

## **SPiR NetMonitor**

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

**Medium title:**

**TOTAL**

**Month:**

**March 2012**

<b>Basic information</b>	
The size of Internet population in the Czech Republic	6 330 228
Number of respondents	
Medium	N = 28 400
Total (for all measured media)	N = 28 400
RU(number)	6 184 632
Reach(%)	97.70
PV(number) (from Czech visitors)	8 010 248 152
PV(number) (from all visitors)	8 569 948 458
GRP (%)	126 539.65

**Source: NetMonitor – SPiR – Mediaresearch & Gemius  
March 2012**

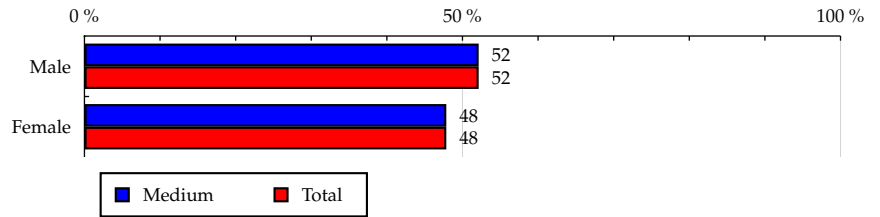
# TOTAL

**Table 1: Sex**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Male	52.14	3 224 915	97.70	53.30	4 269 687 606	129 351.74	100.00	52.14	3 224 915	53.30	4 269 687 606
Female	47.86	2 959 717	97.70	46.70	3 740 560 546	123 475.58	100.00	47.86	2 959 717	46.70	3 740 560 546

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

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



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

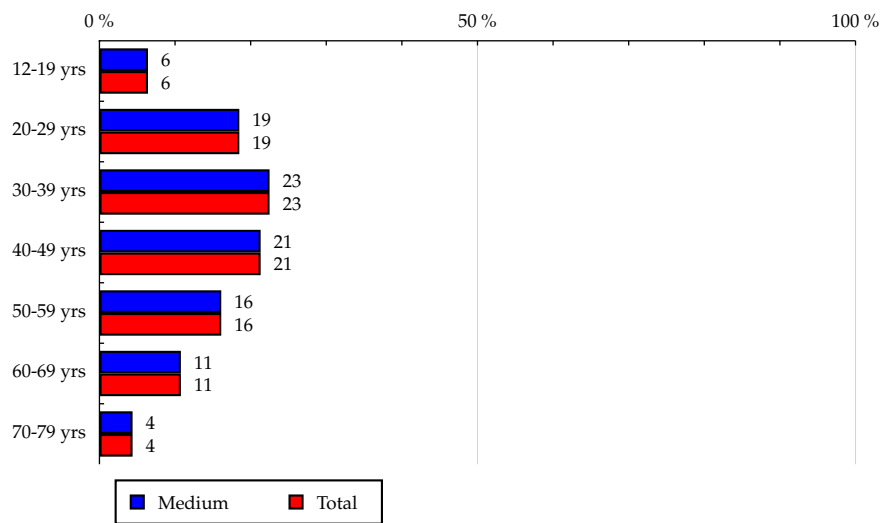
# TOTAL

Table 2: Age

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
12-19 yrs	6.42	397 115	97.70	3.44	275 826 902	67 860.16	100.00	6.42	397 115	3.44	275 826 902
20-29 yrs	18.50	1 144 219	97.70	16.87	1 351 029 632	115 358.68	100.00	18.50	1 144 219	16.87	1 351 029 632
30-39 yrs	22.50	1 391 295	97.70	25.18	2 017 158 686	141 649.55	100.00	22.50	1 391 295	25.18	2 017 158 686
40-49 yrs	21.32	1 318 626	97.70	21.39	1 713 280 437	126 940.83	100.00	21.32	1 318 626	21.39	1 713 280 437
50-59 yrs	16.11	996 283	97.70	16.31	1 306 809 128	128 151.59	100.00	16.11	996 283	16.31	1 306 809 128
60-69 yrs	10.77	666 208	97.70	11.86	949 909 660	139 305.08	100.00	10.77	666 208	11.86	949 909 660
70-79 yrs	4.38	270 885	97.70	4.95	396 233 708	142 909.05	100.00	4.38	270 885	4.95	396 233 708

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

Chart 2: Age by RU(%)



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

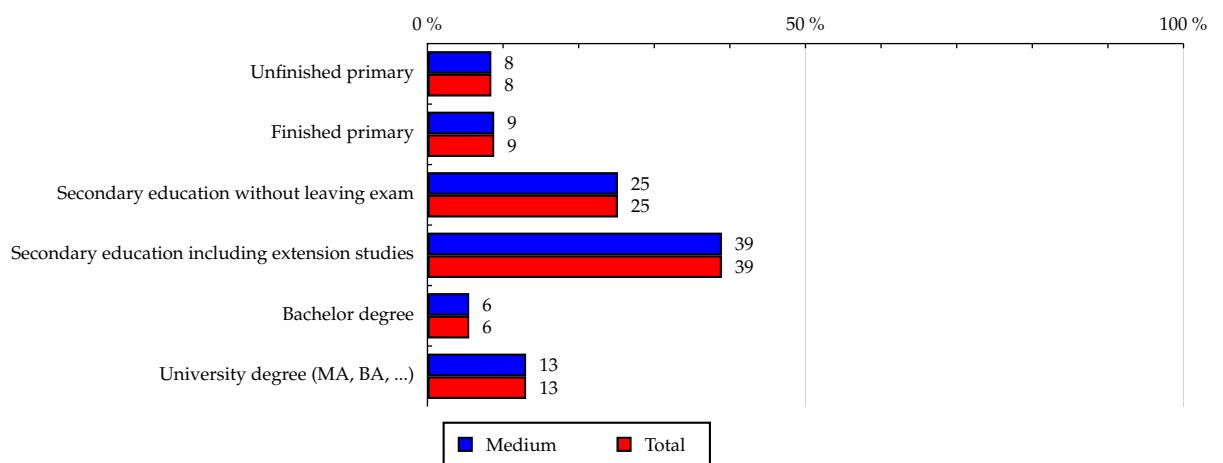
# TOTAL

**Table 3: Highest Education**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unfinished primary	8.45	522 477	97.70	4.74	379 536 125	70 970.92	100.00	8.45	522 477	4.74	379 536 125
Finished primary	8.83	546 350	97.70	8.60	688 913 974	123 193.74	100.00	8.83	546 350	8.60	688 913 974
Secondary education without leaving exam	25.20	1 558 280	97.70	29.59	2 370 438 354	148 620.10	100.00	25.20	1 558 280	29.59	2 370 438 354
Secondary education including extension studies	38.95	2 409 101	97.70	40.25	3 224 201 112	130 756.02	100.00	38.95	2 409 101	40.25	3 224 201 112
Bachelor degree	5.52	341 515	97.70	5.67	454 259 103	129 953.57	100.00	5.52	341 515	5.67	454 259 103
University degree (MA, BA, ...)	13.05	806 908	97.70	11.15	892 899 484	108 111.68	100.00	13.05	806 908	11.15	892 899 484

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

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



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

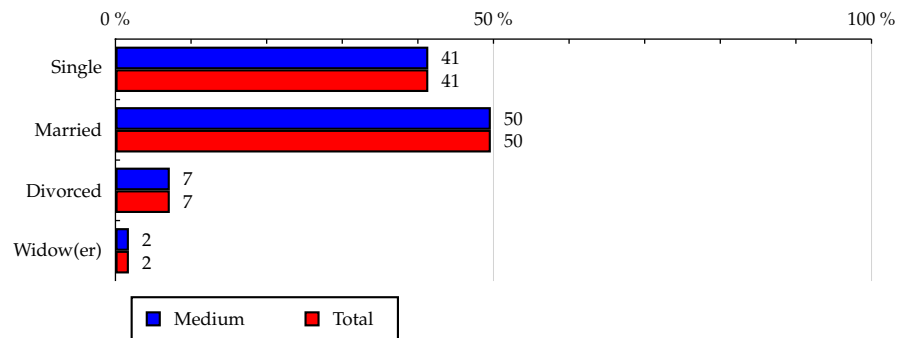
# TOTAL

**Table 4: Marital Status**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Single	41.38	2 558 995	97.70	37.80	3 028 262 340	115 616.17	100.00	41.38	2 558 995	37.80	3 028 262 340
Married	49.65	3 070 970	97.70	51.71	4 142 445 484	131 787.94	100.00	49.65	3 070 970	51.71	4 142 445 484
Divorced	7.19	444 654	97.70	8.53	682 891 959	150 045.88	100.00	7.19	444 654	8.53	682 891 959
Widow(er)	1.78	110 012	97.70	1.96	156 648 369	139 116.71	100.00	1.78	110 012	1.96	156 648 369

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

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



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

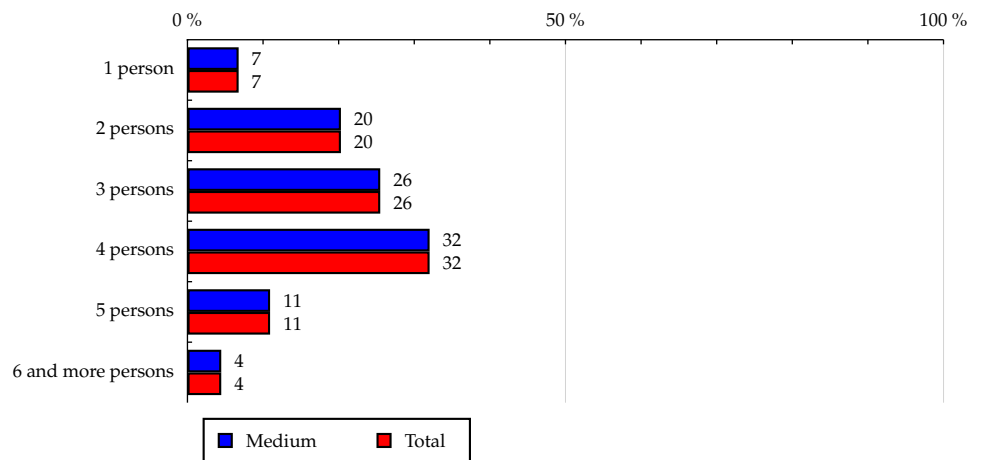
# TOTAL

**Table 5: Number of Persons in the Household**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
1 person	6.77	418 663	97.70	7.47	598 455 360	139 656.69	100.00	6.77	418 663	7.47	598 455 360
2 persons	20.30	1 255 718	97.70	22.01	1 762 806 913	137 153.55	100.00	20.30	1 255 718	22.01	1 762 806 913
3 persons	25.50	1 576 865	97.70	26.05	2 086 296 934	129 263.51	100.00	25.50	1 576 865	26.05	2 086 296 934
4 persons	32.03	1 980 867	97.70	30.64	2 454 570 530	121 063.92	100.00	32.03	1 980 867	30.64	2 454 570 530
5 persons	10.93	675 898	97.70	9.74	779 855 271	112 726.78	100.00	10.93	675 898	9.74	779 855 271
6 and more persons	4.47	276 619	97.70	4.10	328 263 143	115 940.04	100.00	4.47	276 619	4.10	328 263 143

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

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



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

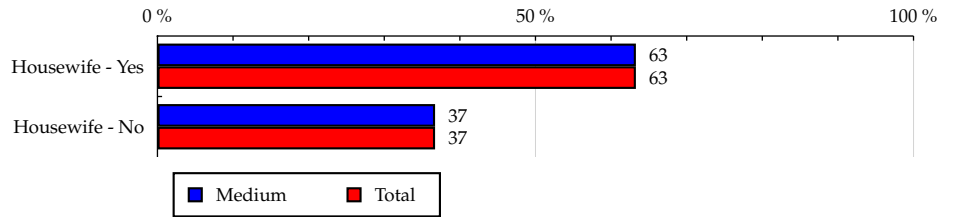
# TOTAL

**Table 6: Housewife**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Housewife - Yes	63.28	3 913 507	97.70	67.44	5 402 417 930	134 870.40	100.00	63.28	3 913 507	67.44	5 402 417 930
Housewife - No	36.72	2 271 125	97.70	32.56	2 607 830 221	112 184.45	100.00	36.72	2 271 125	32.56	2 607 830 221

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

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



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

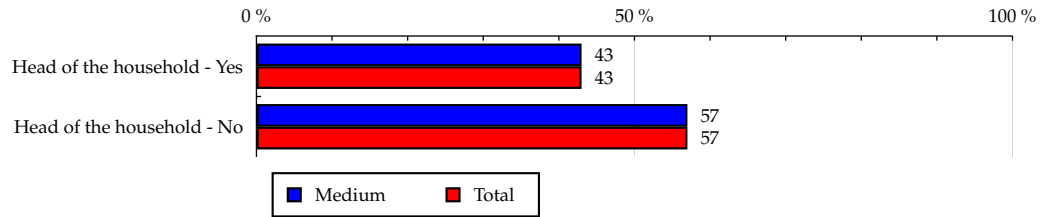
# TOTAL

**Table 7: Head of the Household**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Head of the household - Yes	43.00	2 659 261	97.70	45.51	3 645 514 039	133 934.43	100.00	43.00	2 659 261	45.51	3 645 514 039
Head of the household - No	57.00	3 525 371	97.70	54.49	4 364 734 113	120 961.60	100.00	57.00	3 525 371	54.49	4 364 734 113

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

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



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



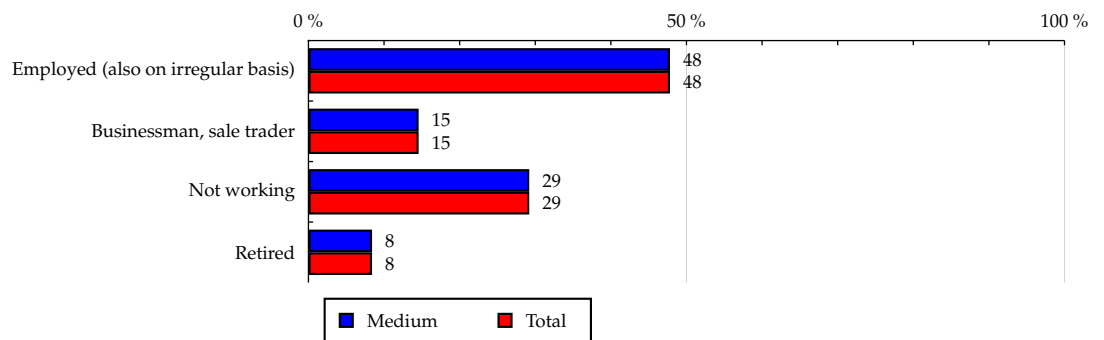
# TOTAL

**Table 8: Economic Activity**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Employed (also on irregular basis)	47.82	2 957 779	97.70	49.26	3 945 783 462	130 335.31	100.00	47.82	2 957 779	49.26	3 945 783 462
Businessman, sale trader	14.57	901 062	97.70	13.62	1 091 368 364	118 334.41	100.00	14.57	901 062	13.62	1 091 368 364
Not working	29.20	1 805 873	97.70	26.32	2 107 939 163	114 042.14	100.00	29.20	1 805 873	26.32	2 107 939 163
Retired	8.41	519 917	97.70	10.80	865 157 163	162 575.40	100.00	8.41	519 917	10.80	865 157 163

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

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



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

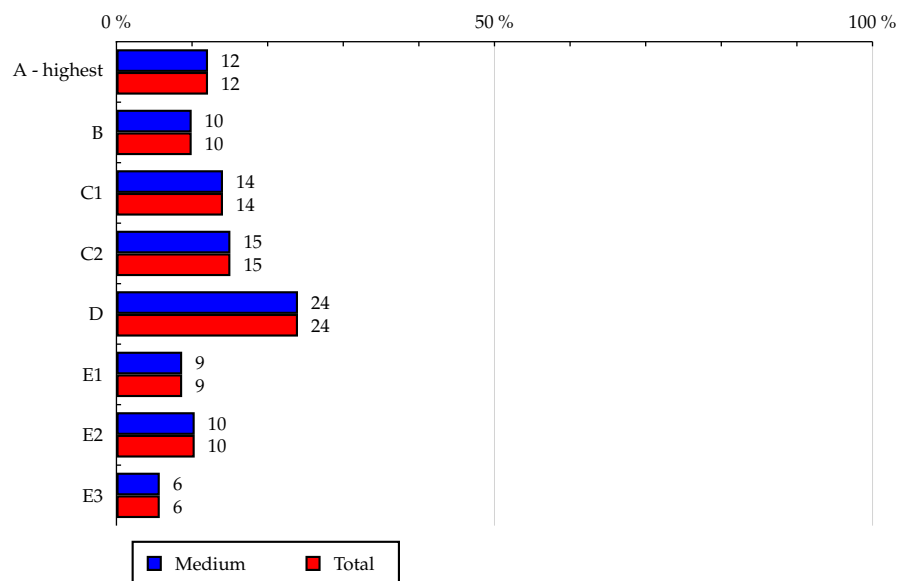
TOTAL

Table 9: ABCDE National Socioeconomic Classification

	MEDIUM						TOTAL				
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
A - highest	12.11	748 967	97.70	11.53	923 823 815	120 509.35	100.00	12.11	748 967	11.53	923 823 815
B	9.95	615 563	97.70	10.49	839 884 632	133 303.53	100.00	9.95	615 563	10.49	839 884 632
C1	14.09	871 653	97.70	13.40	1 073 118 327	120 281.41	100.00	14.09	871 653	13.40	1 073 118 327
C2	15.07	931 947	97.70	16.18	1 296 189 545	135 885.03	100.00	15.07	931 947	16.18	1 296 189 545
D	24.01	1 484 718	97.70	22.57	1 808 039 349	118 975.74	100.00	24.01	1 484 718	22.57	1 808 039 349
E1	8.69	537 665	97.70	9.64	771 935 137	140 269.42	100.00	8.69	537 665	9.64	771 935 137
E2	10.35	639 803	97.70	10.02	802 257 007	122 507.25	100.00	10.35	639 803	10.02	802 257 007
E3	5.73	354 314	97.70	6.18	495 000 340	136 493.18	100.00	5.73	354 314	6.18	495 000 340

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

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



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

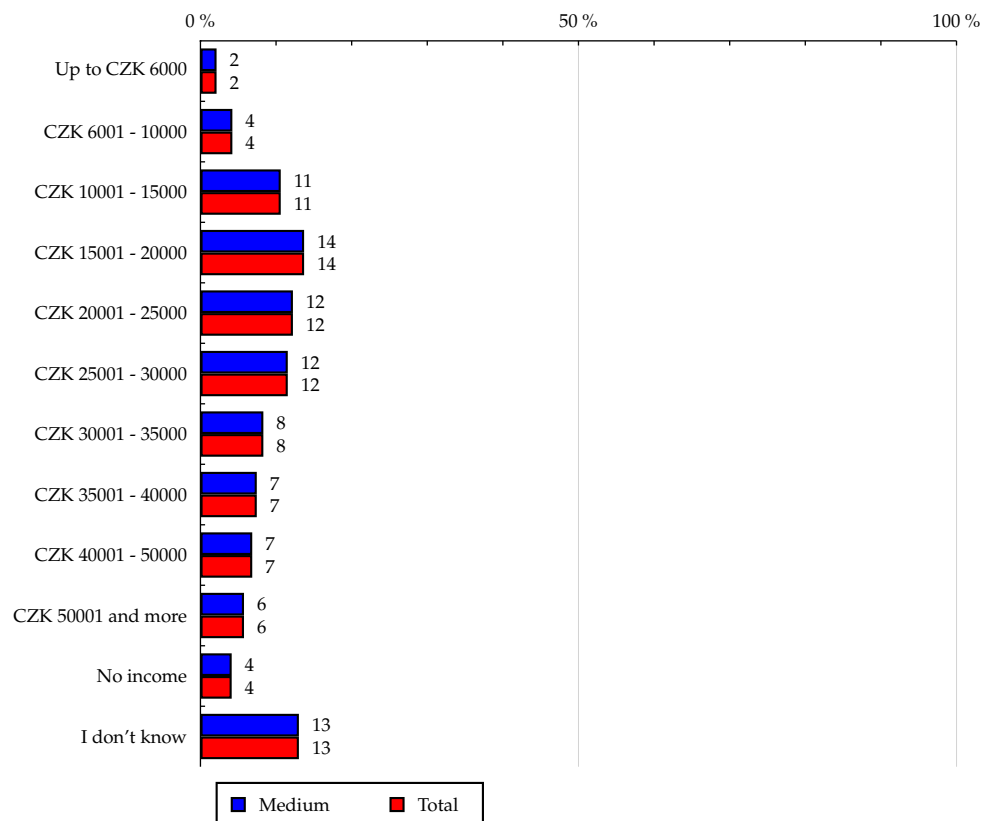
TOTAL

Table 10: Net Income of the Household

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Up to CZK 6000	2.13	131 548	97.70	1.99	159 401 390	118 385.68	100.00	2.13	131 548	1.99	159 401 390
CZK 6001 - 10000	4.22	261 118	97.70	5.24	419 694 724	157 033.11	100.00	4.22	261 118	5.24	419 694 724
CZK 10001 - 15000	10.62	656 924	97.70	11.77	942 609 927	140 188.03	100.00	10.62	656 924	11.77	942 609 927
CZK 15001 - 20000	13.71	848 186	97.70	14.78	1 184 206 734	136 405.11	100.00	13.71	848 186	14.78	1 184 206 734
CZK 20001 - 25000	12.23	756 574	97.70	13.62	1 090 697 169	140 846.88	100.00	12.23	756 574	13.62	1 090 697 169
CZK 25001 - 30000	11.55	714 238	97.70	11.73	939 999 697	128 581.74	100.00	11.55	714 238	11.73	939 999 697
CZK 30001 - 35000	8.32	514 383	97.70	8.06	645 861 333	122 672.31	100.00	8.32	514 383	8.06	645 861 333
CZK 35001 - 40000	7.45	461 041	97.70	7.07	566 598 757	120 068.87	100.00	7.45	461 041	7.07	566 598 757
CZK 40001 - 50000	6.85	423 890	97.70	6.48	519 426 892	119 719.71	100.00	6.85	423 890	6.48	519 426 892
CZK 50001 and more	5.76	356 122	97.70	5.18	414 947 739	113 838.19	100.00	5.76	356 122	5.18	414 947 739
No income	4.13	255 400	97.70	3.02	241 561 358	92 405.87	100.00	4.13	255 400	3.02	241 561 358
I don't know	13.02	805 203	97.70	11.05	885 242 429	107 411.66	100.00	13.02	805 203	11.05	885 242 429

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

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



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

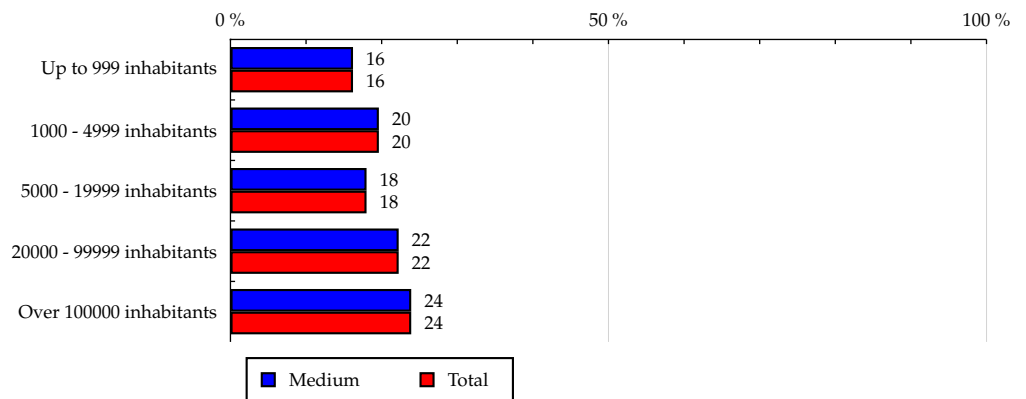
TOTAL

Table 11: Size of the Place of Residence

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Up to 999 inhabitants	16.21	1 002 528	97.70	15.69	1 256 786 500	122 478.32	100.00	16.21	1 002 528	15.69	1 256 786 500
1000 - 4999 inhabitants	19.63	1 214 043	97.70	19.14	1 533 412 919	123 401.26	100.00	19.63	1 214 043	19.14	1 533 412 919
5000 - 19999 inhabitants	18.00	1 113 357	97.70	19.14	1 532 809 107	134 508.00	100.00	18.00	1 113 357	19.14	1 532 809 107
20000 - 99999 inhabitants	22.25	1 375 958	97.70	22.61	1 811 427 175	128 620.52	100.00	22.25	1 375 958	22.61	1 811 427 175
Over 100000 inhabitants	23.91	1 478 745	97.70	23.42	1 875 812 452	123 934.00	100.00	23.91	1 478 745	23.42	1 875 812 452

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

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



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

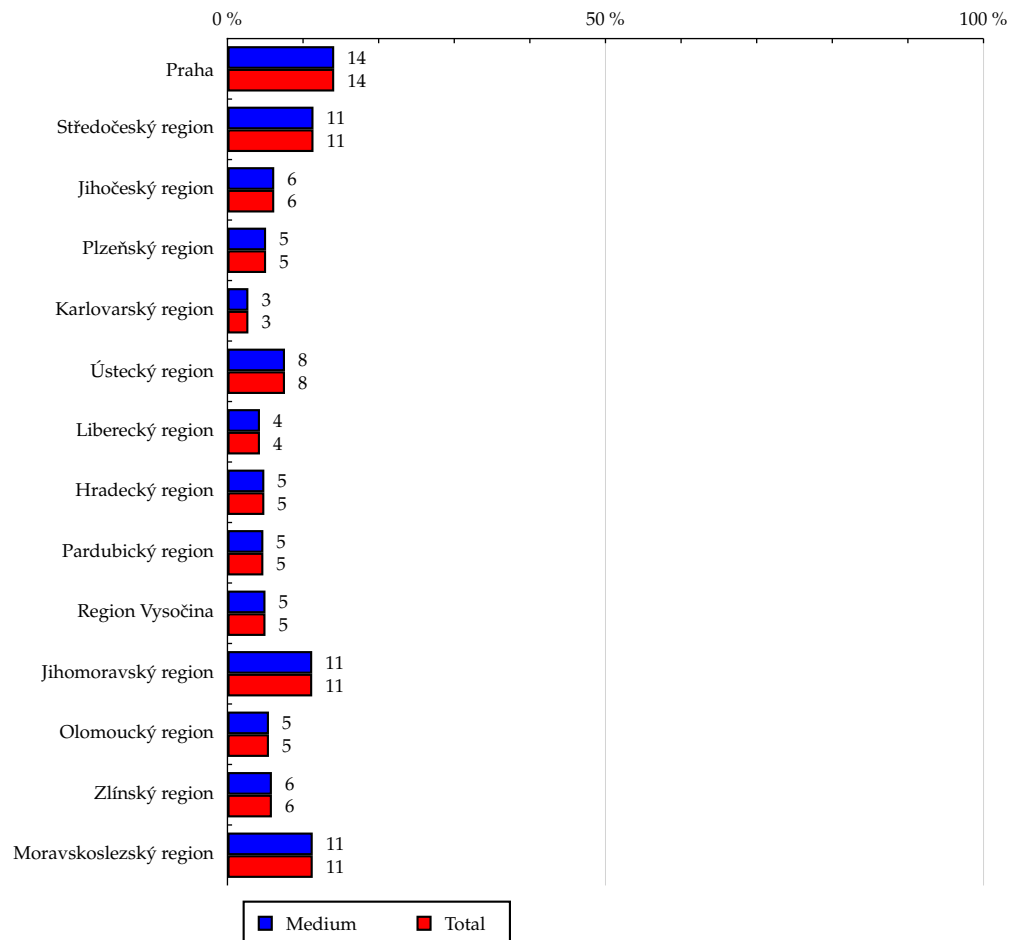
# TOTAL

**Table 12: Region**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Praha	14.12	873 147	97.70	13.42	1 075 366 963	120 327.21	100.00	14.12	873 147	13.42	1 075 366 963
Středočeský region	11.38	704 058	97.70	10.59	848 654 181	117 765.02	100.00	11.38	704 058	10.59	848 654 181
Jihočeský region	6.19	383 014	97.70	5.57	446 566 510	113 910.86	100.00	6.19	383 014	5.57	446 566 510
Plzeňský region	5.11	315 787	97.70	5.18	415 189 514	128 453.72	100.00	5.11	315 787	5.18	415 189 514
Karlovarský region	2.77	171 560	97.70	2.52	202 192 214	115 143.77	100.00	2.77	171 560	2.52	202 192 214
Ústecký region	7.61	470 713	97.70	7.39	592 292 140	122 934.66	100.00	7.61	470 713	7.39	592 292 140
Liberecký region	4.30	266 123	97.70	3.81	305 569 019	112 181.17	100.00	4.30	266 123	3.81	305 569 019
Hradecký region	4.88	301 562	97.70	5.48	438 977 241	142 219.72	100.00	4.88	301 562	5.48	438 977 241
Pardubický region	4.75	293 831	97.70	4.66	373 252 571	124 107.99	100.00	4.75	293 831	4.66	373 252 571
Region Vysočina	5.03	311 272	97.70	5.11	409 513 905	128 535.49	100.00	5.03	311 272	5.11	409 513 905
Jihomoravský region	11.21	693 298	97.70	11.34	908 441 866	128 018.22	100.00	11.21	693 298	11.34	908 441 866
Olomoucký region	5.49	339 598	97.70	5.49	439 843 859	126 540.02	100.00	5.49	339 598	5.49	439 843 859
Zlínský region	5.88	363 347	97.70	6.37	510 427 073	137 247.84	100.00	5.88	363 347	6.37	510 427 073
Moravskoslezský region	11.28	697 317	97.70	13.03	1 043 961 096	146 267.59	100.00	11.28	697 317	13.03	1 043 961 096

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

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



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

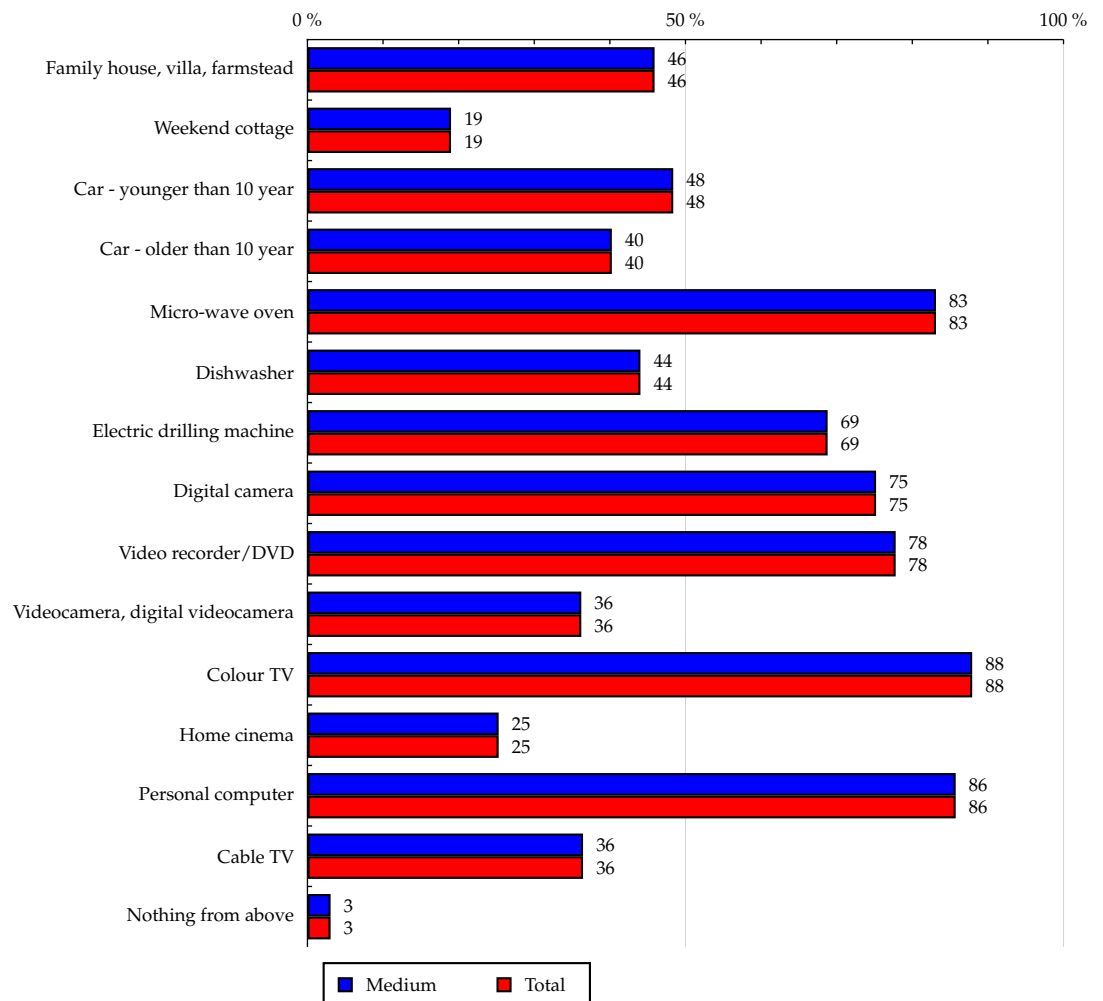
# TOTAL

**Table 13: Facilities**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Family house, villa, farmstead	45.91	2 839 430	97.70	43.56	3 489 365 857	120 063.19	100.00	45.91	2 839 430	43.56	3 489 365 857
Weekend cottage	18.99	1 174 232	97.70	17.39	1 393 312 209	115 928.16	100.00	18.99	1 174 232	17.39	1 393 312 209
Car - younger than 10 year	48.38	2 992 190	97.70	43.92	3 518 394 184	114 881.44	100.00	48.38	2 992 190	43.92	3 518 394 184
Car - older than 10 year	40.26	2 489 802	97.70	42.02	3 365 670 239	132 069.13	100.00	40.26	2 489 802	42.02	3 365 670 239
Micro-wave oven	83.13	5 141 427	97.70	82.38	6 598 758 869	125 392.95	100.00	83.13	5 141 427	82.38	6 598 758 869
Dishwasher	44.04	2 723 426	97.70	40.56	3 248 681 516	116 542.97	100.00	44.04	2 723 426	40.56	3 248 681 516
Electric drilling machine	68.80	4 255 261	97.70	67.20	5 383 254 057	123 598.51	100.00	68.80	4 255 261	67.20	5 383 254 057
Digital camera	75.21	4 651 217	97.70	74.98	6 005 695 610	126 151.17	100.00	75.21	4 651 217	74.98	6 005 695 610
Video recorder/DVD	77.80	4 811 557	97.70	77.33	6 194 710 789	125 785.30	100.00	77.80	4 811 557	77.33	6 194 710 789
Videocamera, digital videocamera	36.22	2 240 154	97.70	32.76	2 623 860 049	114 434.58	100.00	36.22	2 240 154	32.76	2 623 860 049
Colour TV	87.92	5 437 756	97.70	88.09	7 056 202 798	126 778.58	100.00	87.92	5 437 756	88.09	7 056 202 798
Home cinema	25.29	1 564 139	97.70	24.15	1 934 765 314	120 850.24	100.00	25.29	1 564 139	24.15	1 934 765 314
Personal computer	85.74	5 302 478	97.70	85.75	6 868 842 340	126 560.80	100.00	85.74	5 302 478	85.75	6 868 842 340
Cable TV	36.45	2 254 320	97.70	35.75	2 863 484 626	124 100.56	100.00	36.45	2 254 320	35.75	2 863 484 626
Nothing from above	3.06	189 228	97.70	3.29	263 406 857	135 998.98	100.00	3.06	189 228	3.29	263 406 857

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

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



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

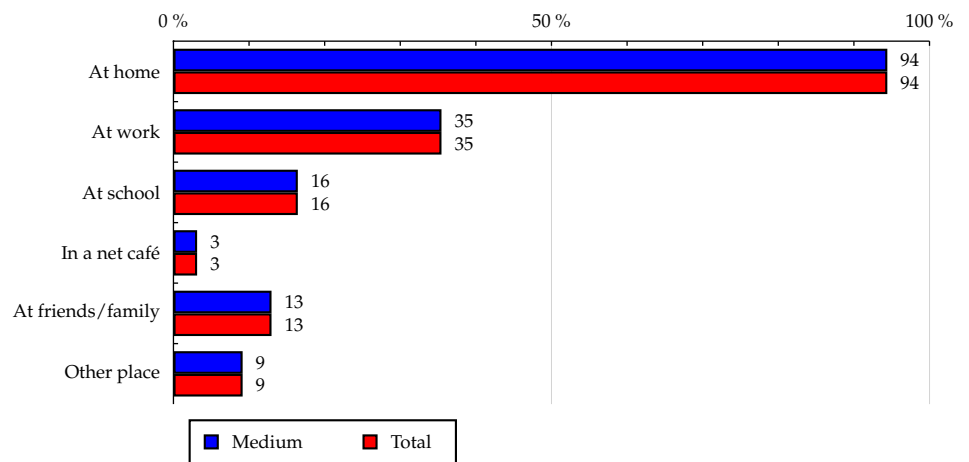
TOTAL

Table 14: All Places of Internet Connection

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
At home	94.42	5 839 599	97.70	95.52	7 651 305 571	128 010.92	100.00	94.42	5 839 599	95.52	7 651 305 571
At work	35.45	2 192 753	97.70	32.96	2 640 511 106	117 650.25	100.00	35.45	2 192 753	32.96	2 640 511 106
At school	16.45	1 017 389	97.70	13.69	1 096 810 228	105 326.82	100.00	16.45	1 017 389	13.69	1 096 810 228
In a net café	3.13	193 463	97.70	2.71	217 168 733	109 671.22	100.00	3.13	193 463	2.71	217 168 733
At friends/family	12.97	802 079	97.70	11.31	905 934 309	110 350.32	100.00	12.97	802 079	11.31	905 934 309
Other place	9.15	566 048	97.70	7.68	615 164 626	106 177.42	100.00	9.15	566 048	7.68	615 164 626

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

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



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

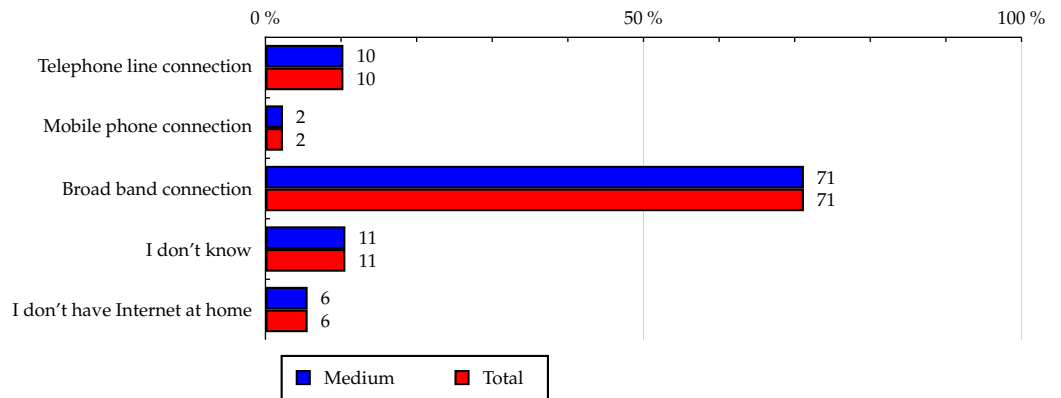
# TOTAL

**Table 15: Connection from Home**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Telephone line connection	10.31	637 925	97.70	10.79	864 071 012	132 334.88	100.00	10.31	637 925	10.79	864 071 012
Mobile phone connection	2.32	143 360	97.70	1.99	159 288 209	108 554.99	100.00	2.32	143 360	1.99	159 288 209
Broad band connection	71.22	4 404 847	97.70	73.88	5 918 303 137	131 268.62	100.00	71.22	4 404 847	73.88	5 918 303 137
I don't know	10.57	653 467	97.70	8.86	709 643 213	106 098.90	100.00	10.57	653 467	8.86	709 643 213
I don't have Internet at home	5.58	345 033	97.70	4.48	358 942 581	101 638.63	100.00	5.58	345 033	4.48	358 942 581

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

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



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



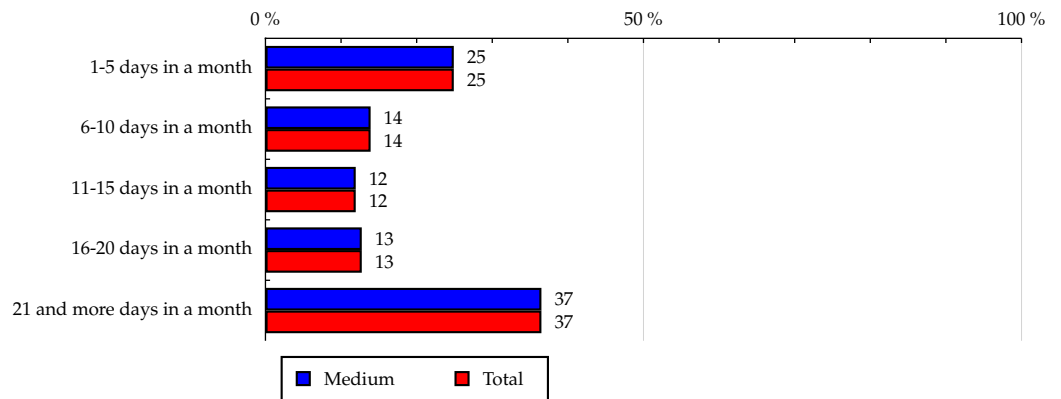
# TOTAL

**Table 16: Measured Frequency of the Internet Use (NetMonitor)**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
1-5 days in a month	24.91	1 540 457	97.70	1.31	104 923 413	6 654.53	100.00	24.91	1 540 457	1.31	104 923 413
6-10 days in a month	13.91	860 560	97.70	3.13	250 675 751	28 459.37	100.00	13.91	860 560	3.13	250 675 751
11-15 days in a month	11.94	738 368	97.70	5.46	437 681 838	57 913.53	100.00	11.94	738 368	5.46	437 681 838
16-20 days in a month	12.74	787 796	97.70	10.59	848 594 604	105 239.96	100.00	12.74	787 796	10.59	848 594 604
21 and more days in a month	36.50	2 257 449	97.70	79.50	6 368 372 546	275 616.34	100.00	36.50	2 257 449	79.50	6 368 372 546

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

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



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

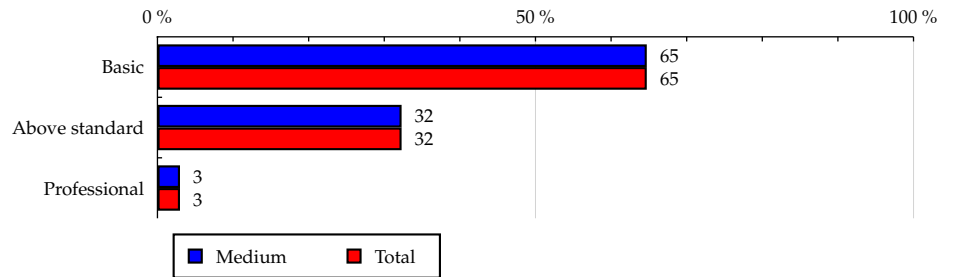
# TOTAL

**Table 17: IT Knowledge**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Basic	64.72	4 002 843	97.70	67.76	5 427 667 839	132 476.61	100.00	64.72	4 002 843	67.76	5 427 667 839
Above standard	32.29	1 997 253	97.70	29.76	2 383 646 604	116 601.24	100.00	32.29	1 997 253	29.76	2 383 646 604
Professional	2.98	184 535	97.70	2.48	198 933 708	105 323.01	100.00	2.98	184 535	2.48	198 933 708

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

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



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

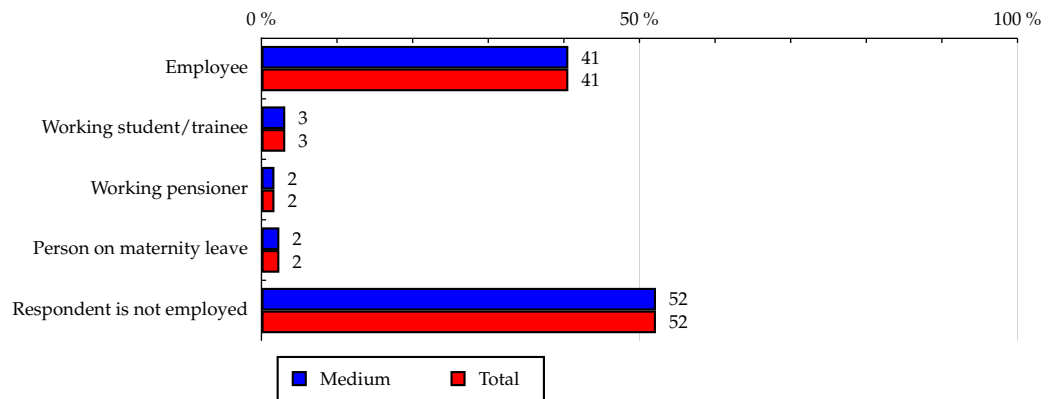
# TOTAL

**Table 18: Economically Active as**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Employee	40.59	2 510 064	97.70	42.08	3 370 951 951	131 208.60	100.00	40.59	2 510 064	42.08	3 370 951 951
Working student/trainee	3.15	194 629	97.70	2.68	214 506 717	107 677.77	100.00	3.15	194 629	2.68	214 506 717
Working pensioner	1.72	106 454	97.70	1.92	153 737 222	141 094.32	100.00	1.72	106 454	1.92	153 737 222
Person on maternity leave	2.37	146 630	97.70	2.58	206 587 572	137 649.35	100.00	2.37	146 630	2.58	206 587 572
Respondent is not employed	52.18	3 226 853	97.70	50.74	4 064 464 690	123 060.49	100.00	52.18	3 226 853	50.74	4 064 464 690

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

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



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

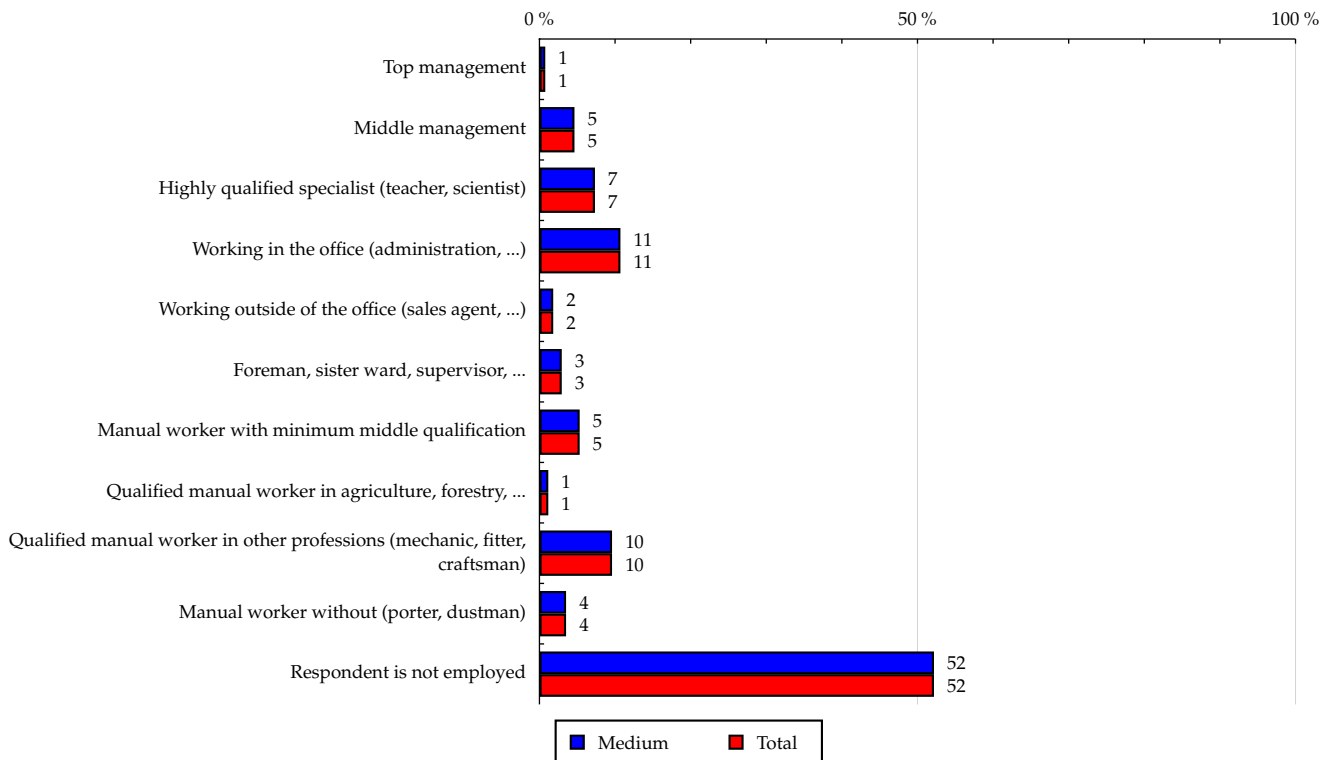
# TOTAL

**Table 19: Characteristics of the Employment**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Top management	0.77	47 868	97.70	0.73	58 370 678	119 136.07	100.00	0.77	47 868	0.73	58 370 678
Middle management	4.63	286 170	97.70	4.82	385 785 703	131 708.94	100.00	4.63	286 170	4.82	385 785 703
Highly qualified specialist (teacher, scientist)	7.34	453 745	97.70	5.65	452 813 837	97 499.46	100.00	7.34	453 745	5.65	452 813 837
Working in the office (administration, ...)	10.71	662 598	97.70	10.95	877 341 857	129 363.94	100.00	10.71	662 598	10.95	877 341 857
Working outside of the office (sales agent, ...)	1.82	112 857	97.70	1.65	131 850 814	114 142.81	100.00	1.82	112 857	1.65	131 850 814
Foreman, sister ward, supervisor, ...	2.95	182 193	97.70	2.97	237 938 763	127 593.11	100.00	2.95	182 193	2.97	237 938 763
Manual worker with minimum middle qualification	5.32	328 934	97.70	5.40	432 514 671	128 465.38	100.00	5.32	328 934	5.40	432 514 671
Qualified manual worker in agriculture, forestry, ...	1.17	72 500	97.70	1.65	132 004 338	177 886.56	100.00	1.17	72 500	1.65	132 004 338
Qualified manual worker in other professions (mechanic, fitter, craftsman)	9.60	593 456	97.70	11.94	956 729 787	157 505.31	100.00	9.60	593 456	11.94	956 729 787
Manual worker without (porter, dustman)	3.52	217 455	97.70	3.50	280 433 013	125 994.97	100.00	3.52	217 455	3.50	280 433 013
Respondent is not employed	52.18	3 226 853	97.70	50.74	4 064 464 690	123 060.49	100.00	52.18	3 226 853	50.74	4 064 464 690

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

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



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

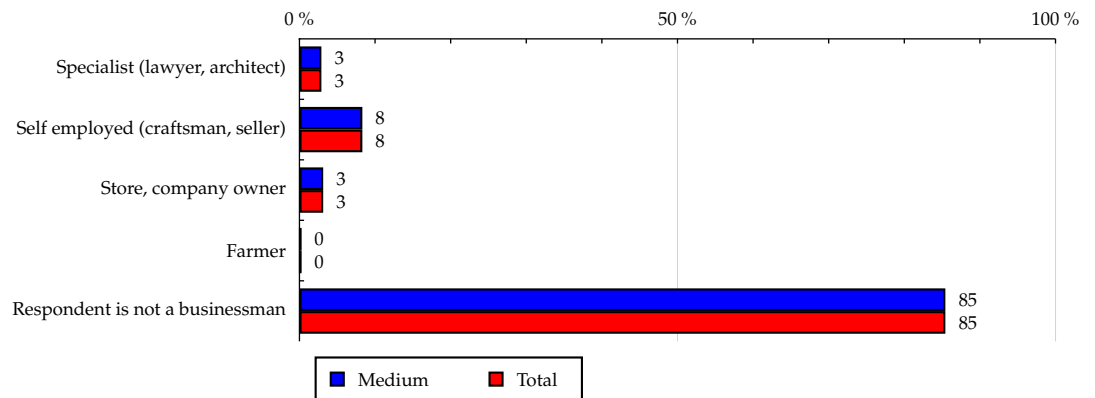
# TOTAL

**Table 20: Business Activities**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Specialist (lawyer, architect)	2.90	179 531	97.70	2.47	198 240 810	107 881.64	100.00	2.90	179 531	2.47	198 240 810
Self employed (craftsman, seller)	8.32	514 733	97.70	8.06	645 853 816	122 587.65	100.00	8.32	514 733	8.06	645 853 816
Store, company owner	3.14	194 064	97.70	2.79	223 712 970	112 626.50	100.00	3.14	194 064	2.79	223 712 970
Farmer	0.21	12 734	97.70	0.29	23 560 768	180 766.38	100.00	0.21	12 734	0.29	23 560 768
Respondent is not a businessman	85.43	5 283 570	97.70	86.38	6 918 879 788	127 938.97	100.00	85.43	5 283 570	86.38	6 918 879 788

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

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



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

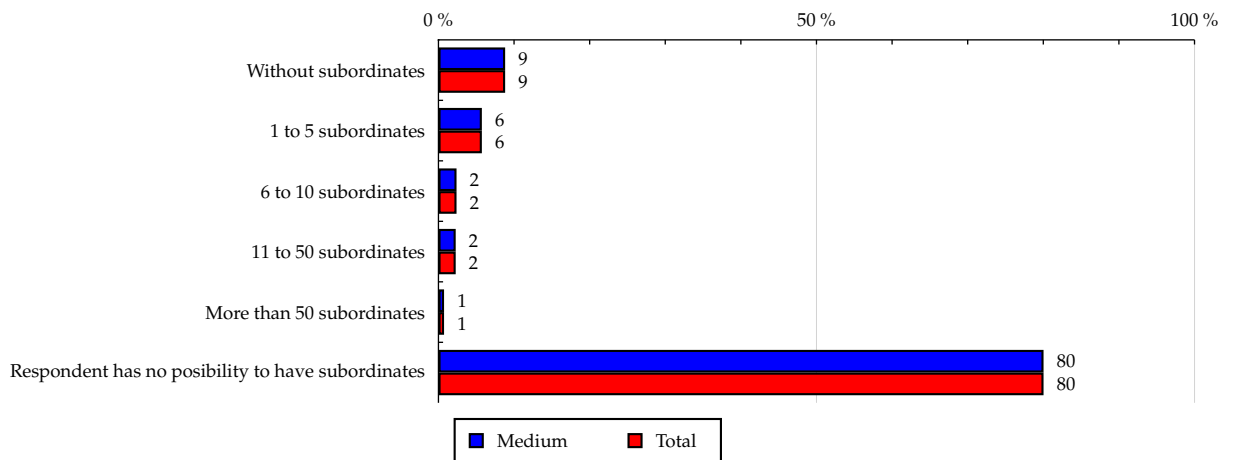
# TOTAL

**Table 21: Number of Subordinates**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Without subordinates	8.82	545 219	97.70	9.46	757 856 745	135 803.34	100.00	8.82	545 219	9.46	757 856 745
1 to 5 subordinates	5.74	355 043	97.70	4.95	396 130 347	109 006.10	100.00	5.74	355 043	4.95	396 130 347
6 to 10 subordinates	2.39	147 633	97.70	2.04	163 424 803	108 150.18	100.00	2.39	147 633	2.04	163 424 803
11 to 50 subordinates	2.28	141 296	97.70	2.13	170 735 562	118 055.78	100.00	2.28	141 296	2.13	170 735 562
More than 50 subordinates	0.74	45 908	97.70	0.59	47 377 287	100 826.37	100.00	0.74	45 908	0.59	47 377 287
Respondent has no possibility to have subordinates	80.03	4 949 531	97.70	80.83	6 474 723 407	127 806.14	100.00	80.03	4 949 531	80.83	6 474 723 407

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

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



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

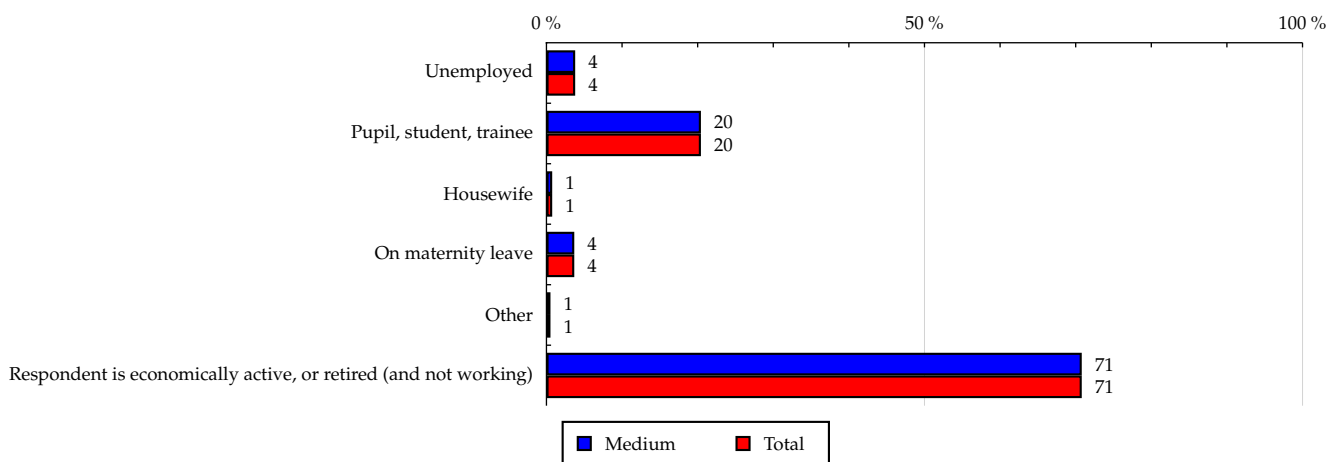
# TOTAL

**Table 22: Economically Inactive as**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unemployed	3.80	234 998	97.70	4.17	333 937 657	138 833.61	100.00	3.80	234 998	4.17	333 937 657
Pupil, student, trainee	20.43	1 263 240	97.70	15.81	1 266 022 824	97 915.19	100.00	20.43	1 263 240	15.81	1 266 022 824
Housewife	0.76	47 009	97.70	0.86	68 886 126	143 166.96	100.00	0.76	47 009	0.86	68 886 126
On maternity leave	3.68	227 721	97.70	4.71	377 079 451	161 779.21	100.00	3.68	227 721	4.71	377 079 451
Other	0.53	32 903	97.70	0.77	62 013 106	184 136.58	100.00	0.53	32 903	0.77	62 013 106
Respondent is economically active, or retired (and not working)	70.80	4 378 759	97.70	73.68	5 902 308 988	131 693.83	100.00	70.80	4 378 759	73.68	5 902 308 988

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

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



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

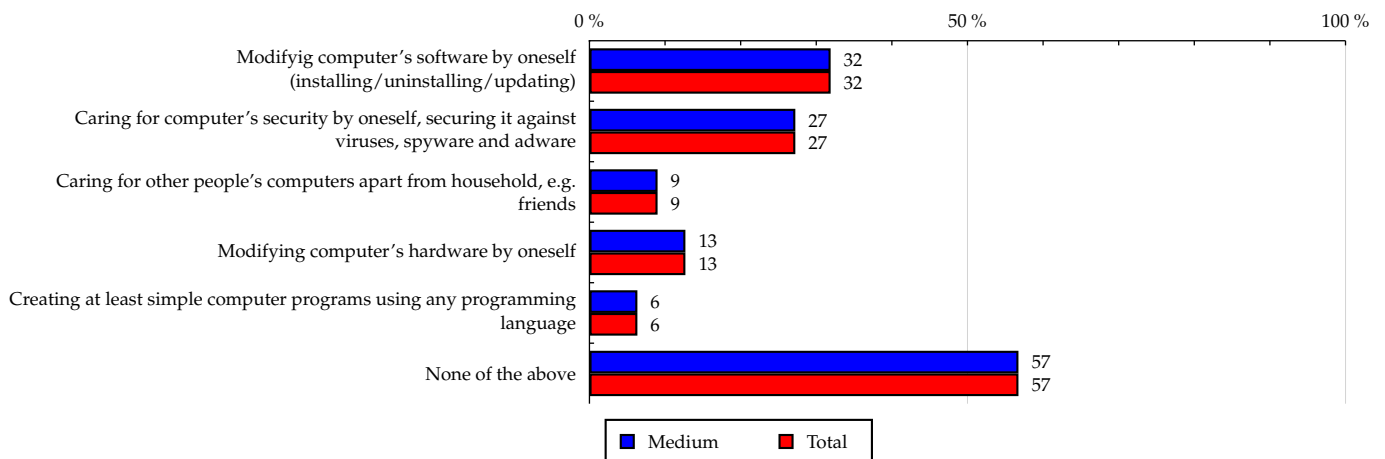
# TOTAL

**Table 23: Activities on computers which respondent does**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Modifying computer's software by oneself (installing/uninstalling/updating)	31.90	1 973 176	97.70	34.03	2 725 737 713	134 962.37	100.00	31.90	1 973 176	34.03	2 725 737 713
Caring for computer's security by oneself, securing it against viruses, spyware and adware	27.23	1 684 315	97.70	27.85	2 230 675 215	129 392.00	100.00	27.23	1 684 315	27.85	2 230 675 215
Caring for other people's computers apart from household, e.g. friends	9.01	557 457	97.70	9.08	727 482 535	127 498.49	100.00	9.01	557 457	9.08	727 482 535
Modifying computer's hardware by oneself	12.69	785 031	97.70	13.24	1 060 427 825	131 974.00	100.00	12.69	785 031	13.24	1 060 427 825
Creating at least simple computer programs using any programming language	6.34	391 998	97.70	5.32	426 421 025	106 279.36	100.00	6.34	391 998	5.32	426 421 025
None of the above	56.74	3 508 921	97.70	55.52	4 446 899 438	123 816.42	100.00	56.74	3 508 921	55.52	4 446 899 438

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

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



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



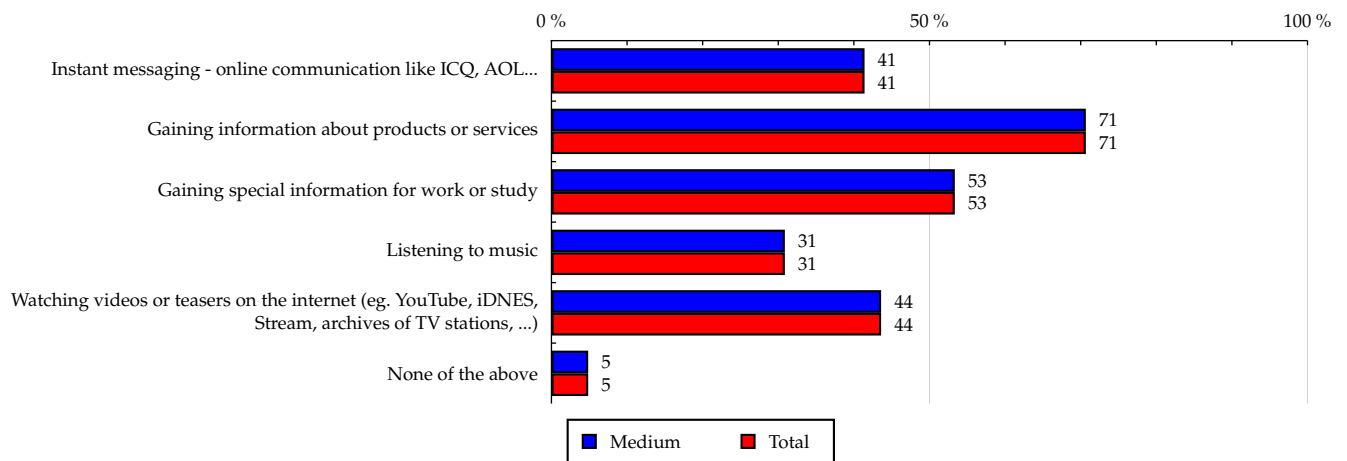
# TOTAL

**Table 24: Activities on internet which respondent does**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Instant messaging - online communication like ICQ, AOL...	41.41	2 560 865	97.70	39.42	3 157 562 185	120 464.66	100.00	41.41	2 560 865	39.42	3 157 562 185
Gaining information about products or services	70.68	4 371 316	97.70	72.78	5 829 460 642	130 289.90	100.00	70.68	4 371 316	72.78	5 829 460 642
Gaining special information for work or study	53.35	3 299 767	97.70	50.62	4 054 960 391	120 059.87	100.00	53.35	3 299 767	50.62	4 054 960 391
Listening to music	30.87	1 908 906	97.70	33.29	2 666 917 757	136 495.88	100.00	30.87	1 908 906	33.29	2 666 917 757
Watching videos or teasers on the internet (eg. YouTube, iDNES, Stream, archives of TV stations, ...)	43.60	2 696 375	97.70	49.30	3 948 954 165	143 085.74	100.00	43.60	2 696 375	49.30	3 948 954 165
None of the above	4.86	300 299	97.70	4.61	369 336 847	120 160.63	100.00	4.86	300 299	4.61	369 336 847

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

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



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

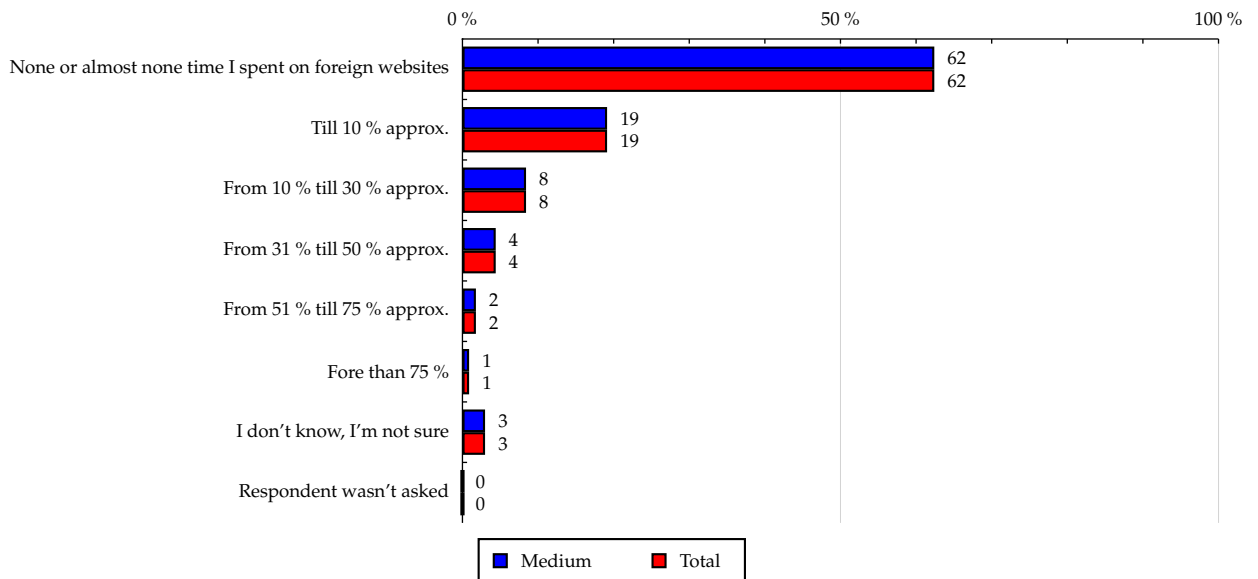
TOTAL

Table 25: Total internet time spent on foreign websites

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
None or almost none time I spent on foreign websites	62.41	3 859 735	97.70	66.02	5 288 268 538	133 859.93	100.00	62.41	3 859 735	66.02	5 288 268 538
Till 10 % approx.	19.13	1 183 147	97.70	18.31	1 466 615 970	121 107.76	100.00	19.13	1 183 147	18.31	1 466 615 970
From 10 % till 30 % approx.	8.41	519 958	97.70	7.78	623 269 230	117 112.10	100.00	8.41	519 958	7.78	623 269 230
From 31 % till 50 % approx.	4.40	271 936	97.70	3.43	275 149 877	98 854.53	100.00	4.40	271 936	3.43	275 149 877
From 51 % till 75 % approx.	1.78	110 384	97.70	1.23	98 232 045	86 944.02	100.00	1.78	110 384	1.23	98 232 045
Fore than 75 %	0.88	54 518	97.70	0.92	73 769 485	132 199.76	100.00	0.88	54 518	0.92	73 769 485
I don't know, I'm not sure	2.99	184 952	97.70	2.31	184 943 007	97 694.77	100.00	2.99	184 952	2.31	184 943 007
Respondent wasn't asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



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

## THE KEY

Below mentioned term "target group" (given target group, chosen target group, chosen TG) is being used here as a target group given in a table line (or column of graph) of a given sociodemographic indicator, i.e. target group "women", "Liberec region", "Retired", etc. The target group "All" is defined as Persons in the age of 10+ that have visited Internet at least once in the last month.

## MEDIUM:

**RU(number)** – a number of visitors (real users) from the respective target group of a chosen medium

**RU(%)** – structure of visitors

Information on the visitors profile of a chosen medium – in the form of proportional spreading of Internet users (according to Reach) among individual target groups

$$RU(\%) = RU(\text{number})(\text{medium})(\text{chosen TG}) / RU(\text{number})(\text{medium})(\text{TG All}) * 100$$

**Reach(%)** – proportion of the number of the medium visitors from the respective target group to the size of this target group

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

**PV(number)** – number of page views generated in the medium by users from a respective target group

**PV(%)** – structure of page views

Information on the visitors profile of a chosen medium – in the form of proportional spreading of Internet users (according to page views) among individual target groups

$$PV(\%) = PV(\text{number})(\text{medium})(\text{chosen TG}) / PV(\text{number})(\text{medium})(\text{TG All}) * 100$$

**TRP(%)** – Target Rating Points

Gross rating of a given target group on a chosen medium

$$TRP(\%) = PV(\text{number})(\text{medium}) / \text{size of TG}(\text{number}) * 100$$

(similarly is defined indicator GRP(%) Gross Rating Points, the difference is that as target group all population is considered, target group All)

**Affinity(%)** – affinity of reach

Coefficient expressing the relationship between the audience of a chosen medium and the audience of all measured medium

$$\text{Affinity}(\%) = \text{Reach}(\%)(\text{medium})(\text{chosen TG}) / \text{Reach}(\%)(\text{medium})(\text{TG All})$$

## TOTAL:

**Total RU(number)** – a number of visitors (real users) from the respective target group of all measured medium

**Total RU(%)** – structure of visitors, i.e. information on the total Reach profile for all measured medium

Information on the visitors profile of all measured medium – in the form of proportional spreading of Internet users (according to Reach) among individual target groups

$$RU(\%) = RU(\text{number})(\text{all medium})(\text{chosen TG}) / RU(\text{number})(\text{all medium})(\text{TG All}) * 100$$

**Total PV(number)** – number of page views generated on all measured medium by users from a respective target group

**Total PV(%)** – structure of visitors, i.e. information on the profile of page views in total for all measured medium

Information on the visitors profile of all measured medium – in the form of proportional spreading of Internet users (according to page views) among individual target groups.

$$PV(\%) = PV(\text{number})(\text{all medium})(\text{chosen TG}) / PV(\text{number})(\text{all media})(\text{TG All}) * 100$$

## Question on IT knowledge

**Basic** – persons, which declare basic computer and Internet knowledge (e.g. writing basic text, saving files, electronic mail, surfing websites, etc)

**Above standard** – persons, which declare above standard computer and Internet knowledge (e.g. using mathematical functions in a table calculator, creating graphical presentations, work with search engines, databases on the users level, etc.)

**Professional** – IT professionals (e.g. administrators or coders)

## ABCDE classification

ABCDE classification enables evaluation of social and economical status of an individual in the society. Usually it is calculated for the head of a household. Considering the particularity of Internet questioning a method of direct calculation for individual respondents has been adopted. The methodological committee has been working on the ABCDE classification update with representatives of the research agencies, media agencies and public professionals resulting in the suggestion of the scale A,B,C1,C2,D,E1,E2,E3. This scale corresponds with the international standard accredited by ESOMAR and also the algorithm of the individual's categorization corresponds with the international customs. ABCDE classification divides household individuals into social categories based on economical status (economically active x inactive individual). For economically active it then divides entrepreneur and employee. The place at work then serves to further differentiation (including possible number of subordinates for managing positions). The education of the examined person has the influence on the final categorization for all aroused classes. Based on the ESOMAR standards for economically inactive people we do not proceed according to their last employment but the level of the economic strength measured through the household facilities. The education influence is present here as well. Owing to the fact that the international procedure corresponds to the European levels, the social structure of the Czech population comes out worse than it used to for the current ABCD classification. Nevertheless this structure enables us to conduct comparisons within Europe. Still the committee has decided that for using it within the Czech Republic, the scale will be adjusted to take into account the specifics of the Czech Republic. This adjusted scale results from the European standard by shifting one or two classes up or down based on the subsistence index of the examined person's household.

A – The group with the highest social status in the society given by a very prestigious employment and highest income at the same time.

B – The group with outstanding income, usually higher management and the group of higher specialists with minimum secondary education.

C1, C2 – The group with average living standard and average income, e.g. small businessmen, self employees, technicians, officers and lower specialists.

D – The group with average and slightly below-average living standard, e.g. qualified manual workers.

E1, E2, E3 – The group characterised with below-average living standard predominantly with inactive individuals, i.e. unemployed, retired or not qualified workers.

### Questions on the economic activity and employment:

These questions (18, 19, 20, 21 a 22) have been used (apart the others) mainly to set up the ABCDE classification. Based on the respondent's answer to question 8 (Economic activity), he/she is then questioned by a group of specific questions. Question 8 is hence used a filter to put further questions. Thus not each respondent is asked the above mentioned five questions. Therefore for the opportunity of target groups creation within the whole population the segmentation of single answers to this question is supplemented with the group of respondents that haven't been asked this question. So for instance at question 20 "Business activities" this group is called "Respondent is not a businessman".