

## **SPIR NetMonitor**

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

**Medium title:**

**TOTAL**

**Month:**

**March 2009**

<b>Basic information</b>	
The size of Internet population in the Czech Republic	5 169 289
Number of respondents	
Medium	N = 91 357
Total (for all measured media)	N = 91 357
RU(number)	5 050 394
Reach(%)	97.70
PV(number) (from Czech visitors)	7 959 047 713
PV(number) (from all visitors)	8 449 279 694
GRP (%)	153 967.94

**Source: NetMonitor – SPIR – Mediaresearch & Gemius  
March 2009**

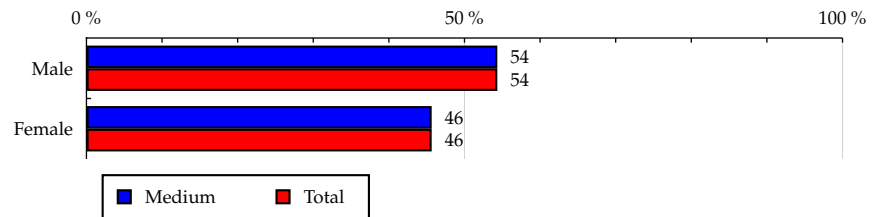
# TOTAL

**Table 1: Sex**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Male	54.34	2 744 436	97.70	51.12	4 069 035 675	144 854.79	100.00	54.34	2 744 436	51.12	4 069 035 675
Female	45.66	2 305 958	97.70	48.88	3 890 012 038	164 813.95	100.00	45.66	2 305 958	48.88	3 890 012 038

Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2009

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2009

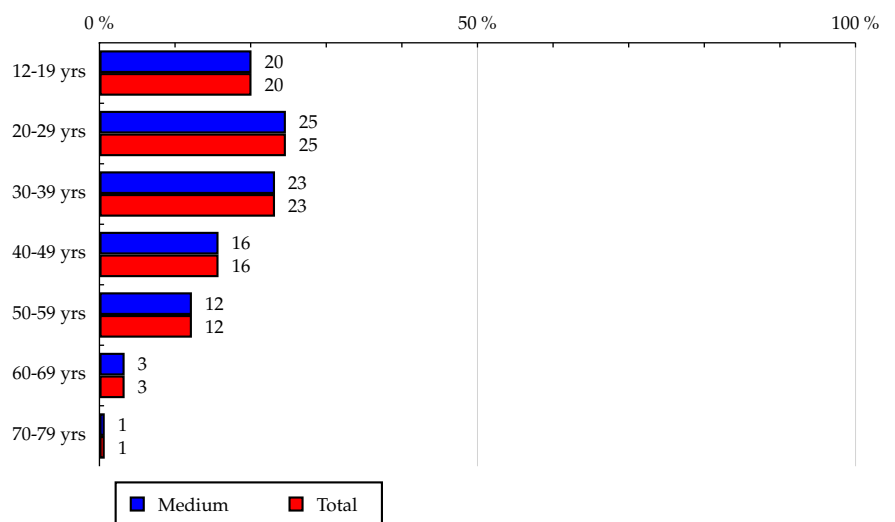
# TOTAL

Table 2: Age

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
12-19 yrs	20.11	1 015 533	97.70	19.03	1 514 793 603	145 731.54	100.00	20.11	1 015 533	19.03	1 514 793 603
20-29 yrs	24.66	1 245 478	97.70	24.73	1 968 179 930	154 391.38	100.00	24.66	1 245 478	24.73	1 968 179 930
30-39 yrs	23.22	1 172 600	97.70	25.85	2 057 705 430	171 446.10	100.00	23.22	1 172 600	25.85	2 057 705 430
40-49 yrs	15.75	795 639	97.70	15.63	1 244 066 554	152 764.26	100.00	15.75	795 639	15.63	1 244 066 554
50-59 yrs	12.23	617 764	97.70	11.05	879 835 407	139 146.83	100.00	12.23	617 764	11.05	879 835 407
60-69 yrs	3.33	168 228	97.70	3.14	249 646 952	144 984.79	100.00	3.33	168 228	3.14	249 646 952
70-79 yrs	0.70	35 150	97.70	0.56	44 819 837	124 577.26	100.00	0.70	35 150	0.56	44 819 837

Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2009

Chart 2: Age by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2009

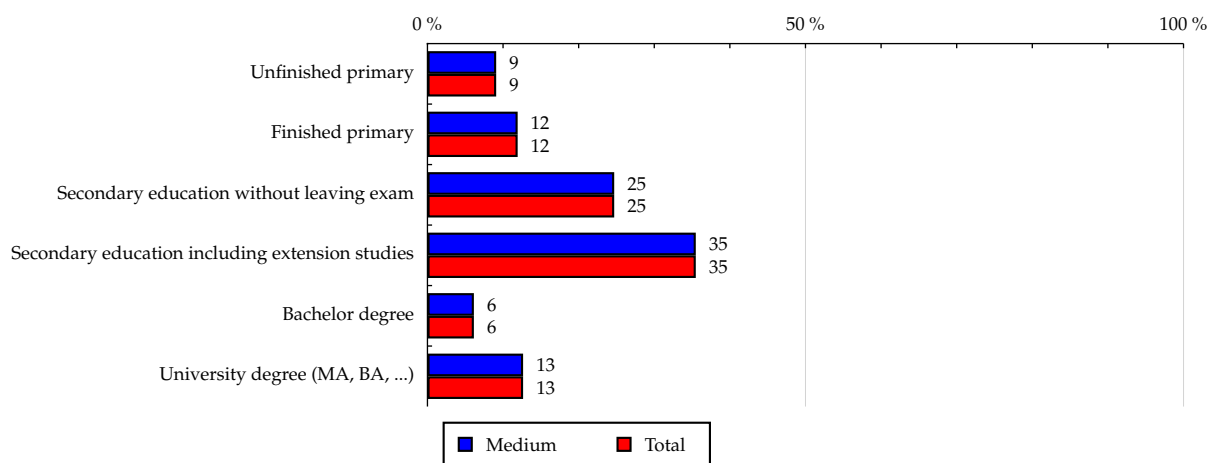
# TOTAL

**Table 3: Highest Education**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unfinished primary	9.09	459 231	97.70	8.61	685 091 916	145 750.90	100.00	9.09	459 231	8.61	685 091 916
Finished primary	11.93	602 714	97.70	11.93	949 501 092	153 914.13	100.00	11.93	602 714	11.93	949 501 092
Secondary education without leaving exam	24.70	1 247 245	97.70	31.96	2 543 396 170	199 230.88	100.00	24.70	1 247 245	31.96	2 543 396 170
Secondary education including extension studies	35.49	1 792 133	97.70	33.80	2 690 370 082	146 668.30	100.00	35.49	1 792 133	33.80	2 690 370 082
Bachelor degree	6.14	310 245	97.70	5.07	403 915 484	127 197.98	100.00	6.14	310 245	5.07	403 915 484
University degree (MA, BA, ...)	12.65	638 825	97.70	8.63	686 772 970	105 033.00	100.00	12.65	638 825	8.63	686 772 970

Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2009

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2009

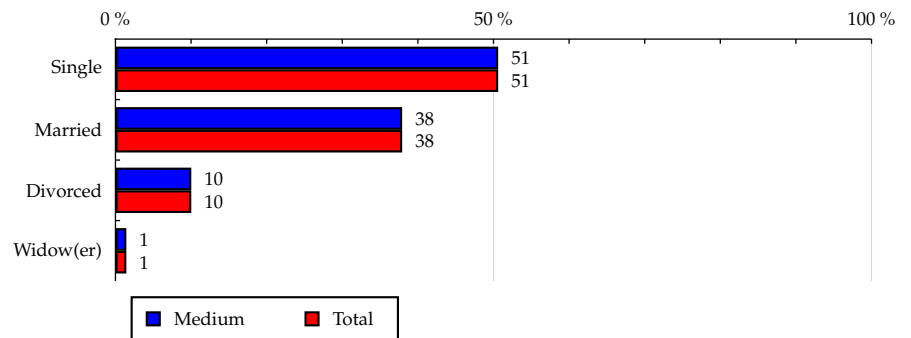
# TOTAL

**Table 4: Marital Status**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Single	50.62	2 556 347	97.70	48.70	3 875 897 003	148 131.30	100.00	50.62	2 556 347	48.70	3 875 897 003
Married	37.92	1 914 950	97.70	38.29	3 047 285 460	155 471.27	100.00	37.92	1 914 950	38.29	3 047 285 460
Divorced	10.03	506 412	97.70	11.47	912 673 926	176 078.33	100.00	10.03	506 412	11.47	912 673 926
Widow(er)	1.44	72 684	97.70	1.55	123 191 324	165 589.41	100.00	1.44	72 684	1.55	123 191 324

Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2009

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2009

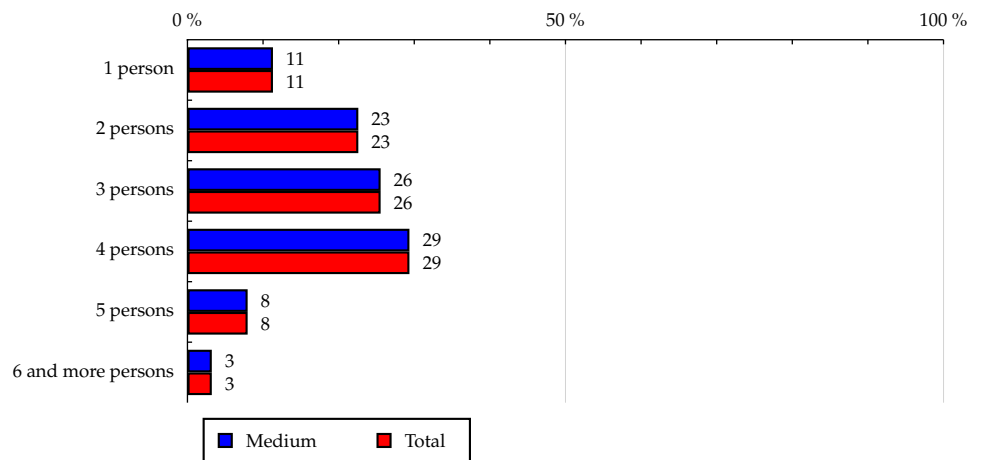
# TOTAL

**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	11.31	571 197	97.70	11.54	918 636 445	157 127.51	100.00	11.31	571 197	11.54	918 636 445
2 persons	22.60	1 141 406	97.70	22.01	1 751 889 340	149 954.99	100.00	22.60	1 141 406	22.01	1 751 889 340
3 persons	25.55	1 290 352	97.70	26.20	2 085 345 855	157 893.45	100.00	25.55	1 290 352	26.20	2 085 345 855
4 persons	29.36	1 483 039	97.70	29.18	2 322 365 166	152 993.25	100.00	29.36	1 483 039	29.18	2 322 365 166
5 persons	7.96	401 797	97.70	8.11	645 403 583	156 934.77	100.00	7.96	401 797	8.11	645 403 583
6 and more persons	3.22	162 601	97.70	2.96	235 407 325	141 445.37	100.00	3.22	162 601	2.96	235 407 325

Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2009

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2009

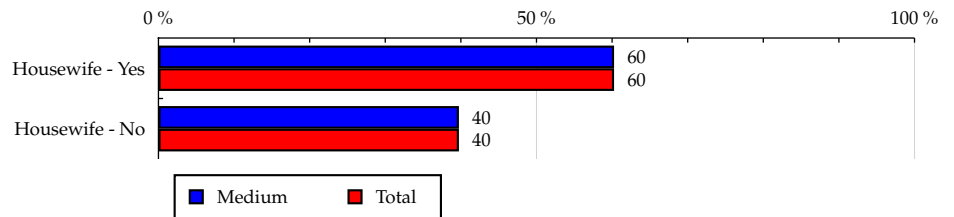
# TOTAL

**Table 6: Housewife**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Housewife - Yes	60.26	3 043 574	97.70	62.78	4 996 351 348	160 384.92	100.00	60.26	3 043 574	62.78	4 996 351 348
Housewife - No	39.74	2 006 820	97.70	37.22	2 962 696 366	144 235.85	100.00	39.74	2 006 820	37.22	2 962 696 366

Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2009

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2009

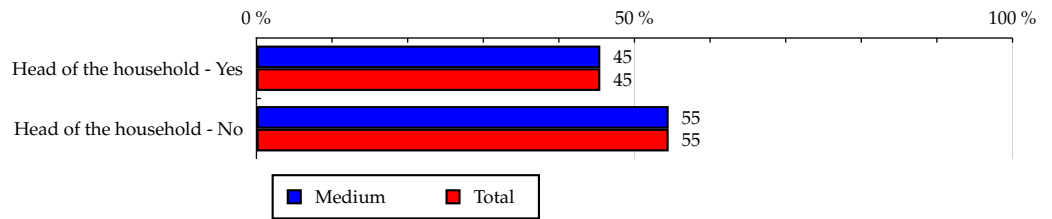
# TOTAL

**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	45.48	2 297 125	97.70	45.02	3 582 795 386	152 381.37	100.00	45.48	2 297 125	45.02	3 582 795 386
Head of the household - No	54.52	2 753 269	97.70	54.98	4 376 252 328	155 291.65	100.00	54.52	2 753 269	54.98	4 376 252 328

Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2009

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2009



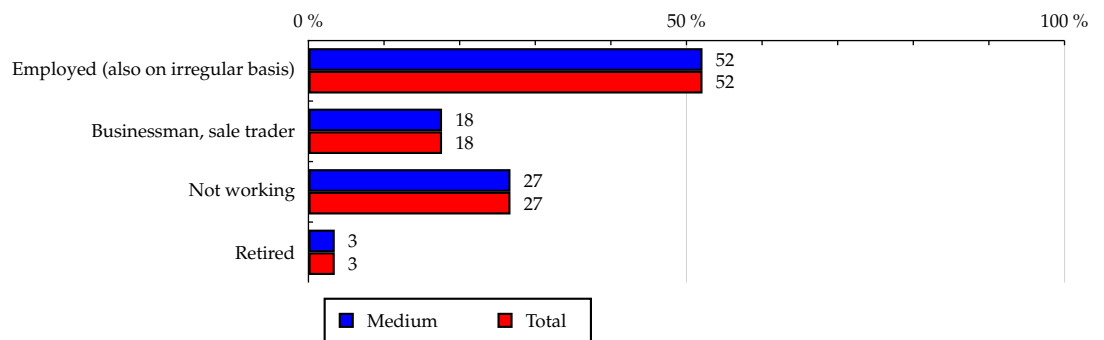
# TOTAL

**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)	52.12	2 632 233	97.70	51.75	4 119 033 059	152 885.21	100.00	52.12	2 632 233	51.75	4 119 033 059
Businessman, sale trader	17.67	892 560	97.70	16.93	1 347 480 831	147 495.75	100.00	17.67	892 560	16.93	1 347 480 831
Not working	26.72	1 349 674	97.70	27.11	2 157 413 625	156 170.52	100.00	26.72	1 349 674	27.11	2 157 413 625
Retired	3.48	175 927	97.70	4.21	335 120 198	186 106.38	100.00	3.48	175 927	4.21	335 120 198

Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2009

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2009

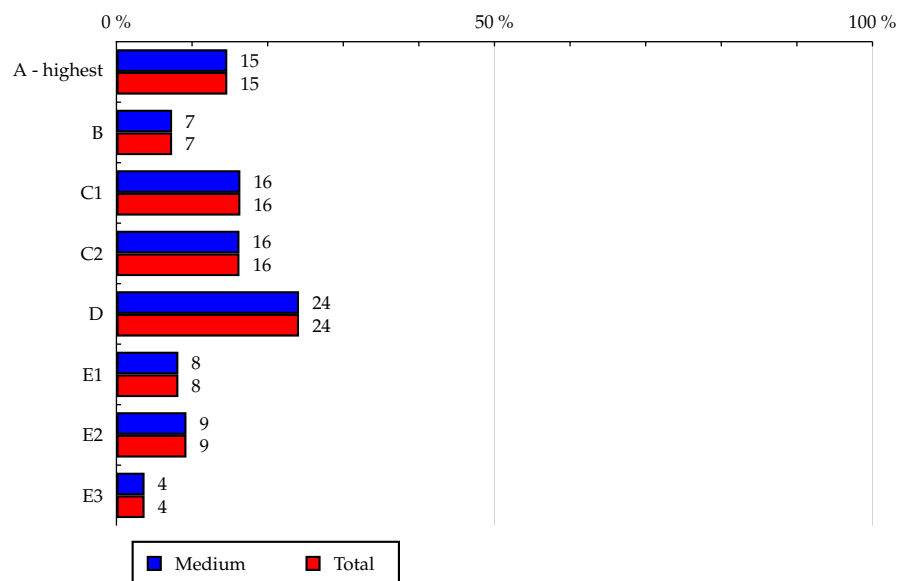
TOTAL

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	14.66	740 340	97.70	10.82	861 351 536	113 669.32	100.00	14.66	740 340	10.82	861 351 536
B	7.36	371 482	97.70	6.65	529 442 350	139 243.47	100.00	7.36	371 482	6.65	529 442 350
C1	16.39	827 889	97.70	15.08	1 200 139 631	141 629.59	100.00	16.39	827 889	15.08	1 200 139 631
C2	16.27	821 595	97.70	17.49	1 392 094 427	165 540.93	100.00	16.27	821 595	17.49	1 392 094 427
D	24.15	1 219 894	97.70	25.92	2 063 086 650	165 230.37	100.00	24.15	1 219 894	25.92	2 063 086 650
E1	8.19	413 494	97.70	9.43	750 579 269	177 345.97	100.00	8.19	413 494	9.43	750 579 269
E2	9.26	467 691	97.70	10.03	798 513 146	166 807.97	100.00	9.26	467 691	10.03	798 513 146
E3	3.72	188 006	97.70	4.57	363 840 705	189 074.30	100.00	3.72	188 006	4.57	363 840 705

Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2009

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2009

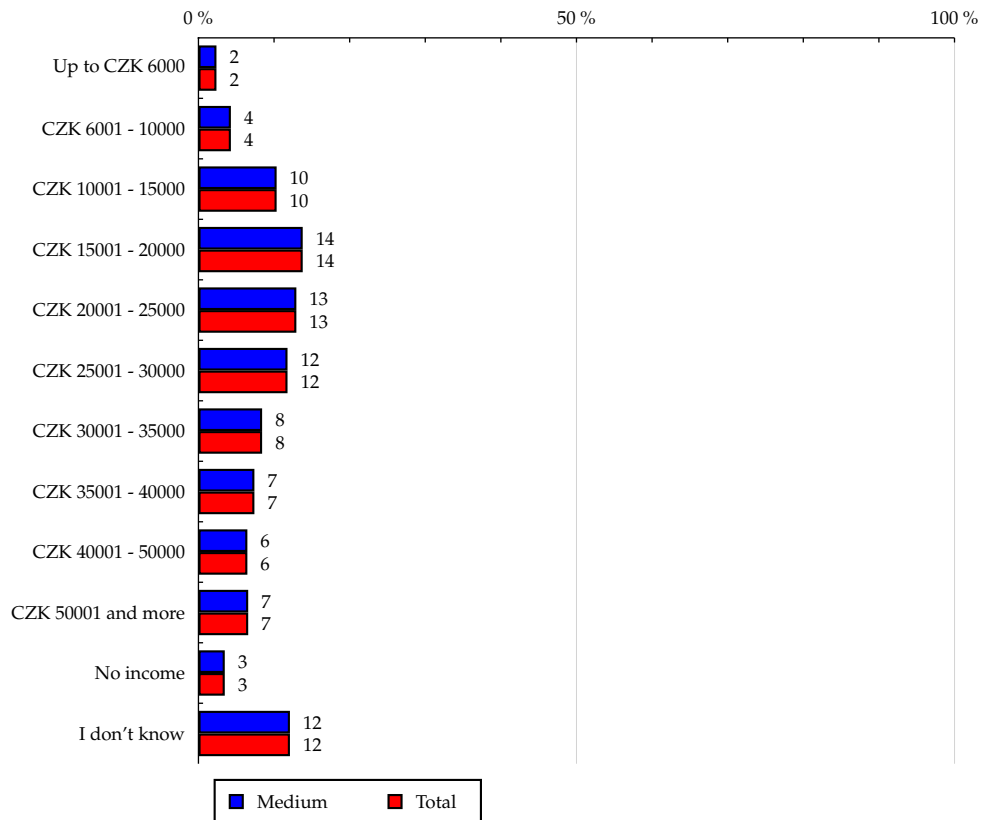
TOTAL

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	2.38	120 265	97.70	2.30	182 965 034	148 634.61	100.00	2.38	120 265	2.30	182 965 034
CZK 6001 - 10000	4.29	216 591	97.70	4.88	388 174 737	175 098.02	100.00	4.29	216 591	4.88	388 174 737
CZK 10001 - 15000	10.34	522 329	97.70	12.33	981 294 159	183 547.71	100.00	10.34	522 329	12.33	981 294 159
CZK 15001 - 20000	13.79	696 607	97.70	14.63	1 164 695 741	163 349.81	100.00	13.79	696 607	14.63	1 164 695 741
CZK 20001 - 25000	12.95	654 184	97.70	13.67	1 087 620 782	162 431.95	100.00	12.95	654 184	13.67	1 087 620 782
CZK 25001 - 30000	11.78	595 100	97.70	11.88	945 540 777	155 233.13	100.00	11.78	595 100	11.88	945 540 777
CZK 30001 - 35000	8.42	425 390	97.70	7.91	629 253 604	144 521.61	100.00	8.42	425 390	7.91	629 253 604
CZK 35001 - 40000	7.40	373 703	97.70	6.59	524 477 635	137 118.07	100.00	7.40	373 703	6.59	524 477 635
CZK 40001 - 50000	6.47	326 627	97.70	5.57	442 923 118	132 486.02	100.00	6.47	326 627	5.57	442 923 118
CZK 50001 and more	6.58	332 563	97.70	5.17	411 105 224	120 773.73	100.00	6.58	332 563	5.17	411 105 224
No income	3.48	175 980	97.70	3.60	286 602 617	159 114.97	100.00	3.48	175 980	3.60	286 602 617
I don't know	12.10	611 049	97.70	11.49	914 394 288	146 201.38	100.00	12.10	611 049	11.49	914 394 288

Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2009

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2009

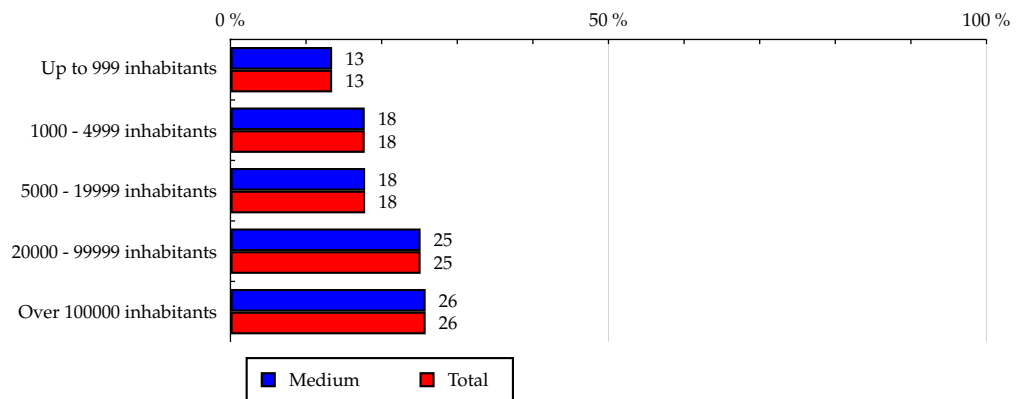
TOTAL

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	13.45	679 529	97.70	14.25	1 133 916 685	163 029.90	100.00	13.45	679 529	14.25	1 133 916 685
1000 - 4999 inhabitants	17.76	897 050	97.70	19.08	1 518 690 489	165 404.26	100.00	17.76	897 050	19.08	1 518 690 489
5000 - 19999 inhabitants	17.81	899 524	97.70	18.84	1 499 549 042	162 870.33	100.00	17.81	899 524	18.84	1 499 549 042
20000 - 99999 inhabitants	25.15	1 270 074	97.70	25.49	2 028 795 286	156 064.33	100.00	25.15	1 270 074	25.49	2 028 795 286
Over 100000 inhabitants	25.82	1 304 215	97.70	22.34	1 778 096 212	133 198.87	100.00	25.82	1 304 215	22.34	1 778 096 212

Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2009

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2009

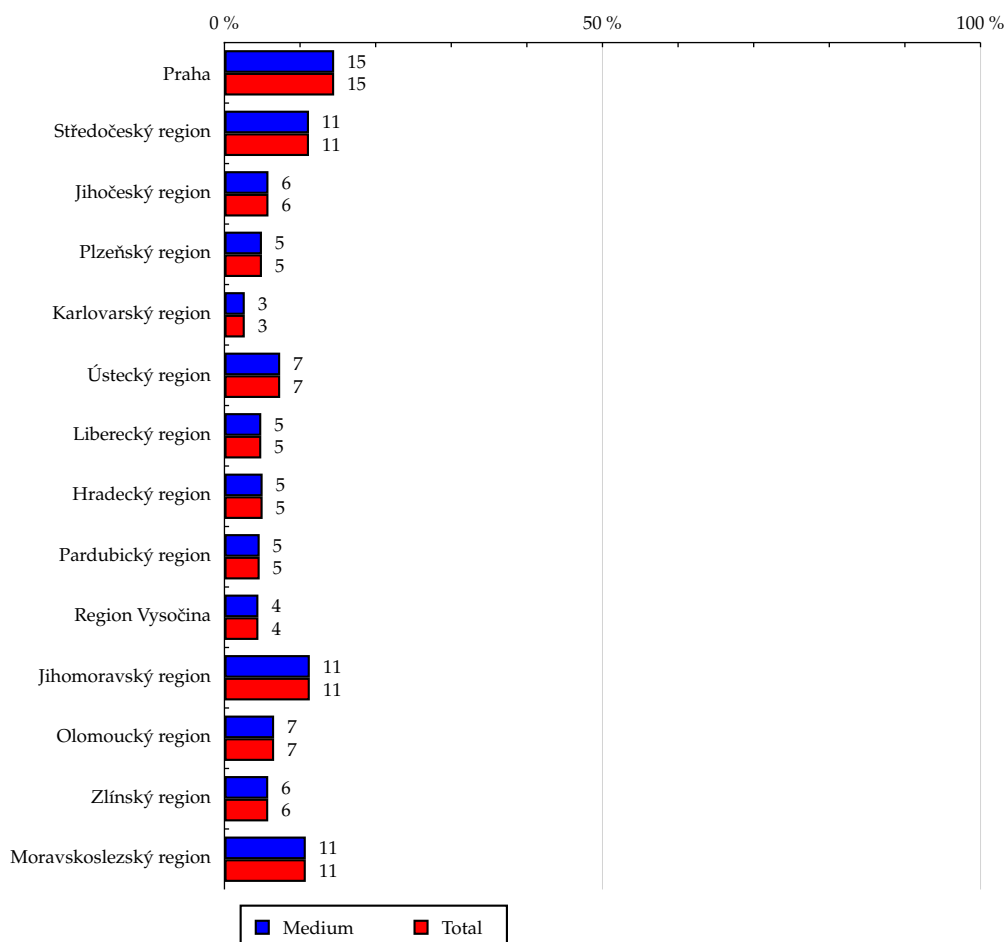
# TOTAL

**Table 12: Region**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Praha	14.51	732 611	97.70	11.46	912 447 316	121 682.66	100.00	14.51	732 611	11.46	912 447 316
Středočeský region	11.18	564 381	97.70	11.14	886 297 134	153 426.65	100.00	11.18	564 381	11.14	886 297 134
Jihočeský region	5.82	294 135	97.70	5.83	464 286 238	154 217.46	100.00	5.82	294 135	5.83	464 286 238
Plzeňský region	4.96	250 448	97.70	5.33	424 336 133	165 533.30	100.00	4.96	250 448	5.33	424 336 133
Karlovarský region	2.69	135 906	97.70	3.24	257 738 903	185 283.11	100.00	2.69	135 906	3.24	257 738 903
Ústecký region	7.37	372 264	97.70	8.25	656 418 950	172 275.50	100.00	7.37	372 264	8.25	656 418 950
Liberecký region	4.87	245 802	97.70	5.23	416 058 761	165 372.57	100.00	4.87	245 802	5.23	416 058 761
Hradecký region	5.05	254 893	97.70	4.82	383 397 655	146 955.39	100.00	5.05	254 893	4.82	383 397 655
Pardubický region	4.66	235 448	97.70	4.54	361 101 453	149 839.71	100.00	4.66	235 448	4.54	361 101 453
Region Vysočina	4.49	226 610	97.70	4.52	360 089 750	155 247.47	100.00	4.49	226 610	4.52	360 089 750
Jihomoravský region	11.29	570 391	97.70	10.91	868 431 719	148 750.00	100.00	11.29	570 391	10.91	868 431 719
Olomoucký region	6.57	331 558	97.70	6.72	535 167 045	157 696.97	100.00	6.57	331 558	6.72	535 167 045
Zlínský region	5.79	292 316	97.70	6.28	499 430 357	166 923.24	100.00	5.79	292 316	6.28	499 430 357
Moravskoslezský region	10.76	543 624	97.70	11.73	933 846 299	167 830.41	100.00	10.76	543 624	11.73	933 846 299

Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2009

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2009

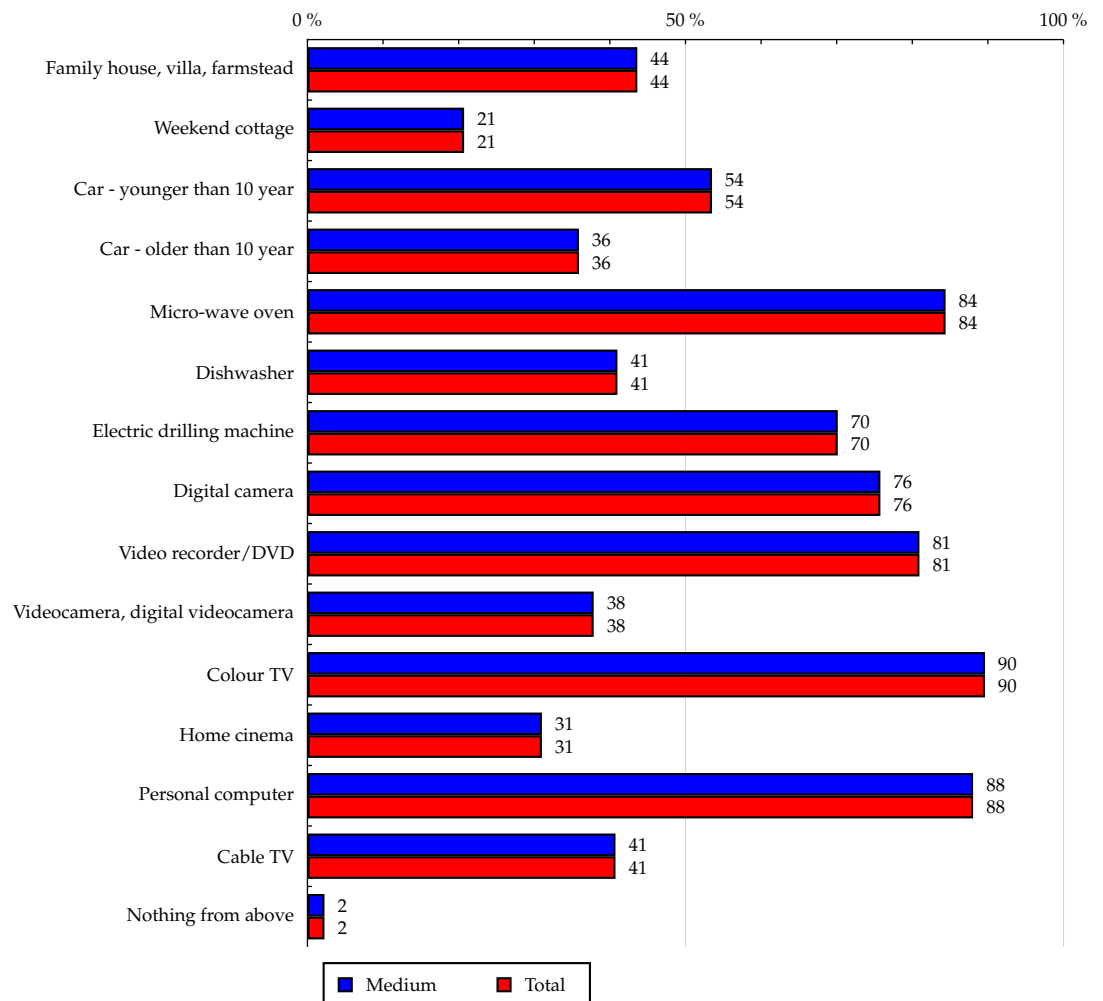
TOTAL

Table 13: Facilities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Family house, villa, farmstead	43.63	2 203 691	97.70	41.41	3 296 210 039	146 136.47	100.00	43.63	2 203 691	41.41	3 296 210 039
Weekend cottage	20.72	1 046 303	97.70	18.73	1 490 887 771	139 213.65	100.00	20.72	1 046 303	18.73	1 490 887 771
Car - younger than 10 year	53.51	2 702 350	97.70	50.98	4 057 257 840	146 684.90	100.00	53.51	2 702 350	50.98	4 057 257 840
Car - older than 10 year	35.91	1 813 837	97.70	36.77	2 926 808 850	157 648.73	100.00	35.91	1 813 837	36.77	2 926 808 850
Micro-wave oven	84.40	4 262 461	97.70	84.98	6 763 763 176	155 032.39	100.00	84.40	4 262 461	84.98	6 763 763 176
Dishwasher	41.00	2 070 507	97.70	36.97	2 942 162 546	138 830.31	100.00	41.00	2 070 507	36.97	2 942 162 546
Electric drilling machine	70.14	3 542 249	97.70	68.70	5 468 128 304	150 818.32	100.00	70.14	3 542 249	68.70	5 468 128 304
Digital camera	75.78	3 827 126	97.70	74.69	5 944 532 435	151 753.75	100.00	75.78	3 827 126	74.69	5 944 532 435
Video recorder/DVD	80.94	4 087 609	97.70	82.00	6 526 313 815	155 988.70	100.00	80.94	4 087 609	82.00	6 526 313 815
Videocamera, digital videocamera	37.86	1 912 312	97.70	37.45	2 980 941 634	152 296.25	100.00	37.86	1 912 312	37.45	2 980 941 634
Colour TV	89.61	4 525 890	97.70	90.03	7 165 425 091	154 679.39	100.00	89.61	4 525 890	90.03	7 165 425 091
Home cinema	31.01	1 566 205	97.70	32.17	2 560 686 159	159 735.75	100.00	31.01	1 566 205	32.17	2 560 686 159
Personal computer	88.04	4 446 405	97.70	87.44	6 959 182 717	152 912.74	100.00	88.04	4 446 405	87.44	6 959 182 717
Cable TV	40.74	2 057 493	97.70	42.65	3 394 655 155	161 195.07	100.00	40.74	2 057 493	42.65	3 394 655 155
Nothing from above	2.25	113 861	97.70	2.48	197 405 546	169 385.64	100.00	2.25	113 861	2.48	197 405 546

Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2009

Chart 13: Facilities by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2009

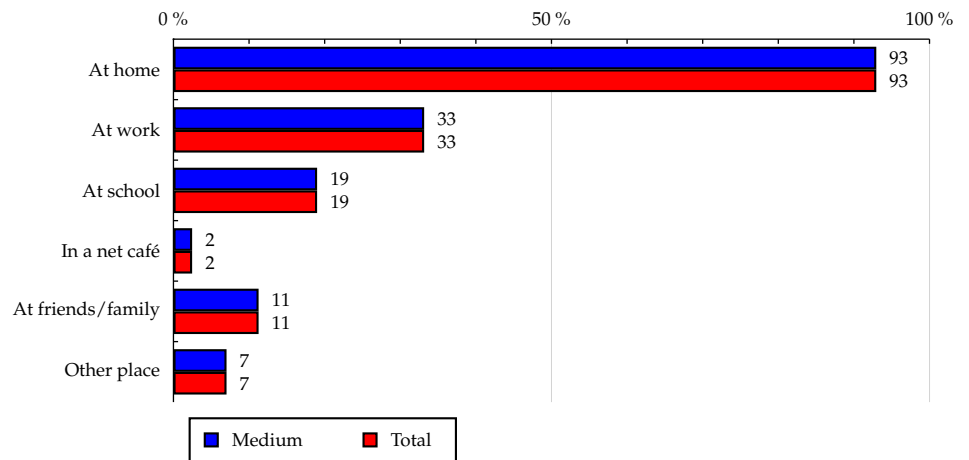
# TOTAL

**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	92.96	4 694 702	97.70	94.78	7 543 317 049	156 981.62	100.00	92.96	4 694 702	94.78	7 543 317 049
At work	33.16	1 674 859	97.70	25.44	2 025 162 389	118 134.31	100.00	33.16	1 674 859	25.44	2 025 162 389
At school	19.00	959 558	97.70	15.28	1 216 316 348	123 842.52	100.00	19.00	959 558	15.28	1 216 316 348
In a net café	2.47	124 784	97.70	2.12	168 371 824	131 826.28	100.00	2.47	124 784	2.12	168 371 824
At friends/family	11.26	568 604	97.70	10.53	838 038 934	143 995.33	100.00	11.26	568 604	10.53	838 038 934
Other place	7.02	354 565	97.70	6.08	483 911 725	133 341.20	100.00	7.02	354 565	6.08	483 911 725

Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2009

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2009

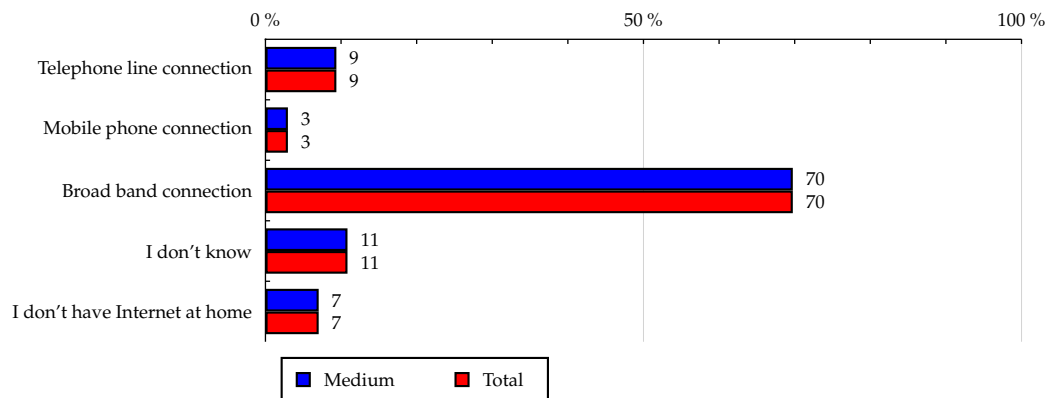
# TOTAL

**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	9.38	473 917	97.70	10.01	796 792 210	164 261.97	100.00	9.38	473 917	10.01	796 792 210
Mobile phone connection	2.97	150 099	97.70	2.39	190 104 768	123 739.46	100.00	2.97	150 099	2.39	190 104 768
Broad band connection	69.75	3 522 738	97.70	71.32	5 676 627 028	157 436.14	100.00	69.75	3 522 738	71.32	5 676 627 028
I don't know	10.85	547 946	97.70	11.05	879 793 042	156 868.82	100.00	10.85	547 946	11.05	879 793 042
I don't have Internet at home	7.04	355 692	97.70	5.22	415 730 664	114 191.02	100.00	7.04	355 692	5.22	415 730 664

Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2009

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2009



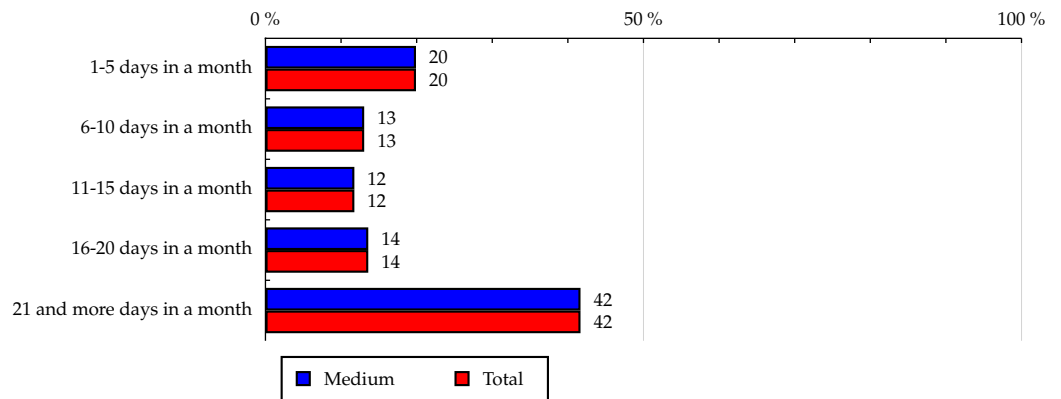
# TOTAL

**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	19.91	1 005 384	97.70	1.10	87 748 883	8 527.15	100.00	19.91	1 005 384	1.10	87 748 883
6-10 days in a month	13.06	659 807	97.70	2.58	205 262 229	30 393.90	100.00	13.06	659 807	2.58	205 262 229
11-15 days in a month	11.76	593 884	97.70	4.55	361 945 954	59 543.76	100.00	11.76	593 884	4.55	361 945 954
16-20 days in a month	13.60	686 683	97.70	9.72	773 222 369	110 012.54	100.00	13.60	686 683	9.72	773 222 369
21 and more days in a month	41.67	2 104 635	97.70	82.06	6 530 868 278	303 171.69	100.00	41.67	2 104 635	82.06	6 530 868 278

Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2009

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2009

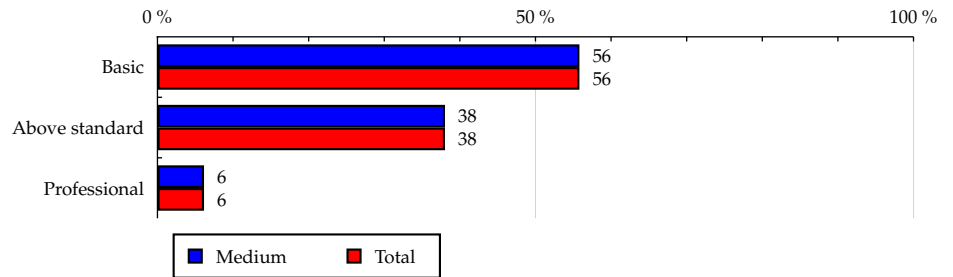
# TOTAL

**Table 17: IT Knowledge**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Basic	55.81	2 818 457	97.70	62.11	4 942 979 165	171 345.16	100.00	55.81	2 818 457	62.11	4 942 979 165
Above standard	38.03	1 920 748	97.70	33.98	2 704 630 472	137 572.64	100.00	38.03	1 920 748	33.98	2 704 630 472
Professional	6.16	311 189	97.70	3.91	311 438 076	97 778.00	100.00	6.16	311 189	3.91	311 438 076

Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2009

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2009

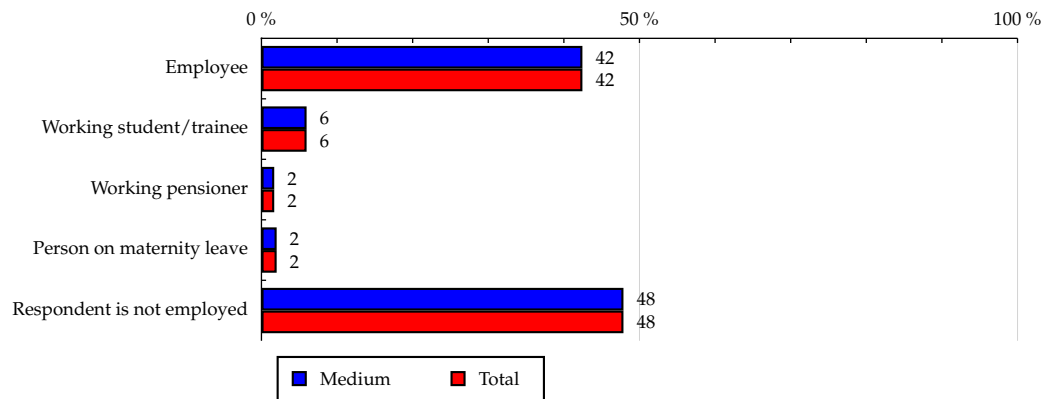
# TOTAL

**Table 18: Economically Active as**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Employee	42.45	2 144 007	97.70	41.92	3 336 432 589	152 037.49	100.00	42.45	2 144 007	41.92	3 336 432 589
Working student/trainee	5.97	301 657	97.70	4.99	396 921 575	128 553.79	100.00	5.97	301 657	4.99	396 921 575
Working pensioner	1.69	85 141	97.70	1.70	135 120 522	155 050.54	100.00	1.69	85 141	1.70	135 120 522
Person on maternity leave	2.01	101 426	97.70	3.15	250 558 374	241 352.39	100.00	2.01	101 426	3.15	250 558 374
Respondent is not employed	47.88	2 418 161	97.70	48.25	3 840 014 654	155 146.52	100.00	47.88	2 418 161	48.25	3 840 014 654

Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2009

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2009

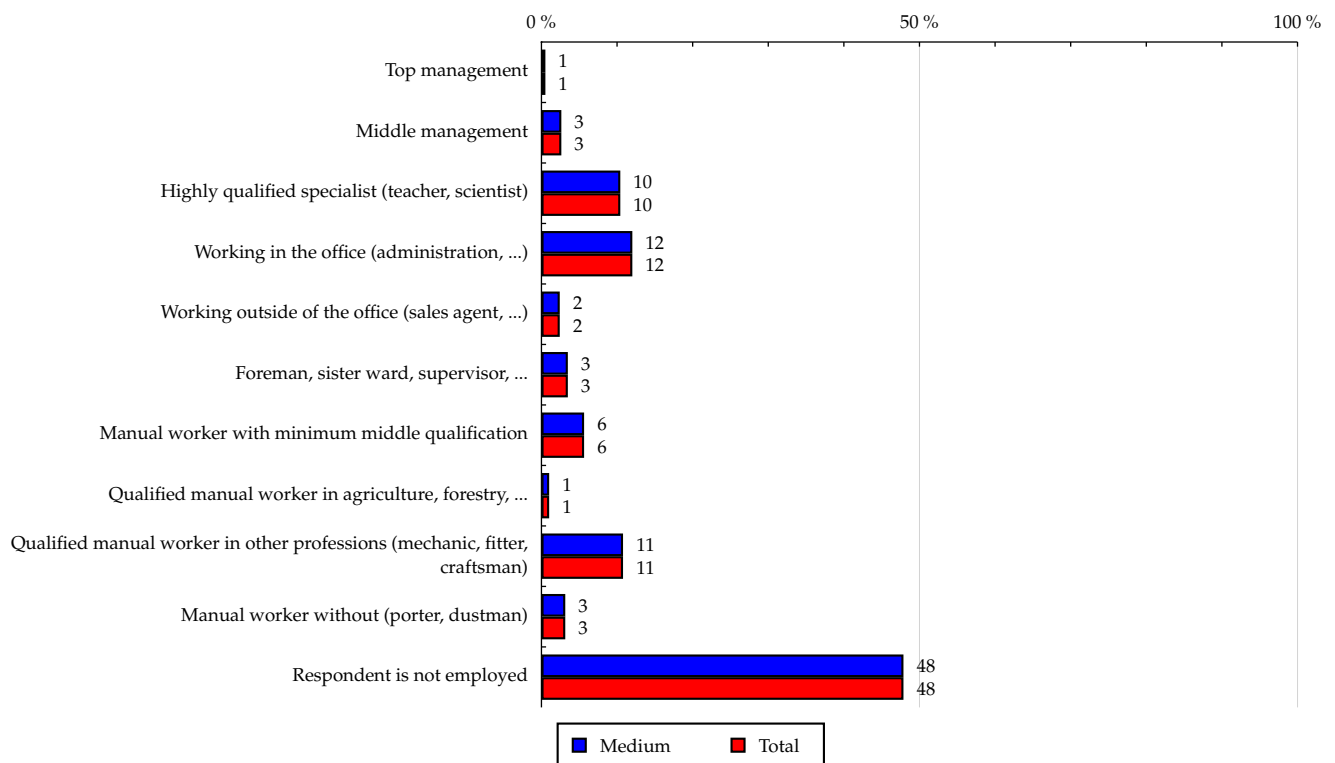
TOTAL

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	0.52	26 387	97.70	0.27	21 839 805	80 861.17	100.00	0.52	26 387	0.27	21 839 805
Middle management	2.63	132 689	97.70	1.71	135 905 664	100 068.25	100.00	2.63	132 689	1.71	135 905 664
Highly qualified specialist (teacher, scientist)	10.43	526 793	97.70	7.12	567 048 544	105 165.76	100.00	10.43	526 793	7.12	567 048 544
Working in the office (administration, ...)	12.02	606 941	97.70	11.04	878 821 423	141 464.88	100.00	12.02	606 941	11.04	878 821 423
Working outside of the office (sales agent, ...)	2.42	122 308	97.70	2.34	186 339 966	148 848.37	100.00	2.42	122 308	2.34	186 339 966
Foreman, sister ward, supervisor, ...	3.49	176 403	97.70	3.95	314 739 517	174 316.44	100.00	3.49	176 403	3.95	314 739 517
Manual worker with minimum middle qualification	5.64	285 079	97.70	6.11	486 567 394	166 752.17	100.00	5.64	285 079	6.11	486 567 394
Qualified manual worker in agriculture, forestry, ...	1.02	51 271	97.70	1.15	91 733 619	174 801.72	100.00	1.02	51 271	1.15	91 733 619
Qualified manual worker in other professions (mechanic, fitter, craftsman)	10.79	545 074	97.70	14.51	1 155 157 163	207 052.25	100.00	10.79	545 074	14.51	1 155 157 163
Manual worker without (porter, dustman)	3.15	159 283	97.70	3.53	280 879 963	172 283.38	100.00	3.15	159 283	3.53	280 879 963
Respondent is not employed	47.88	2 418 161	97.70	48.25	3 840 014 654	155 146.52	100.00	47.88	2 418 161	48.25	3 840 014 654

Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2009

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2009

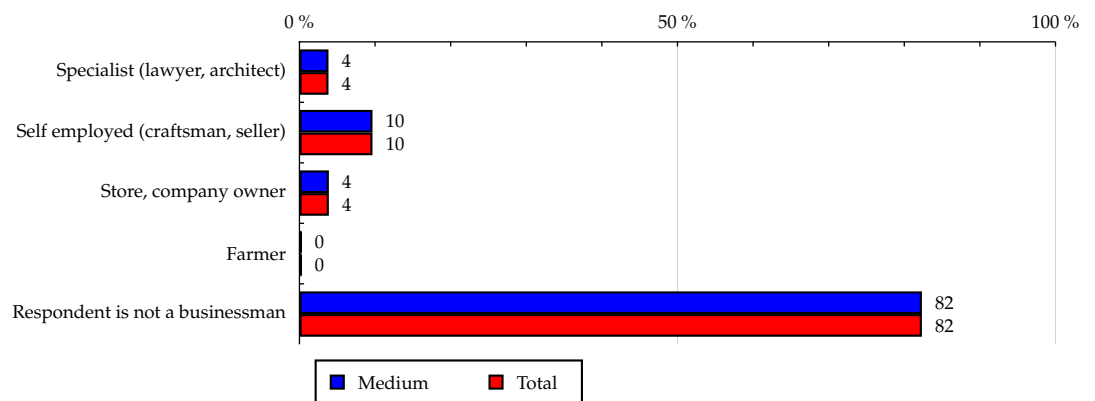
# TOTAL

**Table 20: Business Activities**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Specialist (lawyer, architect)	3.84	193 976	97.70	2.89	230 316 786	116 003.27	100.00	3.84	193 976	2.89	230 316 786
Self employed (craftsman, seller)	9.66	488 113	97.70	10.41	828 682 312	165 867.61	100.00	9.66	488 113	10.41	828 682 312
Store, company owner	3.89	196 481	97.70	3.39	269 575 833	134 045.95	100.00	3.89	196 481	3.39	269 575 833
Farmer	0.28	13 988	97.70	0.24	18 905 901	132 046.84	100.00	0.28	13 988	0.24	18 905 901
Respondent is not a businessman	82.33	4 157 834	97.70	83.07	6 611 566 882	155 357.32	100.00	82.33	4 157 834	83.07	6 611 566 882

Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2009

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2009

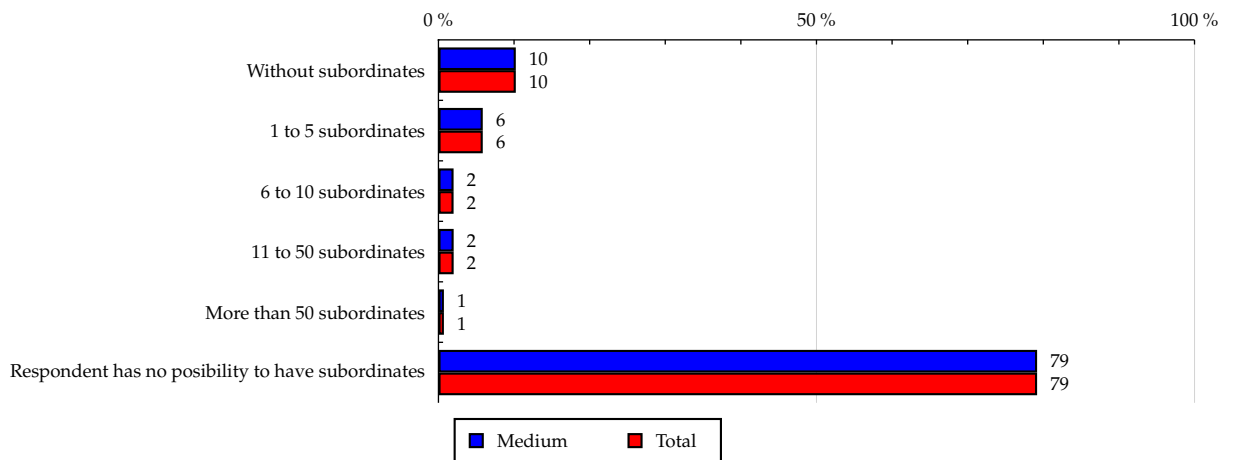
TOTAL

Table 21: Number of Subordinates

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Without subordinates	10.23	516 428	97.70	10.53	838 028 989	158 541.53	100.00	10.23	516 428	10.53	838 028 989
1 to 5 subordinates	5.86	296 192	97.70	5.04	401 109 804	132 307.21	100.00	5.86	296 192	5.04	401 109 804
6 to 10 subordinates	2.00	100 847	97.70	1.52	121 221 748	117 438.79	100.00	2.00	100 847	1.52	121 221 748
11 to 50 subordinates	2.01	101 614	97.70	1.39	110 738 291	106 472.11	100.00	2.01	101 614	1.39	110 738 291
More than 50 subordinates	0.72	36 554	97.70	0.43	34 127 468	91 214.21	100.00	0.72	36 554	0.43	34 127 468
Respondent has no possibility to have subordinates	79.18	3 998 757	97.70	81.09	6 453 821 413	157 683.56	100.00	79.18	3 998 757	81.09	6 453 821 413

Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2009

Chart 21: Number of Subordinates by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2009

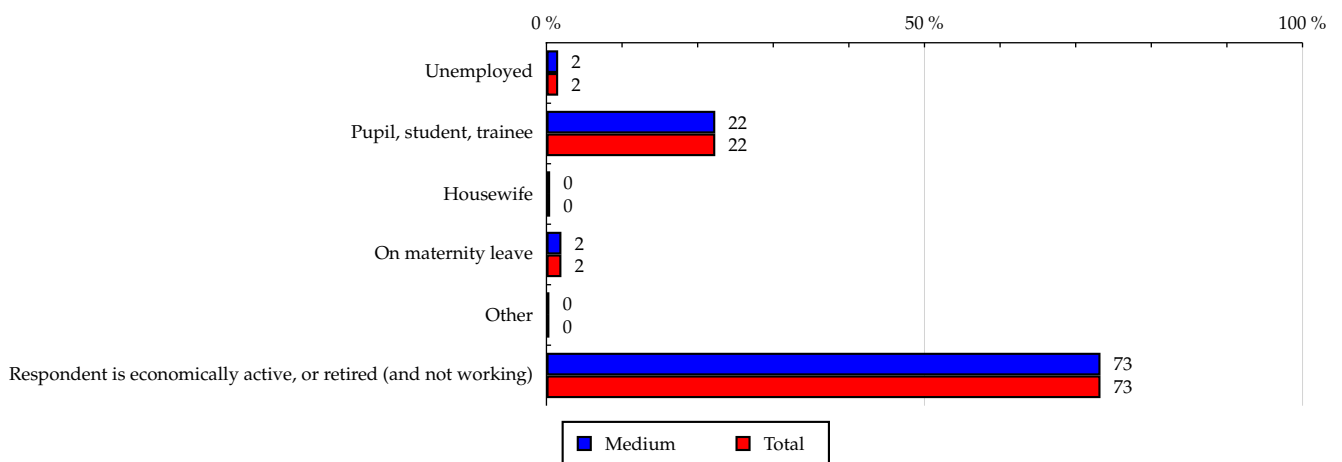
# TOTAL

**Table 22: Economically Inactive as**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unemployed	1.55	78 177	97.70	2.40	191 163 617	238 900.85	100.00	1.55	78 177	2.40	191 163 617
Pupil, student, trainee	22.33	1 127 616	97.70	20.49	1 630 435 126	141 265.65	100.00	22.33	1 127 616	20.49	1 630 435 126
Housewife	0.49	24 574	97.70	0.79	62 579 218	248 799.08	100.00	0.49	24 574	0.79	62 579 218
On maternity leave	1.98	99 833	97.70	2.90	231 051 129	226 112.93	100.00	1.98	99 833	2.90	231 051 129
Other	0.39	19 472	97.70	0.53	42 184 535	211 657.96	100.00	0.39	19 472	0.53	42 184 535
Respondent is economically active, or retired (and not working)	73.28	3 700 720	97.70	72.89	5 801 634 088	153 164.64	100.00	73.28	3 700 720	72.89	5 801 634 088

Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2009

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2009

## 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 12-79 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".