

## SPIR NetMonitor

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

**Medium title:**

**TOTAL**

**Month:**

**April 2013**

Basic information	
The size of Internet population in the Czech Republic	6 573 653
Number of respondents	
Medium	N = 18 300
Total (for all measured media)	N = 18 300
RU(number)	6 422 459
Reach(%)	97.70
PV(number) (from Czech visitors)	8 148 370 722
PV(number) (from all visitors)	8 742 012 115
GRP (%)	123 954.99

**Source: NetMonitor – SPIR – Gemius & Mediaresearch  
April 2013**

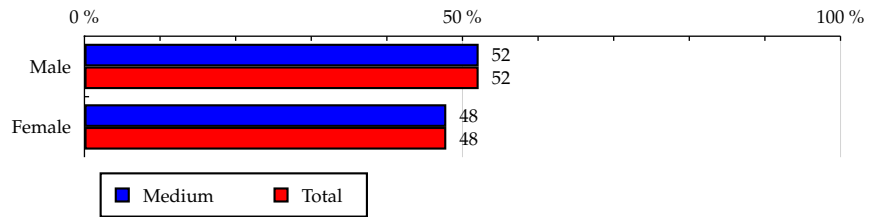
# TOTAL

**Table 1: Sex**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Male	52.14	3 348 699	97.70	53.68	4 374 373 134	127 624.54	100.00	52.14	3 348 699	53.68	4 374 373 134
Female	47.86	3 073 759	97.70	46.32	3 773 997 588	119 957.20	100.00	47.86	3 073 759	46.32	3 773 997 588

Source: NetMonitor – SPIR – Gemius & Mediaresearch, April 2013

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



Source: NetMonitor – SPIR – Gemius & Mediaresearch, April 2013

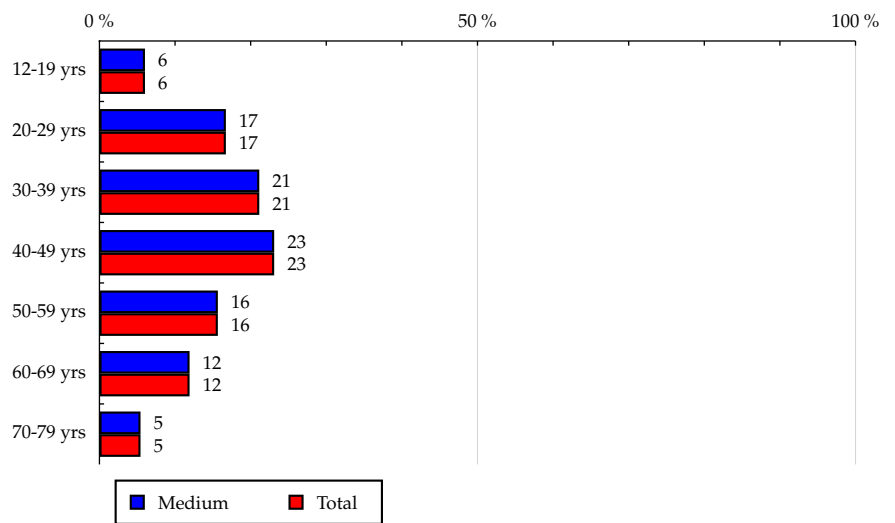
# TOTAL

Table 2: Age

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
12-19 yrs	6.02	386 480	97.70	4.91	399 967 731	101 109.48	100.00	6.02	386 480	4.91	399 967 731
20-29 yrs	16.72	1 074 014	97.70	16.25	1 324 107 682	120 450.21	100.00	16.72	1 074 014	16.25	1 324 107 682
30-39 yrs	21.14	1 357 714	97.70	22.57	1 839 401 522	132 361.77	100.00	21.14	1 357 714	22.57	1 839 401 522
40-49 yrs	23.11	1 484 376	97.70	23.04	1 877 607 799	123 582.06	100.00	23.11	1 484 376	23.04	1 877 607 799
50-59 yrs	15.66	1 005 860	97.70	16.28	1 326 664 756	128 859.91	100.00	15.66	1 005 860	16.28	1 326 664 756
60-69 yrs	11.92	765 592	97.70	11.51	937 659 962	119 658.13	100.00	11.92	765 592	11.51	937 659 962
70-79 yrs	5.43	348 418	97.70	5.44	442 961 270	124 210.58	100.00	5.43	348 418	5.44	442 961 270

Source: NetMonitor – SPIR – Gemius & Mediaresearch, April 2013

Chart 2: Age by RU(%)



Source: NetMonitor – SPIR – Gemius & Mediaresearch, April 2013

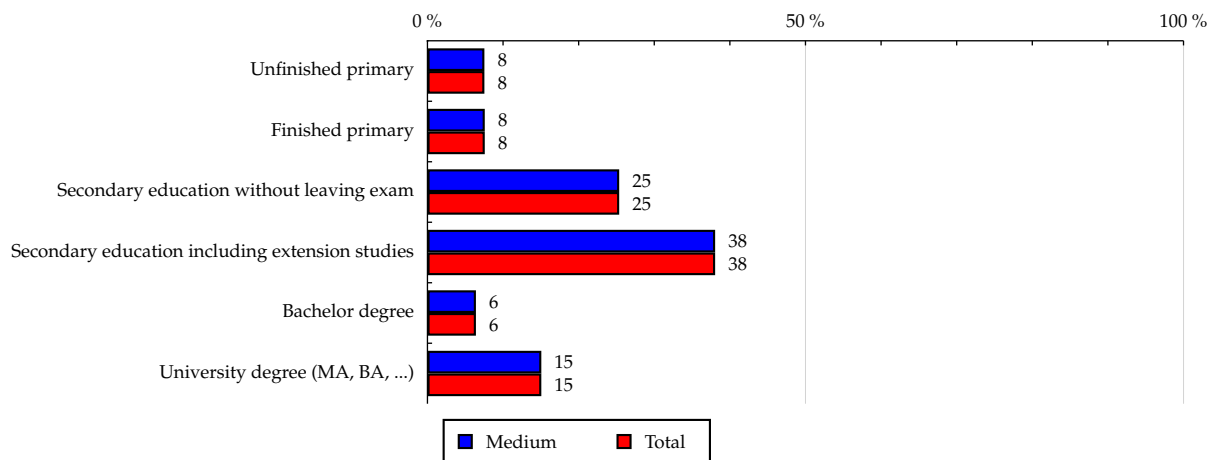
# TOTAL

**Table 3: Highest Education**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unfinished primary	7.53	483 682	97.70	5.74	467 731 285	94 477.96	100.00	7.53	483 682	5.74	467 731 285
Finished primary	7.58	487 096	97.70	7.08	577 273 909	115 787.37	100.00	7.58	487 096	7.08	577 273 909
Secondary education without leaving exam	25.36	1 628 920	97.70	30.91	2 518 814 132	151 074.36	100.00	25.36	1 628 920	30.91	2 518 814 132
Secondary education including extension studies	38.05	2 444 021	97.70	39.28	3 200 573 474	127 943.24	100.00	38.05	2 444 021	39.28	3 200 573 474
Bachelor degree	6.41	411 459	97.70	6.07	494 537 804	117 426.80	100.00	6.41	411 459	6.07	494 537 804
University degree (MA, BA, ...)	15.06	967 278	97.70	10.92	889 440 117	89 837.97	100.00	15.06	967 278	10.92	889 440 117

Source: NetMonitor – SPIR – Gemius & Mediaresearch, April 2013

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



Source: NetMonitor – SPIR – Gemius & Mediaresearch, April 2013

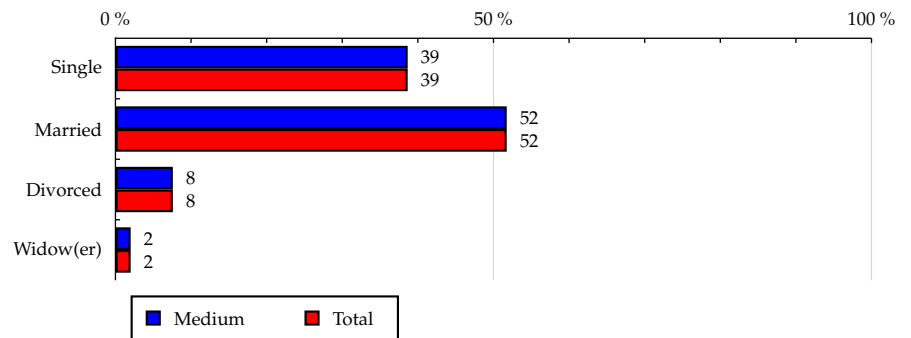
# TOTAL

**Table 4: Marital Status**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Single	38.65	2 482 230	97.70	38.59	3 144 382 193	123 762.14	100.00	38.65	2 482 230	38.59	3 144 382 193
Married	51.75	3 323 503	97.70	50.41	4 107 373 602	120 743.20	100.00	51.75	3 323 503	50.41	4 107 373 602
Divorced	7.59	487 707	97.70	8.89	724 260 104	145 087.32	100.00	7.59	487 707	8.89	724 260 104
Widow(er)	2.01	129 017	97.70	2.12	172 354 822	130 517.41	100.00	2.01	129 017	2.12	172 354 822

Source: NetMonitor – SPIR – Gemius & Mediaresearch, April 2013

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



Source: NetMonitor – SPIR – Gemius & Mediaresearch, April 2013

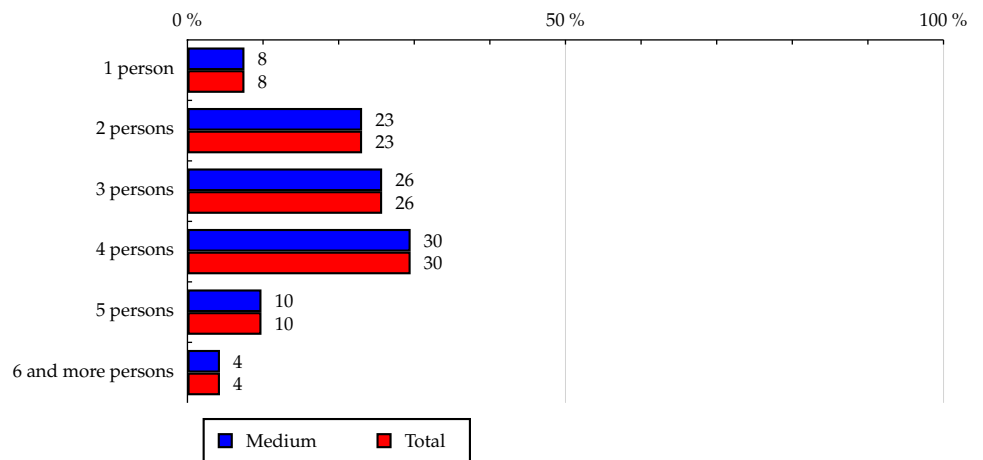
# TOTAL

**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	7.54	484 096	97.70	8.90	725 043 361	146 327.73	100.00	7.54	484 096	8.90	725 043 361
2 persons	23.10	1 483 697	97.70	22.88	1 863 954 382	122 739.50	100.00	23.10	1 483 697	22.88	1 863 954 382
3 persons	25.75	1 653 663	97.70	25.63	2 088 635 829	123 398.60	100.00	25.75	1 653 663	25.63	2 088 635 829
4 persons	29.52	1 896 209	97.70	29.86	2 433 255 769	125 370.69	100.00	29.52	1 896 209	29.86	2 433 255 769
5 persons	9.79	628 763	97.70	9.45	770 289 362	119 690.85	100.00	9.79	628 763	9.45	770 289 362
6 and more persons	4.30	276 028	97.70	3.28	267 192 020	94 572.42	100.00	4.30	276 028	3.28	267 192 020

Source: NetMonitor – SPIR – Gemius & Mediaresearch, April 2013

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



Source: NetMonitor – SPIR – Gemius & Mediaresearch, April 2013

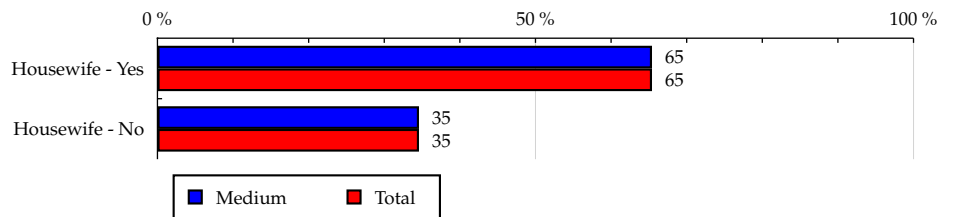
# TOTAL

**Table 6: Housewife**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Housewife - Yes	65.41	4 200 988	97.70	66.55	5 422 736 597	126 113.50	100.00	65.41	4 200 988	66.55	5 422 736 597
Housewife - No	34.59	2 221 470	97.70	33.45	2 725 634 125	119 873.06	100.00	34.59	2 221 470	33.45	2 725 634 125

Source: NetMonitor – SPIR – Gemius & Mediaresearch, April 2013

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



Source: NetMonitor – SPIR – Gemius & Mediaresearch, April 2013

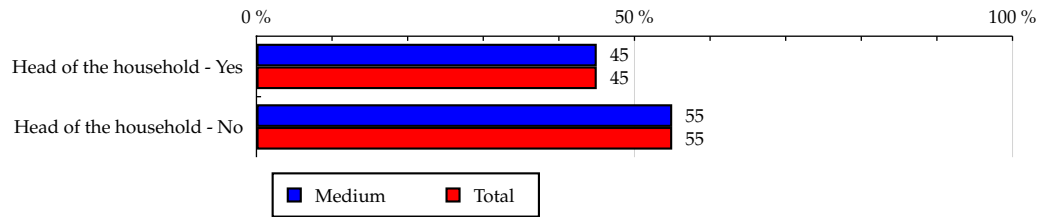
# TOTAL

**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	45.01	2 890 811	97.70	44.64	3 637 596 130	122 938.90	100.00	45.01	2 890 811	44.64	3 637 596 130
Head of the household - No	54.99	3 531 647	97.70	55.36	4 510 774 592	124 786.70	100.00	54.99	3 531 647	55.36	4 510 774 592

Source: NetMonitor – SPIR – Gemius & Mediaresearch, April 2013

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



Source: NetMonitor – SPIR – Gemius & Mediaresearch, April 2013



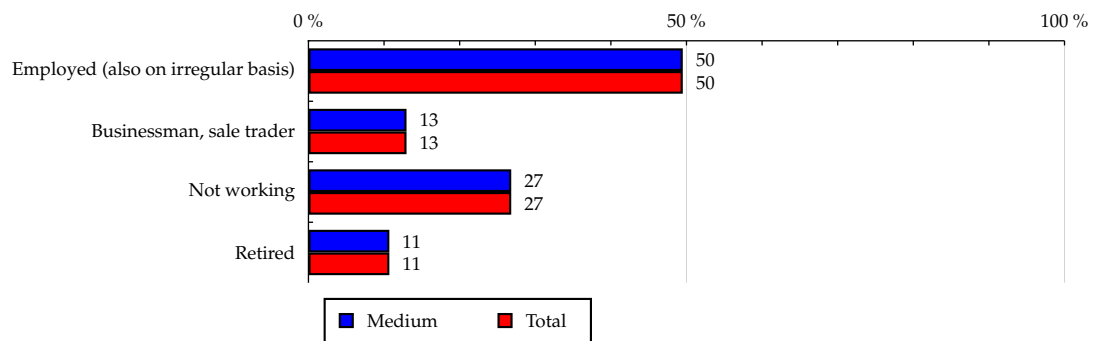
# TOTAL

**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)	49.51	3 179 737	97.70	49.15	4 005 012 543	123 057.26	100.00	49.51	3 179 737	49.15	4 005 012 543
Businessman, sale trader	12.97	833 146	97.70	12.30	1 002 593 566	117 570.44	100.00	12.97	833 146	12.30	1 002 593 566
Not working	26.82	1 722 237	97.70	26.98	2 198 754 258	124 732.12	100.00	26.82	1 722 237	26.98	2 198 754 258
Retired	10.70	687 338	97.70	11.56	942 010 355	133 899.73	100.00	10.70	687 338	11.56	942 010 355

Source: NetMonitor – SPIR – Gemius & Mediaresearch, April 2013

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



Source: NetMonitor – SPIR – Gemius & Mediaresearch, April 2013

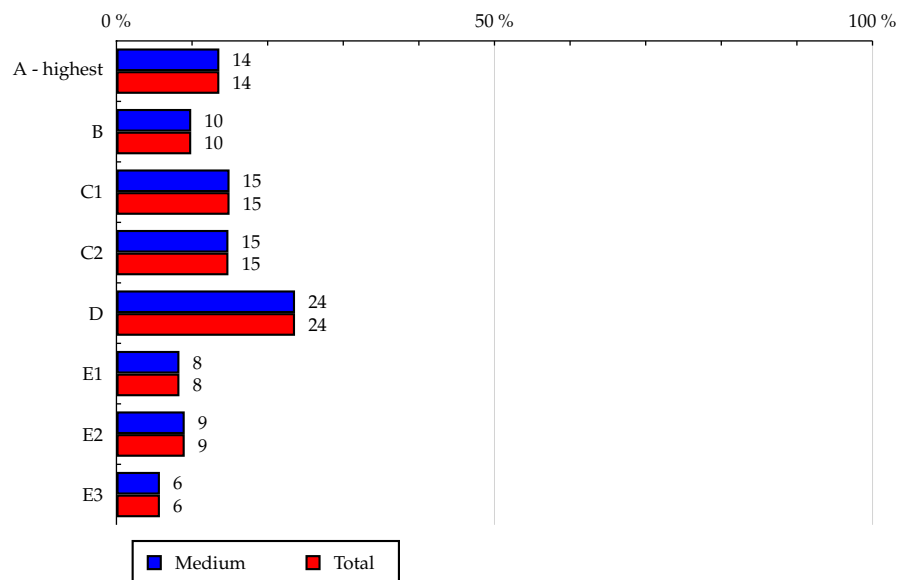
TOTAL

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	13.61	873 990	97.70	11.29	919 611 888	102 799.84	100.00	13.61	873 990	11.29	919 611 888
B	9.89	635 194	97.70	10.27	836 552 732	128 671.16	100.00	9.89	635 194	10.27	836 552 732
C1	14.96	960 961	97.70	13.46	1 097 131 506	111 544.28	100.00	14.96	960 961	13.46	1 097 131 506
C2	14.81	951 146	97.70	15.47	1 260 185 972	129 443.93	100.00	14.81	951 146	15.47	1 260 185 972
D	23.62	1 517 197	97.70	25.17	2 050 726 333	132 056.58	100.00	23.62	1 517 197	25.17	2 050 726 333
E1	8.33	534 699	97.70	8.82	718 895 306	131 356.25	100.00	8.33	534 699	8.82	718 895 306
E2	9.03	580 225	97.70	9.50	773 853 690	130 303.63	100.00	9.03	580 225	9.50	773 853 690
E3	5.75	369 043	97.70	6.03	491 413 294	130 096.03	100.00	5.75	369 043	6.03	491 413 294

Source: NetMonitor – SPIR – Gemius & Mediaresearch, April 2013

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



Source: NetMonitor – SPIR – Gemius & Mediaresearch, April 2013

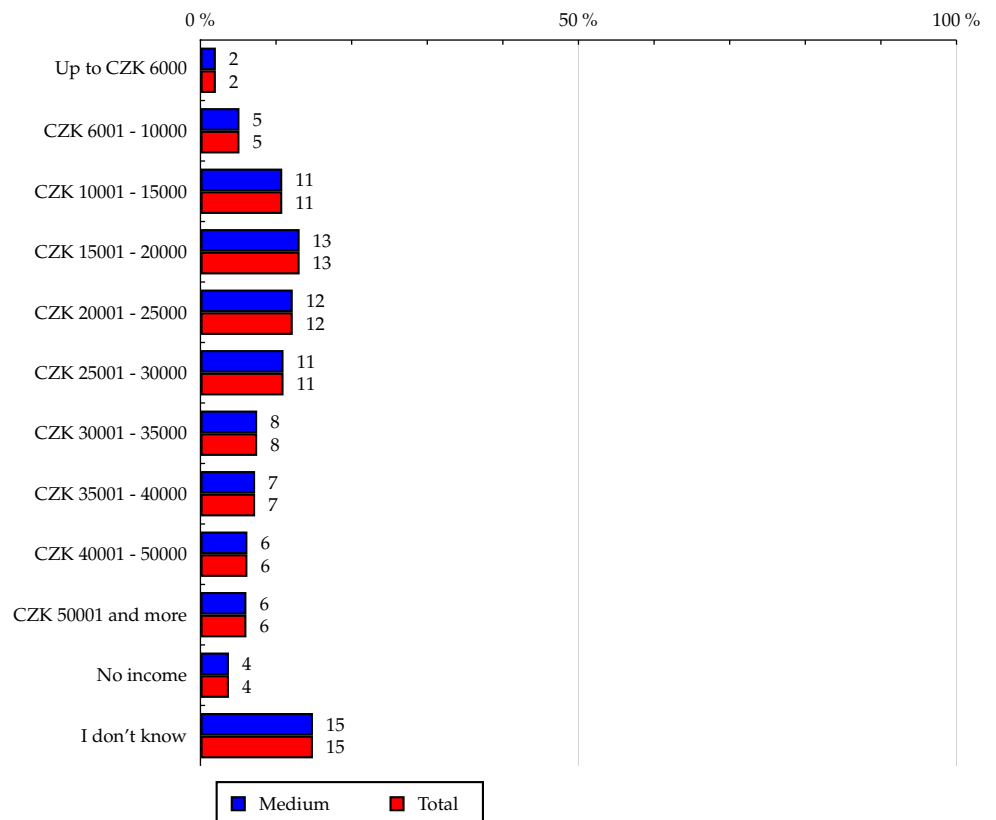
TOTAL

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	2.04	130 728	97.70	2.19	178 707 021	133 557.01	100.00	2.04	130 728	2.19	178 707 021
CZK 6001 - 10000	5.16	331 677	97.70	5.71	465 248 847	137 045.16	100.00	5.16	331 677	5.71	465 248 847
CZK 10001 - 15000	10.82	695 224	97.70	12.07	983 669 609	138 235.30	100.00	10.82	695 224	12.07	983 669 609
CZK 15001 - 20000	13.12	842 713	97.70	14.20	1 156 765 384	134 109.62	100.00	13.12	842 713	14.20	1 156 765 384
CZK 20001 - 25000	12.21	784 279	97.70	12.17	992 012 410	123 577.97	100.00	12.21	784 279	12.17	992 012 410
CZK 25001 - 30000	10.99	705 639	97.70	11.05	900 053 311	124 617.77	100.00	10.99	705 639	11.05	900 053 311
CZK 30001 - 35000	7.50	481 748	97.70	7.19	585 667 946	118 775.16	100.00	7.50	481 748	7.19	585 667 946
CZK 35001 - 40000	7.23	464 062	97.70	6.47	527 075 251	110 966.21	100.00	7.23	464 062	6.47	527 075 251
CZK 40001 - 50000	6.21	398 946	97.70	5.13	418 264 471	102 430.97	100.00	6.21	398 946	5.13	418 264 471
CZK 50001 and more	6.08	390 181	97.70	4.70	382 734 811	95 835.42	100.00	6.08	390 181	4.70	382 734 811
No income	3.77	241 915	97.70	3.63	295 863 089	119 487.32	100.00	3.77	241 915	3.63	295 863 089
I don't know	14.88	955 343	97.70	15.49	1 262 308 570	129 092.40	100.00	14.88	955 343	15.49	1 262 308 570

Source: NetMonitor – SPIR – Gemius & Mediaresearch, April 2013

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



Source: NetMonitor – SPIR – Gemius & Mediaresearch, April 2013

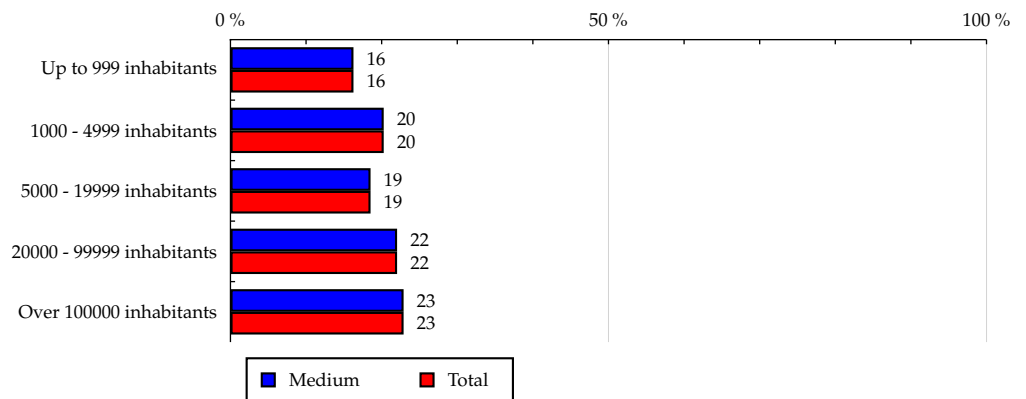
TOTAL

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	16.27	1 044 661	97.70	14.87	1 211 719 850	113 323.83	100.00	16.27	1 044 661	14.87	1 211 719 850
1000 - 4999 inhabitants	20.27	1 301 630	97.70	20.75	1 690 784 663	126 909.82	100.00	20.27	1 301 630	20.75	1 690 784 663
5000 - 19999 inhabitants	18.53	1 189 939	97.70	18.71	1 524 861 342	125 198.79	100.00	18.53	1 189 939	18.71	1 524 861 342
20000 - 99999 inhabitants	22.04	1 415 682	97.70	23.54	1 918 012 047	132 367.05	100.00	22.04	1 415 682	23.54	1 918 012 047
Over 100000 inhabitants	22.90	1 470 545	97.70	22.13	1 802 992 819	119 787.15	100.00	22.90	1 470 545	22.13	1 802 992 819

Source: NetMonitor – SPIR – Gemius & Mediaresearch, April 2013

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



Source: NetMonitor – SPIR – Gemius & Mediaresearch, April 2013

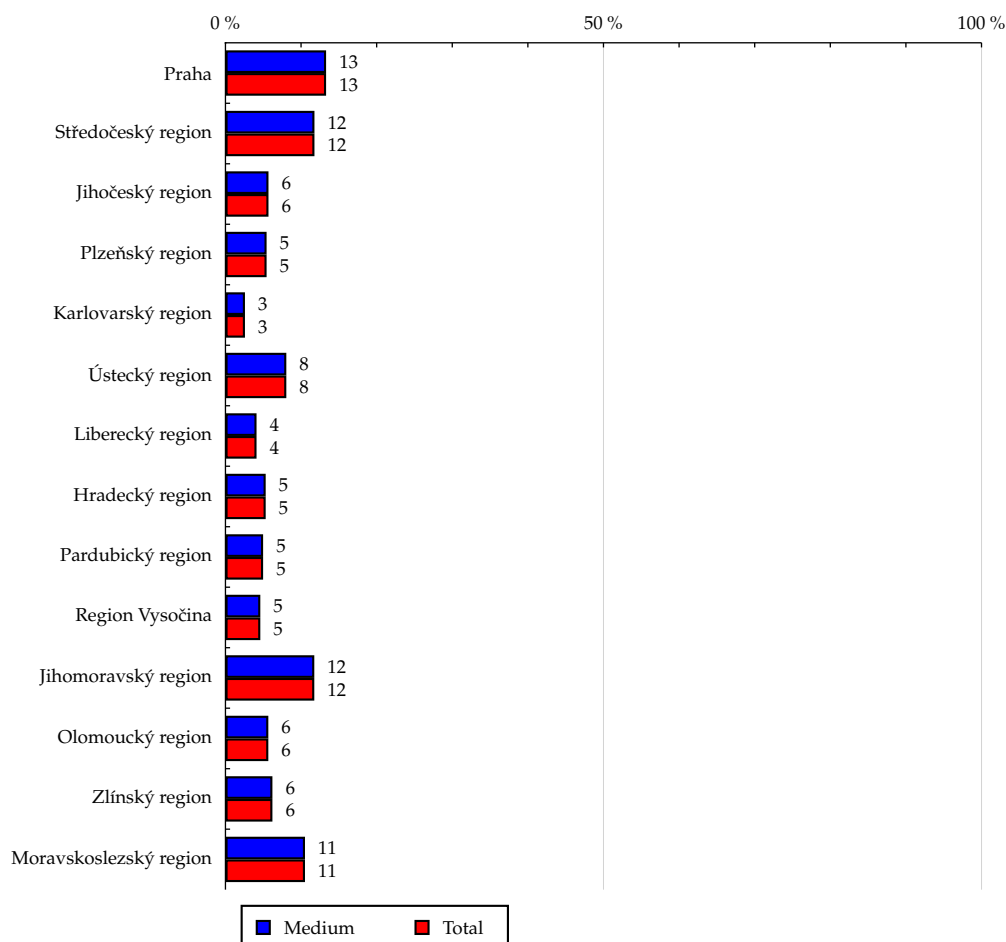
# TOTAL

**Table 12: Region**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Praha	13.31	854 638	97.70	11.43	931 219 172	106 454.52	100.00	13.31	854 638	11.43	931 219 172
Středočeský region	11.77	755 949	97.70	11.95	974 012 999	125 882.78	100.00	11.77	755 949	11.95	974 012 999
Jihočeský region	5.69	365 452	97.70	5.02	409 356 376	109 437.38	100.00	5.69	365 452	5.02	409 356 376
Plzeňský region	5.44	349 222	97.70	5.45	444 005 583	124 216.79	100.00	5.44	349 222	5.45	444 005 583
Karlovarský region	2.58	165 742	97.70	2.15	175 234 457	103 295.39	100.00	2.58	165 742	2.15	175 234 457
Ústecký region	8.05	517 243	97.70	8.56	697 441 028	131 736.82	100.00	8.05	517 243	8.56	697 441 028
Liberecký region	4.11	263 679	97.70	3.97	323 174 983	119 744.66	100.00	4.11	263 679	3.97	323 174 983
Hradecký region	5.32	341 438	97.70	6.22	507 152 987	145 117.74	100.00	5.32	341 438	6.22	507 152 987
Pardubický region	4.98	319 755	97.70	5.34	434 968 644	132 903.08	100.00	4.98	319 755	5.34	434 968 644
Region Vysočina	4.61	295 993	97.70	5.12	417 147 649	137 690.15	100.00	4.61	295 993	5.12	417 147 649
Jihomoravský region	11.75	754 876	97.70	10.57	861 042 343	111 440.51	100.00	11.75	754 876	10.57	861 042 343
Olomoucký region	5.67	364 043	97.70	5.59	455 458 868	122 233.61	100.00	5.67	364 043	5.59	455 458 868
Zlínský region	6.21	398 919	97.70	7.14	581 481 659	142 411.47	100.00	6.21	398 919	7.14	581 481 659
Moravskoslezský region	10.52	675 503	97.70	11.50	936 673 975	135 473.73	100.00	10.52	675 503	11.50	936 673 975

Source: NetMonitor – SPIR – Gemius & Mediaresearch, April 2013

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



Source: NetMonitor – SPIR – Gemius & Mediaresearch, April 2013

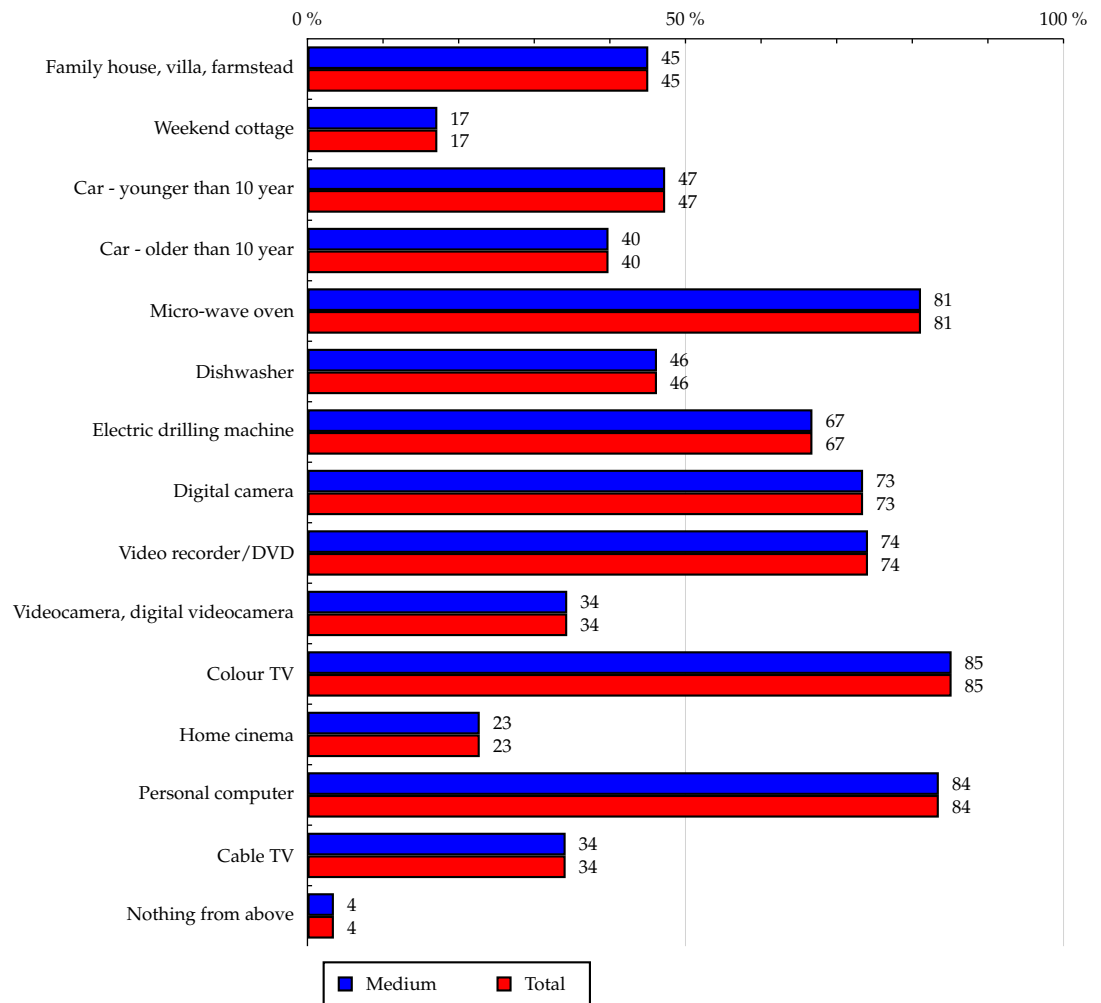
# TOTAL

**Table 13: Facilities**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Family house, villa, farmstead	45.08	2 895 416	97.70	42.40	3 454 761 595	116 573.95	100.00	45.08	2 895 416	42.40	3 454 761 595
Weekend cottage	17.18	1 103 652	97.70	15.48	1 261 381 124	111 662.85	100.00	17.18	1 103 652	15.48	1 261 381 124
Car - younger than 10 year	47.31	3 038 364	97.70	42.81	3 487 971 868	112 157.32	100.00	47.31	3 038 364	42.81	3 487 971 868
Car - older than 10 year	39.82	2 557 403	97.70	41.11	3 349 744 676	127 969.64	100.00	39.82	2 557 403	41.11	3 349 744 676
Micro-wave oven	81.15	5 211 540	97.70	80.47	6 557 290 585	122 928.57	100.00	81.15	5 211 540	80.47	6 557 290 585
Dishwasher	46.23	2 968 827	97.70	42.58	3 469 191 081	114 166.28	100.00	46.23	2 968 827	42.58	3 469 191 081
Electric drilling machine	66.79	4 289 694	97.70	64.56	5 260 679 442	119 814.68	100.00	66.79	4 289 694	64.56	5 260 679 442
Digital camera	73.49	4 720 116	97.70	71.17	5 799 174 220	120 035.02	100.00	73.49	4 720 116	71.17	5 799 174 220
Video recorder/DVD	74.14	4 761 602	97.70	72.02	5 868 768 838	120 417.19	100.00	74.14	4 761 602	72.02	5 868 768 838
Videocamera, digital videocamera	34.36	2 206 945	97.70	30.79	2 509 217 744	111 081.40	100.00	34.36	2 206 945	30.79	2 509 217 744
Colour TV	85.20	5 472 238	97.70	84.11	6 853 855 660	122 367.05	100.00	85.20	5 472 238	84.11	6 853 855 660
Home cinema	22.79	1 463 723	97.70	20.99	1 710 053 887	114 141.98	100.00	22.79	1 463 723	20.99	1 710 053 887
Personal computer	83.51	5 363 079	97.70	81.71	6 657 804 420	121 286.19	100.00	83.51	5 363 079	81.71	6 657 804 420
Cable TV	34.15	2 193 524	97.70	32.31	2 632 909 858	117 270.33	100.00	34.15	2 193 524	32.31	2 632 909 858
Nothing from above	3.50	224 998	97.70	4.54	370 330 140	160 806.90	100.00	3.50	224 998	4.54	370 330 140

Source: NetMonitor – SPIR – Gemius & Mediaresearch, April 2013

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



Source: NetMonitor – SPIR – Gemius & Mediaresearch, April 2013

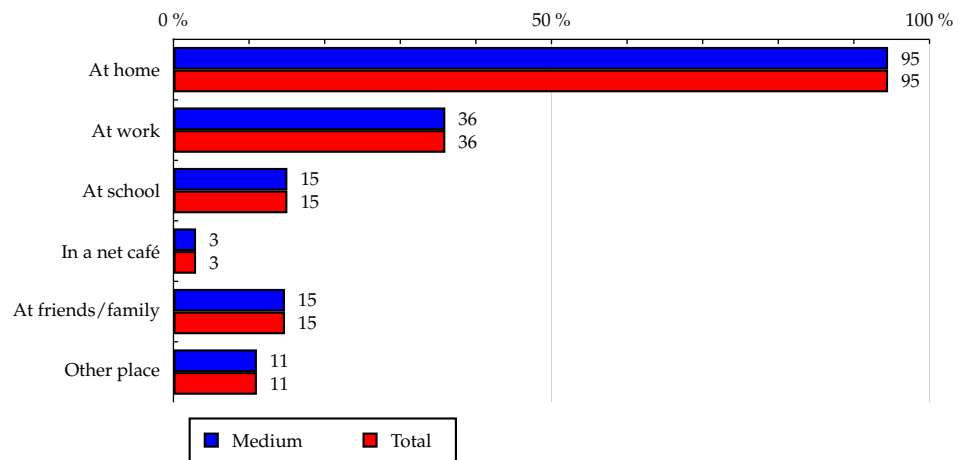
# TOTAL

**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	94.52	6 070 810	97.70	95.24	7 760 315 535	124 889.89	100.00	94.52	6 070 810	95.24	7 760 315 535
At work	35.96	2 309 416	97.70	31.23	2 544 829 372	107 659.13	100.00	35.96	2 309 416	31.23	2 544 829 372
At school	15.07	967 703	97.70	13.05	1 062 962 029	107 317.37	100.00	15.07	967 703	13.05	1 062 962 029
In a net café	2.99	192 048	97.70	2.93	238 401 885	121 280.98	100.00	2.99	192 048	2.93	238 401 885
At friends/family	14.75	947 175	97.70	12.98	1 057 720 592	109 102.63	100.00	14.75	947 175	12.98	1 057 720 592
Other place	11.04	709 237	97.70	9.67	788 274 121	108 587.63	100.00	11.04	709 237	9.67	788 274 121

Source: NetMonitor – SPIR – Gemius & Mediaresearch, April 2013

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



Source: NetMonitor – SPIR – Gemius & Mediaresearch, April 2013

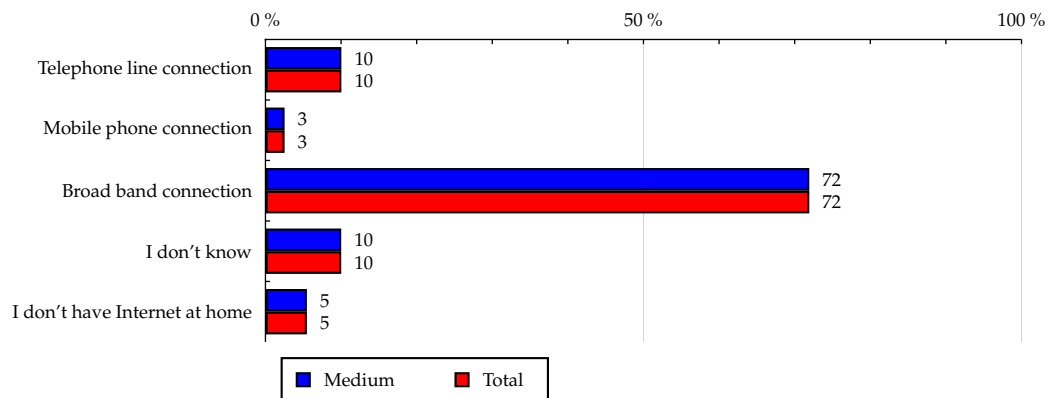
TOTAL

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	10.04	645 035	97.70	10.11	823 829 149	124 780.89	100.00	10.04	645 035	10.11	823 829 149
Mobile phone connection	2.53	162 508	97.70	2.44	198 733 347	119 478.52	100.00	2.53	162 508	2.44	198 733 347
Broad band connection	71.93	4 619 665	97.70	74.93	6 105 959 818	129 133.21	100.00	71.93	4 619 665	74.93	6 105 959 818
I don't know	10.02	643 600	97.70	7.75	631 793 221	95 907.61	100.00	10.02	643 600	7.75	631 793 221
I don't have Internet at home	5.48	351 648	97.70	4.76	388 055 186	107 814.98	100.00	5.48	351 648	4.76	388 055 186

Source: NetMonitor – SPIR – Gemius & Mediaresearch, April 2013

Chart 15: Connection from Home by RU(%)



Source: NetMonitor – SPIR – Gemius & Mediaresearch, April 2013



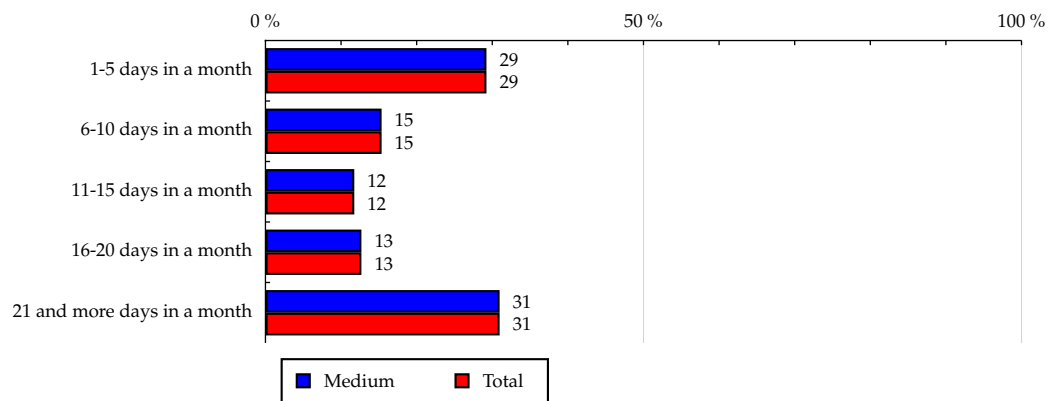
# TOTAL

**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	29.23	1 877 087	97.70	1.70	138 793 031	7 224.00	100.00	29.23	1 877 087	1.70	138 793 031
6-10 days in a month	15.36	986 626	97.70	3.88	315 963 609	31 288.07	100.00	15.36	986 626	3.88	315 963 609
11-15 days in a month	11.75	754 553	97.70	5.90	480 776 040	62 251.16	100.00	11.75	754 553	5.90	480 776 040
16-20 days in a month	12.69	815 114	97.70	13.31	1 084 225 273	129 955.78	100.00	12.69	815 114	13.31	1 084 225 273
21 and more days in a month	30.97	1 989 077	97.70	75.21	6 128 612 768	301 026.77	100.00	30.97	1 989 077	75.21	6 128 612 768

Source: NetMonitor – SPIR – Gemius & Mediaresearch, April 2013

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



Source: NetMonitor – SPIR – Gemius & Mediaresearch, April 2013

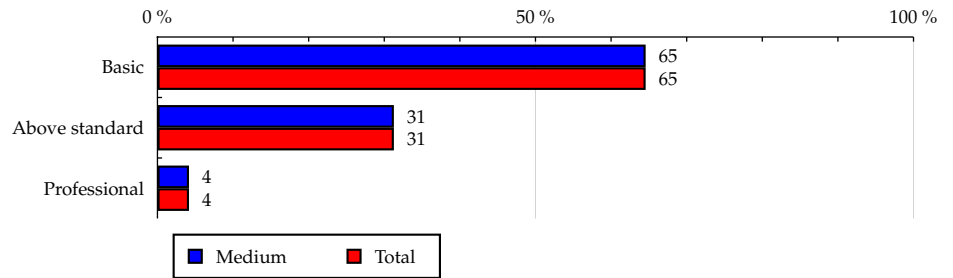
# TOTAL

**Table 17: IT Knowledge**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Basic	64.57	4 146 837	97.70	66.90	5 451 525 479	128 438.62	100.00	64.57	4 146 837	66.90	5 451 525 479
Above standard	31.27	2 008 044	97.70	29.11	2 371 950 298	115 405.59	100.00	31.27	2 008 044	29.11	2 371 950 298
Professional	4.17	267 577	97.70	3.99	324 894 945	118 628.18	100.00	4.17	267 577	3.99	324 894 945

Source: NetMonitor – SPIR – Gemius & Mediaresearch, April 2013

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



Source: NetMonitor – SPIR – Gemius & Mediaresearch, April 2013

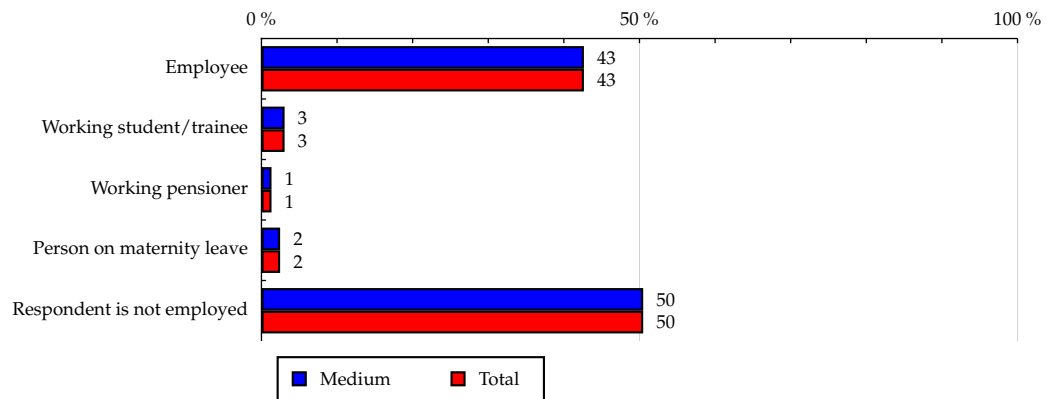
TOTAL

Table 18: Economically Active as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Employee	42.65	2 739 215	97.70	42.47	3 460 242 389	123 416.97	100.00	42.65	2 739 215	42.47	3 460 242 389
Working student/trainee	3.06	196 710	97.70	2.87	234 182 232	116 311.04	100.00	3.06	196 710	2.87	234 182 232
Working pensioner	1.33	85 162	97.70	1.46	119 143 836	136 683.44	100.00	1.33	85 162	1.46	119 143 836
Person on maternity leave	2.47	158 648	97.70	2.35	191 444 086	117 896.68	100.00	2.47	158 648	2.35	191 444 086
Respondent is not employed	50.49	3 242 721	97.70	50.85	4 143 358 179	124 835.28	100.00	50.49	3 242 721	50.85	4 143 358 179

Source: NetMonitor – SPIR – Gemius & Mediaresearch, April 2013

Chart 18: Economically Active as by RU(%)



Source: NetMonitor – SPIR – Gemius & Mediaresearch, April 2013

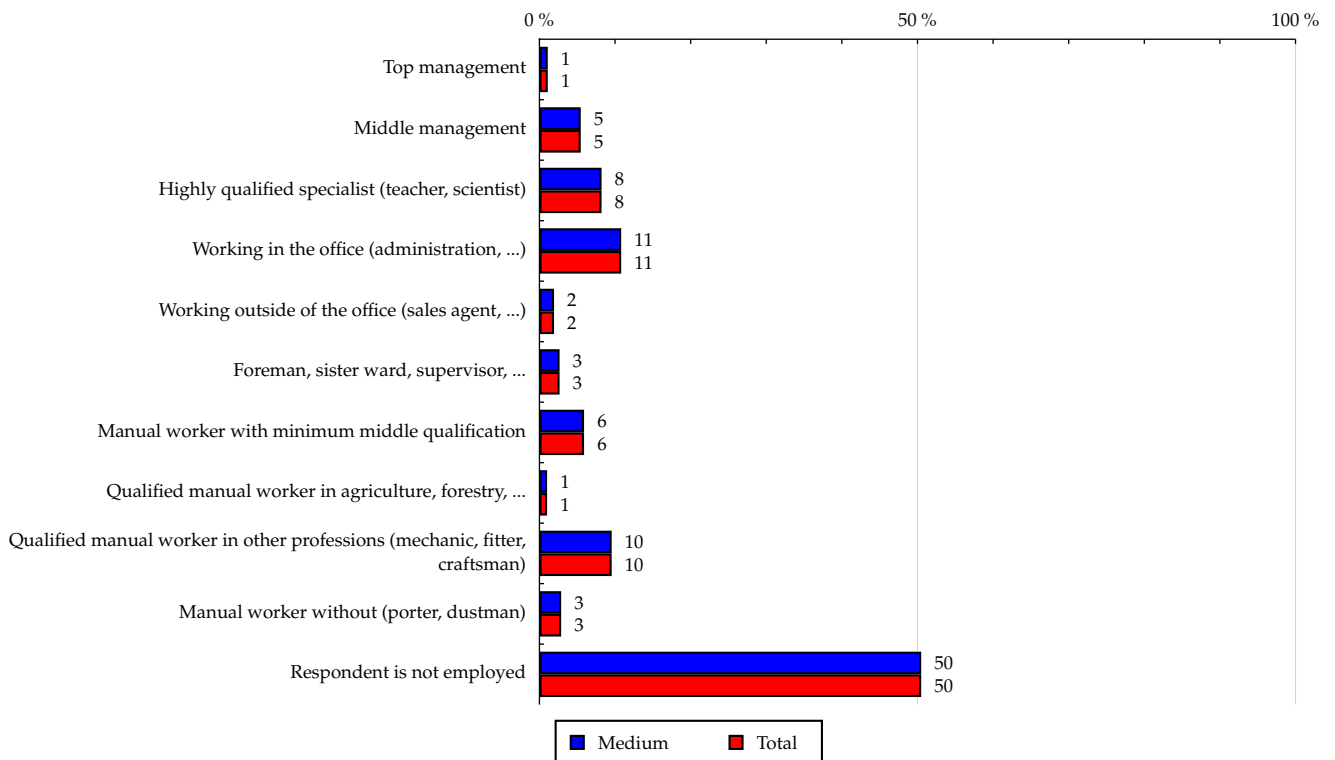
TOTAL

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	1.10	70 817	97.70	1.02	83 222 526	114 813.20	100.00	1.10	70 817	1.02	83 222 526
Middle management	5.46	350 597	97.70	5.97	486 108 139	135 462.19	100.00	5.46	350 597	5.97	486 108 139
Highly qualified specialist (teacher, scientist)	8.21	527 033	97.70	5.90	480 651 674	89 101.85	100.00	8.21	527 033	5.90	480 651 674
Working in the office (administration, ...)	10.81	694 432	97.70	10.33	841 526 585	118 394.70	100.00	10.81	694 432	10.33	841 526 585
Working outside of the office (sales agent, ...)	1.93	123 985	97.70	2.16	176 012 540	138 696.78	100.00	1.93	123 985	2.16	176 012 540
Foreman, sister ward, supervisor, ...	2.66	170 846	97.70	2.71	220 713 212	126 216.68	100.00	2.66	170 846	2.71	220 713 212
Manual worker with minimum middle qualification	5.90	379 060	97.70	5.90	480 794 928	123 921.28	100.00	5.90	379 060	5.90	480 794 928
Qualified manual worker in agriculture, forestry, ...	1.01	65 173	97.70	1.07	87 548 401	131 240.96	100.00	1.01	65 173	1.07	87 548 401
Qualified manual worker in other professions (mechanic, fitter, craftsman)	9.55	613 247	97.70	10.73	874 241 204	139 280.38	100.00	9.55	613 247	10.73	874 241 204
Manual worker without (porter, dustman)	2.87	184 540	97.70	3.37	274 193 334	145 164.22	100.00	2.87	184 540	3.37	274 193 334
Respondent is not employed	50.49	3 242 721	97.70	50.85	4 143 358 179	124 835.28	100.00	50.49	3 242 721	50.85	4 143 358 179

Source: NetMonitor – SPIR – Gemius & Mediaresearch, April 2013

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



Source: NetMonitor – SPIR – Gemius & Mediaresearch, April 2013

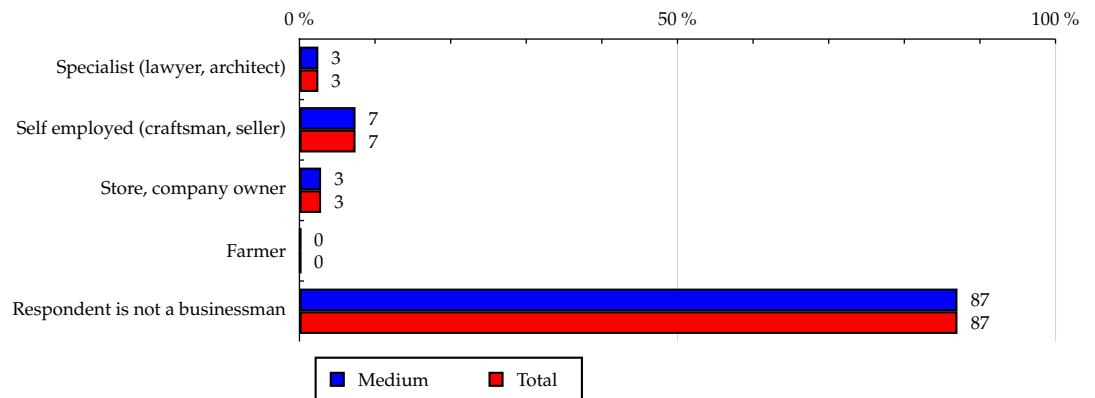
# TOTAL

**Table 20: Business Activities**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Specialist (lawyer, architect)	2.50	160 757	97.70	1.89	154 327 091	93 791.88	100.00	2.50	160 757	1.89	154 327 091
Self employed (craftsman, seller)	7.42	476 717	97.70	8.10	660 191 915	135 301.71	100.00	7.42	476 717	8.10	660 191 915
Store, company owner	2.86	183 700	97.70	2.11	171 565 421	91 245.87	100.00	2.86	183 700	2.11	171 565 421
Farmer	0.19	11 970	97.70	0.20	16 509 139	134 748.01	100.00	0.19	11 970	0.20	16 509 139
Respondent is not a businessman	87.03	5 589 312	97.70	87.70	7 145 777 156	124 906.67	100.00	87.03	5 589 312	87.70	7 145 777 156

Source: NetMonitor – SPIR – Gemius & Mediaresearch, April 2013

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



Source: NetMonitor – SPIR – Gemius & Mediaresearch, April 2013

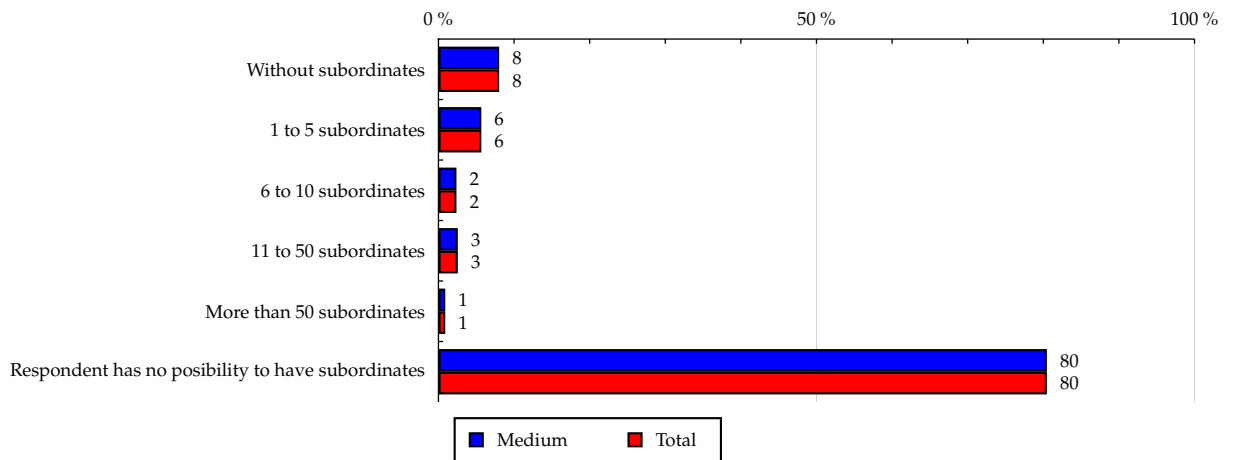
# TOTAL

**Table 21: Number of Subordinates**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Without subordinates	8.03	516 033	97.70	8.46	689 098 766	130 466.29	100.00	8.03	516 033	8.46	689 098 766
1 to 5 subordinates	5.67	364 044	97.70	6.16	501 692 878	134 641.26	100.00	5.67	364 044	6.16	501 692 878
6 to 10 subordinates	2.38	152 738	97.70	1.87	152 409 884	97 489.71	100.00	2.38	152 738	1.87	152 409 884
11 to 50 subordinates	2.56	164 171	97.70	2.12	172 346 278	102 564.91	100.00	2.56	164 171	2.12	172 346 278
More than 50 subordinates	0.90	57 574	97.70	0.69	56 376 425	95 666.84	100.00	0.90	57 574	0.69	56 376 425
Respondent has no possibility to have subordinates	80.47	5 167 896	97.70	80.71	6 576 446 490	124 328.88	100.00	80.47	5 167 896	80.71	6 576 446 490

Source: NetMonitor – SPIR – Gemius & Mediaresearch, April 2013

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



Source: NetMonitor – SPIR – Gemius & Mediaresearch, April 2013

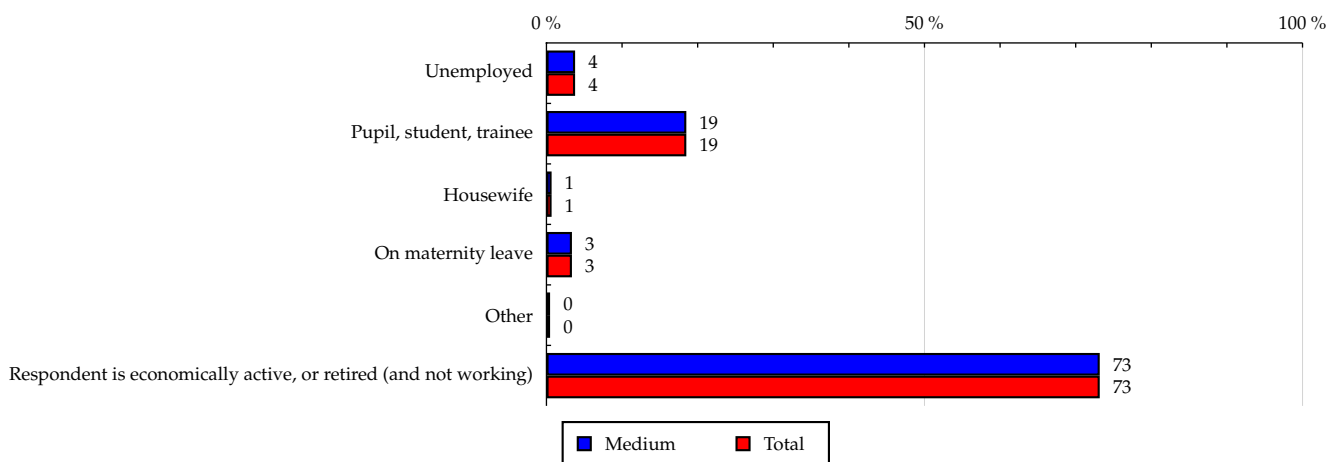
# TOTAL

**Table 22: Economically Inactive as**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unemployed	3.79	243 138	97.70	5.21	424 238 067	170 470.66	100.00	3.79	243 138	5.21	424 238 067
Pupil, student, trainee	18.50	1 188 121	97.70	16.30	1 327 995 984	109 202.00	100.00	18.50	1 188 121	16.30	1 327 995 984
Housewife	0.68	43 646	97.70	0.86	70 342 213	157 456.37	100.00	0.68	43 646	0.86	70 342 213
On maternity leave	3.37	216 723	97.70	3.98	324 162 511	146 134.18	100.00	3.37	216 723	3.98	324 162 511
Other	0.48	30 607	97.70	0.64	52 015 483	166 036.69	100.00	0.48	30 607	0.64	52 015 483
Respondent is economically active, or retired (and not working)	73.18	4 700 221	97.70	73.02	5 949 616 464	123 670.23	100.00	73.18	4 700 221	73.02	5 949 616 464

Source: NetMonitor – SPIR – Gemius & Mediaresearch, April 2013

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



Source: NetMonitor – SPIR – Gemius & Mediaresearch, April 2013

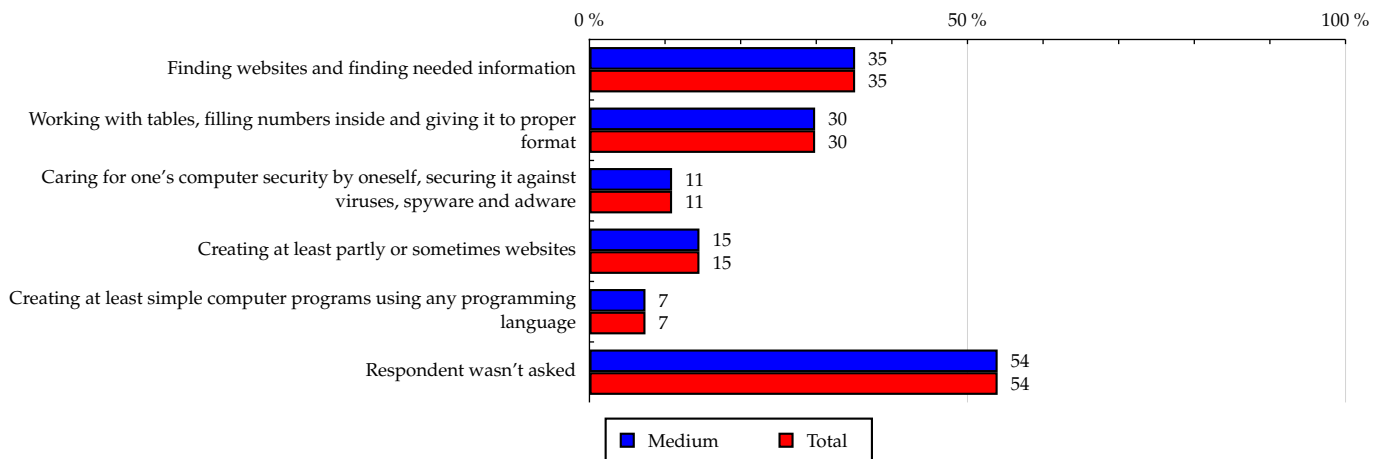
# TOTAL

**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	35.14	2 257 167	97.70	38.34	3 124 327 061	135 234.43	100.00	35.14	2 257 167	38.34	3 124 327 061
Working with tables, filling numbers inside and giving it to proper format	29.85	1 917 123	97.70	31.33	2 552 504 438	130 080.14	100.00	29.85	1 917 123	31.33	2 552 504 438
Caring for one's computer security by oneself, securing it against viruses, spyware and adware	10.93	701 928	97.70	9.93	809 103 226	112 617.45	100.00	10.93	701 928	9.93	809 103 226
Creating at least partly or sometimes websites	14.55	934 678	97.70	14.68	1 195 978 743	125 013.11	100.00	14.55	934 678	14.68	1 195 978 743
Creating at least simple computer programs using any programming language	7.41	476 064	97.70	7.97	649 286 919	133 249.57	100.00	7.41	476 064	7.97	649 286 919
Respondent wasn't asked	53.99	3 467 526	97.70	49.80	4 058 191 806	114 342.41	100.00	53.99	3 467 526	49.80	4 058 191 806

Source: NetMonitor – SPIR – Gemius & Mediaresearch, April 2013

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



Source: NetMonitor – SPIR – Gemius & Mediaresearch, April 2013



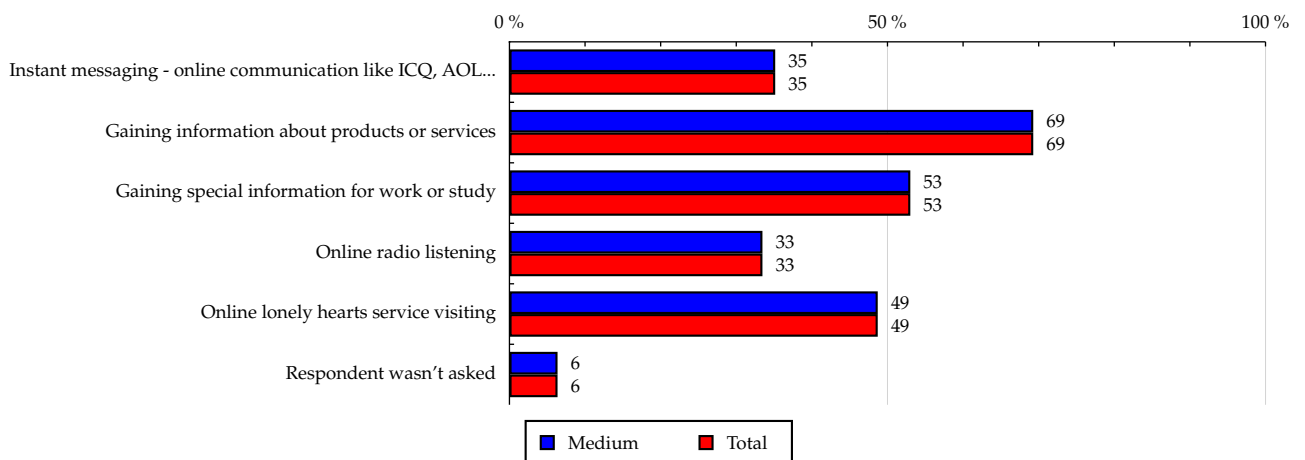
# TOTAL

**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...	35.15	2 257 375	97.70	34.26	2 792 005 067	120 838.94	100.00	35.15	2 257 375	34.26	2 792 005 067
Gaining information about products or services	69.28	4 449 393	97.70	71.58	5 832 266 990	128 065.21	100.00	69.28	4 449 393	71.58	5 832 266 990
Gaining special information for work or study	53.02	3 405 435	97.70	50.55	4 119 361 869	118 182.13	100.00	53.02	3 405 435	50.55	4 119 361 869
Online radio listening	33.46	2 148 902	97.70	37.38	3 045 818 879	138 478.39	100.00	33.46	2 148 902	37.38	3 045 818 879
Online lonely hearts service visiting	48.71	3 128 387	97.70	55.09	4 489 009 539	140 192.41	100.00	48.71	3 128 387	55.09	4 489 009 539
Respondent wasn't asked	6.36	408 393	97.70	5.89	480 286 724	114 898.94	100.00	6.36	408 393	5.89	480 286 724

Source: NetMonitor – SPIR – Gemius & Mediaresearch, April 2013

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



Source: NetMonitor – SPIR – Gemius & Mediaresearch, April 2013

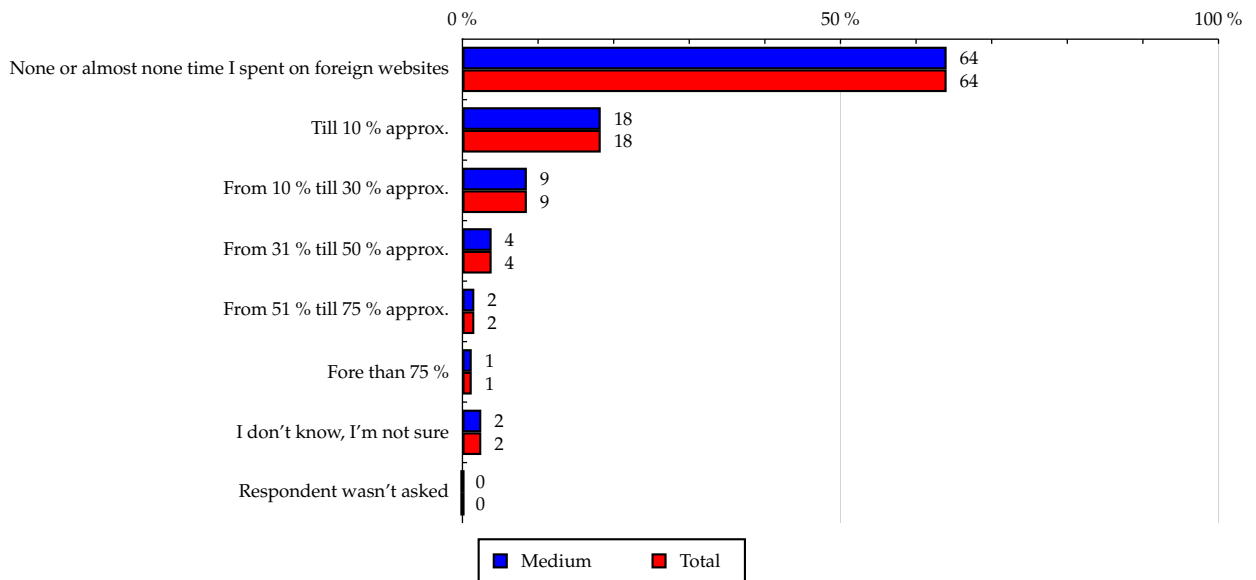
TOTAL

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	64.04	4 112 814	97.70	65.15	5 309 013 330	126 115.74	100.00	64.04	4 112 814	65.15	5 309 013 330
Till 10 % approx.	18.29	1 174 856	97.70	18.58	1 513 639 065	125 872.83	100.00	18.29	1 174 856	18.58	1 513 639 065
From 10 % till 30 % approx.	8.52	546 897	97.70	8.54	696 209 671	124 373.65	100.00	8.52	546 897	8.54	696 209 671
From 31 % till 50 % approx.	3.86	248 082	97.70	3.75	305 558 037	120 335.03	100.00	3.86	248 082	3.75	305 558 037
From 51 % till 75 % approx.	1.57	100 958	97.70	1.14	93 246 314	90 236.79	100.00	1.57	100 958	1.14	93 246 314
Fore than 75 %	1.23	79 141	97.70	0.63	51 244 812	63 261.70	100.00	1.23	79 141	0.63	51 244 812
I don't know, I'm not sure	2.49	159 707	97.70	2.20	179 459 494	109 782.83	100.00	2.49	159 707	2.20	179 459 494
Respondent wasn't asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

Source: NetMonitor – SPIR – Gemius & Mediaresearch, April 2013

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



Source: NetMonitor – SPIR – Gemius & Mediaresearch, April 2013

## 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".