

## **SPIR NetMonitor**

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

**Medium title:**

**volny.cz**

**Month:**

**December 2011**

<b>Basic information</b>	
The size of Internet population in the Czech Republic	6 291 356
Number of respondents	
Medium	N = 3 153
Total (for all measured media)	N = 30 000
RU(number)	456 947
Reach(%)	7.26
PV(number) (from Czech visitors)	42 640 731
PV(number) (from all visitors)	45 164 704
GRP (%)	677.77

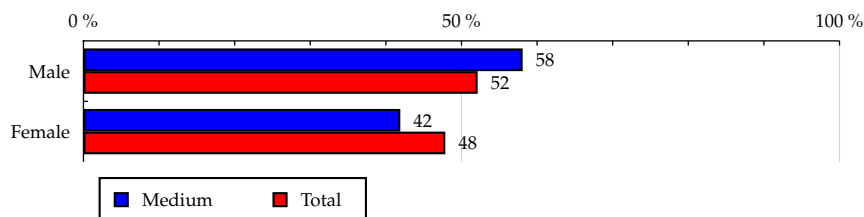
**Source: NetMonitor – SPIR – Mediaresearch & Gemius  
December 2011**

Table 1: Sex

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Male	58.09	265 432	8.09	59.31	25 290 373	770.92	111.40	52.14	3 205 111	55.09	4 148 738 220
Female	41.91	191 514	6.36	40.69	17 350 359	576.27	87.58	47.86	2 941 543	44.91	3 381 441 377

Source: NetMonitor – SPIR – Mediaresearch & Gemius, December 2011

Chart 1: Sex by RU(%)



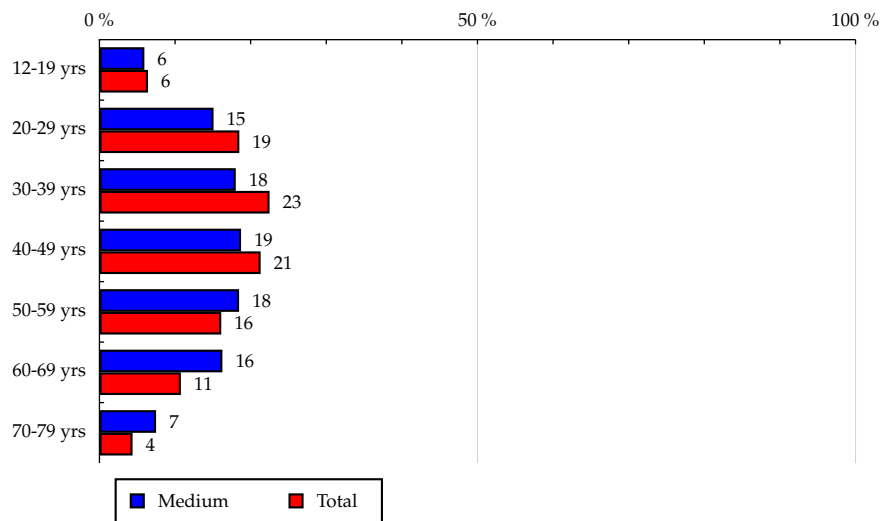
Source: NetMonitor – SPIR – Mediaresearch & Gemius, December 2011

Table 2: Age

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
12-19 yrs	5.94	27 122	6.71	1.51	643 551	159.31	92.44	6.42	394 676	3.81	287 045 222
20-29 yrs	15.09	68 950	5.92	4.01	1 710 510	146.96	81.56	18.50	1 137 192	18.41	1 386 569 284
30-39 yrs	18.03	82 366	5.82	10.69	4 560 264	322.21	80.13	22.50	1 382 751	24.57	1 850 334 110
40-49 yrs	18.73	85 606	6.38	22.31	9 514 762	709.33	87.87	21.32	1 310 529	20.82	1 567 615 727
50-59 yrs	18.47	84 385	8.33	27.78	11 846 029	1 168.85	114.64	16.11	990 165	15.80	1 189 670 038
60-69 yrs	16.26	74 302	10.96	25.75	10 978 142	1 619.90	150.95	10.77	662 116	12.20	919 018 710
70-79 yrs	7.49	34 212	12.42	7.94	3 387 474	1 229.30	170.94	4.38	269 222	4.38	329 926 506

Source: NetMonitor – SPIR – Mediaresearch & Gemius, December 2011

Chart 2: Age by RU(%)



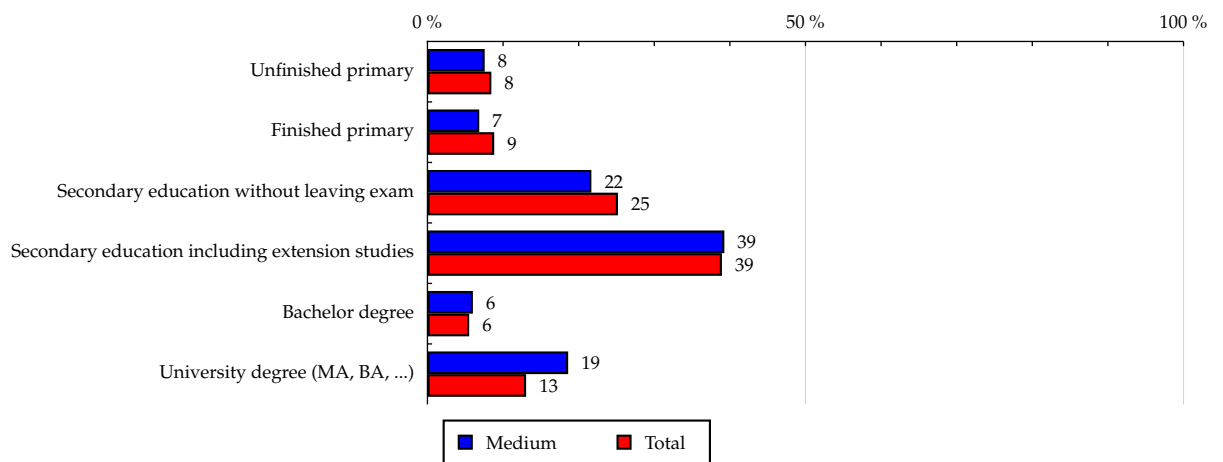
Source: NetMonitor – SPIR – Mediaresearch & Gemius, December 2011

**Table 3: Highest Education**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unfinished primary	7.57	34 608	6.51	2.11	901 798	169.67	89.65	8.45	519 268	5.04	379 541 296
Finished primary	6.85	31 319	5.64	1.72	735 178	132.28	77.59	8.83	542 994	9.28	698 573 645
Secondary education without leaving exam	21.68	99 081	6.25	15.95	6 799 577	428.95	86.06	25.20	1 548 711	30.01	2 260 088 592
Secondary education including extension studies	39.27	179 461	7.32	49.85	21 258 518	867.46	100.82	38.95	2 394 307	40.10	3 019 275 301
Bachelor degree	6.01	27 445	7.90	5.98	2 550 129	734.04	108.77	5.52	339 418	5.24	394 572 286
University degree (MA, BA, ...)	18.61	85 029	10.36	24.38	10 395 531	1 266.46	142.62	13.05	801 954	10.33	778 128 478

Source: NetMonitor – SPIR – Mediaresearch & Gemius, December 2011

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



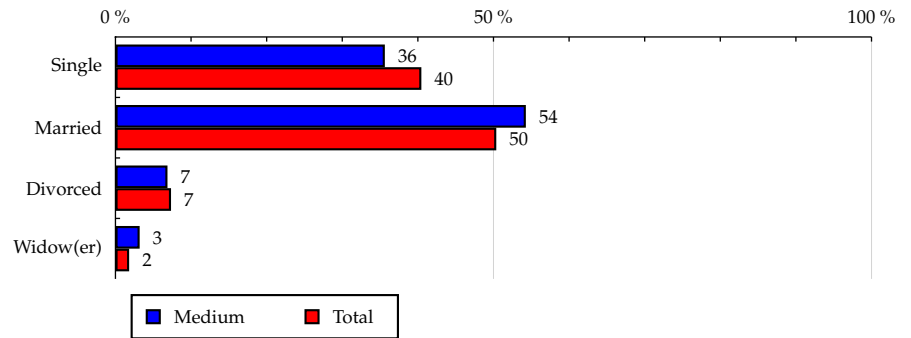
Source: NetMonitor – SPIR – Mediaresearch & Gemius, December 2011

**Table 4: Marital Status**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Single	35.63	162 816	6.40	21.52	9 177 681	360.52	88.06	40.46	2 487 115	39.04	2 939 742 339
Married	54.28	248 050	7.83	63.42	27 042 434	853.30	107.76	50.37	3 096 276	51.03	3 842 929 869
Divorced	6.88	31 446	6.80	10.53	4 488 051	970.00	93.58	7.35	452 043	8.01	603 071 416
Widow(er)	3.20	14 633	12.85	4.53	1 932 566	1 697.65	176.98	1.81	111 219	1.92	144 435 974

Source: NetMonitor – SPIR – Mediaresearch & Gemius, December 2011

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



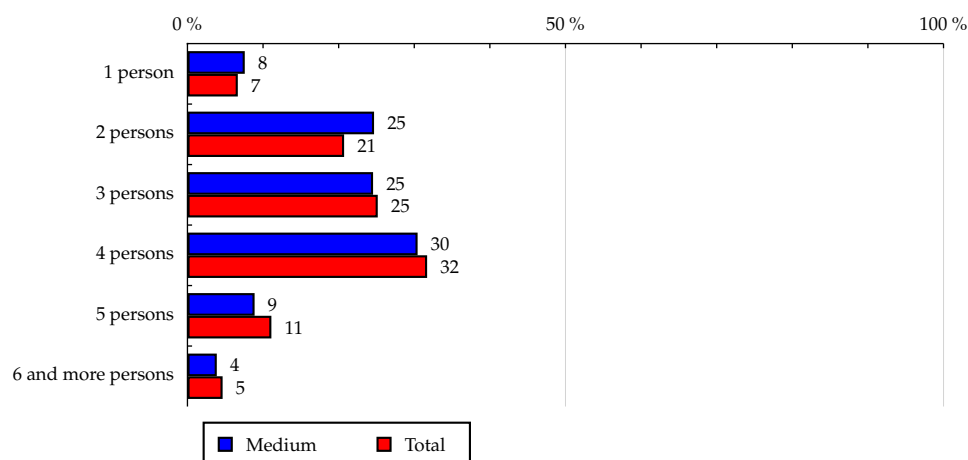
Source: NetMonitor – SPIR – Mediaresearch & Gemius, December 2011

**Table 5: Number of Persons in the Household**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
1 person	7.58	34 629	8.26	12.18	5 192 169	1 238.89	113.76	6.66	409 457	7.56	569 221 360
2 persons	24.68	112 773	8.65	30.41	12 967 629	994.92	119.13	20.72	1 273 401	21.58	1 624 716 393
3 persons	24.55	112 173	7.08	23.36	9 958 845	628.82	97.52	25.17	1 547 302	26.22	1 974 546 694
4 persons	30.44	139 089	6.98	25.40	10 832 619	543.24	96.04	31.70	1 948 221	29.97	2 256 676 458
5 persons	8.88	40 557	5.81	5.06	2 156 716	308.86	79.97	11.10	682 223	10.32	777 112 188
6 and more persons	3.88	17 723	6.05	3.59	1 532 753	523.51	83.35	4.65	286 048	4.35	327 906 505

Source: NetMonitor – SPIR – Mediaresearch & Gemius, December 2011

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



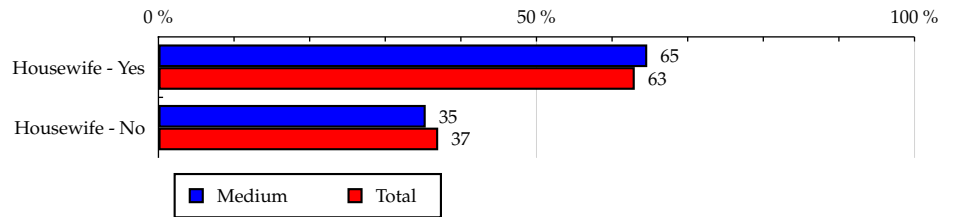
Source: NetMonitor – SPIR – Mediaresearch & Gemius, December 2011

Table 6: Housewife

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Housewife - Yes	64.65	295 403	7.45	76.29	32 528 570	820.73	102.62	63.00	3 872 222	65.71	4 948 307 304
Housewife - No	35.35	161 543	6.94	23.71	10 112 161	434.38	95.54	37.00	2 274 432	34.29	2 581 872 293

Source: NetMonitor – SPIR – Mediaresearch & Gemius, December 2011

Chart 6: Housewife by RU(%)



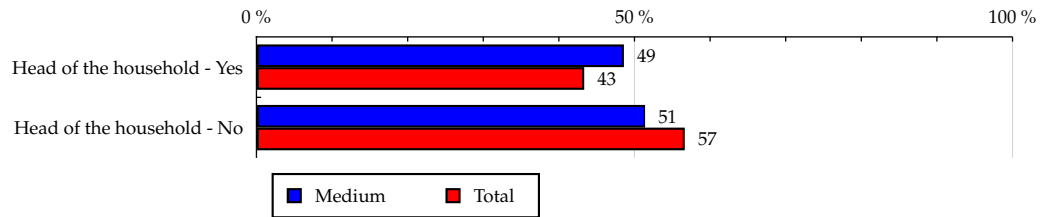
Source: NetMonitor – SPIR – Mediaresearch & Gemius, December 2011

**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	48.60	222 078	8.14	66.18	28 220 758	1 034.65	112.10	43.35	2 664 841	44.63	3 360 701 062
Head of the household - No	51.40	234 868	6.59	33.82	14 419 973	404.63	90.74	56.65	3 481 813	55.37	4 169 478 535

Source: NetMonitor – SPIR – Mediaresearch & Gemius, December 2011

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



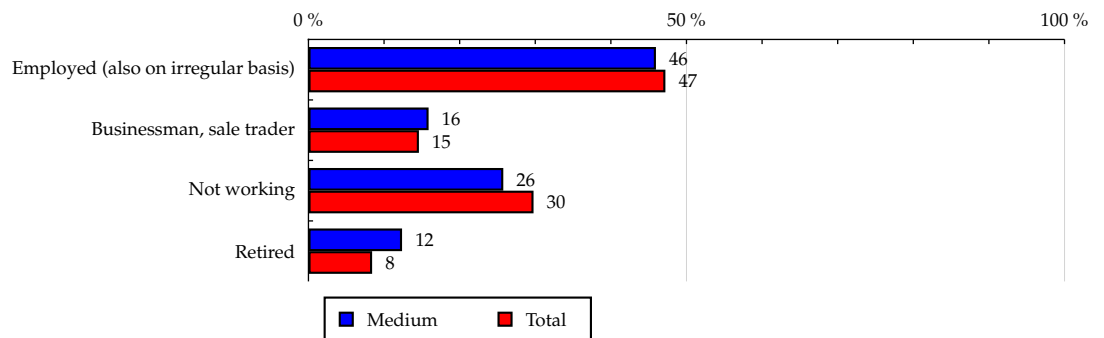
Source: NetMonitor – SPIR – Mediaresearch & Gemius, December 2011

**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)	45.96	210 011	7.07	47.20	20 124 477	677.57	97.35	47.21	2 901 764	47.14	3 549 628 236
Businessman, sale trader	15.89	72 596	7.90	22.85	9 745 506	1 060.57	108.78	14.61	897 758	13.78	1 037 311 882
Not working	25.77	117 762	6.29	12.63	5 384 022	287.47	86.57	29.77	1 829 847	28.40	2 138 764 890
Retired	12.38	56 576	10.69	17.32	7 386 727	1 395.14	147.12	8.42	517 285	10.68	804 474 588

Source: NetMonitor – SPIR – Mediaresearch & Gemius, December 2011

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



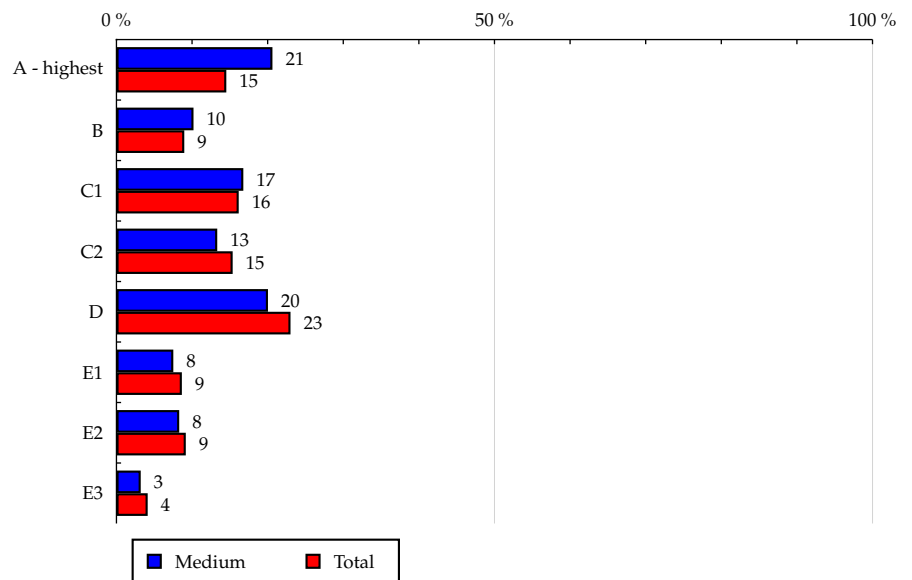
Source: NetMonitor – SPIR – Mediaresearch & Gemius, December 2011

**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	20.63	94 259	10.31	25.96	11 071 007	1 210.92	141.95	14.53	893 236	13.44	1 011 881 332
B	10.19	46 555	8.25	10.42	4 443 071	787.41	113.60	8.97	551 285	9.86	742 437 100
C1	16.78	76 682	7.54	16.32	6 958 836	684.07	103.79	16.17	993 866	16.30	1 227 473 676
C2	13.33	60 901	6.30	15.29	6 520 309	674.36	86.72	15.37	944 648	15.64	1 177 788 632
D	20.04	91 585	6.32	24.98	10 651 023	735.41	87.06	23.02	1 415 007	22.48	1 692 643 752
E1	7.52	34 362	6.32	3.61	1 537 880	282.64	86.95	8.65	531 590	9.22	694 554 073
E2	8.30	37 915	6.57	2.79	1 188 163	206.02	90.52	9.17	563 451	8.99	676 983 734
E3	3.21	14 684	5.66	0.63	270 442	104.20	77.90	4.13	253 570	4.07	306 417 297

Source: NetMonitor – SPIR – Mediaresearch & Gemius, December 2011

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



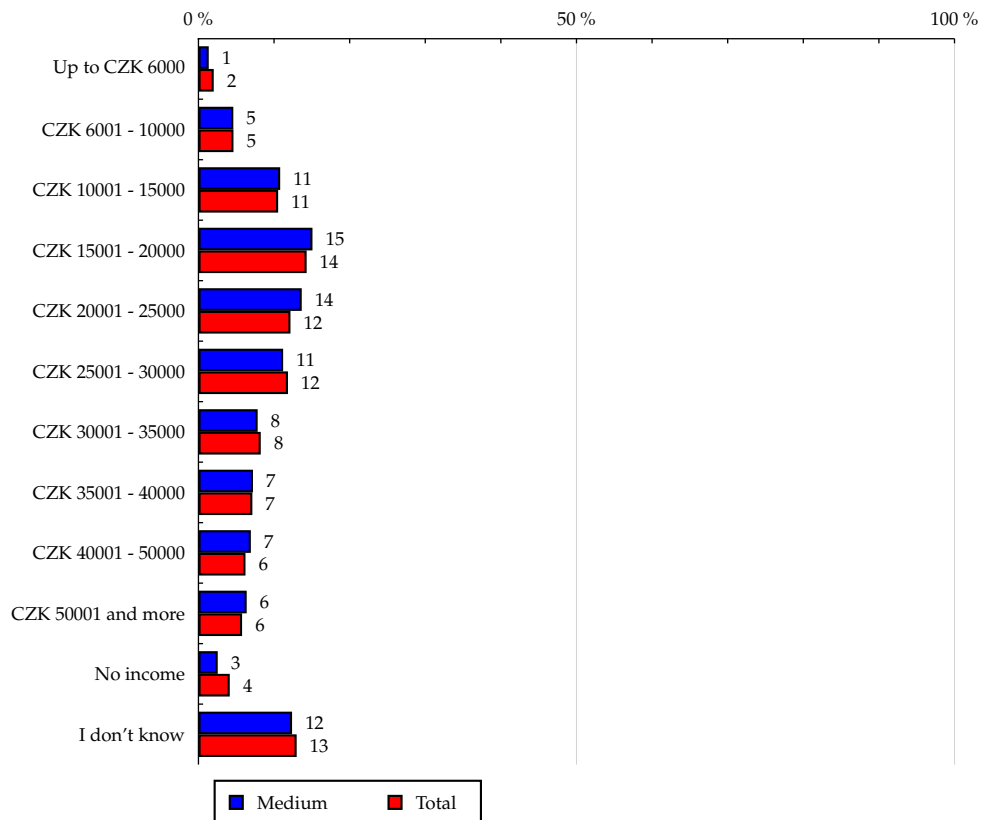
Source: NetMonitor – SPIR – Mediaresearch & Gemius, December 2011

**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	1.36	6 236	4.90	0.36	154 582	121.41	67.43	2.02	124 396	1.74	131 384 762
CZK 6001 - 10000	4.61	21 074	7.24	4.28	1 823 270	625.99	99.62	4.63	284 564	5.23	393 824 656
CZK 10001 - 15000	10.81	49 404	7.45	6.23	2 658 603	401.07	102.62	10.54	647 626	11.43	860 935 357
CZK 15001 - 20000	15.08	68 909	7.65	16.97	7 238 245	803.92	105.37	14.31	879 662	15.61	1 175 453 056
CZK 20001 - 25000	13.66	62 423	8.15	20.14	8 586 198	1 121.46	112.26	12.17	748 014	12.64	951 712 764
CZK 25001 - 30000	11.20	51 165	6.87	10.25	4 371 420	586.75	94.55	11.84	727 887	12.03	905 548 001
CZK 30001 - 35000	7.83	35 760	6.90	7.17	3 056 802	589.88	95.01	8.24	506 288	7.79	586 341 484
CZK 35001 - 40000	7.21	32 925	7.34	7.86	3 352 080	747.78	101.13	7.13	437 962	6.96	524 362 714
CZK 40001 - 50000	6.93	31 686	8.10	7.91	3 371 676	861.55	111.48	6.22	382 348	6.02	453 426 799
CZK 50001 and more	6.38	29 148	8.02	7.55	3 219 743	886.28	110.47	5.77	354 930	5.40	406 786 285
No income	2.55	11 663	4.48	1.74	741 994	285.06	61.69	4.14	254 310	3.54	266 429 890
I don't know	12.38	56 548	6.92	9.54	4 066 118	497.41	95.24	12.99	798 662	11.61	873 973 828

Source: NetMonitor – SPIR – Mediaresearch & Gemius, December 2011

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



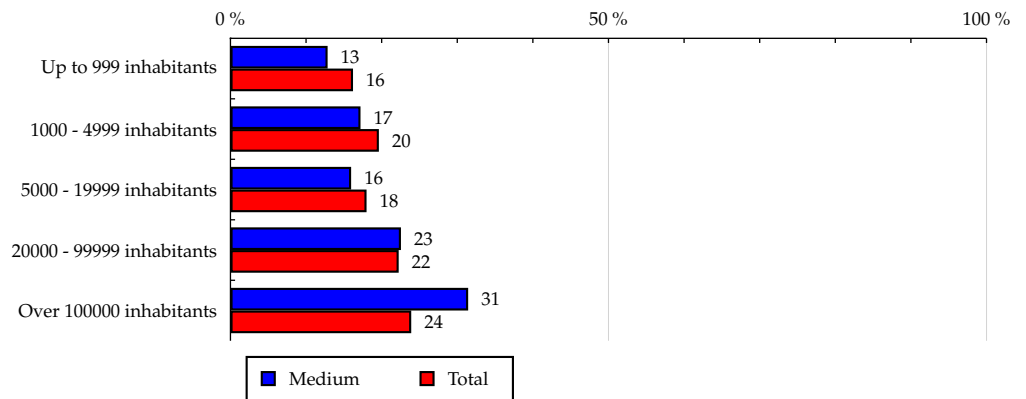
Source: NetMonitor – SPIR – Mediaresearch & Gemius, December 2011

**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	12.85	58 730	5.76	10.54	4 495 845	440.84	79.29	16.21	996 371	16.06	1 209 031 979
1000 - 4999 inhabitants	17.20	78 590	6.36	14.16	6 038 044	488.91	87.62	19.63	1 206 589	20.15	1 517 332 684
5000 - 19999 inhabitants	15.96	72 908	6.44	11.42	4 869 274	429.93	88.63	18.00	1 106 520	18.48	1 391 787 990
20000 - 99999 inhabitants	22.55	103 049	7.36	19.59	8 354 028	596.84	101.37	22.25	1 367 508	22.51	1 695 320 349
Over 100000 inhabitants	31.44	143 667	9.55	44.29	18 883 540	1 255.33	131.50	23.91	1 469 665	22.80	1 716 706 596

Source: NetMonitor – SPIR – Mediaresearch & Gemius, December 2011

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



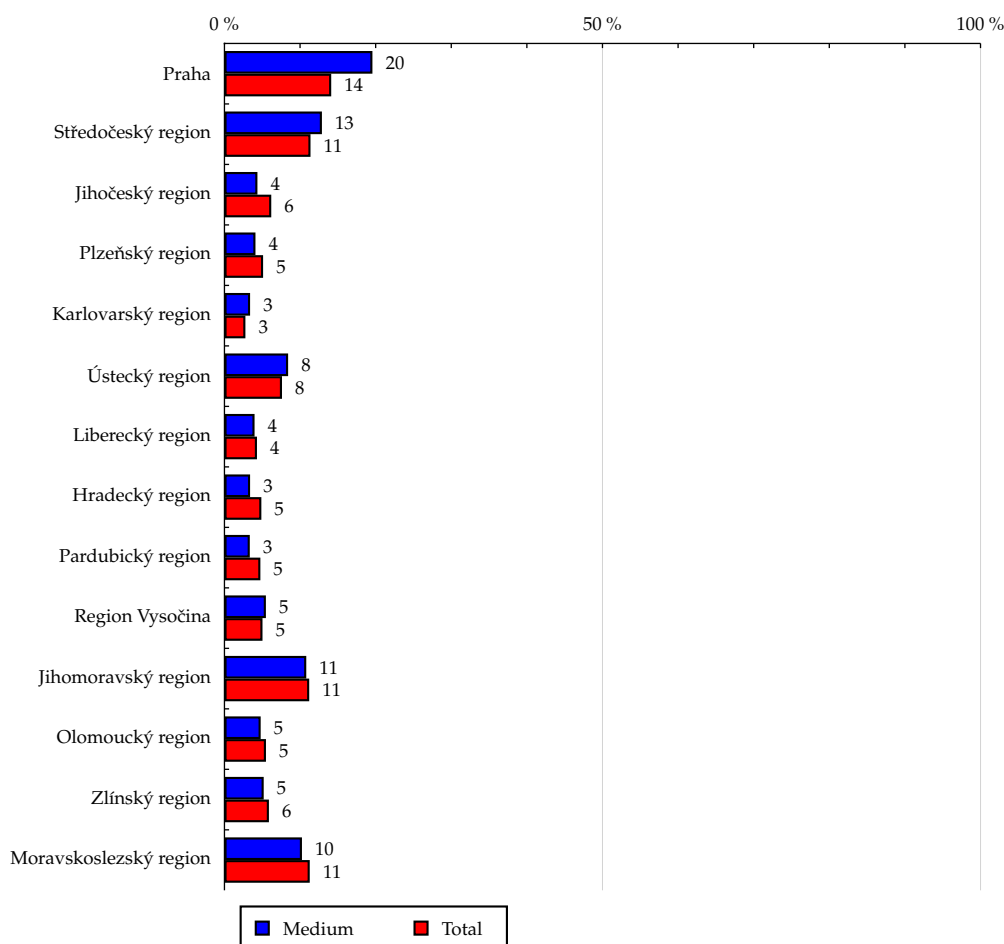
Source: NetMonitor – SPIR – Mediaresearch & Gemius, December 2011

Table 12: Region

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Praha	19.57	89 439	10.07	27.44	11 700 044	1 317.26	138.64	14.12	867 785	13.13	988 964 669
Středočeský region	12.89	58 921	8.23	12.73	5 428 923	758.01	113.27	11.38	699 735	11.51	867 026 424
Jihočeský region	4.36	19 943	5.12	3.21	1 368 673	351.28	70.47	6.19	380 662	5.71	429 829 809
Plzeňský region	4.10	18 751	5.84	3.28	1 397 320	434.98	80.37	5.11	313 848	5.44	409 601 520
Karlovarský region	3.39	15 492	8.88	4.27	1 819 845	1 042.76	122.23	2.77	170 508	2.72	204 980 969
Ústecký region	8.42	38 458	8.03	6.93	2 955 855	617.30	110.58	7.61	467 822	7.97	600 027 360
Liberecký region	3.98	18 206	6.73	6.35	2 709 174	1 000.74	92.60	4.30	264 489	4.28	322 627 663
Hradecký region	3.39	15 478	5.05	1.74	741 944	241.86	69.47	4.88	299 710	5.00	376 771 784
Pardubický region	3.35	15 290	5.12	2.57	1 097 653	367.23	70.43	4.75	292 026	5.11	384 627 052
Region Vysočina	5.48	25 054	7.91	2.04	868 637	274.33	108.94	5.03	309 361	4.92	370 700 054
Jihomoravský region	10.82	49 445	7.01	13.10	5 584 611	791.85	96.53	11.21	689 041	11.32	852 590 731
Olomoucký region	4.79	21 875	6.33	6.06	2 583 261	747.78	87.19	5.49	337 511	5.68	427 612 721
Zlínský region	5.19	23 735	6.42	3.33	1 419 191	383.96	88.41	5.88	361 116	5.45	410 561 319
Moravskoslezský region	10.25	46 852	6.60	6.95	2 965 601	418.07	90.94	11.28	693 036	11.74	884 257 524

Source: NetMonitor – SPIR – Mediaresearch & Gemius, December 2011

Chart 12: Region by RU(%)



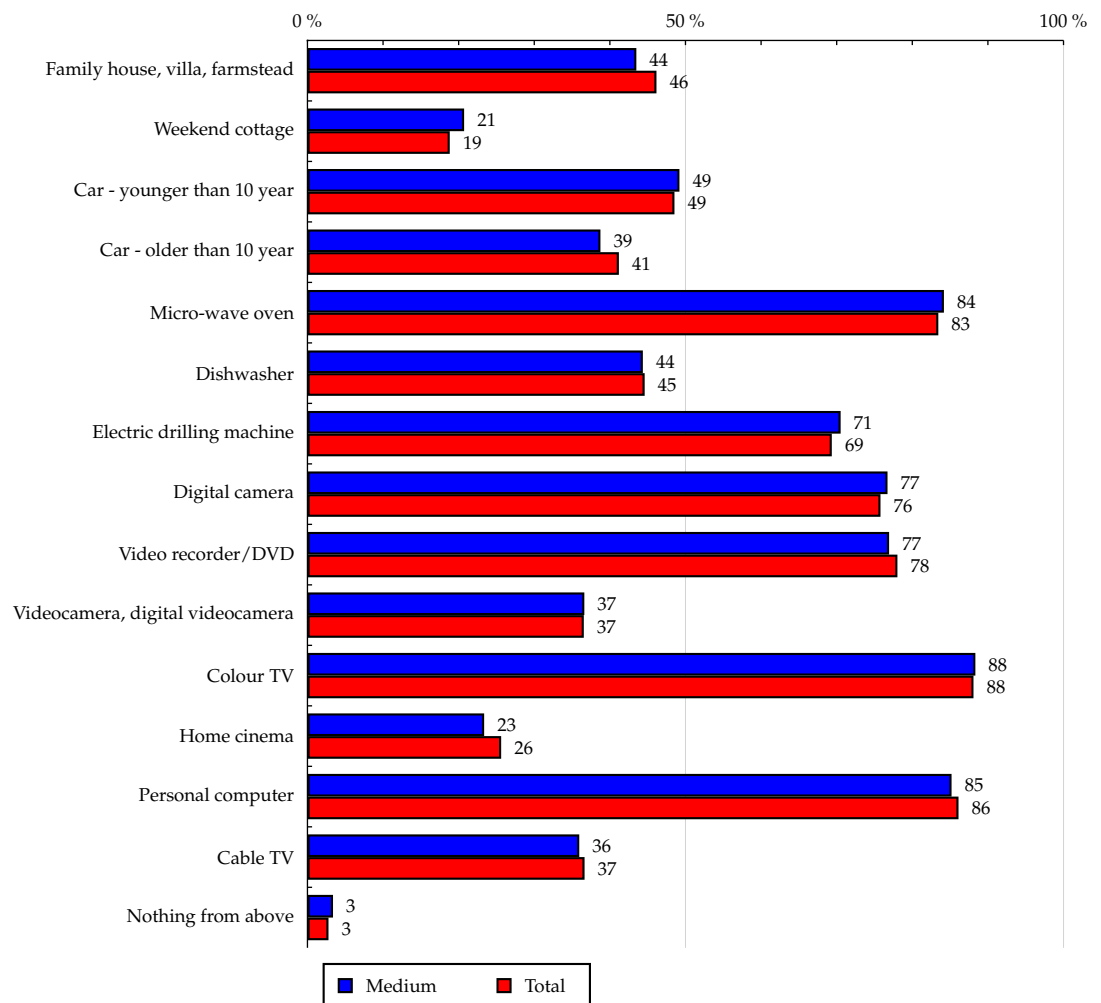
Source: NetMonitor – SPIR – Mediaresearch & Gemius, December 2011

Table 13: Facilities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Family house, villa, farmstead	43.50	198 773	6.84	38.96	16 613 356	572.10	94.24	46.16	2 837 158	44.81	3 374 583 176
Weekend cottage	20.72	94 664	8.00	31.66	13 500 064	1 140.38	110.10	18.82	1 156 589	18.19	1 369 395 882
Car - younger than 10 year	49.20	224 834	7.36	55.38	23 614 371	773.20	101.36	48.54	2 983 861	46.09	3 470 340 819
Car - older than 10 year	38.75	177 071	6.83	35.40	15 095 257	582.56	94.09	41.19	2 531 607	43.31	3 261 081 643
Micro-wave oven	84.18	384 650	7.33	87.38	37 259 830	709.74	100.88	83.44	5 129 004	83.94	6 320 865 872
Dishwasher	44.36	202 678	7.22	47.35	20 191 056	719.65	99.46	44.60	2 741 162	41.42	3 118 730 152
Electric drilling machine	70.52	322 224	7.38	74.16	31 620 405	724.68	101.68	69.35	4 262 994	69.10	5 203 234 731
Digital camera	76.72	350 550	7.35	81.94	34 938 097	732.75	101.22	75.79	4 658 432	76.18	5 736 194 123
Video recorder/DVD	76.93	351 514	7.16	74.42	31 733 981	646.46	98.59	78.03	4 795 963	78.16	5 885 457 912
Videocamera, digital videocamera	36.62	167 313	7.28	35.59	15 177 412	660.10	100.19	36.55	2 246 367	35.00	2 635 263 696
Colour TV	88.34	403 662	7.28	91.83	39 158 542	706.55	100.28	88.09	5 414 730	88.92	6 696 045 611
Home cinema	23.37	106 787	6.62	17.66	7 532 078	467.28	91.21	25.62	1 574 815	26.00	1 957 985 404
Personal computer	85.19	389 295	7.19	86.64	36 944 998	681.98	98.94	86.11	5 292 750	87.24	6 569 129 124
Cable TV	35.95	164 258	7.12	32.72	13 954 124	605.26	98.09	36.65	2 252 453	35.67	2 685 640 362
Nothing from above	3.38	15 456	8.83	2.28	972 684	555.78	121.60	2.78	170 986	2.62	196 953 146

Source: NetMonitor – SPIR – Mediaresearch & Gemius, December 2011

Chart 13: Facilities by RU(%)



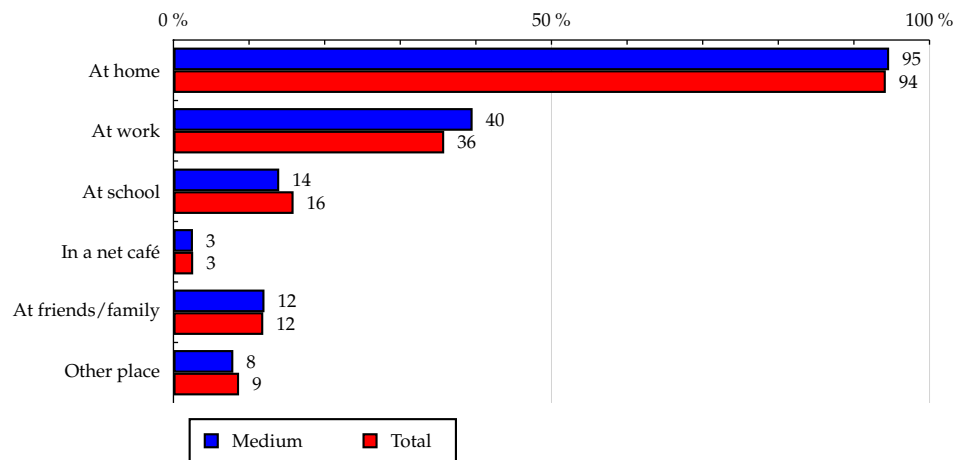
Source: NetMonitor – SPIR – Mediaresearch & Gemius, December 2011

**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	94.66	432 543	7.30	94.50	40 295 115	679.80	100.47	94.22	5 791 188	95.61	7 199 470 912
At work	39.57	180 813	8.03	52.73	22 486 303	998.13	110.50	35.81	2 201 028	31.54	2 374 947 028
At school	13.99	63 914	6.39	4.27	1 822 045	182.23	88.01	15.89	976 856	14.37	1 081 900 240
In a net café	2.58	11 783	7.17	0.72	306 764	186.71	98.74	2.61	160 524	2.44	183 965 572
At friends/family	12.04	55 014	7.36	4.50	1 918 929	256.85	101.38	11.88	729 923	11.26	847 797 260
Other place	7.92	36 194	6.63	5.27	2 245 792	411.23	91.25	8.68	533 558	7.78	585 690 143

Source: NetMonitor – SPIR – Mediaresearch & Gemius, December 2011

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



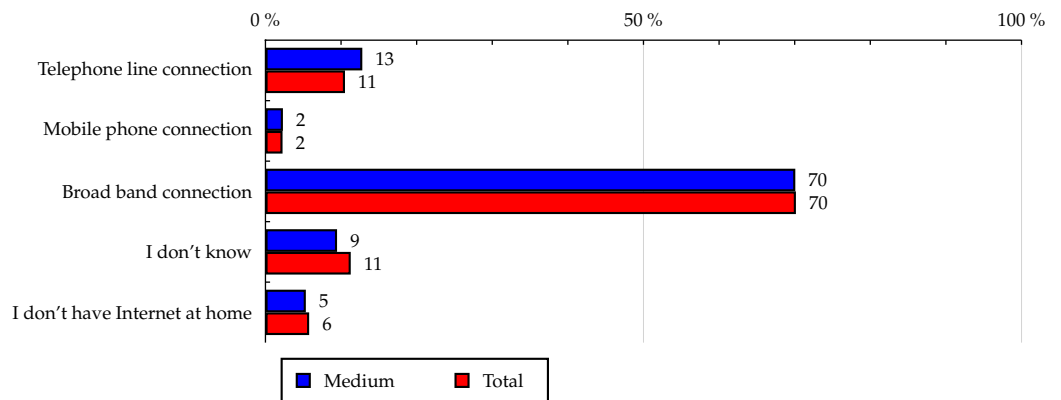
Source: NetMonitor – SPIR – Mediaresearch & Gemius, December 2011

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	12.81	58 520	8.85	21.19	9 035 069	1 365.72	121.79	10.52	646 345	10.66	802 959 662
Mobile phone connection	2.31	10 550	7.43	1.26	537 740	378.62	102.28	2.26	138 759	1.89	142 281 359
Broad band connection	70.08	320 218	7.25	60.17	25 655 677	581.19	99.88	70.16	4 312 795	73.83	5 559 250 601
I don't know	9.47	43 253	6.10	11.88	5 066 628	714.00	83.92	11.28	693 287	9.23	694 979 290
I don't have Internet at home	5.34	24 403	6.71	5.50	2 345 616	644.69	92.35	5.78	355 466	4.39	330 708 685

Source: NetMonitor – SPIR – Mediaresearch & Gemius, December 2011

Chart 15: Connection from Home by RU(%)



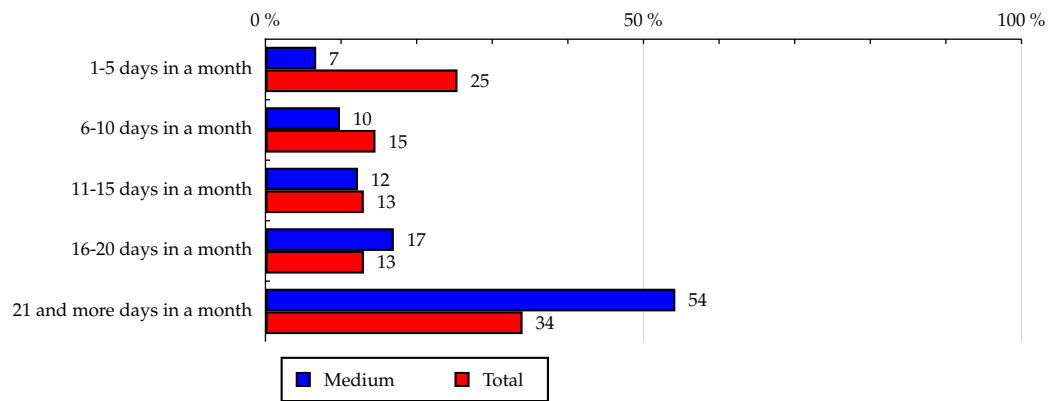
Source: NetMonitor – SPIR – Mediaresearch & Gemius, December 2011

**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	6.71	30 679	1.92	1.80	768 331	48.07	26.43	25.40	1 561 468	1.50	113 045 948
6-10 days in a month	9.86	45 066	4.92	8.93	3 808 456	415.97	67.77	14.55	894 508	3.52	264 923 182
11-15 days in a month	12.24	55 922	6.83	11.44	4 878 612	596.12	94.08	13.01	799 575	6.94	522 385 933
16-20 days in a month	16.98	77 573	9.46	20.72	8 833 464	1 077.63	130.29	13.03	800 862	12.62	950 276 490
21 and more days in a month	54.21	247 705	11.58	57.11	24 351 868	1 138.23	159.41	34.01	2 090 240	75.42	5 679 548 044

Source: NetMonitor – SPIR – Mediaresearch & Gemius, December 2011

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



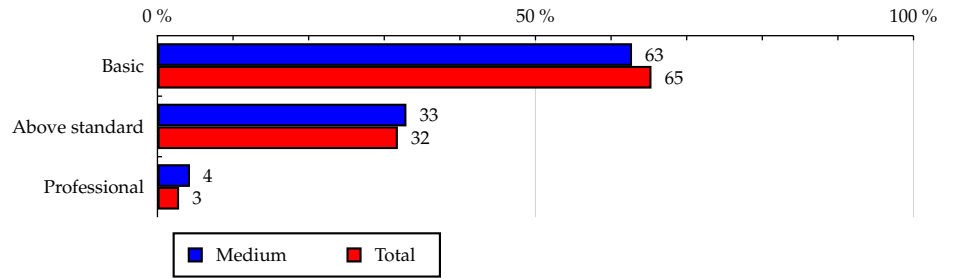
Source: NetMonitor – SPIR – Mediaresearch & Gemius, December 2011

Table 17: IT Knowledge

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Basic	62.77	286 820	6.98	70.23	29 948 315	728.52	96.06	65.34	4 016 303	67.85	5 109 119 143
Above standard	32.93	150 474	7.52	26.56	11 326 595	566.13	103.55	31.80	1 954 705	29.63	2 231 453 811
Professional	4.30	19 652	10.93	3.20	1 365 821	759.71	150.50	2.86	175 646	2.52	189 606 642

Source: NetMonitor – SPIR – Mediaresearch & Gemius, December 2011

Chart 17: IT Knowledge by RU(%)



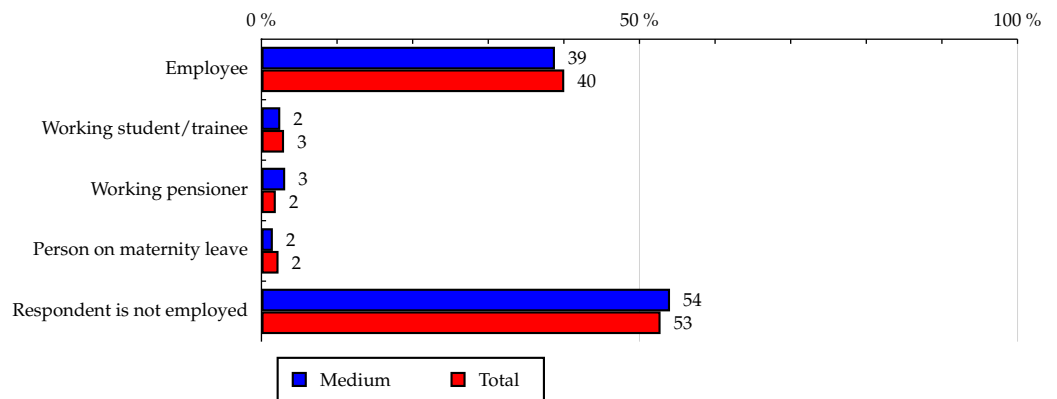
Source: NetMonitor – SPIR – Mediaresearch & Gemius, December 2011

**Table 18: Economically Active as**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Employee	38.82	177 397	7.04	33.96	14 482 810	574.77	96.93	40.05	2 461 820	39.80	2 996 673 140
Working student/trainee	2.49	11 380	6.04	7.14	3 043 795	1 615.88	83.18	2.99	184 035	2.78	209 155 614
Working pensioner	3.14	14 327	11.97	5.46	2 328 947	1 945.41	164.78	1.90	116 961	1.86	139 818 047
Person on maternity leave	1.51	6 905	4.86	0.63	268 925	189.09	66.85	2.26	138 946	2.71	203 981 435
Respondent is not employed	54.04	246 935	7.43	52.80	22 516 254	677.94	102.37	52.79	3 244 890	52.86	3 980 551 361

Source: NetMonitor – SPIR – Mediaresearch & Gemius, December 2011

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



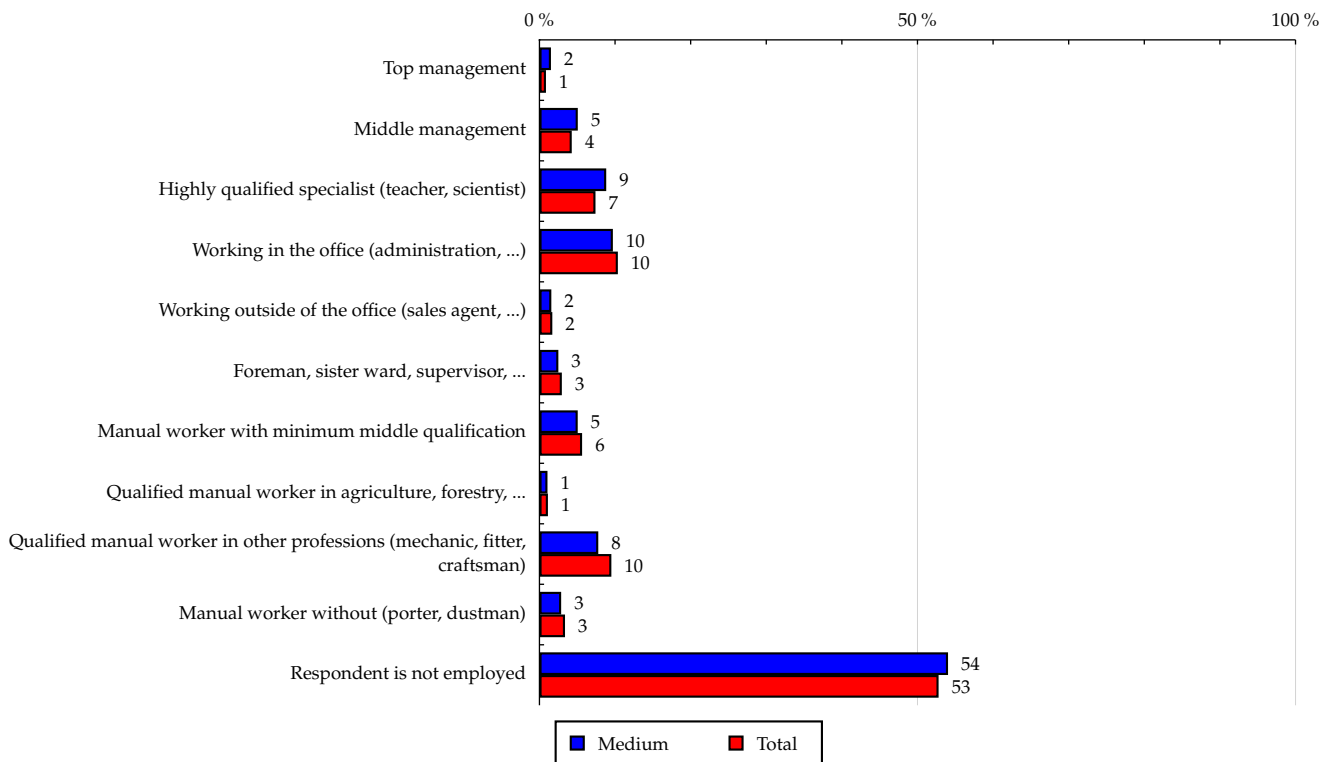
Source: NetMonitor – SPIR – Mediaresearch & Gemius, December 2011

**Table 19: Characteristics of the Employment**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Top management	1.52	6 958	12.93	2.12	904 345	1 680.18	177.99	0.86	52 586	0.64	48 244 415
Middle management	5.07	23 146	8.62	5.14	2 193 463	816.76	118.67	4.27	262 380	4.18	314 457 405
Highly qualified specialist (teacher, scientist)	8.83	40 367	8.65	9.39	4 005 348	858.76	119.16	7.41	455 685	5.79	436 341 228
Working in the office (administration, ...)	9.71	44 348	6.80	16.37	6 978 852	1 069.75	93.60	10.37	637 378	9.66	727 285 903
Working outside of the office (sales agent, ...)	1.57	7 177	6.70	0.79	336 790	314.42	92.26	1.70	104 652	1.85	139 311 458
Foreman, sister ward, supervisor, ...	2.50	11 427	6.14	1.86	794 374	426.83	84.54	2.96	181 831	3.06	230 456 456
Manual worker with minimum middle qualification	5.06	23 106	6.51	3.53	1 506 814	424.85	89.70	5.64	346 514	5.57	419 667 255
Qualified manual worker in agriculture, forestry, ...	1.06	4 821	6.87	0.11	48 329	68.87	94.60	1.12	68 559	1.39	104 966 592
Qualified manual worker in other professions (mechanic, fitter, craftsman)	7.78	35 551	5.94	6.67	2 843 123	475.22	81.82	9.51	584 519	11.20	843 550 977
Manual worker without (porter, dustman)	2.87	13 106	6.17	1.20	513 039	241.38	84.90	3.38	207 656	3.79	285 346 548
Respondent is not employed	54.04	246 935	7.43	52.80	22 516 254	677.94	102.37	52.79	3 244 890	52.86	3 980 551 361

Source: NetMonitor – SPIR – Mediaresearch & Gemius, December 2011

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



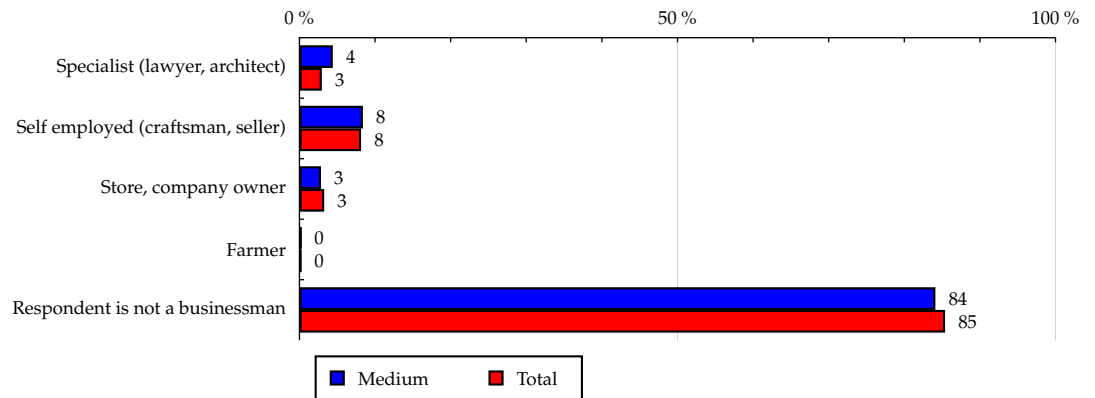
Source: NetMonitor – SPIR – Mediaresearch & Gemius, December 2011

**Table 20: Business Activities**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Specialist (lawyer, architect)	4.41	20 145	10.81	5.69	2 426 545	1 301.86	148.81	2.96	182 103	2.49	187 393 747
Self employed (craftsman, seller)	8.39	38 349	7.48	12.77	5 444 009	1 061.32	102.94	8.15	501 151	8.00	602 688 265
Store, company owner	2.85	13 012	6.33	4.37	1 862 248	905.78	87.14	3.27	200 866	2.91	218 929 601
Farmer	0.24	1 089	7.81	0.03	12 703	91.02	107.47	0.22	13 636	0.38	28 300 269
Respondent is not a businessman	84.11	384 350	7.15	77.15	32 895 225	612.29	98.50	85.39	5 248 896	86.22	6 492 867 715

Source: NetMonitor – SPIR – Mediaresearch & Gemius, December 2011

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



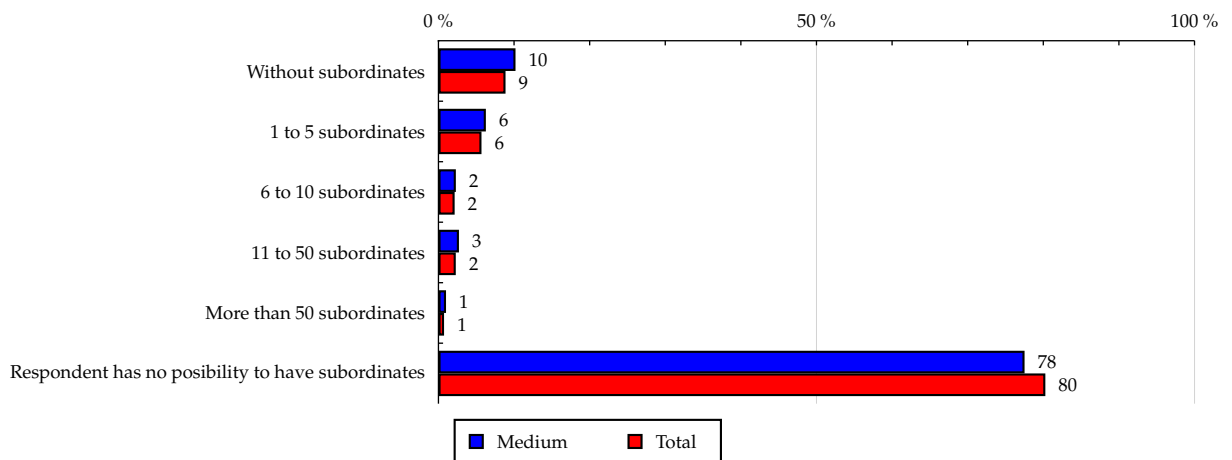
Source: NetMonitor – SPIR – Mediaresearch & Gemius, December 2011

**Table 21: Number of Subordinates**

	MEDIUM						TOTAL				
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Without subordinates	10.19	46 574	8.35	11.16	4 758 313	852.59	114.90	8.87	545 263	8.94	672 839 911
1 to 5 subordinates	6.27	28 660	8.00	10.78	4 597 619	1 283.45	110.16	5.69	349 983	5.10	384 035 281
6 to 10 subordinates	2.30	10 506	7.81	5.19	2 213 114	1 644.05	107.46	2.14	131 517	1.97	148 552 826
11 to 50 subordinates	2.71	12 376	8.59	1.55	662 962	460.18	118.28	2.29	140 753	1.96	147 651 760
More than 50 subordinates	1.00	4 583	9.91	1.43	611 306	1 321.15	136.38	0.74	45 206	0.62	46 933 926
Respondent has no possibility to have subordinates	77.52	354 245	7.01	69.88	29 797 418	590.04	96.58	80.27	4 933 930	81.41	6 130 165 894

Source: NetMonitor – SPIR – Mediaresearch & Gemius, December 2011

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



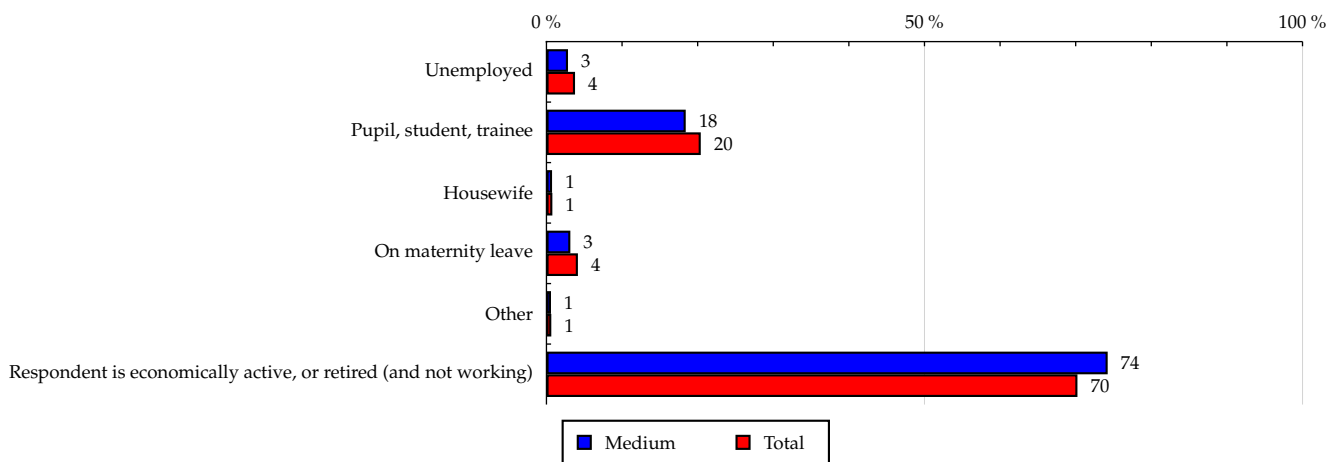
Source: NetMonitor – SPIR – Mediaresearch & Gemius, December 2011

**Table 22: Economically Inactive as**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unemployed	2.85	13 045	5.48	3.64	1 550 433	651.73	75.50	3.78	232 424	4.49	338 122 503
Pupil, student, trainee	18.42	84 168	6.56	5.24	2 236 349	174.17	90.25	20.41	1 254 483	17.21	1 296 119 628
Housewife	0.74	3 363	6.85	1.31	559 478	1 139.60	94.34	0.78	47 964	1.09	81 953 974
On maternity leave	3.16	14 452	5.52	1.92	820 565	313.50	76.03	4.16	255 719	4.99	376 100 076
Other	0.60	2 732	6.80	0.51	217 197	540.56	93.63	0.64	39 255	0.62	46 468 710
Respondent is economically active, or retired (and not working)	74.23	339 184	7.68	87.37	37 256 709	843.21	105.69	70.23	4 316 807	71.60	5 391 414 706

Source: NetMonitor – SPIR – Mediaresearch & Gemius, December 2011

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



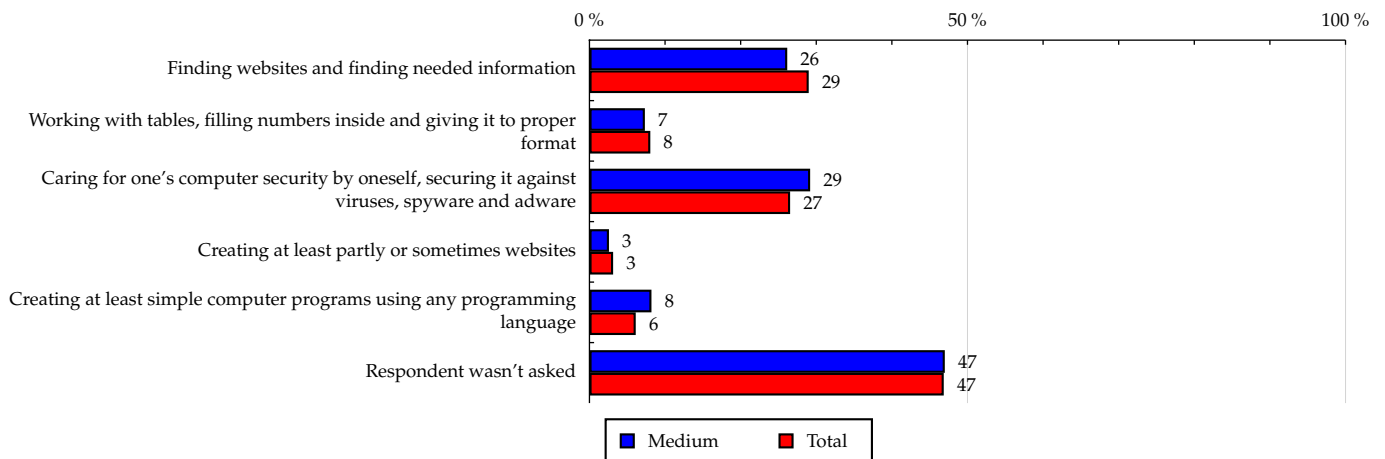
Source: NetMonitor – SPIR – Mediaresearch & Gemius, December 2011

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

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Finding websites and finding needed information	26.16	119 548	6.55	28.30	12 068 192	661.54	90.23	29.00	1 782 311	23.40	1 762 265 728
Working with tables, filling numbers inside and giving it to proper format	7.33	33 507	6.62	7.66	3 265 223	644.96	91.13	8.05	494 623	5.96	448 999 723
Caring for one's computer security by oneself, securing it against viruses, spyware and adware	29.19	133 402	7.99	21.15	9 018 288	540.20	110.02	26.54	1 631 038	27.94	2 103 766 560
Creating at least partly or sometimes websites	2.58	11 811	5.99	1.45	619 430	314.29	82.51	3.13	192 554	2.11	158 850 922
Creating at least simple computer programs using any programming language	8.20	37 467	9.72	5.60	2 389 632	620.13	133.87	6.12	376 479	5.72	430 434 127
Respondent wasn't asked	47.00	214 776	7.29	51.31	21 877 339	742.12	100.31	46.86	2 880 162	50.15	3 776 674 160

Source: NetMonitor – SPIR – Mediaresearch & Gemius, December 2011

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



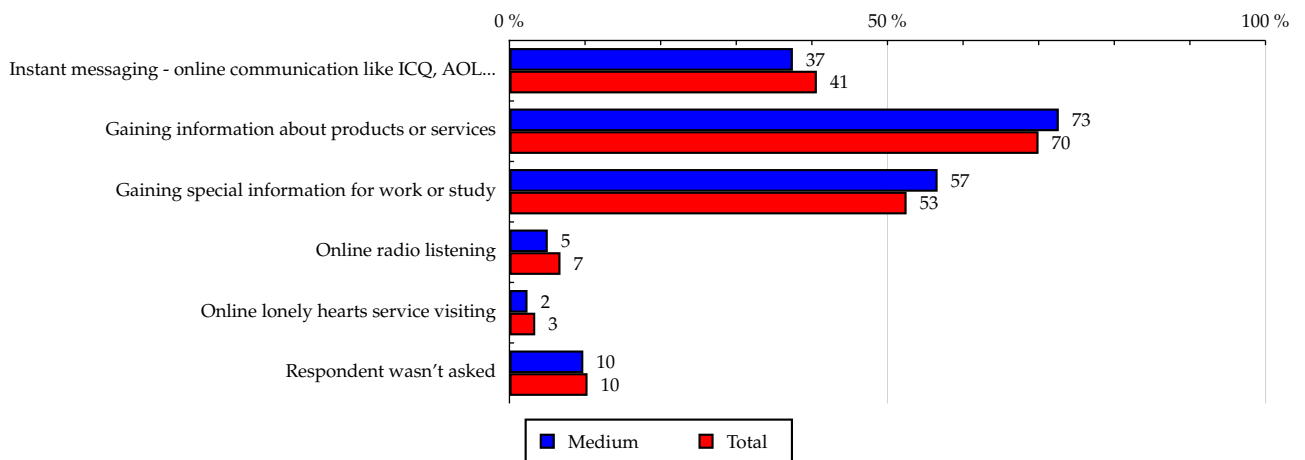
Source: NetMonitor – SPIR – Mediaresearch & Gemius, December 2011

**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...	37.49	171 307	6.70	25.17	10 733 526	419.55	92.19	40.66	2 499 521	41.35	3 113 743 390
Gaining information about products or services	72.66	332 026	7.54	69.45	29 615 836	672.68	103.83	69.98	4 301 372	72.05	5 425 328 431
Gaining special information for work or study	56.63	258 787	7.83	58.26	24 840 931	751.66	107.81	52.53	3 228 788	50.33	3 790 096 071
Online radio listening	5.07	23 153	5.45	3.64	1 553 122	365.80	75.08	6.75	414 812	5.10	384 097 999
Online lonely hearts service visiting	2.39	10 915	5.09	1.27	539 427	251.52	70.08	3.41	209 533	2.85	214 258 184
Respondent wasn't asked	9.77	44 639	6.87	8.13	3 464 688	533.24	94.59	10.33	634 803	11.02	830 118 289

Source: NetMonitor – SPIR – Mediaresearch & Gemius, December 2011

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



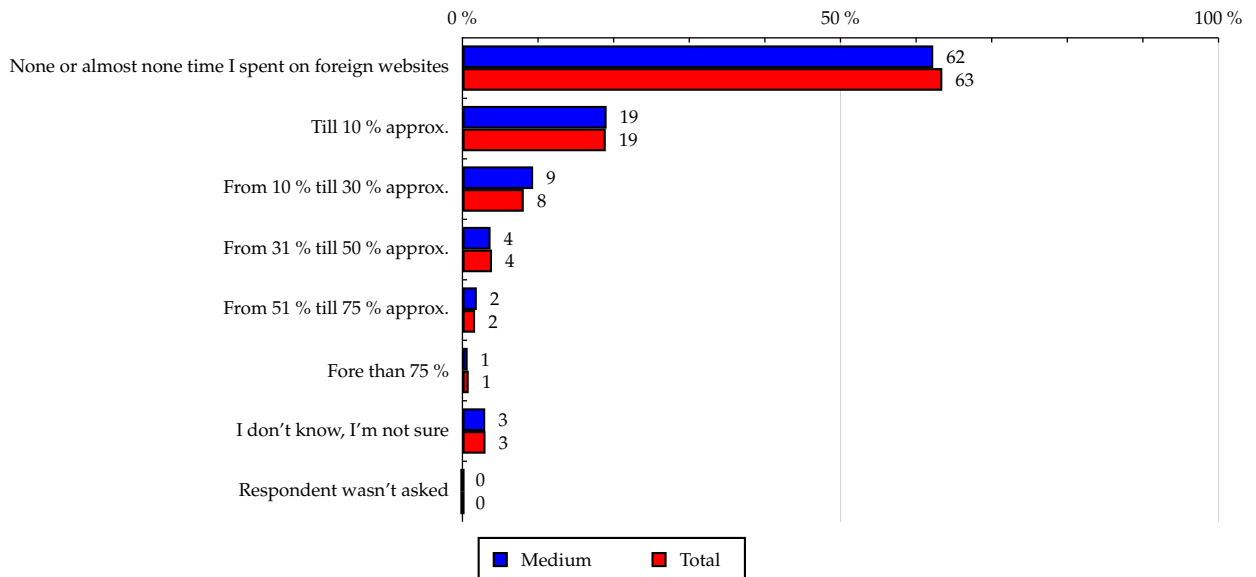
Source: NetMonitor – SPIR – Mediaresearch & Gemius, December 2011

**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	62.27	284 518	7.12	71.75	30 592 679	766.11	98.10	63.47	3 901 418	64.38	4 848 063 852
Till 10 % approx.	19.07	87 118	7.30	17.12	7 299 315	611.84	100.54	18.96	1 165 566	19.48	1 466 505 323
From 10 % till 30 % approx.	9.35	42 722	8.37	7.55	3 217 900	630.44	115.24	8.11	498 680	7.99	601 849 026
From 31 % till 50 % approx.	3.72	16 984	6.91	2.45	1 043 217	424.50	95.16	3.91	240 097	3.49	263 010 411
From 51 % till 75 % approx.	1.90	8 695	8.30	0.35	148 298	141.50	114.23	1.67	102 392	1.30	97 996 231
Fore than 75 %	0.69	3 152	6.05	0.03	12 185	23.40	83.34	0.83	50 881	0.65	49 031 351
I don't know, I'm not sure	3.01	13 754	7.16	0.77	327 137	170.35	98.62	3.05	187 618	2.71	203 723 404
Respondent wasn't asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

Source: NetMonitor – SPIR – Mediaresearch & Gemius, December 2011

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, December 2011

## 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".