

## SPIR NetMonitor

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

**Medium title:**

**TOTAL**

**Month:**

**September 2009**

Basic information	
The size of Internet population in the Czech Republic	5 478 310
Number of respondents	
Medium	N = 33 500
Total (for all measured media)	N = 33 500
RU(number)	5 352 309
Reach(%)	97.70
PV(number) (from Czech visitors)	6 414 337 051
PV(number) (from all visitors)	6 829 815 397
GRP (%)	117 086.05

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

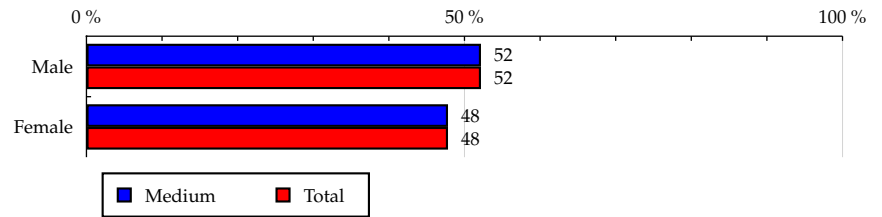
# TOTAL

**Table 1: Sex**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Male	52.18	2 792 718	97.70	51.51	3 303 848 106	115 581.26	100.00	52.18	2 792 718	51.51	3 303 848 106
Female	47.82	2 559 590	97.70	48.49	3 110 488 945	118 727.91	100.00	47.82	2 559 590	48.49	3 110 488 945

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

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



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

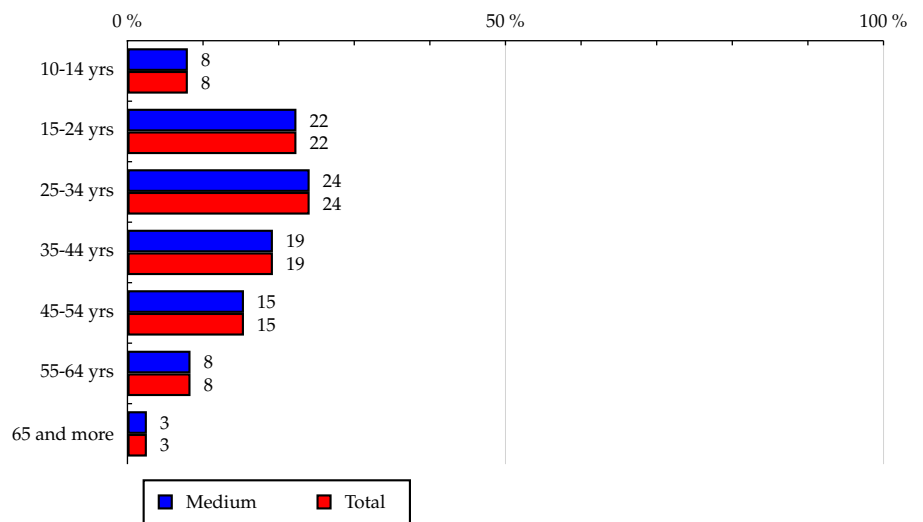
# TOTAL

Table 2: Age

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
10-14 yrs	7.99	427 719	97.70	5.41	347 256 622	79 320.54	100.00	7.99	427 719	5.41	347 256 622
15-24 yrs	22.35	1 196 299	97.70	22.07	1 415 768 285	115 623.65	100.00	22.35	1 196 299	22.07	1 415 768 285
25-34 yrs	24.10	1 289 750	97.70	28.03	1 797 897 482	136 192.64	100.00	24.10	1 289 750	28.03	1 797 897 482
35-44 yrs	19.24	1 029 667	97.70	20.31	1 302 975 231	123 632.81	100.00	19.24	1 029 667	20.31	1 302 975 231
45-54 yrs	15.41	824 774	97.70	14.44	926 054 846	109 697.30	100.00	15.41	824 774	14.44	926 054 846
55-64 yrs	8.34	446 541	97.70	7.50	480 884 927	105 214.02	100.00	8.34	446 541	7.50	480 884 927
65 and more	2.57	137 554	97.70	2.24	143 499 659	101 922.81	100.00	2.57	137 554	2.24	143 499 659

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

Chart 2: Age by RU(%)



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

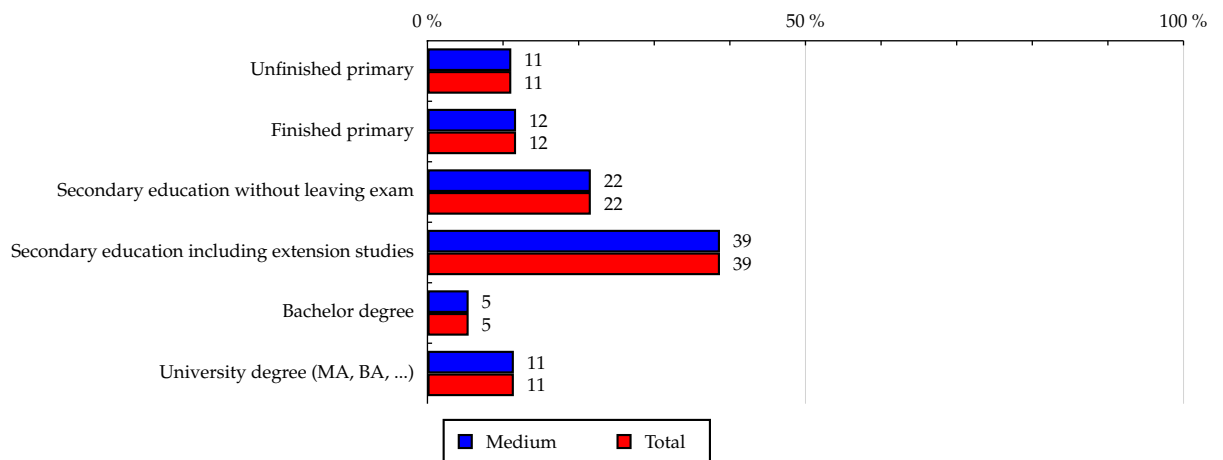
# TOTAL

**Table 3: Highest Education**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unfinished primary	11.09	593 598	97.70	7.96	510 469 031	84 017.82	100.00	11.09	593 598	7.96	510 469 031
Finished primary	11.72	627 240	97.70	11.93	765 475 516	119 231.63	100.00	11.72	627 240	11.93	765 475 516
Secondary education without leaving exam	21.61	1 156 892	97.70	26.50	1 699 758 087	143 545.16	100.00	21.61	1 156 892	26.50	1 699 758 087
Secondary education including extension studies	38.69	2 070 803	97.70	39.54	2 536 316 191	119 662.78	100.00	38.69	2 070 803	39.54	2 536 316 191
Bachelor degree	5.45	291 801	97.70	5.41	347 239 298	116 261.65	100.00	5.45	291 801	5.41	347 239 298
University degree (MA, BA, ...)	11.43	611 972	97.70	8.65	555 078 929	88 617.08	100.00	11.43	611 972	8.65	555 078 929

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

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



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

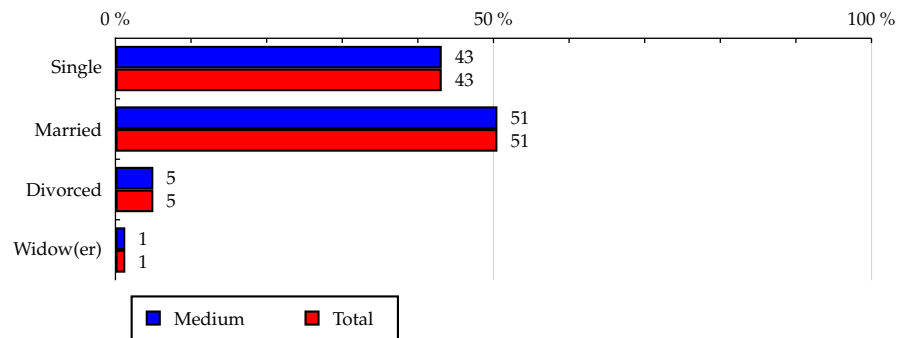
# TOTAL

**Table 4: Marital Status**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Single	43.16	2 310 280	97.70	42.85	2 748 828 972	116 245.86	100.00	43.16	2 310 280	42.85	2 748 828 972
Married	50.52	2 704 074	97.70	49.58	3 180 408 774	114 910.29	100.00	50.52	2 704 074	49.58	3 180 408 774
Divorced	5.01	268 394	97.70	6.44	413 299 560	150 447.86	100.00	5.01	268 394	6.44	413 299 560
Widow(er)	1.30	69 559	97.70	1.12	71 799 745	100 846.47	100.00	1.30	69 559	1.12	71 799 745

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

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



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

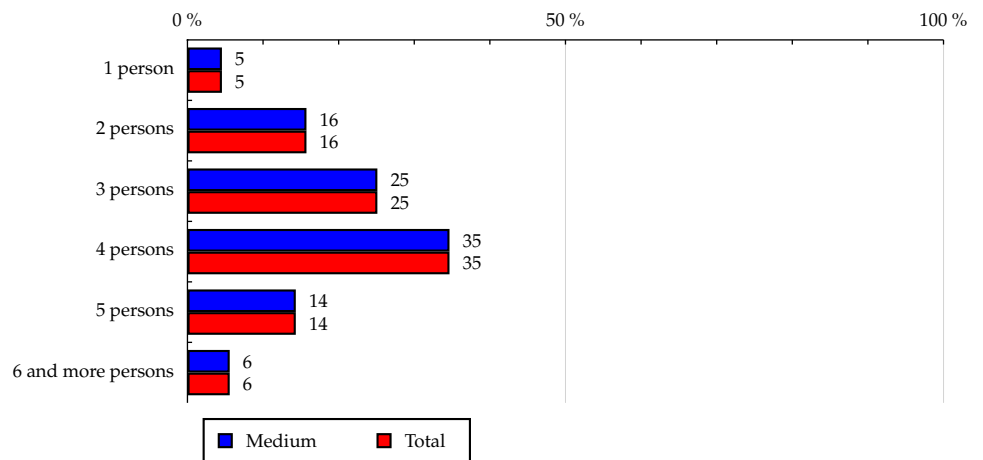
# TOTAL

**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	4.56	244 107	97.70	4.99	319 880 104	128 026.58	100.00	4.56	244 107	4.99	319 880 104
2 persons	15.74	842 643	97.70	17.09	1 096 482 738	127 131.37	100.00	15.74	842 643	17.09	1 096 482 738
3 persons	25.12	1 344 523	97.70	26.22	1 681 920 283	122 216.97	100.00	25.12	1 344 523	26.22	1 681 920 283
4 persons	34.66	1 855 168	97.70	33.85	2 171 003 306	114 333.05	100.00	34.66	1 855 168	33.85	2 171 003 306
5 persons	14.33	766 799	97.70	13.18	845 503 778	107 727.88	100.00	14.33	766 799	13.18	845 503 778
6 and more persons	5.59	299 066	97.70	4.67	299 546 842	97 856.91	100.00	5.59	299 066	4.67	299 546 842

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

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



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

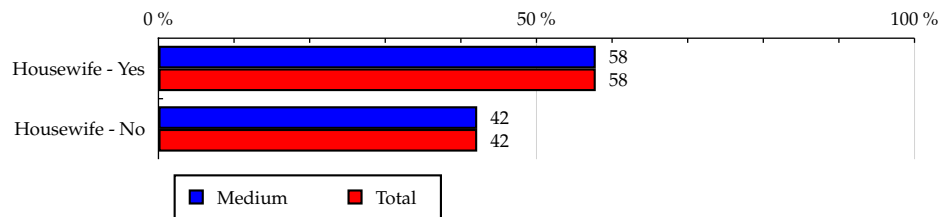
# TOTAL

**Table 6: Housewife**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Housewife - Yes	57.84	3 095 860	97.70	60.75	3 896 805 500	122 976.45	100.00	57.84	3 095 860	60.75	3 896 805 500
Housewife - No	42.16	2 256 448	97.70	39.25	2 517 531 552	109 004.40	100.00	42.16	2 256 448	39.25	2 517 531 552

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

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



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

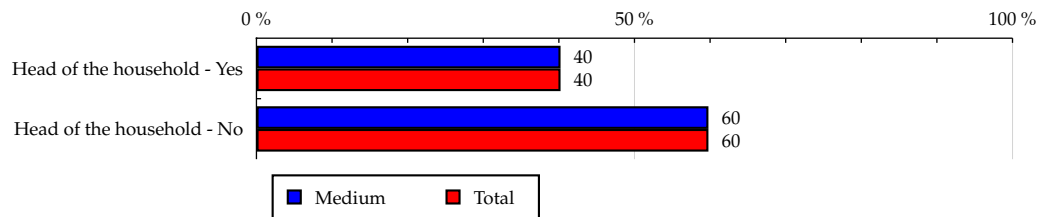
TOTAL

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	40.22	2 152 935	97.70	40.26	2 582 625 185	117 199.28	100.00	40.22	2 152 935	40.26	2 582 625 185
Head of the household - No	59.78	3 199 373	97.70	59.74	3 831 711 867	117 009.86	100.00	59.78	3 199 373	59.74	3 831 711 867

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

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



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



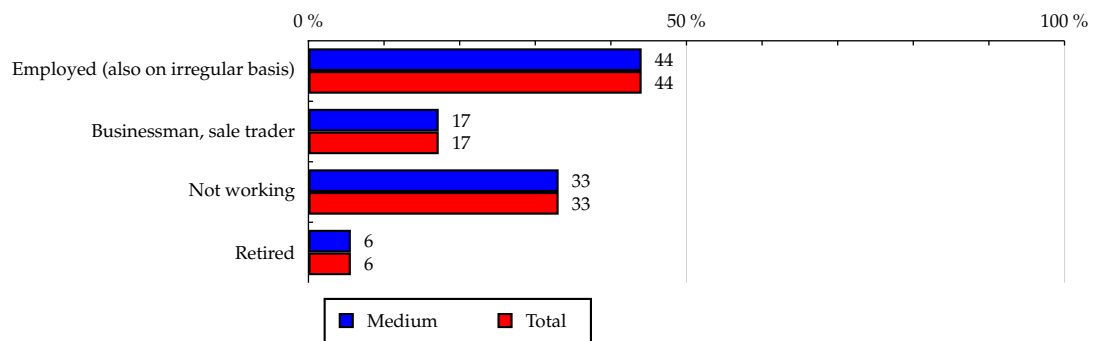
# TOTAL

**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)	44.07	2 358 613	97.70	45.04	2 889 259 964	119 680.80	100.00	44.07	2 358 613	45.04	2 889 259 964
Businessman, sale trader	17.23	922 128	97.70	16.66	1 068 601 382	113 218.87	100.00	17.23	922 128	16.66	1 068 601 382
Not working	33.09	1 771 197	97.70	31.53	2 022 473 912	111 560.49	100.00	33.09	1 771 197	31.53	2 022 473 912
Retired	5.61	300 369	97.70	6.77	434 001 792	141 166.03	100.00	5.61	300 369	6.77	434 001 792

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

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



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

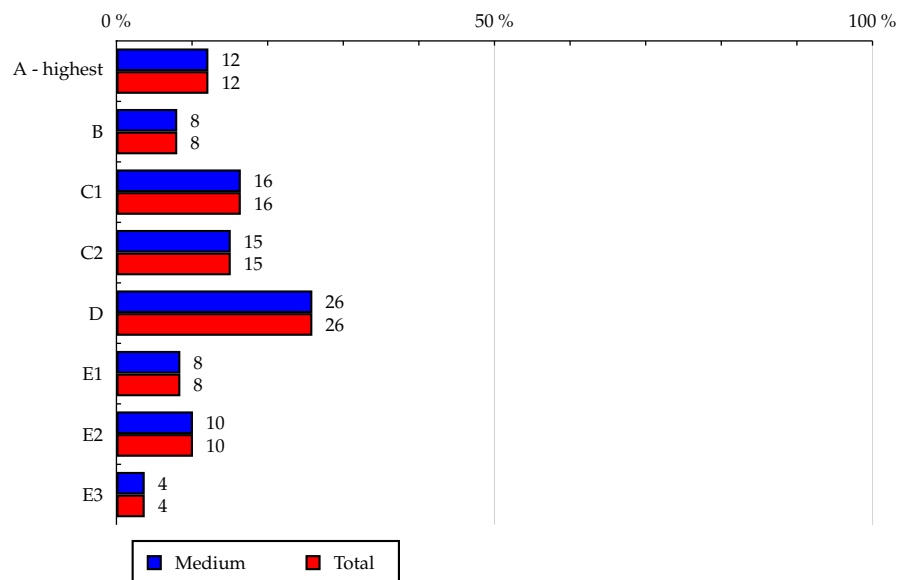
TOTAL

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	12.16	650 772	97.70	10.39	666 320 373	100 034.19	100.00	12.16	650 772	10.39	666 320 373
B	8.04	430 129	97.70	7.89	506 182 468	114 974.83	100.00	8.04	430 129	7.89	506 182 468
C1	16.45	880 340	97.70	16.12	1 033 732 081	114 723.32	100.00	16.45	880 340	16.12	1 033 732 081
C2	15.12	809 510	97.70	16.21	1 039 651 517	125 475.83	100.00	15.12	809 510	16.21	1 039 651 517
D	25.91	1 387 038	97.70	26.25	1 683 753 123	118 599.94	100.00	25.91	1 387 038	26.25	1 683 753 123
E1	8.45	452 196	97.70	9.60	615 680 466	133 021.71	100.00	8.45	452 196	9.60	615 680 466
E2	10.12	541 888	97.70	9.85	631 583 880	113 871.62	100.00	10.12	541 888	9.85	631 583 880
E3	3.74	200 432	97.70	3.70	237 433 144	115 735.86	100.00	3.74	200 432	3.70	237 433 144

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

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



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

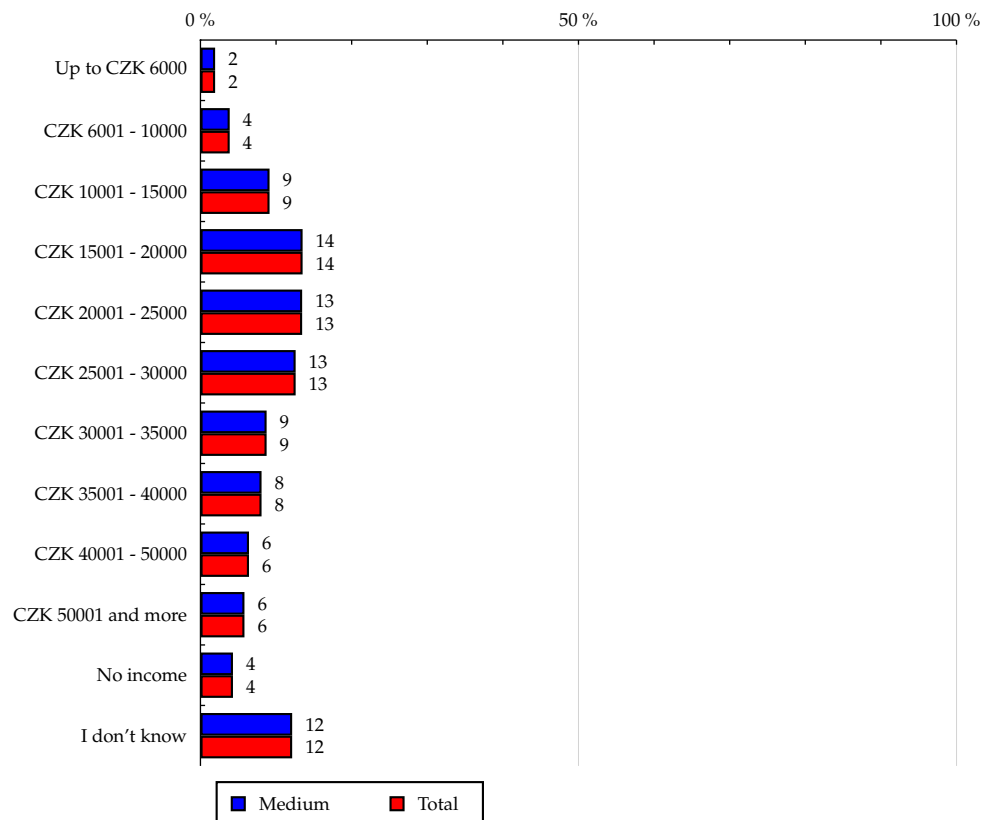
# TOTAL

**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	1.94	104 087	97.70	1.77	113 448 292	106 485.84	100.00	1.94	104 087	1.77	113 448 292
CZK 6001 - 10000	3.87	207 206	97.70	4.52	290 189 124	136 827.49	100.00	3.87	207 206	4.52	290 189 124
CZK 10001 - 15000	9.14	489 184	97.70	10.70	686 128 126	137 033.55	100.00	9.14	489 184	10.70	686 128 126
CZK 15001 - 20000	13.51	723 292	97.70	14.41	924 200 380	124 837.95	100.00	13.51	723 292	14.41	924 200 380
CZK 20001 - 25000	13.45	719 977	97.70	14.03	899 869 083	122 111.01	100.00	13.45	719 977	14.03	899 869 083
CZK 25001 - 30000	12.59	673 897	97.70	13.02	835 041 548	121 062.22	100.00	12.59	673 897	13.02	835 041 548
CZK 30001 - 35000	8.75	468 081	97.70	8.99	576 407 391	120 310.21	100.00	8.75	468 081	8.99	576 407 391
CZK 35001 - 40000	8.08	432 232	97.70	6.87	440 452 475	99 558.06	100.00	8.08	432 232	6.87	440 452 475
CZK 40001 - 50000	6.42	343 426	97.70	6.18	396 557 784	112 815.19	100.00	6.42	343 426	6.18	396 557 784
CZK 50001 and more	5.82	311 649	97.70	5.10	327 255 975	102 592.45	100.00	5.82	311 649	5.10	327 255 975
No income	4.30	230 221	97.70	3.93	252 129 559	106 997.01	100.00	4.30	230 221	3.93	252 129 559
I don't know	12.13	649 050	97.70	10.49	672 657 314	101 253.53	100.00	12.13	649 050	10.49	672 657 314

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

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



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

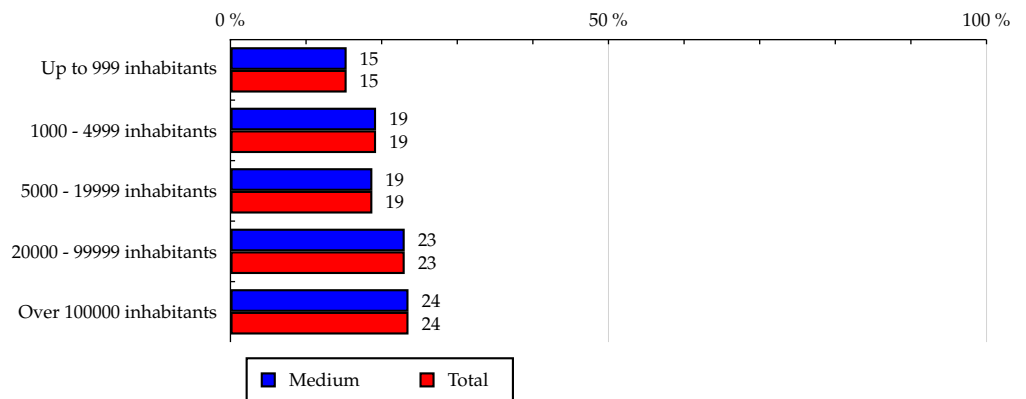
TOTAL

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	15.37	822 800	97.70	15.10	968 550 524	115 006.47	100.00	15.37	822 800	15.10	968 550 524
1000 - 4999 inhabitants	19.26	1 030 909	97.70	18.74	1 202 313 281	113 944.11	100.00	19.26	1 030 909	18.74	1 202 313 281
5000 - 19999 inhabitants	18.77	1 004 470	97.70	19.49	1 249 987 898	121 580.31	100.00	18.77	1 004 470	19.49	1 249 987 898
20000 - 99999 inhabitants	23.05	1 233 762	97.70	23.97	1 537 520 929	121 754.22	100.00	23.05	1 233 762	23.97	1 537 520 929
Over 100000 inhabitants	23.55	1 260 366	97.70	22.70	1 455 964 418	112 862.20	100.00	23.55	1 260 366	22.70	1 455 964 418

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

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



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

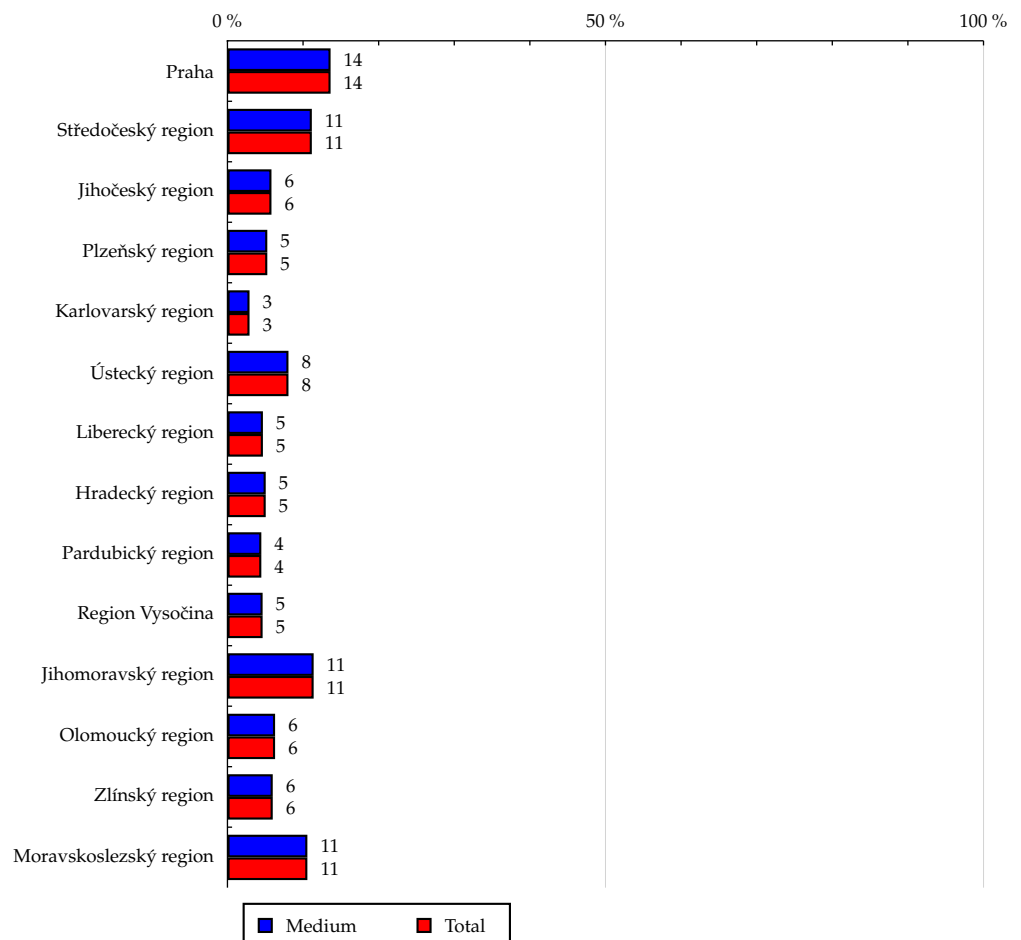
# TOTAL

**Table 12: Region**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Praha	13.64	729 896	97.70	12.00	769 887 082	103 052.92	100.00	13.64	729 896	12.00	769 887 082
Středočeský region	11.16	597 104	97.70	10.76	690 115 956	112 918.77	100.00	11.16	597 104	10.76	690 115 956
Jihočeský region	5.82	311 557	97.70	5.65	362 434 129	113 654.13	100.00	5.82	311 557	5.65	362 434 129
Plzeňský region	5.27	282 063	97.70	5.79	371 452 645	128 662.37	100.00	5.27	282 063	5.79	371 452 645
Karlovarský region	2.92	156 286	97.70	3.21	205 630 503	128 547.01	100.00	2.92	156 286	3.21	205 630 503
Ústecký region	8.07	431 823	97.70	9.27	594 864 126	134 587.90	100.00	8.07	431 823	9.27	594 864 126
Liberecký region	4.69	250 916	97.70	4.47	286 496 185	111 553.58	100.00	4.69	250 916	4.47	286 496 185
Hradecký region	5.06	270 774	97.70	4.92	315 612 349	113 878.30	100.00	5.06	270 774	4.92	315 612 349
Pardubický region	4.48	240 048	97.70	4.36	279 654 225	113 819.36	100.00	4.48	240 048	4.36	279 654 225
Region Vysočina	4.65	248 772	97.70	4.98	319 443 593	125 454.49	100.00	4.65	248 772	4.98	319 443 593
Jihomoravský region	11.40	610 059	97.70	11.11	712 389 259	114 087.92	100.00	11.40	610 059	11.11	712 389 259
Olomoucký region	6.30	336 980	97.70	6.41	411 029 321	119 168.96	100.00	6.30	336 980	6.41	411 029 321
Zlínský region	5.99	320 443	97.70	5.96	382 062 405	116 487.09	100.00	5.99	320 443	5.96	382 062 405
Moravskoslezský region	10.57	565 581	97.70	11.12	713 265 270	123 211.27	100.00	10.57	565 581	11.12	713 265 270

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

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



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

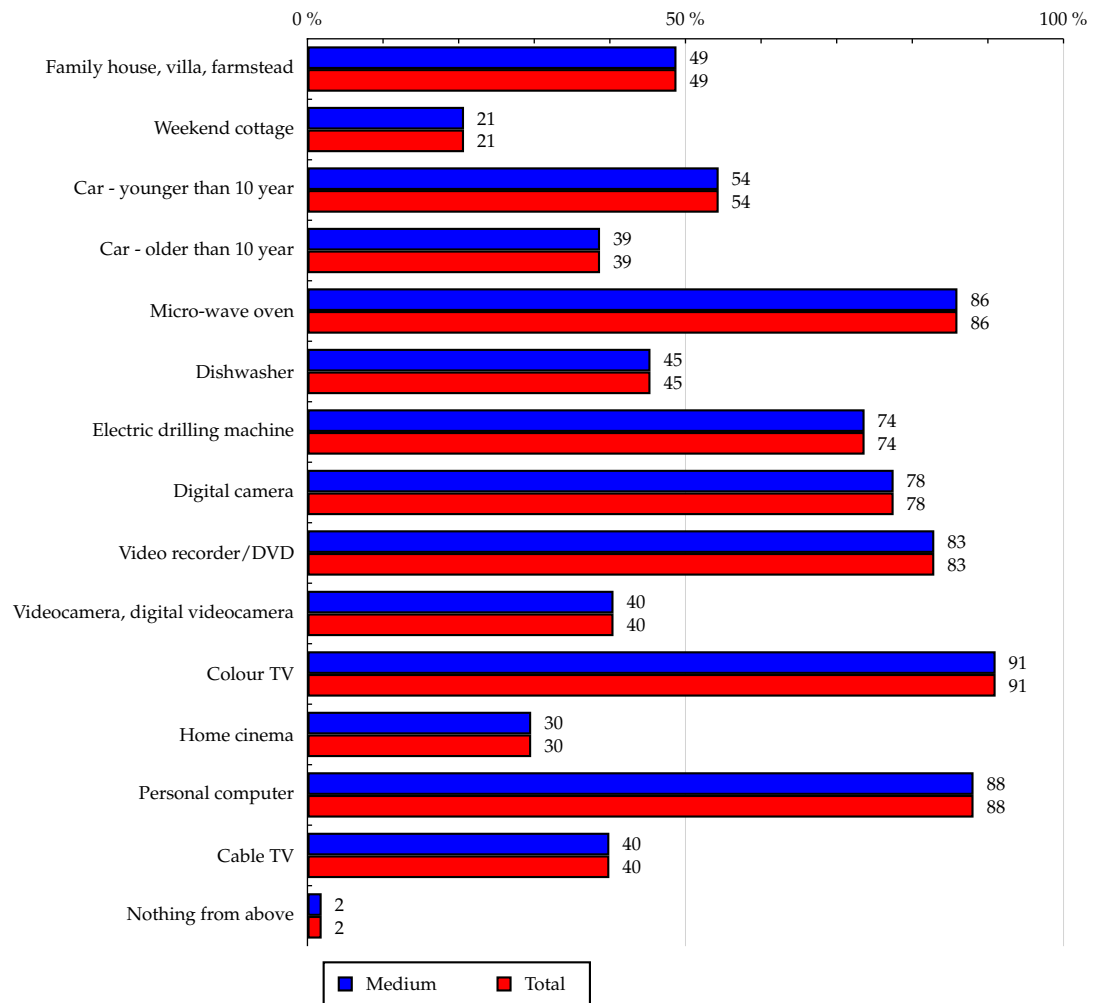
TOTAL

Table 13: Facilities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Family house, villa, farmstead	48.81	2 612 249	97.70	45.50	2 918 456 860	109 152.40	100.00	48.81	2 612 249	45.50	2 918 456 860
Weekend cottage	20.71	1 108 686	97.70	18.88	1 211 214 049	106 734.94	100.00	20.71	1 108 686	18.88	1 211 214 049
Car - younger than 10 year	54.39	2 911 071	97.70	52.93	3 394 818 108	113 935.29	100.00	54.39	2 911 071	52.93	3 394 818 108
Car - older than 10 year	38.70	2 071 527	97.70	38.96	2 499 133 101	117 867.26	100.00	38.70	2 071 527	38.96	2 499 133 101
Micro-wave oven	85.97	4 601 218	97.70	86.12	5 524 305 003	117 300.35	100.00	85.97	4 601 218	86.12	5 524 305 003
Dishwasher	45.37	2 428 272	97.70	40.45	2 594 436 790	104 385.51	100.00	45.37	2 428 272	40.45	2 594 436 790
Electric drilling machine	73.69	3 944 200	97.70	71.49	4 585 918 115	113 595.71	100.00	73.69	3 944 200	71.49	4 585 918 115
Digital camera	77.53	4 149 630	97.70	76.33	4 895 806 282	115 268.17	100.00	77.53	4 149 630	76.33	4 895 806 282
Video recorder/DVD	82.91	4 437 777	97.70	83.50	5 356 072 547	117 916.75	100.00	82.91	4 437 777	83.50	5 356 072 547
Videocamera, digital videocamera	40.48	2 166 379	97.70	39.04	2 504 018 985	112 926.95	100.00	40.48	2 166 379	39.04	2 504 018 985
Colour TV	91.02	4 871 901	97.70	91.44	5 865 440 648	117 624.20	100.00	91.02	4 871 901	91.44	5 865 440 648
Home cinema	29.59	1 583 775	97.70	30.91	1 982 685 834	122 308.02	100.00	29.59	1 583 775	30.91	1 982 685 834
Personal computer	88.10	4 715 585	97.70	87.60	5 619 256 293	116 422.75	100.00	88.10	4 715 585	87.60	5 619 256 293
Cable TV	39.93	2 136 961	97.70	40.88	2 622 394 253	119 893.58	100.00	39.93	2 136 961	40.88	2 622 394 253
Nothing from above	1.88	100 575	97.70	1.84	118 166 689	114 788.01	100.00	1.88	100 575	1.84	118 166 689

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

Chart 13: Facilities by RU(%)



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

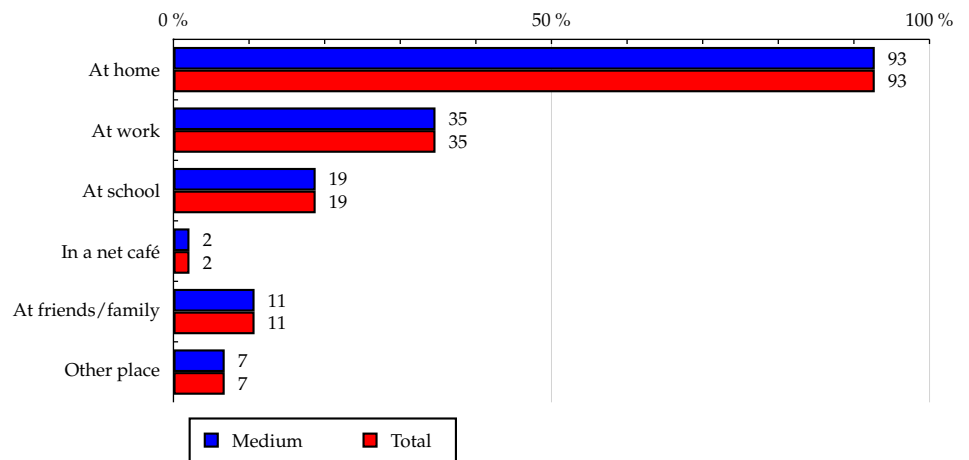
# TOTAL

**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	92.76	4 964 722	97.70	93.66	6 007 841 742	118 227.39	100.00	92.76	4 964 722	93.66	6 007 841 742
At work	34.66	1 854 977	97.70	30.28	1 942 408 238	102 304.91	100.00	34.66	1 854 977	30.28	1 942 408 238
At school	18.81	1 006 697	97.70	15.77	1 011 378 370	98 154.32	100.00	18.81	1 006 697	15.77	1 011 378 370
In a net café	2.12	113 453	97.70	1.99	127 874 705	110 118.73	100.00	2.12	113 453	1.99	127 874 705
At friends/family	10.73	574 118	97.70	10.21	654 923 917	111 451.00	100.00	10.73	574 118	10.21	654 923 917
Other place	6.78	363 085	97.70	5.84	374 839 829	100 862.95	100.00	6.78	363 085	5.84	374 839 829

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

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



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

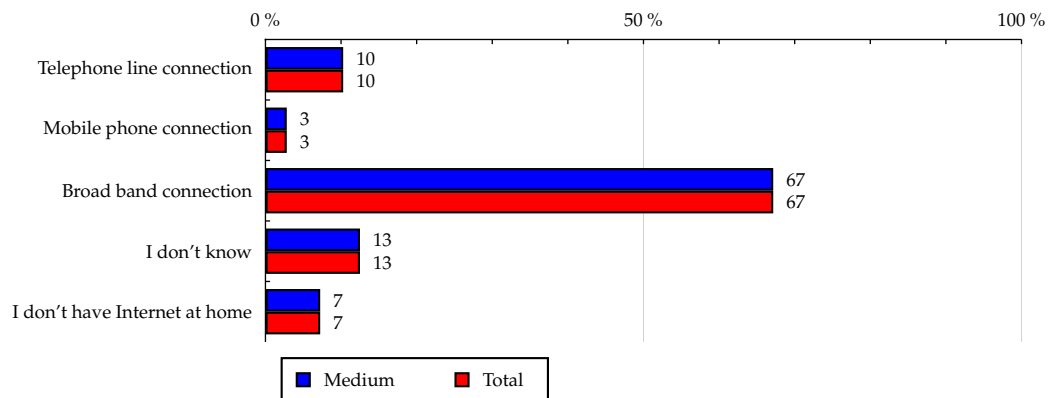
# TOTAL

**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	10.28	550 423	97.70	10.75	689 665 023	122 415.41	100.00	10.28	550 423	10.75	689 665 023
Mobile phone connection	2.82	150 703	97.70	2.26	144 824 621	93 888.66	100.00	2.82	150 703	2.26	144 824 621
Broad band connection	67.16	3 594 366	97.70	69.36	4 449 289 935	120 938.04	100.00	67.16	3 594 366	69.36	4 449 289 935
I don't know	12.50	669 229	97.70	11.29	724 062 162	105 705.03	100.00	12.50	669 229	11.29	724 062 162
I don't have Internet at home	7.24	387 586	97.70	6.34	406 495 309	102 466.38	100.00	7.24	387 586	6.34	406 495 309

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

**Chart 15: Connection from Home by RU(%)**



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



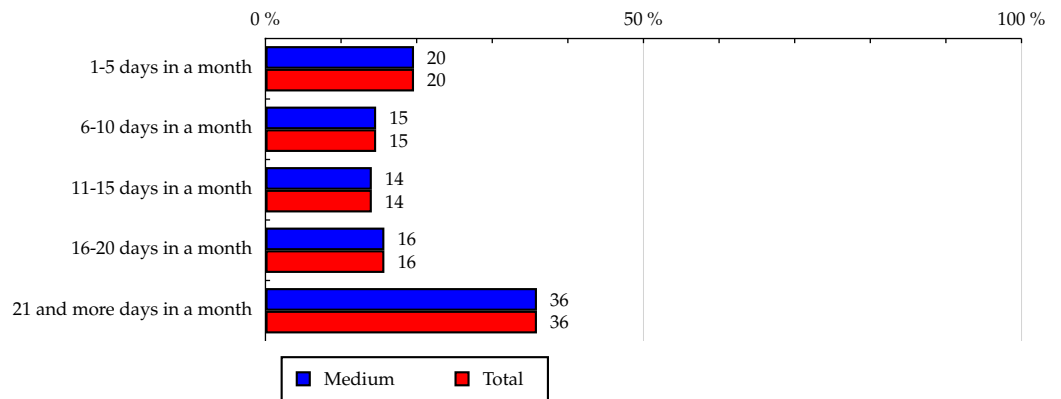
TOTAL

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	19.65	1 051 489	97.70	1.30	83 417 939	7 750.85	100.00	19.65	1 051 489	1.30	83 417 939
6-10 days in a month	14.64	783 589	97.70	3.31	212 447 854	26 488.55	100.00	14.64	783 589	3.31	212 447 854
11-15 days in a month	14.07	753 195	97.70	6.68	428 452 620	55 576.30	100.00	14.07	753 195	6.68	428 452 620
16-20 days in a month	15.73	842 018	97.70	14.04	900 662 803	104 504.52	100.00	15.73	842 018	14.04	900 662 803
21 and more days in a month	35.91	1 922 015	97.70	74.67	4 789 355 836	243 452.78	100.00	35.91	1 922 015	74.67	4 789 355 836

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

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



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

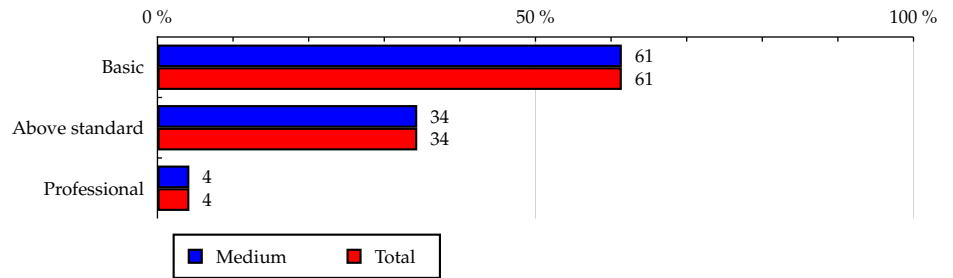
# TOTAL

Table 17: IT Knowledge

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Basic	61.42	3 287 576	97.70	64.40	4 130 568 722	122 752.00	100.00	61.42	3 287 576	64.40	4 130 568 722
Above standard	34.36	1 838 949	97.70	32.29	2 071 140 343	110 035.87	100.00	34.36	1 838 949	32.29	2 071 140 343
Professional	4.22	225 783	97.70	3.31	212 627 986	92 007.57	100.00	4.22	225 783	3.31	212 627 986

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

Chart 17: IT Knowledge by RU(%)



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

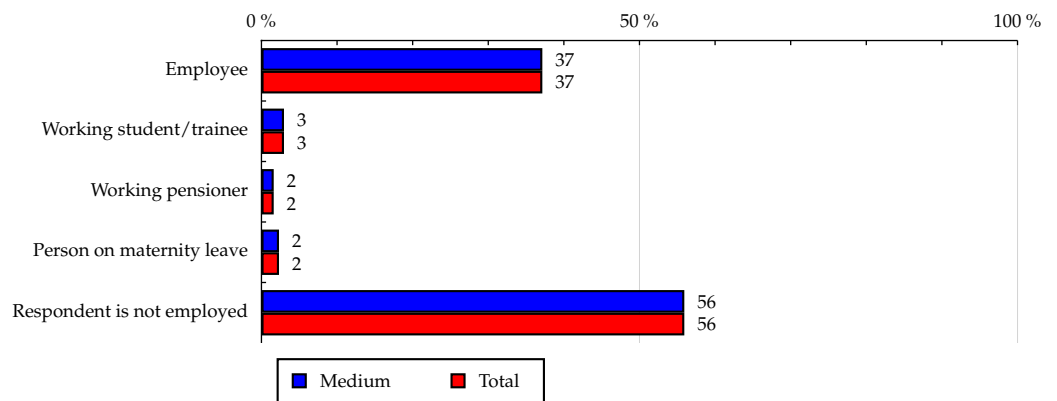
# TOTAL

**Table 18: Economically Active as**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Employee	37.15	1 988 196	97.70	37.82	2 425 734 989	119 200.62	100.00	37.15	1 988 196	37.82	2 425 734 989
Working student/trainee	2.98	159 425	97.70	2.89	185 478 367	113 665.98	100.00	2.98	159 425	2.89	185 478 367
Working pensioner	1.62	86 887	97.70	1.55	99 435 383	111 808.84	100.00	1.62	86 887	1.55	99 435 383
Person on maternity leave	2.32	124 102	97.70	2.78	178 611 226	140 611.74	100.00	2.32	124 102	2.78	178 611 226
Respondent is not employed	55.93	2 993 695	97.70	54.96	3 525 077 087	115 041.76	100.00	55.93	2 993 695	54.96	3 525 077 087

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

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



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

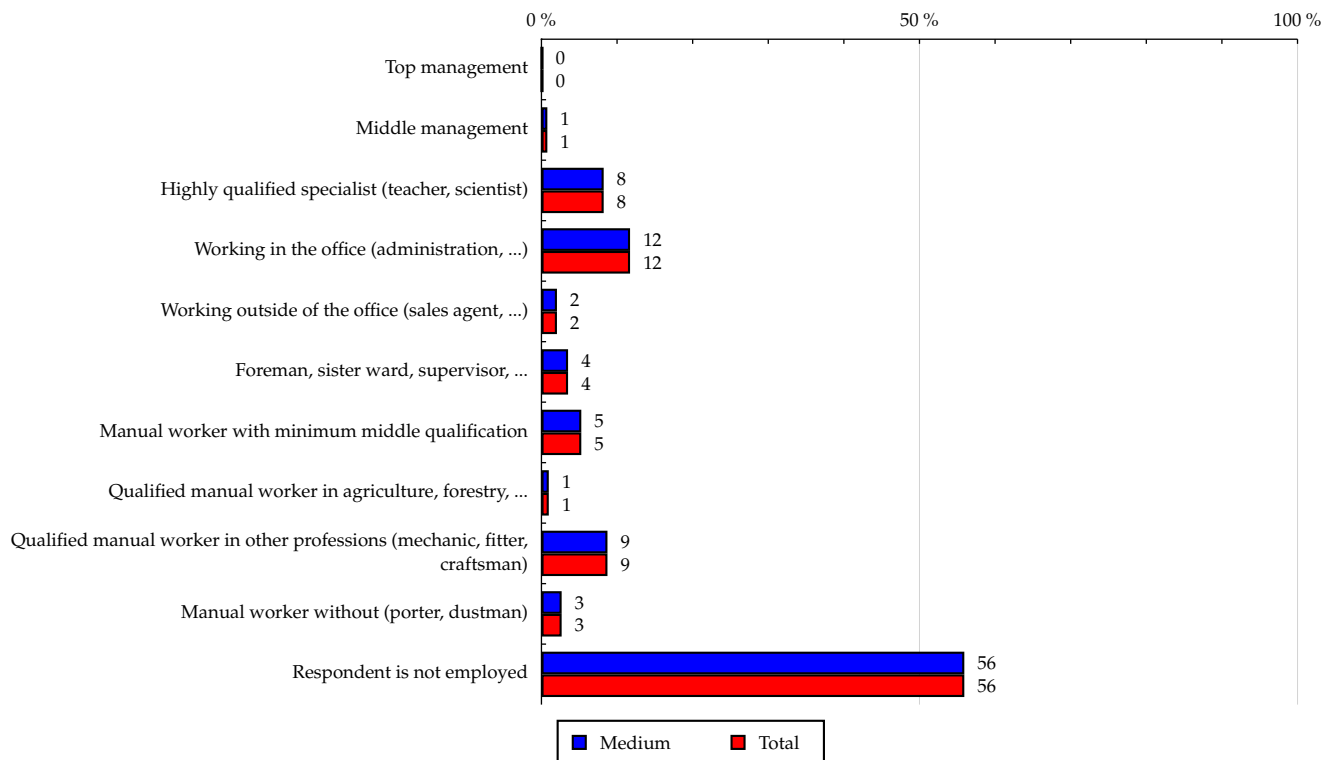
TOTAL

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	0.14	7 398	97.70	0.12	7 745 473	102 280.18	100.00	0.14	7 398	0.12	7 745 473
Middle management	0.78	41 588	97.70	0.66	42 113 485	98 934.30	100.00	0.78	41 588	0.66	42 113 485
Highly qualified specialist (teacher, scientist)	8.23	440 706	97.70	6.31	404 895 625	89 761.19	100.00	8.23	440 706	6.31	404 895 625
Working in the office (administration, ...)	11.72	627 238	97.70	11.87	761 319 198	118 584.63	100.00	11.72	627 238	11.87	761 319 198
Working outside of the office (sales agent, ...)	2.05	109 687	97.70	1.89	121 514 322	108 234.39	100.00	2.05	109 687	1.89	121 514 322
Foreman, sister ward, supervisor, ...	3.52	188 176	97.70	3.58	229 805 354	119 313.15	100.00	3.52	188 176	3.58	229 805 354
Manual worker with minimum middle qualification	5.27	281 876	97.70	5.38	345 075 526	119 605.10	100.00	5.27	281 876	5.38	345 075 526
Qualified manual worker in agriculture, forestry, ...	0.97	51 971	97.70	1.12	71 799 319	134 974.15	100.00	0.97	51 971	1.12	71 799 319
Qualified manual worker in other professions (mechanic, fitter, craftsman)	8.73	467 137	97.70	11.10	711 887 416	148 888.56	100.00	8.73	467 137	11.10	711 887 416
Manual worker without (porter, dustman)	2.67	142 831	97.70	3.01	193 104 246	132 087.48	100.00	2.67	142 831	3.01	193 104 246
Respondent is not employed	55.93	2 993 695	97.70	54.96	3 525 077 087	115 041.76	100.00	55.93	2 993 695	54.96	3 525 077 087

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

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



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

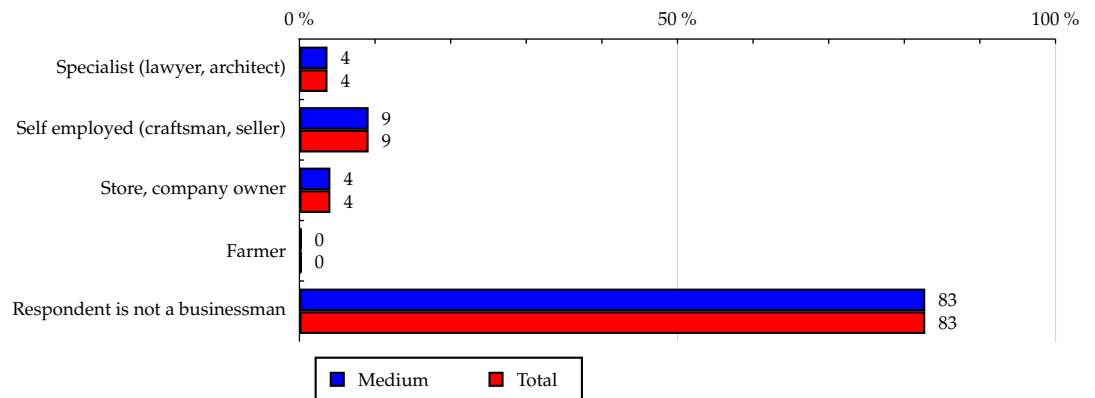
# TOTAL

**Table 20: Business Activities**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Specialist (lawyer, architect)	3.71	198 486	97.70	3.06	196 519 935	96 731.91	100.00	3.71	198 486	3.06	196 519 935
Self employed (craftsman, seller)	9.15	489 808	97.70	9.60	616 095 460	122 889.91	100.00	9.15	489 808	9.60	616 095 460
Store, company owner	4.09	218 905	97.70	3.71	237 782 525	106 125.01	100.00	4.09	218 905	3.71	237 782 525
Farmer	0.28	14 927	97.70	0.28	18 203 462	119 138.84	100.00	0.28	14 927	0.28	18 203 462
Respondent is not a businessman	82.77	4 430 180	97.70	83.34	5 345 735 669	117 891.00	100.00	82.77	4 430 180	83.34	5 345 735 669

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

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



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

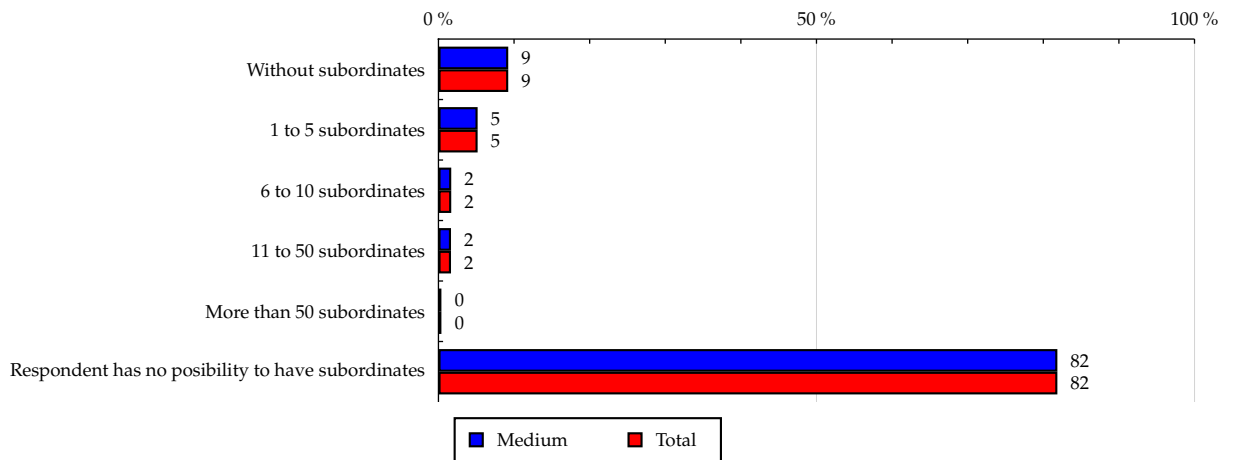
# TOTAL

**Table 21: Number of Subordinates**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Without subordinates	9.23	494 156	97.70	9.48	607 943 178	120 196.86	100.00	9.23	494 156	9.48	607 943 178
1 to 5 subordinates	5.18	277 023	97.70	4.78	306 725 932	108 175.39	100.00	5.18	277 023	4.78	306 725 932
6 to 10 subordinates	1.69	90 442	97.70	1.37	88 000 497	95 061.58	100.00	1.69	90 442	1.37	88 000 497
11 to 50 subordinates	1.66	88 806	97.70	1.45	93 264 765	102 605.23	100.00	1.66	88 806	1.45	93 264 765
More than 50 subordinates	0.39	20 686	97.70	0.35	22 525 969	106 388.51	100.00	0.39	20 686	0.35	22 525 969
Respondent has no possibility to have subordinates	81.86	4 381 193	97.70	82.56	5 295 876 711	118 097.30	100.00	81.86	4 381 193	82.56	5 295 876 711

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

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



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

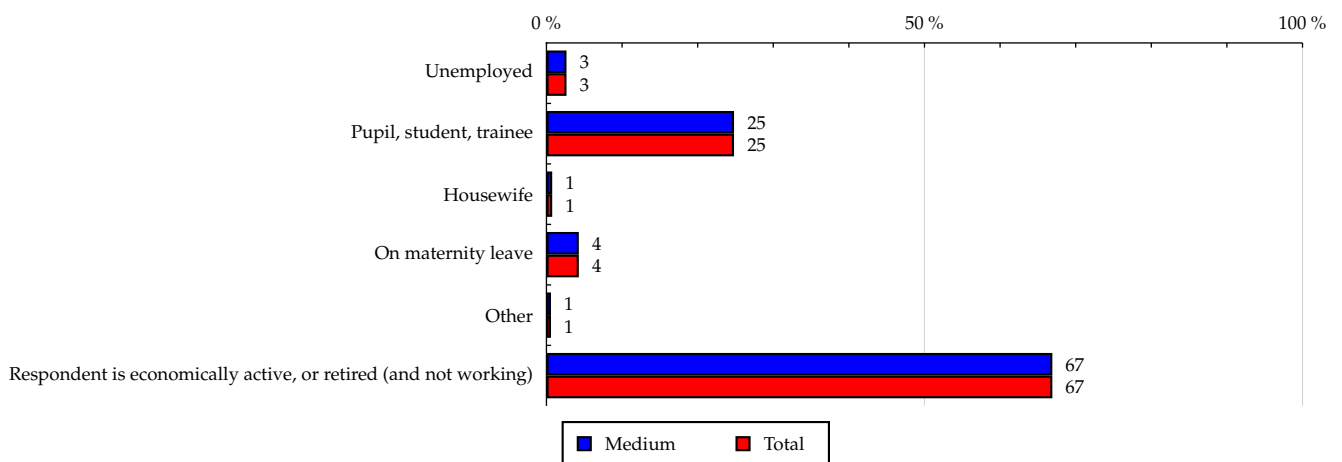
# TOTAL

**Table 22: Economically Inactive as**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unemployed	2.65	141 891	97.70	3.34	214 361 297	147 599.55	100.00	2.65	141 891	3.34	214 361 297
Pupil, student, trainee	24.81	1 327 726	97.70	21.24	1 362 203 992	100 237.02	100.00	24.81	1 327 726	21.24	1 362 203 992
Housewife	0.76	40 455	97.70	1.03	65 915 744	159 185.39	100.00	0.76	40 455	1.03	65 915 744
On maternity leave	4.28	228 933	97.70	5.23	335 318 966	143 101.05	100.00	4.28	228 933	5.23	335 318 966
Other	0.60	32 190	97.70	0.70	44 673 913	135 587.23	100.00	0.60	32 190	0.70	44 673 913
Respondent is economically active, or retired (and not working)	66.91	3 581 111	97.70	68.47	4 391 863 139	119 818.97	100.00	66.91	3 581 111	68.47	4 391 863 139

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

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



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

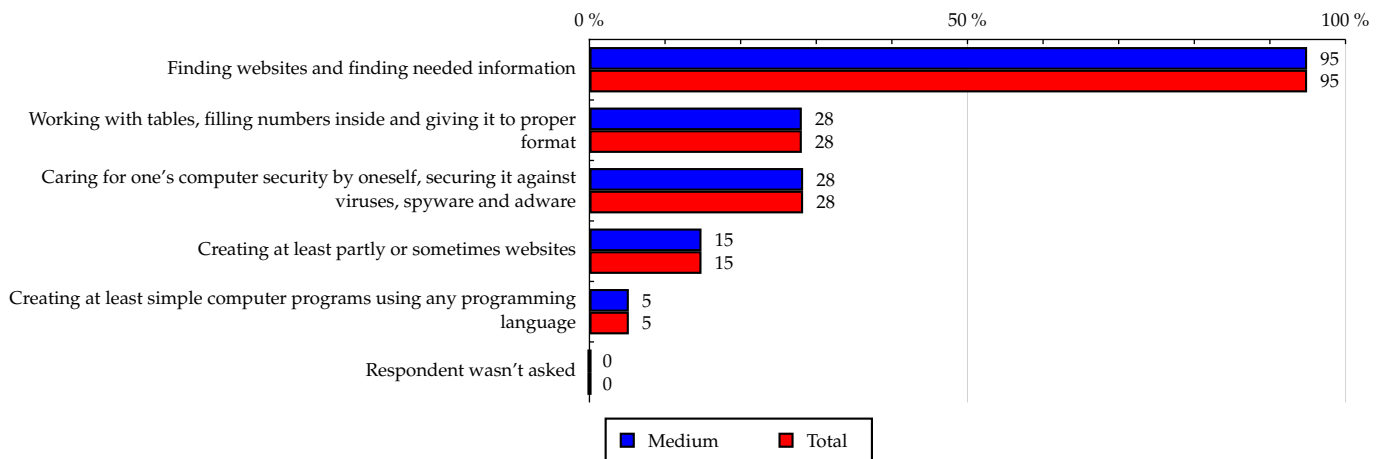
# TOTAL

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

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Finding websites and finding needed information	94.92	5 080 251	97.70	95.05	6 097 100 220	117 255.35	100.00	94.92	5 080 251	95.05	6 097 100 220
Working with tables, filling numbers inside and giving it to proper format	28.09	1 503 599	97.70	25.43	1 630 939 012	105 974.16	100.00	28.09	1 503 599	25.43	1 630 939 012
Caring for one's computer security by oneself, securing it against viruses, spyware and adware	28.26	1 512 343	97.70	28.67	1 838 912 744	118 796.96	100.00	28.26	1 512 343	28.67	1 838 912 744
Creating at least partly or sometimes websites	14.82	793 083	97.70	13.87	889 782 740	109 612.44	100.00	14.82	793 083	13.87	889 782 740
Creating at least simple computer programs using any programming language	5.21	278 926	97.70	4.38	281 028 802	98 436.30	100.00	5.21	278 926	4.38	281 028 802
Respondent wasn't asked	0.01	666	97.70	0.01	722 168	105 874.26	100.00	0.01	666	0.01	722 168

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

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



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



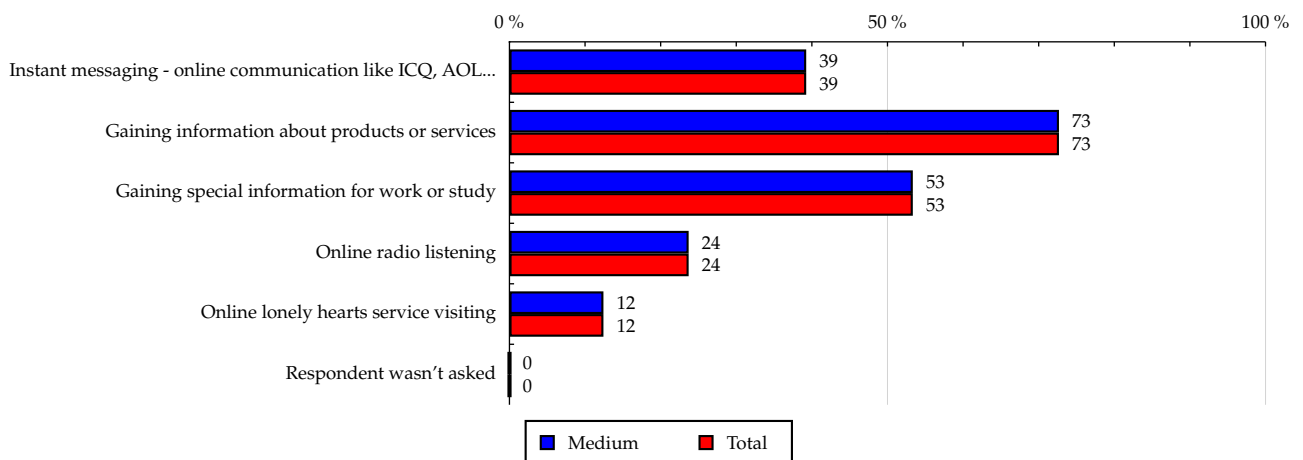
# TOTAL

**Table 24: Activities on internet which respondent does**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Instant messaging - online communication like ICQ, AOL...	39.25	2 100 792	97.70	40.67	2 608 849 345	121 327.85	100.00	39.25	2 100 792	40.67	2 608 849 345
Gaining information about products or services	72.68	3 889 914	97.70	74.37	4 770 353 454	119 813.31	100.00	72.68	3 889 914	74.37	4 770 353 454
Gaining special information for work or study	53.35	2 855 651	97.70	50.14	3 216 328 352	110 039.79	100.00	53.35	2 855 651	50.14	3 216 328 352
Online radio listening	23.70	1 268 361	97.70	24.67	1 582 495 187	121 897.22	100.00	23.70	1 268 361	24.67	1 582 495 187
Online lonely hearts service visiting	12.43	665 447	97.70	15.57	998 581 406	146 610.32	100.00	12.43	665 447	15.57	998 581 406
Respondent wasn't asked	0.01	666	97.70	0.01	722 168	105 874.26	100.00	0.01	666	0.01	722 168

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

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



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

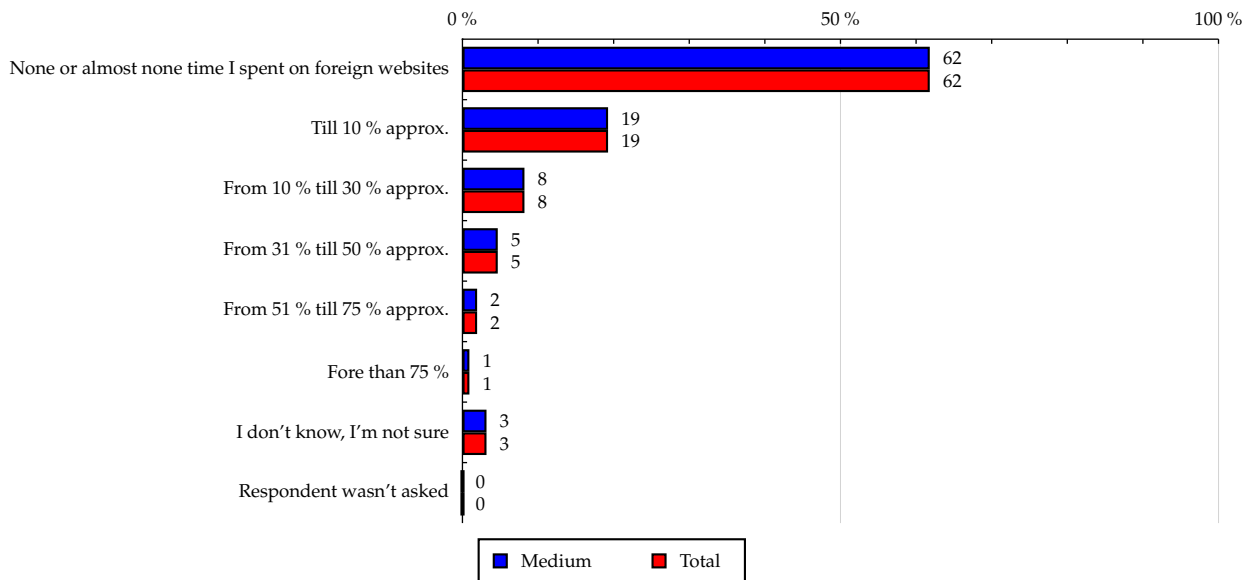
# TOTAL

**Table 25: Total internet time spent on foreign websites**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
None or almost none time I spent on foreign websites	61.81	3 308 302	97.70	62.33	3 998 354 204	118 078.44	100.00	61.81	3 308 302	62.33	3 998 354 204
Till 10 % approx.	19.26	1 031 099	97.70	20.17	1 293 825 709	122 594.20	100.00	19.26	1 031 099	20.17	1 293 825 709
From 10 % till 30 % approx.	8.20	438 934	97.70	8.16	523 202 329	116 456.67	100.00	8.20	438 934	8.16	523 202 329
From 31 % till 50 % approx.	4.67	250 000	97.70	4.01	257 275 679	100 543.28	100.00	4.67	250 000	4.01	257 275 679
From 51 % till 75 % approx.	1.94	103 632	97.70	1.54	98 692 909	93 042.87	100.00	1.94	103 632	1.54	98 692 909
Fore than 75 %	0.92	49 293	97.70	0.78	50 052 996	99 206.09	100.00	0.92	49 293	0.78	50 052 996
I don't know, I'm not sure	3.18	170 379	97.70	3.00	192 211 057	110 218.54	100.00	3.18	170 379	3.00	192 211 057
Respondent wasn't asked	0.01	666	97.70	0.01	722 168	105 874.26	100.00	0.01	666	0.01	722 168

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

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, September 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 10+ that have visited Internet at least once in the last month.

## MEDIUM:

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

**RU(%)** – structure of visitors

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

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

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

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

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

**PV(%)** – structure of page views

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

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

**TRP(%)** – Target Rating Points

Gross rating of a given target group on a chosen medium

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

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

**Affinity(%)** – affinity of reach

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

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

## TOTAL:

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

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

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

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

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

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

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

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

## Question on IT knowledge

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

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

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

## ABCDE classification

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

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

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

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

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

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

### Questions on the economic activity and employment:

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