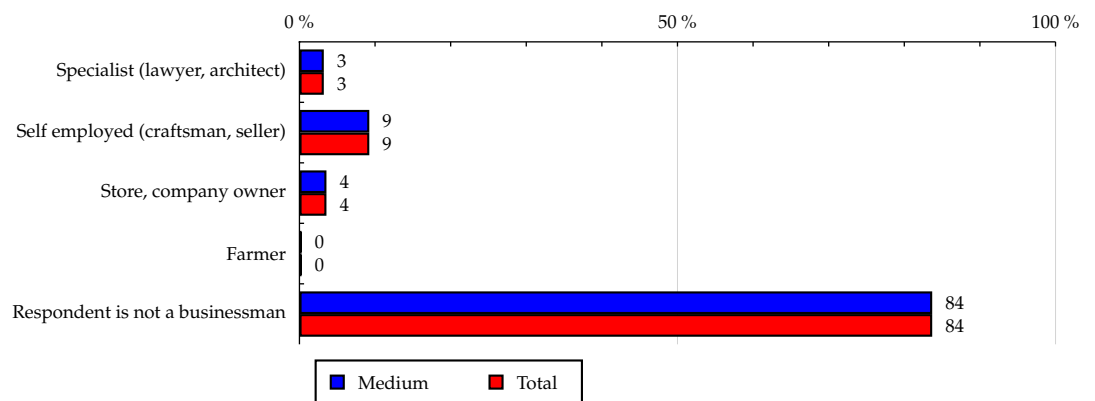
# TOTAL

**Table 20: Business Activities**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Specialist (lawyer, architect)	3.22	192 347	97.70	2.52	197 904 619	100 522.90	100.00	3.22	192 347	2.52	197 904 619
Self employed (craftsman, seller)	9.24	550 928	97.70	9.39	738 095 493	130 891.57	100.00	9.24	550 928	9.39	738 095 493
Store, company owner	3.57	212 804	97.70	3.48	273 591 321	125 607.90	100.00	3.57	212 804	3.48	273 591 321
Farmer	0.28	16 735	97.70	0.25	19 279 632	112 549.12	100.00	0.28	16 735	0.25	19 279 632
Respondent is not a businessman	83.69	4 992 279	97.70	84.37	6 632 239 011	129 794.37	100.00	83.69	4 992 279	84.37	6 632 239 011

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

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



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

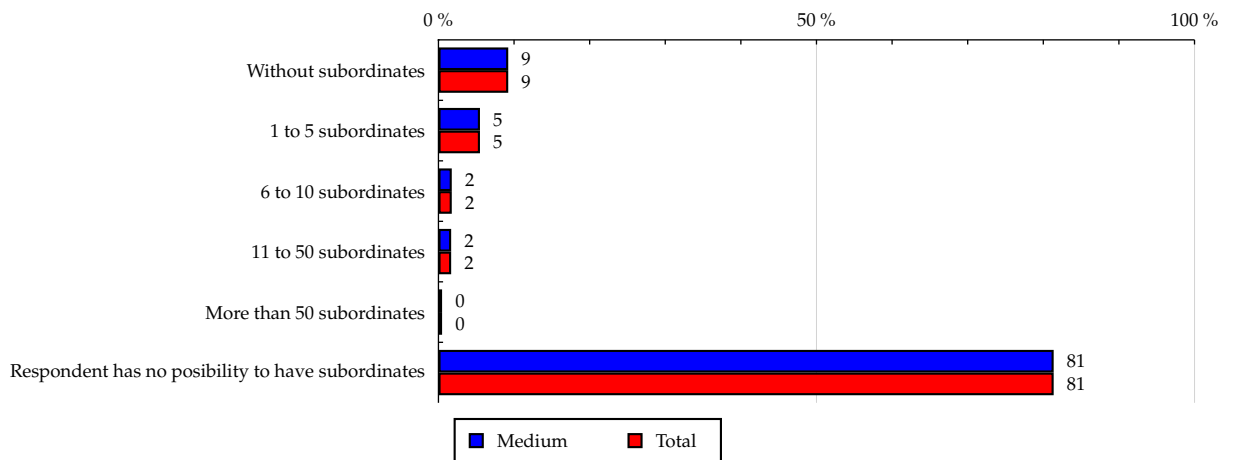
# TOTAL

**Table 21: Number of Subordinates**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Without subordinates	9.23	550 326	97.70	9.64	757 421 991	134 465.93	100.00	9.23	550 326	9.64	757 421 991
1 to 5 subordinates	5.49	327 601	97.70	5.00	393 253 625	117 279.17	100.00	5.49	327 601	5.00	393 253 625
6 to 10 subordinates	1.76	104 886	97.70	1.32	103 709 795	96 603.95	100.00	1.76	104 886	1.32	103 709 795
11 to 50 subordinates	1.68	100 399	97.70	1.25	98 211 619	95 571.02	100.00	1.68	100 399	1.25	98 211 619
More than 50 subordinates	0.48	28 345	97.70	0.32	25 359 442	87 407.61	100.00	0.48	28 345	0.32	25 359 442
Respondent has no possibility to have subordinates	81.37	4 853 535	97.70	82.47	6 483 153 603	130 503.65	100.00	81.37	4 853 535	82.47	6 483 153 603

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

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



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

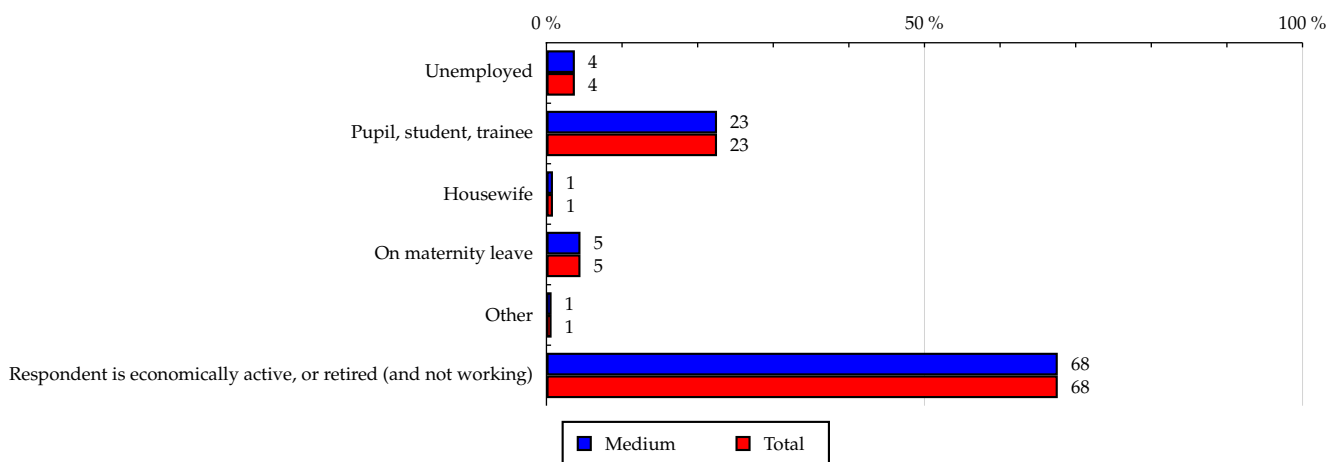
# TOTAL

**Table 22: Economically Inactive as**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unemployed	3.76	224 575	97.70	4.46	350 671 313	152 557.16	100.00	3.76	224 575	4.46	350 671 313
Pupil, student, trainee	22.56	1 345 986	97.70	17.85	1 403 093 559	101 845.17	100.00	22.56	1 345 986	17.85	1 403 093 559
Housewife	0.86	51 497	97.70	1.23	96 894 507	183 825.07	100.00	0.86	51 497	1.23	96 894 507
On maternity leave	4.50	268 215	97.70	5.27	414 563 585	151 008.44	100.00	4.50	268 215	5.27	414 563 585
Other	0.68	40 720	97.70	1.02	80 104 044	192 191.44	100.00	0.68	40 720	1.02	80 104 044
Respondent is economically active, or retired (and not working)	67.63	4 034 098	97.70	70.17	5 515 783 068	133 584.24	100.00	67.63	4 034 098	70.17	5 515 783 068

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

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



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

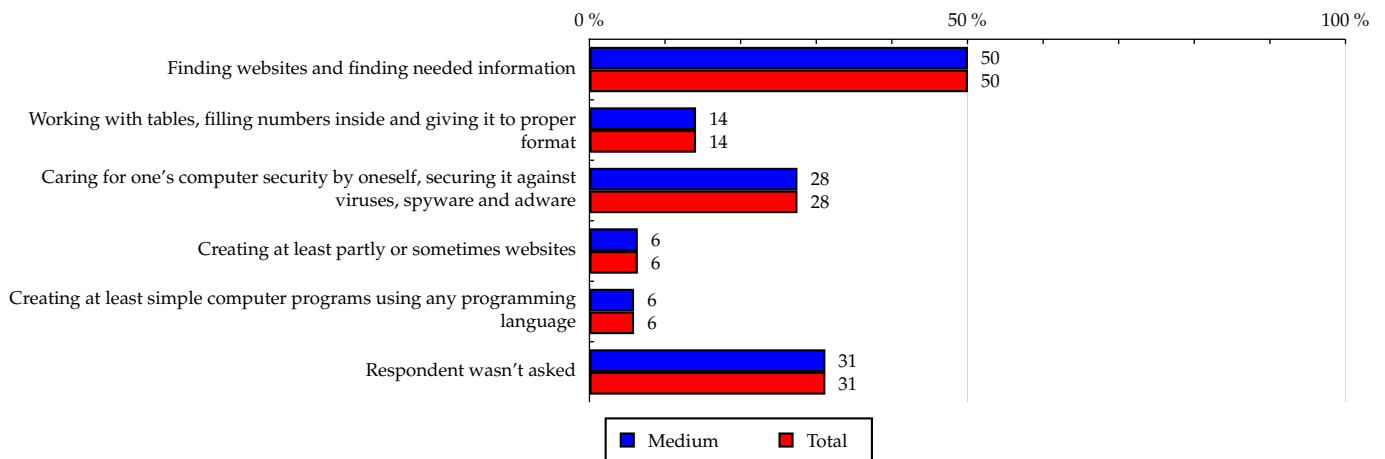
# TOTAL

**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	50.06	2 986 327	97.70	45.19	3 552 382 475	116 218.92	100.00	50.06	2 986 327	45.19	3 552 382 475
Working with tables, filling numbers inside and giving it to proper format	14.10	841 195	97.70	11.76	924 362 685	107 359.35	100.00	14.10	841 195	11.76	924 362 685
Caring for one's computer security by oneself, securing it against viruses, spyware and adware	27.51	1 640 745	97.70	27.49	2 160 663 663	128 659.13	100.00	27.51	1 640 745	27.49	2 160 663 663
Creating at least partly or sometimes websites	6.40	381 990	97.70	5.33	418 758 026	107 103.93	100.00	6.40	381 990	5.33	418 758 026
Creating at least simple computer programs using any programming language	5.90	351 944	97.70	5.31	417 317 716	115 847.62	100.00	5.90	351 944	5.31	417 317 716
Respondent wasn't asked	31.20	1 861 396	97.70	35.27	2 772 906 427	145 542.81	100.00	31.20	1 861 396	35.27	2 772 906 427

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

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



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



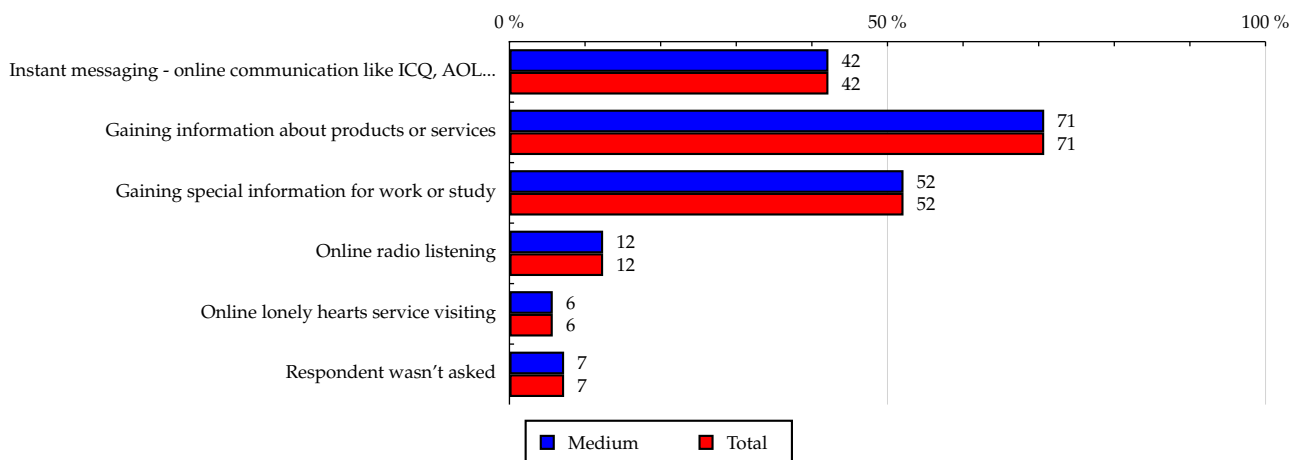
TOTAL

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...	42.19	2 516 661	97.70	40.89	3 214 788 135	124 802.16	100.00	42.19	2 516 661	40.89	3 214 788 135
Gaining information about products or services	70.73	4 218 861	97.70	73.35	5 766 285 277	133 535.09	100.00	70.73	4 218 861	73.35	5 766 285 277
Gaining special information for work or study	52.12	3 108 786	97.70	49.19	3 867 270 549	121 536.93	100.00	52.12	3 108 786	49.19	3 867 270 549
Online radio listening	12.39	739 042	97.70	10.63	835 361 591	110 433.23	100.00	12.39	739 042	10.63	835 361 591
Online lonely hearts service visiting	5.73	341 511	97.70	5.63	442 467 590	126 581.55	100.00	5.73	341 511	5.63	442 467 590
Respondent wasn't asked	7.23	431 227	97.70	8.00	628 857 843	142 475.79	100.00	7.23	431 227	8.00	628 857 843

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

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



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

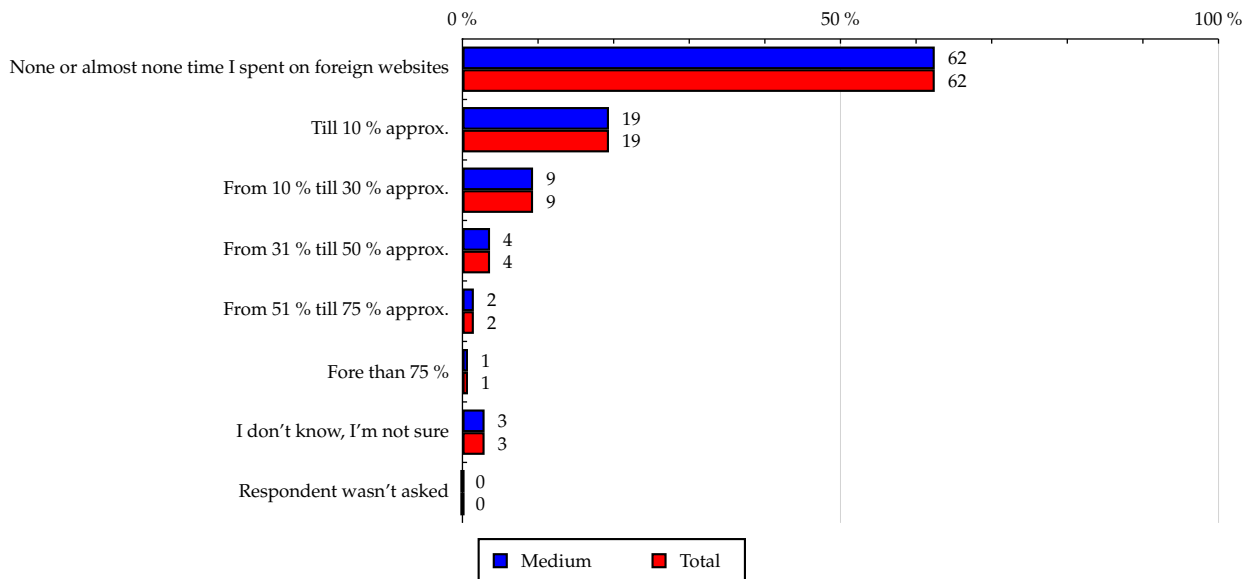
TOTAL

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	62.47	3 726 559	97.70	65.33	5 135 840 749	134 647.44	100.00	62.47	3 726 559	65.33	5 135 840 749
Till 10 % approx.	19.38	1 155 744	97.70	19.31	1 518 290 356	128 347.52	100.00	19.38	1 155 744	19.31	1 518 290 356
From 10 % till 30 % approx.	9.34	557 059	97.70	8.49	667 572 748	117 082.37	100.00	9.34	557 059	8.49	667 572 748
From 31 % till 50 % approx.	3.65	217 922	97.70	3.06	240 934 945	108 017.12	100.00	3.65	217 922	3.06	240 934 945
From 51 % till 75 % approx.	1.51	89 850	97.70	1.10	86 680 066	94 252.08	100.00	1.51	89 850	1.10	86 680 066
Fore than 75 %	0.73	43 368	97.70	0.50	39 633 004	89 284.50	100.00	0.73	43 368	0.50	39 633 004
I don't know, I'm not sure	2.93	174 589	97.70	2.19	172 158 208	96 339.38	100.00	2.93	174 589	2.19	172 158 208
Respondent wasn't asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



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