

## **SPIR NetMonitor**

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

**Medium title:**

**TOTAL**

**Month:**

**February 2012**

<b>Basic information</b>	
The size of Internet population in the Czech Republic	6 314 106
Number of respondents	
Medium	N = 29 700
Total (for all measured media)	N = 29 700
RU(number)	6 168 882
Reach(%)	97.70
PV(number) (from Czech visitors)	7 948 661 732
PV(number) (from all visitors)	8 476 046 966
GRP (%)	125 887.37

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

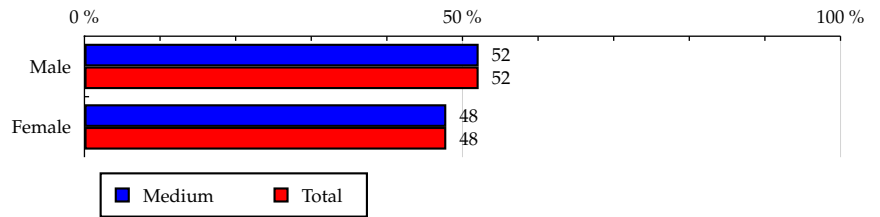
# TOTAL

**Table 1: Sex**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Male	52.14	3 216 695	97.70	53.82	4 278 143 084	129 939.12	100.00	52.14	3 216 695	53.82	4 278 143 084
Female	47.86	2 952 186	97.70	46.18	3 670 518 648	121 472.58	100.00	47.86	2 952 186	46.18	3 670 518 648

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

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



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

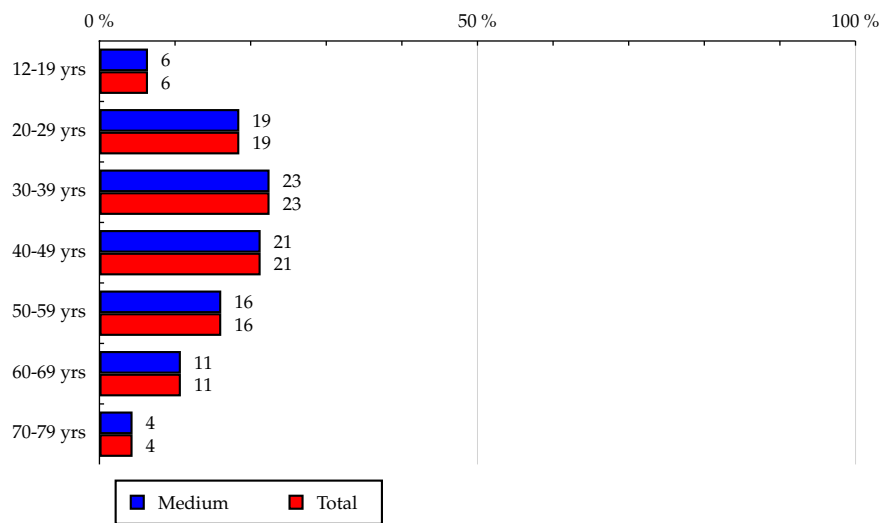
# TOTAL

Table 2: Age

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
12-19 yrs	6.42	396 107	97.70	3.42	271 840 040	67 049.37	100.00	6.42	396 107	3.42	271 840 040
20-29 yrs	18.50	1 141 308	97.70	17.66	1 404 060 595	120 192.49	100.00	18.50	1 141 308	17.66	1 404 060 595
30-39 yrs	22.50	1 387 750	97.70	25.11	1 996 157 009	140 532.86	100.00	22.50	1 387 750	25.11	1 996 157 009
40-49 yrs	21.32	1 315 264	97.70	20.92	1 662 465 153	123 490.64	100.00	21.32	1 315 264	20.92	1 662 465 153
50-59 yrs	16.11	993 741	97.70	16.29	1 294 587 834	127 277.77	100.00	16.11	993 741	16.29	1 294 587 834
60-69 yrs	10.77	664 511	97.70	11.70	930 316 522	136 780.15	100.00	10.77	664 511	11.70	930 316 522
70-79 yrs	4.38	270 197	97.70	4.90	389 234 579	140 742.27	100.00	4.38	270 197	4.90	389 234 579

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

Chart 2: Age by RU(%)



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

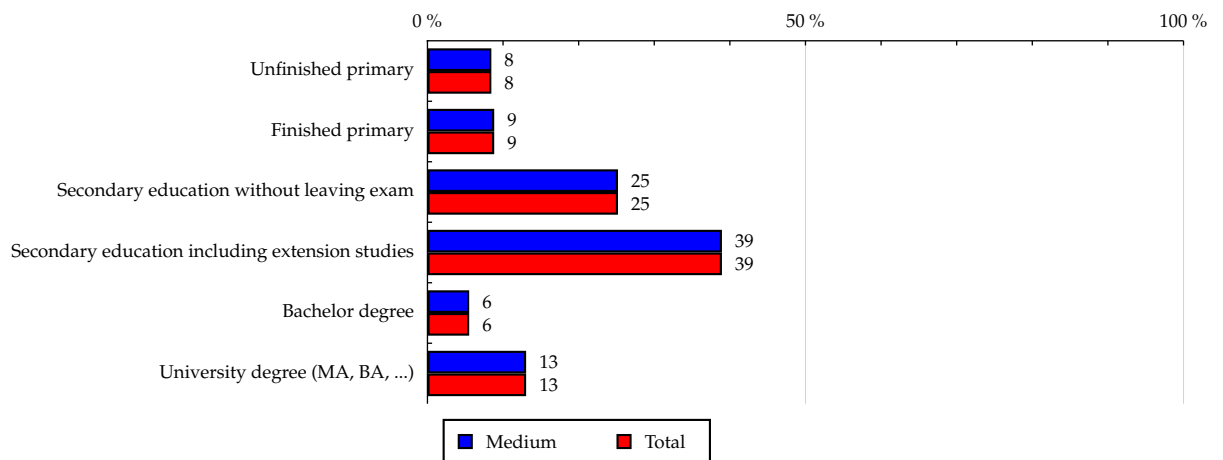
# TOTAL

**Table 3: Highest Education**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unfinished primary	8.45	521 147	97.70	4.62	367 347 230	68 866.99	100.00	8.45	521 147	4.62	367 347 230
Finished primary	8.83	544 961	97.70	8.76	696 077 202	124 791.80	100.00	8.83	544 961	8.76	696 077 202
Secondary education without leaving exam	25.20	1 554 306	97.70	29.88	2 375 147 128	149 296.07	100.00	25.20	1 554 306	29.88	2 375 147 128
Secondary education including extension studies	38.95	2 402 966	97.70	40.12	3 188 718 547	129 647.17	100.00	38.95	2 402 966	40.12	3 188 718 547
Bachelor degree	5.52	340 644	97.70	5.79	460 245 800	132 002.92	100.00	5.52	340 644	5.79	460 245 800
University degree (MA, BA, ...)	13.05	804 855	97.70	10.83	861 125 825	104 530.53	100.00	13.05	804 855	10.83	861 125 825

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

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



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

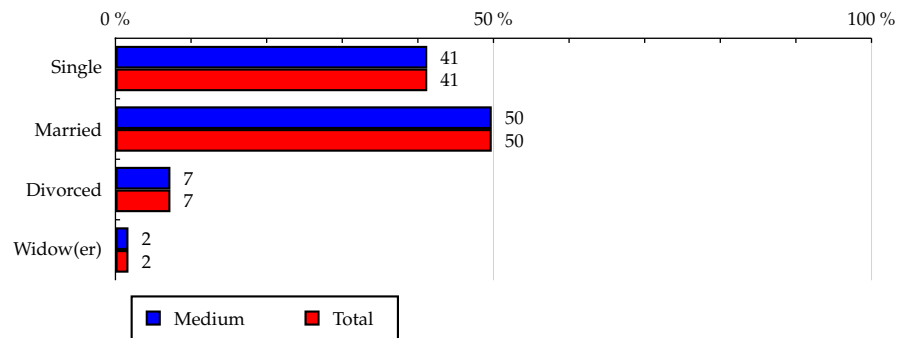
# TOTAL

**Table 4: Marital Status**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Single	41.24	2 544 091	97.70	38.88	3 090 245 695	118 673.79	100.00	41.24	2 544 091	38.88	3 090 245 695
Married	49.77	3 070 282	97.70	50.95	4 049 934 767	128 873.70	100.00	49.77	3 070 282	50.95	4 049 934 767
Divorced	7.27	448 301	97.70	8.38	666 220 446	145 191.85	100.00	7.27	448 301	8.38	666 220 446
Widow(er)	1.72	106 206	97.70	1.79	142 260 825	130 867.17	100.00	1.72	106 206	1.79	142 260 825

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

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



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

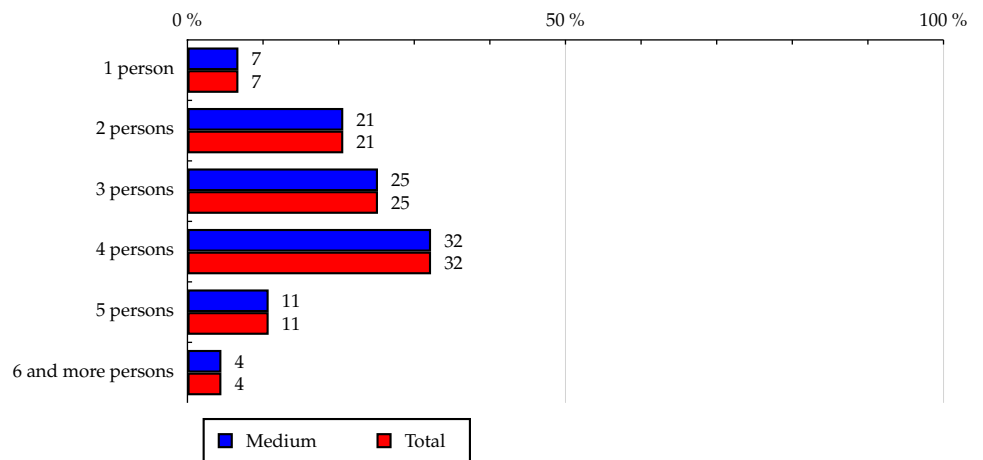
# TOTAL

**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	6.74	415 898	97.70	8.34	662 737 736	155 685.84	100.00	6.74	415 898	8.34	662 737 736
2 persons	20.61	1 271 342	97.70	22.17	1 761 862 904	135 395.44	100.00	20.61	1 271 342	22.17	1 761 862 904
3 persons	25.20	1 554 438	97.70	26.15	2 078 368 156	130 630.18	100.00	25.20	1 554 438	26.15	2 078 368 156
4 persons	32.22	1 987 461	97.70	29.99	2 383 942 522	117 190.31	100.00	32.22	1 987 461	29.99	2 383 942 522
5 persons	10.74	662 629	97.70	9.74	774 432 183	114 184.53	100.00	10.74	662 629	9.74	774 432 183
6 and more persons	4.49	277 111	97.70	3.61	287 318 232	101 298.48	100.00	4.49	277 111	3.61	287 318 232

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

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



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

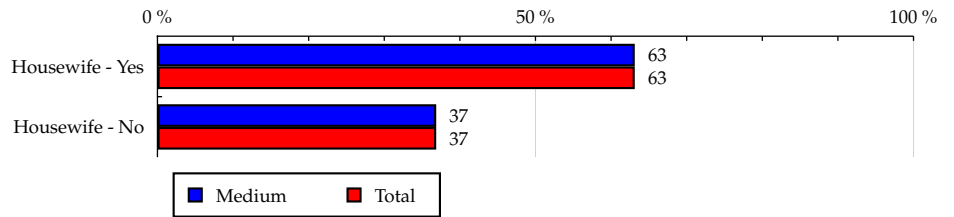
# TOTAL

**Table 6: Housewife**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Housewife - Yes	63.13	3 894 319	97.70	66.67	5 299 729 462	132 958.68	100.00	63.13	3 894 319	66.67	5 299 729 462
Housewife - No	36.87	2 274 562	97.70	33.33	2 648 932 271	113 780.43	100.00	36.87	2 274 562	33.33	2 648 932 271

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

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



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

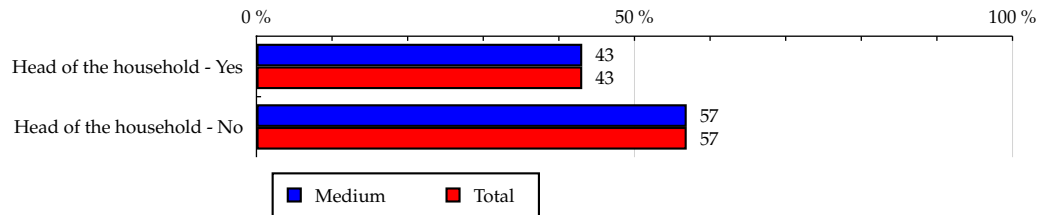
# TOTAL

**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	43.09	2 658 049	97.70	44.77	3 558 901 698	130 811.99	100.00	43.09	2 658 049	44.77	3 558 901 698
Head of the household - No	56.91	3 510 832	97.70	55.23	4 389 760 035	122 158.94	100.00	56.91	3 510 832	55.23	4 389 760 035

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

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



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



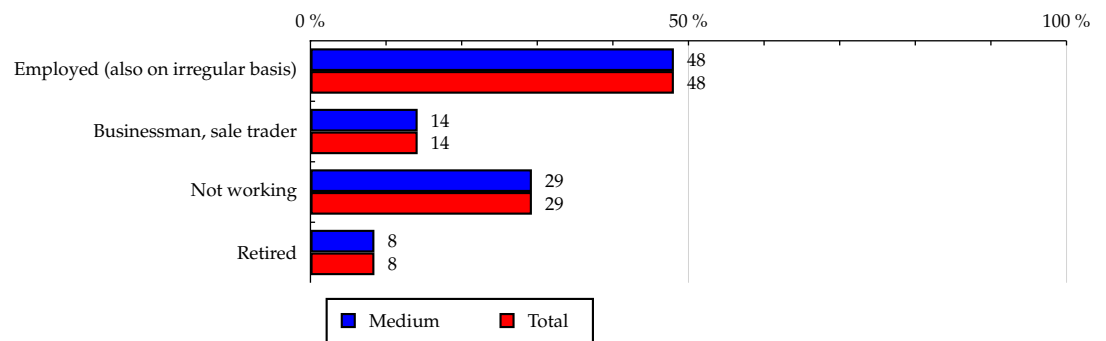
# TOTAL

**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)	48.07	2 965 206	97.70	48.53	3 857 705 297	127 106.79	100.00	48.07	2 965 206	48.53	3 857 705 297
Businessman, sale trader	14.18	875 012	97.70	13.84	1 099 799 647	122 798.76	100.00	14.18	875 012	13.84	1 099 799 647
Not working	29.29	1 806 858	97.70	26.90	2 137 834 126	115 596.45	100.00	29.29	1 806 858	26.90	2 137 834 126
Retired	8.46	521 805	97.70	10.74	853 322 662	159 771.53	100.00	8.46	521 805	10.74	853 322 662

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

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



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

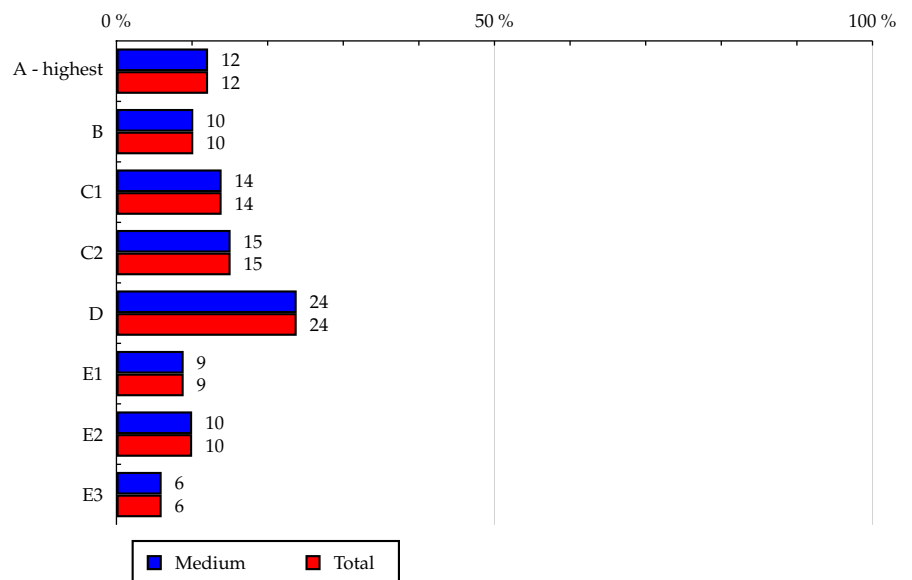
# TOTAL

**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	12.12	747 793	97.70	11.66	926 817 741	121 089.63	100.00	12.12	747 793	11.66	926 817 741
B	10.16	626 468	97.70	10.74	853 755 690	133 146.15	100.00	10.16	626 468	10.74	853 755 690
C1	13.91	858 005	97.70	13.66	1 086 090 704	123 671.77	100.00	13.91	858 005	13.66	1 086 090 704
C2	15.10	931 712	97.70	16.00	1 271 950 868	133 377.57	100.00	15.10	931 712	16.00	1 271 950 868
D	23.84	1 470 441	97.70	22.98	1 826 525 864	121 359.23	100.00	23.84	1 470 441	22.98	1 826 525 864
E1	8.89	548 244	97.70	9.64	766 541 098	136 601.55	100.00	8.89	548 244	9.64	766 541 098
E2	10.01	617 442	97.70	9.58	761 610 119	120 512.04	100.00	10.01	617 442	9.58	761 610 119
E3	5.98	368 771	97.70	5.73	455 369 648	120 642.66	100.00	5.98	368 771	5.73	455 369 648

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

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



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

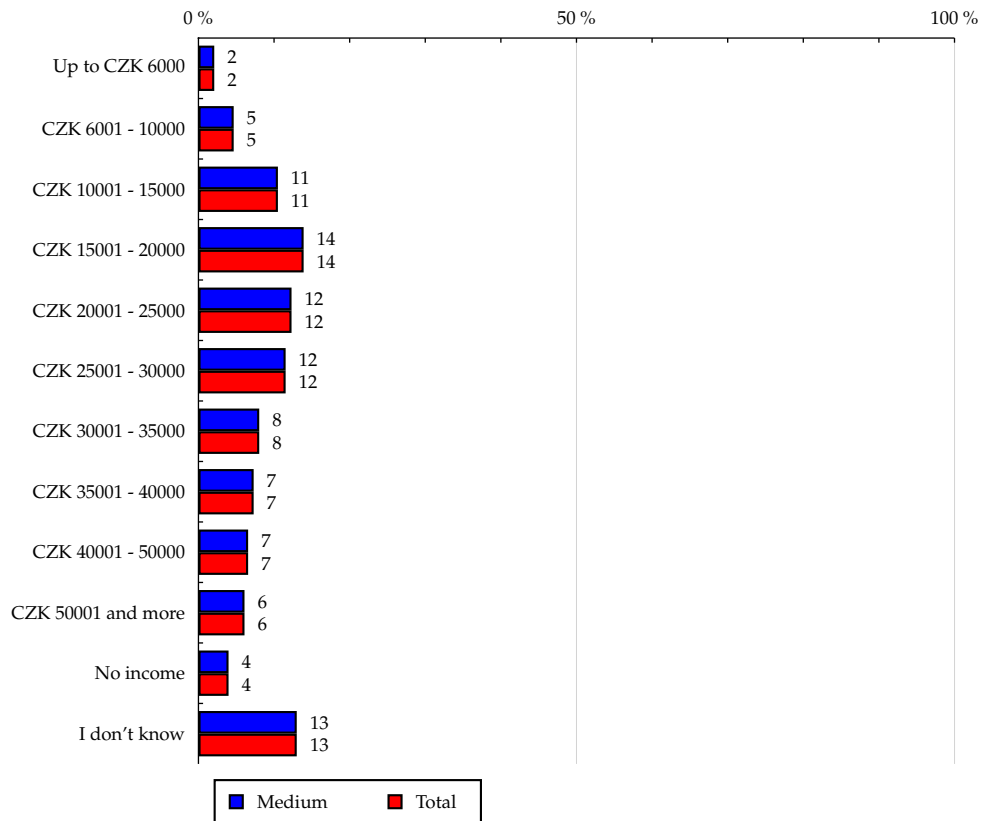
TOTAL

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	2.09	129 138	97.70	2.09	165 965 103	125 561.10	100.00	2.09	129 138	2.09	165 965 103
CZK 6001 - 10000	4.66	287 625	97.70	5.81	461 837 932	156 876.00	100.00	4.66	287 625	5.81	461 837 932
CZK 10001 - 15000	10.51	648 180	97.70	11.19	889 792 771	134 118.23	100.00	10.51	648 180	11.19	889 792 771
CZK 15001 - 20000	13.91	858 310	97.70	14.99	1 191 869 260	135 668.44	100.00	13.91	858 310	14.99	1 191 869 260
CZK 20001 - 25000	12.31	759 245	97.70	13.17	1 046 613 662	134 678.61	100.00	12.31	759 245	13.17	1 046 613 662
CZK 25001 - 30000	11.53	711 314	97.70	11.96	950 513 851	130 554.35	100.00	11.53	711 314	11.96	950 513 851
CZK 30001 - 35000	8.04	496 234	97.70	7.92	629 863 491	124 009.19	100.00	8.04	496 234	7.92	629 863 491
CZK 35001 - 40000	7.30	450 611	97.70	6.46	513 768 667	111 393.43	100.00	7.30	450 611	6.46	513 768 667
CZK 40001 - 50000	6.57	404 990	97.70	6.43	511 188 364	123 319.30	100.00	6.57	404 990	6.43	511 188 364
CZK 50001 and more	6.09	375 563	97.70	5.83	463 272 011	120 516.81	100.00	6.09	375 563	5.83	463 272 011
No income	3.98	245 822	97.70	2.99	237 938 892	94 566.56	100.00	3.98	245 822	2.99	237 938 892
I don't know	13.00	801 843	97.70	11.15	886 037 728	107 958.53	100.00	13.00	801 843	11.15	886 037 728

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

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



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

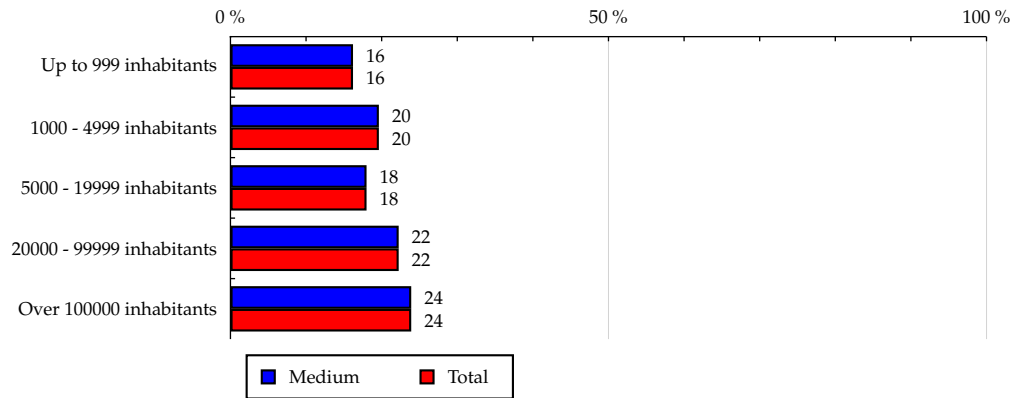
TOTAL

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	999 972	97.70	15.71	1 248 633 798	121 994.89	100.00	16.21	999 972	15.71	1 248 633 798
1000 - 4999 inhabitants	19.63	1 210 949	97.70	19.55	1 554 202 111	125 393.78	100.00	19.63	1 210 949	19.55	1 554 202 111
5000 - 19999 inhabitants	18.00	1 110 519	97.70	17.98	1 429 040 018	125 722.46	100.00	18.00	1 110 519	17.98	1 429 040 018
20000 - 99999 inhabitants	22.25	1 372 452	97.70	23.08	1 834 754 006	130 609.63	100.00	22.25	1 372 452	23.08	1 834 754 006
Over 100000 inhabitants	23.91	1 474 988	97.70	23.68	1 882 031 799	124 661.68	100.00	23.91	1 474 988	23.68	1 882 031 799

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

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



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

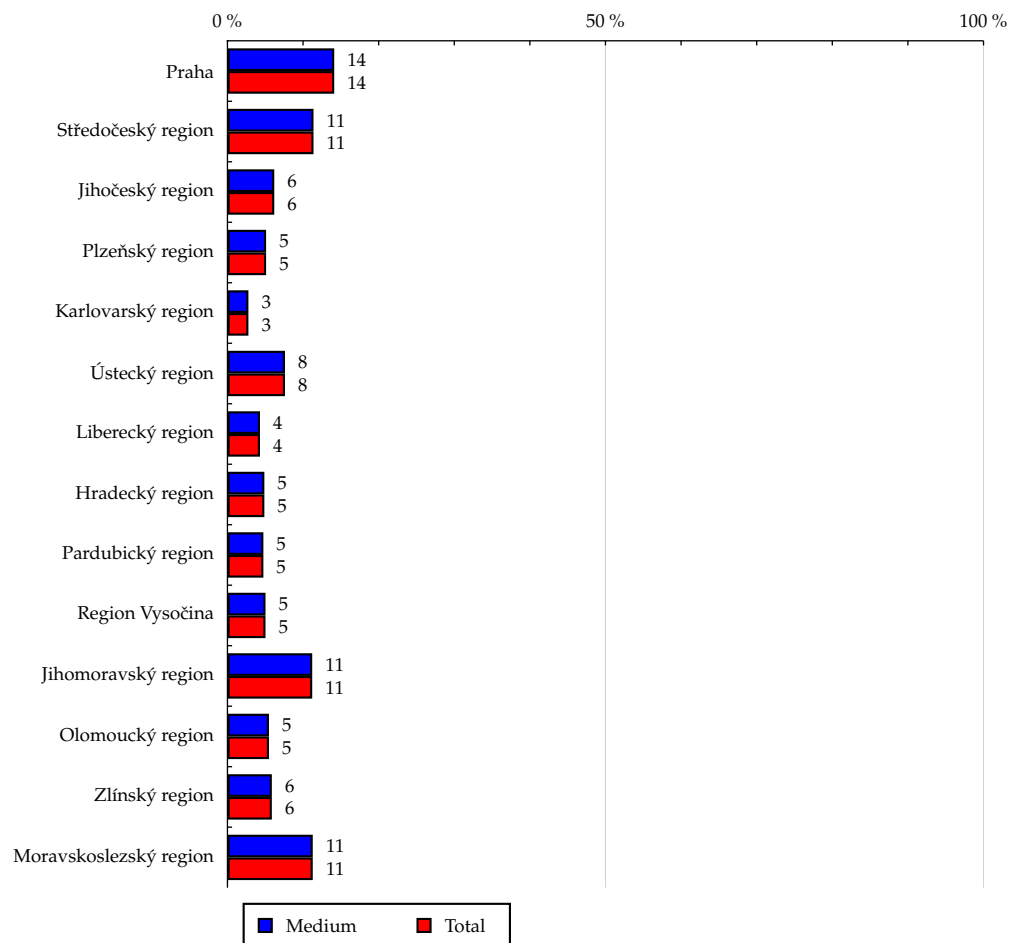
# TOTAL

**Table 12: Region**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Praha	14.12	870 927	97.70	13.71	1 089 684 733	122 239.97	100.00	14.12	870 927	13.71	1 089 684 733
Středočeský region	11.38	702 265	97.70	10.70	850 703 180	118 350.84	100.00	11.38	702 265	10.70	850 703 180
Jihočeský region	6.19	382 038	97.70	5.56	441 879 672	113 003.51	100.00	6.19	382 038	5.56	441 879 672
Plzeňský region	5.11	314 982	97.70	5.49	436 358 877	135 347.89	100.00	5.11	314 982	5.49	436 358 877
Karlovarský region	2.77	171 124	97.70	2.58	204 961 240	117 018.42	100.00	2.77	171 124	2.58	204 961 240
Ústecký region	7.61	469 513	97.70	7.42	589 800 030	122 730.09	100.00	7.61	469 513	7.42	589 800 030
Liberecký region	4.30	265 444	97.70	4.06	322 325 727	118 635.67	100.00	4.30	265 444	4.06	322 325 727
Hradecký region	4.88	300 792	97.70	4.93	391 661 611	127 214.90	100.00	4.88	300 792	4.93	391 661 611
Pardubický region	4.75	293 083	97.70	4.94	392 993 778	131 005.26	100.00	4.75	293 083	4.94	392 993 778
Region Vysočina	5.03	310 479	97.70	5.02	398 660 824	125 448.43	100.00	5.03	310 479	5.02	398 660 824
Jihomoravský region	11.21	691 531	97.70	11.47	911 836 044	128 824.73	100.00	11.21	691 531	11.47	911 836 044
Olomoucký region	5.49	338 734	97.70	5.38	427 347 675	123 258.53	100.00	5.49	338 734	5.38	427 347 675
Zlínský region	5.87	362 420	97.70	5.96	473 591 744	127 669.26	100.00	5.87	362 420	5.96	473 591 744
Moravskoslezský region	11.28	695 542	97.70	12.79	1 016 856 598	142 833.70	100.00	11.28	695 542	12.79	1 016 856 598

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

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



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

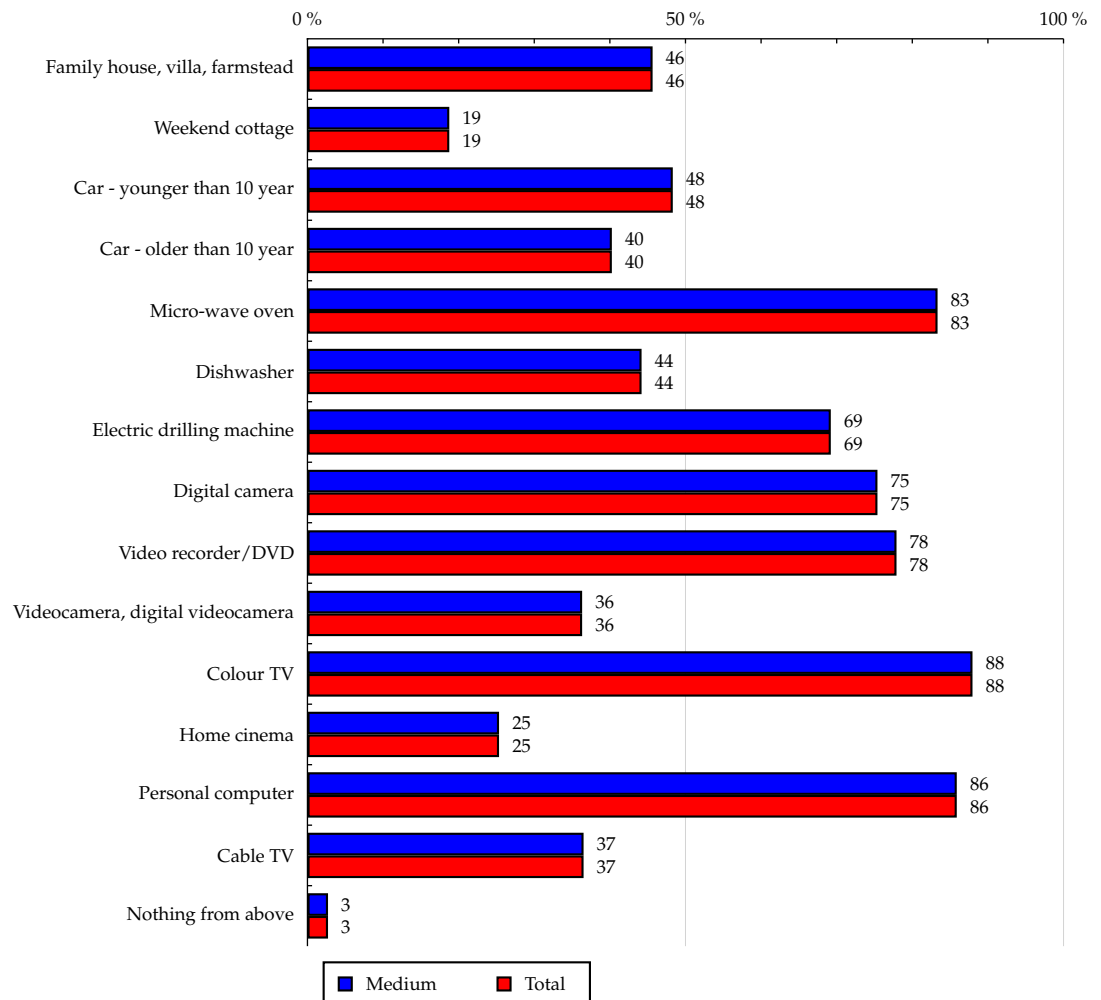
# TOTAL

**Table 13: Facilities**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Family house, villa, farmstead	45.65	2 816 082	97.70	44.11	3 506 537 702	121 654.37	100.00	45.65	2 816 082	44.11	3 506 537 702
Weekend cottage	18.76	1 157 242	97.70	17.90	1 423 130 975	120 147.58	100.00	18.76	1 157 242	17.90	1 423 130 975
Car - younger than 10 year	48.32	2 980 884	97.70	44.94	3 571 822 346	117 068.29	100.00	48.32	2 980 884	44.94	3 571 822 346
Car - older than 10 year	40.26	2 483 433	97.70	42.31	3 363 378 922	132 317.68	100.00	40.26	2 483 433	42.31	3 363 378 922
Micro-wave oven	83.34	5 141 144	97.70	82.95	6 593 784 971	125 305.34	100.00	83.34	5 141 144	82.95	6 593 784 971
Dishwasher	44.19	2 726 329	97.70	41.31	3 283 920 932	117 681.72	100.00	44.19	2 726 329	41.31	3 283 920 932
Electric drilling machine	69.22	4 270 101	97.70	68.68	5 459 131 966	124 905.05	100.00	69.22	4 270 101	68.68	5 459 131 966
Digital camera	75.39	4 650 953	97.70	74.92	5 955 032 947	125 094.09	100.00	75.39	4 650 953	74.92	5 955 032 947
Video recorder/DVD	77.91	4 806 163	97.70	77.69	6 175 085 447	125 527.53	100.00	77.91	4 806 163	77.69	6 175 085 447
Videocamera, digital videocamera	36.33	2 241 409	97.70	33.62	2 672 270 116	116 480.62	100.00	36.33	2 241 409	33.62	2 672 270 116
Colour TV	87.96	5 426 422	97.70	88.42	7 028 134 455	126 538.03	100.00	87.96	5 426 422	88.42	7 028 134 455
Home cinema	25.34	1 563 203	97.70	24.55	1 951 050 751	121 940.43	100.00	25.34	1 563 203	24.55	1 951 050 751
Personal computer	85.88	5 297 625	97.70	86.31	6 860 298 335	126 519.18	100.00	85.88	5 297 625	86.31	6 860 298 335
Cable TV	36.52	2 252 952	97.70	35.95	2 857 490 553	123 915.99	100.00	36.52	2 252 952	35.95	2 857 490 553
Nothing from above	2.72	167 960	97.70	2.49	198 231 637	115 308.02	100.00	2.72	167 960	2.49	198 231 637

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

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



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

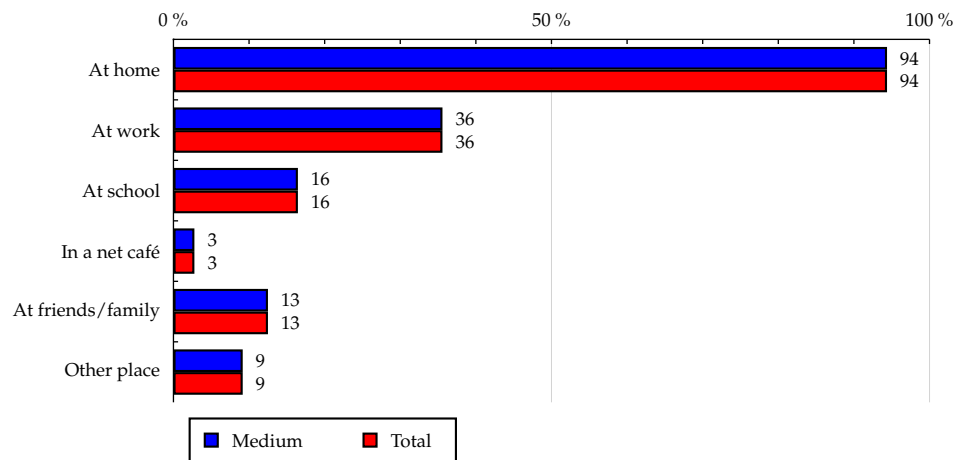
TOTAL

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	94.38	5 822 416	97.70	94.97	7 548 958 952	126 671.35	100.00	94.38	5 822 416	94.97	7 548 958 952
At work	35.58	2 194 924	97.70	32.46	2 580 454 781	114 860.64	100.00	35.58	2 194 924	32.46	2 580 454 781
At school	16.46	1 015 534	97.70	13.37	1 062 541 280	102 222.33	100.00	16.46	1 015 534	13.37	1 062 541 280
In a net café	2.77	171 068	97.70	2.33	184 816 813	105 551.62	100.00	2.77	171 068	2.33	184 816 813
At friends/family	12.50	770 980	97.70	10.94	869 219 919	110 149.08	100.00	12.50	770 980	10.94	869 219 919
Other place	9.16	565 225	97.70	7.92	629 511 321	108 811.92	100.00	9.16	565 225	7.92	629 511 321

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

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



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

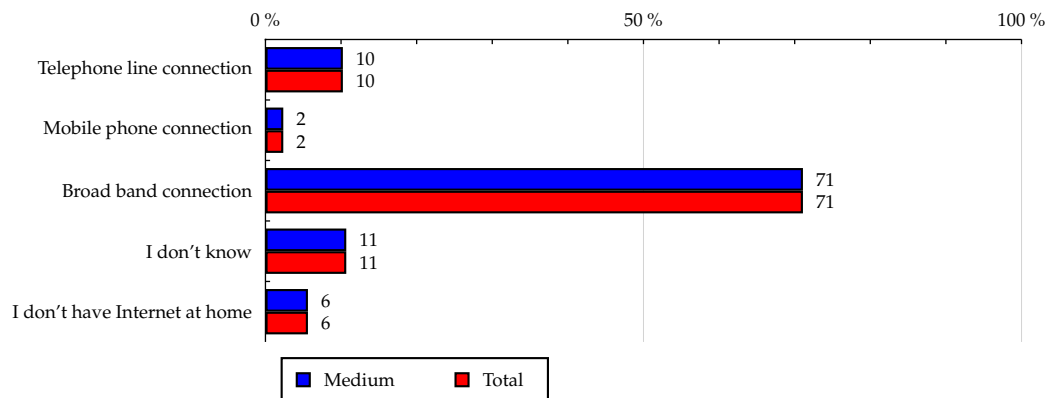
TOTAL

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	10.24	631 619	97.70	10.48	833 051 771	128 857.93	100.00	10.24	631 619	10.48	833 051 771
Mobile phone connection	2.36	145 619	97.70	1.68	133 775 155	89 753.35	100.00	2.36	145 619	1.68	133 775 155
Broad band connection	71.09	4 385 530	97.70	74.01	5 882 725 830	131 054.22	100.00	71.09	4 385 530	74.01	5 882 725 830
I don't know	10.69	659 646	97.70	8.80	699 406 196	103 588.79	100.00	10.69	659 646	8.80	699 406 196
I don't have Internet at home	5.62	346 465	97.70	5.03	399 702 780	112 712.35	100.00	5.62	346 465	5.03	399 702 780

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

Chart 15: Connection from Home by RU(%)



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



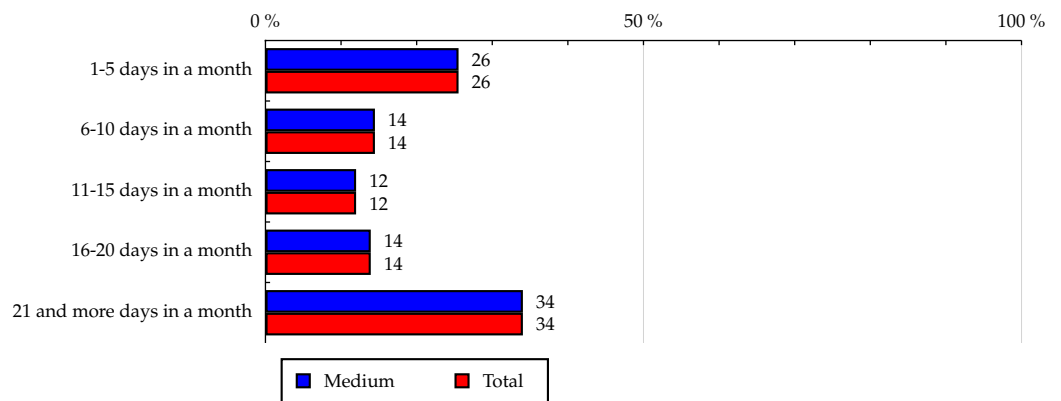
# TOTAL

**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	25.54	1 575 768	97.70	1.39	110 544 291	6 853.91	100.00	25.54	1 575 768	1.39	110 544 291
6-10 days in a month	14.48	893 500	97.70	3.51	278 858 761	30 491.86	100.00	14.48	893 500	3.51	278 858 761
11-15 days in a month	11.99	739 914	97.70	6.28	499 362 300	65 936.96	100.00	11.99	739 914	6.28	499 362 300
16-20 days in a month	13.93	859 029	97.70	13.27	1 054 874 505	119 974.03	100.00	13.93	859 029	13.27	1 054 874 505
21 and more days in a month	34.05	2 100 668	97.70	75.55	6 005 021 876	279 287.61	100.00	34.05	2 100 668	75.55	6 005 021 876

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

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



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

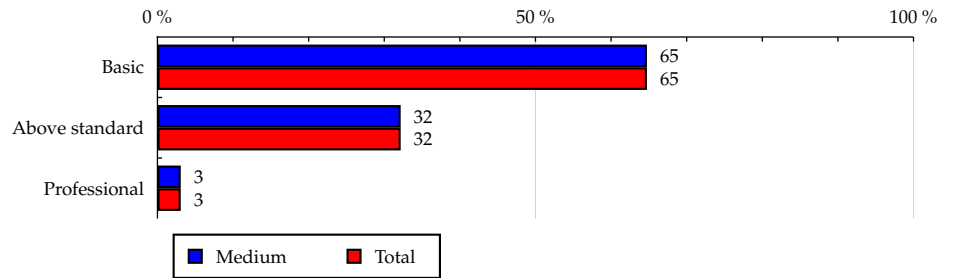
# TOTAL

**Table 17: IT Knowledge**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Basic	64.74	3 993 988	97.70	67.55	5 369 676 779	131 351.78	100.00	64.74	3 993 988	67.55	5 369 676 779
Above standard	32.17	1 984 796	97.70	29.91	2 377 432 799	117 027.20	100.00	32.17	1 984 796	29.91	2 377 432 799
Professional	3.08	190 097	97.70	2.54	201 552 154	103 587.26	100.00	3.08	190 097	2.54	201 552 154

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

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



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

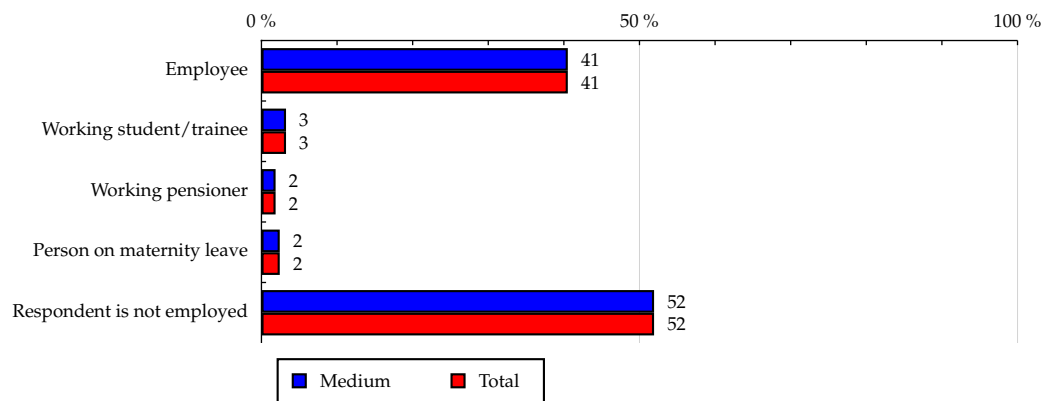
# TOTAL

**Table 18: Economically Active as**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Employee	40.52	2 499 647	97.70	40.99	3 258 169 935	127 347.26	100.00	40.52	2 499 647	40.99	3 258 169 935
Working student/trainee	3.25	200 745	97.70	2.92	231 755 173	112 791.72	100.00	3.25	200 745	2.92	231 755 173
Working pensioner	1.87	115 626	97.70	1.89	149 991 161	126 736.51	100.00	1.87	115 626	1.89	149 991 161
Person on maternity leave	2.42	149 186	97.70	2.74	217 789 028	142 627.19	100.00	2.42	149 186	2.74	217 789 028
Respondent is not employed	51.93	3 203 675	97.70	51.47	4 090 956 435	124 758.71	100.00	51.93	3 203 675	51.47	4 090 956 435

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

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



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

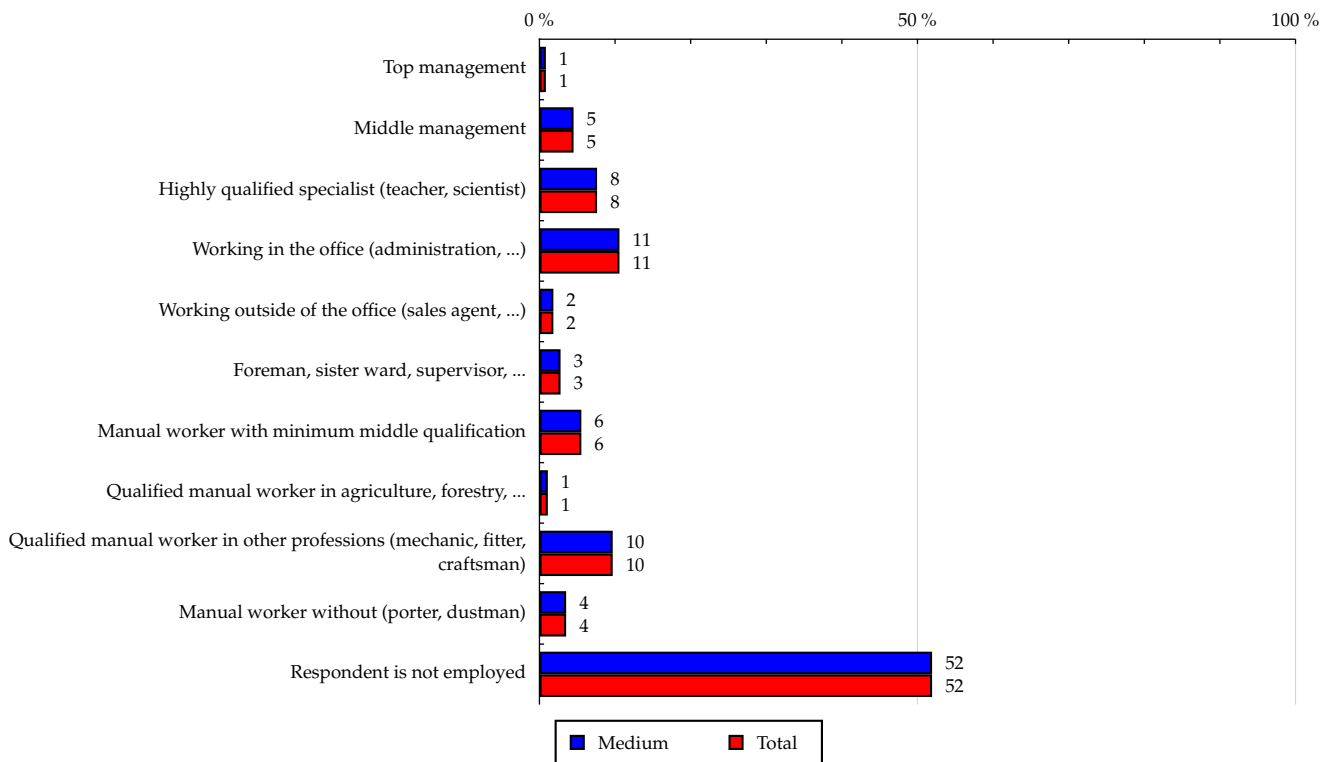
TOTAL

Table 19: Characteristics of the Employment

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Top management	0.85	52 668	97.70	1.01	79 947 087	148 301.07	100.00	0.85	52 668	1.01	79 947 087
Middle management	4.51	278 300	97.70	4.72	375 433 677	131 799.64	100.00	4.51	278 300	4.72	375 433 677
Highly qualified specialist (teacher, scientist)	7.62	469 930	97.70	5.98	475 073 970	98 769.32	100.00	7.62	469 930	5.98	475 073 970
Working in the office (administration, ...)	10.58	652 451	97.70	9.92	788 886 721	118 130.18	100.00	10.58	652 451	9.92	788 886 721
Working outside of the office (sales agent, ...)	1.84	113 728	97.70	1.84	146 345 984	125 720.10	100.00	1.84	113 728	1.84	146 345 984
Foreman, sister ward, supervisor, ...	2.79	172 039	97.70	2.82	224 187 987	127 314.47	100.00	2.79	172 039	2.82	224 187 987
Manual worker with minimum middle qualification	5.54	341 819	97.70	5.70	452 919 202	129 454.79	100.00	5.54	341 819	5.70	452 919 202
Qualified manual worker in agriculture, forestry, ...	1.11	68 567	97.70	1.33	105 912 394	150 912.48	100.00	1.11	68 567	1.33	105 912 394
Qualified manual worker in other professions (mechanic, fitter, craftsman)	9.69	598 009	97.70	11.86	942 448 827	153 972.88	100.00	9.69	598 009	11.86	942 448 827
Manual worker without (porter, dustman)	3.53	217 689	97.70	3.35	266 549 448	119 628.58	100.00	3.53	217 689	3.35	266 549 448
Respondent is not employed	51.93	3 203 675	97.70	51.47	4 090 956 435	124 758.71	100.00	51.93	3 203 675	51.47	4 090 956 435

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

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



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

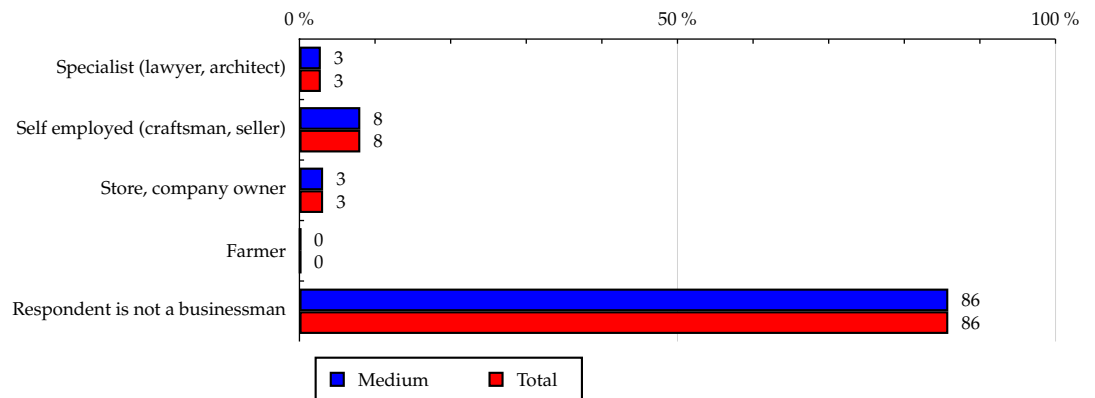
# TOTAL

**Table 20: Business Activities**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Specialist (lawyer, architect)	2.83	174 571	97.70	2.57	204 569 587	114 488.93	100.00	2.83	174 571	2.57	204 569 587
Self employed (craftsman, seller)	8.05	496 386	97.70	8.31	660 490 794	129 999.44	100.00	8.05	496 386	8.31	660 490 794
Store, company owner	3.13	193 251	97.70	2.72	215 904 271	109 152.11	100.00	3.13	193 251	2.72	215 904 271
Farmer	0.18	10 803	97.70	0.24	18 834 996	170 339.12	100.00	0.18	10 803	0.24	18 834 996
Respondent is not a businessman	85.82	5 293 869	97.70	86.16	6 848 862 085	126 397.87	100.00	85.82	5 293 869	86.16	6 848 862 085

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

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



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

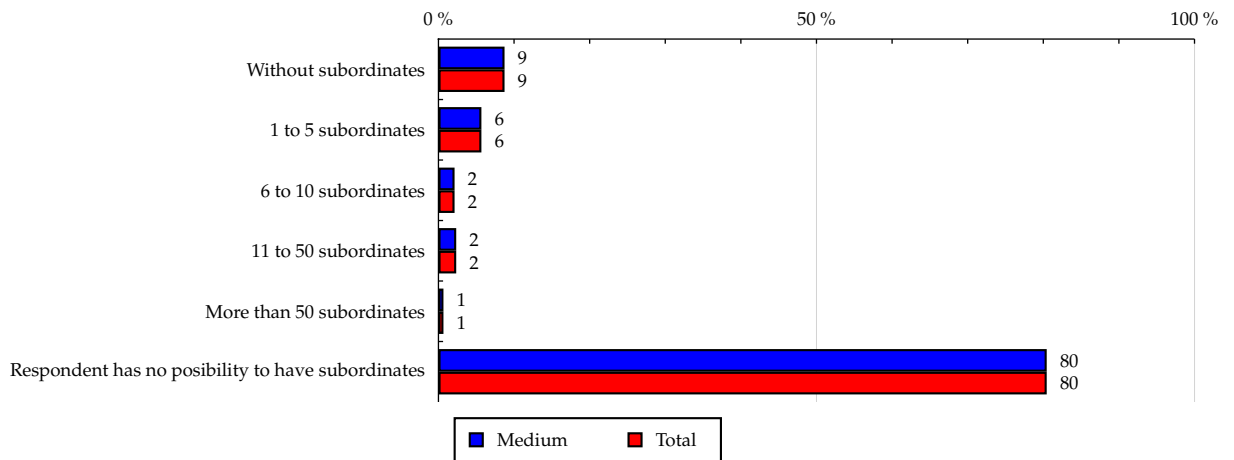
# TOTAL

**Table 21: Number of Subordinates**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Without subordinates	8.74	539 013	97.70	9.68	769 417 436	139 462.33	100.00	8.74	539 013	9.68	769 417 436
1 to 5 subordinates	5.68	350 167	97.70	5.15	409 046 607	114 127.73	100.00	5.68	350 167	5.15	409 046 607
6 to 10 subordinates	2.13	131 156	97.70	1.84	146 233 716	108 931.40	100.00	2.13	131 156	1.84	146 233 716
11 to 50 subordinates	2.35	144 718	97.70	2.27	180 725 532	122 008.25	100.00	2.35	144 718	2.27	180 725 532
More than 50 subordinates	0.66	40 924	97.70	0.63	49 757 119	118 785.10	100.00	0.66	40 924	0.63	49 757 119
Respondent has no possibility to have subordinates	80.45	4 962 900	97.70	80.43	6 393 481 322	125 862.52	100.00	80.45	4 962 900	80.43	6 393 481 322

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

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



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

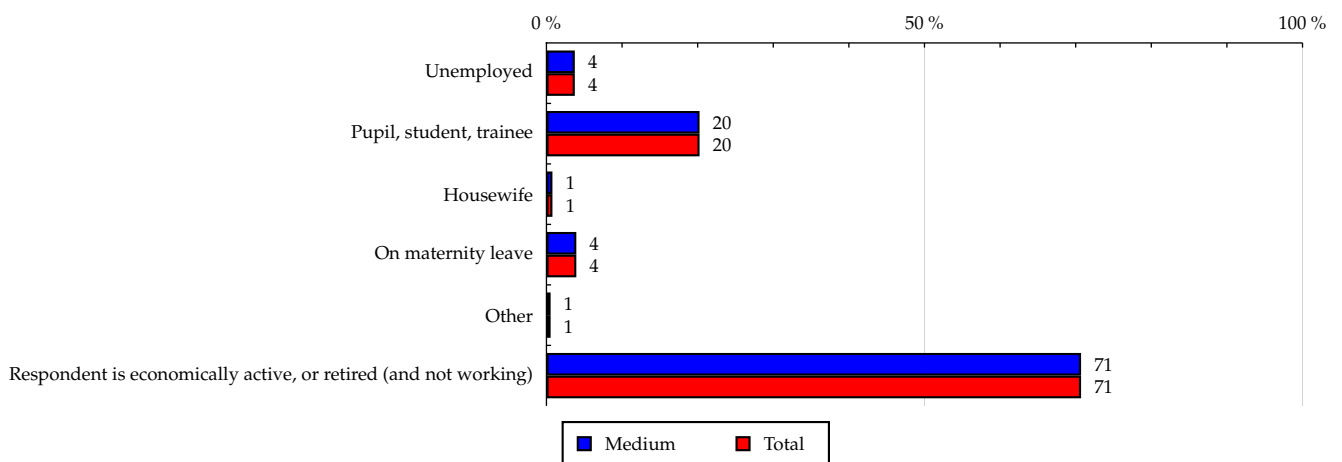
# TOTAL

**Table 22: Economically Inactive as**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unemployed	3.75	231 334	97.70	4.57	363 315 275	153 439.43	100.00	3.75	231 334	4.57	363 315 275
Pupil, student, trainee	20.25	1 249 279	97.70	15.67	1 245 188 875	97 380.11	100.00	20.25	1 249 279	15.67	1 245 188 875
Housewife	0.79	48 501	97.70	1.11	87 872 609	177 007.62	100.00	0.79	48 501	1.11	87 872 609
On maternity leave	3.95	243 528	97.70	4.80	381 220 583	152 940.26	100.00	3.95	243 528	4.80	381 220 583
Other	0.55	34 214	97.70	0.76	60 236 783	172 008.45	100.00	0.55	34 214	0.76	60 236 783
Respondent is economically active, or retired (and not working)	70.71	4 362 023	97.70	73.10	5 810 827 607	130 150.12	100.00	70.71	4 362 023	73.10	5 810 827 607

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

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



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

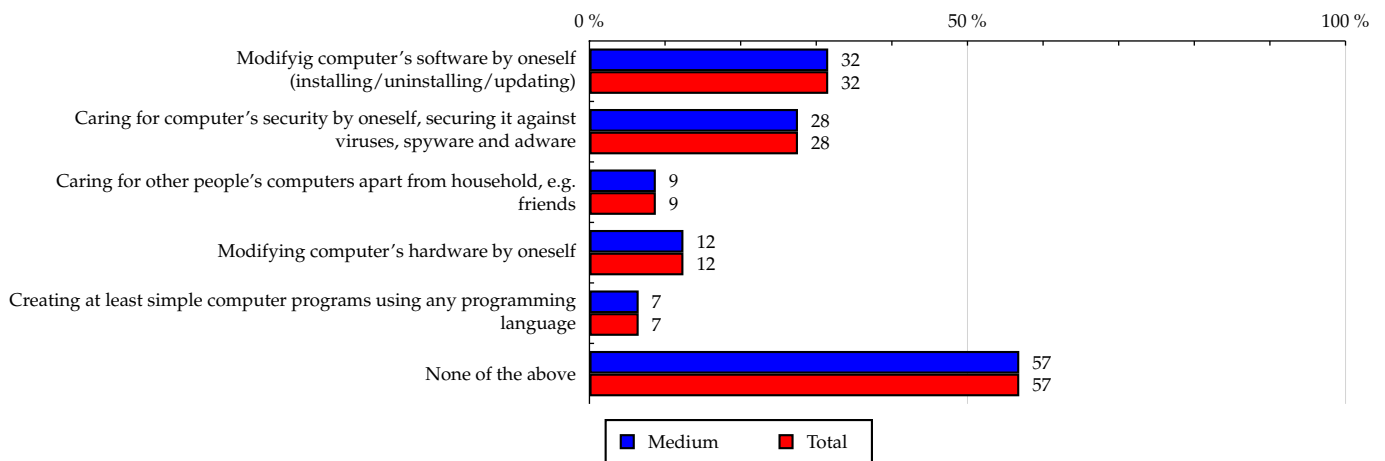
# TOTAL

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

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Modifying computer's software by oneself (installing/uninstalling/updating)	31.58	1 947 973	97.70	34.14	2 713 986 818	136 119.17	100.00	31.58	1 947 973	34.14	2 713 986 818
Caring for computer's security by oneself, securing it against viruses, spyware and adware	27.58	1 701 510	97.70	27.83	2 212 070 698	127 016.17	100.00	27.58	1 701 510	27.83	2 212 070 698
Caring for other people's computers apart from household, e.g. friends	8.78	541 532	97.70	9.35	743 522 302	134 141.74	100.00	8.78	541 532	9.35	743 522 302
Modifying computer's hardware by oneself	12.43	766 889	97.70	13.26	1 054 164 053	134 298.17	100.00	12.43	766 889	13.26	1 054 164 053
Creating at least simple computer programs using any programming language	6.51	401 499	97.70	6.23	495 440 419	120 559.32	100.00	6.51	401 499	6.23	495 440 419
None of the above	56.85	3 506 846	97.70	54.91	4 364 682 631	121 599.14	100.00	56.85	3 506 846	54.91	4 364 682 631

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

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



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



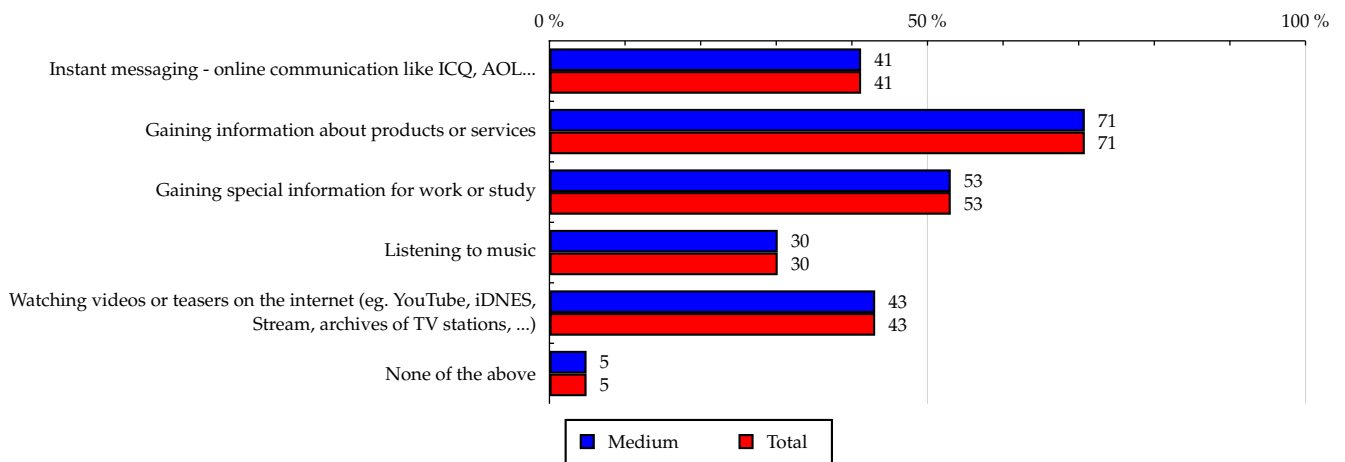
TOTAL

Table 24: Activities on internet which respondent does

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Instant messaging - online communication like ICQ, AOL...	41.22	2 542 644	97.70	40.21	3 196 248 961	122 814.46	100.00	41.22	2 542 644	40.21	3 196 248 961
Gaining information about products or services	70.81	4 368 064	97.70	72.80	5 786 581 307	129 427.82	100.00	70.81	4 368 064	72.80	5 786 581 307
Gaining special information for work or study	53.08	3 274 282	97.70	50.61	4 023 142 413	120 044.94	100.00	53.08	3 274 282	50.61	4 023 142 413
Listening to music	30.19	1 862 684	97.70	32.15	2 555 474 915	134 037.69	100.00	30.19	1 862 684	32.15	2 555 474 915
Watching videos or teasers on the internet (eg. YouTube, iDNES, Stream, archives of TV stations, ...)	43.08	2 657 591	97.70	47.85	3 803 279 205	139 818.50	100.00	43.08	2 657 591	47.85	3 803 279 205
None of the above	4.91	302 804	97.70	4.86	386 069 461	124 565.45	100.00	4.91	302 804	4.86	386 069 461

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

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



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

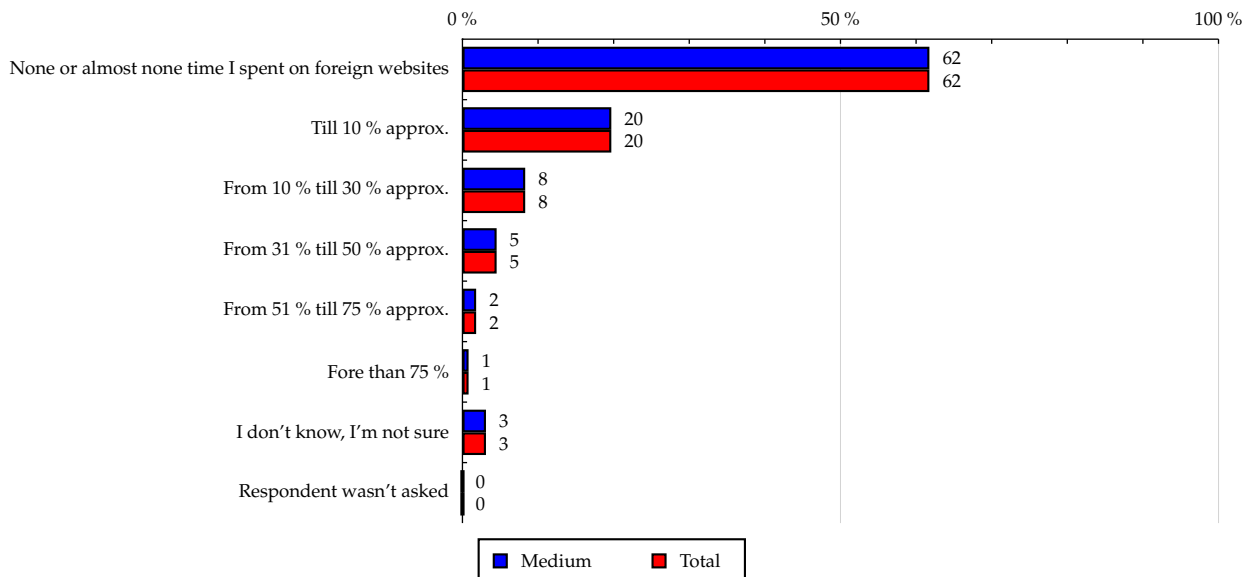
TOTAL

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	61.76	3 810 186	97.70	65.02	5 168 030 183	132 517.56	100.00	61.76	3 810 186	65.02	5 168 030 183
Till 10 % approx.	19.69	1 214 745	97.70	18.67	1 484 332 996	119 382.48	100.00	19.69	1 214 745	18.67	1 484 332 996
From 10 % till 30 % approx.	8.30	512 162	97.70	8.30	659 591 857	125 823.57	100.00	8.30	512 162	8.30	659 591 857
From 31 % till 50 % approx.	4.52	278 673	97.70	3.91	310 953 409	109 016.98	100.00	4.52	278 673	3.91	310 953 409
From 51 % till 75 % approx.	1.81	111 550	97.70	1.12	88 894 791	77 857.25	100.00	1.81	111 550	1.12	88 894 791
Fore than 75 %	0.81	49 810	97.70	0.60	48 070 057	94 286.89	100.00	0.81	49 810	0.60	48 070 057
I don't know, I'm not sure	3.11	191 753	97.70	2.38	188 788 440	96 189.38	100.00	3.11	191 753	2.38	188 788 440
Respondent wasn't asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, February 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

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

## 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".