

## **SPiR NetMonitor**

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

**Medium title:**

**TOTAL**

**Month:**

**April 2012**

<b>Basic information</b>	
The size of Internet population in the Czech Republic	6 292 869
Number of respondents	
Medium	N = 26 900
Total (for all measured media)	N = 26 900
RU(number)	6 148 133
Reach(%)	97.70
PV(number) (from Czech visitors)	7 543 992 496
PV(number) (from all visitors)	8 070 417 947
GRP (%)	119 881.61

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

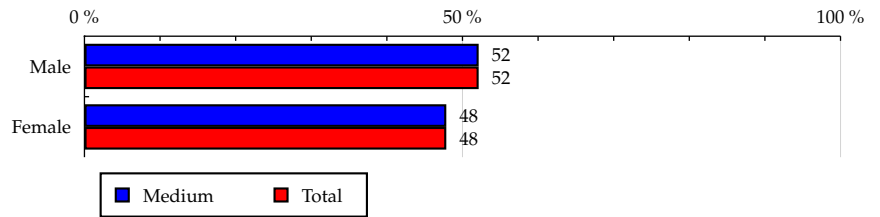
# TOTAL

**Table 1: Sex**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Male	52.14	3 205 882	97.70	54.33	4 098 482 270	124 902.17	100.00	52.14	3 205 882	54.33	4 098 482 270
Female	47.86	2 942 250	97.70	45.67	3 445 510 226	114 411.19	100.00	47.86	2 942 250	45.67	3 445 510 226

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

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



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

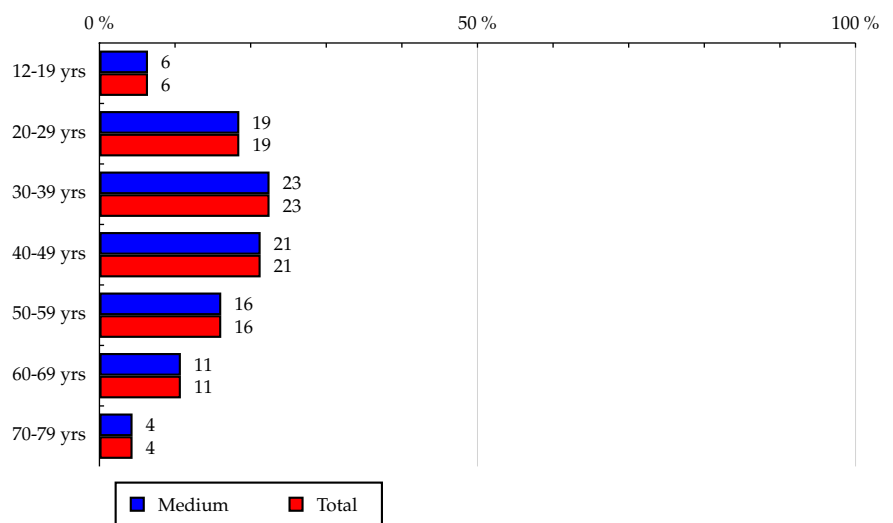
# TOTAL

**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	394 771	97.70	3.63	273 619 866	67 716.88	100.00	6.42	394 771	3.63	273 619 866
20-29 yrs	18.50	1 137 467	97.70	18.39	1 387 134 034	119 144.52	100.00	18.50	1 137 467	18.39	1 387 134 034
30-39 yrs	22.50	1 383 083	97.70	24.41	1 841 217 477	130 062.22	100.00	22.50	1 383 083	24.41	1 841 217 477
40-49 yrs	21.32	1 310 844	97.70	21.74	1 640 291 657	122 254.42	100.00	21.32	1 310 844	21.74	1 640 291 657
50-59 yrs	16.11	990 402	97.70	16.59	1 251 222 935	123 429.03	100.00	16.11	990 402	16.59	1 251 222 935
60-69 yrs	10.77	662 275	97.70	10.95	826 388 254	121 910.11	100.00	10.77	662 275	10.95	826 388 254
70-79 yrs	4.38	269 287	97.70	4.30	324 118 274	117 593.00	100.00	4.38	269 287	4.30	324 118 274

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

**Chart 2: Age by RU(%)**



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

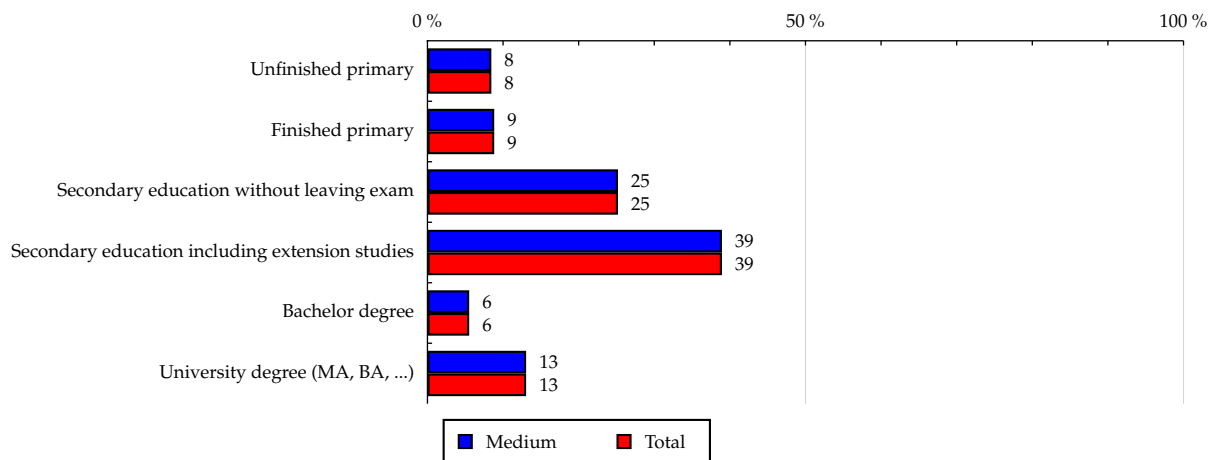
# TOTAL

**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	519 394	97.70	4.78	360 534 010	67 817.82	100.00	8.45	519 394	4.78	360 534 010
Finished primary	8.83	543 126	97.70	8.89	670 294 052	120 575.56	100.00	8.83	543 126	8.89	670 294 052
Secondary education without leaving exam	25.20	1 549 083	97.70	29.35	2 214 014 005	139 636.84	100.00	25.20	1 549 083	29.35	2 214 014 005
Secondary education including extension studies	38.95	2 394 882	97.70	40.19	3 031 826 518	123 684.32	100.00	38.95	2 394 882	40.19	3 031 826 518
Bachelor degree	5.52	339 499	97.70	5.95	448 945 590	129 196.19	100.00	5.52	339 499	5.95	448 945 590
University degree (MA, BA, ...)	13.05	802 147	97.70	10.85	818 378 321	99 676.91	100.00	13.05	802 147	10.85	818 378 321

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

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



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

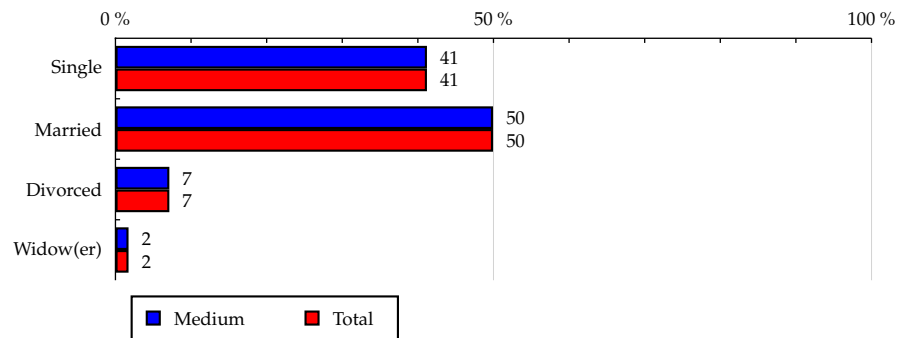
# TOTAL

**Table 4: Marital Status**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Single	41.20	2 532 990	97.70	39.78	3 001 000 815	115 751.64	100.00	41.20	2 532 990	39.78	3 001 000 815
Married	49.94	3 070 087	97.70	51.03	3 849 451 707	122 501.86	100.00	49.94	3 070 087	51.03	3 849 451 707
Divorced	7.13	438 505	97.70	7.58	571 465 113	127 323.60	100.00	7.13	438 505	7.58	571 465 113
Widow(er)	1.73	106 549	97.70	1.62	122 074 861	111 936.01	100.00	1.73	106 549	1.62	122 074 861

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

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



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

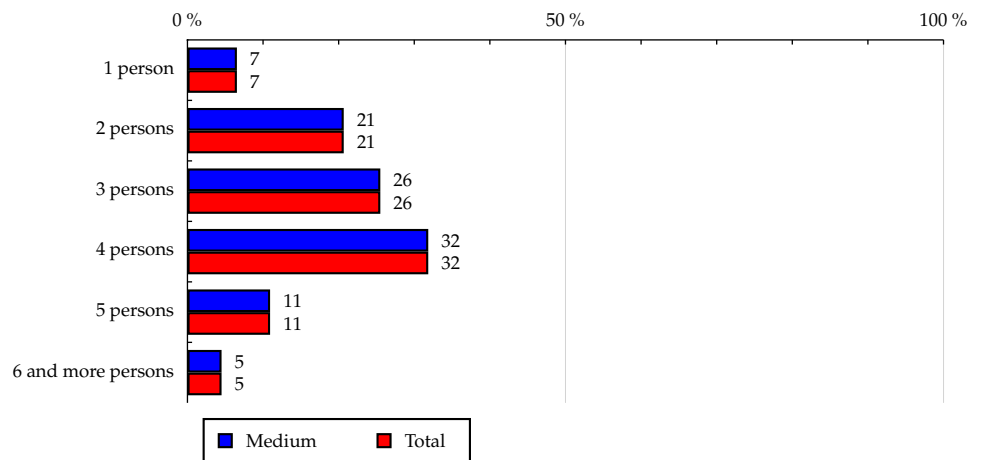
# TOTAL

**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	6.54	402 147	97.70	7.46	562 888 740	136 751.53	100.00	6.54	402 147	7.46	562 888 740
2 persons	20.67	1 270 727	97.70	21.98	1 657 999 457	127 475.42	100.00	20.67	1 270 727	21.98	1 657 999 457
3 persons	25.51	1 568 357	97.70	25.98	1 960 182 723	122 108.55	100.00	25.51	1 568 357	25.98	1 960 182 723
4 persons	31.85	1 957 886	97.70	30.45	2 297 219 651	114 632.98	100.00	31.85	1 957 886	30.45	2 297 219 651
5 persons	10.93	671 877	97.70	10.04	757 631 739	110 169.79	100.00	10.93	671 877	10.04	757 631 739
6 and more persons	4.51	277 136	97.70	4.08	308 070 185	108 605.09	100.00	4.51	277 136	4.08	308 070 185

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

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



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

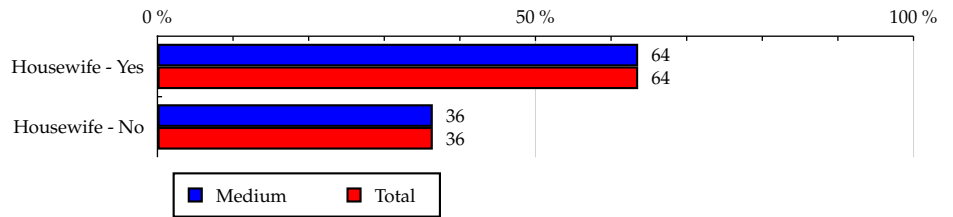
# TOTAL

**Table 6: Housewife**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Housewife - Yes	63.58	3 908 998	97.70	66.75	5 035 949 842	125 866.58	100.00	63.58	3 908 998	66.75	5 035 949 842
Housewife - No	36.42	2 239 134	97.70	33.25	2 508 042 653	109 433.27	100.00	36.42	2 239 134	33.25	2 508 042 653

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

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



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

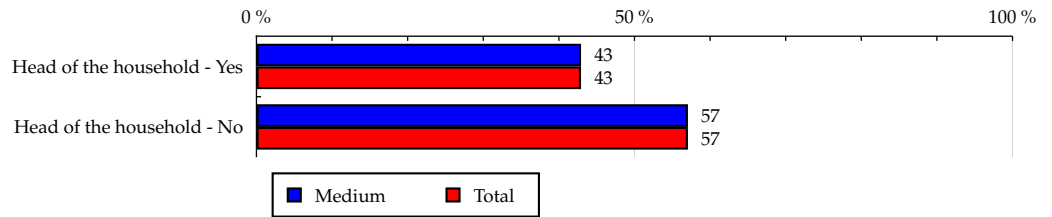
# TOTAL

**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	42.93	2 639 533	97.70	44.19	3 333 631 856	123 391.42	100.00	42.93	2 639 533	44.19	3 333 631 856
Head of the household - No	57.07	3 508 599	97.70	55.81	4 210 360 640	117 241.16	100.00	57.07	3 508 599	55.81	4 210 360 640

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

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



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



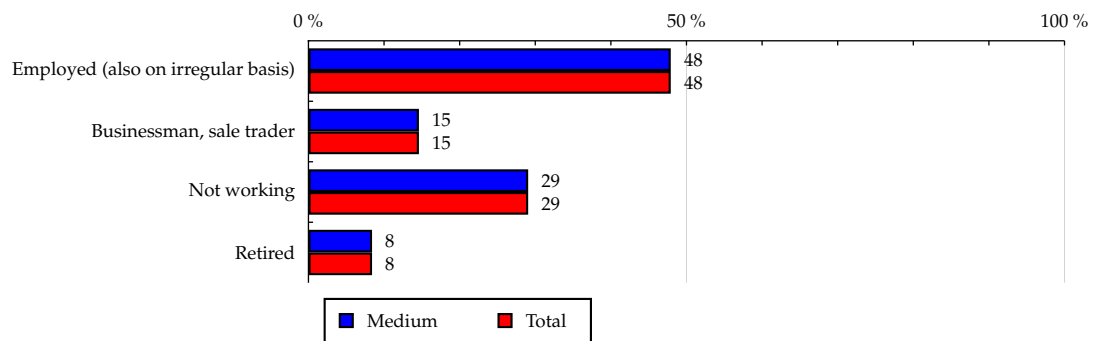
# TOTAL

**Table 8: Economic Activity**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Employed (also on irregular basis)	47.92	2 946 456	97.70	48.41	3 652 316 171	121 105.25	100.00	47.92	2 946 456	48.41	3 652 316 171
Businessman, sale trader	14.61	898 013	97.70	13.52	1 020 107 273	110 983.25	100.00	14.61	898 013	13.52	1 020 107 273
Not working	29.06	1 786 615	97.70	28.18	2 126 033 953	116 260.91	100.00	29.06	1 786 615	28.18	2 126 033 953
Retired	8.41	517 047	97.70	9.88	745 535 100	140 874.34	100.00	8.41	517 047	9.88	745 535 100

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

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



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

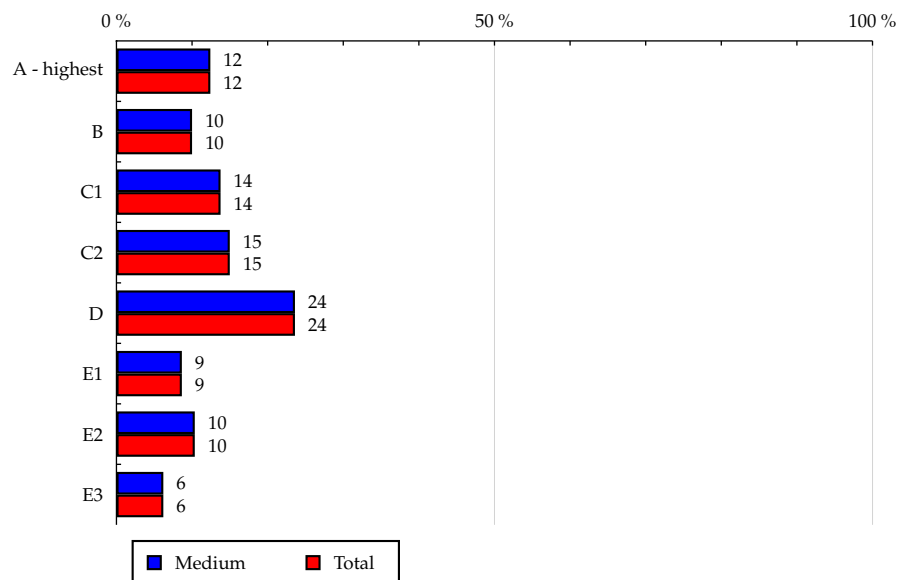
TOTAL

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	12.42	763 502	97.70	11.60	874 807 350	111 942.86	100.00	12.42	763 502	11.60	874 807 350
B	10.00	615 010	97.70	10.92	824 115 751	130 918.34	100.00	10.00	615 010	10.92	824 115 751
C1	13.77	846 581	97.70	13.40	1 011 196 769	116 697.50	100.00	13.77	846 581	13.40	1 011 196 769
C2	14.99	921 824	97.70	16.43	1 239 821 700	131 403.10	100.00	14.99	921 824	16.43	1 239 821 700
D	23.61	1 451 364	97.70	22.17	1 672 370 279	112 577.21	100.00	23.61	1 451 364	22.17	1 672 370 279
E1	8.65	531 742	97.70	9.77	736 815 949	135 379.34	100.00	8.65	531 742	9.77	736 815 949
E2	10.36	636 711	97.70	9.70	731 829 263	112 295.26	100.00	10.36	636 711	9.70	731 829 263
E3	6.20	381 395	97.70	6.01	453 035 435	116 051.51	100.00	6.20	381 395	6.01	453 035 435

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

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



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

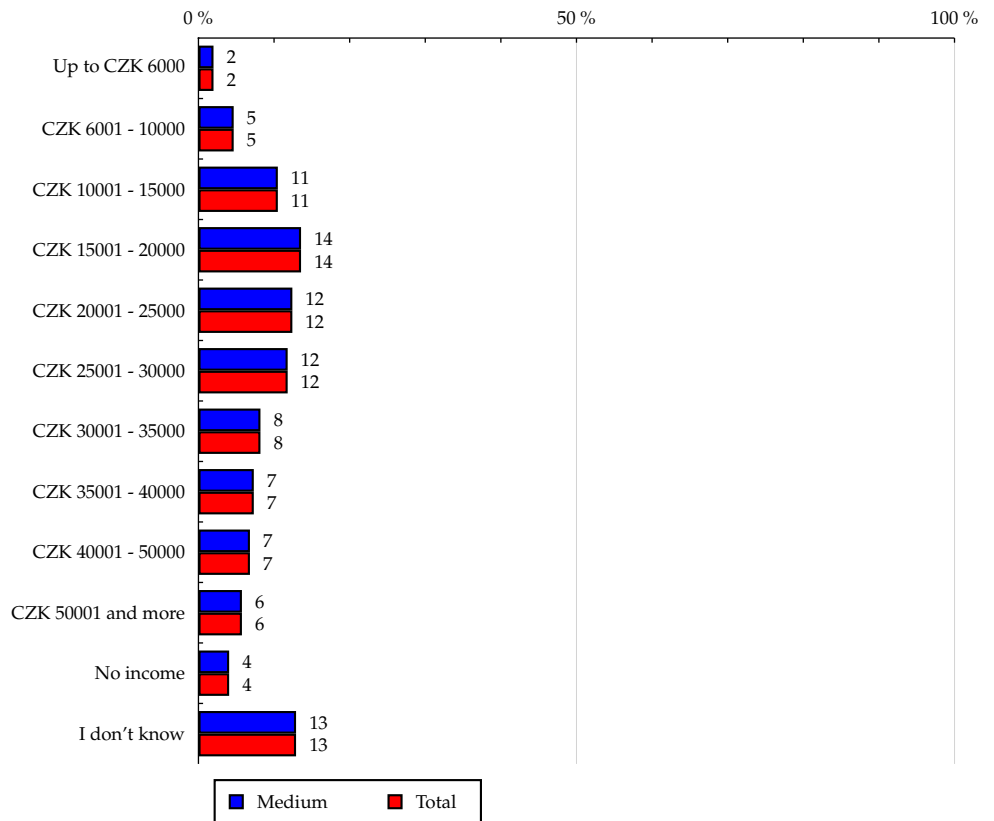
# TOTAL

**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	1.99	122 211	97.70	1.97	148 875 894	119 016.86	100.00	1.99	122 211	1.97	148 875 894
CZK 6001 - 10000	4.66	286 338	97.70	5.48	413 166 540	140 974.25	100.00	4.66	286 338	5.48	413 166 540
CZK 10001 - 15000	10.50	645 421	97.70	11.14	840 468 232	127 224.97	100.00	10.50	645 421	11.14	840 468 232
CZK 15001 - 20000	13.57	834 550	97.70	14.05	1 060 055 827	124 099.63	100.00	13.57	834 550	14.05	1 060 055 827
CZK 20001 - 25000	12.42	763 752	97.70	13.12	989 869 624	126 625.14	100.00	12.42	763 752	13.12	989 869 624
CZK 25001 - 30000	11.80	725 707	97.70	11.96	901 957 657	121 428.10	100.00	11.80	725 707	11.96	901 957 657
CZK 30001 - 35000	8.20	504 220	97.70	8.53	643 773 548	124 740.41	100.00	8.20	504 220	8.53	643 773 548
CZK 35001 - 40000	7.32	450 213	97.70	6.89	519 494 501	112 734.42	100.00	7.32	450 213	6.89	519 494 501
CZK 40001 - 50000	6.81	418 904	97.70	7.29	550 288 834	128 342.49	100.00	6.81	418 904	7.29	550 288 834
CZK 50001 and more	5.75	353 509	97.70	5.18	390 443 474	107 907.52	100.00	5.75	353 509	5.18	390 443 474
No income	4.06	249 538	97.70	3.22	242 974 963	95 130.21	100.00	4.06	249 538	3.22	242 974 963
I don't know	12.91	793 764	97.70	11.17	842 623 402	103 713.80	100.00	12.91	793 764	11.17	842 623 402

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

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



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

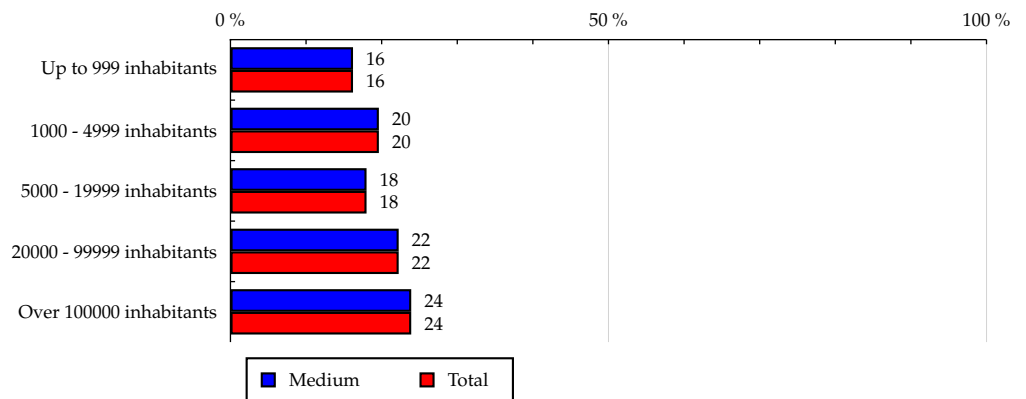
TOTAL

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	996 611	97.70	15.77	1 190 046 107	116 662.77	100.00	16.21	996 611	15.77	1 190 046 107
1000 - 4999 inhabitants	19.63	1 206 879	97.70	19.58	1 476 916 320	119 560.20	100.00	19.63	1 206 879	19.58	1 476 916 320
5000 - 19999 inhabitants	18.00	1 106 786	97.70	17.99	1 356 881 887	119 776.84	100.00	18.00	1 106 786	17.99	1 356 881 887
20000 - 99999 inhabitants	22.25	1 367 836	97.70	22.84	1 722 836 808	123 056.46	100.00	22.25	1 367 836	22.84	1 722 836 808
Over 100000 inhabitants	23.91	1 470 018	97.70	23.82	1 797 311 373	119 452.43	100.00	23.91	1 470 018	23.82	1 797 311 373

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

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



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

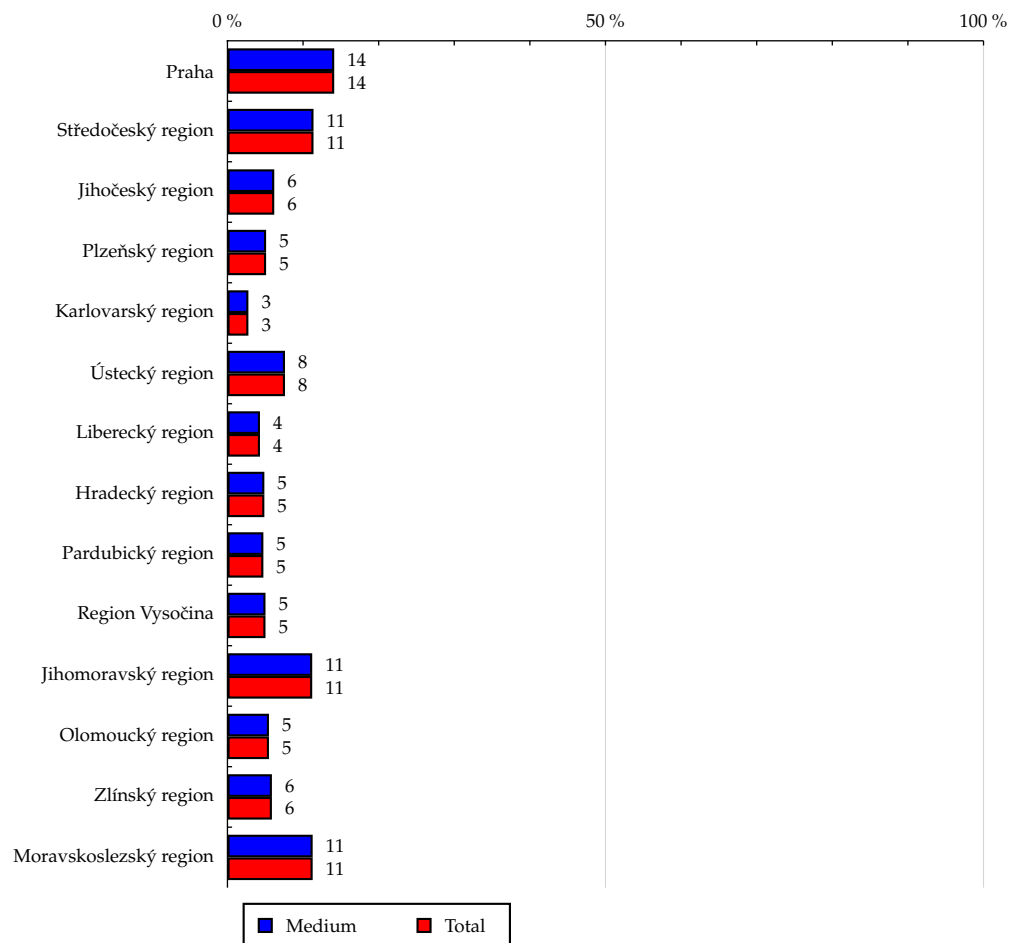
# TOTAL

**Table 12: Region**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Praha	14.12	867 994	97.70	13.36	1 007 988 792	113 457.55	100.00	14.12	867 994	13.36	1 007 988 792
Středočeský region	11.38	699 903	97.70	10.92	823 780 700	114 992.04	100.00	11.38	699 903	10.92	823 780 700
Jihočeský region	6.19	380 753	97.70	5.48	413 067 421	105 991.54	100.00	6.19	380 753	5.48	413 067 421
Plzeňský region	5.11	313 924	97.70	5.10	384 609 889	119 698.97	100.00	5.11	313 924	5.10	384 609 889
Karlovarský region	2.77	170 549	97.70	2.94	221 913 195	127 124.25	100.00	2.77	170 549	2.94	221 913 195
Ústecký region	7.61	467 934	97.70	7.41	559 074 736	116 729.04	100.00	7.61	467 934	7.41	559 074 736
Liberecký region	4.30	264 553	97.70	4.31	325 453 822	120 190.42	100.00	4.30	264 553	4.31	325 453 822
Hradecký region	4.88	299 782	97.70	5.55	418 995 581	136 552.07	100.00	4.88	299 782	5.55	418 995 581
Pardubický region	4.75	292 096	97.70	4.47	336 856 804	112 671.17	100.00	4.75	292 096	4.47	336 856 804
Region Vysočina	5.03	309 435	97.70	4.86	366 420 488	115 692.40	100.00	5.03	309 435	4.86	366 420 488
Jihomoravský region	11.21	689 205	97.70	11.49	867 027 035	122 907.44	100.00	11.21	689 205	11.49	867 027 035
Olomoucký region	5.49	337 594	97.70	5.27	397 484 090	115 032.22	100.00	5.49	337 594	5.27	397 484 090
Zlínský region	5.88	361 202	97.70	6.22	469 115 857	126 888.81	100.00	5.88	361 202	6.22	469 115 857
Moravskoslezský region	11.27	693 201	97.70	12.62	952 204 085	134 203.82	100.00	11.27	693 201	12.62	952 204 085

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

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



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

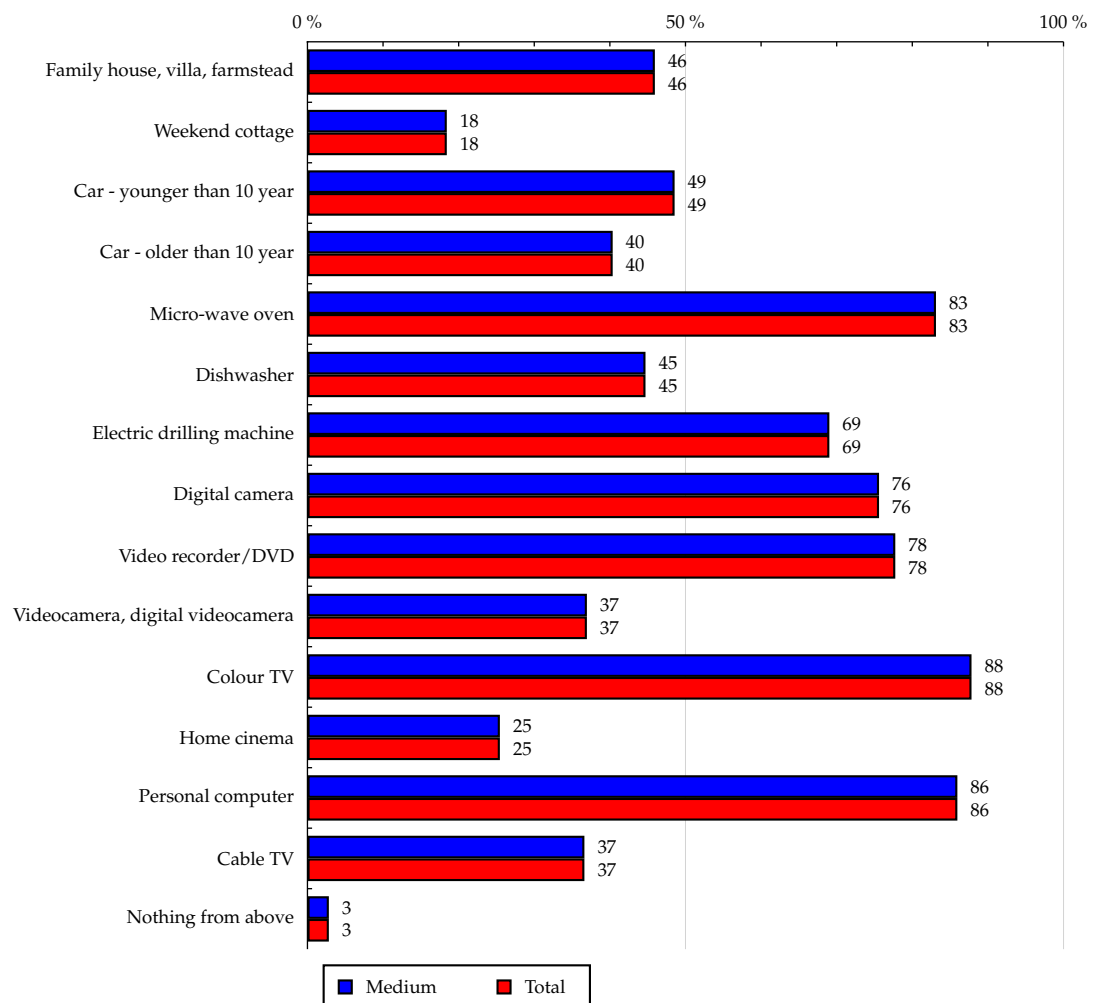
TOTAL

Table 13: Facilities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Family house, villa, farmstead	45.95	2 825 041	97.70	43.21	3 259 585 317	112 728.08	100.00	45.95	2 825 041	43.21	3 259 585 317
Weekend cottage	18.43	1 132 861	97.70	17.26	1 302 320 055	112 314.44	100.00	18.43	1 132 861	17.26	1 302 320 055
Car - younger than 10 year	48.56	2 985 768	97.70	45.24	3 412 814 959	111 673.75	100.00	48.56	2 985 768	45.24	3 412 814 959
Car - older than 10 year	40.37	2 481 777	97.70	41.99	3 167 776 858	124 705.71	100.00	40.37	2 481 777	41.99	3 167 776 858
Micro-wave oven	83.13	5 111 162	97.70	82.15	6 197 277 335	118 461.11	100.00	83.13	5 111 162	82.15	6 197 277 335
Dishwasher	44.71	2 748 724	97.70	41.56	3 134 918 587	111 426.79	100.00	44.71	2 748 724	41.56	3 134 918 587
Electric drilling machine	69.03	4 244 290	97.70	67.35	5 080 740 555	116 954.37	100.00	69.03	4 244 290	67.35	5 080 740 555
Digital camera	75.60	4 647 843	97.70	75.25	5 676 479 063	119 322.44	100.00	75.60	4 647 843	75.25	5 676 479 063
Video recorder/DVD	77.75	4 780 107	97.70	77.08	5 815 219 577	118 856.52	100.00	77.75	4 780 107	77.08	5 815 219 577
Videocamera, digital videocamera	36.96	2 272 587	97.70	34.18	2 578 771 428	110 863.05	100.00	36.96	2 272 587	34.18	2 578 771 428
Colour TV	87.83	5 399 821	97.70	88.11	6 646 778 126	120 261.42	100.00	87.83	5 399 821	88.11	6 646 778 126
Home cinema	25.45	1 564 961	97.70	24.71	1 864 240 053	116 383.86	100.00	25.45	1 564 961	24.71	1 864 240 053
Personal computer	85.96	5 284 886	97.70	86.20	6 502 854 333	120 216.18	100.00	85.96	5 284 886	86.20	6 502 854 333
Cable TV	36.63	2 252 045	97.70	36.59	2 760 316 305	119 750.23	100.00	36.63	2 252 045	36.59	2 760 316 305
Nothing from above	2.83	173 717	97.70	2.80	211 508 655	118 954.05	100.00	2.83	173 717	2.80	211 508 655

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

Chart 13: Facilities by RU(%)



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

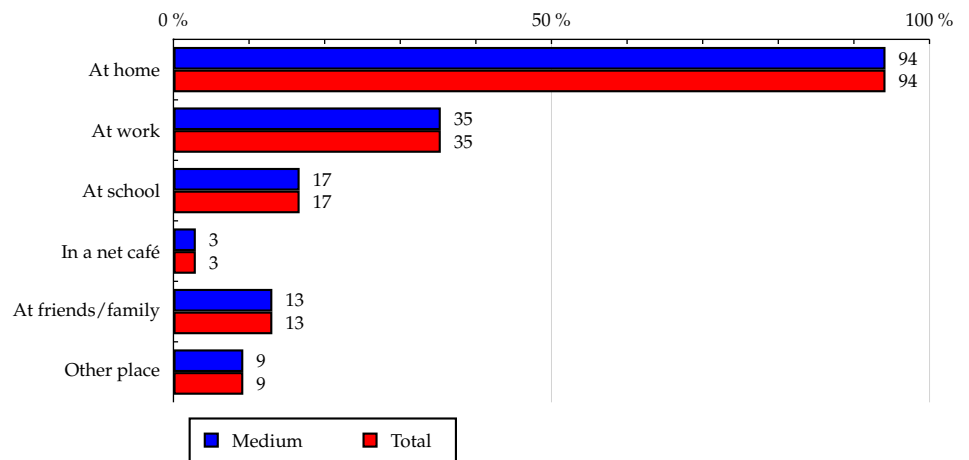
# TOTAL

**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	94.18	5 790 229	97.70	95.79	7 226 706 752	121 938.04	100.00	94.18	5 790 229	95.79	7 226 706 752
At work	35.36	2 173 814	97.70	32.16	2 426 492 769	109 056.39	100.00	35.36	2 173 814	32.16	2 426 492 769
At school	16.69	1 026 427	97.70	15.07	1 137 085 762	108 233.00	100.00	16.69	1 026 427	15.07	1 137 085 762
In a net café	2.96	181 833	97.70	2.75	207 115 128	111 283.85	100.00	2.96	181 833	2.75	207 115 128
At friends/family	13.08	804 094	97.70	12.23	922 969 885	112 143.68	100.00	13.08	804 094	12.23	922 969 885
Other place	9.24	567 846	97.70	8.21	619 621 272	106 608.12	100.00	9.24	567 846	8.21	619 621 272

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

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



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

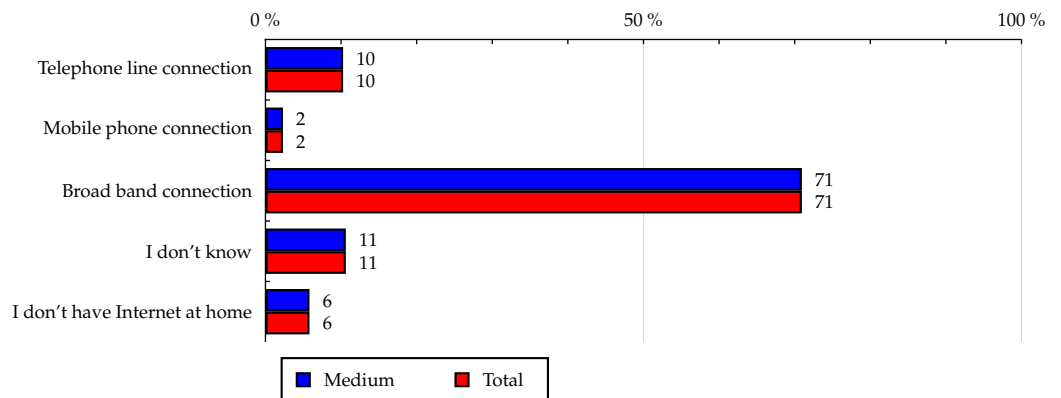
TOTAL

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	10.27	631 497	97.70	9.99	753 522 384	116 578.67	100.00	10.27	631 497	9.99	753 522 384
Mobile phone connection	2.32	142 729	97.70	1.92	144 482 406	98 899.70	100.00	2.32	142 729	1.92	144 482 406
Broad band connection	70.95	4 362 235	97.70	75.01	5 658 666 129	126 735.85	100.00	70.95	4 362 235	75.01	5 658 666 129
I don't know	10.63	653 766	97.70	8.88	670 035 833	100 131.31	100.00	10.63	653 766	8.88	670 035 833
I don't have Internet at home	5.82	357 903	97.70	4.21	317 285 744	86 612.28	100.00	5.82	357 903	4.21	317 285 744

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

Chart 15: Connection from Home by RU(%)



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



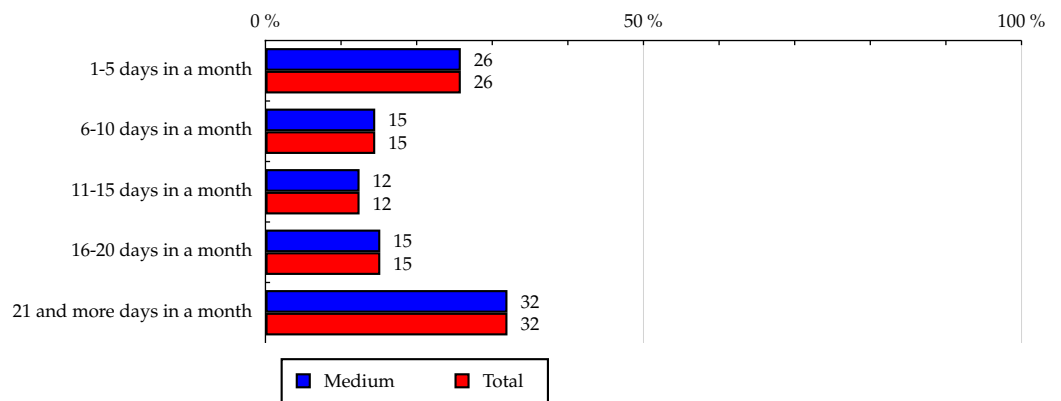
# TOTAL

**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	25.84	1 588 414	97.70	1.49	112 539 236	6 922.05	100.00	25.84	1 588 414	1.49	112 539 236
6-10 days in a month	14.52	892 614	97.70	3.51	264 652 156	28 967.18	100.00	14.52	892 614	3.51	264 652 156
11-15 days in a month	12.45	765 297	97.70	6.54	493 396 364	62 988.36	100.00	12.45	765 297	6.54	493 396 364
16-20 days in a month	15.19	933 672	97.70	15.87	1 196 881 086	125 242.32	100.00	15.19	933 672	15.87	1 196 881 086
21 and more days in a month	32.01	1 968 134	97.70	72.59	5 476 523 654	271 859.71	100.00	32.01	1 968 134	72.59	5 476 523 654

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

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



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

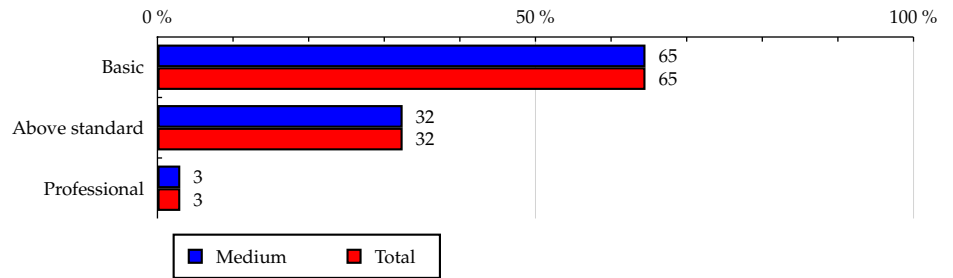
# TOTAL

**Table 17: IT Knowledge**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Basic	64.55	3 968 654	97.70	65.79	4 963 347 787	122 187.26	100.00	64.55	3 968 654	65.79	4 963 347 787
Above standard	32.43	1 993 957	97.70	31.24	2 356 613 855	115 469.45	100.00	32.43	1 993 957	31.24	2 356 613 855
Professional	3.02	185 520	97.70	2.97	224 030 854	117 980.48	100.00	3.02	185 520	2.97	224 030 854

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

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



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

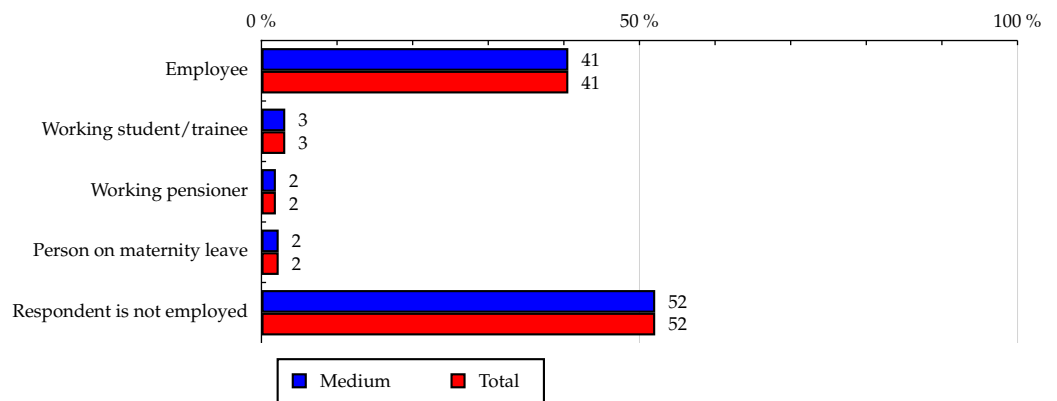
# TOTAL

**Table 18: Economically Active as**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Employee	40.59	2 495 714	97.70	40.80	3 078 076 828	120 497.80	100.00	40.59	2 495 714	40.80	3 078 076 828
Working student/trainee	3.15	193 390	97.70	2.84	214 481 167	108 355.17	100.00	3.15	193 390	2.84	214 481 167
Working pensioner	1.91	117 230	97.70	2.10	158 163 653	131 814.16	100.00	1.91	117 230	2.10	158 163 653
Person on maternity leave	2.28	140 121	97.70	2.67	201 594 523	140 562.24	100.00	2.28	140 121	2.67	201 594 523
Respondent is not employed	52.08	3 201 676	97.70	51.59	3 891 676 325	118 755.51	100.00	52.08	3 201 676	51.59	3 891 676 325

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

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



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

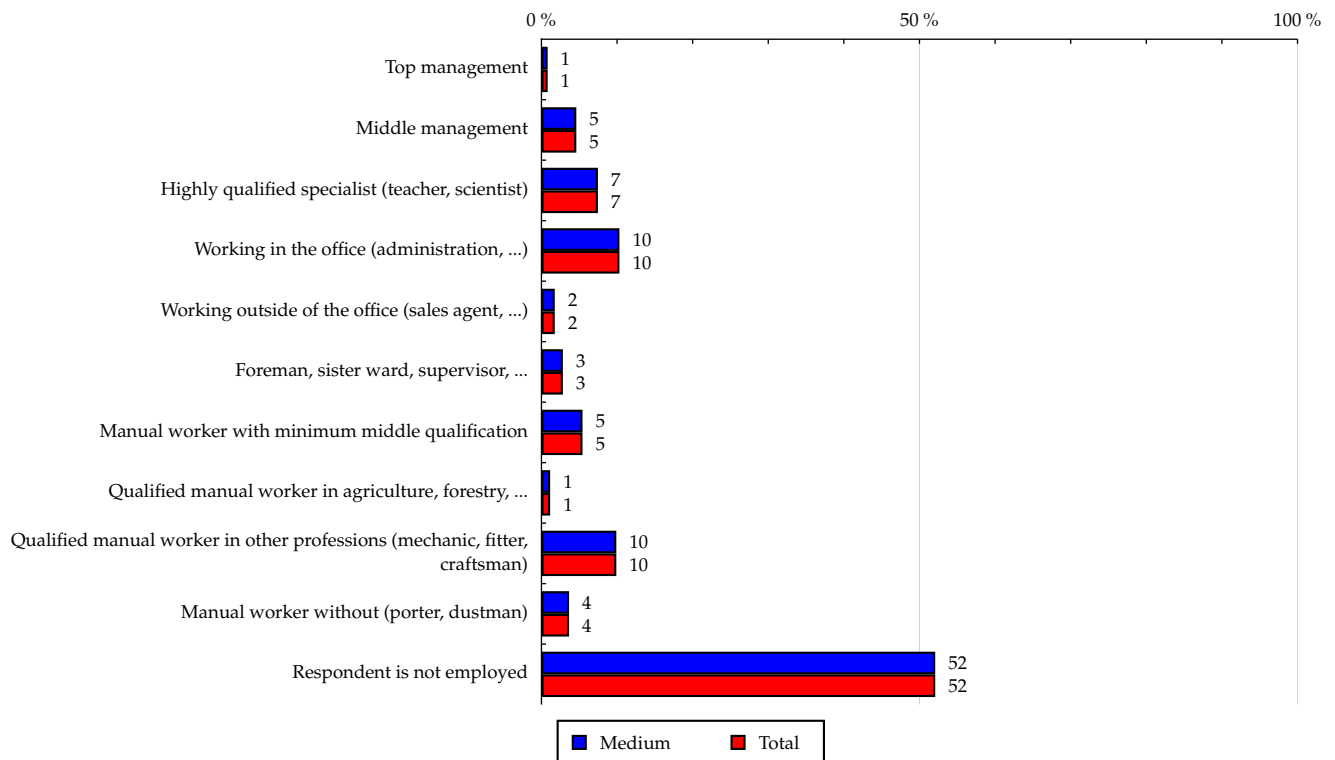
# TOTAL

**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	0.82	50 704	97.70	0.89	66 822 045	128 755.13	100.00	0.82	50 704	0.89	66 822 045
Middle management	4.61	283 220	97.70	4.64	350 408 046	120 876.98	100.00	4.61	283 220	4.64	350 408 046
Highly qualified specialist (teacher, scientist)	7.47	459 256	97.70	5.87	443 043 859	94 251.02	100.00	7.47	459 256	5.87	443 043 859
Working in the office (administration, ...)	10.31	633 915	97.70	10.20	769 177 867	118 546.91	100.00	10.31	633 915	10.20	769 177 867
Working outside of the office (sales agent, ...)	1.76	108 366	97.70	1.88	142 136 635	128 145.64	100.00	1.76	108 366	1.88	142 136 635
Foreman, sister ward, supervisor, ...	2.83	173 983	97.70	2.55	192 697 775	108 208.88	100.00	2.83	173 983	2.55	192 697 775
Manual worker with minimum middle qualification	5.43	333 552	97.70	5.74	433 158 726	126 875.58	100.00	5.43	333 552	5.74	433 158 726
Qualified manual worker in agriculture, forestry, ...	1.15	70 649	97.70	1.28	96 897 570	133 998.21	100.00	1.15	70 649	1.28	96 897 570
Qualified manual worker in other professions (mechanic, fitter, craftsman)	9.90	608 391	97.70	11.61	875 490 350	140 592.82	100.00	9.90	608 391	11.61	875 490 350
Manual worker without (porter, dustman)	3.65	224 416	97.70	3.74	282 483 298	122 979.71	100.00	3.65	224 416	3.74	282 483 298
Respondent is not employed	52.08	3 201 676	97.70	51.59	3 891 676 325	118 755.51	100.00	52.08	3 201 676	51.59	3 891 676 325

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

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



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

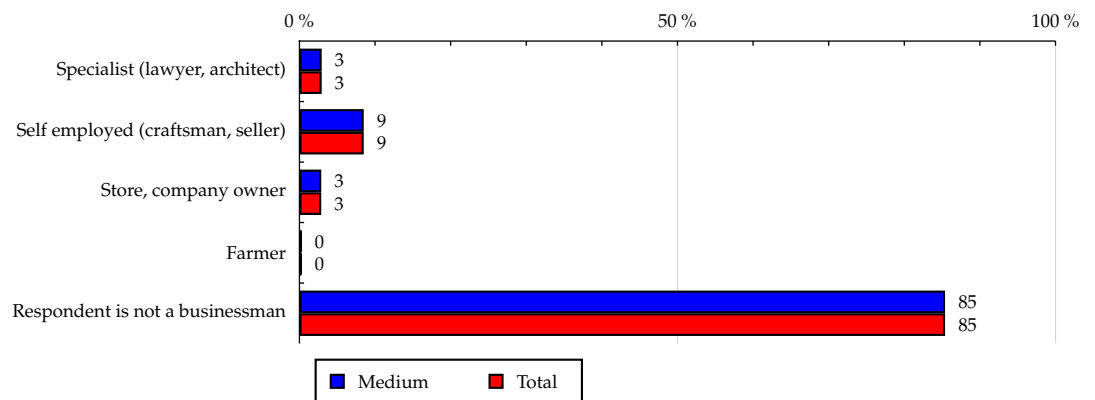
# TOTAL

**Table 20: Business Activities**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Specialist (lawyer, architect)	2.94	180 850	97.70	2.64	199 220 177	107 623.79	100.00	2.94	180 850	2.64	199 220 177
Self employed (craftsman, seller)	8.50	522 457	97.70	8.14	613 848 858	114 790.18	100.00	8.50	522 457	8.14	613 848 858
Store, company owner	2.88	176 935	97.70	2.43	183 528 168	101 340.59	100.00	2.88	176 935	2.43	183 528 168
Farmer	0.29	17 770	97.70	0.31	23 510 069	129 256.55	100.00	0.29	17 770	0.31	23 510 069
Respondent is not a businessman	85.39	5 250 119	97.70	86.48	6 523 885 223	121 403.64	100.00	85.39	5 250 119	86.48	6 523 885 223

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

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



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

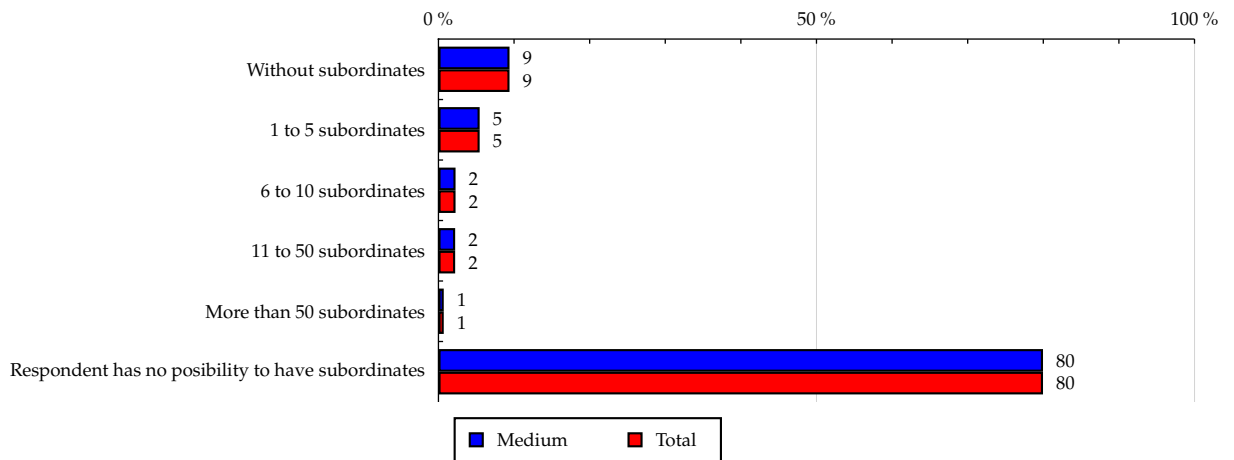
# TOTAL

**Table 21: Number of Subordinates**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Without subordinates	9.40	578 197	97.70	9.77	737 329 496	124 589.11	100.00	9.40	578 197	9.77	737 329 496
1 to 5 subordinates	5.45	335 236	97.70	4.83	364 054 275	106 098.52	100.00	5.45	335 236	4.83	364 054 275
6 to 10 subordinates	2.26	139 058	97.70	1.84	138 932 271	97 611.28	100.00	2.26	139 058	1.84	138 932 271
11 to 50 subordinates	2.21	136 149	97.70	1.96	147 910 858	106 140.08	100.00	2.21	136 149	1.96	147 910 858
More than 50 subordinates	0.70	43 297	97.70	0.65	49 110 463	110 816.46	100.00	0.70	43 297	0.65	49 110 463
Respondent has no possibility to have subordinates	79.96	4 916 193	97.70	80.95	6 106 655 132	121 358.16	100.00	79.96	4 916 193	80.95	6 106 655 132

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

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



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

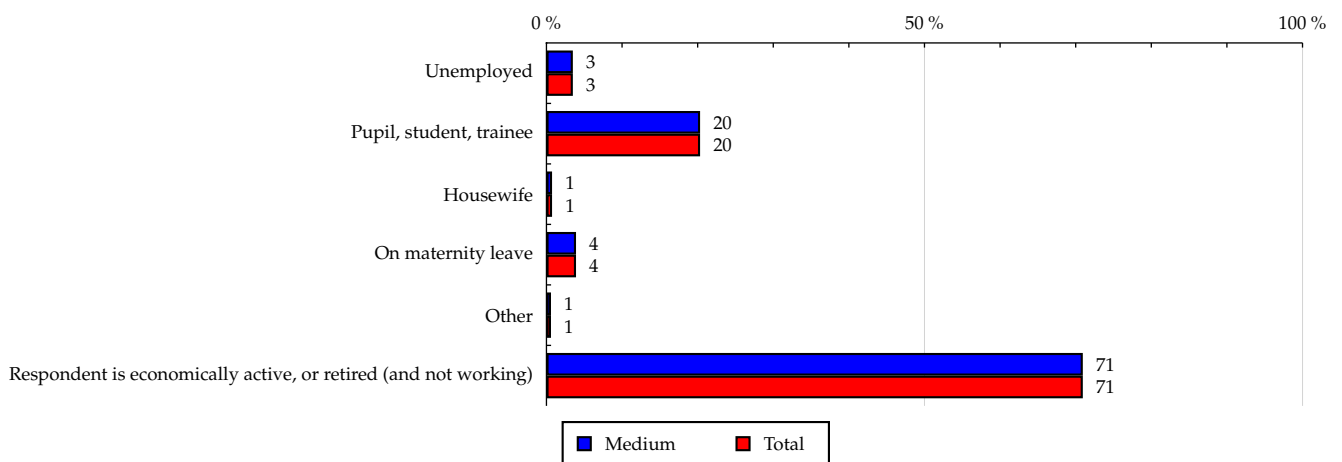
# TOTAL

**Table 22: Economically Inactive as**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unemployed	3.49	214 415	97.70	4.30	324 363 317	147 798.25	100.00	3.49	214 415	4.30	324 363 317
Pupil, student, trainee	20.32	1 249 525	97.70	17.05	1 286 475 488	100 589.14	100.00	20.32	1 249 525	17.05	1 286 475 488
Housewife	0.74	45 334	97.70	1.22	92 064 737	198 406.58	100.00	0.74	45 334	1.22	92 064 737
On maternity leave	3.91	240 585	97.70	4.77	360 219 696	146 282.65	100.00	3.91	240 585	4.77	360 219 696
Other	0.60	36 754	97.70	0.83	62 910 715	167 229.37	100.00	0.60	36 754	0.83	62 910 715
Respondent is economically active, or retired (and not working)	70.94	4 361 517	97.70	71.82	5 417 958 543	121 364.76	100.00	70.94	4 361 517	71.82	5 417 958 543

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

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



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

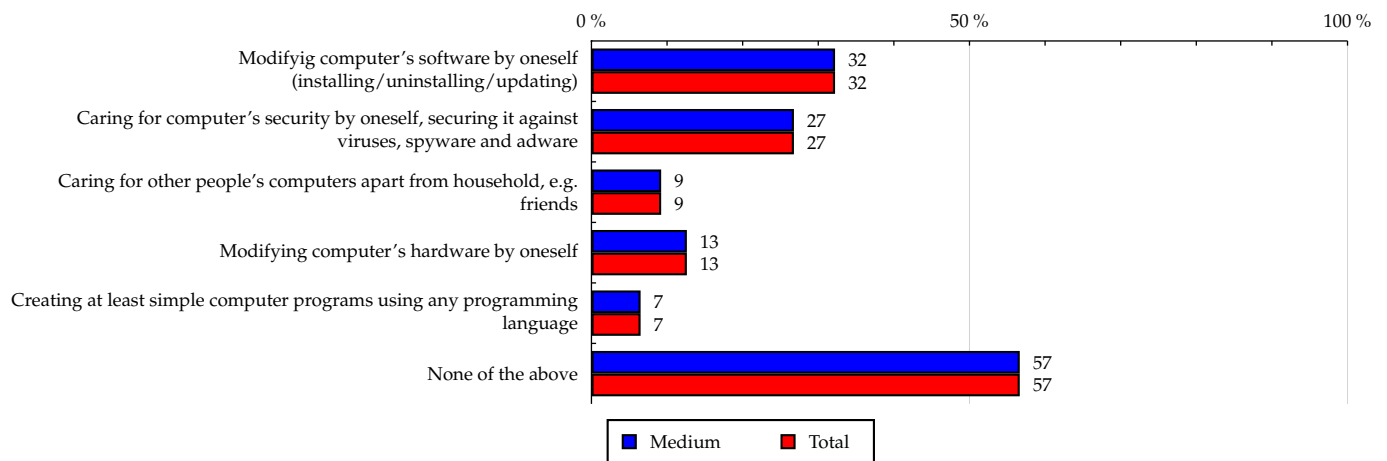
# TOTAL

**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)	32.22	1 981 051	97.70	35.65	2 689 063 623	132 617.21	100.00	32.22	1 981 051	35.65	2 689 063 623
Caring for computer's security by oneself, securing it against viruses, spyware and adware	26.78	1 646 691	97.70	28.09	2 118 939 266	125 718.94	100.00	26.78	1 646 691	28.09	2 118 939 266
Caring for other people's computers apart from household, e.g. friends	9.22	567 111	97.70	10.36	781 443 890	134 624.53	100.00	9.22	567 111	10.36	781 443 890
Modifying computer's hardware by oneself	12.62	775 591	97.70	13.36	1 007 903 539	126 964.01	100.00	12.62	775 591	13.36	1 007 903 539
Creating at least simple computer programs using any programming language	6.50	399 649	97.70	6.43	484 940 798	118 550.65	100.00	6.50	399 649	6.43	484 940 798
None of the above	56.65	3 482 644	97.70	54.06	4 078 651 818	114 420.02	100.00	56.65	3 482 644	54.06	4 078 651 818

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

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



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



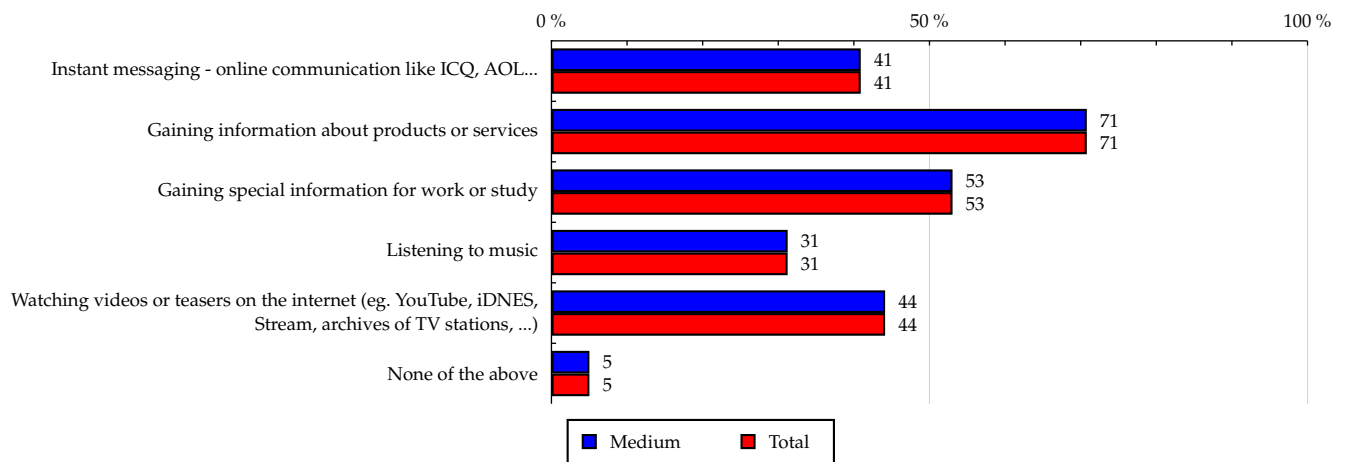
TOTAL

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...	40.91	2 515 004	97.70	40.32	3 041 380 714	118 148.06	100.00	40.91	2 515 004	40.32	3 041 380 714
Gaining information about products or services	70.81	4 353 543	97.70	73.33	5 532 367 016	124 154.56	100.00	70.81	4 353 543	73.33	5 532 367 016
Gaining special information for work or study	53.05	3 261 815	97.70	51.47	3 882 643 645	116 295.44	100.00	53.05	3 261 815	51.47	3 882 643 645
Listening to music	31.24	1 920 982	97.70	34.49	2 601 868 343	132 329.45	100.00	31.24	1 920 982	34.49	2 601 868 343
Watching videos or teasers on the internet (eg. YouTube, iDNES, Stream, archives of TV stations, ...)	44.13	2 712 866	97.70	50.51	3 810 209 470	137 219.21	100.00	44.13	2 712 866	50.51	3 810 209 470
None of the above	5.02	308 703	97.70	4.76	359 029 854	113 627.52	100.00	5.02	308 703	4.76	359 029 854

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

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



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

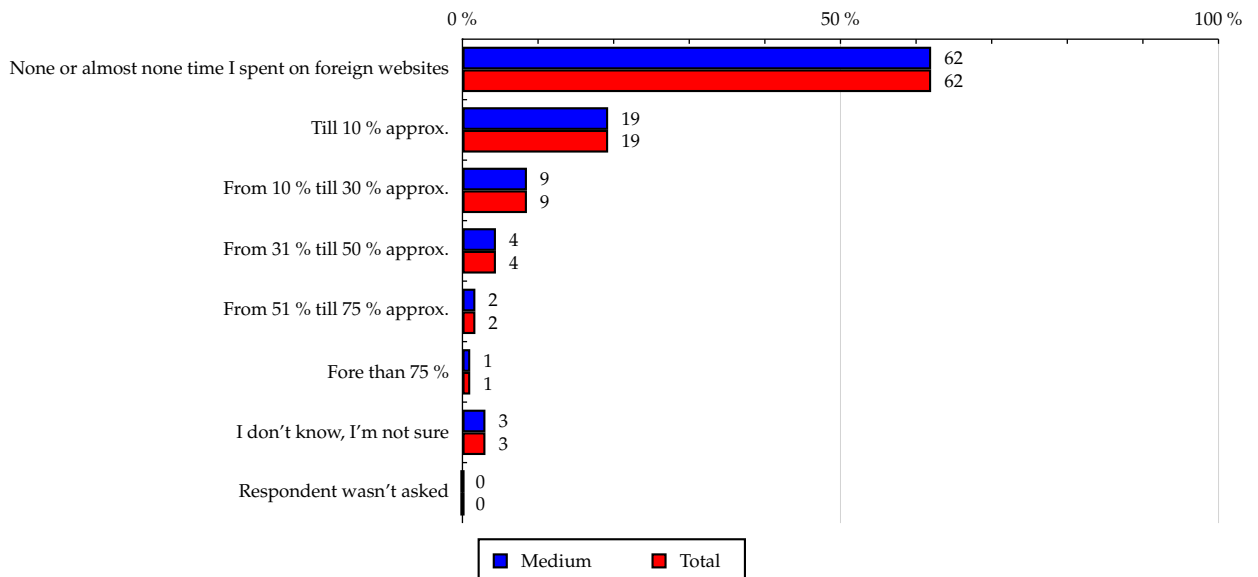
# TOTAL

**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	61.99	3 811 442	97.70	63.69	4 805 057 676	123 169.69	100.00	61.99	3 811 442	63.69	4 805 057 676
Till 10 % approx.	19.27	1 184 834	97.70	19.46	1 468 193 141	121 065.44	100.00	19.27	1 184 834	19.46	1 468 193 141
From 10 % till 30 % approx.	8.53	524 419	97.70	8.23	620 729 892	115 642.77	100.00	8.53	524 419	8.23	620 729 892
From 31 % till 50 % approx.	4.43	272 435	97.70	3.71	280 127 947	100 458.56	100.00	4.43	272 435	3.71	280 127 947
From 51 % till 75 % approx.	1.71	104 959	97.70	1.20	90 680 461	84 408.39	100.00	1.71	104 959	1.20	90 680 461
Fore than 75 %	1.03	63 112	97.70	1.06	80 339 875	124 368.55	100.00	1.03	63 112	1.06	80 339 875
I don't know, I'm not sure	3.04	186 929	97.70	2.64	198 863 504	103 937.42	100.00	3.04	186 929	2.64	198 863 504
Respondent wasn't asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



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

## THE KEY

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

## MEDIUM:

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

**RU(%)** – structure of visitors

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

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

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

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

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

**PV(%)** – structure of page views

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

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

**TRP(%)** – Target Rating Points

Gross rating of a given target group on a chosen medium

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

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

**Affinity(%)** – affinity of reach

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

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

## TOTAL:

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

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

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

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

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

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

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

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

## Question on IT knowledge

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

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

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

## ABCDE classification

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

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

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

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

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

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

### Questions on the economic activity and employment:

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