

## SPIR NetMonitor

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

**Medium title:**

**TOTAL**

**Month:**

**December 2012**

Basic information	
The size of Internet population in the Czech Republic	6 550 997
Number of respondents	
Medium	N = 22 250
Total (for all measured media)	N = 22 250
RU(number)	6 400 324
Reach(%)	97.70
PV(number) (from Czech visitors)	7 801 994 290
PV(number) (from all visitors)	8 365 999 391
GRP (%)	119 096.29

**Source: NetMonitor – SPIR – Mediaresearch & Gemius  
December 2012**

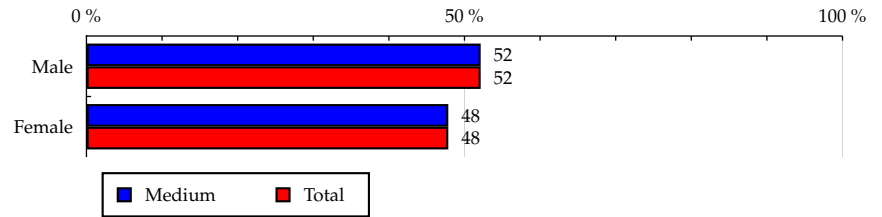
# TOTAL

**Table 1: Sex**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Male	52.14	3 337 384	97.70	54.41	4 244 718 629	124 261.67	100.00	52.14	3 337 384	54.41	4 244 718 629
Female	47.86	3 062 939	97.70	45.59	3 557 275 661	113 468.08	100.00	47.86	3 062 939	45.59	3 557 275 661

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

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



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

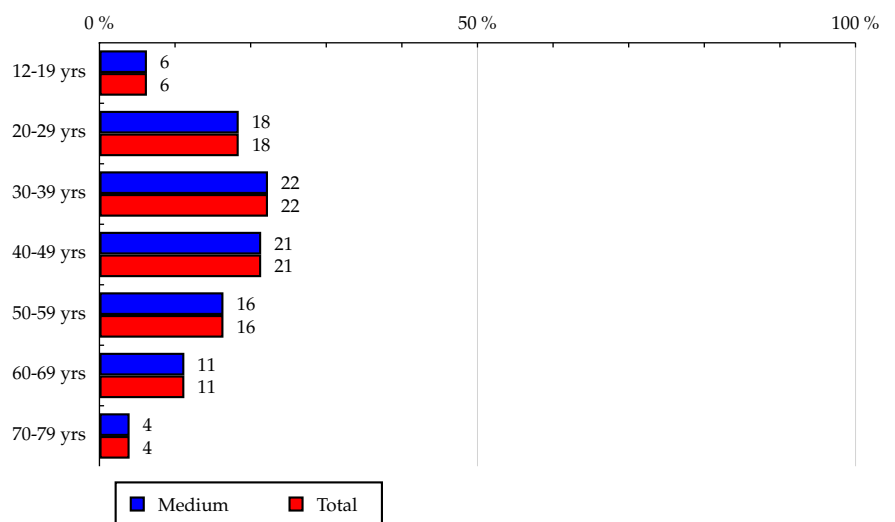
# TOTAL

Table 2: Age

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
12-19 yrs	6.28	401 812	97.70	4.08	317 979 448	77 316.23	100.00	6.28	401 812	4.08	317 979 448
20-29 yrs	18.42	1 179 003	97.70	18.21	1 420 760 383	117 733.53	100.00	18.42	1 179 003	18.21	1 420 760 383
30-39 yrs	22.29	1 426 696	97.70	23.94	1 867 719 595	127 901.16	100.00	22.29	1 426 696	23.94	1 867 719 595
40-49 yrs	21.39	1 368 965	97.70	20.45	1 595 194 865	113 845.46	100.00	21.39	1 368 965	20.45	1 595 194 865
50-59 yrs	16.40	1 049 717	97.70	16.40	1 279 875 685	119 121.49	100.00	16.40	1 049 717	16.40	1 279 875 685
60-69 yrs	11.23	718 884	97.70	11.99	935 408 405	127 126.73	100.00	11.23	718 884	11.99	935 408 405
70-79 yrs	3.99	255 244	97.70	4.94	385 055 909	147 388.23	100.00	3.99	255 244	4.94	385 055 909

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

Chart 2: Age by RU(%)



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

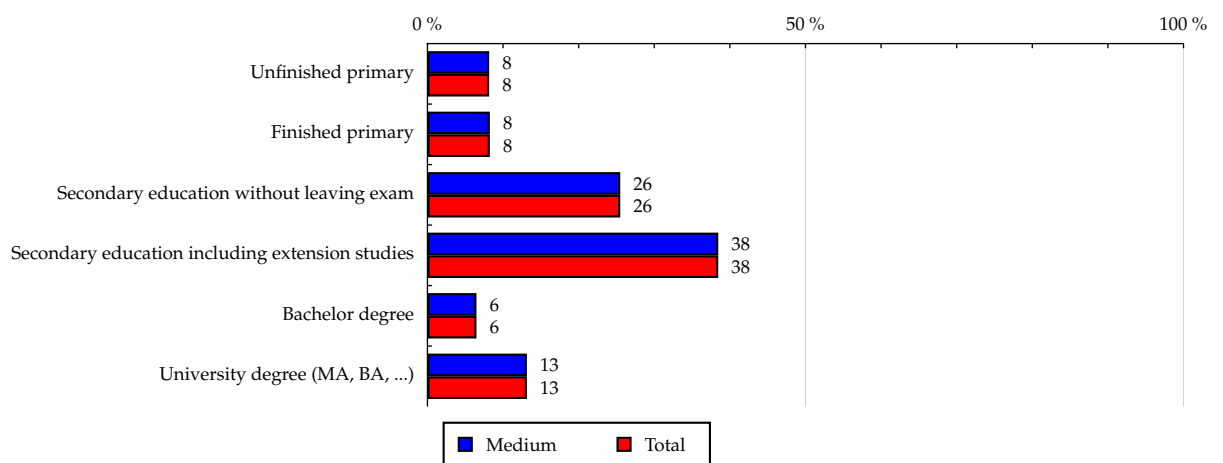
# TOTAL

**Table 3: Highest Education**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unfinished primary	8.16	522 009	97.70	5.30	413 850 428	77 456.73	100.00	8.16	522 009	5.30	413 850 428
Finished primary	8.25	528 345	97.70	8.61	671 414 515	124 155.82	100.00	8.25	528 345	8.61	671 414 515
Secondary education without leaving exam	25.50	1 631 826	97.70	30.57	2 384 992 409	142 793.20	100.00	25.50	1 631 826	30.57	2 384 992 409
Secondary education including extension studies	38.46	2 461 693	97.70	39.19	3 057 813 286	121 358.88	100.00	38.46	2 461 693	39.19	3 057 813 286
Bachelor degree	6.48	414 997	97.70	5.97	465 712 805	109 639.65	100.00	6.48	414 997	5.97	465 712 805
University degree (MA, BA, ...)	13.15	841 451	97.70	10.36	808 210 849	93 840.51	100.00	13.15	841 451	10.36	808 210 849

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

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



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

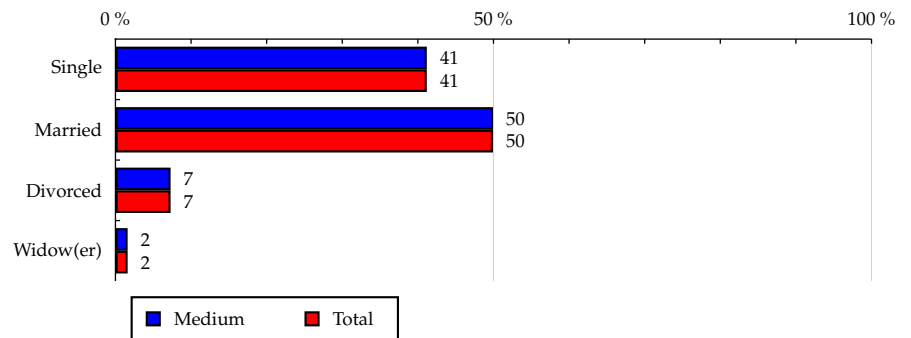
# TOTAL

**Table 4: Marital Status**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Single	41.18	2 635 339	97.70	39.30	3 066 218 474	113 673.99	100.00	41.18	2 635 339	39.30	3 066 218 474
Married	49.93	3 195 532	97.70	50.62	3 949 604 626	120 754.96	100.00	49.93	3 195 532	50.62	3 949 604 626
Divorced	7.29	466 644	97.70	8.38	653 848 349	136 894.44	100.00	7.29	466 644	8.38	653 848 349
Widow(er)	1.61	102 808	97.70	1.70	132 322 842	125 748.03	100.00	1.61	102 808	1.70	132 322 842

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

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



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

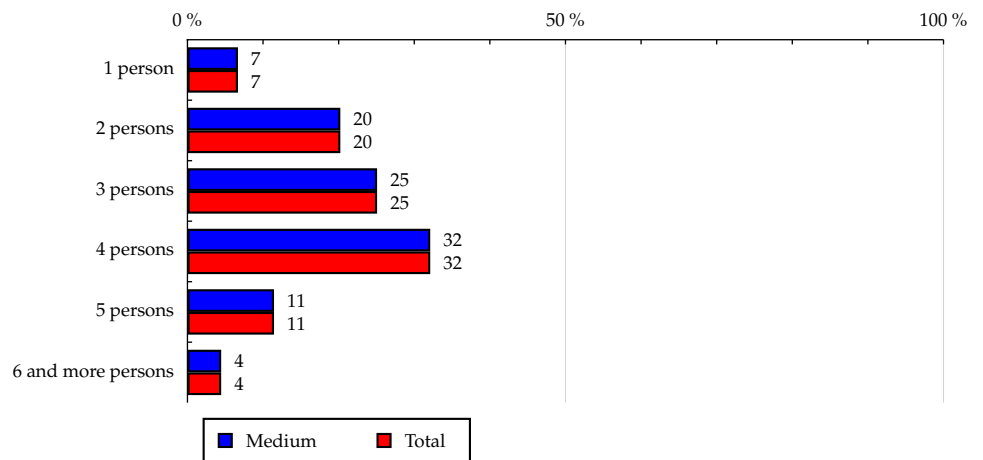
# TOTAL

**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	6.68	427 300	97.70	7.05	549 689 205	125 683.57	100.00	6.68	427 300	7.05	549 689 205
2 persons	20.22	1 294 141	97.70	21.28	1 660 180 756	125 333.81	100.00	20.22	1 294 141	21.28	1 660 180 756
3 persons	25.08	1 605 383	97.70	26.44	2 062 830 969	125 539.19	100.00	25.08	1 605 383	26.44	2 062 830 969
4 persons	32.11	2 055 247	97.70	29.79	2 324 276 677	110 488.79	100.00	32.11	2 055 247	29.79	2 324 276 677
5 persons	11.45	732 894	97.70	11.62	906 346 808	120 822.48	100.00	11.45	732 894	11.62	906 346 808
6 and more persons	4.46	285 356	97.70	3.83	298 669 874	102 258.09	100.00	4.46	285 356	3.83	298 669 874

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

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



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

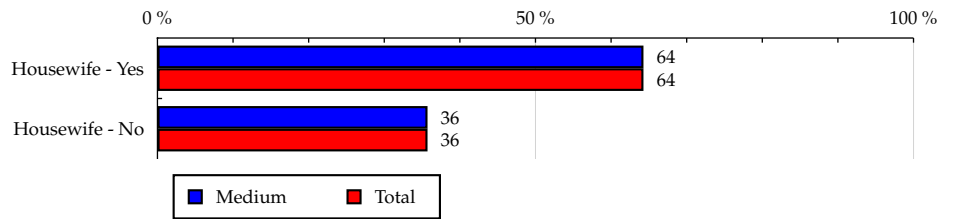
# TOTAL

**Table 6: Housewife**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Housewife - Yes	64.28	4 113 964	97.70	65.16	5 083 853 259	120 733.30	100.00	64.28	4 113 964	65.16	5 083 853 259
Housewife - No	35.72	2 286 359	97.70	34.84	2 718 141 031	116 150.73	100.00	35.72	2 286 359	34.84	2 718 141 031

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

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



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

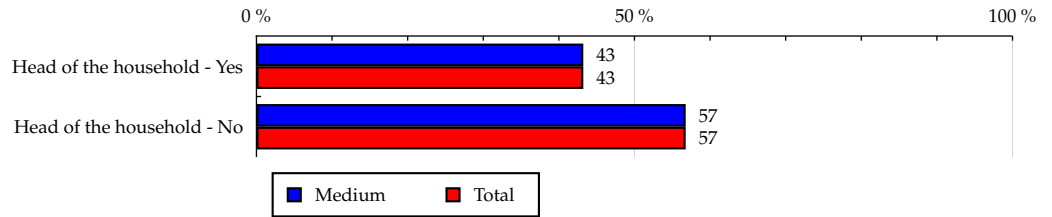
# TOTAL

**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	43.23	2 767 006	97.70	43.75	3 413 631 340	120 531.64	100.00	43.23	2 767 006	43.75	3 413 631 340
Head of the household - No	56.77	3 633 317	97.70	56.25	4 388 362 950	118 003.18	100.00	56.77	3 633 317	56.25	4 388 362 950

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

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



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



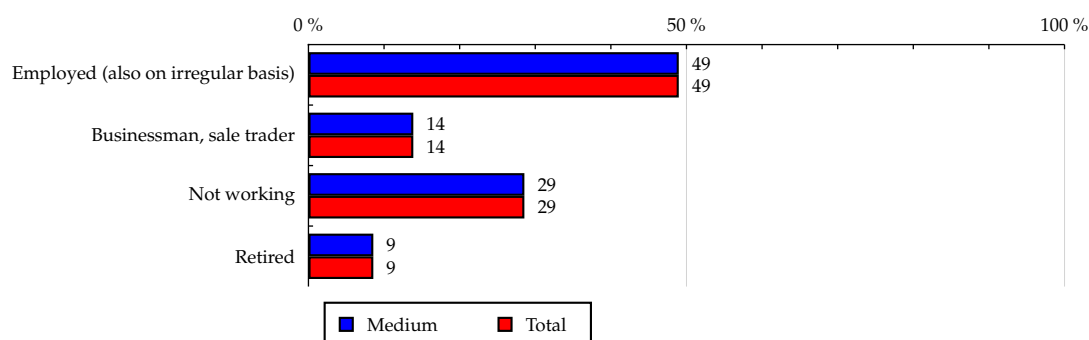
# TOTAL

**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)	48.98	3 135 028	97.70	48.32	3 770 283 569	117 497.07	100.00	48.98	3 135 028	48.32	3 770 283 569
Businessman, sale trader	13.87	887 845	97.70	12.48	973 859 335	107 165.12	100.00	13.87	887 845	12.48	973 859 335
Not working	28.56	1 828 138	97.70	28.21	2 200 733 472	117 612.38	100.00	28.56	1 828 138	28.21	2 200 733 472
Retired	8.58	549 311	97.70	10.99	857 117 914	152 446.06	100.00	8.58	549 311	10.99	857 117 914

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

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



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

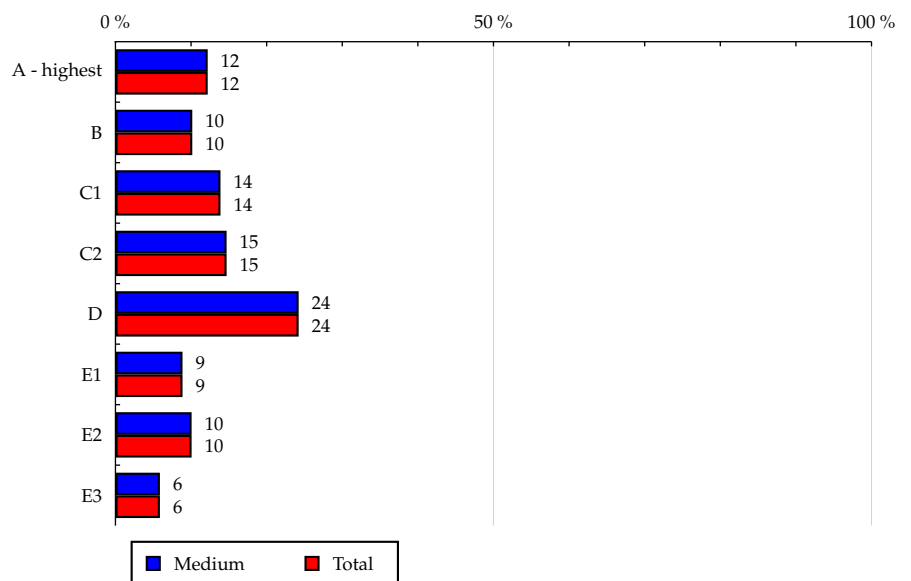
TOTAL

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	12.20	780 689	97.70	11.01	858 745 206	107 468.37	100.00	12.20	780 689	11.01	858 745 206
B	10.16	650 177	97.70	10.51	820 181 611	123 245.97	100.00	10.16	650 177	10.51	820 181 611
C1	13.89	889 229	97.70	12.96	1 011 088 817	111 088.74	100.00	13.89	889 229	12.96	1 011 088 817
C2	14.70	940 973	97.70	16.37	1 277 213 999	132 611.34	100.00	14.70	940 973	16.37	1 277 213 999
D	24.23	1 550 769	97.70	24.21	1 888 964 407	119 006.58	100.00	24.23	1 550 769	24.21	1 888 964 407
E1	8.87	568 019	97.70	9.44	736 292 344	126 643.02	100.00	8.87	568 019	9.44	736 292 344
E2	10.07	644 432	97.70	9.39	732 629 474	111 071.18	100.00	10.07	644 432	9.39	732 629 474
E3	5.88	376 031	97.70	6.11	476 878 432	123 901.92	100.00	5.88	376 031	6.11	476 878 432

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

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



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

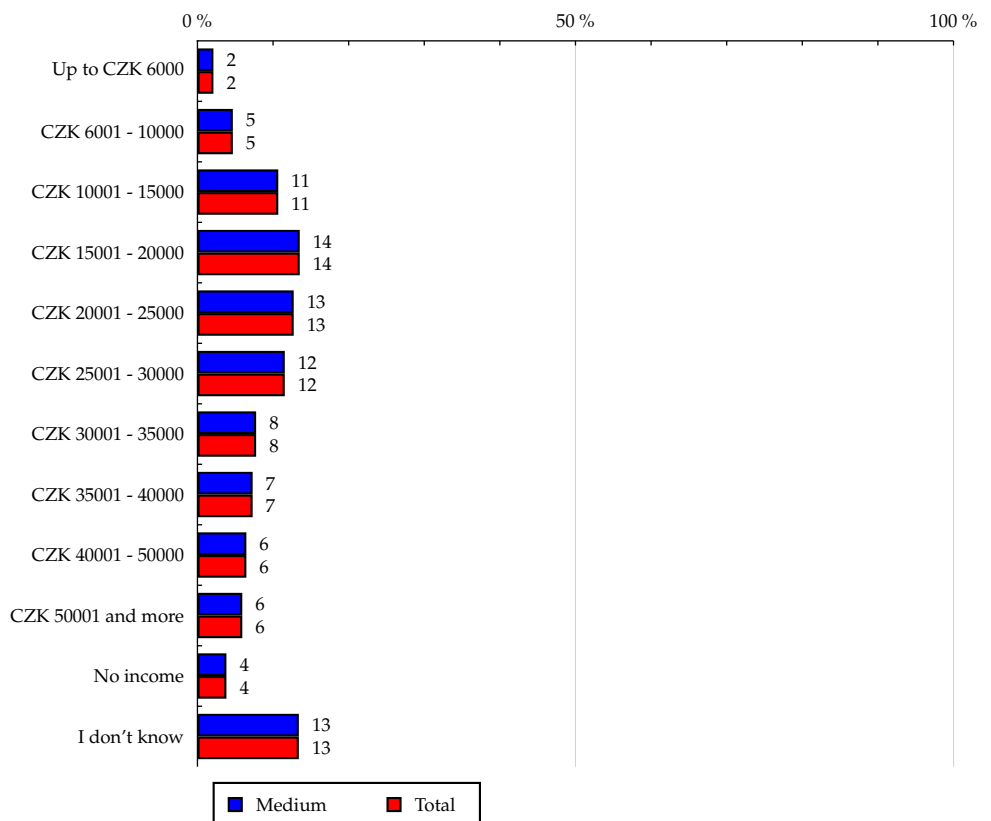
TOTAL

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	2.11	134 799	97.70	2.24	174 437 602	126 428.46	100.00	2.11	134 799	2.24	174 437 602
CZK 6001 - 10000	4.68	299 577	97.70	4.73	369 056 224	120 358.80	100.00	4.68	299 577	4.73	369 056 224
CZK 10001 - 15000	10.69	684 438	97.70	11.74	916 085 649	130 766.41	100.00	10.69	684 438	11.74	916 085 649
CZK 15001 - 20000	13.53	866 271	97.70	14.61	1 139 965 099	128 567.75	100.00	13.53	866 271	14.61	1 139 965 099
CZK 20001 - 25000	12.73	814 670	97.70	14.19	1 107 190 532	132 780.75	100.00	12.73	814 670	14.19	1 107 190 532
CZK 25001 - 30000	11.55	739 061	97.70	11.71	913 506 354	120 760.69	100.00	11.55	739 061	11.71	913 506 354
CZK 30001 - 35000	7.76	496 612	97.70	7.70	601 124 451	118 260.92	100.00	7.76	496 612	7.70	601 124 451
CZK 35001 - 40000	7.30	467 453	97.70	6.76	527 103 818	110 167.11	100.00	7.30	467 453	6.76	527 103 818
CZK 40001 - 50000	6.47	414 224	97.70	5.45	425 466 169	100 351.49	100.00	6.47	414 224	5.45	425 466 169
CZK 50001 and more	5.93	379 422	97.70	5.47	426 722 943	109 879.82	100.00	5.93	379 422	5.47	426 722 943
No income	3.83	245 361	97.70	3.37	262 748 231	104 623.21	100.00	3.83	245 361	3.37	262 748 231
I don't know	13.41	858 430	97.70	12.03	938 587 218	106 822.85	100.00	13.41	858 430	12.03	938 587 218

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

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



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

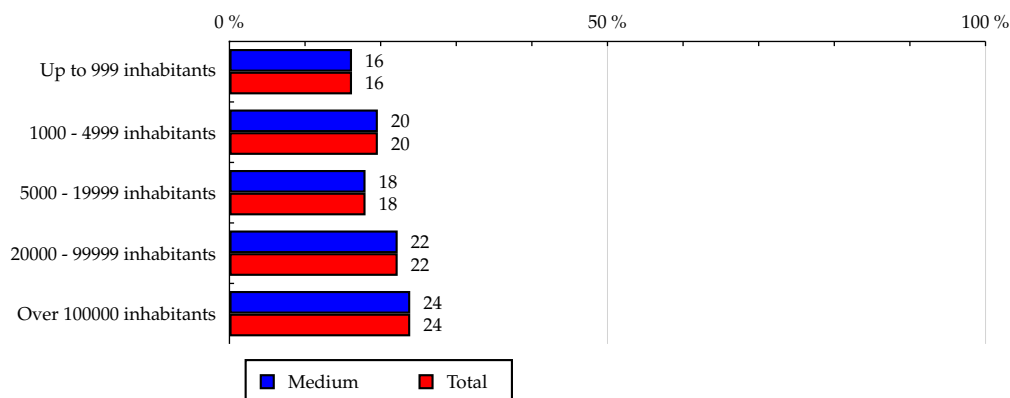
# TOTAL

**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	1 037 491	97.70	15.44	1 205 006 750	113 474.81	100.00	16.21	1 037 491	15.44	1 205 006 750
1000 - 4999 inhabitants	19.63	1 256 382	97.70	20.45	1 595 588 033	124 077.57	100.00	19.63	1 256 382	20.45	1 595 588 033
5000 - 19999 inhabitants	18.00	1 152 186	97.70	19.22	1 499 932 791	127 187.28	100.00	18.00	1 152 186	19.22	1 499 932 791
20000 - 99999 inhabitants	22.25	1 423 945	97.70	22.60	1 763 354 964	120 987.65	100.00	22.25	1 423 945	22.60	1 763 354 964
Over 100000 inhabitants	23.91	1 530 318	97.70	22.28	1 738 111 752	110 966.15	100.00	23.91	1 530 318	22.28	1 738 111 752

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

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



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

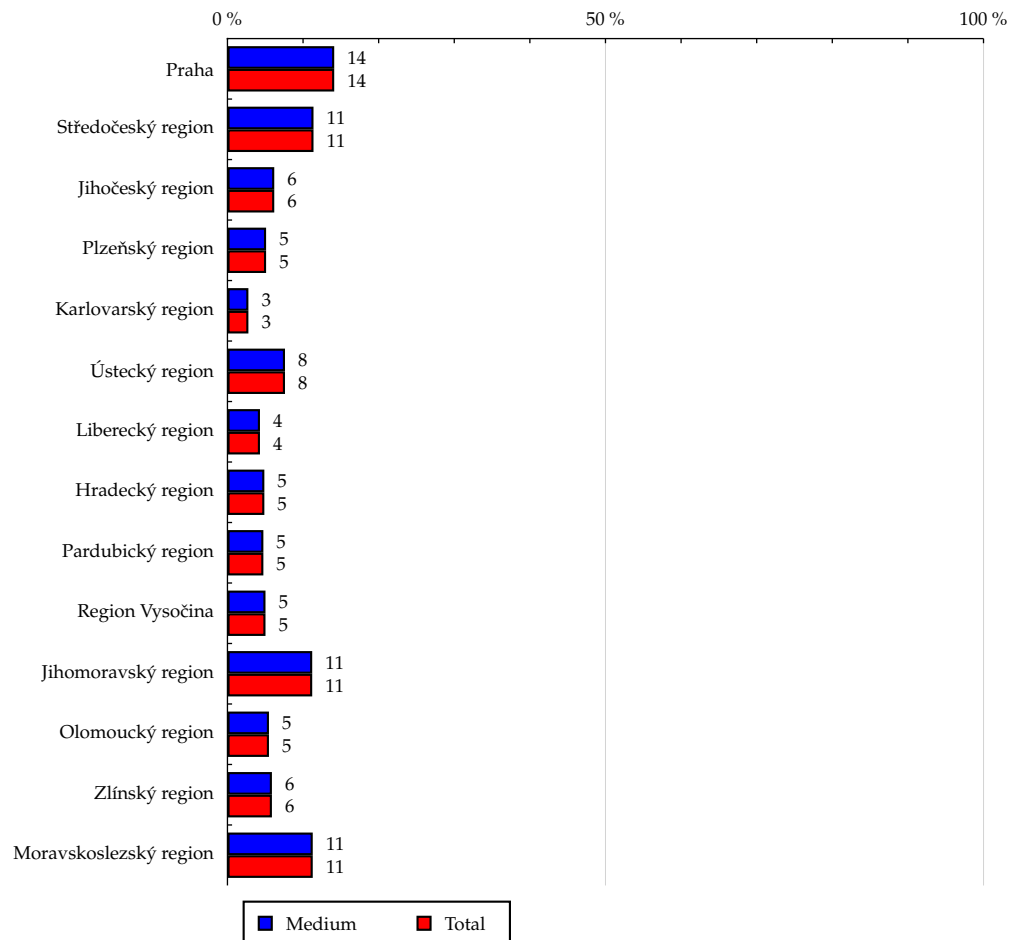
# TOTAL

**Table 12: Region**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Praha	14.12	903 598	97.70	12.84	1 001 948 230	108 333.94	100.00	14.12	903 598	12.84	1 001 948 230
Středočeský region	11.38	728 612	97.70	10.63	829 192 861	111 186.85	100.00	11.38	728 612	10.63	829 192 861
Jihočeský region	6.19	396 372	97.70	5.98	466 699 912	115 034.54	100.00	6.19	396 372	5.98	466 699 912
Plzeňský region	5.11	326 800	97.70	5.61	437 587 902	130 821.08	100.00	5.11	326 800	5.61	437 587 902
Karlovarský region	2.77	177 544	97.70	2.68	208 832 630	114 917.68	100.00	2.77	177 544	2.68	208 832 630
Ústecký region	7.61	487 129	97.70	7.59	592 116 604	118 756.60	100.00	7.61	487 129	7.59	592 116 604
Liberecký region	4.30	275 405	97.70	3.93	306 698 997	108 801.54	100.00	4.30	275 405	3.93	306 698 997
Hradecký region	4.88	312 079	97.70	5.31	414 235 162	129 681.12	100.00	4.88	312 079	5.31	414 235 162
Pardubický region	4.75	304 078	97.70	4.87	379 984 879	122 088.45	100.00	4.75	304 078	4.87	379 984 879
Region Vysočina	5.03	322 128	97.70	5.67	442 000 155	134 056.65	100.00	5.03	322 128	5.67	442 000 155
Jihomoravský region	11.21	717 477	97.70	10.48	817 721 633	111 350.45	100.00	11.21	717 477	10.48	817 721 633
Olomoucký region	5.49	351 442	97.70	5.83	454 700 655	126 405.65	100.00	5.49	351 442	5.83	454 700 655
Zlínský region	5.88	376 019	97.70	6.19	482 831 582	125 452.50	100.00	5.88	376 019	6.19	482 831 582
Moravskoslezský region	11.28	721 636	97.70	12.40	967 443 090	130 978.88	100.00	11.28	721 636	12.40	967 443 090

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

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



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

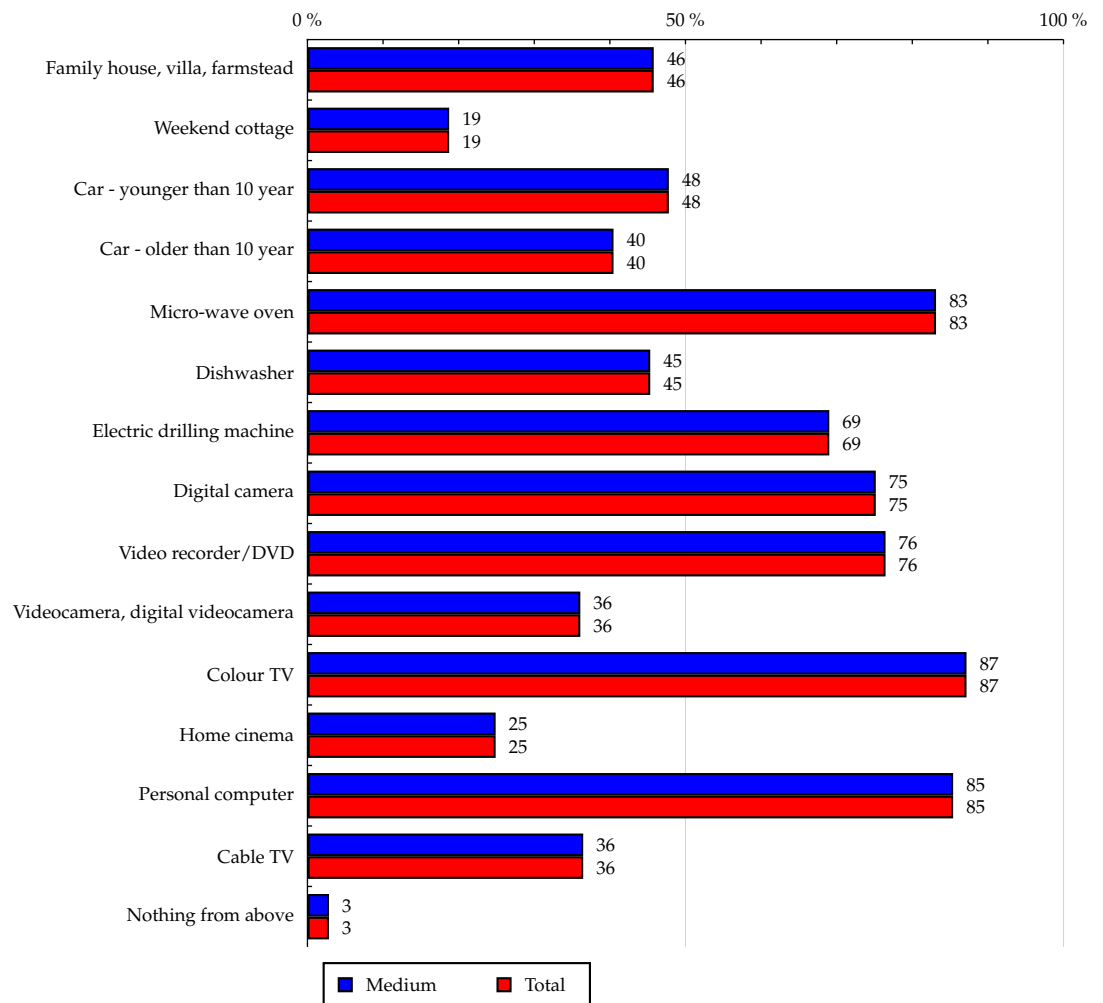
TOTAL

Table 13: Facilities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Family house, villa, farmstead	45.80	2 931 172	97.70	45.11	3 519 429 764	117 307.42	100.00	45.80	2 931 172	45.11	3 519 429 764
Weekend cottage	18.74	1 199 246	97.70	17.60	1 373 422 435	111 889.70	100.00	18.74	1 199 246	17.60	1 373 422 435
Car - younger than 10 year	47.80	3 059 263	97.70	43.77	3 414 746 121	109 052.61	100.00	47.80	3 059 263	43.77	3 414 746 121
Car - older than 10 year	40.48	2 590 803	97.70	42.66	3 328 391 901	125 514.67	100.00	40.48	2 590 803	42.66	3 328 391 901
Micro-wave oven	83.14	5 321 040	97.70	82.98	6 473 783 816	118 865.60	100.00	83.14	5 321 040	82.98	6 473 783 816
Dishwasher	45.34	2 902 053	97.70	40.89	3 190 375 149	107 406.58	100.00	45.34	2 902 053	40.89	3 190 375 149
Electric drilling machine	69.02	4 417 692	97.70	67.26	5 247 258 599	116 046.36	100.00	69.02	4 417 692	67.26	5 247 258 599
Digital camera	75.17	4 811 344	97.70	74.62	5 822 146 449	118 225.53	100.00	75.17	4 811 344	74.62	5 822 146 449
Video recorder/DVD	76.46	4 893 513	97.70	75.23	5 869 424 513	117 184.26	100.00	76.46	4 893 513	75.23	5 869 424 513
Videocamera, digital videocamera	36.09	2 310 090	97.70	33.21	2 590 947 429	109 578.19	100.00	36.09	2 310 090	33.21	2 590 947 429
Colour TV	87.17	5 579 090	97.70	87.22	6 804 755 881	119 163.63	100.00	87.17	5 579 090	87.22	6 804 755 881
Home cinema	24.89	1 593 229	97.70	22.47	1 752 851 552	107 488.36	100.00	24.89	1 593 229	22.47	1 752 851 552
Personal computer	85.40	5 466 126	97.70	85.96	6 706 803 153	119 875.50	100.00	85.40	5 466 126	85.96	6 706 803 153
Cable TV	36.47	2 334 089	97.70	34.75	2 711 351 345	113 491.38	100.00	36.47	2 334 089	34.75	2 711 351 345
Nothing from above	2.85	182 559	97.70	2.43	189 329 467	101 322.79	100.00	2.85	182 559	2.43	189 329 467

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

Chart 13: Facilities by RU(%)



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

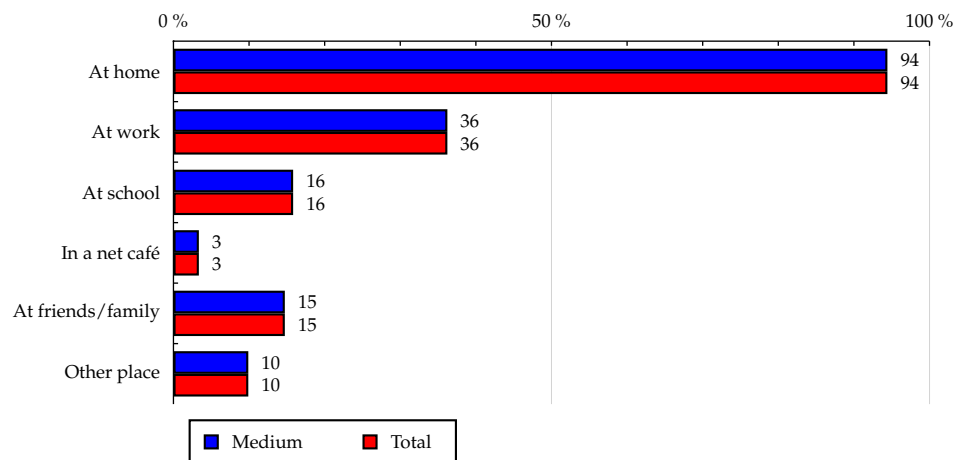
# TOTAL

**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	94.43	6 044 049	97.70	96.17	7 503 532 057	121 292.03	100.00	94.43	6 044 049	96.17	7 503 532 057
At work	36.23	2 319 098	97.70	30.94	2 413 689 289	101 684.98	100.00	36.23	2 319 098	30.94	2 413 689 289
At school	15.83	1 012 861	97.70	13.49	1 052 731 078	101 545.79	100.00	15.83	1 012 861	13.49	1 052 731 078
In a net café	3.36	215 109	97.70	3.07	239 663 048	108 851.78	100.00	3.36	215 109	3.07	239 663 048
At friends/family	14.73	942 714	97.70	13.18	1 027 987 985	106 537.48	100.00	14.73	942 714	13.18	1 027 987 985
Other place	9.90	633 349	97.70	8.72	680 649 056	104 996.34	100.00	9.90	633 349	8.72	680 649 056

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

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



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

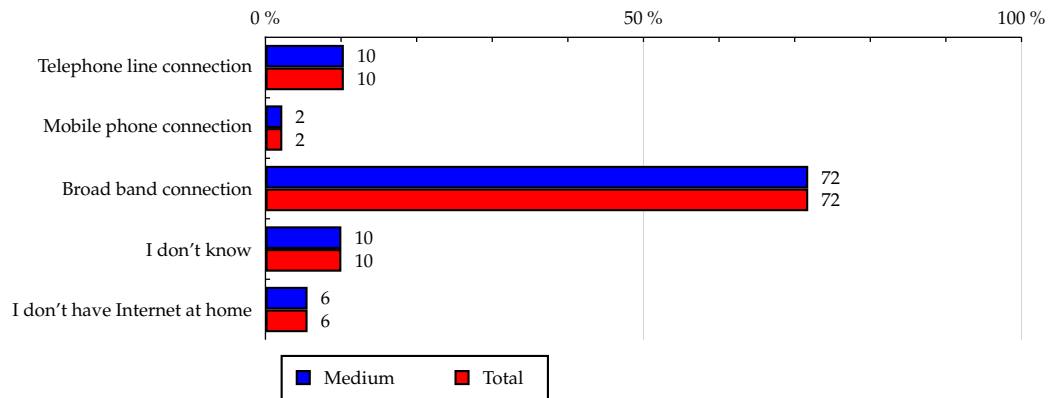
# TOTAL

**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	10.37	663 828	97.70	11.08	864 447 642	127 226.35	100.00	10.37	663 828	11.08	864 447 642
Mobile phone connection	2.23	142 814	97.70	1.76	137 648 115	94 165.69	100.00	2.23	142 814	1.76	137 648 115
Broad band connection	71.79	4 594 918	97.70	74.14	5 784 410 668	122 991.72	100.00	71.79	4 594 918	74.14	5 784 410 668
I don't know	10.04	642 488	97.70	9.19	717 025 631	109 034.55	100.00	10.04	642 488	9.19	717 025 631
I don't have Internet at home	5.57	356 274	97.70	3.83	298 462 233	81 846.41	100.00	5.57	356 274	3.83	298 462 233

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

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



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



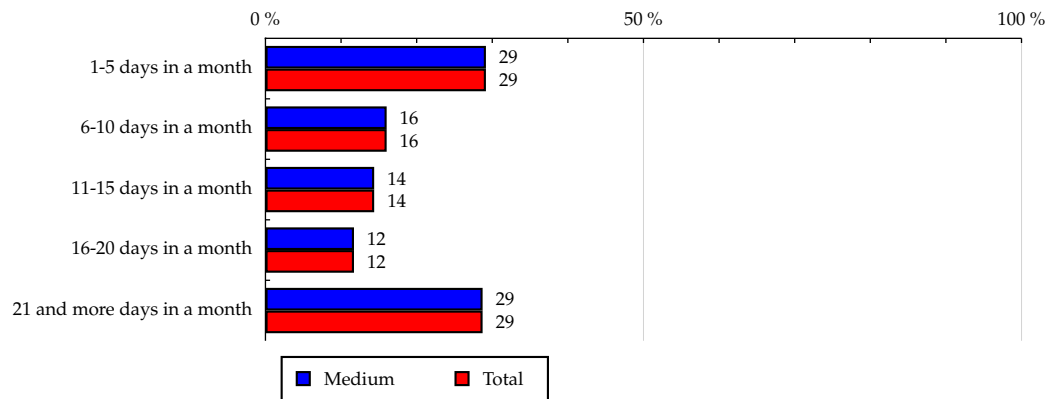
# TOTAL

**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	29.16	1 866 352	97.70	1.78	139 108 997	7 282.09	100.00	29.16	1 866 352	1.78	139 108 997
6-10 days in a month	16.03	1 025 765	97.70	4.59	358 190 166	34 116.14	100.00	16.03	1 025 765	4.59	358 190 166
11-15 days in a month	14.38	920 511	97.70	9.95	776 556 364	82 421.09	100.00	14.38	920 511	9.95	776 556 364
16-20 days in a month	11.71	749 768	97.70	12.52	976 895 640	127 296.23	100.00	11.71	749 768	12.52	976 895 640
21 and more days in a month	28.72	1 837 925	97.70	71.15	5 551 243 123	295 091.68	100.00	28.72	1 837 925	71.15	5 551 243 123

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

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



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

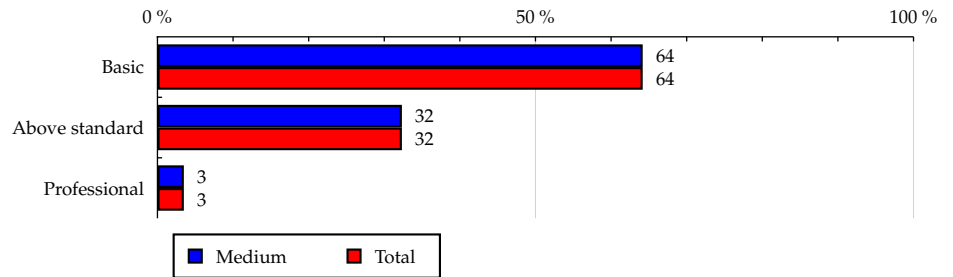
# TOTAL

**Table 17: IT Knowledge**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Basic	64.18	4 107 945	97.70	66.92	5 221 074 735	124 173.75	100.00	64.18	4 107 945	66.92	5 221 074 735
Above standard	32.33	2 069 227	97.70	29.94	2 336 164 981	110 303.65	100.00	32.33	2 069 227	29.94	2 336 164 981
Professional	3.49	223 151	97.70	3.14	244 754 574	107 158.41	100.00	3.49	223 151	3.14	244 754 574

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

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



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

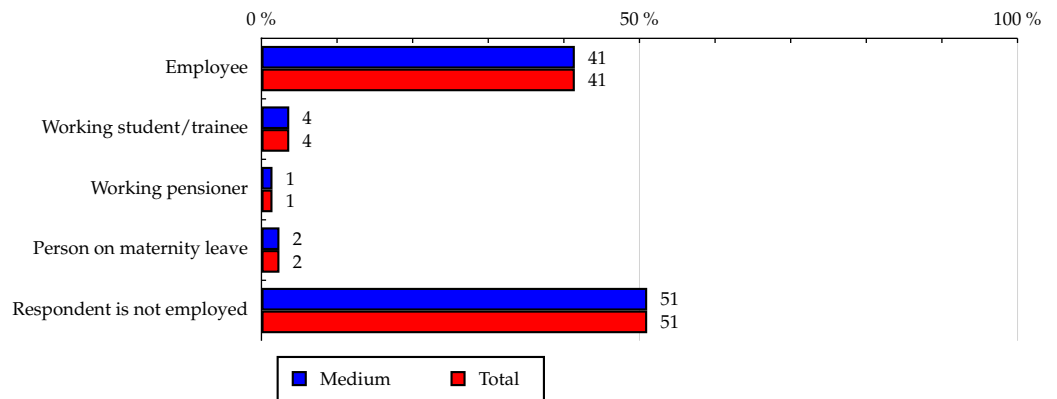
TOTAL

Table 18: Economically Active as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Employee	41.45	2 653 070	97.70	40.68	3 173 522 282	116 865.78	100.00	41.45	2 653 070	40.68	3 173 522 282
Working student/trainee	3.68	235 610	97.70	3.25	253 721 904	105 210.03	100.00	3.68	235 610	3.25	253 721 904
Working pensioner	1.46	93 704	97.70	1.55	120 698 698	125 845.64	100.00	1.46	93 704	1.55	120 698 698
Person on maternity leave	2.38	152 643	97.70	2.85	222 340 683	142 310.01	100.00	2.38	152 643	2.85	222 340 683
Respondent is not employed	51.02	3 265 295	97.70	51.68	4 031 710 722	120 631.71	100.00	51.02	3 265 295	51.68	4 031 710 722

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

Chart 18: Economically Active as by RU(%)



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

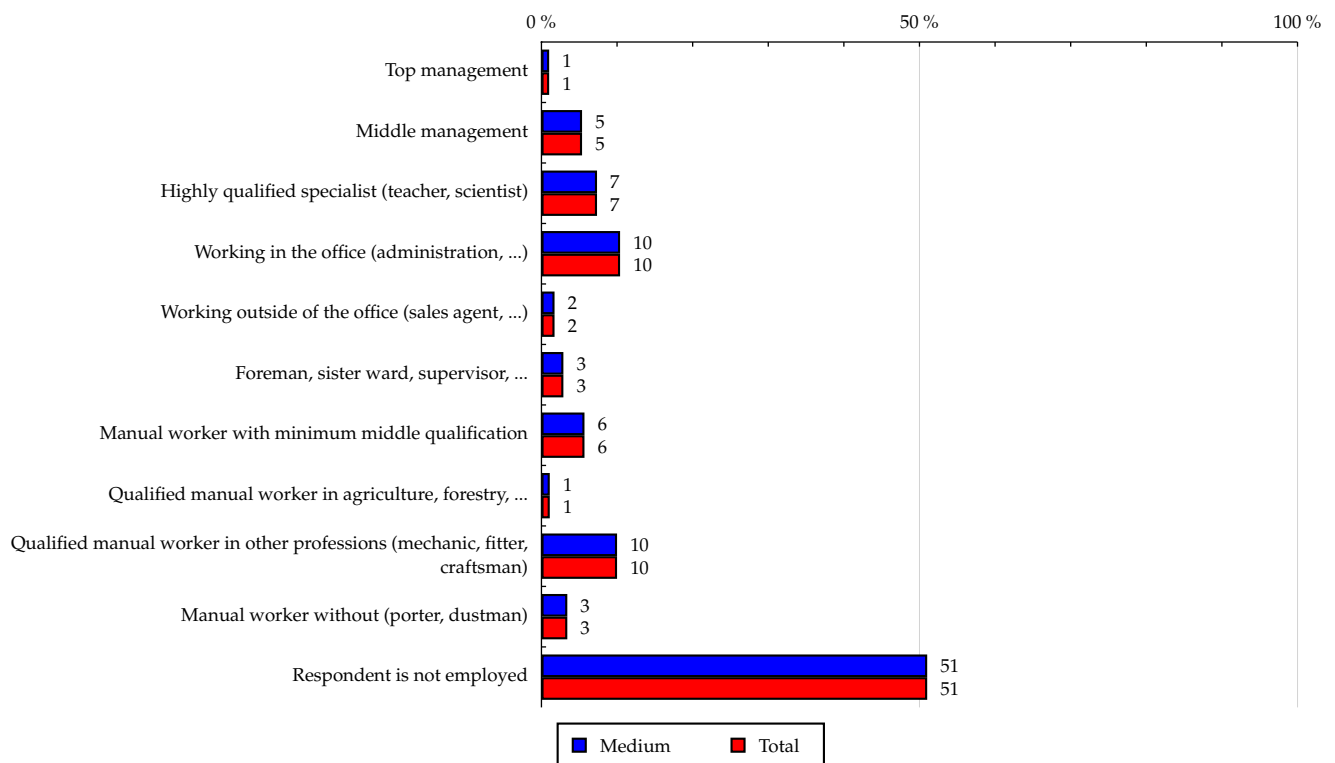
# TOTAL

**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	1.02	65 028	97.70	0.67	52 047 492	78 197.05	100.00	1.02	65 028	0.67	52 047 492
Middle management	5.37	343 476	97.70	4.45	346 977 630	98 695.87	100.00	5.37	343 476	4.45	346 977 630
Highly qualified specialist (teacher, scientist)	7.35	470 626	97.70	6.25	487 319 806	101 165.49	100.00	7.35	470 626	6.25	487 319 806
Working in the office (administration, ...)	10.40	665 727	97.70	9.12	711 741 487	104 452.83	100.00	10.40	665 727	9.12	711 741 487
Working outside of the office (sales agent, ...)	1.73	110 464	97.70	2.14	166 884 946	147 600.88	100.00	1.73	110 464	2.14	166 884 946
Foreman, sister ward, supervisor, ...	2.90	185 819	97.70	3.03	236 407 730	124 298.22	100.00	2.90	185 819	3.03	236 407 730
Manual worker with minimum middle qualification	5.69	364 478	97.70	5.85	456 244 284	122 298.18	100.00	5.69	364 478	5.85	456 244 284
Qualified manual worker in agriculture, forestry, ...	1.10	70 513	97.70	1.28	100 244 335	138 893.89	100.00	1.10	70 513	1.28	100 244 335
Qualified manual worker in other professions (mechanic, fitter, craftsman)	10.00	640 071	97.70	11.68	911 183 162	139 082.17	100.00	10.00	640 071	11.68	911 183 162
Manual worker without (porter, dustman)	3.42	218 821	97.70	3.86	301 232 696	134 494.96	100.00	3.42	218 821	3.86	301 232 696
Respondent is not employed	51.02	3 265 295	97.70	51.68	4 031 710 722	120 631.71	100.00	51.02	3 265 295	51.68	4 031 710 722

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

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



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

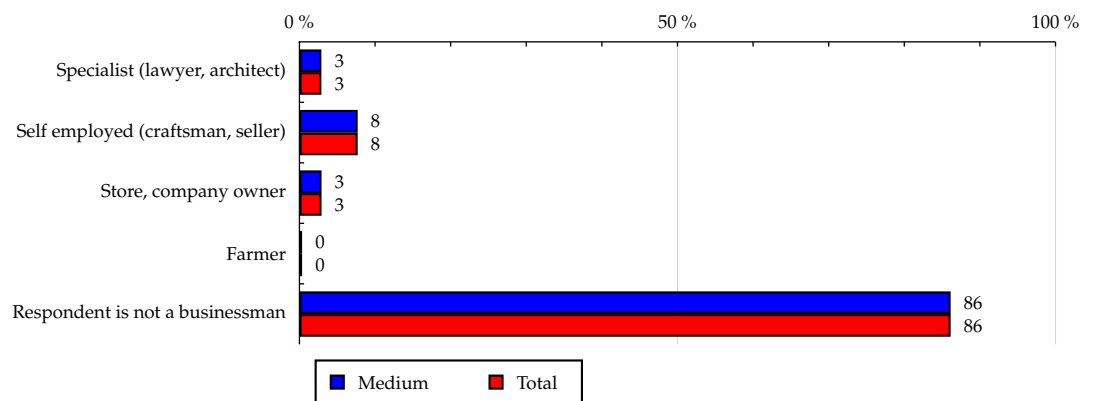
# TOTAL

**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	185 899	97.70	1.92	150 007 125	78 836.72	100.00	2.90	185 899	1.92	150 007 125
Self employed (craftsman, seller)	7.70	492 941	97.70	7.97	622 122 728	123 303.39	100.00	7.70	492 941	7.97	622 122 728
Store, company owner	2.92	186 910	97.70	2.15	167 523 668	87 566.33	100.00	2.92	186 910	2.15	167 523 668
Farmer	0.35	22 093	97.70	0.44	34 205 814	151 260.27	100.00	0.35	22 093	0.44	34 205 814
Respondent is not a businessman	86.13	5 512 478	97.70	87.52	6 828 134 955	121 017.93	100.00	86.13	5 512 478	87.52	6 828 134 955

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

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



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

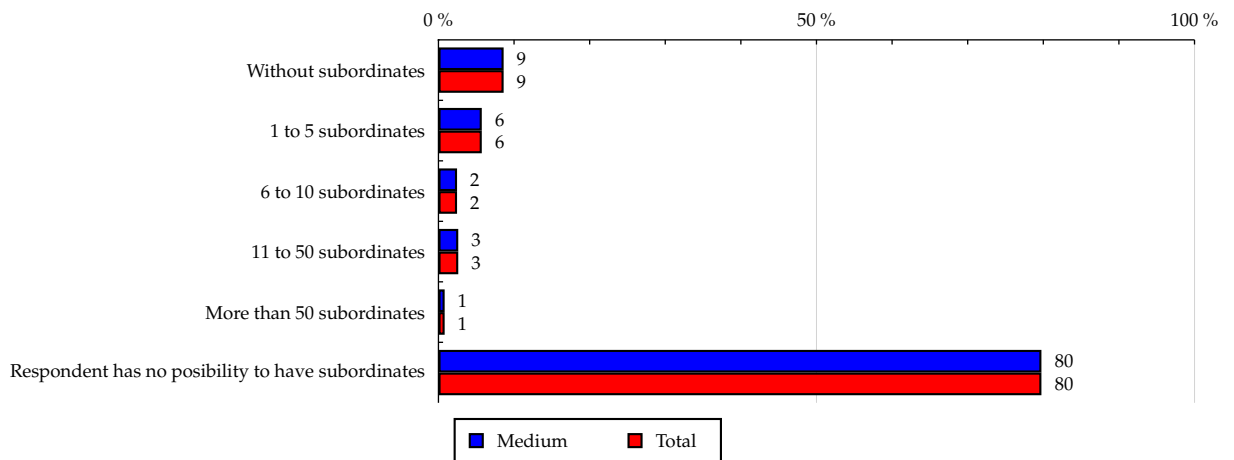
TOTAL

Table 21: Number of Subordinates

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Without subordinates	8.62	551 949	97.70	8.47	660 496 419	116 913.83	100.00	8.62	551 949	8.47	660 496 419
1 to 5 subordinates	5.73	366 793	97.70	4.51	351 943 581	93 744.41	100.00	5.73	366 793	4.51	351 943 581
6 to 10 subordinates	2.46	157 290	97.70	1.79	139 893 709	86 894.30	100.00	2.46	157 290	1.79	139 893 709
11 to 50 subordinates	2.62	167 945	97.70	2.13	166 195 883	96 682.02	100.00	2.62	167 945	2.13	166 195 883
More than 50 subordinates	0.82	52 371	97.70	0.70	54 354 865	101 400.42	100.00	0.82	52 371	0.70	54 354 865
Respondent has no possibility to have subordinates	79.75	5 103 973	97.70	82.40	6 429 109 833	123 065.69	100.00	79.75	5 103 973	82.40	6 429 109 833

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

Chart 21: Number of Subordinates by RU(%)



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

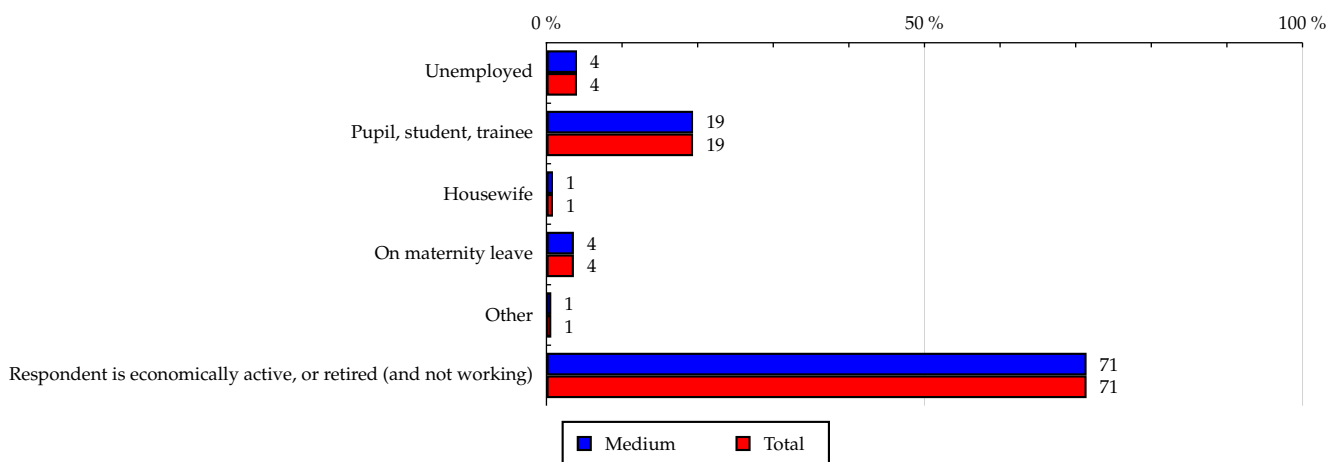
# TOTAL

**Table 22: Economically Inactive as**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unemployed	4.04	258 359	97.70	5.09	397 214 680	150 208.65	100.00	4.04	258 359	5.09	397 214 680
Pupil, student, trainee	19.39	1 241 236	97.70	16.49	1 286 791 217	101 285.66	100.00	19.39	1 241 236	16.49	1 286 791 217
Housewife	0.86	55 243	97.70	1.00	77 928 933	137 819.40	100.00	0.86	55 243	1.00	77 928 933
On maternity leave	3.63	232 101	97.70	4.91	382 828 670	161 146.37	100.00	3.63	232 101	4.91	382 828 670
Other	0.64	41 195	97.70	0.72	55 969 973	132 738.26	100.00	0.64	41 195	0.72	55 969 973
Respondent is economically active, or retired (and not working)	71.44	4 572 185	97.70	71.79	5 601 260 818	119 689.61	100.00	71.44	4 572 185	71.79	5 601 260 818

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

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



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

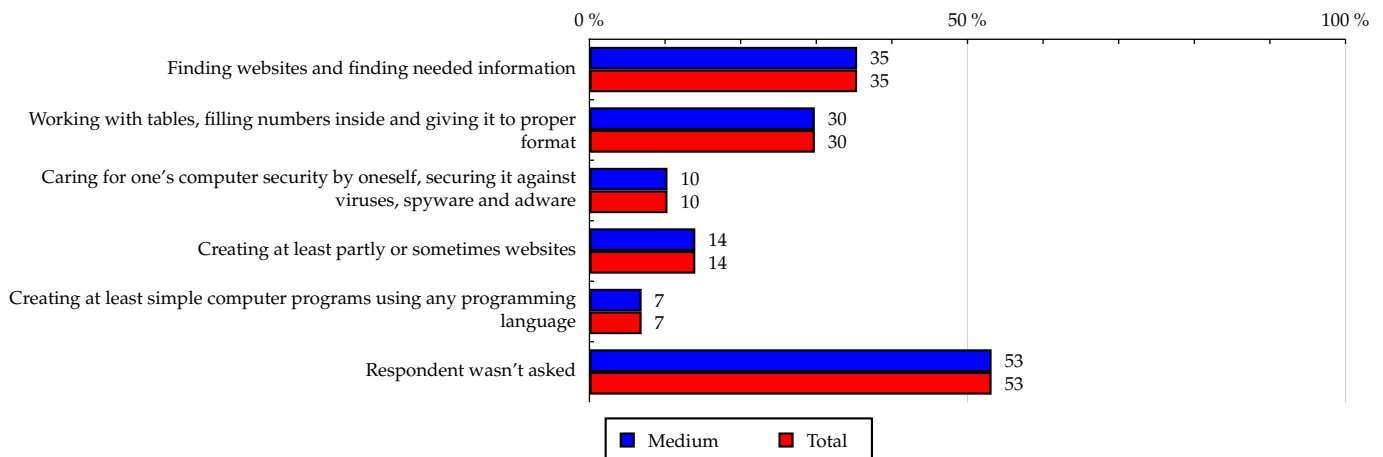
# TOTAL

**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)
Finding websites and finding needed information	35.40	2 265 891	97.70	36.59	2 854 362 430	123 073.51	100.00	35.40	2 265 891	36.59	2 854 362 430
Working with tables, filling numbers inside and giving it to proper format	29.81	1 907 788	97.70	29.79	2 324 231 397	119 026.50	100.00	29.81	1 907 788	29.79	2 324 231 397
Caring for one's computer security by oneself, securing it against viruses, spyware and adware	10.32	660 407	97.70	10.08	786 541 481	116 360.07	100.00	10.32	660 407	10.08	786 541 481
Creating at least partly or sometimes websites	14.00	895 893	97.70	14.34	1 119 050 289	122 035.93	100.00	14.00	895 893	14.34	1 119 050 289
Creating at least simple computer programs using any programming language	6.90	441 697	97.70	6.51	508 243 791	112 419.60	100.00	6.90	441 697	6.51	508 243 791
Respondent wasn't asked	53.19	3 404 189	97.70	52.47	4 093 978 075	117 496.89	100.00	53.19	3 404 189	52.47	4 093 978 075

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

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



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



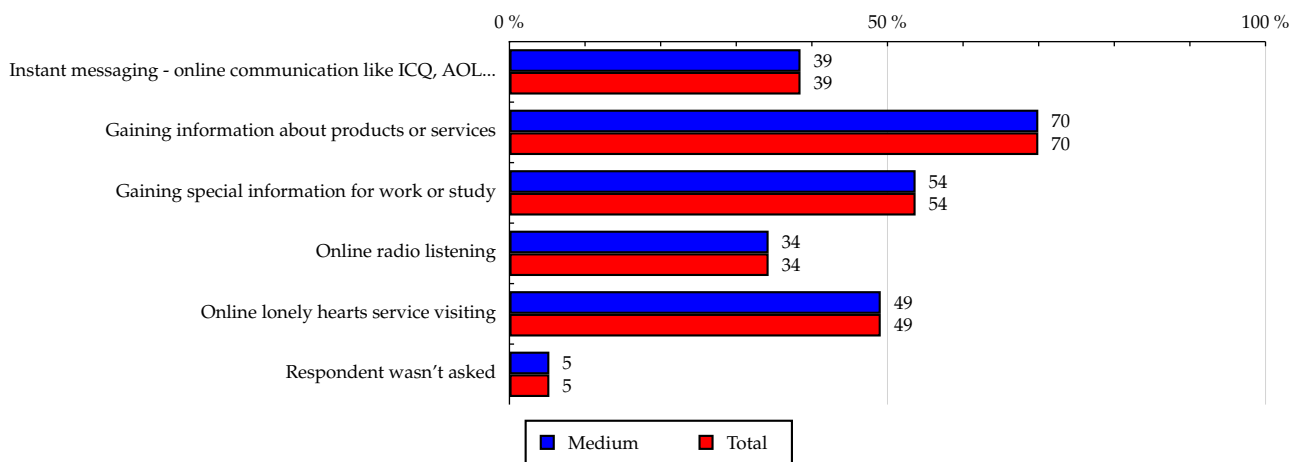
# TOTAL

**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...	38.50	2 463 998	97.70	36.79	2 870 639 058	113 823.69	100.00	38.50	2 463 998	36.79	2 870 639 058
Gaining information about products or services	69.95	4 477 269	97.70	72.43	5 650 608 090	123 303.80	100.00	69.95	4 477 269	72.43	5 650 608 090
Gaining special information for work or study	53.72	3 437 947	97.70	50.27	3 922 276 661	111 463.74	100.00	53.72	3 437 947	50.27	3 922 276 661
Online radio listening	34.28	2 193 877	97.70	36.23	2 826 478 159	125 871.60	100.00	34.28	2 193 877	36.23	2 826 478 159
Online lonely hearts service visiting	49.11	3 143 480	97.70	52.41	4 089 204 148	127 093.27	100.00	49.11	3 143 480	52.41	4 089 204 148
Respondent wasn't asked	5.28	337 770	97.70	5.48	427 845 695	123 754.16	100.00	5.28	337 770	5.48	427 845 695

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

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



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

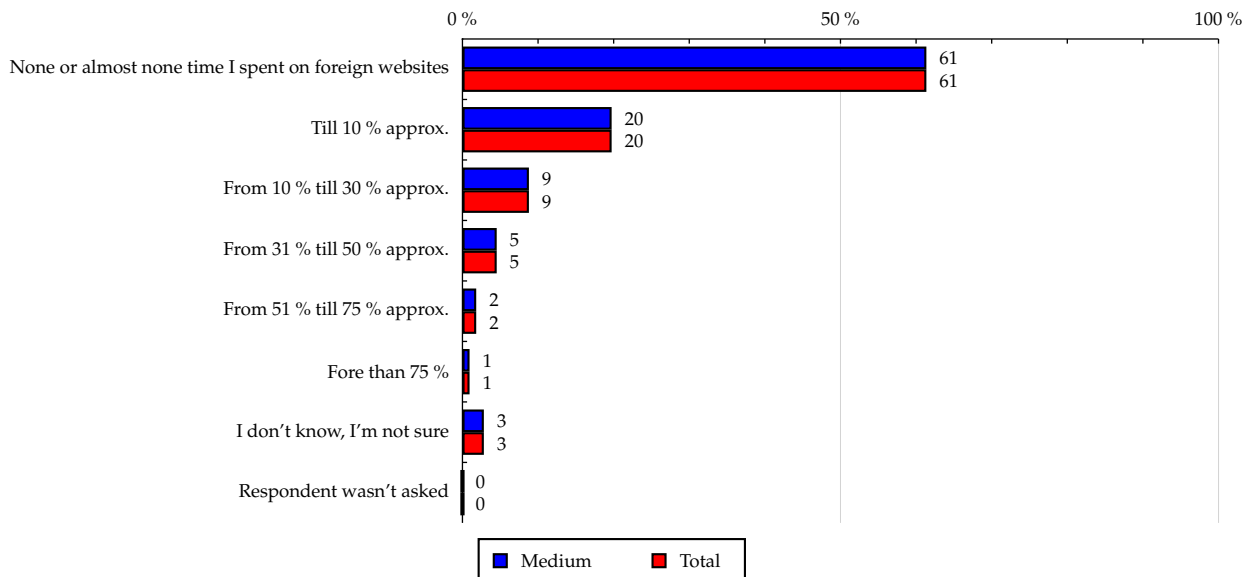
TOTAL

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	61.36	3 927 134	97.70	64.27	5 014 172 556	124 743.55	100.00	61.36	3 927 134	64.27	5 014 172 556
Till 10 % approx.	19.73	1 263 085	97.70	18.44	1 438 393 579	111 260.10	100.00	19.73	1 263 085	18.44	1 438 393 579
From 10 % till 30 % approx.	8.79	562 363	97.70	8.49	662 429 738	115 084.60	100.00	8.79	562 363	8.49	662 429 738
From 31 % till 50 % approx.	4.53	290 047	97.70	3.88	302 612 498	101 932.27	100.00	4.53	290 047	3.88	302 612 498
From 51 % till 75 % approx.	1.82	116 429	97.70	1.30	101 549 885	85 213.66	100.00	1.82	116 429	1.30	101 549 885
Fore than 75 %	0.94	60 208	97.70	0.55	42 707 010	69 300.15	100.00	0.94	60 208	0.55	42 707 010
I don't know, I'm not sure	2.83	181 053	97.70	3.08	240 129 024	129 578.01	100.00	2.83	181 053	3.08	240 129 024
Respondent wasn't asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, December 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

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

**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

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

## 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".