

SPiR NetMonitor

Research on the Sociodemography of Internet Users in the Czech Republic

Medium title:

TOTAL

Month:

May 2009

Basic information	
The size of Internet population in the Czech Republic	5 349 184
Number of respondents	
Medium	N = 103 464
Total (for all measured media)	N = 103 464
RU(number)	5 226 153
Reach(%)	97.70
PV(number) (from Czech visitors)	7 021 200 334
PV(number) (from all visitors)	7 452 989 580
GRP (%)	131 257.41

**Source: NetMonitor – SPiR – Mediaresearch & Gemius
May 2009**

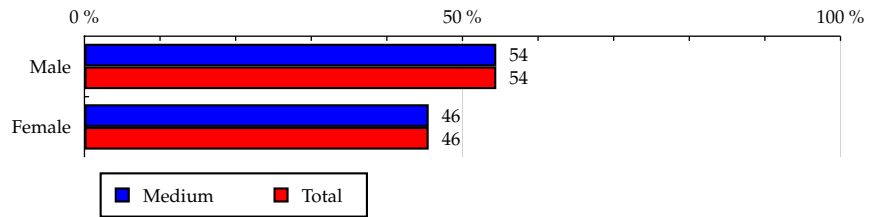
TOTAL

Table 1: Sex

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Male	54.47	2 846 686	97.70	51.55	3 619 129 657	124 210.73	100.00	54.47	2 846 686	51.55	3 619 129 657
Female	45.53	2 379 466	97.70	48.45	3 402 070 677	139 687.74	100.00	45.53	2 379 466	48.45	3 402 070 677

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

Chart 1: Sex by RU(%)



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

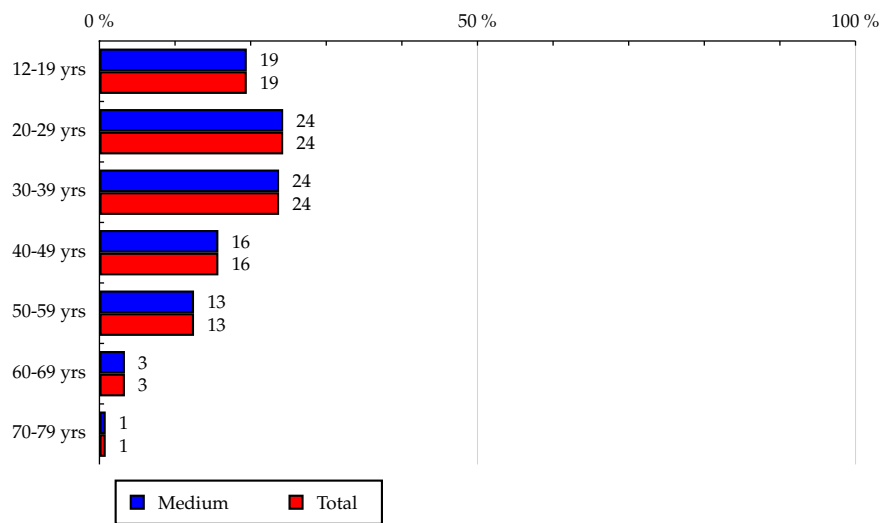
TOTAL

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	1 018 582	97.70	18.99	1 333 505 000	127 906.59	100.00	19.49	1 018 582	18.99	1 333 505 000
20-29 yrs	24.30	1 270 171	97.70	25.81	1 812 263 641	139 397.09	100.00	24.30	1 270 171	25.81	1 812 263 641
30-39 yrs	23.76	1 241 829	97.70	25.33	1 778 472 049	139 920.01	100.00	23.76	1 241 829	25.33	1 778 472 049
40-49 yrs	15.73	822 284	97.70	15.42	1 082 980 153	128 674.69	100.00	15.73	822 284	15.42	1 082 980 153
50-59 yrs	12.51	653 683	97.70	10.88	763 599 433	114 128.18	100.00	12.51	653 683	10.88	763 599 433
60-69 yrs	3.37	176 121	97.70	2.91	204 443 703	113 411.33	100.00	3.37	176 121	2.91	204 443 703
70-79 yrs	0.83	43 481	97.70	0.65	45 936 355	103 216.21	100.00	0.83	43 481	0.65	45 936 355

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

Chart 2: Age by RU(%)



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

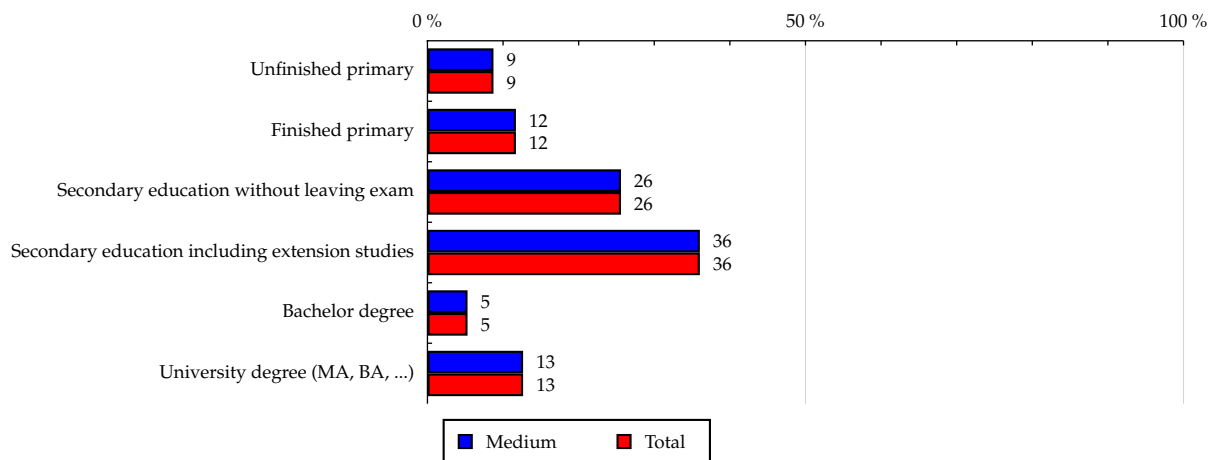
TOTAL

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	456 190	97.70	8.11	569 240 631	121 911.43	100.00	8.73	456 190	8.11	569 240 631
Finished primary	11.70	611 231	97.70	11.93	837 745 102	133 906.14	100.00	11.70	611 231	11.93	837 745 102
Secondary education without leaving exam	25.60	1 337 874	97.70	31.39	2 203 729 970	160 930.21	100.00	25.60	1 337 874	31.39	2 203 729 970
Secondary education including extension studies	36.03	1 883 038	97.70	35.03	2 459 604 187	127 614.64	100.00	36.03	1 883 038	35.03	2 459 604 187
Bachelor degree	5.30	276 924	97.70	4.65	326 219 110	115 091.29	100.00	5.30	276 924	4.65	326 219 110
University degree (MA, BA, ...)	12.65	660 892	97.70	8.90	624 661 334	92 343.90	100.00	12.65	660 892	8.90	624 661 334

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

Chart 3: Highest Education by RU(%)



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

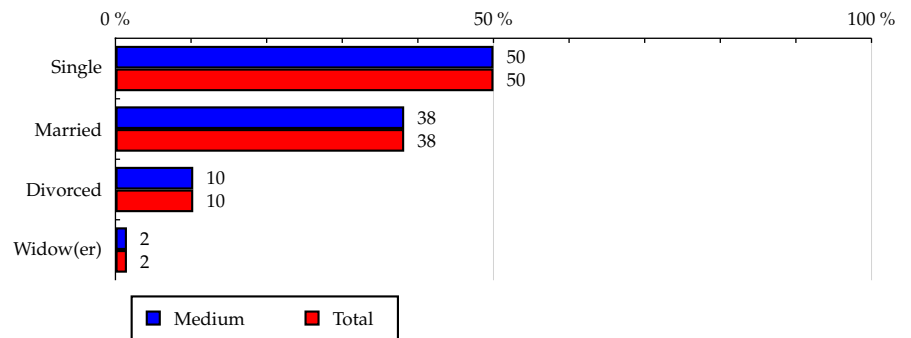
TOTAL

Table 4: Marital Status

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Single	50.00	2 613 163	97.70	50.30	3 531 998 263	132 053.08	100.00	50.00	2 613 163	50.30	3 531 998 263
Married	38.19	1 995 733	97.70	36.50	2 563 015 989	125 471.00	100.00	38.19	1 995 733	36.50	2 563 015 989
Divorced	10.29	537 837	97.70	11.83	830 359 468	150 837.68	100.00	10.29	537 837	11.83	830 359 468
Widow(er)	1.52	79 419	97.70	1.36	95 826 614	117 884.35	100.00	1.52	79 419	1.36	95 826 614

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

Chart 4: Marital Status by RU(%)



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

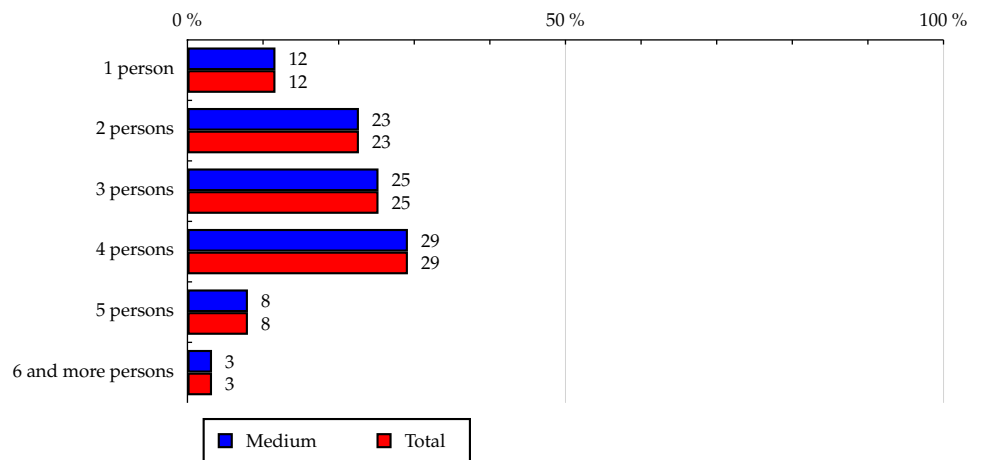
TOTAL

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	11.64	608 247	97.70	11.46	804 550 830	129 231.31	100.00	11.64	608 247	11.46	804 550 830
2 persons	22.68	1 185 152	97.70	22.35	1 569 572 070	129 390.25	100.00	22.68	1 185 152	22.35	1 569 572 070
3 persons	25.27	1 320 745	97.70	26.47	1 858 522 895	137 481.20	100.00	25.27	1 320 745	26.47	1 858 522 895
4 persons	29.16	1 523 828	97.70	28.85	2 025 495 689	129 864.32	100.00	29.16	1 523 828	28.85	2 025 495 689
5 persons	8.00	418 299	97.70	7.92	555 749 304	129 803.30	100.00	8.00	418 299	7.92	555 749 304
6 and more persons	3.25	169 879	97.70	2.95	207 309 546	119 226.86	100.00	3.25	169 879	2.95	207 309 546

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

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



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

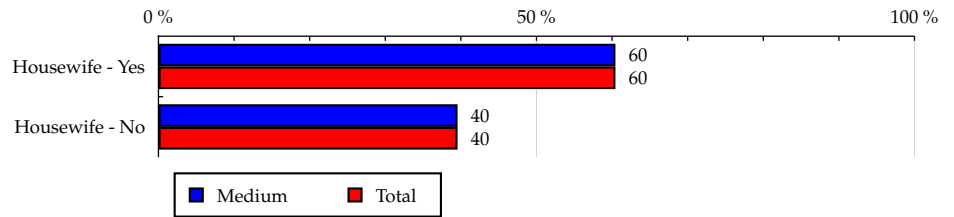
TOTAL

Table 6: Housewife

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Housewife - Yes	60.44	3 158 455	97.70	62.06	4 357 211 317	134 780.94	100.00	60.44	3 158 455	62.06	4 357 211 317
Housewife - No	39.56	2 067 697	97.70	37.94	2 663 989 017	125 875.14	100.00	39.56	2 067 697	37.94	2 663 989 017

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

Chart 6: Housewife by RU(%)



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

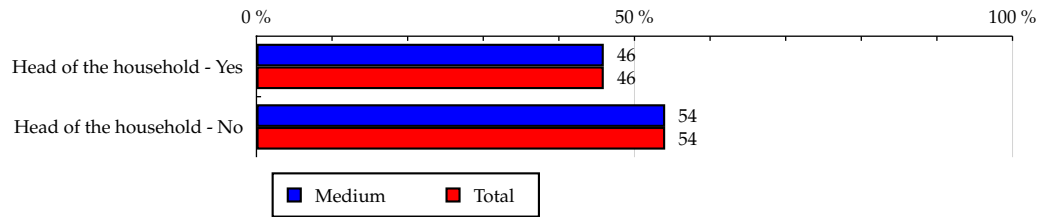
TOTAL

Table 7: Head of the Household

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Head of the household - Yes	45.94	2 400 773	97.70	44.34	3 113 135 916	126 689.77	100.00	45.94	2 400 773	44.34	3 113 135 916
Head of the household - No	54.06	2 825 379	97.70	55.66	3 908 064 418	135 138.61	100.00	54.06	2 825 379	55.66	3 908 064 418

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

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



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

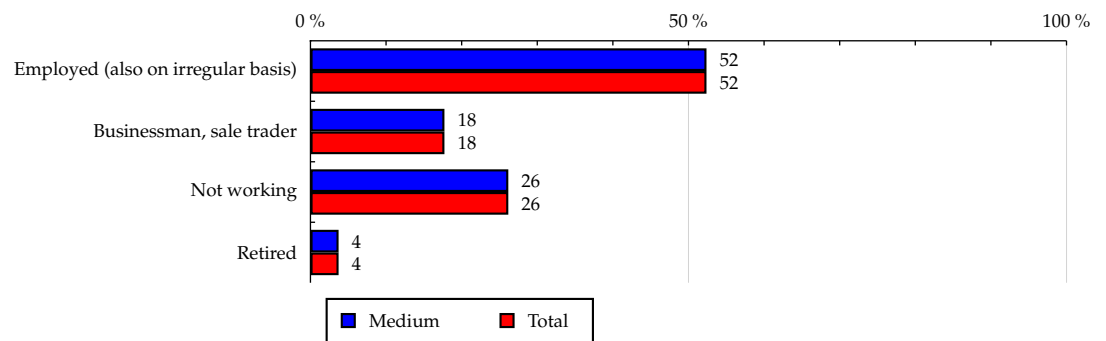
TOTAL

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)	52.38	2 737 473	97.70	51.82	3 638 596 371	129 860.95	100.00	52.38	2 737 473	51.82	3 638 596 371
Businessman, sale trader	17.72	926 271	97.70	16.66	1 169 680 780	123 373.97	100.00	17.72	926 271	16.66	1 169 680 780
Not working	26.17	1 367 775	97.70	27.50	1 930 497 591	137 895.16	100.00	26.17	1 367 775	27.50	1 930 497 591
Retired	3.72	194 632	97.70	4.02	282 425 591	141 769.71	100.00	3.72	194 632	4.02	282 425 591

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

Chart 8: Economic Activity by RU(%)



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

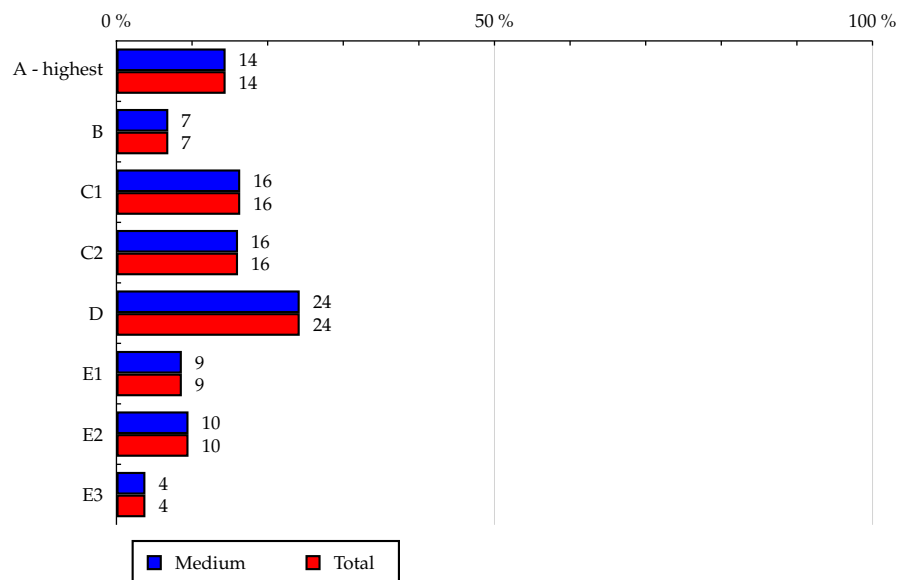
TOTAL

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	14.44	754 512	97.70	10.92	766 931 959	99 308.19	100.00	14.44	754 512	10.92	766 931 959
B	6.86	358 266	97.70	6.41	449 889 863	122 685.89	100.00	6.86	358 266	6.41	449 889 863
C1	16.37	855 548	97.70	15.97	1 121 109 652	128 025.95	100.00	16.37	855 548	15.97	1 121 109 652
C2	16.08	840 465	97.70	16.94	1 189 319 761	138 252.66	100.00	16.08	840 465	16.94	1 189 319 761
D	24.24	1 266 705	97.70	25.85	1 814 809 507	139 974.81	100.00	24.24	1 266 705	25.85	1 814 809 507
E1	8.65	452 102	97.70	9.32	654 143 034	141 361.23	100.00	8.65	452 102	9.32	654 143 034
E2	9.53	498 166	97.70	10.26	720 374 447	141 279.15	100.00	9.53	498 166	10.26	720 374 447
E3	3.83	200 385	97.70	4.34	304 622 111	148 521.79	100.00	3.83	200 385	4.34	304 622 111

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

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



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

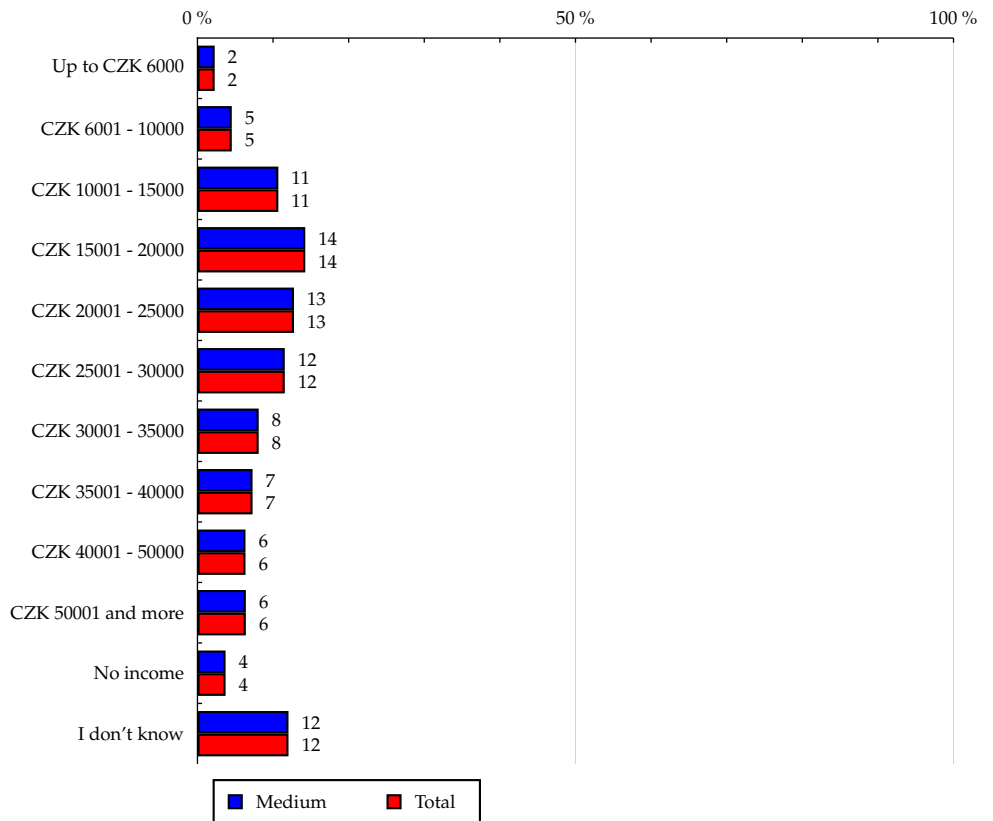
TOTAL

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	2.28	119 263	97.70	2.19	153 603 528	125 830.69	100.00	2.28	119 263	2.19	153 603 528
CZK 6001 - 10000	4.54	237 065	97.70	5.29	371 124 111	152 948.73	100.00	4.54	237 065	5.29	371 124 111
CZK 10001 - 15000	10.70	559 189	97.70	12.01	843 535 132	147 380.17	100.00	10.70	559 189	12.01	843 535 132
CZK 15001 - 20000	14.26	745 320	97.70	15.04	1 056 211 007	138 452.93	100.00	14.26	745 320	15.04	1 056 211 007
CZK 20001 - 25000	12.77	667 552	97.70	13.29	933 338 849	136 599.35	100.00	12.77	667 552	13.29	933 338 849
CZK 25001 - 30000	11.55	603 500	97.70	11.49	807 046 418	130 651.92	100.00	11.55	603 500	11.49	807 046 418
CZK 30001 - 35000	8.10	423 207	97.70	7.75	544 169 017	125 624.84	100.00	8.10	423 207	7.75	544 169 017
CZK 35001 - 40000	7.29	381 087	97.70	6.82	478 856 985	122 765.30	100.00	7.29	381 087	6.82	478 856 985
CZK 40001 - 50000	6.35	331 889	97.70	5.73	401 988 630	118 335.57	100.00	6.35	331 889	5.73	401 988 630
CZK 50001 and more	6.40	334 441	97.70	5.15	361 620 595	105 639.74	100.00	6.40	334 441	5.15	361 620 595
No income	3.72	194 452	97.70	3.96	278 096 824	139 726.17	100.00	3.72	194 452	3.96	278 096 824
I don't know	12.04	629 184	97.70	11.27	791 609 237	122 921.45	100.00	12.04	629 184	11.27	791 609 237

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

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



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

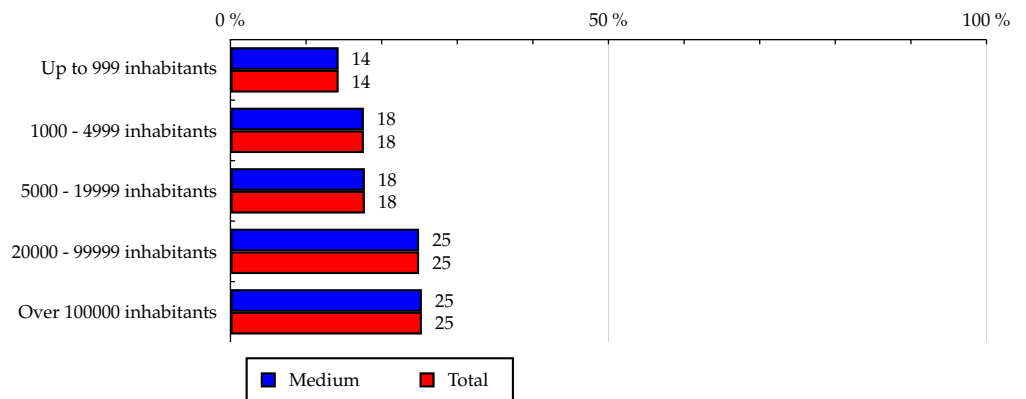
TOTAL

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	747 804	97.70	14.95	1 049 856 170	137 162.79	100.00	14.31	747 804	14.95	1 049 856 170
1000 - 4999 inhabitants	17.65	922 269	97.70	18.37	1 289 661 104	136 619.34	100.00	17.65	922 269	18.37	1 289 661 104
5000 - 19999 inhabitants	17.78	929 200	97.70	18.95	1 330 667 337	139 911.92	100.00	17.78	929 200	18.95	1 330 667 337
20000 - 99999 inhabitants	24.95	1 303 870	97.70	24.97	1 753 075 328	131 359.25	100.00	24.95	1 303 870	24.97	1 753 075 328
Over 100000 inhabitants	25.32	1 323 007	97.70	22.76	1 597 940 396	118 002.93	100.00	25.32	1 323 007	22.76	1 597 940 396

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

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



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

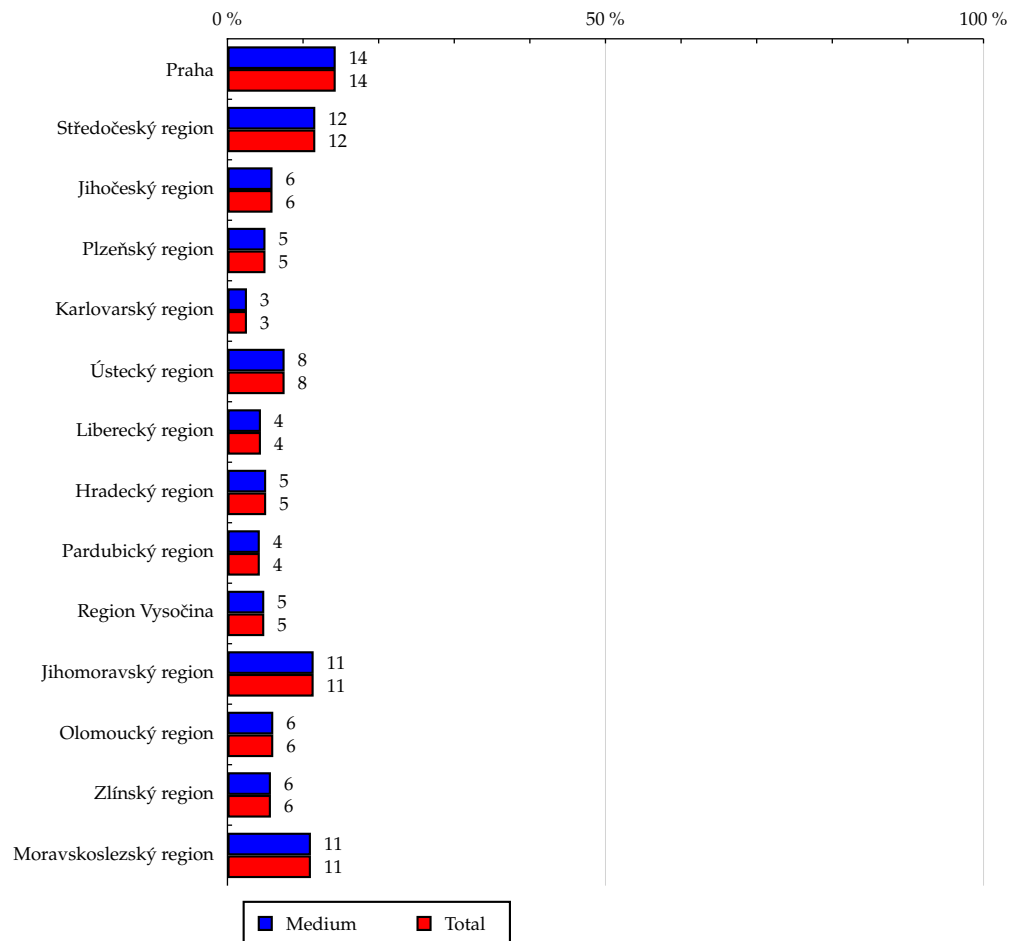
TOTAL

Table 12: Region

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Praha	14.32	748 283	97.70	11.63	816 374 886	106 590.35	100.00	14.32	748 283	11.63	816 374 886
Středočeský region	11.62	607 288	97.70	11.54	809 965 881	130 306.45	100.00	11.62	607 288	11.54	809 965 881
Jihočeský region	5.96	311 533	97.70	5.97	419 346 358	131 511.21	100.00	5.96	311 533	5.97	419 346 358
Plzeňský region	5.03	262 873	97.70	5.37	377 258 954	140 212.74	100.00	5.03	262 873	5.37	377 258 954
Karlovarský region	2.58	134 730	97.70	2.79	196 156 884	142 243.18	100.00	2.58	134 730	2.79	196 156 884
Ústecký region	7.56	394 875	97.70	8.27	580 628 714	143 658.91	100.00	7.56	394 875	8.27	580 628 714
Liberecký region	4.43	231 351	97.70	4.41	309 690 368	130 782.44	100.00	4.43	231 351	4.41	309 690 368
Hradecký region	5.12	267 782	97.70	5.11	358 908 492	130 947.21	100.00	5.12	267 782	5.11	358 908 492
Pardubický region	4.28	223 629	97.70	4.38	307 337 262	134 270.29	100.00	4.28	223 629	4.38	307 337 262
Region Vysočina	4.87	254 461	97.70	5.02	352 245 687	135 243.81	100.00	4.87	254 461	5.02	352 245 687
Jihomoravský region	11.40	595 525	97.70	11.56	811 601 234	133 148.65	100.00	11.40	595 525	11.56	811 601 234
Olomoucký region	6.06	316 497	97.70	6.05	424 940 115	131 175.21	100.00	6.06	316 497	6.05	424 940 115
Zlínský region	5.75	300 352	97.70	5.97	418 844 455	136 243.78	100.00	5.75	300 352	5.97	418 844 455
Moravskoslezský region	11.04	576 965	97.70	11.93	837 901 043	141 885.37	100.00	11.04	576 965	11.93	837 901 043

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

Chart 12: Region by RU(%)



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

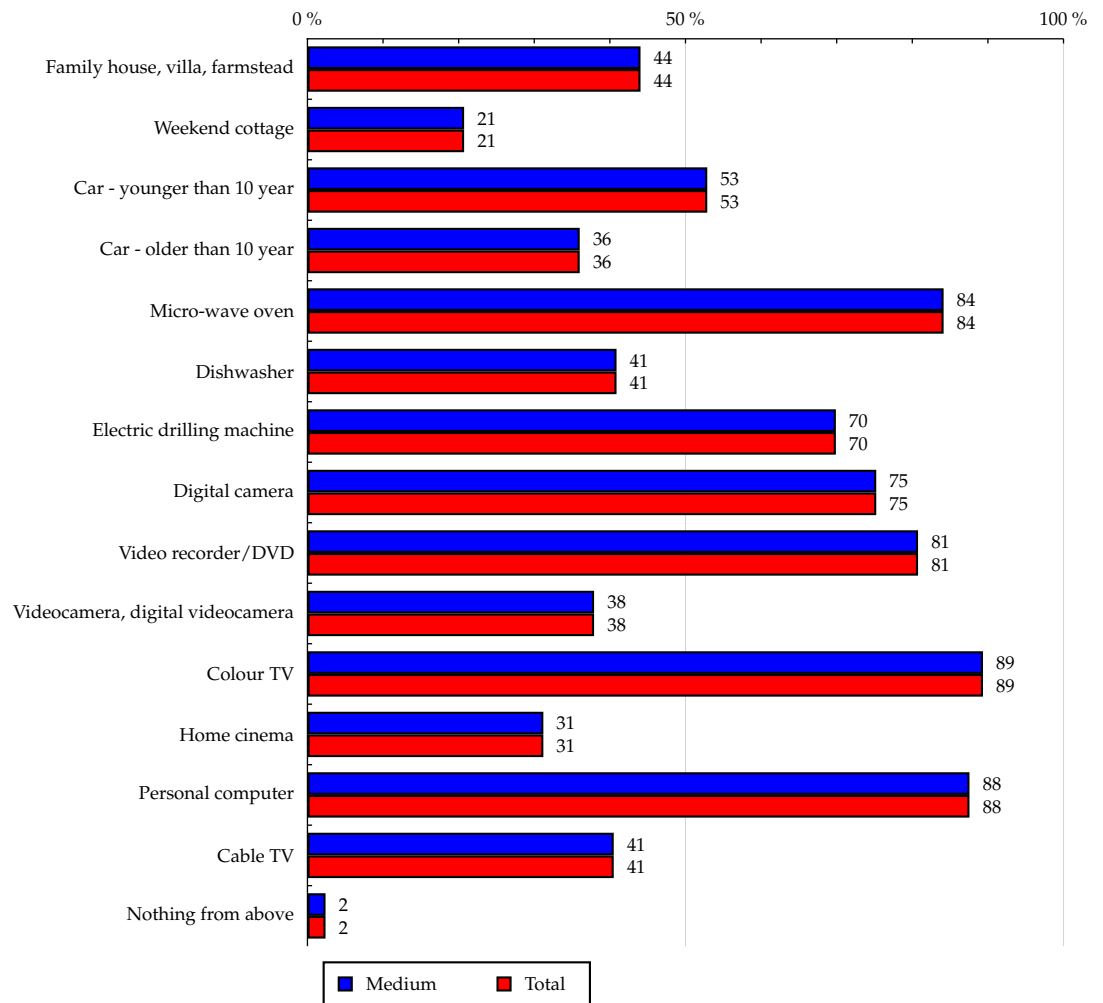
TOTAL

Table 13: Facilities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Family house, villa, farmstead	44.05	2 302 038	97.70	42.54	2 986 830 156	126 763.01	100.00	44.05	2 302 038	42.54	2 986 830 156
Weekend cottage	20.72	1 082 991	97.70	18.36	1 289 339 190	116 315.32	100.00	20.72	1 082 991	18.36	1 289 339 190
Car - younger than 10 year	52.88	2 763 609	97.70	50.33	3 533 550 122	124 919.18	100.00	52.88	2 763 609	50.33	3 533 550 122
Car - older than 10 year	36.01	1 881 924	97.70	37.31	2 619 279 452	135 979.73	100.00	36.01	1 881 924	37.31	2 619 279 452
Micro-wave oven	84.14	4 397 543	97.70	84.34	5 921 721 305	131 562.59	100.00	84.14	4 397 543	84.34	5 921 721 305
Dishwasher	40.88	2 136 578	97.70	37.35	2 622 332 938	119 912.24	100.00	40.88	2 136 578	37.35	2 622 332 938
Electric drilling machine	69.89	3 652 547	97.70	68.27	4 793 354 780	128 214.83	100.00	69.89	3 652 547	68.27	4 793 354 780
Digital camera	75.23	3 931 599	97.70	74.78	5 250 477 430	130 474.05	100.00	75.23	3 931 599	74.78	5 250 477 430
Video recorder/DVD	80.76	4 220 844	97.70	81.86	5 747 377 440	133 034.70	100.00	80.76	4 220 844	81.86	5 747 377 440
Videocamera, digital videocamera	37.91	1 981 385	97.70	37.04	2 600 633 716	128 234.48	100.00	37.91	1 981 385	37.04	2 600 633 716
Colour TV	89.35	4 669 660	97.70	90.07	6 323 889 387	132 310.27	100.00	89.35	4 669 660	90.07	6 323 889 387
Home cinema	31.20	1 630 614	97.70	32.14	2 256 538 569	135 202.89	100.00	31.20	1 630 614	32.14	2 256 538 569
Personal computer	87.56	4 576 077	97.70	87.44	6 139 242 030	131 073.83	100.00	87.56	4 576 077	87.44	6 139 242 030
Cable TV	40.51	2 117 292	97.70	42.09	2 954 971 183	136 353.69	100.00	40.51	2 117 292	42.09	2 954 971 183
Nothing from above	2.39	124 738	97.70	2.28	160 101 958	125 398.18	100.00	2.39	124 738	2.28	160 101 958

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

Chart 13: Facilities by RU(%)



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

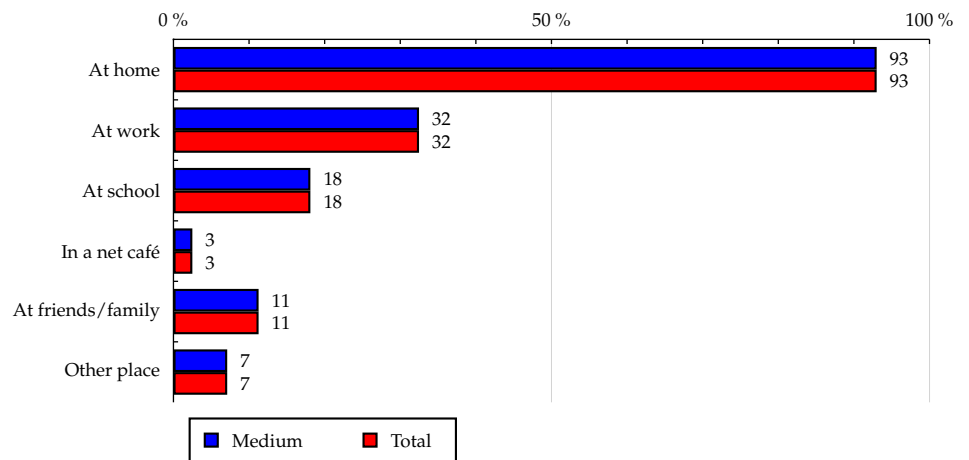
TOTAL

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	93.01	4 860 814	97.70	94.83	6 658 079 325	133 824.15	100.00	93.01	4 860 814	94.83	6 658 079 325
At work	32.48	1 697 703	97.70	26.10	1 832 863 878	105 478.29	100.00	32.48	1 697 703	26.10	1 832 863 878
At school	18.11	946 521	97.70	15.55	1 091 767 850	112 692.34	100.00	18.11	946 521	15.55	1 091 767 850
In a net café	2.50	130 415	97.70	2.36	165 942 609	124 314.68	100.00	2.50	130 415	2.36	165 942 609
At friends/family	11.26	588 547	97.70	10.70	750 943 786	124 658.06	100.00	11.26	588 547	10.70	750 943 786
Other place	7.11	371 563	97.70	6.40	449 338 743	118 150.39	100.00	7.11	371 563	6.40	449 338 743

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

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



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

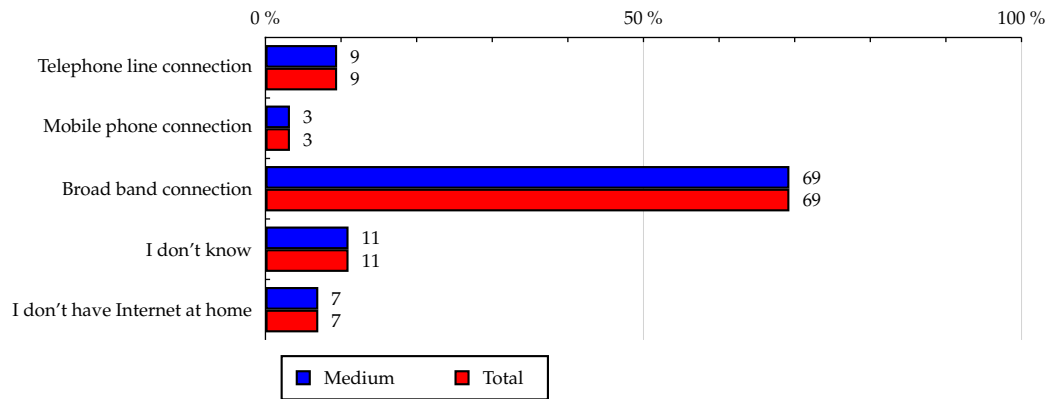
TOTAL

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	9.48	495 588	97.70	9.44	662 717 218	130 647.61	100.00	9.48	495 588	9.44	662 717 218
Mobile phone connection	3.24	169 156	97.70	2.61	182 981 551	105 685.14	100.00	3.24	169 156	2.61	182 981 551
Broad band connection	69.30	3 621 747	97.70	71.68	5 032 918 068	135 767.64	100.00	69.30	3 621 747	71.68	5 032 918 068
I don't know	10.99	574 322	97.70	11.10	779 462 488	132 597.13	100.00	10.99	574 322	11.10	779 462 488
I don't have Internet at home	6.99	365 338	97.70	5.17	363 121 009	97 107.03	100.00	6.99	365 338	5.17	363 121 009

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

Chart 15: Connection from Home by RU(%)



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

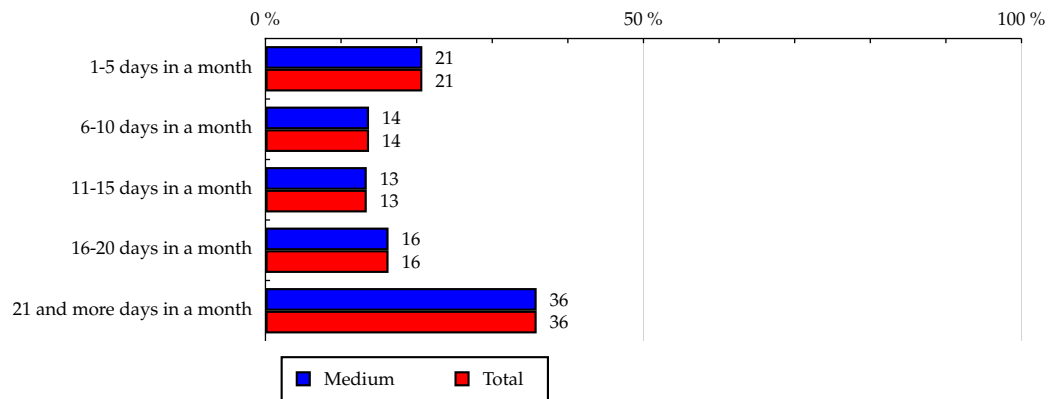
TOTAL

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	20.75	1 084 470	97.70	1.30	91 296 255	8 224.88	100.00	20.75	1 084 470	1.30	91 296 255
6-10 days in a month	13.70	716 210	97.70	3.03	212 757 174	29 022.72	100.00	13.70	716 210	3.03	212 757 174
11-15 days in a month	13.40	700 086	97.70	6.16	432 425 876	60 346.83	100.00	13.40	700 086	6.16	432 425 876
16-20 days in a month	16.28	850 913	97.70	14.54	1 020 847 801	117 211.44	100.00	16.28	850 913	14.54	1 020 847 801
21 and more days in a month	35.87	1 874 471	97.70	74.97	5 263 873 229	274 360.26	100.00	35.87	1 874 471	74.97	5 263 873 229

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

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



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

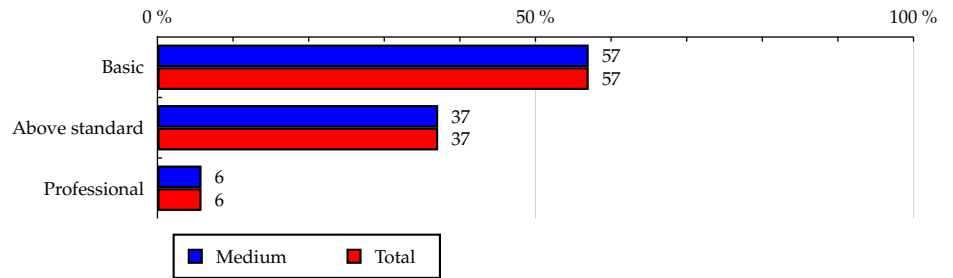
TOTAL

Table 17: IT Knowledge

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Basic	57.04	2 981 158	97.70	60.47	4 245 857 673	139 147.38	100.00	57.04	2 981 158	60.47	4 245 857 673
Above standard	37.13	1 940 502	97.70	35.26	2 475 756 752	124 648.88	100.00	37.13	1 940 502	35.26	2 475 756 752
Professional	5.83	304 492	97.70	4.27	299 585 909	96 125.63	100.00	5.83	304 492	4.27	299 585 909

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

Chart 17: IT Knowledge by RU(%)



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

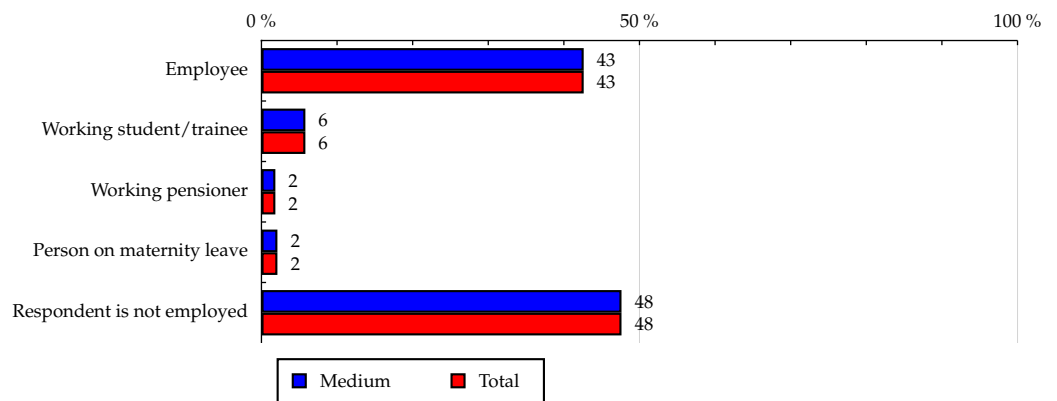
TOTAL

Table 18: Economically Active as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Employee	42.62	2 227 288	97.70	41.80	2 934 618 387	128 727.05	100.00	42.62	2 227 288	41.80	2 934 618 387
Working student/trainee	5.81	303 868	97.70	5.40	379 229 827	121 930.41	100.00	5.81	303 868	5.40	379 229 827
Working pensioner	1.84	95 963	97.70	1.76	123 866 149	126 107.37	100.00	1.84	95 963	1.76	123 866 149
Person on maternity leave	2.11	110 353	97.70	2.86	200 882 008	177 848.01	100.00	2.11	110 353	2.86	200 882 008
Respondent is not employed	47.62	2 488 679	97.70	48.18	3 382 603 963	132 793.48	100.00	47.62	2 488 679	48.18	3 382 603 963

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

Chart 18: Economically Active as by RU(%)



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

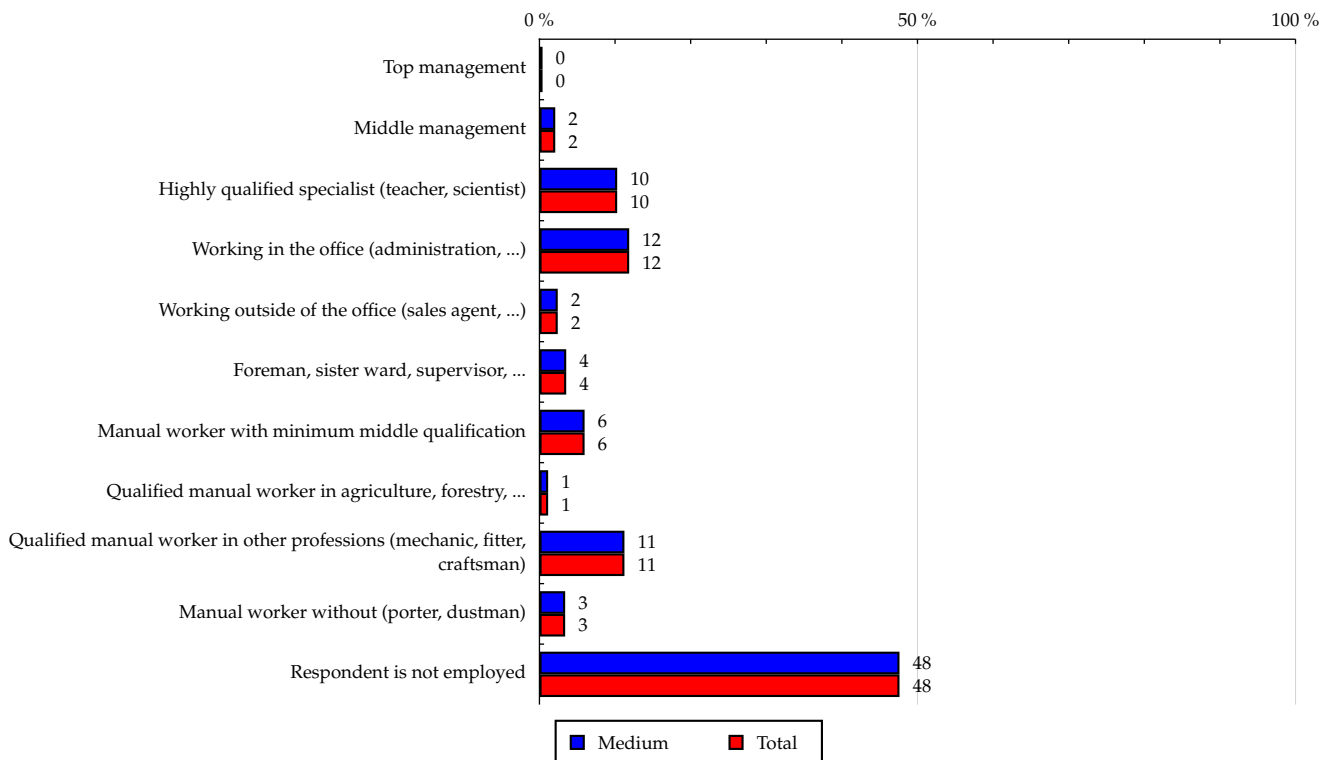
TOTAL

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	0.41	21 425	97.70	0.21	14 810 533	67 534.43	100.00	0.41	21 425	0.21	14 810 533
Middle management	2.09	109 319	97.70	1.42	99 749 892	89 147.56	100.00	2.09	109 319	1.42	99 749 892
Highly qualified specialist (teacher, scientist)	10.28	537 111	97.70	7.33	514 995 382	93 677.11	100.00	10.28	537 111	7.33	514 995 382
Working in the office (administration, ...)	11.87	620 442	97.70	11.29	792 763 387	124 835.01	100.00	11.87	620 442	11.29	792 763 387
Working outside of the office (sales agent, ...)	2.42	126 554	97.70	2.53	177 586 935	137 096.55	100.00	2.42	126 554	2.53	177 586 935
Foreman, sister ward, supervisor, ...	3.54	185 147	97.70	3.71	260 175 193	137 290.99	100.00	3.54	185 147	3.71	260 175 193
Manual worker with minimum middle qualification	5.97	311 896	97.70	6.39	448 903 945	140 617.11	100.00	5.97	311 896	6.39	448 903 945
Qualified manual worker in agriculture, forestry, ...	1.15	60 331	97.70	1.27	89 155 386	144 377.88	100.00	1.15	60 331	1.27	89 155 386
Qualified manual worker in other professions (mechanic, fitter, craftsman)	11.24	587 674	97.70	13.85	972 316 044	161 646.10	100.00	11.24	587 674	13.85	972 316 044
Manual worker without (porter, dustman)	3.40	177 569	97.70	3.82	268 139 674	147 532.43	100.00	3.40	177 569	3.82	268 139 674
Respondent is not employed	47.62	2 488 679	97.70	48.18	3 382 603 963	132 793.48	100.00	47.62	2 488 679	48.18	3 382 603 963

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

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



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

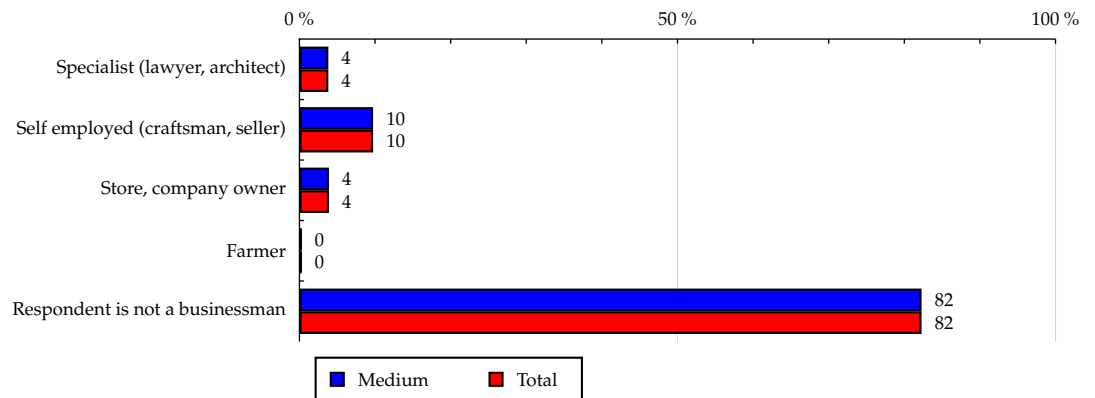
TOTAL

Table 20: Business Activities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Specialist (lawyer, architect)	3.82	199 499	97.70	2.89	203 134 745	99 480.05	100.00	3.82	199 499	2.89	203 134 745
Self employed (craftsman, seller)	9.74	509 149	97.70	10.10	709 080 239	136 064.34	100.00	9.74	509 149	10.10	709 080 239
Store, company owner	3.90	203 975	97.70	3.41	239 236 103	114 588.96	100.00	3.90	203 975	3.41	239 236 103
Farmer	0.26	13 646	97.70	0.26	18 229 693	130 516.08	100.00	0.26	13 646	0.26	18 229 693
Respondent is not a businessman	82.28	4 299 881	97.70	83.34	5 851 519 553	132 955.64	100.00	82.28	4 299 881	83.34	5 851 519 553

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

Chart 20: Business Activities by RU(%)



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

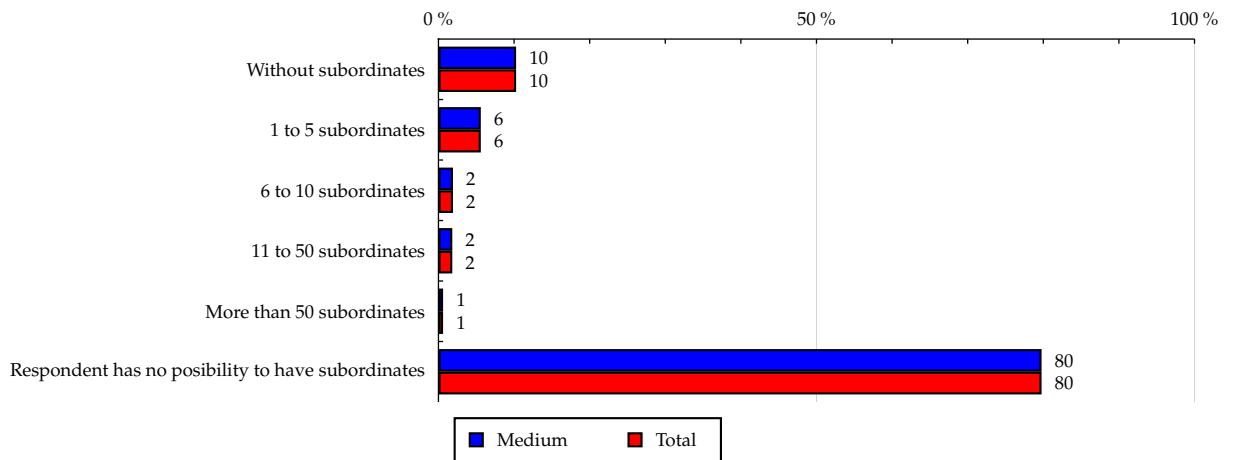
TOTAL

Table 21: Number of Subordinates

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Without subordinates	10.27	536 872	97.70	10.48	735 684 149	133 879.72	100.00	10.27	536 872	10.48	735 684 149
1 to 5 subordinates	5.60	292 406	97.70	4.76	334 060 935	111 617.76	100.00	5.60	292 406	4.76	334 060 935
6 to 10 subordinates	1.92	100 327	97.70	1.44	101 300 557	98 647.28	100.00	1.92	100 327	1.44	101 300 557
11 to 50 subordinates	1.83	95 409	97.70	1.23	86 139 575	88 207.28	100.00	1.83	95 409	1.23	86 139 575
More than 50 subordinates	0.61	32 000	97.70	0.39	27 055 989	82 603.93	100.00	0.61	32 000	0.39	27 055 989
Respondent has no possibility to have subordinates	79.77	4 169 135	97.70	81.71	5 736 959 129	134 440.55	100.00	79.77	4 169 135	81.71	5 736 959 129

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

Chart 21: Number of Subordinates by RU(%)



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

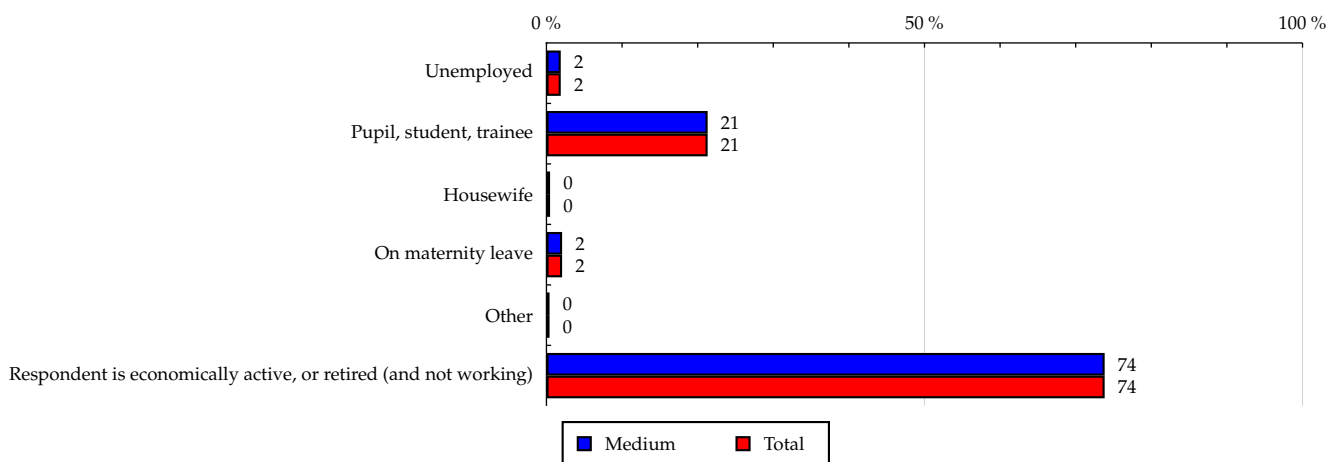
TOTAL

Table 22: Economically Inactive as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unemployed	1.89	98 955	97.70	2.58	181 393 424	179 092.42	100.00	1.89	98 955	2.58	181 393 424
Pupil, student, trainee	21.32	1 114 337	97.70	20.84	1 463 535 686	128 316.09	100.00	21.32	1 114 337	20.84	1 463 535 686
Housewife	0.48	25 203	97.70	0.81	57 050 826	221 157.42	100.00	0.48	25 203	0.81	57 050 826
On maternity leave	2.07	108 087	97.70	2.72	190 929 100	172 579.56	100.00	2.07	108 087	2.72	190 929 100
Other	0.41	21 191	97.70	0.54	37 588 556	173 296.13	100.00	0.41	21 191	0.54	37 588 556
Respondent is economically active, or retired (and not working)	73.83	3 858 377	97.70	72.50	5 090 702 743	128 904.36	100.00	73.83	3 858 377	72.50	5 090 702 743

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

Chart 22: Economically Inactive as by RU(%)



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

THE KEY

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

MEDIUM:

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

RU(%) – structure of visitors

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

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

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

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

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

PV(%) – structure of page views

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

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

TRP(%) – Target Rating Points

Gross rating of a given target group on a chosen medium

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

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

Affinity(%) – affinity of reach

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

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

TOTAL:

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

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

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

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

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

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

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

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

Question on IT knowledge

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

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

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

ABCDE classification

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

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

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

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

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

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

Questions on the economic activity and employment:

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