

SPIR NetMonitor

Research on the Sociodemography of Internet Users in the Czech Republic

Medium title:

TOTAL

Month:

April 2009

Basic information	
The size of Internet population in the Czech Republic	5 206 593
Number of respondents	
Medium	N = 100 665
Total (for all measured media)	N = 100 665
RU(number)	5 086 840
Reach(%)	97.70
PV(number) (from Czech visitors)	6 611 589 929
PV(number) (from all visitors)	7 035 724 984
GRP (%)	126 984.96

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

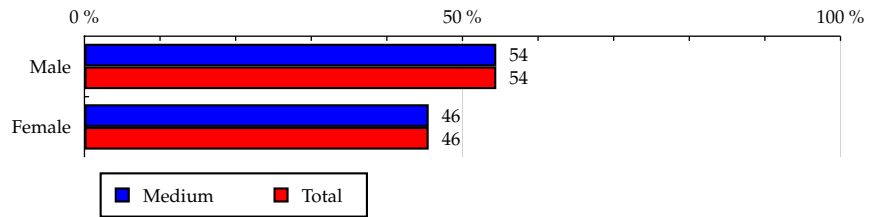
TOTAL

Table 1: Sex

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Male	54.47	2 770 796	97.70	51.01	3 372 360 585	118 911.51	100.00	54.47	2 770 796	51.01	3 372 360 585
Female	45.53	2 316 044	97.70	48.99	3 239 229 344	136 643.62	100.00	45.53	2 316 044	48.99	3 239 229 344

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

Chart 1: Sex by RU(%)



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

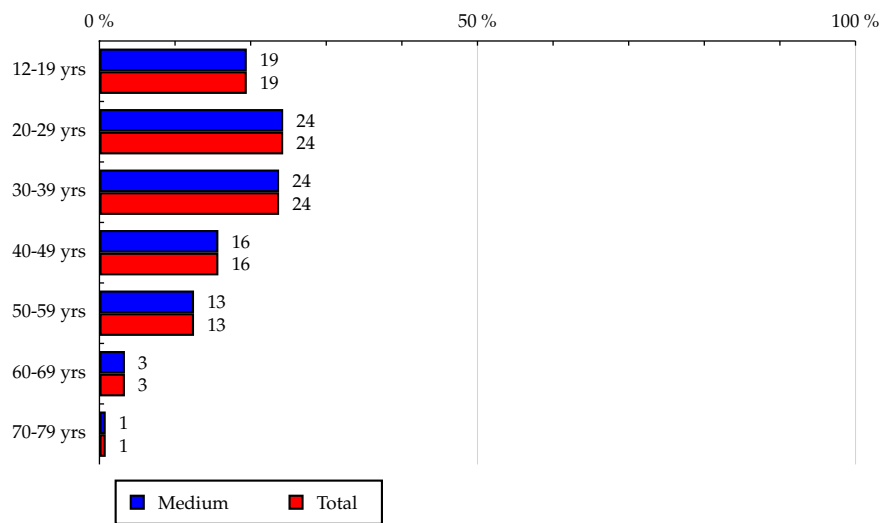
TOTAL

Table 2: Age

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
12-19 yrs	19.49	991 428	97.70	18.92	1 250 995 061	123 278.85	100.00	19.49	991 428	18.92	1 250 995 061
20-29 yrs	24.30	1 236 303	97.70	25.50	1 685 894 299	133 229.26	100.00	24.30	1 236 303	25.50	1 685 894 299
30-39 yrs	23.76	1 208 728	97.70	25.32	1 674 236 200	135 326.43	100.00	23.76	1 208 728	25.32	1 674 236 200
40-49 yrs	15.73	800 367	97.70	15.74	1 040 677 100	127 034.33	100.00	15.73	800 367	15.74	1 040 677 100
50-59 yrs	12.51	636 278	97.70	10.93	722 326 699	110 912.70	100.00	12.51	636 278	10.93	722 326 699
60-69 yrs	3.37	171 431	97.70	2.95	195 369 243	111 342.18	100.00	3.37	171 431	2.95	195 369 243
70-79 yrs	0.83	42 302	97.70	0.64	42 091 326	97 211.53	100.00	0.83	42 302	0.64	42 091 326

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

Chart 2: Age by RU(%)



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

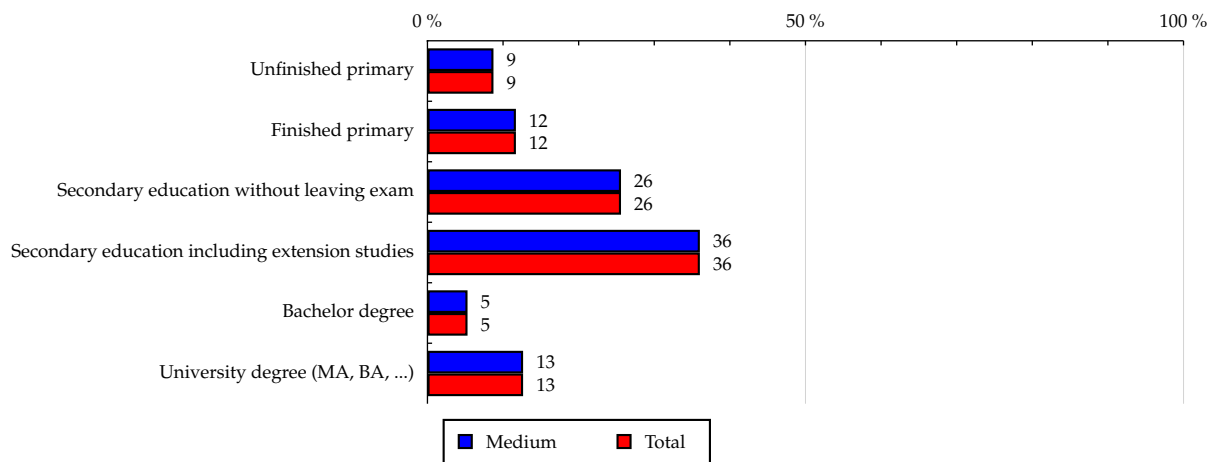
TOTAL

Table 3: Highest Education

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unfinished primary	8.73	444 020	97.70	8.26	546 361 020	120 218.46	100.00	8.73	444 020	8.26	546 361 020
Finished primary	11.70	594 954	97.70	11.81	780 687 752	128 200.10	100.00	11.70	594 954	11.81	780 687 752
Secondary education without leaving exam	25.60	1 302 234	97.70	31.57	2 087 199 942	156 591.99	100.00	25.60	1 302 234	31.57	2 087 199 942
Secondary education including extension studies	36.03	1 832 818	97.70	34.89	2 306 863 391	122 969.35	100.00	36.03	1 832 818	34.89	2 306 863 391
Bachelor degree	5.30	269 535	97.70	4.62	305 557 932	110 757.25	100.00	5.30	269 535	4.62	305 557 932
University degree (MA, BA, ...)	12.65	643 278	97.70	8.85	584 919 891	88 836.66	100.00	12.65	643 278	8.85	584 919 891

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

Chart 3: Highest Education by RU(%)



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

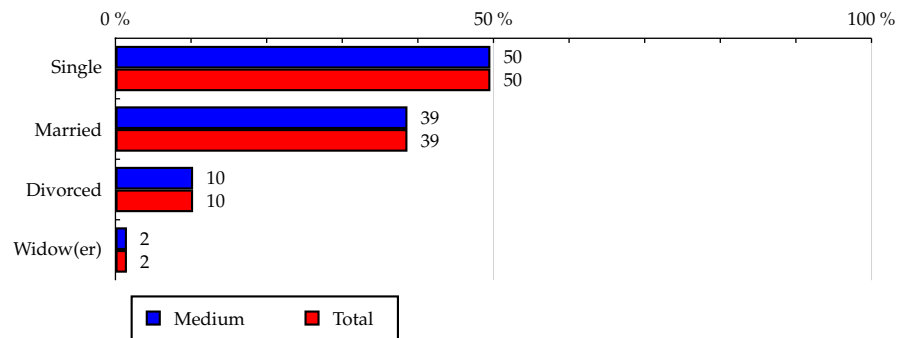
TOTAL

Table 4: Marital Status

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Single	49.59	2 522 561	97.70	49.48	3 271 236 419	126 696.51	100.00	49.59	2 522 561	49.48	3 271 236 419
Married	38.62	1 964 596	97.70	37.34	2 468 694 732	122 768.95	100.00	38.62	1 964 596	37.34	2 468 694 732
Divorced	10.27	522 354	97.70	11.73	775 457 059	145 039.85	100.00	10.27	522 354	11.73	775 457 059
Widow(er)	1.52	77 328	97.70	1.46	96 201 719	121 544.91	100.00	1.52	77 328	1.46	96 201 719

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

Chart 4: Marital Status by RU(%)



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

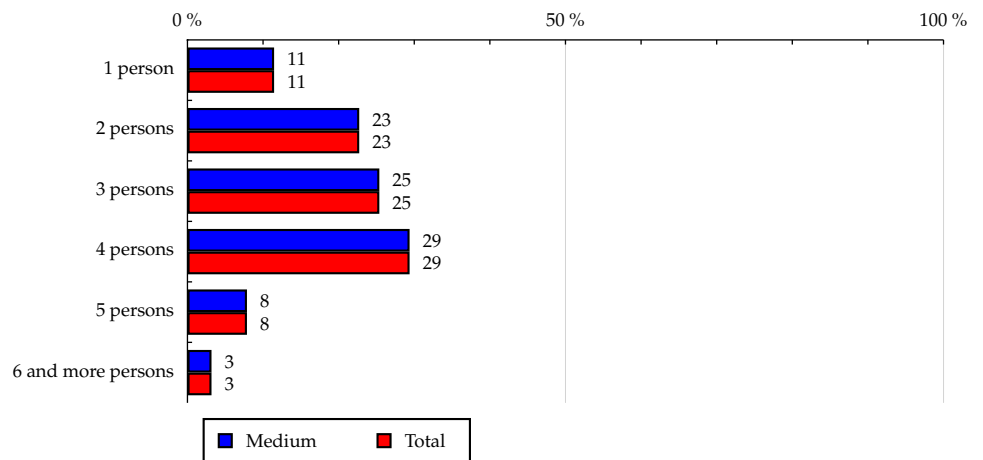
TOTAL

Table 5: Number of Persons in the Household

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
1 person	11.46	583 204	97.70	11.63	769 079 976	128 838.41	100.00	11.46	583 204	11.63	769 079 976
2 persons	22.72	1 155 905	97.70	22.00	1 454 511 156	122 938.87	100.00	22.72	1 155 905	22.00	1 454 511 156
3 persons	25.38	1 291 030	97.70	26.32	1 740 301 792	131 699.02	100.00	25.38	1 291 030	26.32	1 740 301 792
4 persons	29.38	1 494 669	97.70	29.39	1 943 139 389	127 014.49	100.00	29.38	1 494 669	29.39	1 943 139 389
5 persons	7.87	400 257	97.70	7.72	510 305 040	124 561.87	100.00	7.87	400 257	7.72	510 305 040
6 and more persons	3.18	161 773	97.70	2.94	194 252 576	117 315.09	100.00	3.18	161 773	2.94	194 252 576

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

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



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

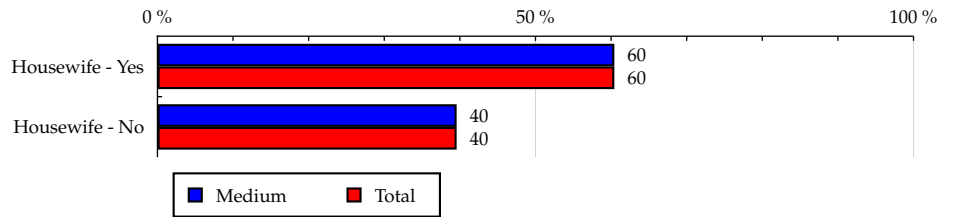
TOTAL

Table 6: Housewife

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Housewife - Yes	60.43	3 073 860	97.70	62.20	4 112 528 739	130 713.16	100.00	60.43	3 073 860	62.20	4 112 528 739
Housewife - No	39.57	2 012 980	97.70	37.80	2 499 061 190	121 291.92	100.00	39.57	2 012 980	37.80	2 499 061 190

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

Chart 6: Housewife by RU(%)



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

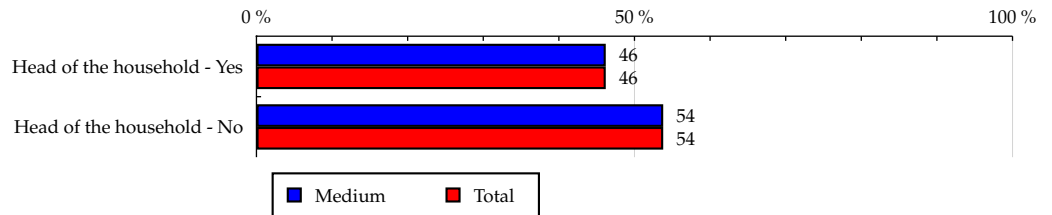
TOTAL

Table 7: Head of the Household

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Head of the household - Yes	46.20	2 350 184	97.70	45.08	2 980 524 331	123 903.99	100.00	46.20	2 350 184	45.08	2 980 524 331
Head of the household - No	53.80	2 736 656	97.70	54.92	3 631 065 598	129 630.83	100.00	53.80	2 736 656	54.92	3 631 065 598

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

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



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

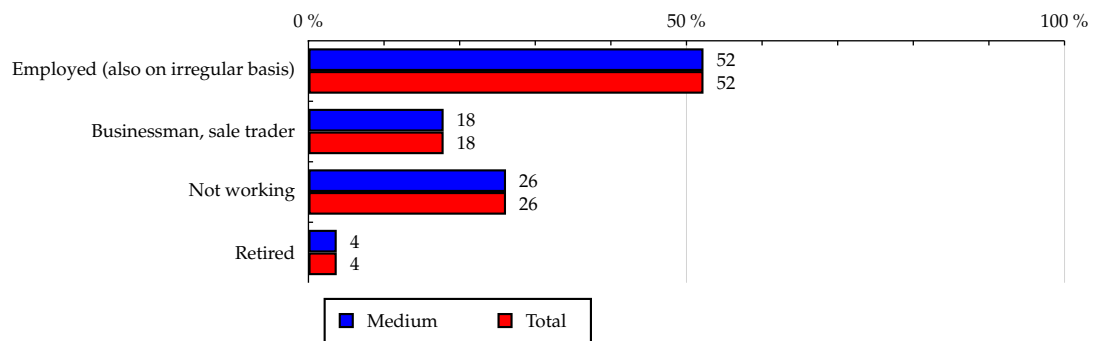
TOTAL

Table 8: Economic Activity

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Employed (also on irregular basis)	52.25	2 658 031	97.70	52.09	3 444 115 471	126 593.71	100.00	52.25	2 658 031	52.09	3 444 115 471
Businessman, sale trader	17.88	909 644	97.70	16.91	1 117 869 549	120 064.36	100.00	17.88	909 644	16.91	1 117 869 549
Not working	26.13	1 329 032	97.70	26.79	1 771 393 501	130 218.86	100.00	26.13	1 329 032	26.79	1 771 393 501
Retired	3.74	190 132	97.70	4.21	278 211 407	142 959.38	100.00	3.74	190 132	4.21	278 211 407

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

Chart 8: Economic Activity by RU(%)



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

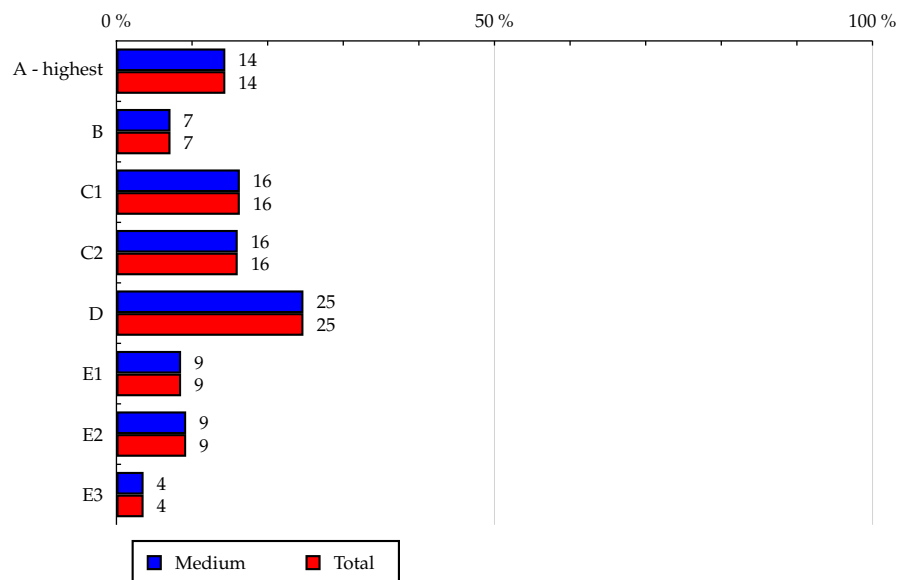
TOTAL

Table 9: ABCDE National Socioeconomic Classification

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
A - highest	14.40	732 573	97.70	11.16	737 566 219	98 365.83	100.00	14.40	732 573	11.16	737 566 219
B	7.15	363 856	97.70	6.54	432 539 613	116 142.22	100.00	7.15	363 856	6.54	432 539 613
C1	16.32	830 254	97.70	15.53	1 026 824 955	120 831.39	100.00	16.32	830 254	15.53	1 026 824 955
C2	16.04	815 915	97.70	17.03	1 126 271 278	134 862.86	100.00	16.04	815 915	17.03	1 126 271 278
D	24.73	1 257 749	97.70	25.67	1 696 881 292	131 811.06	100.00	24.73	1 257 749	25.67	1 696 881 292
E1	8.55	435 125	97.70	9.57	632 549 276	142 027.99	100.00	8.55	435 125	9.57	632 549 276
E2	9.22	468 983	97.70	10.39	687 187 005	143 156.89	100.00	9.22	468 983	10.39	687 187 005
E3	3.59	182 382	97.70	4.11	271 770 290	145 584.03	100.00	3.59	182 382	4.11	271 770 290

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

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



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

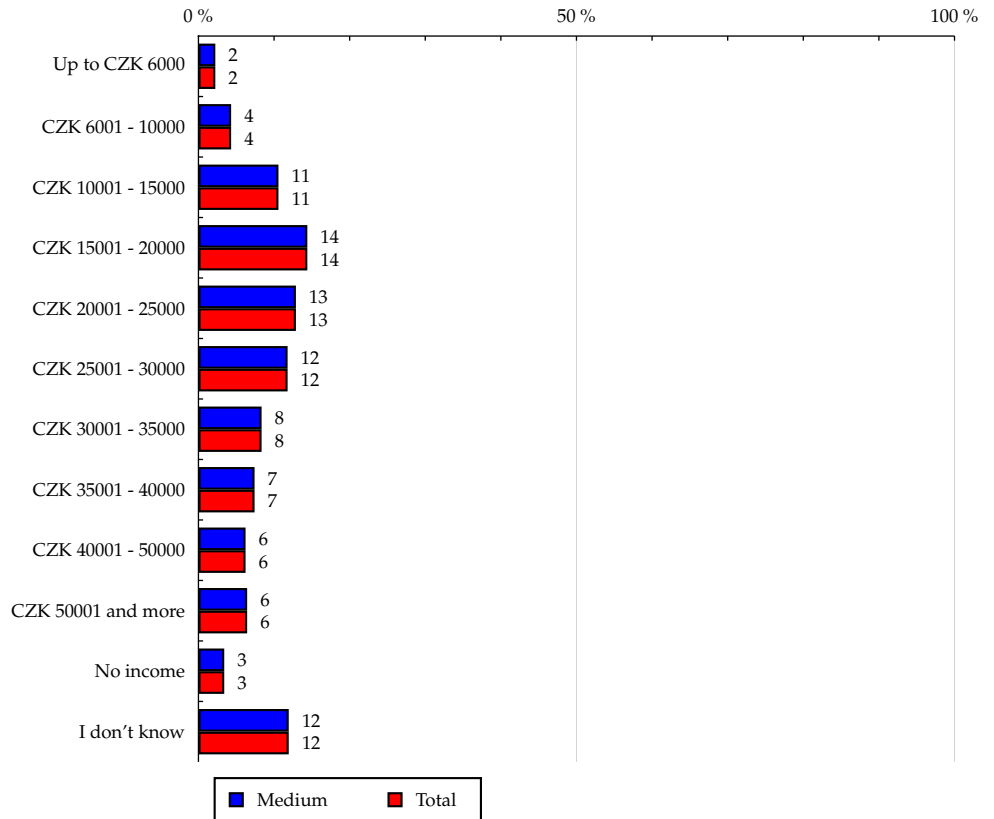
TOTAL

Table 10: Net Income of the Household

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Up to CZK 6000	2.23	113 207	97.70	2.10	138 940 728	119 907.79	100.00	2.23	113 207	2.10	138 940 728
CZK 6001 - 10000	4.32	219 706	97.70	4.98	329 098 439	146 344.99	100.00	4.32	219 706	4.98	329 098 439
CZK 10001 - 15000	10.58	537 952	97.70	12.22	808 066 776	146 756.60	100.00	10.58	537 952	12.22	808 066 776
CZK 15001 - 20000	14.40	732 351	97.70	14.92	986 123 133	131 554.70	100.00	14.40	732 351	14.92	986 123 133
CZK 20001 - 25000	12.89	655 700	97.70	13.21	873 302 730	130 122.98	100.00	12.89	655 700	13.21	873 302 730
CZK 25001 - 30000	11.79	599 642	97.70	11.80	779 840 185	127 059.61	100.00	11.79	599 642	11.80	779 840 185
CZK 30001 - 35000	8.35	424 915	97.70	7.89	521 660 636	119 944.48	100.00	8.35	424 915	7.89	521 660 636
CZK 35001 - 40000	7.42	377 654	97.70	6.78	448 072 743	115 917.40	100.00	7.42	377 654	6.78	448 072 743
CZK 40001 - 50000	6.23	316 877	97.70	5.68	375 518 698	115 780.17	100.00	6.23	316 877	5.68	375 518 698
CZK 50001 and more	6.44	327 795	97.70	5.19	342 846 613	102 185.88	100.00	6.44	327 795	5.19	342 846 613
No income	3.41	173 531	97.70	3.69	244 113 184	137 437.88	100.00	3.41	173 531	3.69	244 113 184
I don't know	11.94	607 504	97.70	11.56	764 006 064	122 868.82	100.00	11.94	607 504	11.56	764 006 064

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

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



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

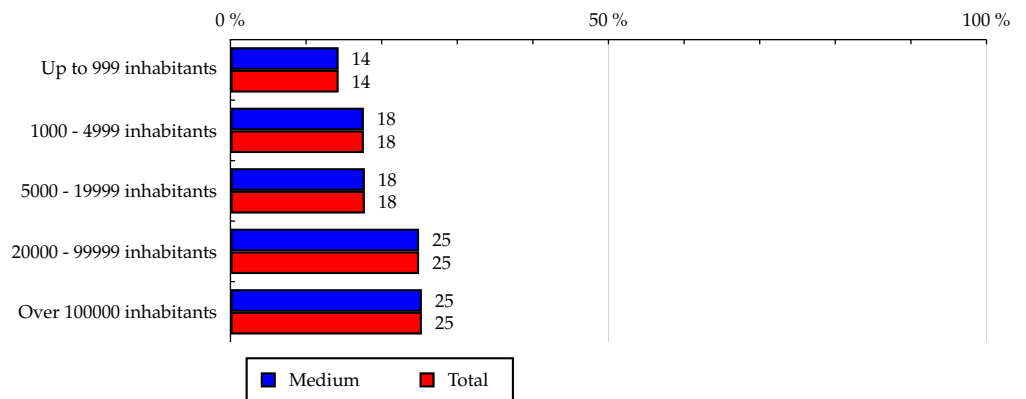
TOTAL

Table 11: Size of the Place of Residence

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Up to 999 inhabitants	14.31	727 869	97.70	14.47	956 842 808	128 434.40	100.00	14.31	727 869	14.47	956 842 808
1000 - 4999 inhabitants	17.65	897 670	97.70	18.36	1 214 017 781	132 130.36	100.00	17.65	897 670	18.36	1 214 017 781
5000 - 19999 inhabitants	17.78	904 444	97.70	18.87	1 247 536 125	134 761.47	100.00	17.78	904 444	18.87	1 247 536 125
20000 - 99999 inhabitants	24.95	1 269 091	97.70	25.22	1 667 297 660	128 355.56	100.00	24.95	1 269 091	25.22	1 667 297 660
Over 100000 inhabitants	25.32	1 287 764	97.70	23.08	1 525 895 555	115 766.51	100.00	25.32	1 287 764	23.08	1 525 895 555

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

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



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

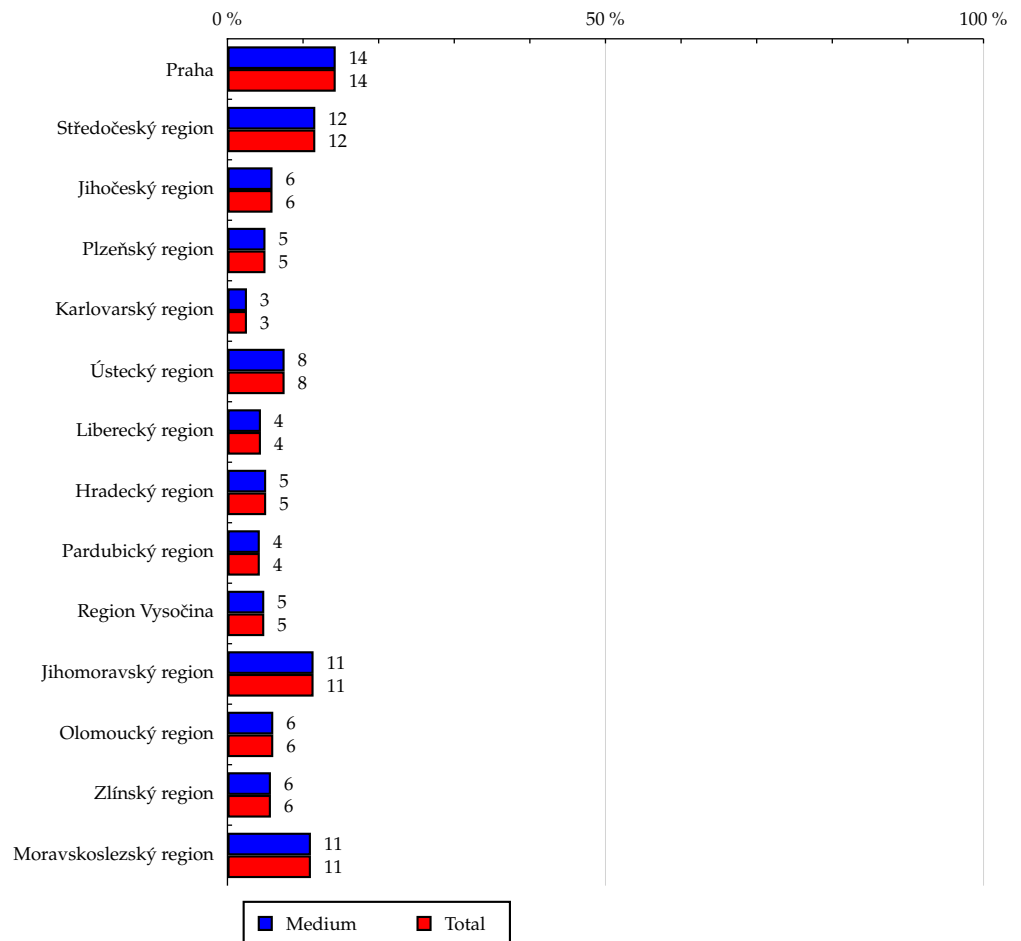
TOTAL

Table 12: Region

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Praha	14.32	728 347	97.70	11.93	788 508 660	105 770.00	100.00	14.32	728 347	11.93	788 508 660
Středočeský region	11.62	591 082	97.70	11.41	754 244 485	124 669.00	100.00	11.62	591 082	11.41	754 244 485
Jihočeský region	5.96	303 238	97.70	5.93	392 052 532	126 314.66	100.00	5.96	303 238	5.93	392 052 532
Plzeňský region	5.03	255 874	97.70	5.47	361 653 013	138 089.41	100.00	5.03	255 874	5.47	361 653 013
Karlovarský region	2.58	131 135	97.70	2.91	192 280 250	143 254.45	100.00	2.58	131 135	2.91	192 280 250
Ústecký region	7.56	384 354	97.70	8.16	539 465 300	137 127.88	100.00	7.56	384 354	8.16	539 465 300
Liberecký region	4.43	225 197	97.70	4.48	296 190 848	128 499.65	100.00	4.43	225 197	4.48	296 190 848
Hradecký region	5.12	260 644	97.70	4.97	328 614 867	123 178.18	100.00	5.12	260 644	4.97	328 614 867
Pardubický region	4.28	217 668	97.70	4.16	274 884 286	123 380.94	100.00	4.28	217 668	4.16	274 884 286
Region Vysočina	4.87	247 676	97.70	5.08	336 191 551	132 616.22	100.00	4.87	247 676	5.08	336 191 551
Jihomoravský region	11.39	579 642	97.70	11.29	746 572 538	125 836.40	100.00	11.39	579 642	11.29	746 572 538
Olomoucký region	6.06	308 039	97.70	6.15	406 749 117	129 007.52	100.00	6.06	308 039	6.15	406 749 117
Zlínský region	5.75	292 341	97.70	6.03	399 006 818	133 347.32	100.00	5.75	292 341	6.03	399 006 818
Moravskoslezský region	11.04	561 596	97.70	12.03	795 175 662	138 335.29	100.00	11.04	561 596	12.03	795 175 662

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

Chart 12: Region by RU(%)



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

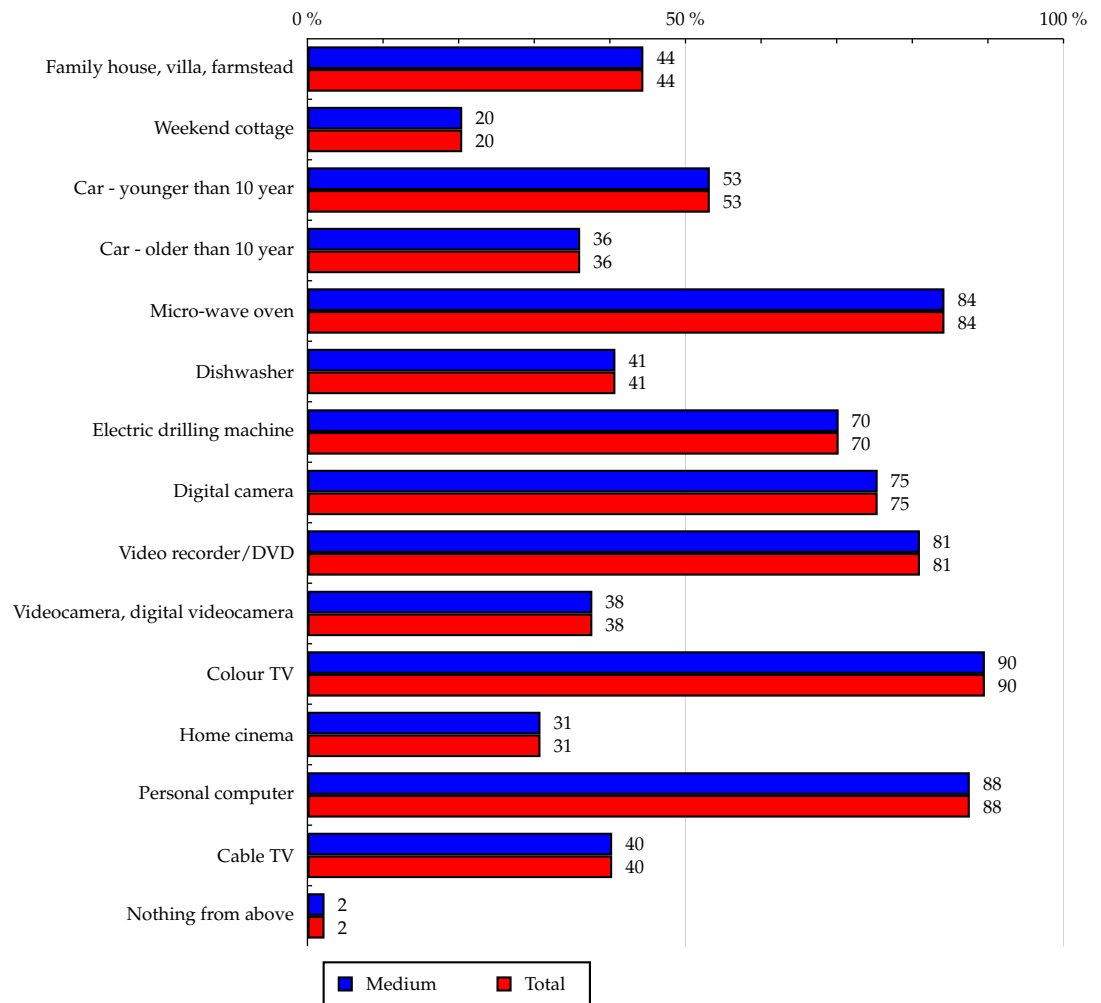
TOTAL

Table 13: Facilities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Family house, villa, farmstead	44.43	2 260 099	97.70	41.90	2 770 081 212	119 745.55	100.00	44.43	2 260 099	41.90	2 770 081 212
Weekend cottage	20.47	1 041 376	97.70	18.30	1 209 623 549	113 484.61	100.00	20.47	1 041 376	18.30	1 209 623 549
Car - younger than 10 year	53.22	2 707 061	97.70	50.21	3 320 006 367	119 821.65	100.00	53.22	2 707 061	50.21	3 320 006 367
Car - older than 10 year	36.07	1 835 037	97.70	36.69	2 425 686 443	129 146.99	100.00	36.07	1 835 037	36.69	2 425 686 443
Micro-wave oven	84.25	4 285 586	97.70	84.69	5 599 633 065	127 656.77	100.00	84.25	4 285 586	84.69	5 599 633 065
Dishwasher	40.73	2 071 903	97.70	36.70	2 426 342 230	114 413.47	100.00	40.73	2 071 903	36.70	2 426 342 230
Electric drilling machine	70.26	3 573 848	97.70	68.38	4 521 185 127	123 597.80	100.00	70.26	3 573 848	68.38	4 521 185 127
Digital camera	75.42	3 836 254	97.70	74.67	4 937 142 751	125 736.91	100.00	75.42	3 836 254	74.67	4 937 142 751
Video recorder/DVD	81.01	4 121 029	97.70	82.04	5 423 864 310	128 587.17	100.00	81.01	4 121 029	82.04	5 423 864 310
Videocamera, digital videocamera	37.68	1 916 783	97.70	36.39	2 405 696 452	122 620.28	100.00	37.68	1 916 783	36.39	2 405 696 452
Colour TV	89.60	4 557 888	97.70	90.29	5 969 726 787	127 963.27	100.00	89.60	4 557 888	90.29	5 969 726 787
Home cinema	30.82	1 567 673	97.70	31.65	2 092 305 532	130 395.94	100.00	30.82	1 567 673	31.65	2 092 305 532
Personal computer	87.61	4 456 589	97.70	87.52	5 786 794 063	126 861.54	100.00	87.61	4 456 589	87.52	5 786 794 063
Cable TV	40.30	2 049 992	97.70	42.65	2 819 807 668	134 388.37	100.00	40.30	2 049 992	42.65	2 819 807 668
Nothing from above	2.26	115 011	97.70	2.20	145 377 795	123 495.04	100.00	2.26	115 011	2.20	145 377 795

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

Chart 13: Facilities by RU(%)



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

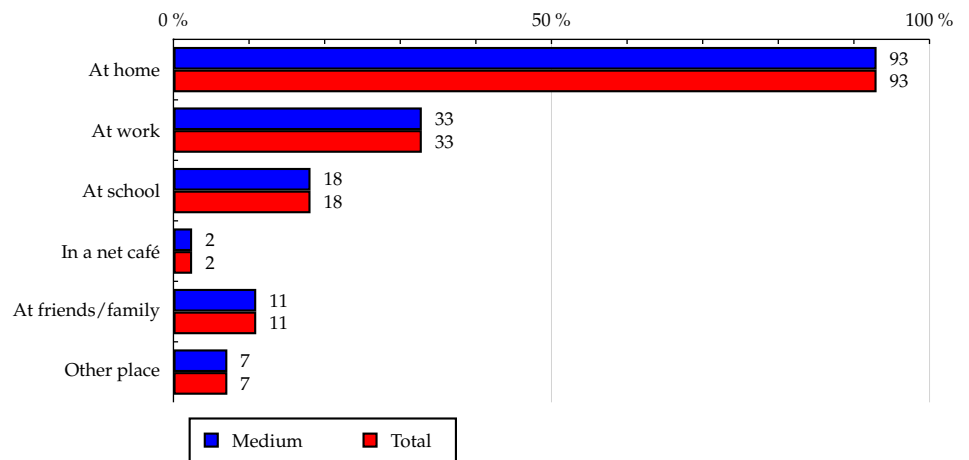
TOTAL

Table 14: All Places of Internet Connection

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
At home	93.00	4 730 708	97.70	94.64	6 257 022 604	129 221.89	100.00	93.00	4 730 708	94.64	6 257 022 604
At work	32.85	1 670 970	97.70	26.51	1 752 938 888	102 492.59	100.00	32.85	1 670 970	26.51	1 752 938 888
At school	18.13	922 332	97.70	15.33	1 013 688 644	107 377.12	100.00	18.13	922 332	15.33	1 013 688 644
In a net café	2.47	125 894	97.70	2.26	149 116 153	115 721.01	100.00	2.47	125 894	2.26	149 116 153
At friends/family	10.95	556 938	97.70	10.55	697 499 098	122 357.63	100.00	10.95	556 938	10.55	697 499 098
Other place	7.13	362 881	97.70	6.21	410 608 740	110 549.82	100.00	7.13	362 881	6.21	410 608 740

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

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



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

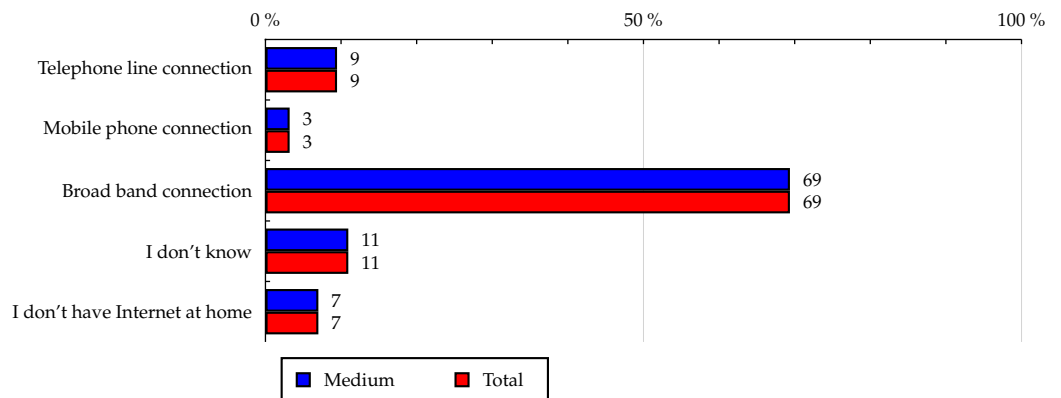
TOTAL

Table 15: Connection from Home

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Telephone line connection	9.47	481 501	97.70	9.55	631 702 091	128 176.71	100.00	9.47	481 501	9.55	631 702 091
Mobile phone connection	3.20	162 943	97.70	2.57	170 121 201	102 003.58	100.00	3.20	162 943	2.57	170 121 201
Broad band connection	69.37	3 528 809	97.70	71.10	4 700 667 163	130 144.49	100.00	69.37	3 528 809	71.10	4 700 667 163
I don't know	10.96	557 453	97.70	11.41	754 532 150	132 240.27	100.00	10.96	557 453	11.41	754 532 150
I don't have Internet at home	7.00	356 132	97.70	5.36	354 567 324	97 270.58	100.00	7.00	356 132	5.36	354 567 324

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

Chart 15: Connection from Home by RU(%)



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

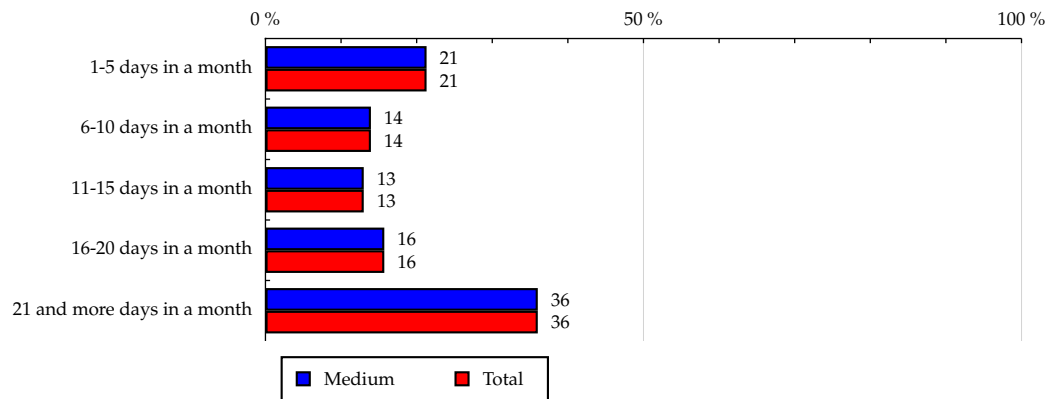
TOTAL

Table 16: Measured Frequency of the Internet Use (NetMonitor)

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
1-5 days in a month	21.31	1 084 201	97.70	1.36	89 664 403	8 079.88	100.00	21.31	1 084 201	1.36	89 664 403
6-10 days in a month	13.95	709 665	97.70	3.07	203 160 974	27 969.26	100.00	13.95	709 665	3.07	203 160 974
11-15 days in a month	13.00	661 384	97.70	6.09	402 419 215	59 445.52	100.00	13.00	661 384	6.09	402 419 215
16-20 days in a month	15.72	799 497	97.70	13.59	898 844 440	109 840.40	100.00	15.72	799 497	13.59	898 844 440
21 and more days in a month	36.02	1 832 092	97.70	75.89	5 017 500 897	267 568.33	100.00	36.02	1 832 092	75.89	5 017 500 897

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

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



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

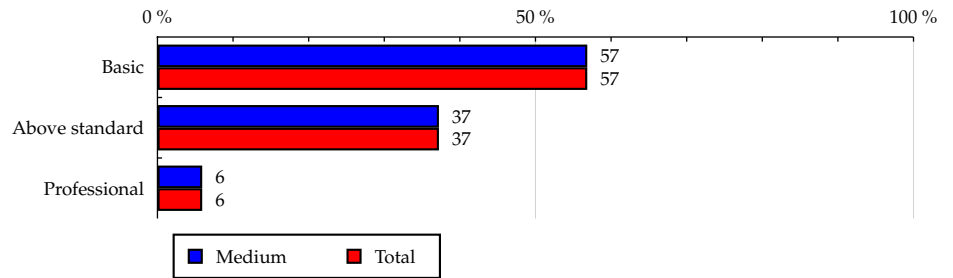
TOTAL

Table 17: IT Knowledge

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Basic	56.85	2 891 735	97.70	60.77	4 017 554 691	135 736.87	100.00	56.85	2 891 735	60.77	4 017 554 691
Above standard	37.23	1 893 739	97.70	34.89	2 306 535 401	118 996.59	100.00	37.23	1 893 739	34.89	2 306 535 401
Professional	5.92	301 366	97.70	4.35	287 499 837	93 204.42	100.00	5.92	301 366	4.35	287 499 837

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

Chart 17: IT Knowledge by RU(%)



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

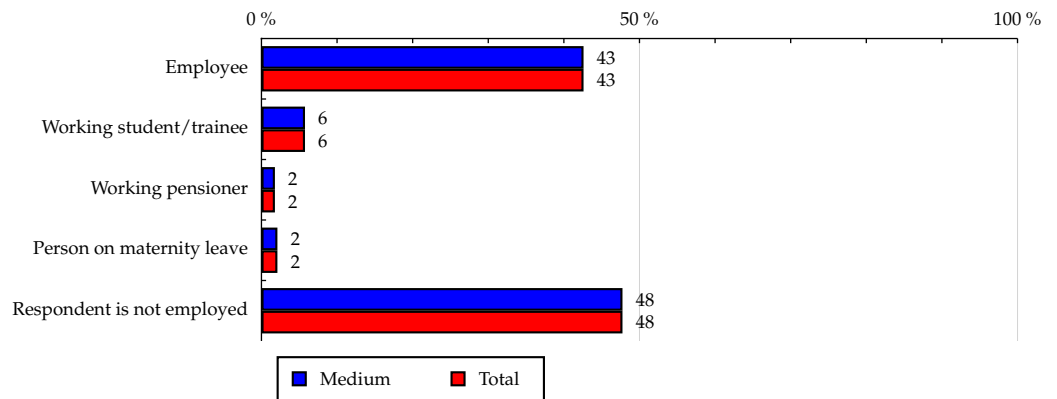
TOTAL

Table 18: Economically Active as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Employee	42.60	2 167 189	97.70	42.49	2 809 067 343	126 636.75	100.00	42.60	2 167 189	42.49	2 809 067 343
Working student/trainee	5.76	292 940	97.70	5.04	333 347 269	111 176.07	100.00	5.76	292 940	5.04	333 347 269
Working pensioner	1.78	90 645	97.70	1.71	112 999 937	121 793.86	100.00	1.78	90 645	1.71	112 999 937
Person on maternity leave	2.11	107 254	97.70	2.85	188 700 922	171 890.29	100.00	2.11	107 254	2.85	188 700 922
Respondent is not employed	47.75	2 428 809	97.70	47.91	3 167 474 457	127 413.12	100.00	47.75	2 428 809	47.91	3 167 474 457

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

Chart 18: Economically Active as by RU(%)



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

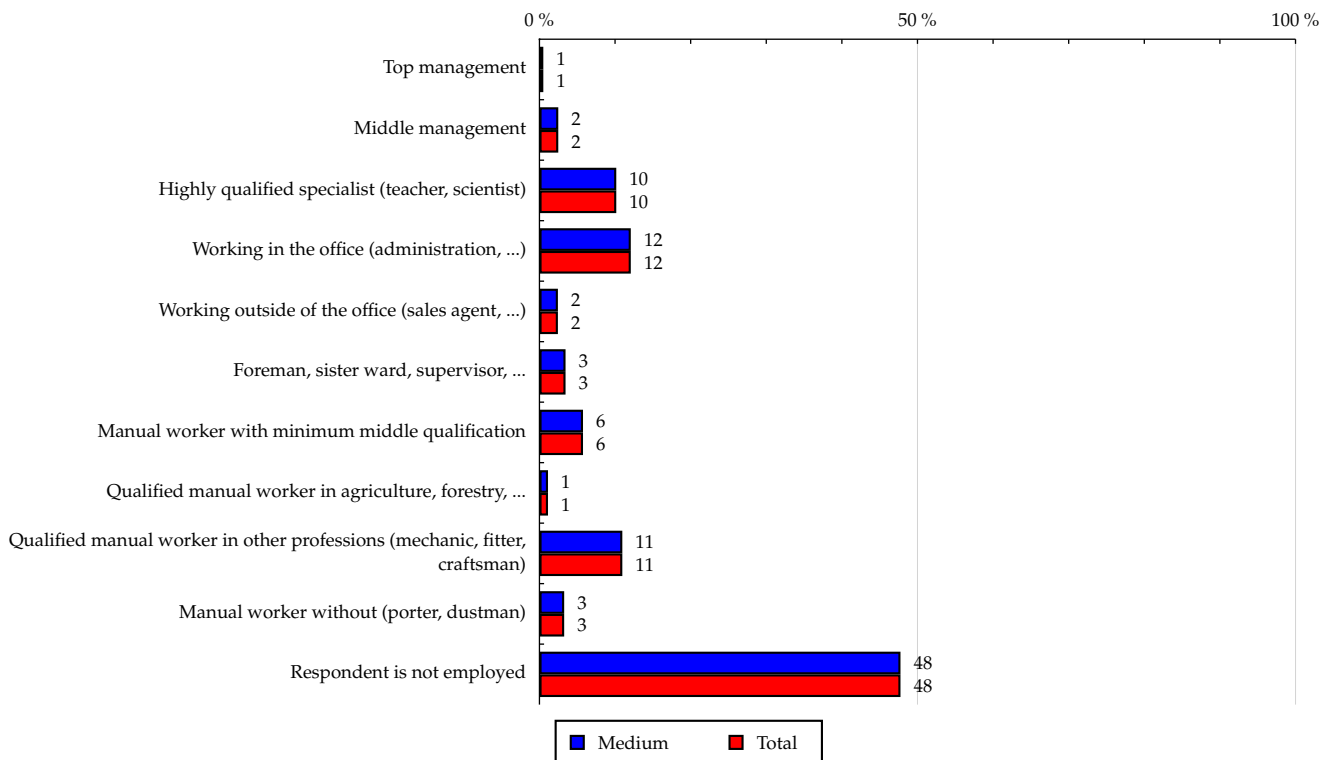
TOTAL

Table 19: Characteristics of the Employment

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Top management	0.51	25 957	97.70	0.28	18 698 940	70 379.53	100.00	0.51	25 957	0.28	18 698 940
Middle management	2.49	126 867	97.70	1.74	114 716 719	88 342.65	100.00	2.49	126 867	1.74	114 716 719
Highly qualified specialist (teacher, scientist)	10.16	516 584	97.70	7.50	496 057 422	93 817.82	100.00	10.16	516 584	7.50	496 057 422
Working in the office (administration, ...)	12.08	614 361	97.70	11.36	750 930 064	119 417.99	100.00	12.08	614 361	11.36	750 930 064
Working outside of the office (sales agent, ...)	2.44	124 172	97.70	2.41	159 371 057	125 394.88	100.00	2.44	124 172	2.41	159 371 057
Foreman, sister ward, supervisor, ...	3.45	175 349	97.70	3.68	243 017 709	135 402.90	100.00	3.45	175 349	3.68	243 017 709
Manual worker with minimum middle qualification	5.76	293 156	97.70	6.34	419 102 056	139 673.69	100.00	5.76	293 156	6.34	419 102 056
Qualified manual worker in agriculture, forestry, ...	1.13	57 601	97.70	1.27	83 891 614	142 290.68	100.00	1.13	57 601	1.27	83 891 614
Qualified manual worker in other professions (mechanic, fitter, craftsman)	10.96	557 541	97.70	13.93	921 108 537	161 409.16	100.00	10.96	557 541	13.93	921 108 537
Manual worker without (porter, dustman)	3.27	166 438	97.70	3.59	237 221 355	139 249.92	100.00	3.27	166 438	3.59	237 221 355
Respondent is not employed	47.75	2 428 809	97.70	47.91	3 167 474 457	127 413.12	100.00	47.75	2 428 809	47.91	3 167 474 457

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

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



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

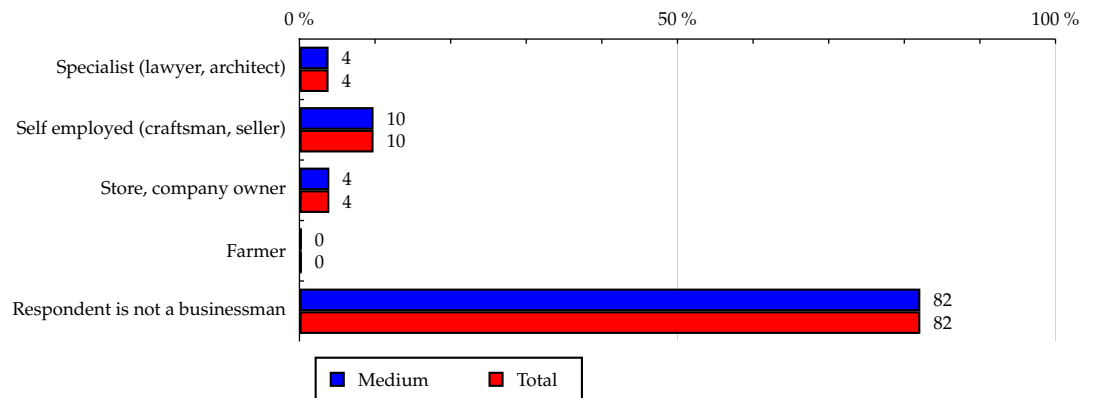
TOTAL

Table 20: Business Activities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Specialist (lawyer, architect)	3.85	195 888	97.70	3.19	210 658 498	105 066.69	100.00	3.85	195 888	3.19	210 658 498
Self employed (craftsman, seller)	9.80	498 632	97.70	9.97	659 387 120	129 197.66	100.00	9.80	498 632	9.97	659 387 120
Store, company owner	3.95	200 792	97.70	3.48	229 906 665	111 866.39	100.00	3.95	200 792	3.48	229 906 665
Farmer	0.28	14 331	97.70	0.27	17 917 266	122 143.27	100.00	0.28	14 331	0.27	17 917 266
Respondent is not a businessman	82.12	4 177 196	97.70	83.09	5 493 720 379	128 492.02	100.00	82.12	4 177 196	83.09	5 493 720 379

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

Chart 20: Business Activities by RU(%)



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

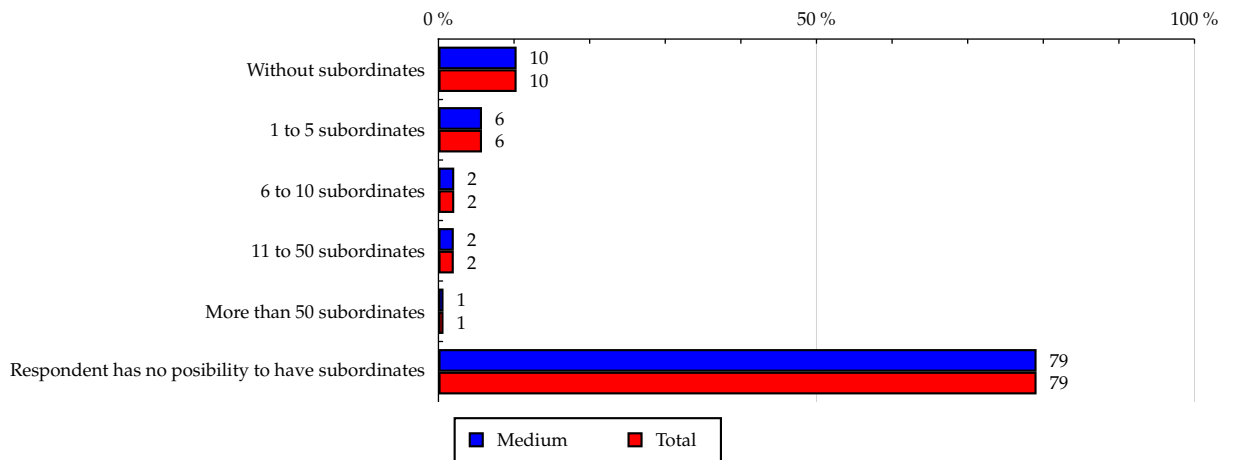
TOTAL

Table 21: Number of Subordinates

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Without subordinates	10.34	525 858	97.70	10.61	701 213 887	130 279.53	100.00	10.34	525 858	10.61	701 213 887
1 to 5 subordinates	5.76	293 071	97.70	4.87	322 297 280	107 442.73	100.00	5.76	293 071	4.87	322 297 280
6 to 10 subordinates	2.09	106 103	97.70	1.54	101 933 369	93 859.86	100.00	2.09	106 103	1.54	101 933 369
11 to 50 subordinates	2.03	103 162	97.70	1.47	97 499 238	92 336.77	100.00	2.03	103 162	1.47	97 499 238
More than 50 subordinates	0.67	34 272	97.70	0.43	28 341 435	80 791.26	100.00	0.67	34 272	0.43	28 341 435
Respondent has no possibility to have subordinates	79.11	4 024 371	97.70	81.07	5 360 304 721	130 132.55	100.00	79.11	4 024 371	81.07	5 360 304 721

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

Chart 21: Number of Subordinates by RU(%)



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

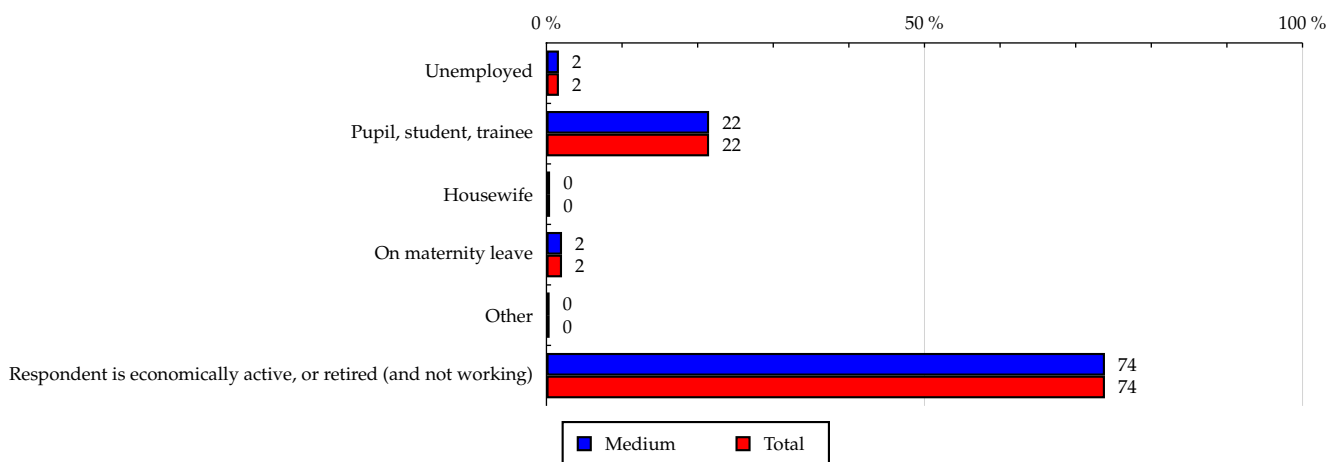
TOTAL

Table 22: Economically Inactive as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unemployed	1.65	83 957	97.70	2.29	151 520 806	176 322.93	100.00	1.65	83 957	2.29	151 520 806
Pupil, student, trainee	21.51	1 094 423	97.70	20.52	1 356 458 238	121 092.02	100.00	21.51	1 094 423	20.52	1 356 458 238
Housewife	0.48	24 377	97.70	0.68	45 209 763	181 194.55	100.00	0.48	24 377	0.68	45 209 763
On maternity leave	2.06	104 880	97.70	2.80	185 252 291	172 568.64	100.00	2.06	104 880	2.80	185 252 291
Other	0.42	21 394	97.70	0.50	32 952 402	150 483.23	100.00	0.42	21 394	0.50	32 952 402
Respondent is economically active, or retired (and not working)	73.87	3 757 808	97.70	73.21	4 840 196 428	125 841.22	100.00	73.87	3 757 808	73.21	4 840 196 428

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

Chart 22: Economically Inactive as by RU(%)



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

THE KEY

Below mentioned term "target group" (given target group, chosen target group, chosen TG) is being used here as a target group given in a table line (or column of graph) of a given sociodemographic indicator, i.e. target group "women", "Liberec region", "Retired", etc. The target group "All" is defined as Persons in the age of 12-79 that have visited Internet at least once in the last month.

MEDIUM:

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

RU(%) – structure of visitors

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

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

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

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

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".