

## **SPiR NetMonitor**

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

**Medium title:**

**TOTAL**

**Month:**

**July 2009**

| <b>Basic information</b>                              |               |
|---|---------------|
| The size of Internet population in the Czech Republic | 5 048 457     |
| Number of respondents                                 |               |
| Medium  | N = 100 251   |
| Total (for all measured media)                        | N = 100 251   |
| RU(number)  | 4 932 342     |
| Reach(%)  | 97.70         |
| PV(number) (from Czech visitors)                      | 6 234 797 646 |
| PV(number) (from all visitors)                        | 6 658 306 529 |
| GRP (%)   | 123 499.07    |

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

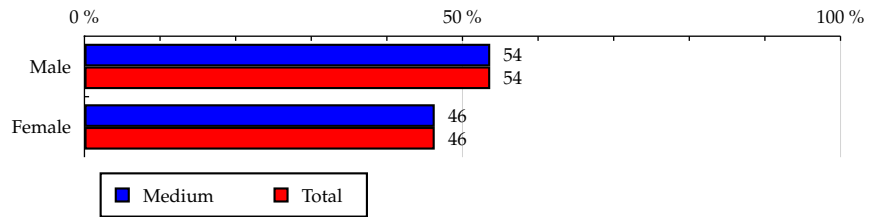
# TOTAL

**Table 1: Sex**

|        | MEDIUM |             |           |        |               |            |              | TOTAL  |             |        |               |
|--------|--------|-------------|-----------|--------|---------------|------------|--------------|--------|-------------|--------|---------------|
|        | RU (%) | RU (number) | Reach (%) | PV (%) | PV (number)   | TRP (%)    | Affinity (%) | RU (%) | RU (number) | PV (%) | PV (number)   |
| Male   | 53.67  | 2 647 041   | 97.70     | 51.50  | 3 211 120 366 | 118 519.66 | 100.00       | 53.67  | 2 647 041   | 51.50  | 3 211 120 366 |
| Female | 46.33  | 2 285 300   | 97.70     | 48.50  | 3 023 677 280 | 129 266.68 | 100.00       | 46.33  | 2 285 300   | 48.50  | 3 023 677 280 |

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

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



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

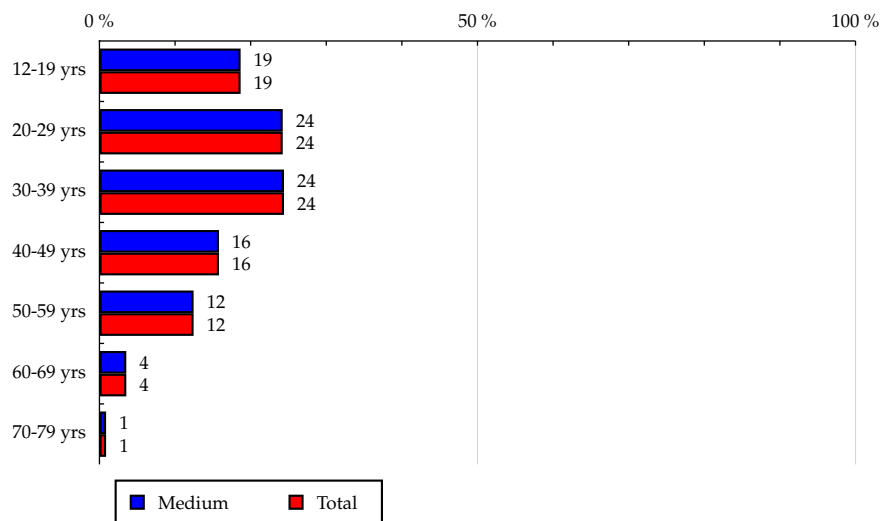
# TOTAL

Table 2: Age

|           | MEDIUM |             |           |        |               |            |              | TOTAL  |             |        |               |
|-----------|--------|-------------|-----------|--------|---------------|------------|--------------|--------|-------------|--------|---------------|
|           | RU (%) | RU (number) | Reach (%) | PV (%) | PV (number)   | TRP (%)    | Affinity (%) | RU (%) | RU (number) | PV (%) | PV (number)   |
| 12-19 yrs | 18.67  | 920 673     | 97.70     | 17.82  | 1 111 162 334 | 117 914.28 | 100.00       | 18.67  | 920 673     | 17.82  | 1 111 162 334 |
| 20-29 yrs | 24.24  | 1 195 651   | 97.70     | 24.86  | 1 549 788 788 | 126 637.55 | 100.00       | 24.24  | 1 195 651   | 24.86  | 1 549 788 788 |
| 30-39 yrs | 24.41  | 1 203 787   | 97.70     | 26.14  | 1 629 639 611 | 132 262.40 | 100.00       | 24.41  | 1 203 787   | 26.14  | 1 629 639 611 |
| 40-49 yrs | 15.81  | 779 654     | 97.70     | 15.83  | 986 669 511   | 123 641.45 | 100.00       | 15.81  | 779 654     | 15.83  | 986 669 511   |
| 50-59 yrs | 12.45  | 614 025     | 97.70     | 11.50  | 716 743 169   | 114 043.82 | 100.00       | 12.45  | 614 025     | 11.50  | 716 743 169   |
| 60-69 yrs | 3.55   | 175 047     | 97.70     | 3.14   | 195 742 340   | 109 250.59 | 100.00       | 3.55   | 175 047     | 3.14   | 195 742 340   |
| 70-79 yrs | 0.88   | 43 502      | 97.70     | 0.72   | 45 051 894    | 101 178.79 | 100.00       | 0.88   | 43 502      | 0.72   | 45 051 894    |

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

Chart 2: Age by RU(%)



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

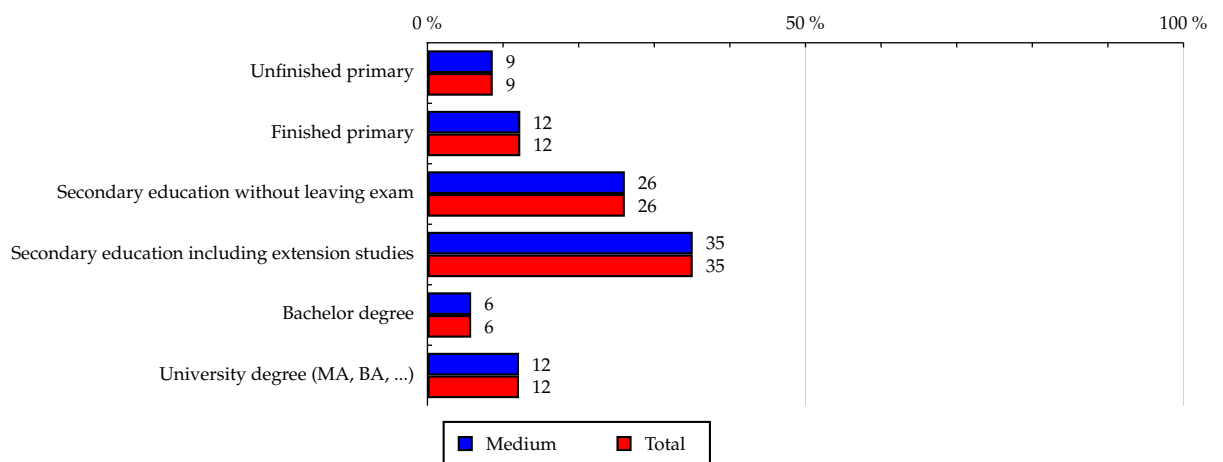
# TOTAL

**Table 3: Highest Education**

|   | MEDIUM |             |           |        |               |            |              | TOTAL  |             |        |               |
|---|--------|-------------|-----------|--------|---------------|------------|--------------|--------|-------------|--------|---------------|
|   | RU (%) | RU (number) | Reach (%) | PV (%) | PV (number)   | TRP (%)    | Affinity (%) | RU (%) | RU (number) | PV (%) | PV (number)   |
| Unfinished primary                              | 8.64   | 426 055     | 97.70     | 7.53   | 469 631 018   | 107 692.49 | 100.00       | 8.64   | 426 055     | 7.53   | 469 631 018   |
| Finished primary                                | 12.28  | 605 592     | 97.70     | 13.06  | 814 362 883   | 131 380.76 | 100.00       | 12.28  | 605 592     | 13.06  | 814 362 883   |
| Secondary education without leaving exam        | 26.11  | 1 287 684   | 97.70     | 31.19  | 1 944 535 567 | 147 536.96 | 100.00       | 26.11  | 1 287 684   | 31.19  | 1 944 535 567 |
| Secondary education including extension studies | 35.09  | 1 730 662   | 97.70     | 34.09  | 2 125 187 726 | 119 971.89 | 100.00       | 35.09  | 1 730 662   | 34.09  | 2 125 187 726 |
| Bachelor degree                                 | 5.78   | 285 286     | 97.70     | 5.22   | 325 178 283   | 111 361.63 | 100.00       | 5.78   | 285 286     | 5.22   | 325 178 283   |
| University degree (MA, BA, ...)                 | 12.11  | 597 060     | 97.70     | 8.92   | 555 902 169   | 90 964.99  | 100.00       | 12.11  | 597 060     | 8.92   | 555 902 169   |

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

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



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

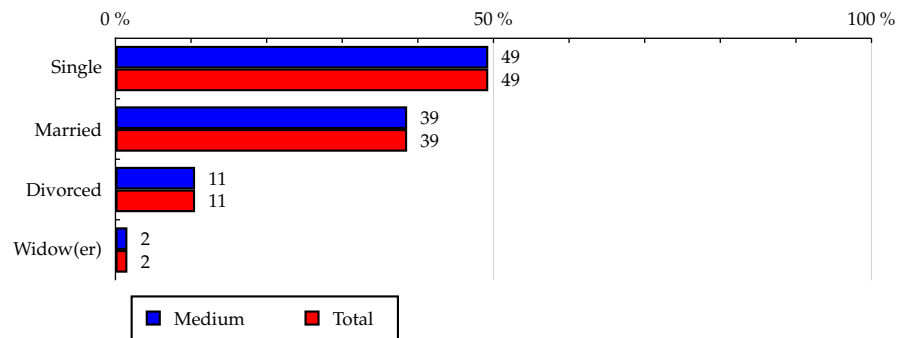
# TOTAL

**Table 4: Marital Status**

|           | MEDIUM |             |           |        |               |            |              | TOTAL  |             |        |               |
|-----------|--------|-------------|-----------|--------|---------------|------------|--------------|--------|-------------|--------|---------------|
|           | RU (%) | RU (number) | Reach (%) | PV (%) | PV (number)   | TRP (%)    | Affinity (%) | RU (%) | RU (number) | PV (%) | PV (number)   |
| Single    | 49.31  | 2 432 099   | 97.70     | 49.26  | 3 071 187 095 | 123 372.81 | 100.00       | 49.31  | 2 432 099   | 49.26  | 3 071 187 095 |
| Married   | 38.58  | 1 902 738   | 97.70     | 36.92  | 2 302 052 931 | 118 203.61 | 100.00       | 38.58  | 1 902 738   | 36.92  | 2 302 052 931 |
| Divorced  | 10.53  | 519 534     | 97.70     | 12.21  | 761 411 074   | 143 185.53 | 100.00       | 10.53  | 519 534     | 12.21  | 761 411 074   |
| Widow(er) | 1.58   | 77 969      | 97.70     | 1.61   | 100 146 546   | 125 489.38 | 100.00       | 1.58   | 77 969      | 1.61   | 100 146 546   |

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

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



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

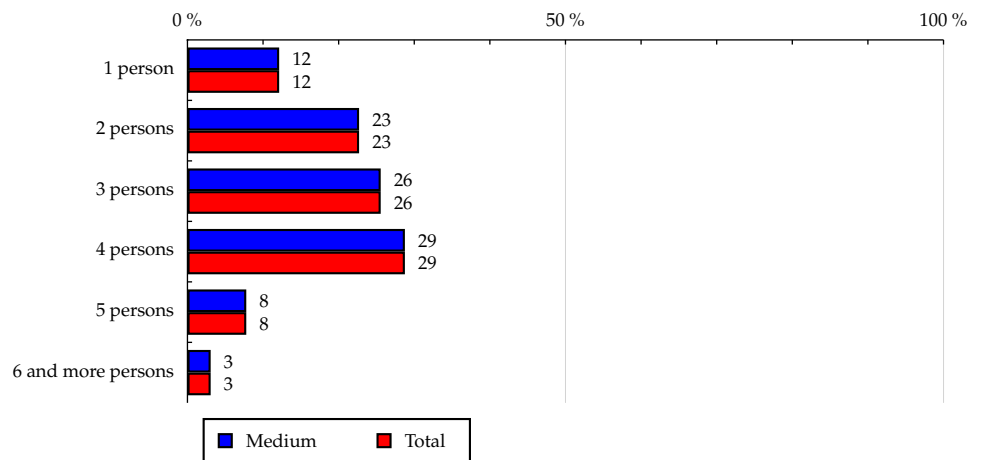
# TOTAL

**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           | 12.13  | 598 477     | 97.70     | 12.34  | 769 151 339   | 125 562.00 | 100.00       | 12.13  | 598 477     | 12.34  | 769 151 339   |
| 2 persons          | 22.70  | 1 119 520   | 97.70     | 23.07  | 1 438 123 382 | 125 504.34 | 100.00       | 22.70  | 1 119 520   | 23.07  | 1 438 123 382 |
| 3 persons          | 25.56  | 1 260 460   | 97.70     | 26.16  | 1 631 189 233 | 126 435.70 | 100.00       | 25.56  | 1 260 460   | 26.16  | 1 631 189 233 |
| 4 persons          | 28.76  | 1 418 569   | 97.70     | 27.70  | 1 726 934 549 | 118 937.80 | 100.00       | 28.76  | 1 418 569   | 27.70  | 1 726 934 549 |
| 5 persons          | 7.78   | 383 979     | 97.70     | 7.67   | 478 139 478   | 121 658.16 | 100.00       | 7.78   | 383 979     | 7.67   | 478 139 478   |
| 6 and more persons | 3.07   | 151 335     | 97.70     | 3.07   | 191 259 665   | 123 474.64 | 100.00       | 3.07   | 151 335     | 3.07   | 191 259 665   |

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

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



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

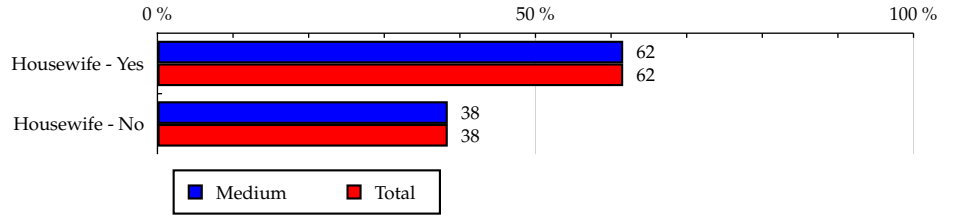
# TOTAL

**Table 6: Housewife**

|                 | MEDIUM |             |           |        |               |            |              | TOTAL  |             |        |               |
|-----------------|--------|-------------|-----------|--------|---------------|------------|--------------|--------|-------------|--------|---------------|
|                 | RU (%) | RU (number) | Reach (%) | PV (%) | PV (number)   | TRP (%)    | Affinity (%) | RU (%) | RU (number) | PV (%) | PV (number)   |
| Housewife - Yes | 61.60  | 3 038 364   | 97.70     | 64.13  | 3 998 200 083 | 128 563.94 | 100.00       | 61.60  | 3 038 364   | 64.13  | 3 998 200 083 |
| Housewife - No  | 38.40  | 1 893 977   | 97.70     | 35.87  | 2 236 597 563 | 115 373.89 | 100.00       | 38.40  | 1 893 977   | 35.87  | 2 236 597 563 |

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

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



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

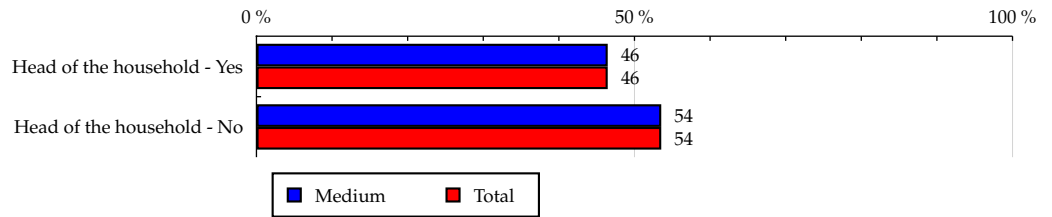
# TOTAL

**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 | 46.46  | 2 291 322   | 97.70     | 45.82  | 2 856 900 696 | 121 815.78 | 100.00       | 46.46  | 2 291 322   | 45.82  | 2 856 900 696 |
| Head of the household - No  | 53.54  | 2 641 019   | 97.70     | 54.18  | 3 377 896 950 | 124 959.49 | 100.00       | 53.54  | 2 641 019   | 54.18  | 3 377 896 950 |

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

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



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



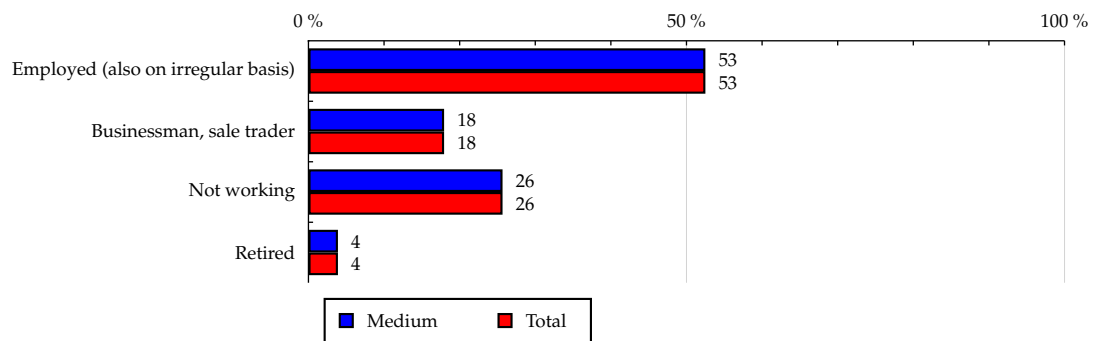
# TOTAL

**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) | 52.50  | 2 589 332   | 97.70     | 52.89  | 3 297 296 978 | 124 412.73 | 100.00       | 52.50  | 2 589 332   | 52.89  | 3 297 296 978 |
| Businessman, sale trader           | 17.94  | 884 626     | 97.70     | 17.07  | 1 064 130 115 | 117 524.80 | 100.00       | 17.94  | 884 626     | 17.07  | 1 064 130 115 |
| Not working                        | 25.67  | 1 266 189   | 97.70     | 25.58  | 1 595 092 382 | 123 078.34 | 100.00       | 25.67  | 1 266 189   | 25.58  | 1 595 092 382 |
| Retired                            | 3.90   | 192 194     | 97.70     | 4.46   | 278 278 171   | 141 459.84 | 100.00       | 3.90   | 192 194     | 4.46   | 278 278 171   |

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

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



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

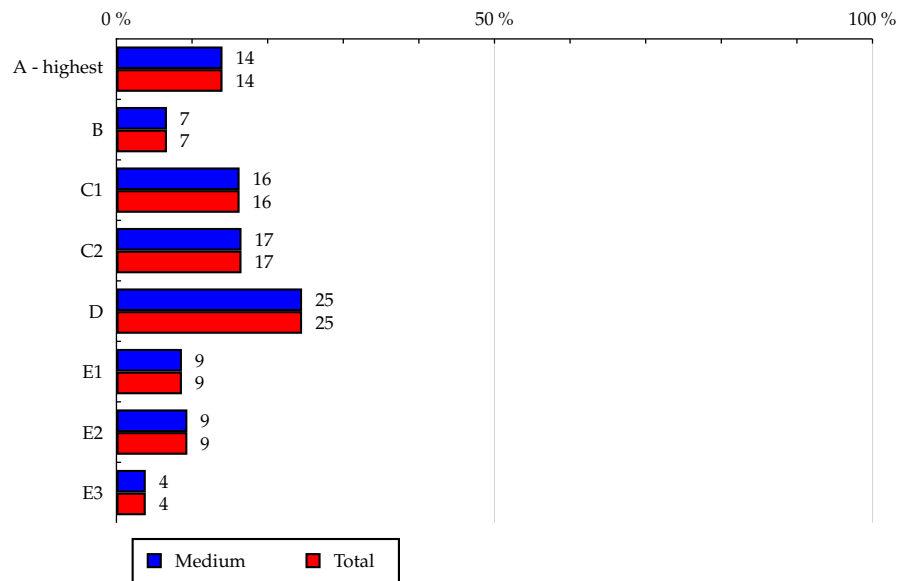
TOTAL

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 | 14.03  | 691 794     | 97.70     | 11.47  | 715 019 820   | 100 980.04 | 100.00       | 14.03  | 691 794     | 11.47  | 715 019 820   |
| B           | 6.68   | 329 364     | 97.70     | 6.09   | 379 776 860   | 112 653.82 | 100.00       | 6.68   | 329 364     | 6.09   | 379 776 860   |
| C1          | 16.29  | 803 400     | 97.70     | 15.46  | 963 760 653   | 117 201.02 | 100.00       | 16.29  | 803 400     | 15.46  | 963 760 653   |
| C2          | 16.54  | 815 764     | 97.70     | 17.31  | 1 079 080 620 | 129 236.01 | 100.00       | 16.54  | 815 764     | 17.31  | 1 079 080 620 |
| D           | 24.55  | 1 210 748   | 97.70     | 25.60  | 1 595 909 438 | 128 780.10 | 100.00       | 24.55  | 1 210 748   | 25.60  | 1 595 909 438 |
| E1          | 8.66   | 427 110     | 97.70     | 9.43   | 588 096 406   | 134 524.87 | 100.00       | 8.66   | 427 110     | 9.43   | 588 096 406   |
| E2          | 9.38   | 462 697     | 97.70     | 9.98   | 622 374 326   | 131 416.31 | 100.00       | 9.38   | 462 697     | 9.98   | 622 374 326   |
| E3          | 3.88   | 191 460     | 97.70     | 4.66   | 290 779 524   | 148 381.15 | 100.00       | 3.88   | 191 460     | 4.66   | 290 779 524   |

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

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



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

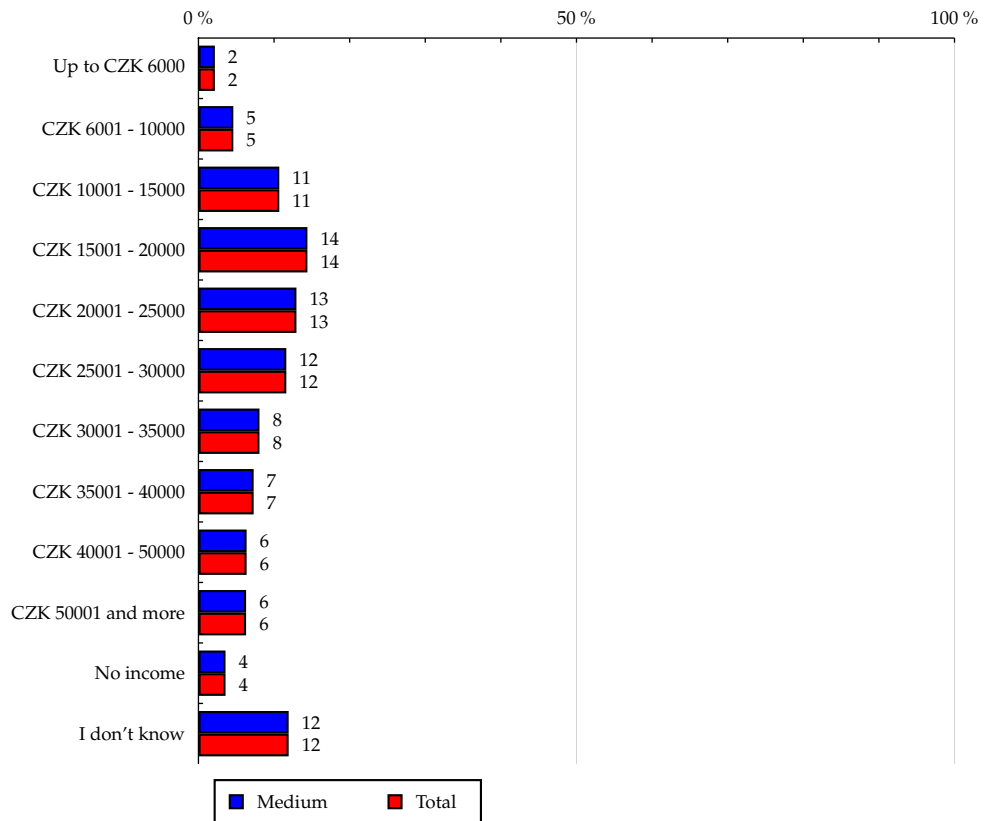
# TOTAL

**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     | 2.17   | 106 983     | 97.70     | 2.45   | 152 932 179 | 139 661.21 | 100.00       | 2.17   | 106 983     | 2.45   | 152 932 179 |
| CZK 6001 - 10000   | 4.61   | 227 174     | 97.70     | 5.28   | 328 935 424 | 141 463.76 | 100.00       | 4.61   | 227 174     | 5.28   | 328 935 424 |
| CZK 10001 - 15000  | 10.69  | 527 074     | 97.70     | 12.13  | 756 398 593 | 140 208.03 | 100.00       | 10.69  | 527 074     | 12.13  | 756 398 593 |
| CZK 15001 - 20000  | 14.41  | 710 596     | 97.70     | 15.18  | 946 131 236 | 130 083.63 | 100.00       | 14.41  | 710 596     | 15.18  | 946 131 236 |
| CZK 20001 - 25000  | 12.96  | 639 290     | 97.70     | 13.24  | 825 658 879 | 126 181.96 | 100.00       | 12.96  | 639 290     | 13.24  | 825 658 879 |
| CZK 25001 - 30000  | 11.62  | 573 048     | 97.70     | 11.48  | 715 512 774 | 121 989.00 | 100.00       | 11.62  | 573 048     | 11.48  | 715 512 774 |
| CZK 30001 - 35000  | 8.07   | 398 259     | 97.70     | 7.94   | 495 210 124 | 121 483.56 | 100.00       | 8.07   | 398 259     | 7.94   | 495 210 124 |
| CZK 35001 - 40000  | 7.30   | 360 225     | 97.70     | 6.71   | 418 515 016 | 113 509.27 | 100.00       | 7.30   | 360 225     | 6.71   | 418 515 016 |
| CZK 40001 - 50000  | 6.37   | 314 063     | 97.70     | 5.87   | 366 004 809 | 113 858.25 | 100.00       | 6.37   | 314 063     | 5.87   | 366 004 809 |
| CZK 50001 and more | 6.30   | 310 637     | 97.70     | 5.22   | 325 237 076 | 102 291.72 | 100.00       | 6.30   | 310 637     | 5.22   | 325 237 076 |
| No income          | 3.58   | 176 465     | 97.70     | 3.46   | 215 896 659 | 119 531.33 | 100.00       | 3.58   | 176 465     | 3.46   | 215 896 659 |
| I don't know       | 11.93  | 588 522     | 97.70     | 11.04  | 688 364 876 | 114 274.68 | 100.00       | 11.93  | 588 522     | 11.04  | 688 364 876 |

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

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



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

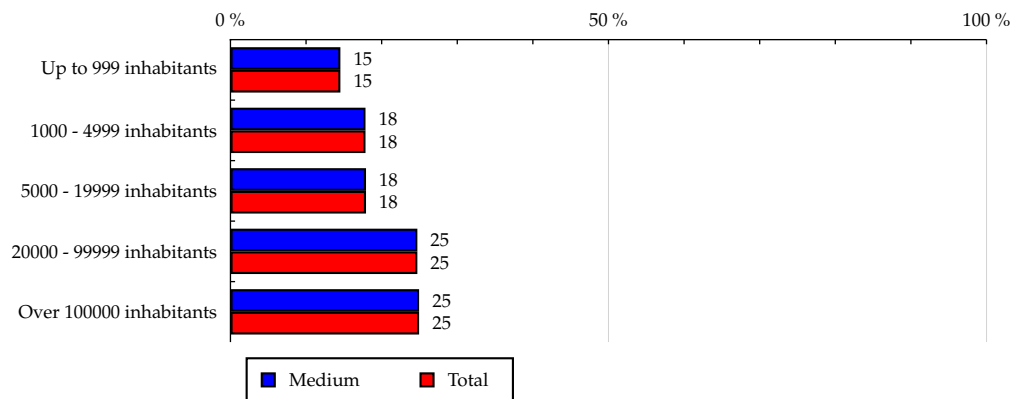
TOTAL

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     | 14.54  | 717 062     | 97.70     | 14.75  | 919 428 440   | 125 272.35 | 100.00       | 14.54  | 717 062     | 14.75  | 919 428 440   |
| 1000 - 4999 inhabitants   | 17.86  | 880 817     | 97.70     | 18.43  | 1 149 384 710 | 127 489.40 | 100.00       | 17.86  | 880 817     | 18.43  | 1 149 384 710 |
| 5000 - 19999 inhabitants  | 17.93  | 884 220     | 97.70     | 18.69  | 1 164 986 236 | 128 722.63 | 100.00       | 17.93  | 884 220     | 18.69  | 1 164 986 236 |
| 20000 - 99999 inhabitants | 24.72  | 1 219 472   | 97.70     | 25.17  | 1 569 479 656 | 125 741.38 | 100.00       | 24.72  | 1 219 472   | 25.17  | 1 569 479 656 |
| Over 100000 inhabitants   | 24.95  | 1 230 769   | 97.70     | 22.96  | 1 431 518 604 | 113 635.73 | 100.00       | 24.95  | 1 230 769   | 22.96  | 1 431 518 604 |

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

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



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

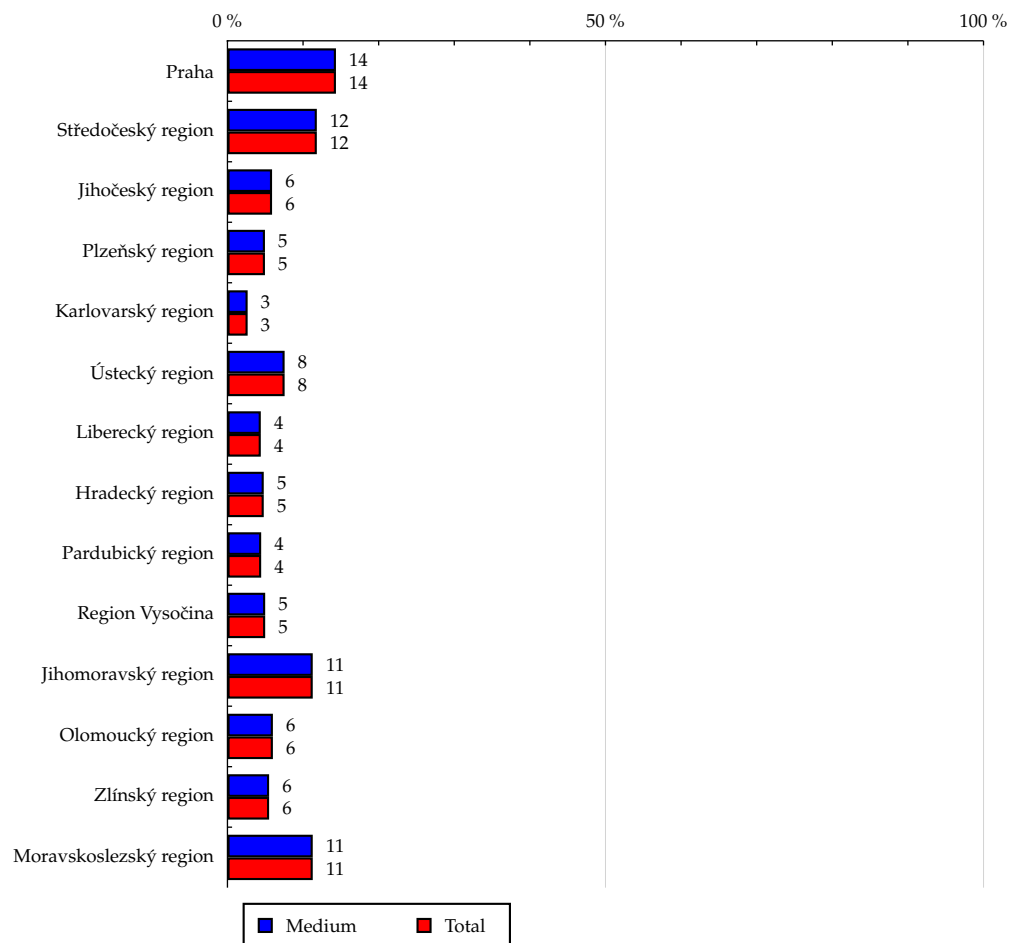
# TOTAL

**Table 12: Region**

|                        | MEDIUM |             |           |        |             |            |              | TOTAL  |             |        |             |
|------------------------|--------|-------------|-----------|--------|-------------|------------|--------------|--------|-------------|--------|-------------|
|                        | RU (%) | RU (number) | Reach (%) | PV (%) | PV (number) | TRP (%)    | Affinity (%) | RU (%) | RU (number) | PV (%) | PV (number) |
| Praha                  | 14.35  | 707 545     | 97.70     | 11.75  | 732 555 717 | 101 153.46 | 100.00       | 14.35  | 707 545     | 11.75  | 732 555 717 |
| Středočeský region     | 11.82  | 582 805     | 97.70     | 11.41  | 711 473 232 | 119 269.49 | 100.00       | 11.82  | 582 805     | 11.41  | 711 473 232 |
| Jihočeský region       | 5.90   | 291 107     | 97.70     | 5.90   | 368 028 892 | 123 516.11 | 100.00       | 5.90   | 291 107     | 5.90   | 368 028 892 |
| Plzeňský region        | 4.96   | 244 741     | 97.70     | 5.58   | 347 593 315 | 138 757.90 | 100.00       | 4.96   | 244 741     | 5.58   | 347 593 315 |
| Karlovarský region     | 2.67   | 131 544     | 97.70     | 2.83   | 176 743 238 | 131 269.38 | 100.00       | 2.67   | 131 544     | 2.83   | 176 743 238 |
| Ústecký region         | 7.56   | 372 737     | 97.70     | 8.50   | 529 648 628 | 138 828.62 | 100.00       | 7.56   | 372 737     | 8.50   | 529 648 628 |
| Liberecký region       | 4.41   | 217 712     | 97.70     | 4.63   | 288 852 756 | 129 624.50 | 100.00       | 4.41   | 217 712     | 4.63   | 288 852 756 |
| Hradecký region        | 4.80   | 236 653     | 97.70     | 4.39   | 273 860 105 | 113 060.58 | 100.00       | 4.80   | 236 653     | 4.39   | 273 860 105 |
| Pardubický region      | 4.46   | 220 081     | 97.70     | 4.40   | 274 025 680 | 121 647.35 | 100.00       | 4.46   | 220 081     | 4.40   | 274 025 680 |
| Region Vysočina        | 4.99   | 246 122     | 97.70     | 4.90   | 305 697 639 | 121 348.69 | 100.00       | 4.99   | 246 122     | 4.90   | 305 697 639 |
| Jihomoravský region    | 11.28  | 556 517     | 97.70     | 11.29  | 703 957 615 | 123 584.00 | 100.00       | 11.28  | 556 517     | 11.29  | 703 957 615 |
| Olomoucký region       | 6.01   | 296 335     | 97.70     | 6.50   | 405 461 776 | 133 678.05 | 100.00       | 6.01   | 296 335     | 6.50   | 405 461 776 |
| Zlínský region         | 5.51   | 272 017     | 97.70     | 5.89   | 366 958 065 | 131 799.57 | 100.00       | 5.51   | 272 017     | 5.89   | 366 958 065 |
| Moravskoslezský region | 11.28  | 556 418     | 97.70     | 12.03  | 749 940 989 | 131 680.08 | 100.00       | 11.28  | 556 418     | 12.03  | 749 940 989 |

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

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



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

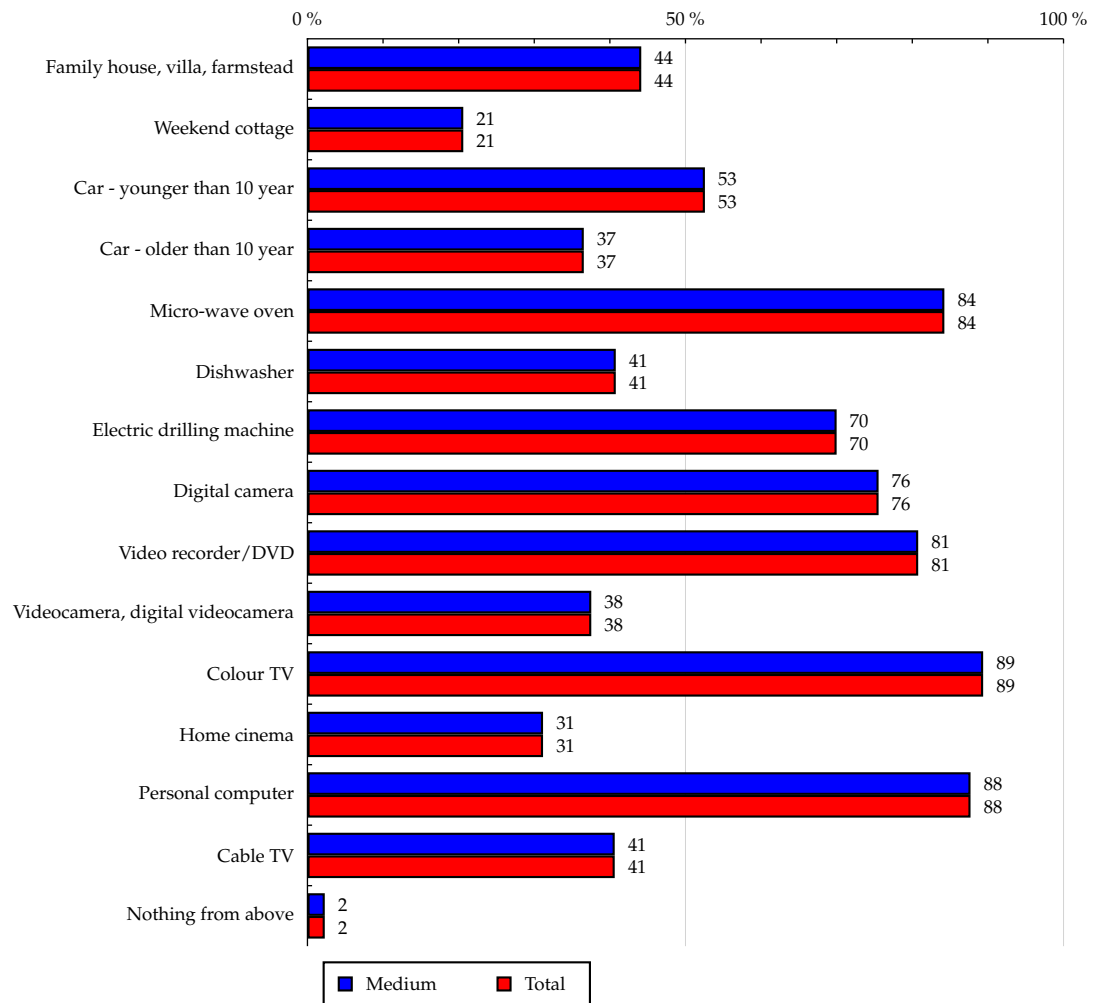
TOTAL

Table 13: Facilities

|                                  | MEDIUM |             |           |        |               |            |              | TOTAL  |             |        |               |
|----------------------------------|--------|-------------|-----------|--------|---------------|------------|--------------|--------|-------------|--------|---------------|
|                                  | RU (%) | RU (number) | Reach (%) | PV (%) | PV (number)   | TRP (%)    | Affinity (%) | RU (%) | RU (number) | PV (%) | PV (number)   |
| Family house, villa, farmstead   | 44.15  | 2 177 804   | 97.70     | 42.02  | 2 620 080 261 | 117 541.24 | 100.00       | 44.15  | 2 177 804   | 42.02  | 2 620 080 261 |
| Weekend cottage                  | 20.61  | 1 016 673   | 97.70     | 18.35  | 1 143 817 367 | 109 918.21 | 100.00       | 20.61  | 1 016 673   | 18.35  | 1 143 817 367 |
| Car - younger than 10 year       | 52.57  | 2 592 936   | 97.70     | 50.02  | 3 118 941 454 | 117 519.48 | 100.00       | 52.57  | 2 592 936   | 50.02  | 3 118 941 454 |
| Car - older than 10 year         | 36.55  | 1 802 803   | 97.70     | 36.92  | 2 301 741 178 | 124 739.14 | 100.00       | 36.55  | 1 802 803   | 36.92  | 2 301 741 178 |
| Micro-wave oven                  | 84.24  | 4 155 084   | 97.70     | 84.67  | 5 278 913 497 | 124 124.99 | 100.00       | 84.24  | 4 155 084   | 84.67  | 5 278 913 497 |
| Dishwasher                       | 40.78  | 2 011 488   | 97.70     | 36.44  | 2 272 090 674 | 110 357.70 | 100.00       | 40.78  | 2 011 488   | 36.44  | 2 272 090 674 |
| Electric drilling machine        | 69.99  | 3 452 308   | 97.70     | 67.71  | 4 221 858 658 | 119 478.20 | 100.00       | 69.99  | 3 452 308   | 67.71  | 4 221 858 658 |
| Digital camera                   | 75.54  | 3 726 103   | 97.70     | 73.86  | 4 605 065 848 | 120 746.76 | 100.00       | 75.54  | 3 726 103   | 73.86  | 4 605 065 848 |
| Video recorder/DVD               | 80.78  | 3 984 392   | 97.70     | 81.81  | 5 100 866 920 | 125 076.68 | 100.00       | 80.78  | 3 984 392   | 81.81  | 5 100 866 920 |
| Videocamera, digital videocamera | 37.54  | 1 851 578   | 97.70     | 36.43  | 2 271 257 896 | 119 844.70 | 100.00       | 37.54  | 1 851 578   | 36.43  | 2 271 257 896 |
| Colour TV                        | 89.37  | 4 407 978   | 97.70     | 90.24  | 5 626 258 196 | 124 702.36 | 100.00       | 89.37  | 4 407 978   | 90.24  | 5 626 258 196 |
| Home cinema                      | 31.16  | 1 537 065   | 97.70     | 31.75  | 1 979 492 603 | 125 821.80 | 100.00       | 31.16  | 1 537 065   | 31.75  | 1 979 492 603 |
| Personal computer                | 87.70  | 4 325 610   | 97.70     | 87.55  | 5 458 479 641 | 123 287.44 | 100.00       | 87.70  | 4 325 610   | 87.55  | 5 458 479 641 |
| Cable TV                         | 40.64  | 2 004 475   | 97.70     | 42.11  | 2 625 440 085 | 127 966.35 | 100.00       | 40.64  | 2 004 475   | 42.11  | 2 625 440 085 |
| Nothing from above               | 2.29   | 113 167     | 97.70     | 2.31   | 143 899 926   | 124 231.62 | 100.00       | 2.29   | 113 167     | 2.31   | 143 899 926   |

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

Chart 13: Facilities by RU(%)



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

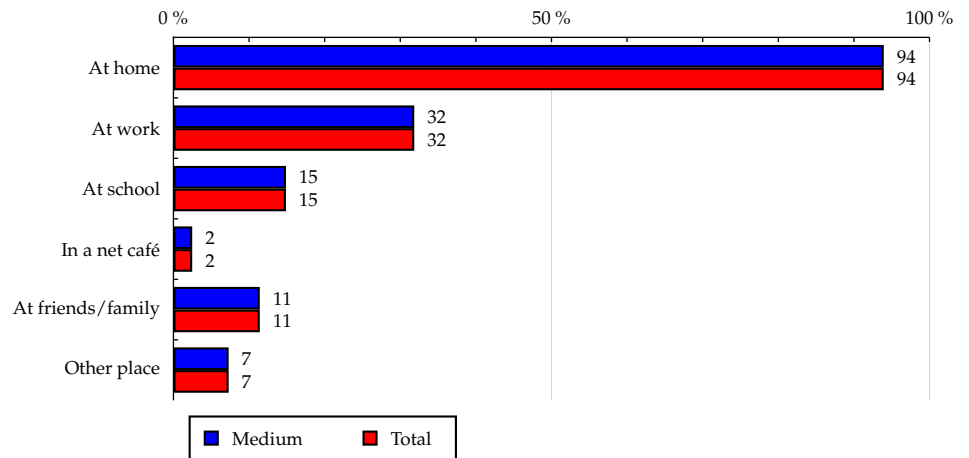
TOTAL

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           | 93.95  | 4 633 721   | 97.70     | 94.88  | 5 915 682 494 | 124 729.57 | 100.00       | 93.95  | 4 633 721   | 94.88  | 5 915 682 494 |
| At work           | 31.85  | 1 570 924   | 97.70     | 26.65  | 1 661 326 509 | 103 322.31 | 100.00       | 31.85  | 1 570 924   | 26.65  | 1 661 326 509 |
| At school         | 14.88  | 733 783     | 97.70     | 13.73  | 855 869 787   | 113 955.24 | 100.00       | 14.88  | 733 783     | 13.73  | 855 869 787   |
| In a net café     | 2.48   | 122 409     | 97.70     | 2.46   | 153 358 210   | 122 400.94 | 100.00       | 2.48   | 122 409     | 2.46   | 153 358 210   |
| At friends/family | 11.42  | 563 465     | 97.70     | 10.66  | 664 754 291   | 115 262.54 | 100.00       | 11.42  | 563 465     | 10.66  | 664 754 291   |
| Other place       | 7.30   | 359 993     | 97.70     | 6.25   | 389 609 585   | 105 737.58 | 100.00       | 7.30   | 359 993     | 6.25   | 389 609 585   |

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

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



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

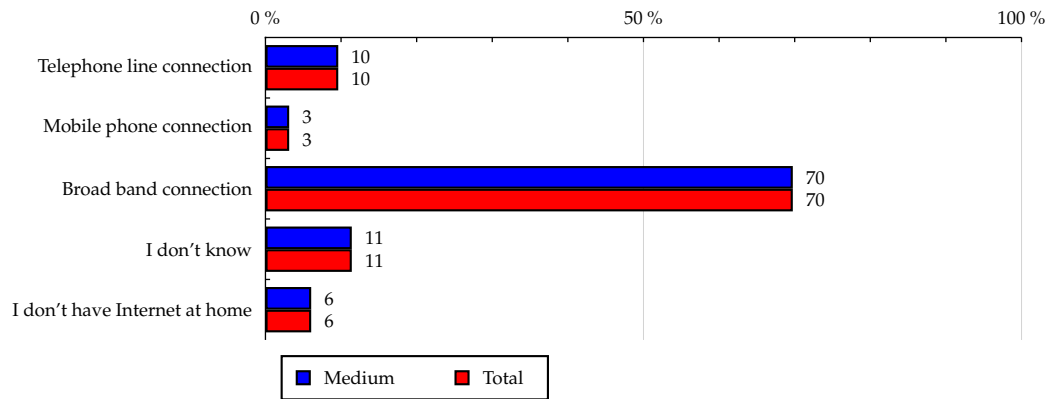
TOTAL

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     | 9.63   | 474 870     | 97.70     | 9.96   | 621 055 208   | 127 776.08 | 100.00       | 9.63   | 474 870     | 9.96   | 621 055 208   |
| Mobile phone connection       | 3.14   | 155 061     | 97.70     | 2.64   | 164 787 520   | 103 827.98 | 100.00       | 3.14   | 155 061     | 2.64   | 164 787 520   |
| Broad band connection         | 69.75  | 3 440 270   | 97.70     | 70.64  | 4 404 484 383 | 125 082.64 | 100.00       | 69.75  | 3 440 270   | 70.64  | 4 404 484 383 |
| I don't know                  | 11.42  | 563 519     | 97.70     | 11.63  | 725 355 383   | 125 758.23 | 100.00       | 11.42  | 563 519     | 11.63  | 725 355 383   |
| I don't have Internet at home | 6.05   | 298 620     | 97.70     | 5.12   | 319 115 152   | 104 405.36 | 100.00       | 6.05   | 298 620     | 5.12   | 319 115 152   |

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

Chart 15: Connection from Home by RU(%)



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



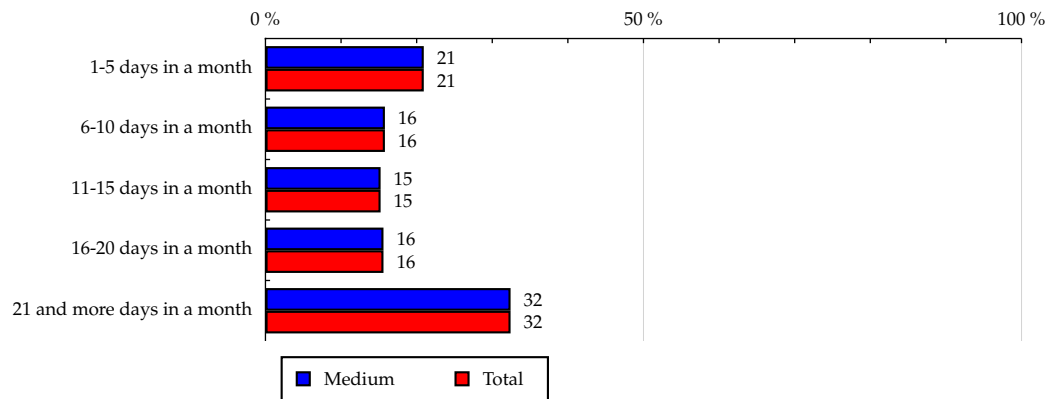
TOTAL

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         | 20.94  | 1 032 859   | 97.70     | 1.43   | 89 396 346    | 8 456.16   | 100.00       | 20.94  | 1 032 859   | 1.43   | 89 396 346    |
| 6-10 days in a month        | 15.80  | 779 153     | 97.70     | 4.05   | 252 528 861   | 31 665.22  | 100.00       | 15.80  | 779 153     | 4.05   | 252 528 861   |
| 11-15 days in a month       | 15.23  | 751 416     | 97.70     | 8.15   | 508 365 202   | 66 098.17  | 100.00       | 15.23  | 751 416     | 8.15   | 508 365 202   |
| 16-20 days in a month       | 15.61  | 770 012     | 97.70     | 14.68  | 915 444 220   | 116 152.59 | 100.00       | 15.61  | 770 012     | 14.68  | 915 444 220   |
| 21 and more days in a month | 32.42  | 1 598 900   | 97.70     | 71.68  | 4 469 063 018 | 273 079.83 | 100.00       | 32.42  | 1 598 900   | 71.68  | 4 469 063 018 |

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

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



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

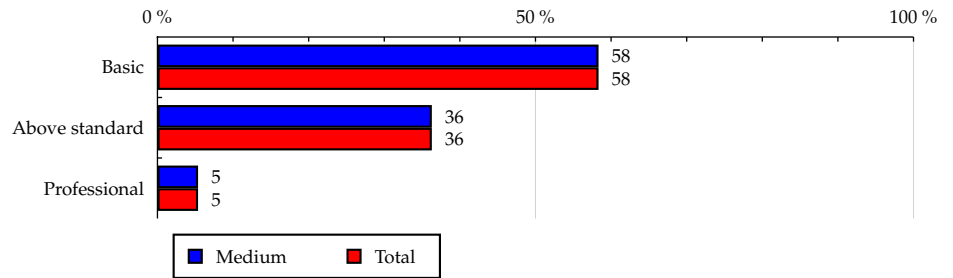
# TOTAL

**Table 17: IT Knowledge**

|                | MEDIUM |             |           |        |               |            |              | TOTAL  |             |        |               |
|----------------|--------|-------------|-----------|--------|---------------|------------|--------------|--------|-------------|--------|---------------|
|                | RU (%) | RU (number) | Reach (%) | PV (%) | PV (number)   | TRP (%)    | Affinity (%) | RU (%) | RU (number) | PV (%) | PV (number)   |
| Basic          | 58.34  | 2 877 609   | 97.70     | 61.50  | 3 834 321 744 | 130 182.06 | 100.00       | 58.34  | 2 877 609   | 61.50  | 3 834 321 744 |
| Above standard | 36.29  | 1 789 949   | 97.70     | 34.24  | 2 134 768 024 | 116 521.07 | 100.00       | 36.29  | 1 789 949   | 34.24  | 2 134 768 024 |
| Professional   | 5.37   | 264 782     | 97.70     | 4.26   | 265 707 879   | 98 041.38  | 100.00       | 5.37   | 264 782     | 4.26   | 265 707 879   |

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

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



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

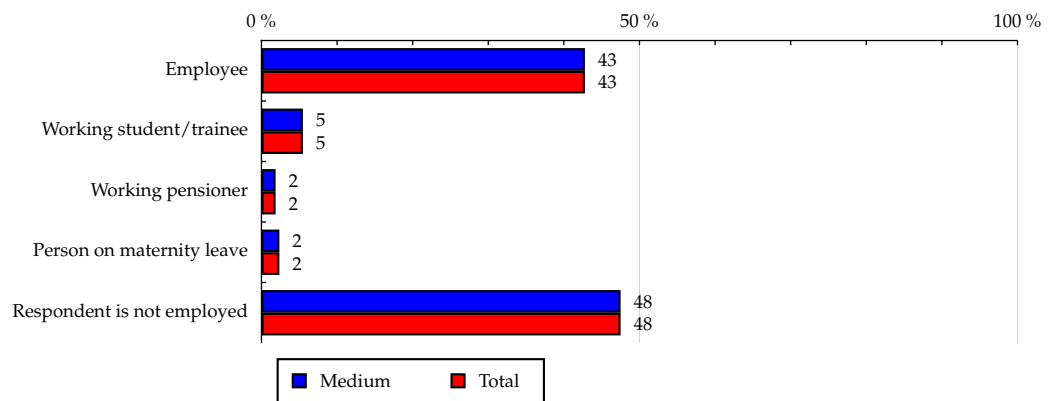
TOTAL

Table 18: Economically Active as

|                            | MEDIUM |             |           |        |               |            |              | TOTAL  |             |        |               |
|----------------------------|--------|-------------|-----------|--------|---------------|------------|--------------|--------|-------------|--------|---------------|
|                            | RU (%) | RU (number) | Reach (%) | PV (%) | PV (number)   | TRP (%)    | Affinity (%) | RU (%) | RU (number) | PV (%) | PV (number)   |
| Employee                   | 42.78  | 2 110 128   | 97.70     | 42.96  | 2 678 238 060 | 124 003.76 | 100.00       | 42.78  | 2 110 128   | 42.96  | 2 678 238 060 |
| Working student/trainee    | 5.48   | 270 215     | 97.70     | 4.93   | 307 382 416   | 111 138.38 | 100.00       | 5.48   | 270 215     | 4.93   | 307 382 416   |
| Working pensioner          | 1.87   | 92 336      | 97.70     | 1.92   | 119 617 222   | 126 565.76 | 100.00       | 1.87   | 92 336      | 1.92   | 119 617 222   |
| Person on maternity leave  | 2.37   | 116 652     | 97.70     | 3.08   | 192 059 281   | 160 855.11 | 100.00       | 2.37   | 116 652     | 3.08   | 192 059 281   |
| Respondent is not employed | 47.50  | 2 343 009   | 97.70     | 47.11  | 2 937 500 668 | 122 489.36 | 100.00       | 47.50  | 2 343 009   | 47.11  | 2 937 500 668 |

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

Chart 18: Economically Active as by RU(%)



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

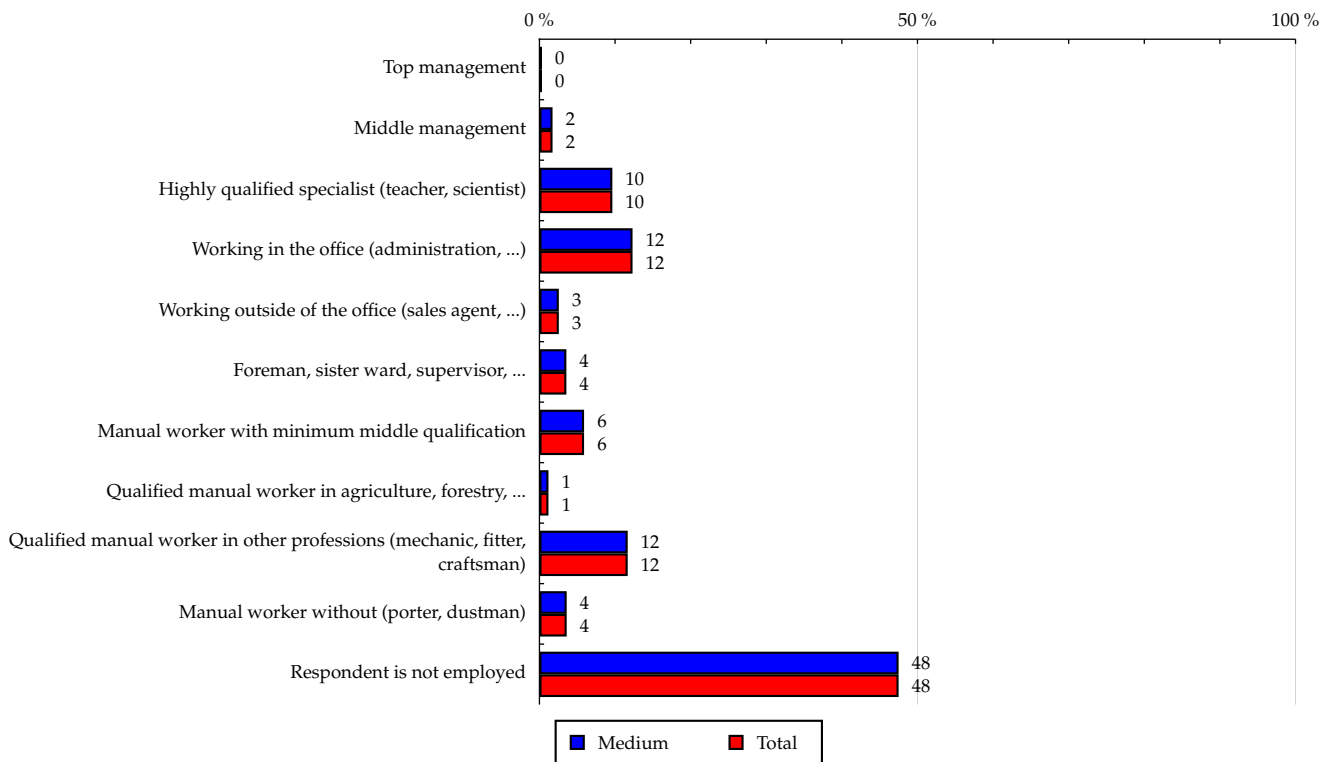
TOTAL

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   | 0.33   | 16 142      | 97.70     | 0.17   | 10 861 630    | 65 737.78  | 100.00       | 0.33   | 16 142      | 0.17   | 10 861 630    |
| Middle management  | 1.73   | 85 502      | 97.70     | 1.27   | 79 204 182    | 90 503.32  | 100.00       | 1.73   | 85 502      | 1.27   | 79 204 182    |
| Highly qualified specialist (teacher, scientist)                           | 9.64   | 475 472     | 97.70     | 7.54   | 469 945 514   | 96 564.30  | 100.00       | 9.64   | 475 472     | 7.54   | 469 945 514   |
| Working in the office (administration, ...)                                | 12.31  | 607 096     | 97.70     | 11.83  | 737 794 404   | 118 733.16 | 100.00       | 12.31  | 607 096     | 11.83  | 737 794 404   |
| Working outside of the office (sales agent, ...)                           | 2.56   | 126 445     | 97.70     | 2.62   | 163 256 679   | 126 142.40 | 100.00       | 2.56   | 126 445     | 2.62   | 163 256 679   |
| Foreman, sister ward, supervisor, ...                                      | 3.56   | 175 777     | 97.70     | 3.57   | 222 326 344   | 123 572.32 | 100.00       | 3.56   | 175 777     | 3.57   | 222 326 344   |
| Manual worker with minimum middle qualification                            | 5.90   | 291 222     | 97.70     | 6.36   | 396 236 052   | 132 930.10 | 100.00       | 5.90   | 291 222     | 6.36   | 396 236 052   |
| Qualified manual worker in agriculture, forestry, ...                      | 1.19   | 58 774      | 97.70     | 1.28   | 80 081 203    | 133 118.89 | 100.00       | 1.19   | 58 774      | 1.28   | 80 081 203    |
| Qualified manual worker in other professions (mechanic, fitter, craftsman) | 11.67  | 575 424     | 97.70     | 13.94  | 869 098 879   | 147 562.17 | 100.00       | 11.67  | 575 424     | 13.94  | 869 098 879   |
| Manual worker without (porter, dustman)                                    | 3.60   | 177 472     | 97.70     | 4.31   | 268 492 092   | 147 806.91 | 100.00       | 3.60   | 177 472     | 4.31   | 268 492 092   |
| Respondent is not employed   | 47.50  | 2 343 009   | 97.70     | 47.11  | 2 937 500 668 | 122 489.36 | 100.00       | 47.50  | 2 343 009   | 47.11  | 2 937 500 668 |

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

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



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

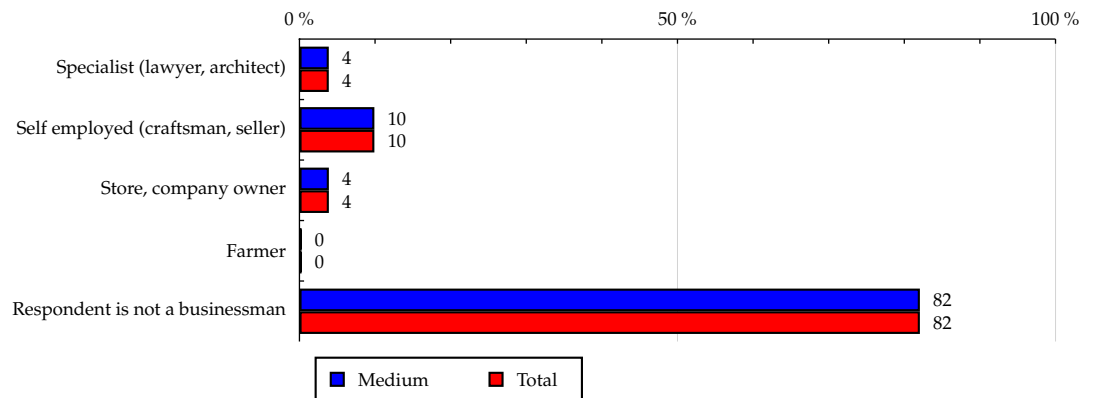
# TOTAL

**Table 20: Business Activities**

|                                   | MEDIUM |             |           |        |               |            |              | TOTAL  |             |        |               |
|-----------------------------------|--------|-------------|-----------|--------|---------------|------------|--------------|--------|-------------|--------|---------------|
|                                   | RU (%) | RU (number) | Reach (%) | PV (%) | PV (number)   | TRP (%)    | Affinity (%) | RU (%) | RU (number) | PV (%) | PV (number)   |
| Specialist (lawyer, architect)    | 3.88   | 191 285     | 97.70     | 3.22   | 200 847 881   | 102 584.29 | 100.00       | 3.88   | 191 285     | 3.22   | 200 847 881   |
| Self employed (craftsman, seller) | 9.91   | 488 557     | 97.70     | 10.37  | 646 748 318   | 129 334.45 | 100.00       | 9.91   | 488 557     | 10.37  | 646 748 318   |
| Store, company owner              | 3.89   | 191 901     | 97.70     | 3.27   | 203 593 658   | 103 652.69 | 100.00       | 3.89   | 191 901     | 3.27   | 203 593 658   |
| Farmer                            | 0.26   | 12 882      | 97.70     | 0.21   | 12 940 258    | 98 140.36  | 100.00       | 0.26   | 12 882      | 0.21   | 12 940 258    |
| Respondent is not a businessman   | 82.06  | 4 047 715   | 97.70     | 82.93  | 5 170 667 531 | 124 804.75 | 100.00       | 82.06  | 4 047 715   | 82.93  | 5 170 667 531 |

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

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



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

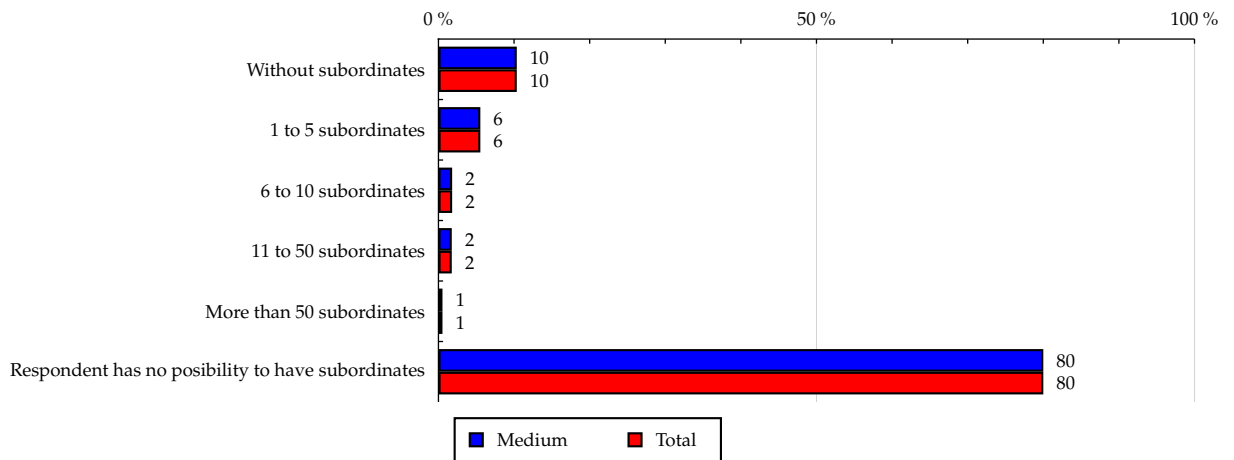
# TOTAL

**Table 21: Number of Subordinates**

|  | MEDIUM |             |           |        |               |            |              | TOTAL  |             |        |               |
|--|--------|-------------|-----------|--------|---------------|------------|--------------|--------|-------------|--------|---------------|
|  | RU (%) | RU (number) | Reach (%) | PV (%) | PV (number)   | TRP (%)    | Affinity (%) | RU (%) | RU (number) | PV (%) | PV (number)   |
| Without subordinates                               | 10.36  | 510 963     | 97.70     | 10.67  | 665 362 601   | 127 222.35 | 100.00       | 10.36  | 510 963     | 10.67  | 665 362 601   |
| 1 to 5 subordinates                                | 5.54   | 273 121     | 97.70     | 4.75   | 296 171 228   | 105 945.15 | 100.00       | 5.54   | 273 121     | 4.75   | 296 171 228   |
| 6 to 10 subordinates                               | 1.81   | 89 314      | 97.70     | 1.49   | 92 724 567    | 101 429.86 | 100.00       | 1.81   | 89 314      | 1.49   | 92 724 567    |
| 11 to 50 subordinates                              | 1.76   | 86 822      | 97.70     | 1.28   | 79 781 888    | 89 777.76  | 100.00       | 1.76   | 86 822      | 1.28   | 79 781 888    |
| More than 50 subordinates                          | 0.53   | 26 049      | 97.70     | 0.32   | 20 155 642    | 75 595.16  | 100.00       | 0.53   | 26 049      | 0.32   | 20 155 642    |
| Respondent has no possibility to have subordinates | 80.00  | 3 946 070   | 97.70     | 81.49  | 5 080 601 720 | 125 789.61 | 100.00       | 80.00  | 3 946 070   | 81.49  | 5 080 601 720 |

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

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



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

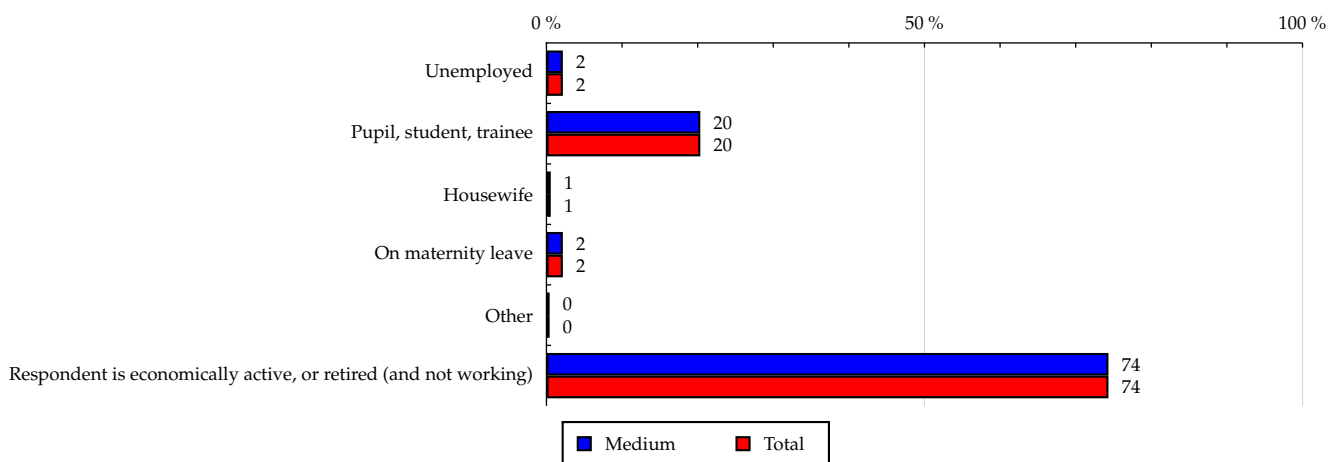
# TOTAL

**Table 22: Economically Inactive as**

|   | MEDIUM |             |           |        |               |            |              | TOTAL  |             |        |               |
|---|--------|-------------|-----------|--------|---------------|------------|--------------|--------|-------------|--------|---------------|
|   | RU (%) | RU (number) | Reach (%) | PV (%) | PV (number)   | TRP (%)    | Affinity (%) | RU (%) | RU (number) | PV (%) | PV (number)   |
| Unemployed  | 2.17   | 106 823     | 97.70     | 2.80   | 174 521 223   | 159 615.60 | 100.00       | 2.17   | 106 823     | 2.80   | 174 521 223   |
| Pupil, student, trainee   | 20.35  | 1 003 762   | 97.70     | 18.76  | 1 169 441 667 | 113 826.17 | 100.00       | 20.35  | 1 003 762   | 18.76  | 1 169 441 667 |
| Housewife   | 0.57   | 27 869      | 97.70     | 0.75   | 46 898 164    | 164 406.36 | 100.00       | 0.57   | 27 869      | 0.75   | 46 898 164    |
| On maternity leave  | 2.17   | 107 036     | 97.70     | 2.79   | 174 219 576   | 159 022.42 | 100.00       | 2.17   | 107 036     | 2.79   | 174 219 576   |
| Other   | 0.42   | 20 696      | 97.70     | 0.48   | 30 011 752    | 141 670.29 | 100.00       | 0.42   | 20 696      | 0.48   | 30 011 752    |
| Respondent is economically active, or retired (and not working) | 74.33  | 3 666 152   | 97.70     | 74.42  | 4 639 705 264 | 123 644.38 | 100.00       | 74.33  | 3 666 152   | 74.42  | 4 639 705 264 |

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

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



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