

SPIR NetMonitor

Research on the Sociodemography of Internet Users in the Czech Republic

Medium title:
TOTAL

Month:
October 2009

Basic information	
The size of Internet population in the Czech Republic	5 557 653
Number of respondents	
Medium	N = 33 000
Total (for all measured media)	N = 33 000
RU(number)	5 429 827
Reach(%)	97.70
PV(number) (from Czech visitors)	7 103 064 893
PV(number) (from all visitors)	7 549 899 851
GRP (%)	127 806.92

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

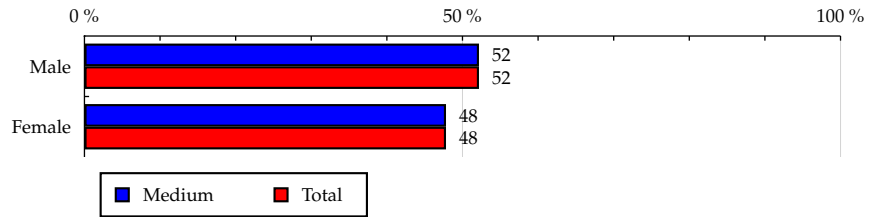
TOTAL

Table 1: Sex

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Male	52.18	2 833 175	97.70	51.70	3 672 319 202	126 637.28	100.00	52.18	2 833 175	51.70	3 672 319 202
Female	47.82	2 596 651	97.70	48.30	3 430 745 691	129 083.09	100.00	47.82	2 596 651	48.30	3 430 745 691

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

Chart 1: Sex by RU(%)



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

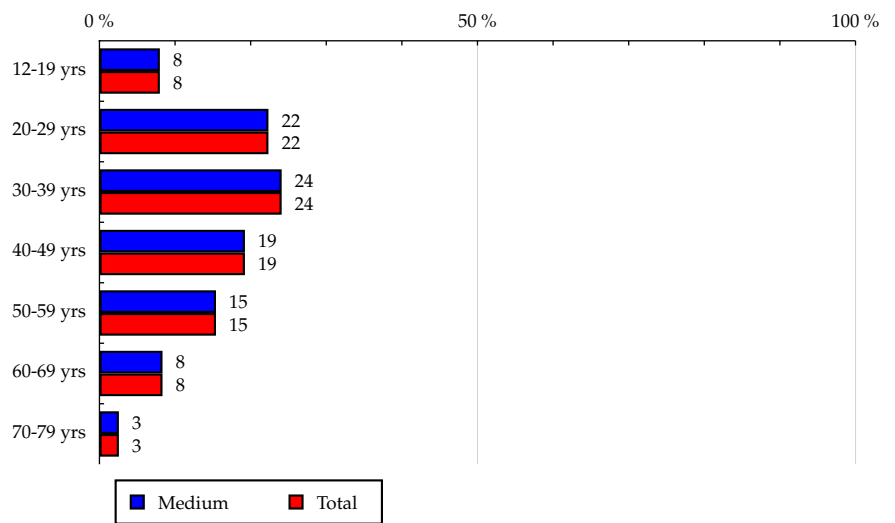
TOTAL

Table 2: Age

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
12-19 yrs	7.99	433 884	97.70	5.23	371 767 542	83 712.78	100.00	7.99	433 884	5.23	371 767 542
20-29 yrs	22.35	1 213 617	97.70	22.40	1 590 841 780	128 067.77	100.00	22.35	1 213 617	22.40	1 590 841 780
30-39 yrs	24.10	1 308 428	97.70	28.07	1 994 056 374	148 895.60	100.00	24.10	1 308 428	28.07	1 994 056 374
40-49 yrs	19.24	1 044 594	97.70	20.00	1 420 754 486	132 881.94	100.00	19.24	1 044 594	20.00	1 420 754 486
50-59 yrs	15.41	836 740	97.70	14.22	1 009 886 581	117 916.97	100.00	15.41	836 740	14.22	1 009 886 581
60-69 yrs	8.34	453 013	97.70	7.74	549 447 096	118 497.65	100.00	8.34	453 013	7.74	549 447 096
70-79 yrs	2.57	139 548	97.70	2.34	166 311 034	116 437.03	100.00	2.57	139 548	2.34	166 311 034

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

Chart 2: Age by RU(%)



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

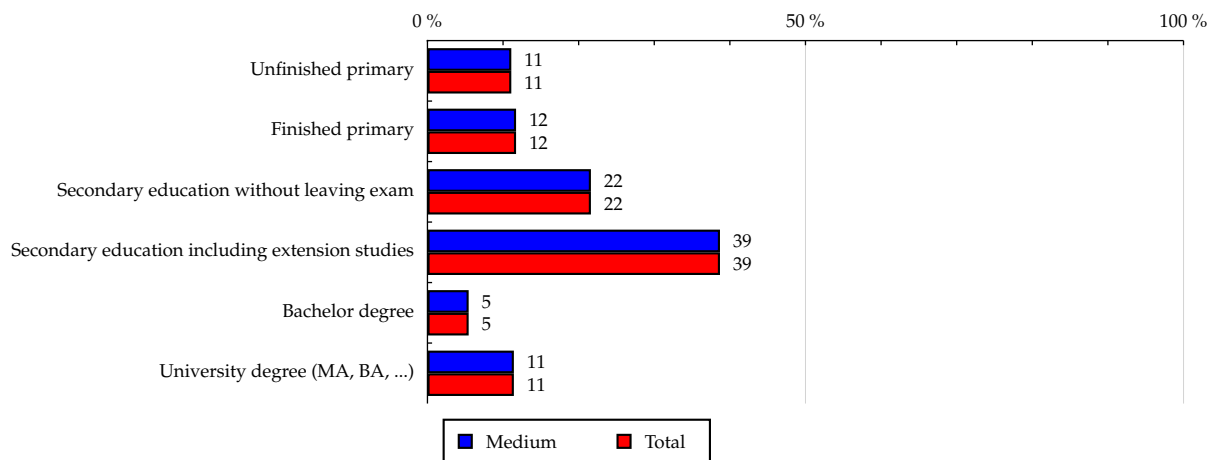
TOTAL

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	602 156	97.70	8.03	570 266 866	92 525.94	100.00	11.09	602 156	8.03	570 266 866
Finished primary	11.72	636 319	97.70	11.82	839 615 377	128 913.96	100.00	11.72	636 319	11.82	839 615 377
Secondary education without leaving exam	21.62	1 173 664	97.70	26.17	1 858 742 890	154 728.41	100.00	21.62	1 173 664	26.17	1 858 742 890
Secondary education including extension studies	38.69	2 100 801	97.70	40.03	2 843 412 530	132 235.89	100.00	38.69	2 100 801	40.03	2 843 412 530
Bachelor degree	5.45	296 037	97.70	5.55	393 986 639	130 025.74	100.00	5.45	296 037	5.55	393 986 639
University degree (MA, BA, ...)	11.43	620 848	97.70	8.41	597 040 590	93 953.53	100.00	11.43	620 848	8.41	597 040 590

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

Chart 3: Highest Education by RU(%)



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

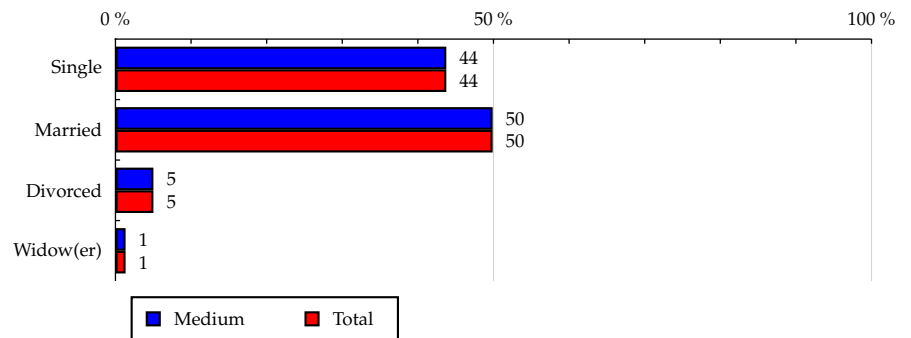
TOTAL

Table 4: Marital Status

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Single	43.76	2 375 923	97.70	42.85	3 043 725 405	125 160.61	100.00	43.76	2 375 923	42.85	3 043 725 405
Married	49.89	2 708 739	97.70	49.63	3 525 413 725	127 156.15	100.00	49.89	2 708 739	49.63	3 525 413 725
Divorced	5.02	272 587	97.70	6.15	436 672 558	156 511.13	100.00	5.02	272 587	6.15	436 672 558
Widow(er)	1.34	72 577	97.70	1.37	97 253 204	130 917.83	100.00	1.34	72 577	1.37	97 253 204

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

Chart 4: Marital Status by RU(%)



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

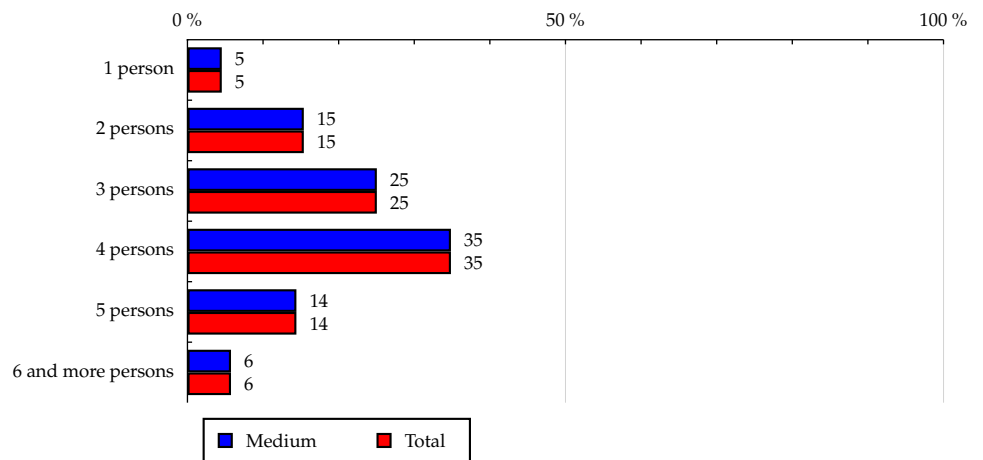
TOTAL

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	4.54	246 288	97.70	4.85	344 304 365	136 581.62	100.00	4.54	246 288	4.85	344 304 365
2 persons	15.39	835 769	97.70	16.90	1 200 175 200	140 298.38	100.00	15.39	835 769	16.90	1 200 175 200
3 persons	25.05	1 360 300	97.70	25.72	1 827 177 051	131 232.13	100.00	25.05	1 360 300	25.72	1 827 177 051
4 persons	34.85	1 892 350	97.70	34.54	2 453 289 832	126 660.68	100.00	34.85	1 892 350	34.54	2 453 289 832
5 persons	14.41	782 610	97.70	13.34	947 568 644	118 293.10	100.00	14.41	782 610	13.34	947 568 644
6 and more persons	5.76	312 506	97.70	4.65	330 549 801	103 341.09	100.00	5.76	312 506	4.65	330 549 801

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

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



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

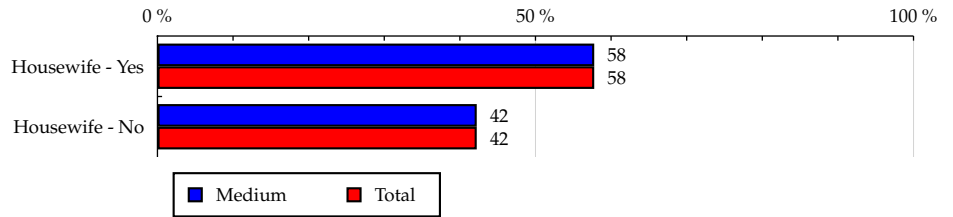
TOTAL

Table 6: Housewife

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Housewife - Yes	57.77	3 136 631	97.70	61.31	4 355 143 544	135 654.31	100.00	57.77	3 136 631	61.31	4 355 143 544
Housewife - No	42.23	2 293 195	97.70	38.69	2 747 921 348	117 073.26	100.00	42.23	2 293 195	38.69	2 747 921 348

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

Chart 6: Housewife by RU(%)



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

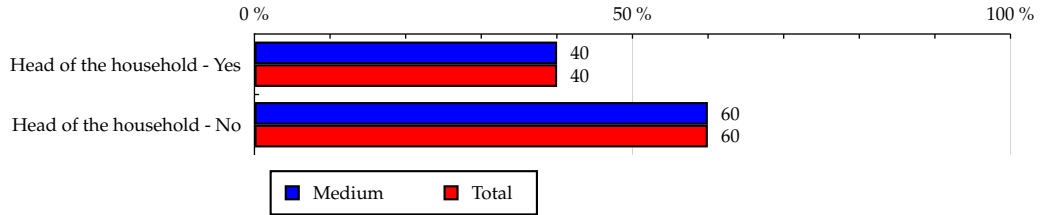
TOTAL

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	40.03	2 173 787	97.70	40.36	2 866 514 558	128 834.31	100.00	40.03	2 173 787	40.36	2 866 514 558
Head of the household - No	59.97	3 256 039	97.70	59.64	4 236 550 335	127 121.01	100.00	59.97	3 256 039	59.64	4 236 550 335

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

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



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

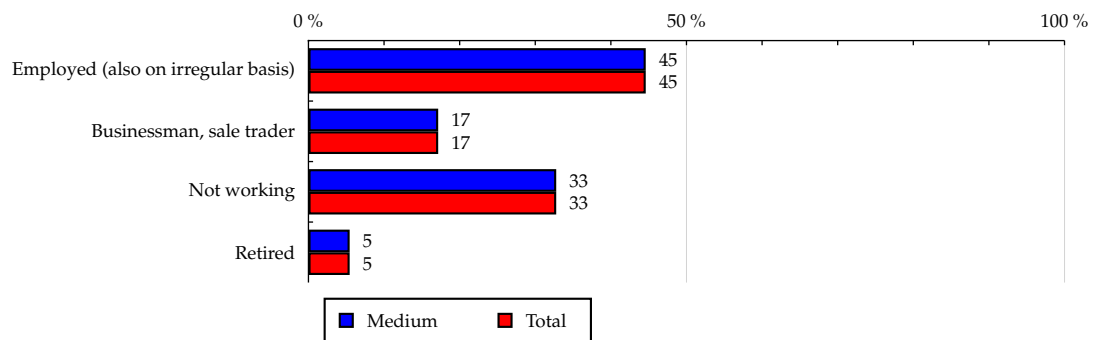
TOTAL

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)	44.61	2 422 511	97.70	45.70	3 246 341 788	130 925.12	100.00	44.61	2 422 511	45.70	3 246 341 788
Businessman, sale trader	17.16	931 905	97.70	16.57	1 176 637 603	123 357.52	100.00	17.16	931 905	16.57	1 176 637 603
Not working	32.77	1 779 312	97.70	31.24	2 218 832 189	121 833.49	100.00	32.77	1 779 312	31.24	2 218 832 189
Retired	5.45	296 097	97.70	6.49	461 253 313	152 194.55	100.00	5.45	296 097	6.49	461 253 313

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

Chart 8: Economic Activity by RU(%)



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

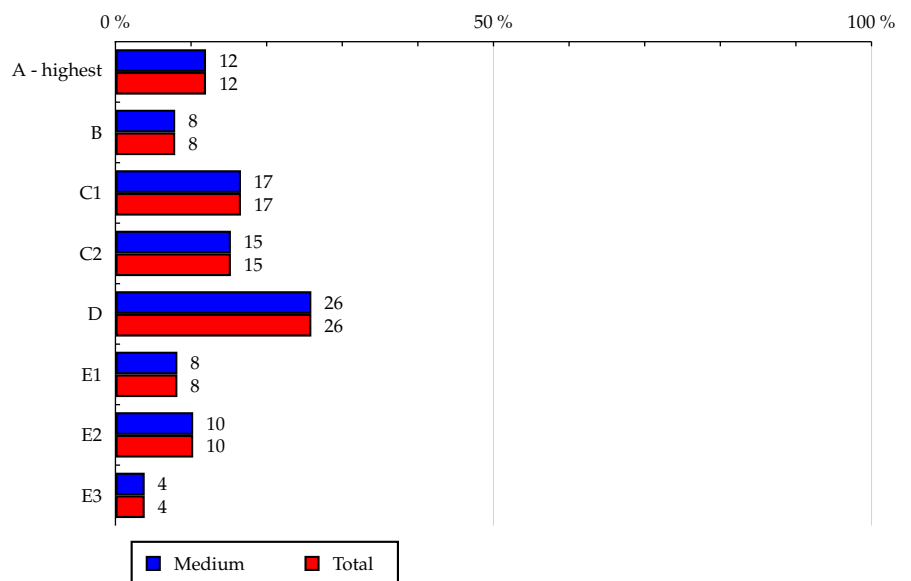
TOTAL

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	11.98	650 323	97.70	9.64	684 983 149	102 907.09	100.00	11.98	650 323	9.64	684 983 149
B	7.90	428 949	97.70	7.98	567 026 362	129 149.03	100.00	7.90	428 949	7.98	567 026 362
C1	16.60	901 478	97.70	16.80	1 193 124 569	129 307.92	100.00	16.60	901 478	16.80	1 193 124 569
C2	15.27	828 919	97.70	16.51	1 173 016 638	138 256.82	100.00	15.27	828 919	16.51	1 173 016 638
D	25.91	1 406 991	97.70	26.05	1 850 124 118	128 470.64	100.00	25.91	1 406 991	26.05	1 850 124 118
E1	8.19	444 592	97.70	9.65	685 528 199	150 646.07	100.00	8.19	444 592	9.65	685 528 199
E2	10.28	558 215	97.70	9.61	682 588 206	119 467.86	100.00	10.28	558 215	9.61	682 588 206
E3	3.87	210 356	97.70	3.75	266 673 650	123 856.56	100.00	3.87	210 356	3.75	266 673 650

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

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



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

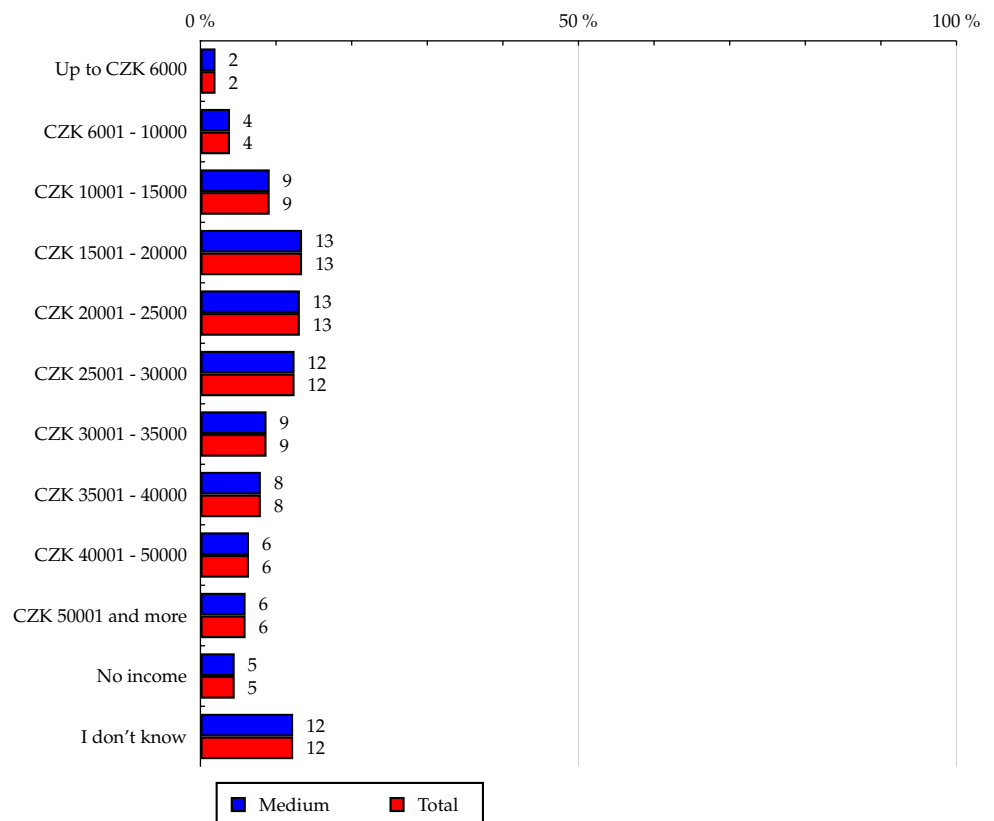
TOTAL

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	1.99	108 120	97.70	1.80	128 016 642	115 678.28	100.00	1.99	108 120	1.80	128 016 642
CZK 6001 - 10000	3.91	212 109	97.70	4.38	311 360 058	143 415.73	100.00	3.91	212 109	4.38	311 360 058
CZK 10001 - 15000	9.16	497 182	97.70	10.23	726 676 657	142 797.21	100.00	9.16	497 182	10.23	726 676 657
CZK 15001 - 20000	13.44	729 861	97.70	14.88	1 057 184 168	141 515.67	100.00	13.44	729 861	14.88	1 057 184 168
CZK 20001 - 25000	13.15	713 910	97.70	14.47	1 027 854 565	140 663.81	100.00	13.15	713 910	14.47	1 027 854 565
CZK 25001 - 30000	12.45	676 195	97.70	12.48	886 292 994	128 055.84	100.00	12.45	676 195	12.48	886 292 994
CZK 30001 - 35000	8.74	474 477	97.70	9.08	644 811 812	132 773.69	100.00	8.74	474 477	9.08	644 811 812
CZK 35001 - 40000	7.99	433 801	97.70	7.08	502 775 552	113 234.26	100.00	7.99	433 801	7.08	502 775 552
CZK 40001 - 50000	6.42	348 340	97.70	6.29	446 918 238	125 348.32	100.00	6.42	348 340	6.29	446 918 238
CZK 50001 and more	5.97	323 958	97.70	5.20	369 671 674	111 486.20	100.00	5.97	323 958	5.20	369 671 674
No income	4.53	246 209	97.70	3.77	267 859 425	106 290.87	100.00	4.53	246 209	3.77	267 859 425
I don't know	12.26	665 657	97.70	10.33	733 643 110	107 678.41	100.00	12.26	665 657	10.33	733 643 110

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

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



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

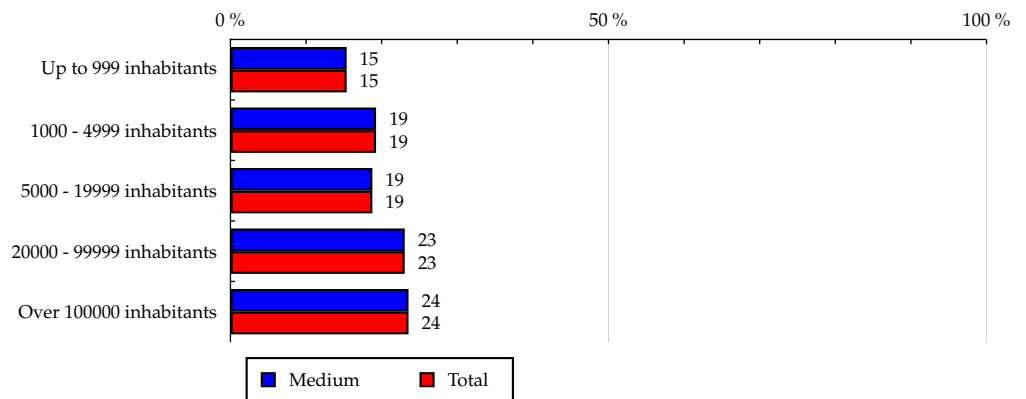
TOTAL

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	834 730	97.70	15.18	1 078 513 071	126 233.21	100.00	15.37	834 730	15.18	1 078 513 071
1000 - 4999 inhabitants	19.26	1 045 838	97.70	19.80	1 406 343 252	131 377.53	100.00	19.26	1 045 838	19.80	1 406 343 252
5000 - 19999 inhabitants	18.77	1 019 020	97.70	19.55	1 388 861 069	133 158.99	100.00	18.77	1 019 020	19.55	1 388 861 069
20000 - 99999 inhabitants	23.05	1 251 624	97.70	22.86	1 623 656 763	126 740.34	100.00	23.05	1 251 624	22.86	1 623 656 763
Over 100000 inhabitants	23.55	1 278 612	97.70	22.61	1 605 690 738	122 692.33	100.00	23.55	1 278 612	22.61	1 605 690 738

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

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



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

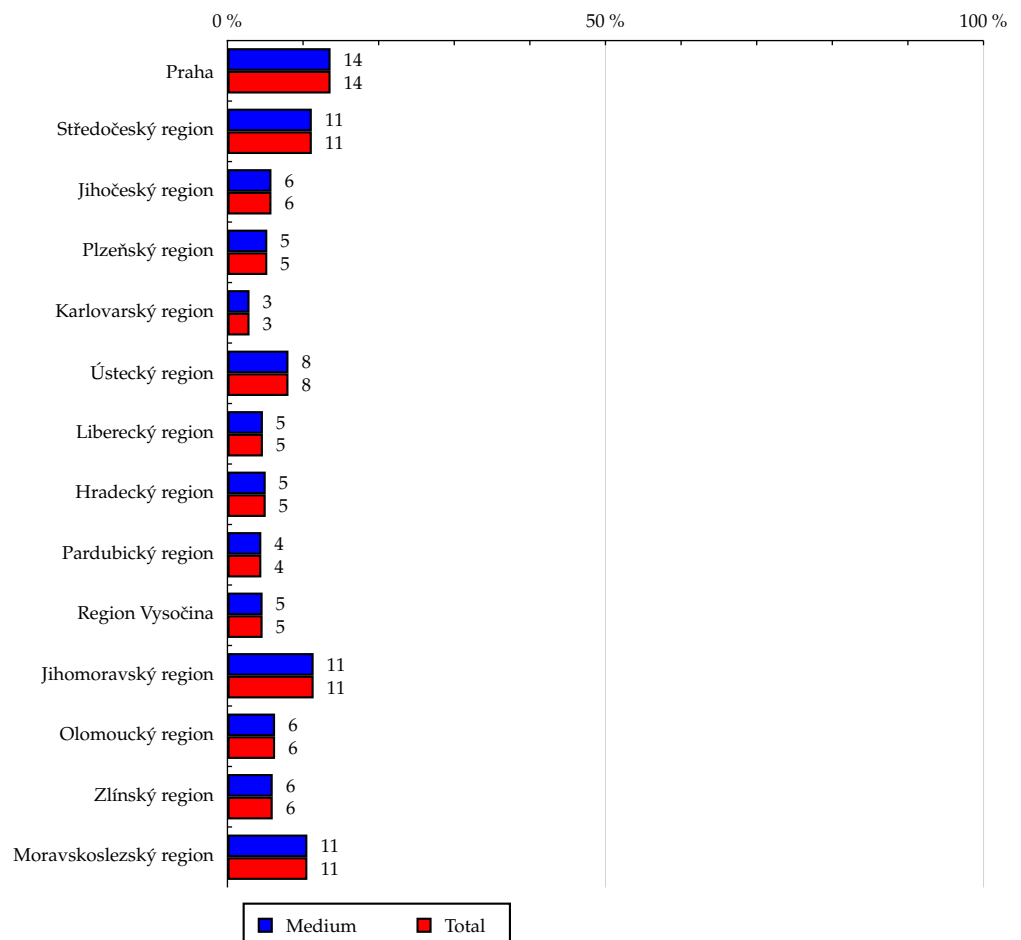
TOTAL

Table 12: Region

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Praha	13.64	740 470	97.70	12.18	865 028 713	114 134.59	100.00	13.64	740 470	12.18	865 028 713
Středočeský region	11.16	605 751	97.70	10.72	761 571 592	122 831.80	100.00	11.16	605 751	10.72	761 571 592
Jihočeský region	5.82	316 069	97.70	5.55	393 910 697	121 761.41	100.00	5.82	316 069	5.55	393 910 697
Plzeňský region	5.27	286 152	97.70	5.91	419 718 493	143 302.99	100.00	5.27	286 152	5.91	419 718 493
Karlovarský region	2.92	158 549	97.70	2.97	210 607 534	129 779.08	100.00	2.92	158 549	2.97	210 607 534
Ústecký region	8.07	438 078	97.70	9.31	661 227 971	147 466.58	100.00	8.07	438 078	9.31	661 227 971
Liberecký region	4.69	254 550	97.70	4.79	340 515 549	130 694.49	100.00	4.69	254 550	4.79	340 515 549
Hradecký region	5.06	274 695	97.70	5.08	360 737 860	128 302.36	100.00	5.06	274 695	5.08	360 737 860
Pardubický region	4.48	243 527	97.70	4.18	297 064 560	119 178.41	100.00	4.48	243 527	4.18	297 064 560
Region Vysočina	4.65	252 376	97.70	4.72	335 124 686	129 733.64	100.00	4.65	252 376	4.72	335 124 686
Jihomoravský region	11.40	618 889	97.70	11.14	791 262 634	124 911.34	100.00	11.40	618 889	11.14	791 262 634
Olomoucký region	6.30	341 861	97.70	6.38	453 347 879	129 561.66	100.00	6.30	341 861	6.38	453 347 879
Zlínský region	5.99	325 082	97.70	6.07	430 836 583	129 483.43	100.00	5.99	325 082	6.07	430 836 583
Moravskoslezský region	10.57	573 772	97.70	11.01	782 110 142	133 175.04	100.00	10.57	573 772	11.01	782 110 142

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

Chart 12: Region by RU(%)



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

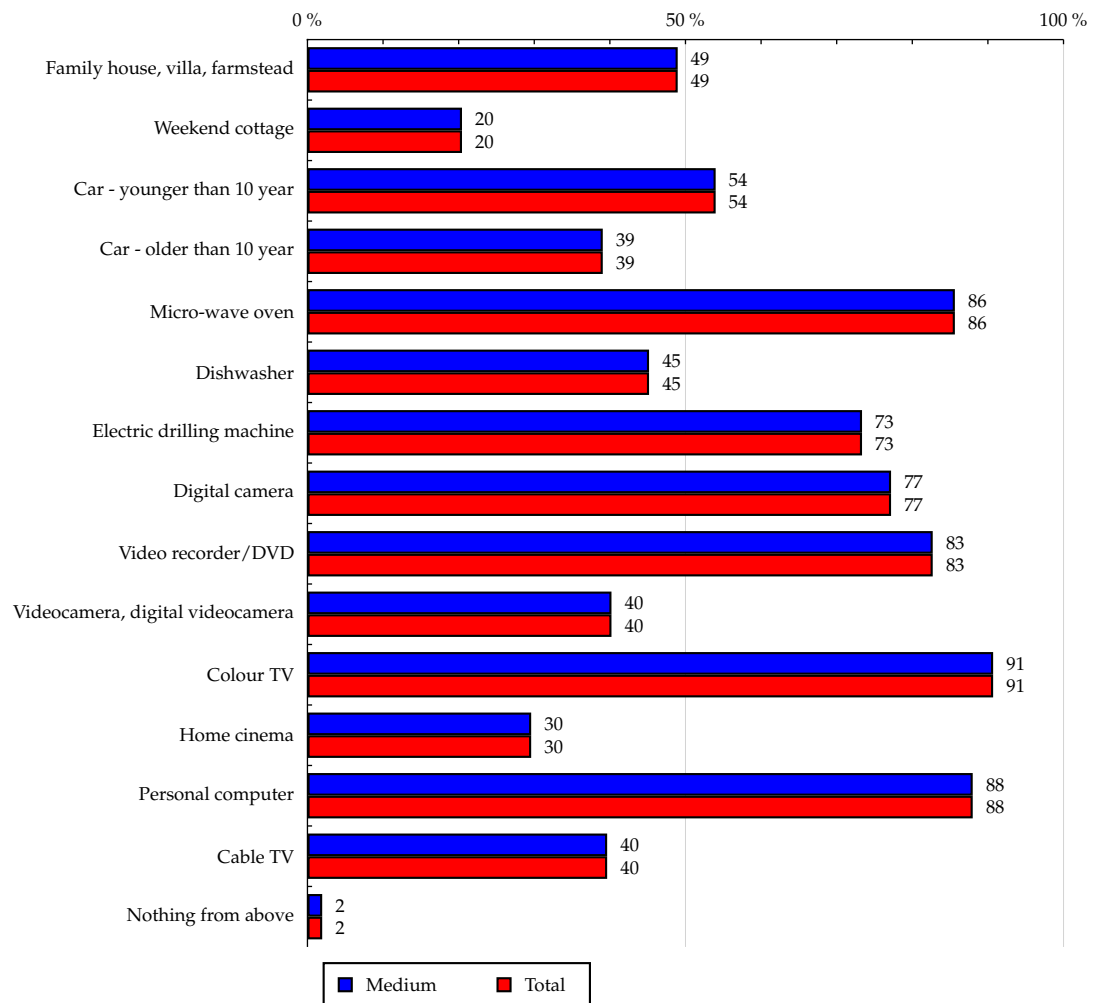
TOTAL

Table 13: Facilities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Family house, villa, farmstead	48.97	2 659 094	97.70	45.87	3 258 093 022	119 708.31	100.00	48.97	2 659 094	45.87	3 258 093 022
Weekend cottage	20.44	1 109 692	97.70	18.40	1 306 727 153	115 047.36	100.00	20.44	1 109 692	18.40	1 306 727 153
Car - younger than 10 year	53.99	2 931 655	97.70	51.78	3 677 757 490	122 564.52	100.00	53.99	2 931 655	51.78	3 677 757 490
Car - older than 10 year	39.06	2 120 659	97.70	39.79	2 826 448 259	130 216.06	100.00	39.06	2 120 659	39.79	2 826 448 259
Micro-wave oven	85.63	4 649 648	97.70	86.04	6 111 206 994	128 410.76	100.00	85.63	4 649 648	86.04	6 111 206 994
Dishwasher	45.18	2 452 929	97.70	40.71	2 891 503 155	115 168.36	100.00	45.18	2 452 929	40.71	2 891 503 155
Electric drilling machine	73.35	3 982 633	97.70	71.49	5 078 244 341	124 577.00	100.00	73.35	3 982 633	71.49	5 078 244 341
Digital camera	77.19	4 191 128	97.70	75.98	5 396 842 506	125 806.57	100.00	77.19	4 191 128	75.98	5 396 842 506
Video recorder/DVD	82.70	4 490 197	97.70	83.53	5 933 177 320	129 097.08	100.00	82.70	4 490 197	83.53	5 933 177 320
Videocamera, digital videocamera	40.21	2 183 598	97.70	39.37	2 796 394 087	125 118.09	100.00	40.21	2 183 598	39.37	2 796 394 087
Colour TV	90.69	4 924 124	97.70	91.24	6 480 565 024	128 581.47	100.00	90.69	4 924 124	91.24	6 480 565 024
Home cinema	29.59	1 606 490	97.70	31.01	2 202 763 929	133 962.82	100.00	29.59	1 606 490	31.01	2 202 763 929
Personal computer	87.99	4 777 469	97.70	87.63	6 224 375 863	127 289.47	100.00	87.99	4 777 469	87.63	6 224 375 863
Cable TV	39.64	2 152 458	97.70	40.00	2 841 241 909	128 963.84	100.00	39.64	2 152 458	40.00	2 841 241 909
Nothing from above	1.95	105 661	97.70	2.06	146 353 132	135 325.63	100.00	1.95	105 661	2.06	146 353 132

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

Chart 13: Facilities by RU(%)



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

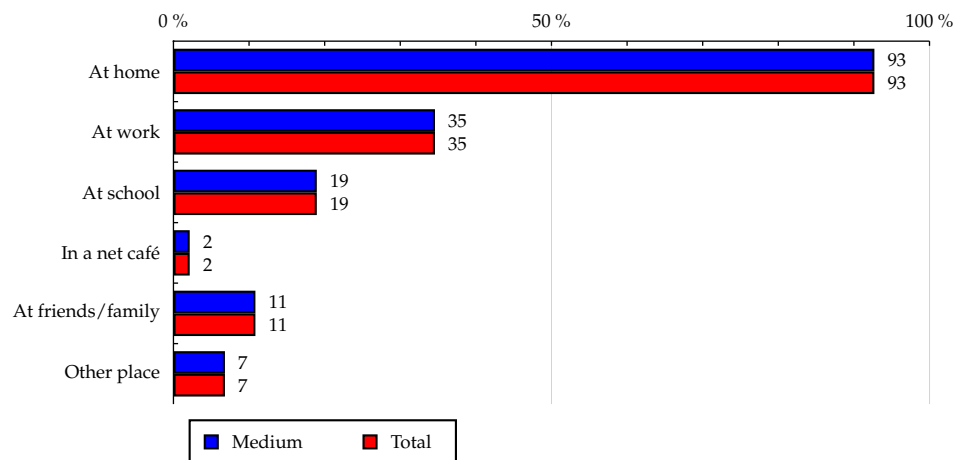
TOTAL

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	92.71	5 034 250	97.70	94.02	6 678 542 261	129 610.87	100.00	92.71	5 034 250	94.02	6 678 542 261
At work	34.59	1 878 044	97.70	30.03	2 132 990 073	110 962.84	100.00	34.59	1 878 044	30.03	2 132 990 073
At school	18.96	1 029 224	97.70	15.85	1 125 501 062	106 839.16	100.00	18.96	1 029 224	15.85	1 125 501 062
In a net café	2.15	116 622	97.70	2.11	149 873 142	125 555.57	100.00	2.15	116 622	2.11	149 873 142
At friends/family	10.84	588 692	97.70	10.22	725 929 106	120 475.84	100.00	10.84	588 692	10.22	725 929 106
Other place	6.81	369 538	97.70	5.64	400 587 052	105 908.79	100.00	6.81	369 538	5.64	400 587 052

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

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



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

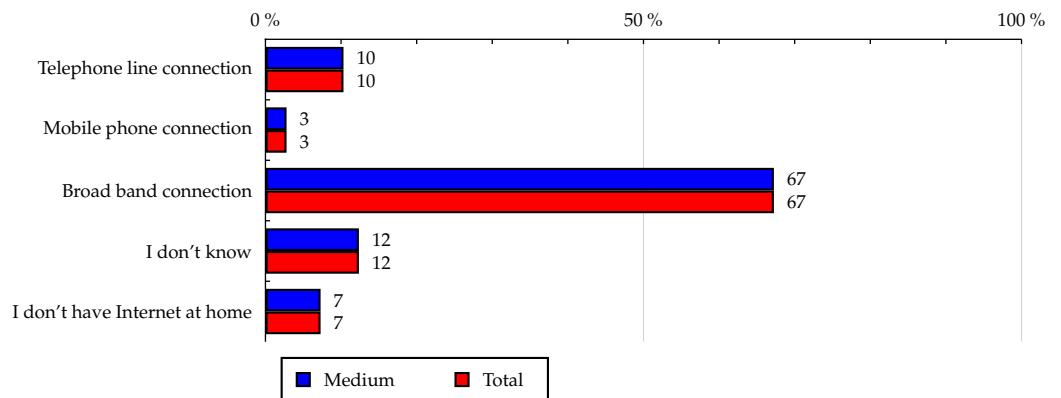
TOTAL

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	10.32	560 129	97.70	10.80	767 481 779	133 867.18	100.00	10.32	560 129	10.80	767 481 779
Mobile phone connection	2.79	151 327	97.70	2.49	176 707 578	114 085.91	100.00	2.79	151 327	2.49	176 707 578
Broad band connection	67.25	3 651 443	97.70	69.32	4 924 124 932	131 752.57	100.00	67.25	3 651 443	69.32	4 924 124 932
I don't know	12.36	671 350	97.70	11.41	810 227 971	117 910.58	100.00	12.36	671 350	11.41	810 227 971
I don't have Internet at home	7.29	395 576	97.70	5.98	424 522 631	104 849.10	100.00	7.29	395 576	5.98	424 522 631

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

Chart 15: Connection from Home by RU(%)



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

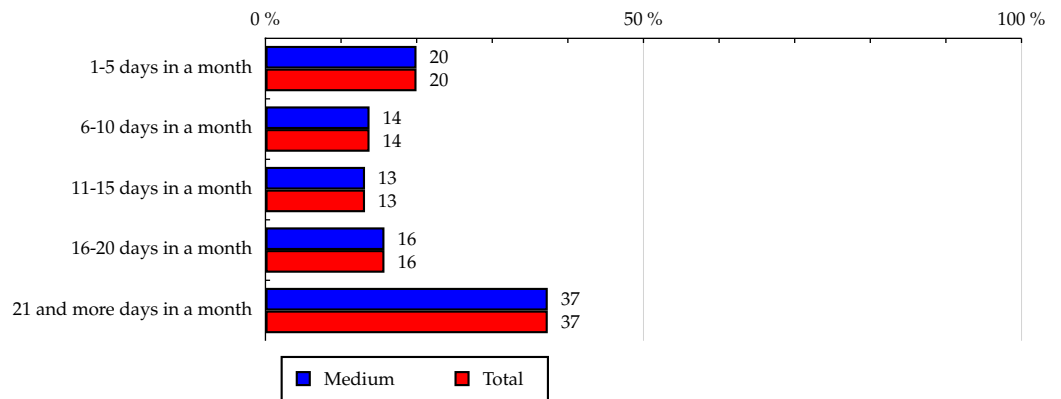
TOTAL

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	19.98	1 084 829	97.70	1.14	80 725 692	7 270.17	100.00	19.98	1 084 829	1.14	80 725 692
6-10 days in a month	13.77	747 760	97.70	2.86	202 868 488	26 506.14	100.00	13.77	747 760	2.86	202 868 488
11-15 days in a month	13.17	714 917	97.70	5.62	399 095 354	54 540.01	100.00	13.17	714 917	5.62	399 095 354
16-20 days in a month	15.74	854 621	97.70	13.00	923 229 290	105 543.20	100.00	15.74	854 621	13.00	923 229 290
21 and more days in a month	37.34	2 027 697	97.70	77.39	5 497 146 068	264 867.55	100.00	37.34	2 027 697	77.39	5 497 146 068

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

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



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

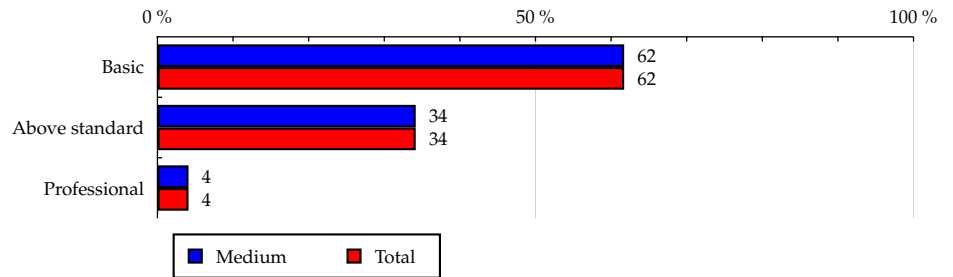
TOTAL

Table 17: IT Knowledge

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Basic	61.73	3 351 762	97.70	64.74	4 598 835 135	134 050.74	100.00	61.73	3 351 762	64.74	4 598 835 135
Above standard	34.16	1 854 735	97.70	31.99	2 271 927 505	119 675.96	100.00	34.16	1 854 735	31.99	2 271 927 505
Professional	4.11	223 328	97.70	3.27	232 302 253	101 625.58	100.00	4.11	223 328	3.27	232 302 253

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

Chart 17: IT Knowledge by RU(%)



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

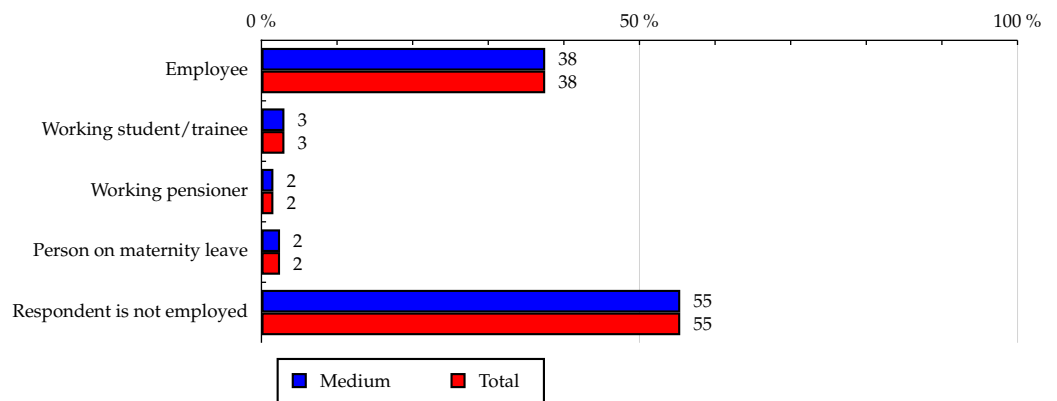
TOTAL

Table 18: Economically Active as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Employee	37.53	2 038 064	97.70	37.89	2 691 354 285	129 017.15	100.00	37.53	2 038 064	37.89	2 691 354 285
Working student/trainee	3.04	165 314	97.70	2.85	202 518 237	119 687.21	100.00	3.04	165 314	2.85	202 518 237
Working pensioner	1.58	85 635	97.70	1.58	112 214 099	128 023.26	100.00	1.58	85 635	1.58	112 214 099
Person on maternity leave	2.46	133 496	97.70	3.38	240 255 167	175 831.42	100.00	2.46	133 496	3.38	240 255 167
Respondent is not employed	55.39	3 007 315	97.70	54.30	3 856 723 105	125 295.08	100.00	55.39	3 007 315	54.30	3 856 723 105

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

Chart 18: Economically Active as by RU(%)



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

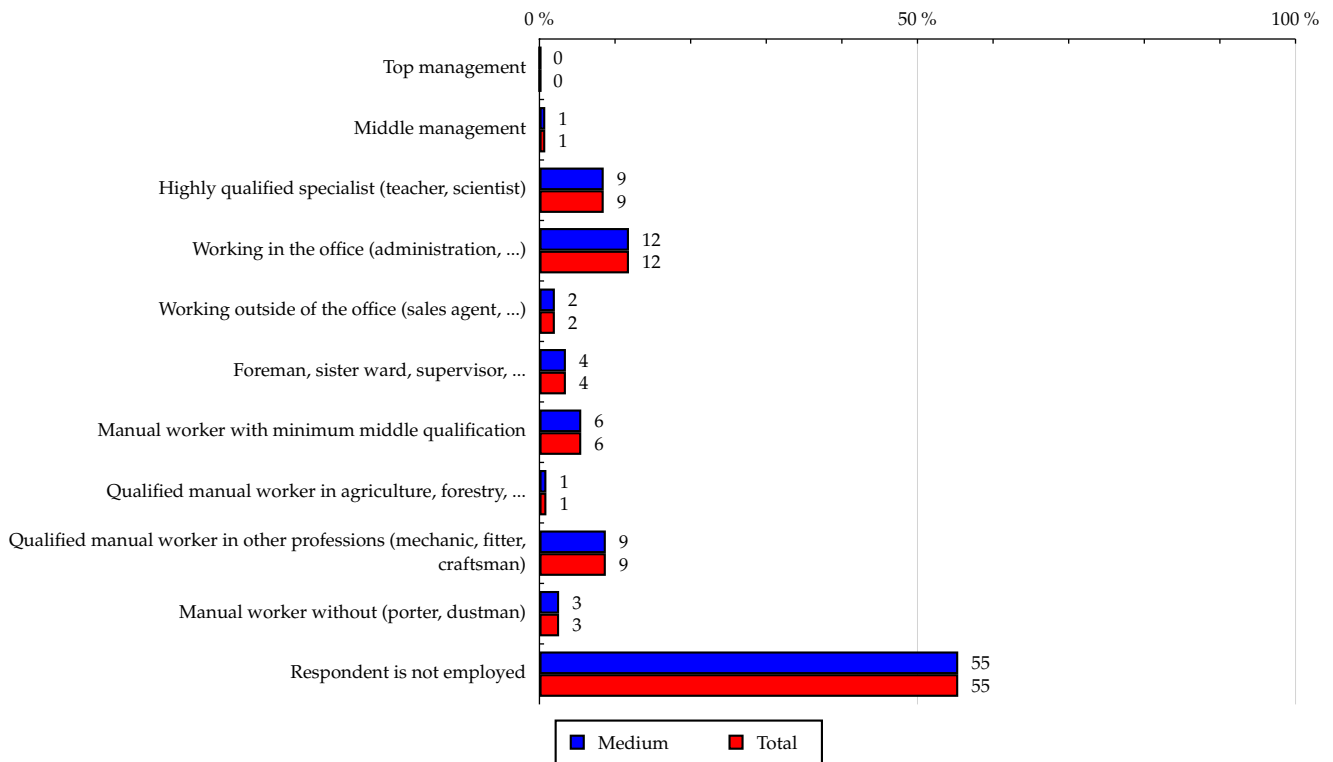
TOTAL

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	0.12	6 653	97.70	0.10	7 002 027	102 820.49	100.00	0.12	6 653	0.10	7 002 027
Middle management	0.77	41 773	97.70	0.63	44 399 801	103 843.25	100.00	0.77	41 773	0.63	44 399 801
Highly qualified specialist (teacher, scientist)	8.50	461 734	97.70	6.32	449 108 193	95 028.42	100.00	8.50	461 734	6.32	449 108 193
Working in the office (administration, ...)	11.84	642 935	97.70	12.20	866 882 167	131 730.73	100.00	11.84	642 935	12.20	866 882 167
Working outside of the office (sales agent, ...)	2.04	110 978	97.70	2.26	160 649 342	141 427.94	100.00	2.04	110 978	2.26	160 649 342
Foreman, sister ward, supervisor, ...	3.50	190 170	97.70	3.44	244 541 015	125 632.91	100.00	3.50	190 170	3.44	244 541 015
Manual worker with minimum middle qualification	5.53	300 131	97.70	5.38	381 816 220	124 290.50	100.00	5.53	300 131	5.38	381 816 220
Qualified manual worker in agriculture, forestry, ...	0.92	49 989	97.70	0.99	70 254 374	137 305.89	100.00	0.92	49 989	0.99	70 254 374
Qualified manual worker in other professions (mechanic, fitter, craftsman)	8.78	476 987	97.70	11.02	782 548 054	160 287.07	100.00	8.78	476 987	11.02	782 548 054
Manual worker without (porter, dustman)	2.60	141 158	97.70	3.37	239 140 594	165 516.72	100.00	2.60	141 158	3.37	239 140 594
Respondent is not employed	55.39	3 007 315	97.70	54.30	3 856 723 105	125 295.08	100.00	55.39	3 007 315	54.30	3 856 723 105

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

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



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

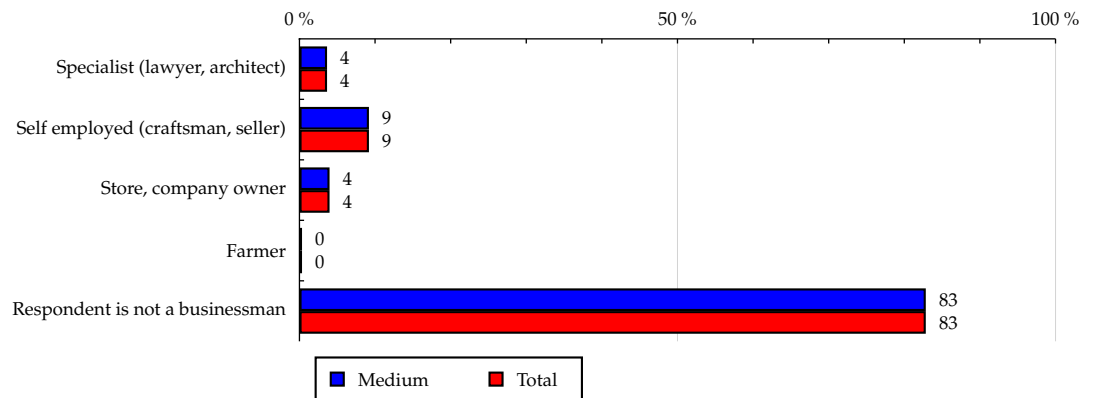
TOTAL

Table 20: Business Activities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Specialist (lawyer, architect)	3.65	198 040	97.70	3.03	215 456 859	106 291.96	100.00	3.65	198 040	3.03	215 456 859
Self employed (craftsman, seller)	9.19	499 054	97.70	9.61	682 789 452	133 669.80	100.00	9.19	499 054	9.61	682 789 452
Store, company owner	3.98	216 138	97.70	3.59	255 135 053	115 327.64	100.00	3.98	216 138	3.59	255 135 053
Farmer	0.34	18 671	97.70	0.33	23 256 239	121 689.28	100.00	0.34	18 671	0.33	23 256 239
Respondent is not a businessman	82.84	4 497 921	97.70	83.43	5 926 427 289	128 728.77	100.00	82.84	4 497 921	83.43	5 926 427 289

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

Chart 20: Business Activities by RU(%)



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

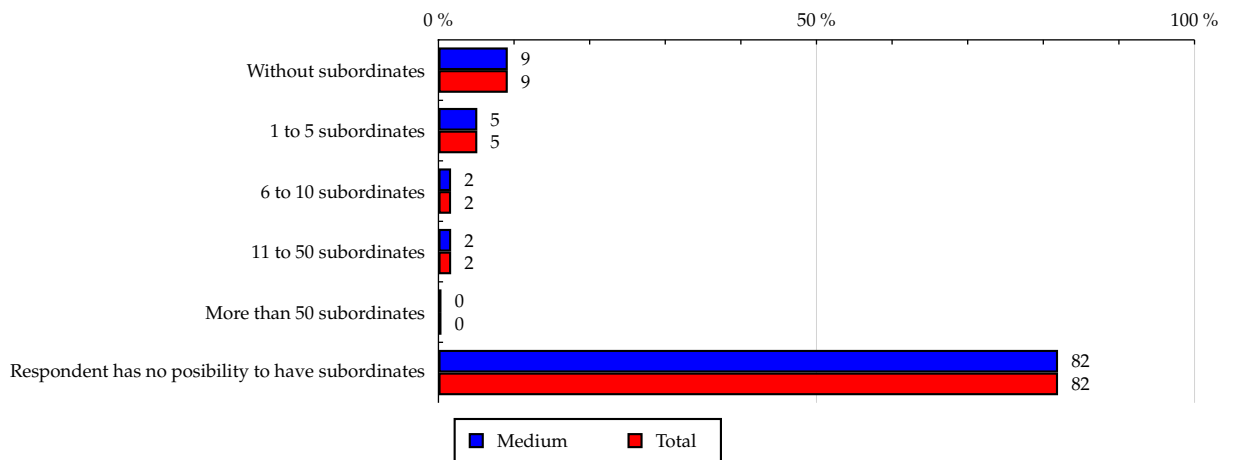
TOTAL

Table 21: Number of Subordinates

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Without subordinates	9.17	497 833	97.70	9.40	667 376 717	130 973.02	100.00	9.17	497 833	9.40	667 376 717
1 to 5 subordinates	5.14	278 912	97.70	4.82	342 084 291	119 828.53	100.00	5.14	278 912	4.82	342 084 291
6 to 10 subordinates	1.67	90 875	97.70	1.30	92 068 175	98 982.49	100.00	1.67	90 875	1.30	92 068 175
11 to 50 subordinates	1.68	90 972	97.70	1.50	106 612 008	114 496.02	100.00	1.68	90 972	1.50	106 612 008
More than 50 subordinates	0.40	21 738	97.70	0.28	19 898 241	89 429.74	100.00	0.40	21 738	0.28	19 898 241
Respondent has no possibility to have subordinates	81.95	4 449 495	97.70	82.71	5 875 025 461	129 001.14	100.00	81.95	4 449 495	82.71	5 875 025 461

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

Chart 21: Number of Subordinates by RU(%)



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

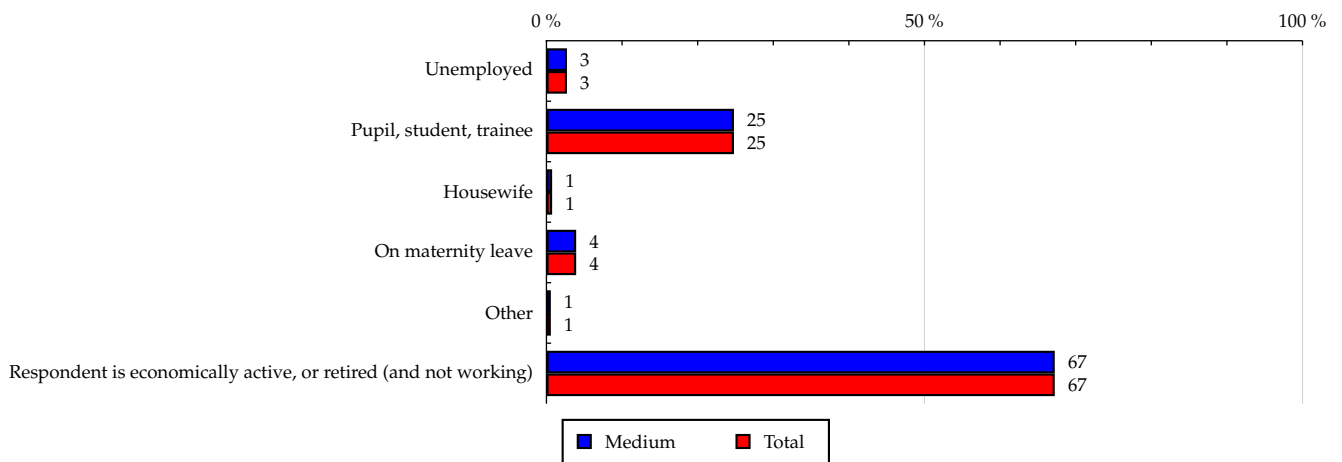
TOTAL

Table 22: Economically Inactive as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unemployed	2.71	147 144	97.70	3.18	225 924 371	150 007.78	100.00	2.71	147 144	3.18	225 924 371
Pupil, student, trainee	24.80	1 346 454	97.70	21.00	1 491 411 327	108 218.22	100.00	24.80	1 346 454	21.00	1 491 411 327
Housewife	0.75	40 651	97.70	0.71	50 243 450	120 754.15	100.00	0.75	40 651	0.71	50 243 450
On maternity leave	3.93	213 593	97.70	5.54	393 216 872	179 861.66	100.00	3.93	213 593	5.54	393 216 872
Other	0.58	31 469	97.70	0.82	58 036 168	180 178.28	100.00	0.58	31 469	0.82	58 036 168
Respondent is economically active, or retired (and not working)	67.23	3 650 514	97.70	68.76	4 884 232 704	130 718.45	100.00	67.23	3 650 514	68.76	4 884 232 704

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

Chart 22: Economically Inactive as by RU(%)



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

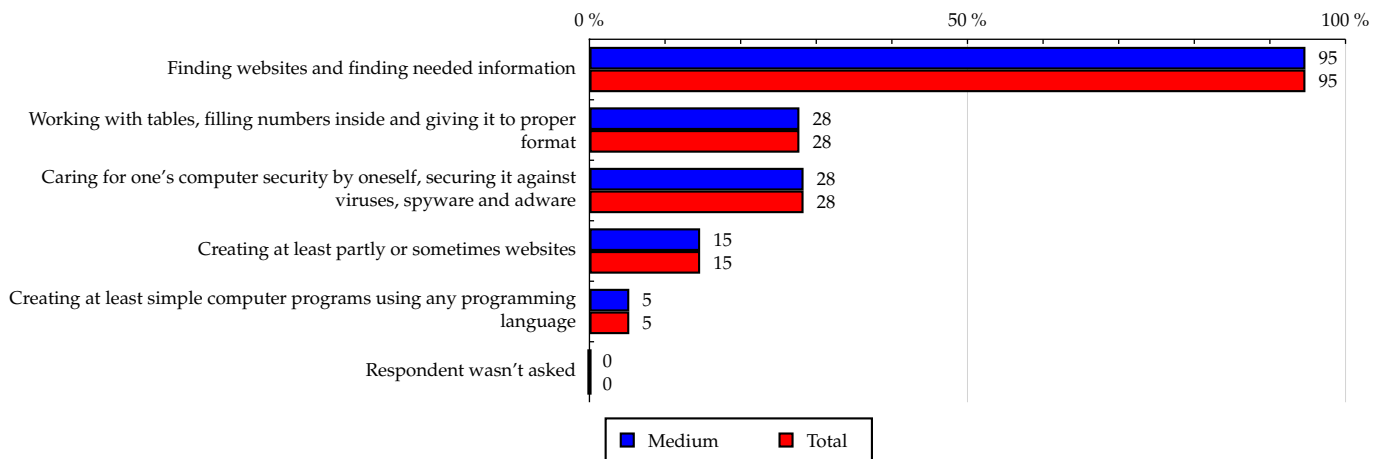
TOTAL

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	94.70	5 141 967	97.70	95.46	6 780 266 129	128 828.50	100.00	94.70	5 141 967	95.46	6 780 266 129
Working with tables, filling numbers inside and giving it to proper format	27.77	1 508 114	97.70	25.23	1 792 117 257	116 098.55	100.00	27.77	1 508 114	25.23	1 792 117 257
Caring for one's computer security by oneself, securing it against viruses, spyware and adware	28.32	1 537 866	97.70	28.70	2 038 368 027	129 496.67	100.00	28.32	1 537 866	28.70	2 038 368 027
Creating at least partly or sometimes websites	14.64	795 081	97.70	13.64	968 541 344	119 014.89	100.00	14.64	795 081	13.64	968 541 344
Creating at least simple computer programs using any programming language	5.27	286 373	97.70	4.32	306 605 208	104 602.29	100.00	5.27	286 373	4.32	306 605 208
Respondent wasn't asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



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

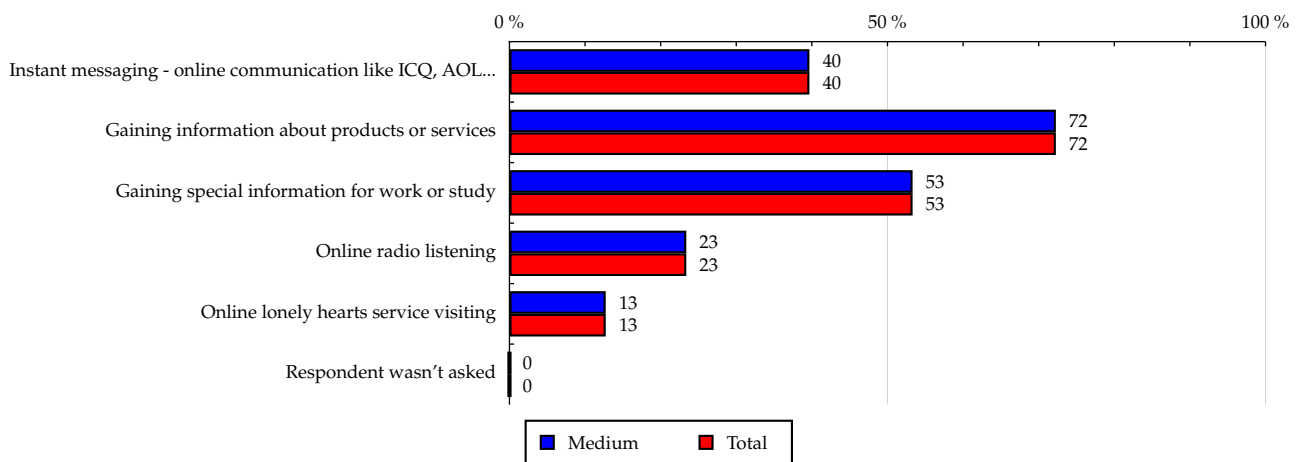
TOTAL

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...	39.67	2 153 927	97.70	40.52	2 878 133 818	130 549.28	100.00	39.67	2 153 927	40.52	2 878 133 818
Gaining information about products or services	72.27	3 924 159	97.70	74.45	5 287 924 720	131 653.73	100.00	72.27	3 924 159	74.45	5 287 924 720
Gaining special information for work or study	53.32	2 895 412	97.70	50.52	3 588 653 388	121 092.06	100.00	53.32	2 895 412	50.52	3 588 653 388
Online radio listening	23.39	1 269 773	97.70	24.53	1 742 283 347	134 056.31	100.00	23.39	1 269 773	24.53	1 742 283 347
Online lonely hearts service visiting	12.73	691 091	97.70	15.34	1 089 500 822	154 023.33	100.00	12.73	691 091	15.34	1 089 500 822
Respondent wasn't asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



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

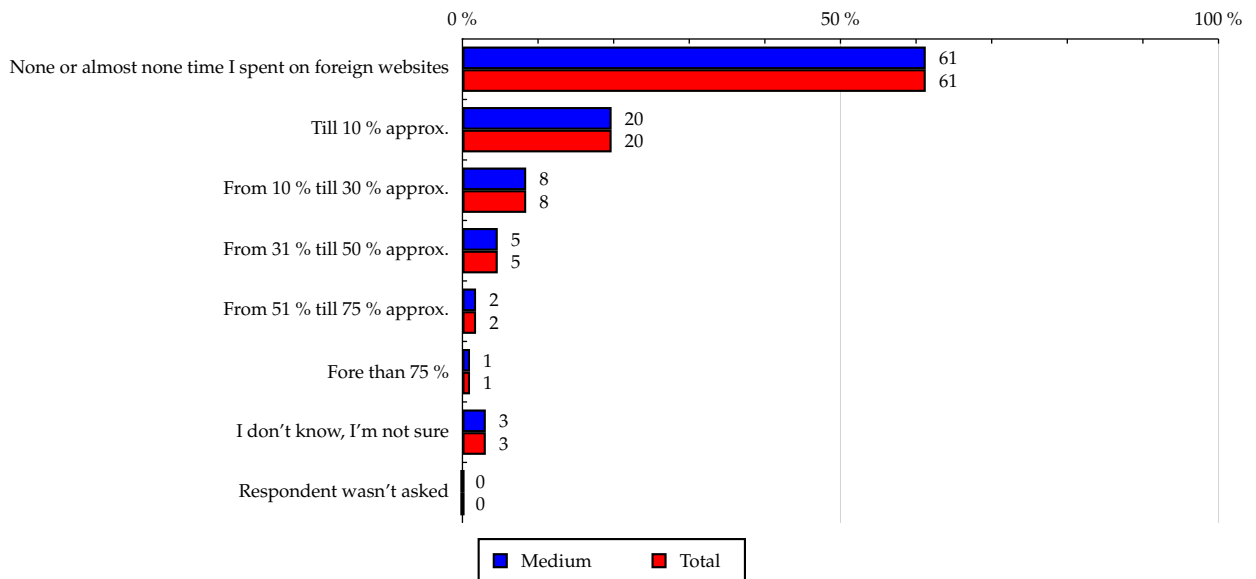
TOTAL

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	61.28	3 327 365	97.70	62.19	4 417 093 945	129 697.21	100.00	61.28	3 327 365	62.19	4 417 093 945
Till 10 % approx.	19.73	1 071 435	97.70	19.84	1 409 301 597	128 508.74	100.00	19.73	1 071 435	19.84	1 409 301 597
From 10 % till 30 % approx.	8.43	457 856	97.70	8.36	593 864 068	126 722.20	100.00	8.43	457 856	8.36	593 864 068
From 31 % till 50 % approx.	4.67	253 819	97.70	4.14	294 170 922	113 232.20	100.00	4.67	253 819	4.14	294 170 922
From 51 % till 75 % approx.	1.80	97 473	97.70	1.40	99 599 009	99 830.89	100.00	1.80	97 473	1.40	99 599 009
Fore than 75 %	1.00	54 165	97.70	0.97	69 088 503	124 618.01	100.00	1.00	54 165	0.97	69 088 503
I don't know, I'm not sure	3.09	167 712	97.70	3.10	219 946 849	128 128.62	100.00	3.09	167 712	3.10	219 946 849
Respondent wasn't asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, October 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

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

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".