

SPIR NetMonitor

Research on the Sociodemography of Internet Users in the Czech Republic

Medium title:

TOTAL

Month:

June 2009

Basic information	
The size of Internet population in the Czech Republic	5 026 990
Number of respondents	
Medium	N = 106 482
Total (for all measured media)	N = 106 482
RU(number)	4 911 369
Reach(%)	97.70
PV(number) (from Czech visitors)	6 922 807 198
PV(number) (from all visitors)	7 355 750 720
GRP (%)	137 712.77

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

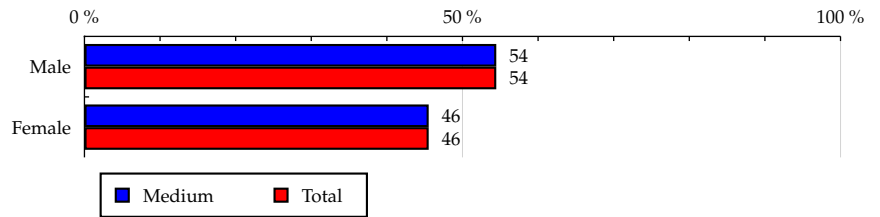
TOTAL

Table 1: Sex

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Male	54.47	2 675 223	97.70	51.89	3 592 471 209	131 198.17	100.00	54.47	2 675 223	51.89	3 592 471 209
Female	45.53	2 236 145	97.70	48.11	3 330 335 989	145 506.55	100.00	45.53	2 236 145	48.11	3 330 335 989

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

Chart 1: Sex by RU(%)



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

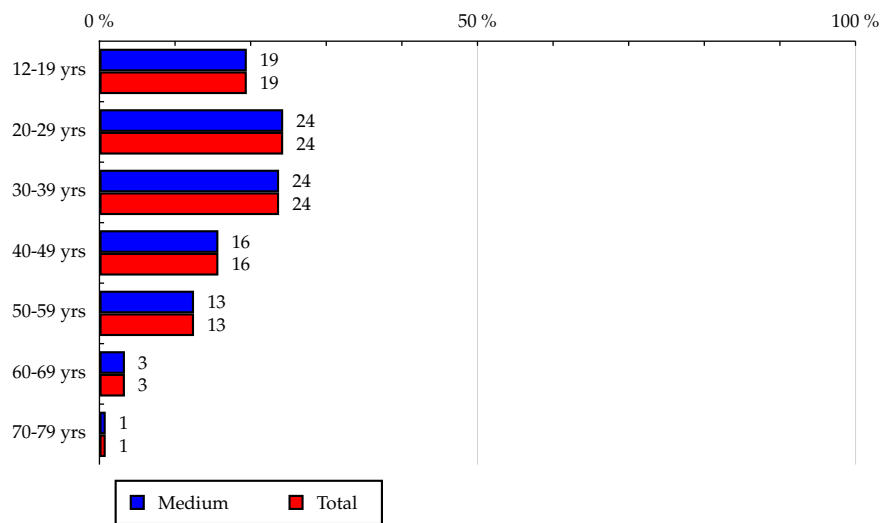
TOTAL

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	957 226	97.70	19.13	1 324 119 285	135 147.18	100.00	19.49	957 226	19.13	1 324 119 285
20-29 yrs	24.30	1 193 660	97.70	25.27	1 749 581 452	143 201.64	100.00	24.30	1 193 660	25.27	1 749 581 452
30-39 yrs	23.76	1 167 039	97.70	25.42	1 760 081 031	147 347.08	100.00	23.76	1 167 039	25.42	1 760 081 031
40-49 yrs	15.73	772 753	97.70	15.52	1 074 415 205	135 839.33	100.00	15.73	772 753	15.52	1 074 415 205
50-59 yrs	12.51	614 313	97.70	11.00	761 769 985	121 151.31	100.00	12.51	614 313	11.00	761 769 985
60-69 yrs	3.37	165 512	97.70	2.99	207 297 211	122 364.70	100.00	3.37	165 512	2.99	207 297 211
70-79 yrs	0.83	40 861	97.70	0.66	45 543 031	108 892.30	100.00	0.83	40 861	0.66	45 543 031

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

Chart 2: Age by RU(%)



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

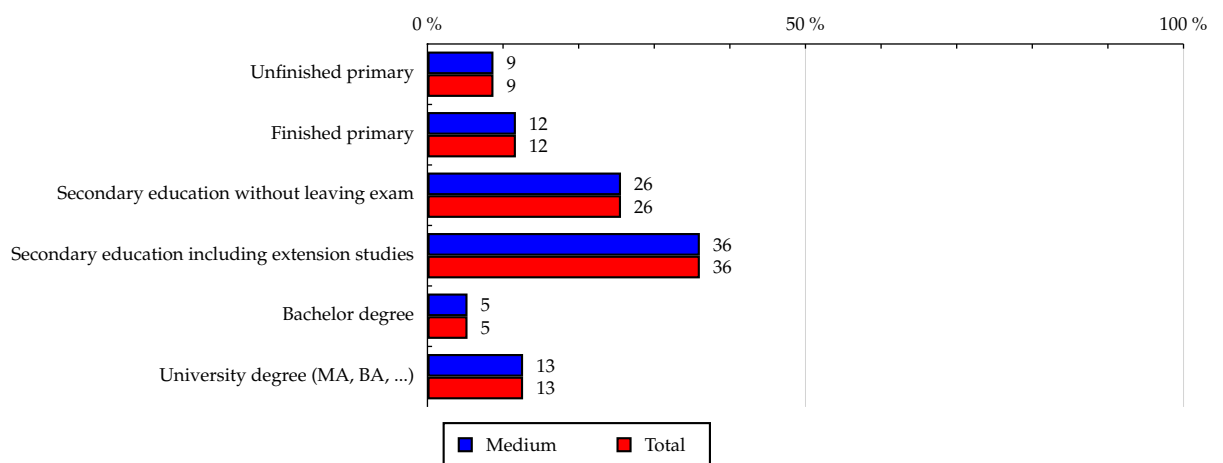
TOTAL

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	428 705	97.70	8.16	564 879 366	128 733.48	100.00	8.73	428 705	8.16	564 879 366
Finished primary	11.70	574 424	97.70	12.17	842 221 956	143 247.75	100.00	11.70	574 424	12.17	842 221 956
Secondary education without leaving exam	25.60	1 257 302	97.70	29.90	2 069 943 572	160 847.10	100.00	25.60	1 257 302	29.90	2 069 943 572
Secondary education including extension studies	36.03	1 769 607	97.70	35.63	2 466 920 277	136 198.59	100.00	36.03	1 769 607	35.63	2 466 920 277
Bachelor degree	5.30	260 245	97.70	4.76	329 729 398	123 785.48	100.00	5.30	260 245	4.76	329 729 398
University degree (MA, BA, ...)	12.65	621 083	97.70	9.38	649 112 629	102 109.19	100.00	12.65	621 083	9.38	649 112 629

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

Chart 3: Highest Education by RU(%)



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

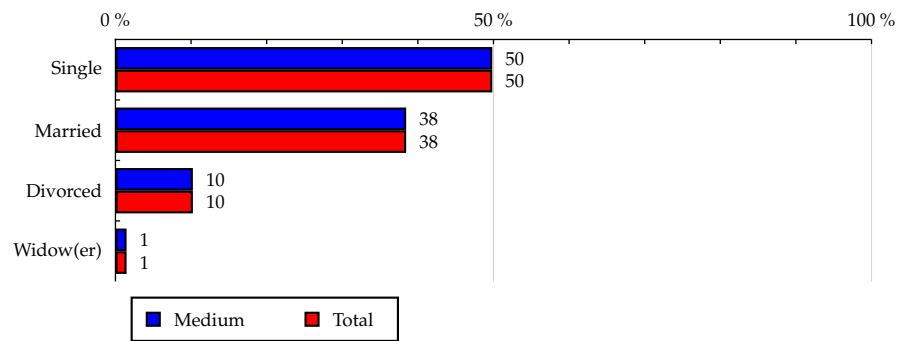
TOTAL

Table 4: Marital Status

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Single	49.84	2 447 705	97.70	50.03	3 463 365 836	138 240.02	100.00	49.84	2 447 705	50.03	3 463 365 836
Married	38.45	1 888 496	97.70	37.26	2 579 641 094	133 455.89	100.00	38.45	1 888 496	37.26	2 579 641 094
Divorced	10.24	502 915	97.70	11.34	784 772 039	152 455.49	100.00	10.24	502 915	11.34	784 772 039
Widow(er)	1.47	72 252	97.70	1.37	95 028 229	128 497.88	100.00	1.47	72 252	1.37	95 028 229

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

Chart 4: Marital Status by RU(%)



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

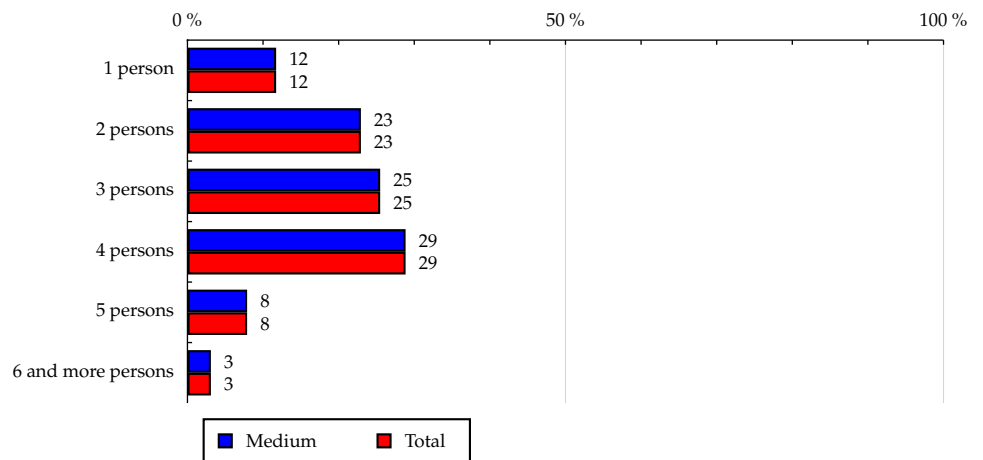
TOTAL

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	11.73	576 295	97.70	11.26	779 509 218	132 151.05	100.00	11.73	576 295	11.26	779 509 218
2 persons	22.94	1 126 816	97.70	22.95	1 589 128 847	137 784.48	100.00	22.94	1 126 816	22.95	1 589 128 847
3 persons	25.49	1 251 997	97.70	26.30	1 820 762 257	142 083.77	100.00	25.49	1 251 997	26.30	1 820 762 257
4 persons	28.85	1 416 692	97.70	28.70	1 986 839 331	137 019.29	100.00	28.85	1 416 692	28.70	1 986 839 331
5 persons	7.89	387 382	97.70	7.95	550 366 605	138 805.33	100.00	7.89	387 382	7.95	550 366 605
6 and more persons	3.10	152 184	97.70	2.83	196 200 939	125 958.07	100.00	3.10	152 184	2.83	196 200 939

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

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



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

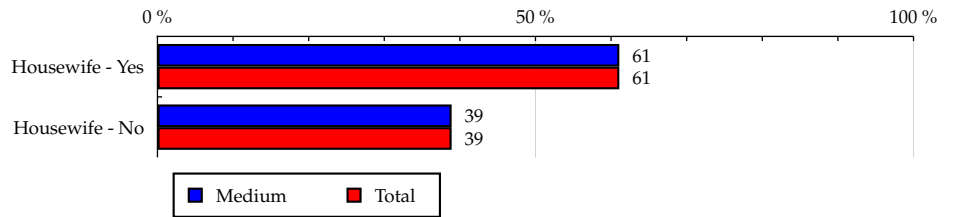
TOTAL

Table 6: Housewife

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Housewife - Yes	61.09	3 000 230	97.70	62.19	4 305 498 851	140 204.98	100.00	61.09	3 000 230	62.19	4 305 498 851
Housewife - No	38.91	1 911 138	97.70	37.81	2 617 308 348	133 800.34	100.00	38.91	1 911 138	37.81	2 617 308 348

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

Chart 6: Housewife by RU(%)



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

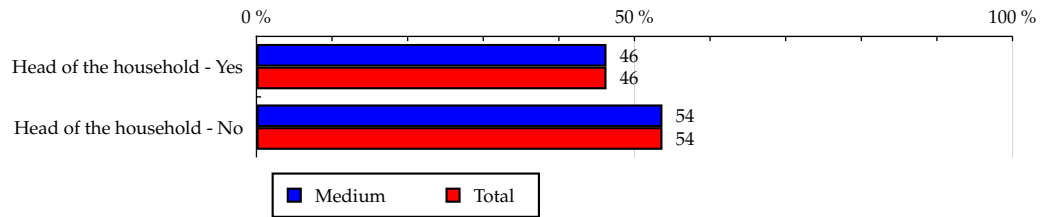
TOTAL

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	46.30	2 273 996	97.70	44.67	3 092 490 273	132 865.77	100.00	46.30	2 273 996	44.67	3 092 490 273
Head of the household - No	53.70	2 637 372	97.70	55.33	3 830 316 925	141 891.95	100.00	53.70	2 637 372	55.33	3 830 316 925

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

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



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

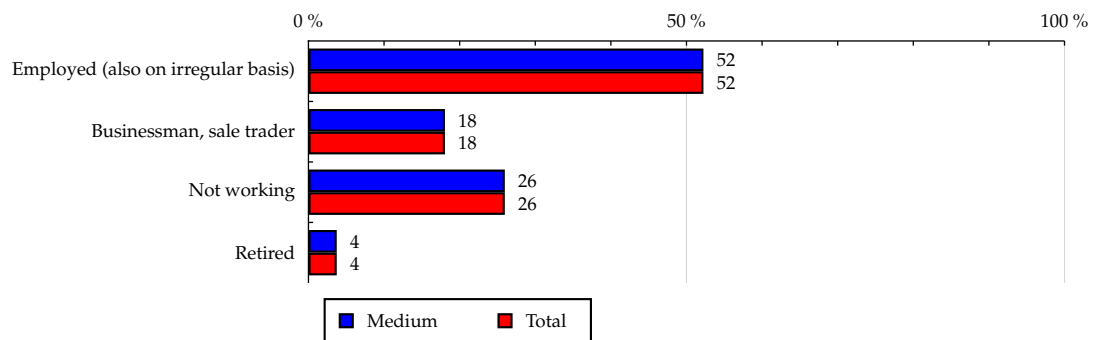
TOTAL

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)	52.24	2 565 776	97.70	51.42	3 559 994 405	135 557.98	100.00	52.24	2 565 776	51.42	3 559 994 405
Businessman, sale trader	18.05	886 573	97.70	17.22	1 192 443 369	131 406.67	100.00	18.05	886 573	17.22	1 192 443 369
Not working	25.97	1 275 241	97.70	27.17	1 881 097 593	144 116.40	100.00	25.97	1 275 241	27.17	1 881 097 593
Retired	3.74	183 777	97.70	4.18	289 271 831	153 783.09	100.00	3.74	183 777	4.18	289 271 831

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

Chart 8: Economic Activity by RU(%)



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

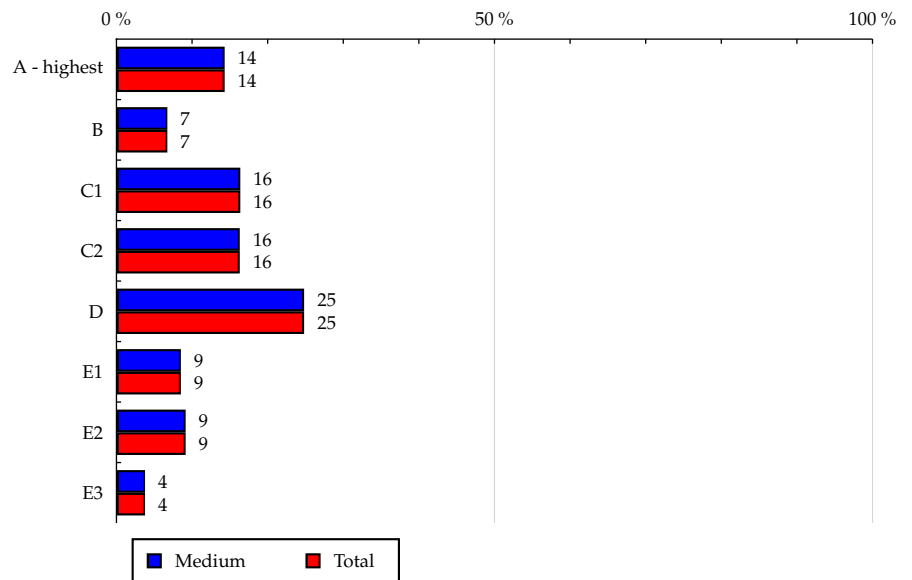
TOTAL

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	14.31	702 840	97.70	11.53	798 300 550	110 969.68	100.00	14.31	702 840	11.53	798 300 550
B	6.73	330 441	97.70	6.51	450 525 097	133 204.58	100.00	6.73	330 441	6.51	450 525 097
C1	16.38	804 311	97.70	15.90	1 100 805 628	133 715.20	100.00	16.38	804 311	15.90	1 100 805 628
C2	16.31	801 231	97.70	16.93	1 171 843 269	142 891.32	100.00	16.31	801 231	16.93	1 171 843 269
D	24.82	1 219 044	97.70	25.97	1 797 893 864	144 091.70	100.00	24.82	1 219 044	25.97	1 797 893 864
E1	8.52	418 279	97.70	9.11	630 466 219	147 261.57	100.00	8.52	418 279	9.11	630 466 219
E2	9.15	449 372	97.70	9.90	685 116 092	148 953.98	100.00	9.15	449 372	9.90	685 116 092
E3	3.78	185 846	97.70	4.16	287 856 480	151 326.80	100.00	3.78	185 846	4.16	287 856 480

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

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



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

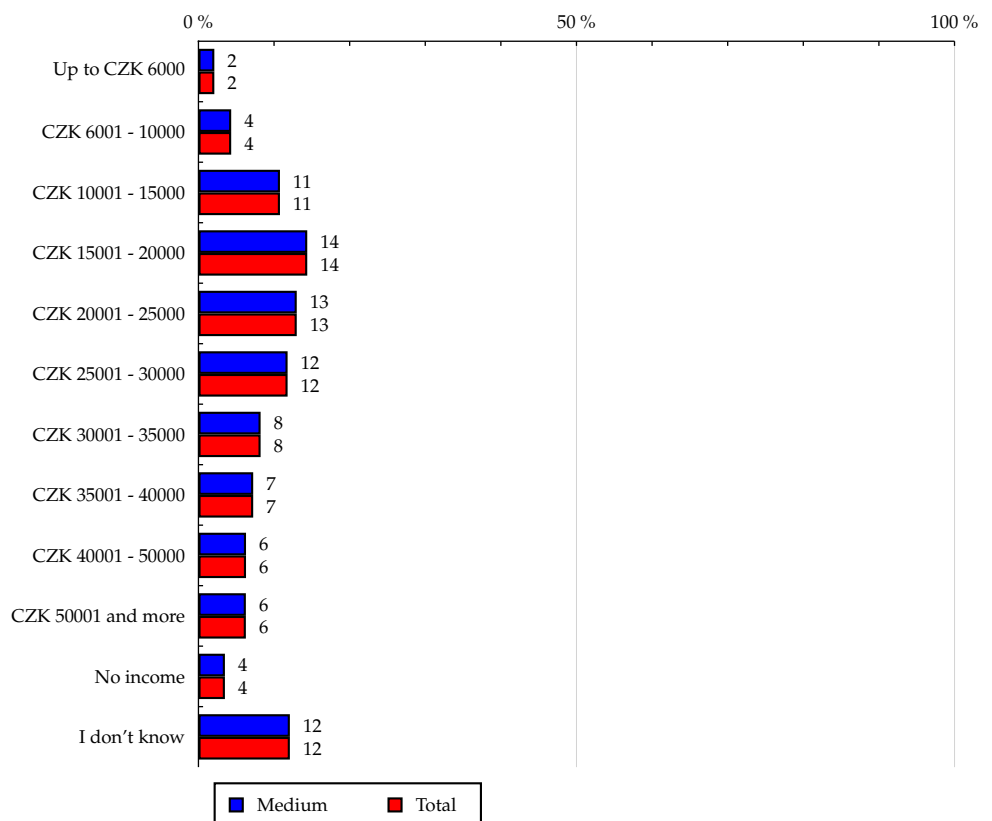
TOTAL

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	2.10	103 247	97.70	2.14	148 228 101	140 263.88	100.00	2.10	103 247	2.14	148 228 101
CZK 6001 - 10000	4.33	212 773	97.70	4.92	340 489 032	156 343.86	100.00	4.33	212 773	4.92	340 489 032
CZK 10001 - 15000	10.78	529 403	97.70	11.70	809 632 613	149 415.41	100.00	10.78	529 403	11.70	809 632 613
CZK 15001 - 20000	14.39	706 687	97.70	14.93	1 033 243 306	142 846.59	100.00	14.39	706 687	14.93	1 033 243 306
CZK 20001 - 25000	13.00	638 615	97.70	13.31	921 204 772	140 932.54	100.00	13.00	638 615	13.31	921 204 772
CZK 25001 - 30000	11.79	578 872	97.70	11.76	813 957 280	137 376.69	100.00	11.79	578 872	11.76	813 957 280
CZK 30001 - 35000	8.22	403 894	97.70	7.95	550 357 037	133 128.49	100.00	8.22	403 894	7.95	550 357 037
CZK 35001 - 40000	7.24	355 632	97.70	6.92	479 324 356	131 680.79	100.00	7.24	355 632	6.92	479 324 356
CZK 40001 - 50000	6.29	308 949	97.70	5.79	401 049 393	126 824.88	100.00	6.29	308 949	5.79	401 049 393
CZK 50001 and more	6.27	307 827	97.70	5.61	388 596 751	123 335.10	100.00	6.27	307 827	5.61	388 596 751
No income	3.50	171 654	97.70	3.66	253 440 369	144 249.64	100.00	3.50	171 654	3.66	253 440 369
I don't know	12.09	593 810	97.70	11.31	783 284 189	128 874.32	100.00	12.09	593 810	11.31	783 284 189

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

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



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

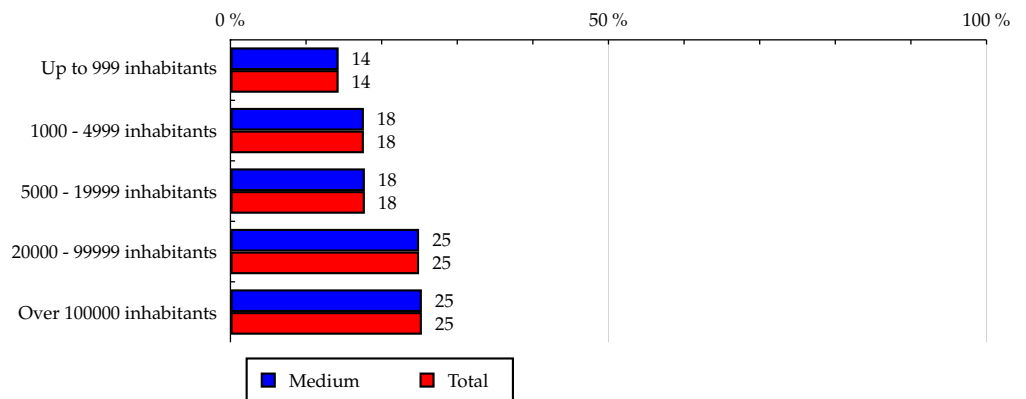
TOTAL

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	702 766	97.70	14.56	1 008 296 852	140 175.36	100.00	14.31	702 766	14.56	1 008 296 852
1000 - 4999 inhabitants	17.65	866 708	97.70	18.16	1 257 380 535	141 738.58	100.00	17.65	866 708	18.16	1 257 380 535
5000 - 19999 inhabitants	17.78	873 240	97.70	18.41	1 274 392 844	142 581.69	100.00	17.78	873 240	18.41	1 274 392 844
20000 - 99999 inhabitants	24.95	1 225 338	97.70	25.75	1 782 646 758	142 135.93	100.00	24.95	1 225 338	25.75	1 782 646 758
Over 100000 inhabitants	25.32	1 243 314	97.70	23.11	1 600 090 209	125 735.56	100.00	25.32	1 243 314	23.11	1 600 090 209

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

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



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

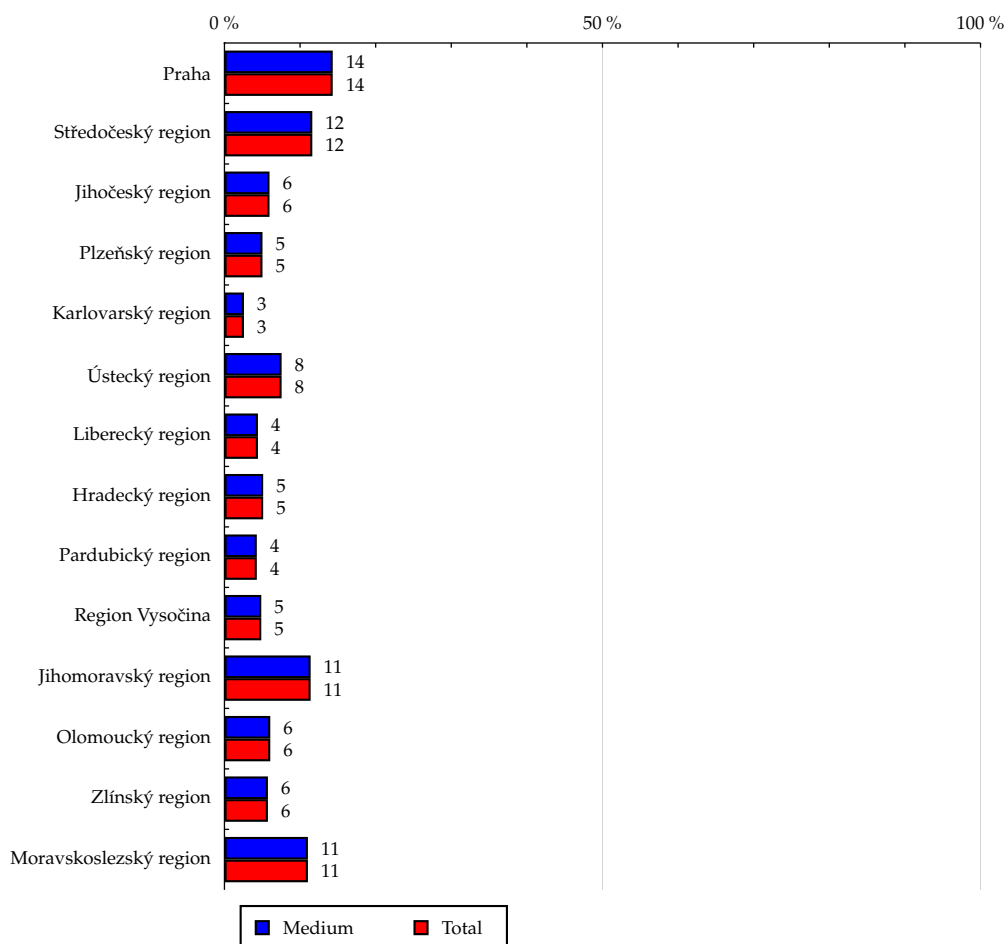
TOTAL

Table 12: Region

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Praha	14.32	703 210	97.70	12.20	844 539 647	117 335.49	100.00	14.32	703 210	12.20	844 539 647
Středočeský region	11.62	570 701	97.70	11.26	779 731 124	133 484.31	100.00	11.62	570 701	11.26	779 731 124
Jihočeský region	5.96	292 766	97.70	5.80	401 342 620	133 933.49	100.00	5.96	292 766	5.80	401 342 620
Plzeňský region	5.03	247 041	97.70	5.59	387 111 143	153 094.98	100.00	5.03	247 041	5.59	387 111 143
Karlovarský region	2.58	126 614	97.70	2.61	180 840 872	139 542.45	100.00	2.58	126 614	2.61	180 840 872
Ústecký region	7.56	371 103	97.70	8.15	564 384 493	148 584.77	100.00	7.56	371 103	8.15	564 384 493
Liberecký region	4.43	217 426	97.70	4.78	330 778 804	148 634.74	100.00	4.43	217 426	4.78	330 778 804
Hradecký region	5.12	251 657	97.70	4.89	338 259 292	131 320.81	100.00	5.12	251 657	4.89	338 259 292
Pardubický region	4.28	210 157	97.70	4.30	298 006 807	138 540.46	100.00	4.28	210 157	4.30	298 006 807
Region Vysočina	4.87	239 134	97.70	4.94	342 094 912	139 765.45	100.00	4.87	239 134	4.94	342 094 912
Jihomoravský region	11.40	559 651	97.70	11.14	771 152 058	134 622.30	100.00	11.40	559 651	11.14	771 152 058
Olomoucký region	6.06	297 432	97.70	6.05	419 085 305	137 660.04	100.00	6.06	297 432	6.05	419 085 305
Zlínský region	5.75	282 255	97.70	5.81	401 948 564	139 130.41	100.00	5.75	282 255	5.81	401 948 564
Moravskoslezský region	11.04	542 215	97.70	12.47	863 531 557	155 596.78	100.00	11.04	542 215	12.47	863 531 557

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

Chart 12: Region by RU(%)



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

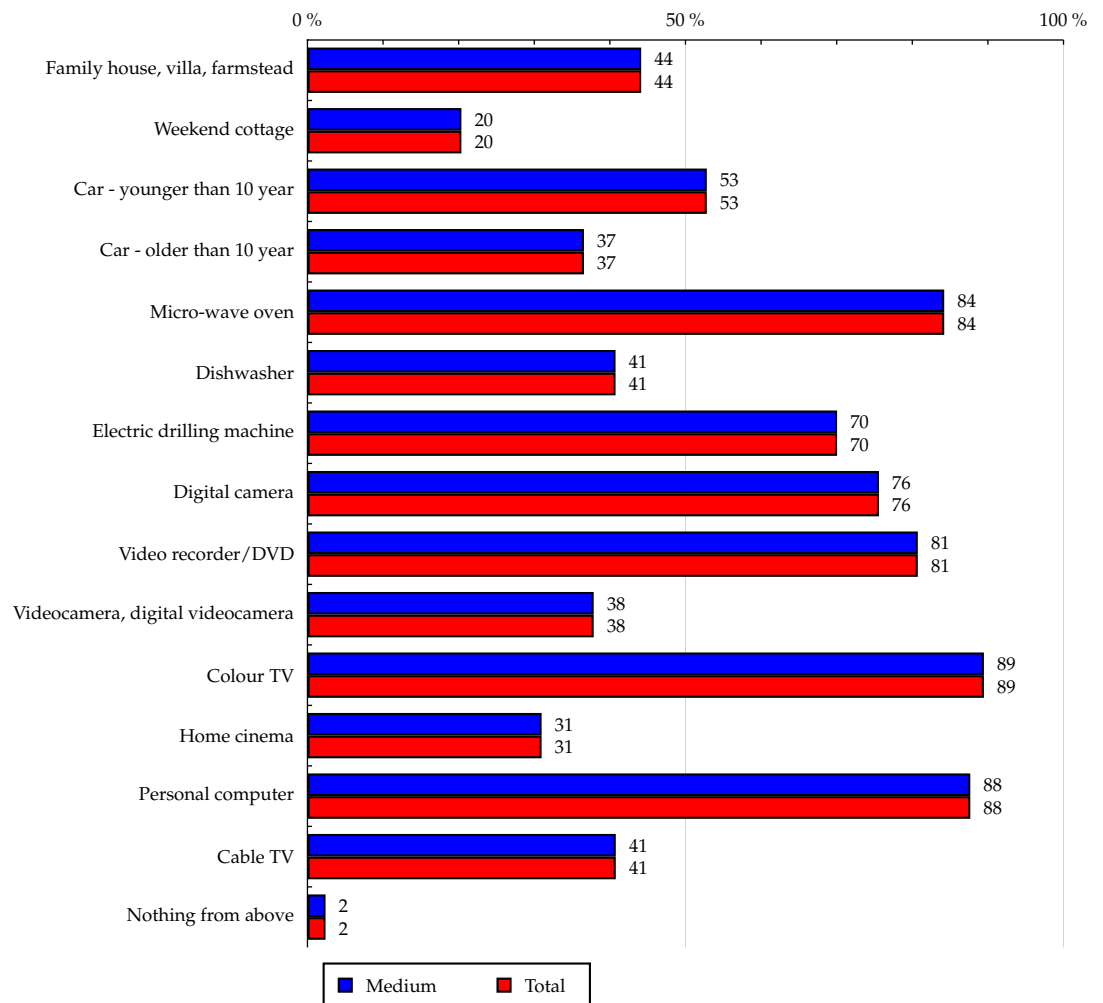
TOTAL

Table 13: Facilities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Family house, villa, farmstead	44.14	2 167 978	97.70	42.35	2 932 030 644	132 132.00	100.00	44.14	2 167 978	42.35	2 932 030 644
Weekend cottage	20.36	999 810	97.70	18.70	1 294 654 769	126 511.78	100.00	20.36	999 810	18.70	1 294 654 769
Car - younger than 10 year	52.82	2 594 363	97.70	50.80	3 517 099 468	132 448.90	100.00	52.82	2 594 363	50.80	3 517 099 468
Car - older than 10 year	36.57	1 796 020	97.70	37.24	2 577 780 927	140 226.25	100.00	36.57	1 796 020	37.24	2 577 780 927
Micro-wave oven	84.22	4 136 124	97.70	84.52	5 850 829 694	138 203.31	100.00	84.22	4 136 124	84.52	5 850 829 694
Dishwasher	40.75	2 001 393	97.70	37.87	2 621 485 825	127 970.41	100.00	40.75	2 001 393	37.87	2 621 485 825
Electric drilling machine	70.05	3 440 269	97.70	68.68	4 754 778 768	135 030.68	100.00	70.05	3 440 269	68.68	4 754 778 768
Digital camera	75.59	3 712 539	97.70	74.84	5 181 045 661	136 345.54	100.00	75.59	3 712 539	74.84	5 181 045 661
Video recorder/DVD	80.73	3 965 101	97.70	82.01	5 677 133 690	139 884.41	100.00	80.73	3 965 101	82.01	5 677 133 690
Videocamera, digital videocamera	37.86	1 859 499	97.70	37.35	2 585 629 832	135 851.65	100.00	37.86	1 859 499	37.35	2 585 629 832
Colour TV	89.47	4 393 988	97.70	90.36	6 255 213 588	139 084.18	100.00	89.47	4 393 988	90.36	6 255 213 588
Home cinema	30.97	1 520 836	97.70	31.90	2 208 041 188	141 846.68	100.00	30.97	1 520 836	31.90	2 208 041 188
Personal computer	87.67	4 305 826	97.70	87.61	6 065 340 089	137 623.69	100.00	87.67	4 305 826	87.61	6 065 340 089
Cable TV	40.78	2 002 636	97.70	42.25	2 925 061 669	142 701.14	100.00	40.78	2 002 636	42.25	2 925 061 669
Nothing from above	2.39	117 553	97.70	2.36	163 081 172	135 538.83	100.00	2.39	117 553	2.36	163 081 172

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

Chart 13: Facilities by RU(%)



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

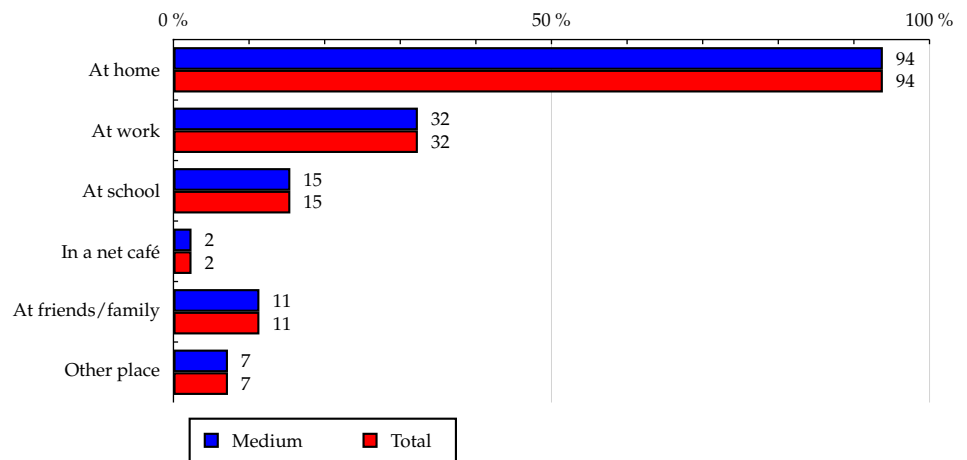
TOTAL

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	93.83	4 608 523	97.70	94.62	6 550 203 312	138 863.31	100.00	93.83	4 608 523	94.62	6 550 203 312
At work	32.33	1 587 647	97.70	27.10	1 875 735 312	115 428.22	100.00	32.33	1 587 647	27.10	1 875 735 312
At school	15.46	759 145	97.70	14.55	1 007 493 324	129 661.73	100.00	15.46	759 145	14.55	1 007 493 324
In a net café	2.39	117 570	97.70	2.21	153 282 218	127 376.19	100.00	2.39	117 570	2.21	153 282 218
At friends/family	11.37	558 210	97.70	10.81	748 557 252	131 015.14	100.00	11.37	558 210	10.81	748 557 252
Other place	7.21	354 267	97.70	6.38	441 642 831	121 796.35	100.00	7.21	354 267	6.38	441 642 831

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

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



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

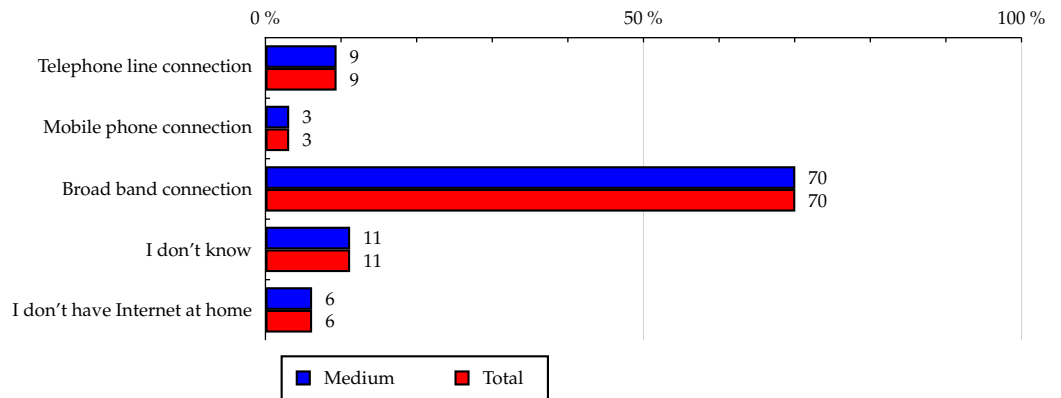
TOTAL

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	9.41	462 392	97.70	9.51	658 460 918	139 127.79	100.00	9.41	462 392	9.51	658 460 918
Mobile phone connection	3.14	154 352	97.70	2.37	164 229 809	103 952.31	100.00	3.14	154 352	2.37	164 229 809
Broad band connection	70.08	3 441 811	97.70	71.58	4 955 623 733	140 671.40	100.00	70.08	3 441 811	71.58	4 955 623 733
I don't know	11.20	549 967	97.70	11.15	771 888 851	137 123.55	100.00	11.20	549 967	11.15	771 888 851
I don't have Internet at home	6.17	302 845	97.70	5.38	372 603 887	120 204.54	100.00	6.17	302 845	5.38	372 603 887

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

Chart 15: Connection from Home by RU(%)



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

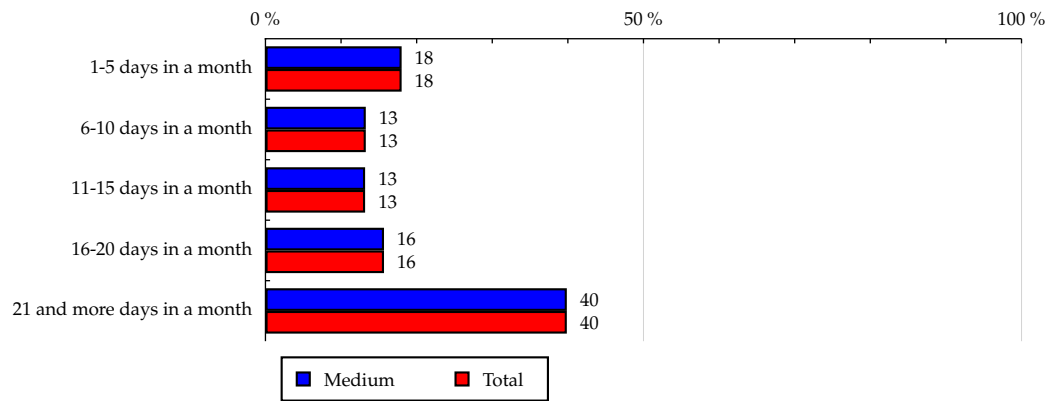
TOTAL

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	18.01	884 493	97.70	1.07	74 244 371	8 200.94	100.00	18.01	884 493	1.07	74 244 371
6-10 days in a month	13.27	651 709	97.70	2.87	198 803 482	29 803.32	100.00	13.27	651 709	2.87	198 803 482
11-15 days in a month	13.18	647 214	97.70	5.78	399 868 990	60 362.04	100.00	13.18	647 214	5.78	399 868 990
16-20 days in a month	15.68	770 137	97.70	12.31	852 441 771	108 141.13	100.00	15.68	770 137	12.31	852 441 771
21 and more days in a month	39.86	1 957 814	97.70	77.97	5 397 448 584	269 346.64	100.00	39.86	1 957 814	77.97	5 397 448 584

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

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



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

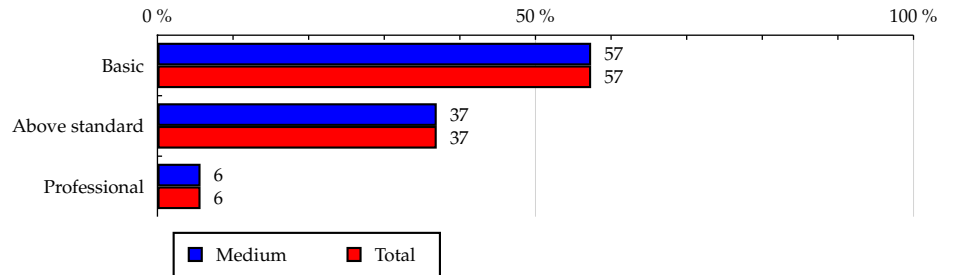
TOTAL

Table 17: IT Knowledge

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Basic	57.36	2 816 965	97.70	60.49	4 187 732 539	145 241.90	100.00	57.36	2 816 965	60.49	4 187 732 539
Above standard	36.94	1 814 265	97.70	35.35	2 447 300 302	131 789.55	100.00	36.94	1 814 265	35.35	2 447 300 302
Professional	5.70	280 137	97.70	4.16	287 774 357	100 363.27	100.00	5.70	280 137	4.16	287 774 357

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

Chart 17: IT Knowledge by RU(%)



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

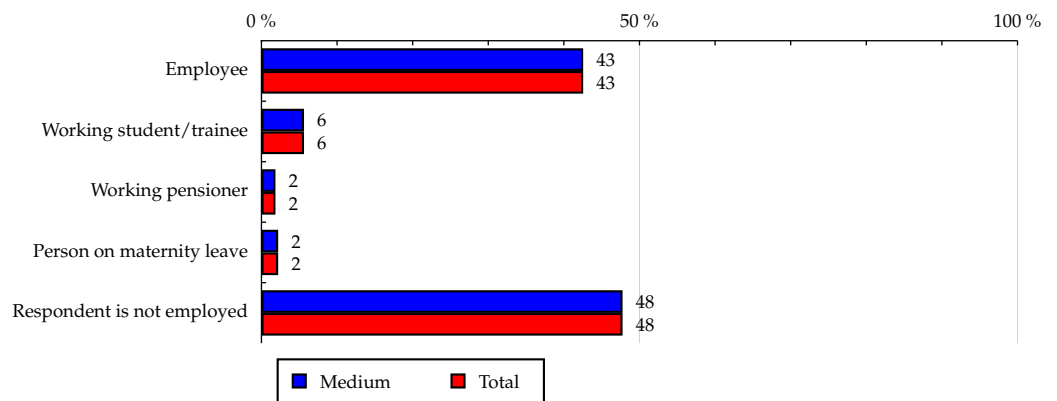
TOTAL

Table 18: Economically Active as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Employee	42.55	2 089 745	97.70	41.60	2 880 045 921	134 648.23	100.00	42.55	2 089 745	41.60	2 880 045 921
Working student/trainee	5.63	276 652	97.70	5.09	352 178 836	124 372.02	100.00	5.63	276 652	5.09	352 178 836
Working pensioner	1.85	90 621	97.70	1.77	122 486 227	132 054.33	100.00	1.85	90 621	1.77	122 486 227
Person on maternity leave	2.21	108 757	97.70	2.97	205 283 421	184 412.38	100.00	2.21	108 757	2.97	205 283 421
Respondent is not employed	47.76	2 345 592	97.70	48.58	3 362 812 794	140 069.84	100.00	47.76	2 345 592	48.58	3 362 812 794

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

Chart 18: Economically Active as by RU(%)



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

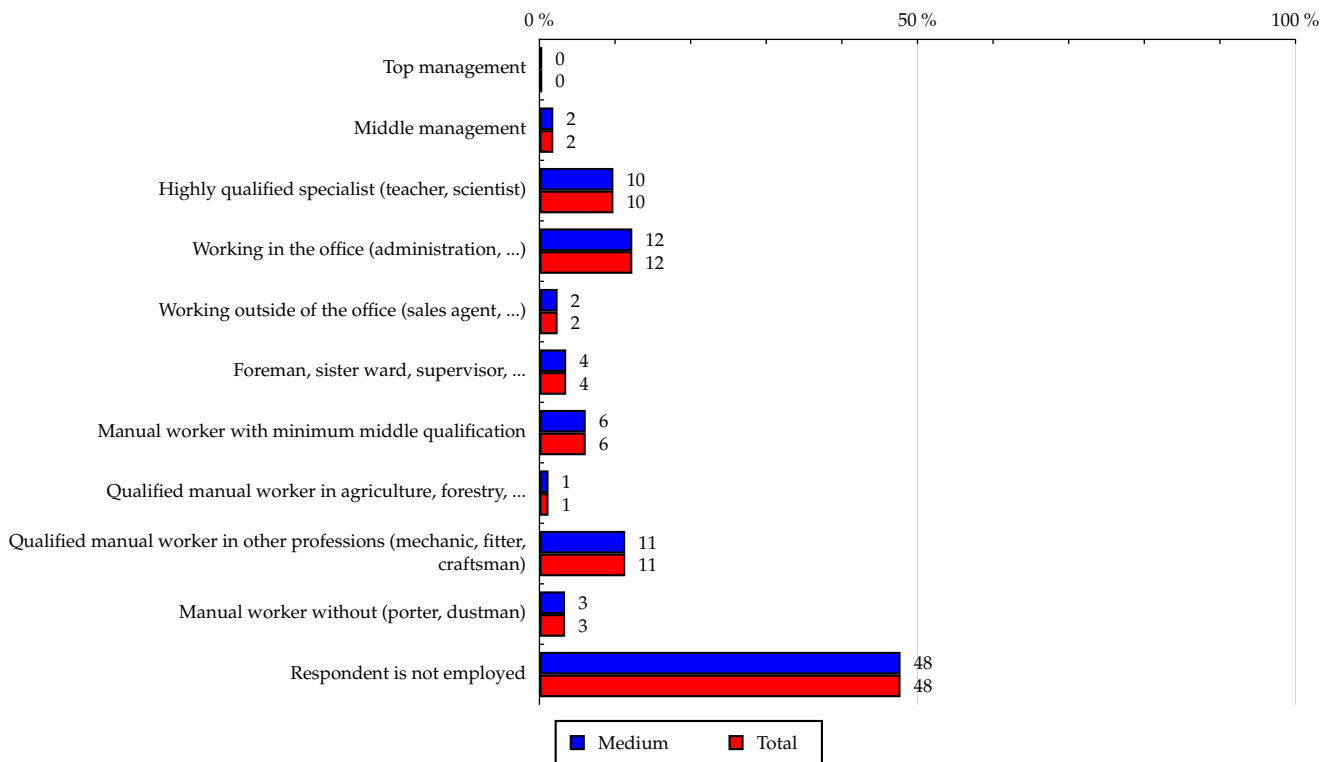
TOTAL

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	0.37	17 952	97.70	0.22	15 022 886	81 756.85	100.00	0.37	17 952	0.22	15 022 886
Middle management	1.83	89 856	97.70	1.31	90 818 289	98 746.22	100.00	1.83	89 856	1.31	90 818 289
Highly qualified specialist (teacher, scientist)	9.78	480 552	97.70	7.35	508 919 444	103 467.17	100.00	9.78	480 552	7.35	508 919 444
Working in the office (administration, ...)	12.28	603 100	97.70	11.88	822 331 650	133 214.52	100.00	12.28	603 100	11.88	822 331 650
Working outside of the office (sales agent, ...)	2.40	117 705	97.70	2.41	167 154 112	138 744.37	100.00	2.40	117 705	2.41	167 154 112
Foreman, sister ward, supervisor, ...	3.54	173 954	97.70	3.54	245 172 938	137 699.44	100.00	3.54	173 954	3.54	245 172 938
Manual worker with minimum middle qualification	6.12	300 661	97.70	6.55	453 783 513	147 457.08	100.00	6.12	300 661	6.55	453 783 513
Qualified manual worker in agriculture, forestry, ...	1.20	58 778	97.70	1.47	101 735 148	169 100.90	100.00	1.20	58 778	1.47	101 735 148
Qualified manual worker in other professions (mechanic, fitter, craftsman)	11.34	556 851	97.70	12.97	897 746 071	157 510.10	100.00	11.34	556 851	12.97	897 746 071
Manual worker without (porter, dustman)	3.39	166 362	97.70	3.72	257 310 356	151 110.94	100.00	3.39	166 362	3.72	257 310 356
Respondent is not employed	47.76	2 345 592	97.70	48.58	3 362 812 794	140 069.84	100.00	47.76	2 345 592	48.58	3 362 812 794

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

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



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

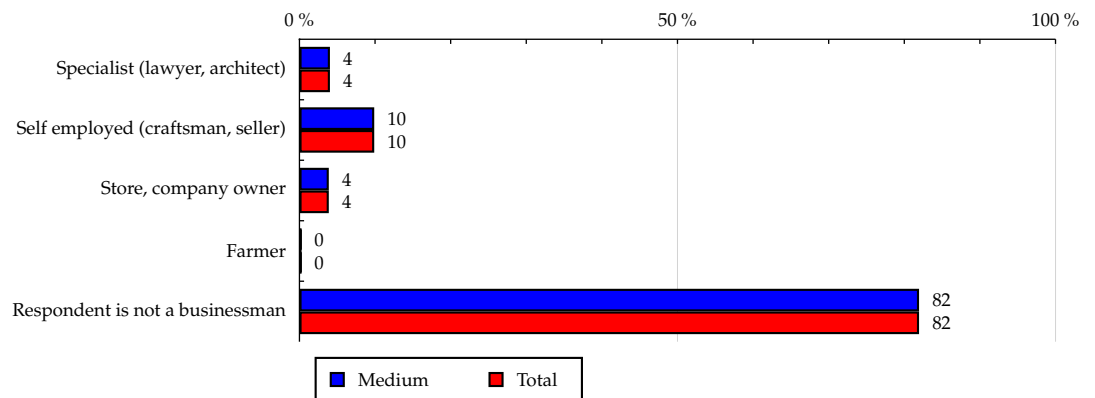
TOTAL

Table 20: Business Activities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Specialist (lawyer, architect)	4.03	197 736	97.70	3.46	239 489 114	118 329.80	100.00	4.03	197 736	3.46	239 489 114
Self employed (craftsman, seller)	9.89	485 745	97.70	10.12	700 487 561	140 891.95	100.00	9.89	485 745	10.12	700 487 561
Store, company owner	3.88	190 727	97.70	3.42	237 086 465	121 447.65	100.00	3.88	190 727	3.42	237 086 465
Farmer	0.25	12 365	97.70	0.22	15 380 230	121 523.76	100.00	0.25	12 365	0.22	15 380 230
Respondent is not a businessman	81.95	4 024 795	97.70	82.78	5 730 363 829	139 101.86	100.00	81.95	4 024 795	82.78	5 730 363 829

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

Chart 20: Business Activities by RU(%)



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

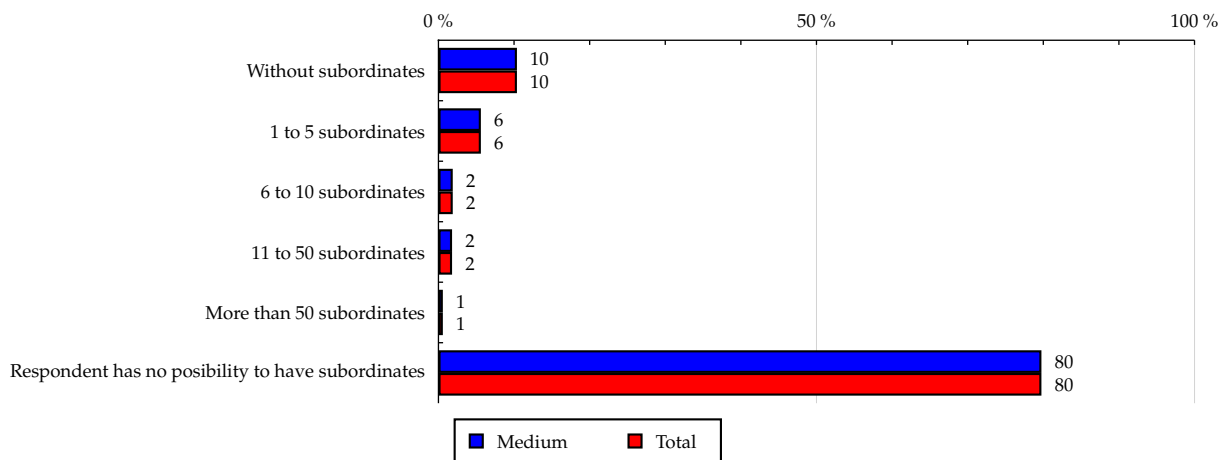
TOTAL

Table 21: Number of Subordinates

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Without subordinates	10.38	509 624	97.70	10.72	742 429 397	142 331.09	100.00	10.38	509 624	10.72	742 429 397
1 to 5 subordinates	5.61	275 408	97.70	4.76	329 454 107	116 872.64	100.00	5.61	275 408	4.76	329 454 107
6 to 10 subordinates	1.89	92 900	97.70	1.50	104 131 395	109 511.24	100.00	1.89	92 900	1.50	104 131 395
11 to 50 subordinates	1.80	88 178	97.70	1.39	96 071 586	106 444.84	100.00	1.80	88 178	1.39	96 071 586
More than 50 subordinates	0.58	28 270	97.70	0.38	26 198 058	90 536.62	100.00	0.58	28 270	0.38	26 198 058
Respondent has no possibility to have subordinates	79.75	3 916 986	97.70	81.25	5 624 522 655	140 290.45	100.00	79.75	3 916 986	81.25	5 624 522 655

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

Chart 21: Number of Subordinates by RU(%)



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

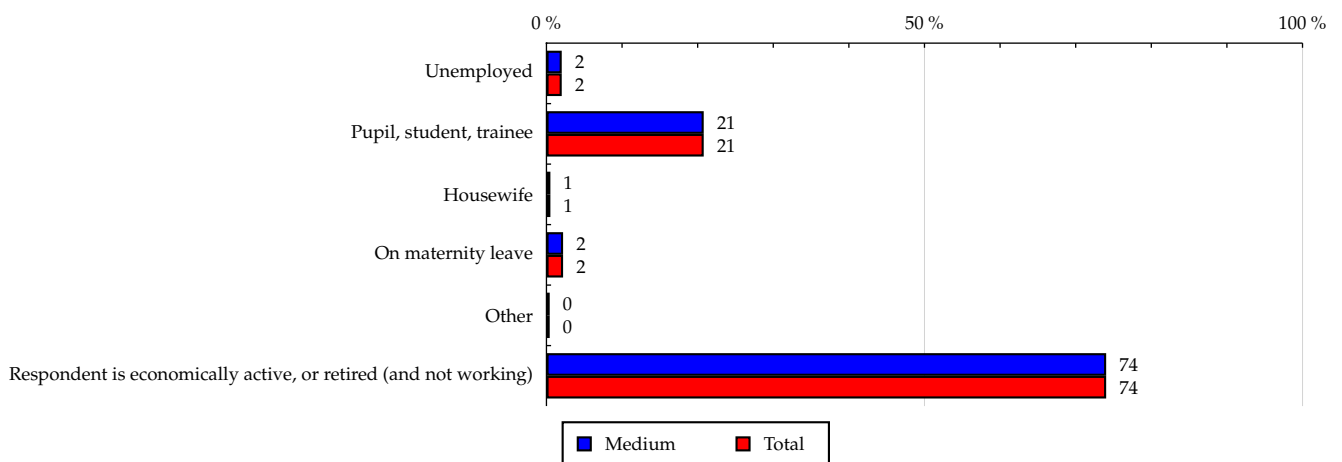
TOTAL

Table 22: Economically Inactive as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unemployed	2.02	99 217	97.70	2.61	180 352 470	177 593.43	100.00	2.02	99 217	2.61	180 352 470
Pupil, student, trainee	20.80	1 021 507	97.70	20.58	1 424 913 373	136 282.92	100.00	20.80	1 021 507	20.58	1 424 913 373
Housewife	0.52	25 350	97.70	0.73	50 575 193	194 917.47	100.00	0.52	25 350	0.73	50 575 193
On maternity leave	2.20	108 111	97.70	2.74	189 858 209	171 574.31	100.00	2.20	108 111	2.74	189 858 209
Other	0.43	21 054	97.70	0.51	35 398 349	164 259.67	100.00	0.43	21 054	0.51	35 398 349
Respondent is economically active, or retired (and not working)	74.03	3 636 127	97.70	72.83	5 041 709 605	135 466.93	100.00	74.03	3 636 127	72.83	5 041 709 605

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

Chart 22: Economically Inactive as by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, June 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".