

SPIR NetMonitor

Research on the Sociodemography of Internet Users in the Czech Republic

Medium title:

TOTAL

Month:

November 2009

Basic information	
The size of Internet population in the Czech Republic	5 619 673
Number of respondents	
Medium	N = 30 700
Total (for all measured media)	N = 30 700
RU(number)	5 490 420
Reach(%)	97.70
PV(number) (from Czech visitors)	7 210 228 391
PV(number) (from all visitors)	7 660 451 607
GRP (%)	128 303.34

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

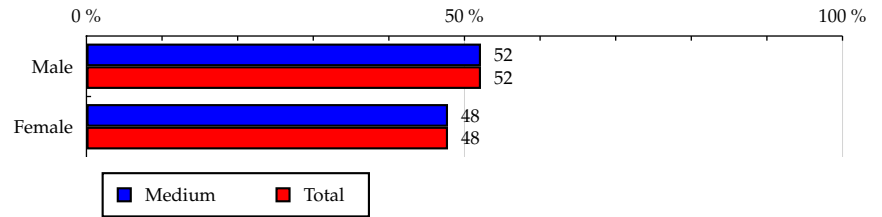
TOTAL

Table 1: Sex

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Male	52.18	2 864 794	97.70	51.38	3 704 278 726	126 329.47	100.00	52.18	2 864 794	51.38	3 704 278 726
Female	47.82	2 625 625	97.70	48.62	3 505 949 666	130 457.02	100.00	47.82	2 625 625	48.62	3 505 949 666

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

Chart 1: Sex by RU(%)



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

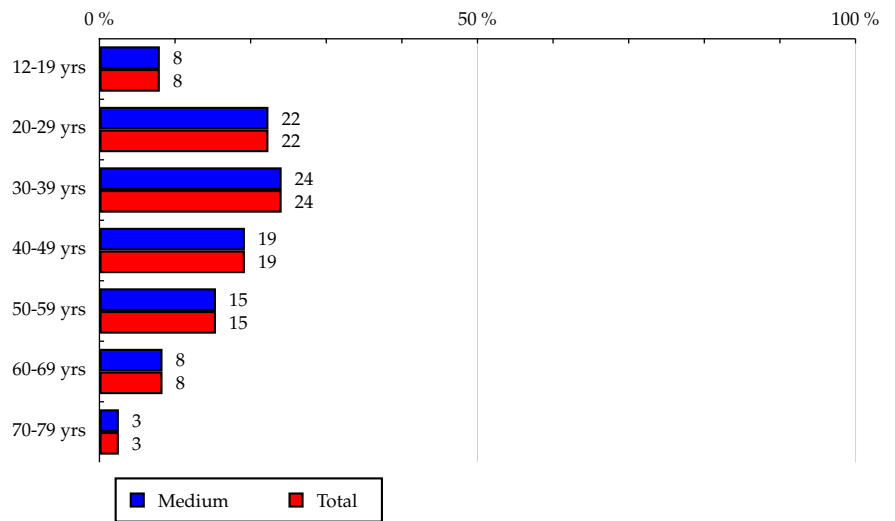
TOTAL

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	438 731	97.70	5.07	365 365 433	81 362.37	100.00	7.99	438 731	5.07	365 365 433
20-29 yrs	22.35	1 227 168	97.70	22.01	1 586 630 804	126 318.25	100.00	22.35	1 227 168	22.01	1 586 630 804
30-39 yrs	24.10	1 323 025	97.70	27.51	1 983 270 050	146 456.36	100.00	24.10	1 323 025	27.51	1 983 270 050
40-49 yrs	19.24	1 056 252	97.70	20.14	1 452 086 068	134 313.33	100.00	19.24	1 056 252	20.14	1 452 086 068
50-59 yrs	15.41	846 077	97.70	14.49	1 044 416 841	120 603.09	100.00	15.41	846 077	14.49	1 044 416 841
60-69 yrs	8.34	458 063	97.70	8.15	587 980 717	125 409.81	100.00	8.34	458 063	8.15	587 980 717
70-79 yrs	2.57	141 101	97.70	2.64	190 478 478	131 889.31	100.00	2.57	141 101	2.64	190 478 478

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

Chart 2: Age by RU(%)



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

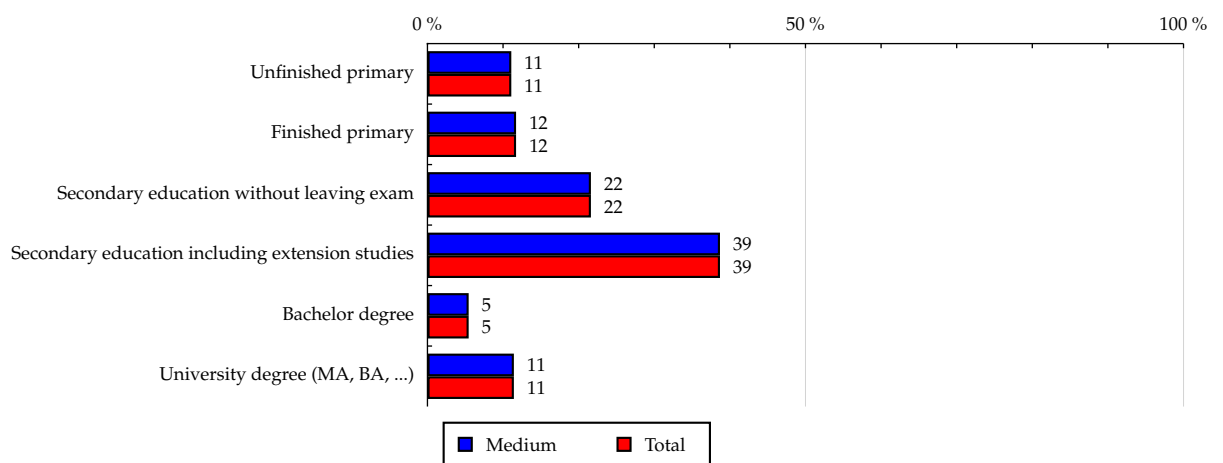
TOTAL

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	608 881	97.70	7.41	534 235 924	85 722.51	100.00	11.09	608 881	7.41	534 235 924
Finished primary	11.72	643 419	97.70	11.42	823 557 845	125 053.04	100.00	11.72	643 419	11.42	823 557 845
Secondary education without leaving exam	21.62	1 186 763	97.70	28.06	2 023 149 139	166 555.17	100.00	21.62	1 186 763	28.06	2 023 149 139
Secondary education including extension studies	38.69	2 124 245	97.70	39.43	2 842 652 182	130 741.55	100.00	38.69	2 124 245	39.43	2 842 652 182
Bachelor degree	5.45	299 338	97.70	5.41	390 173 506	127 347.34	100.00	5.45	299 338	5.41	390 173 506
University degree (MA, BA, ...)	11.43	627 771	97.70	8.27	596 459 796	92 826.95	100.00	11.43	627 771	8.27	596 459 796

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

Chart 3: Highest Education by RU(%)



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

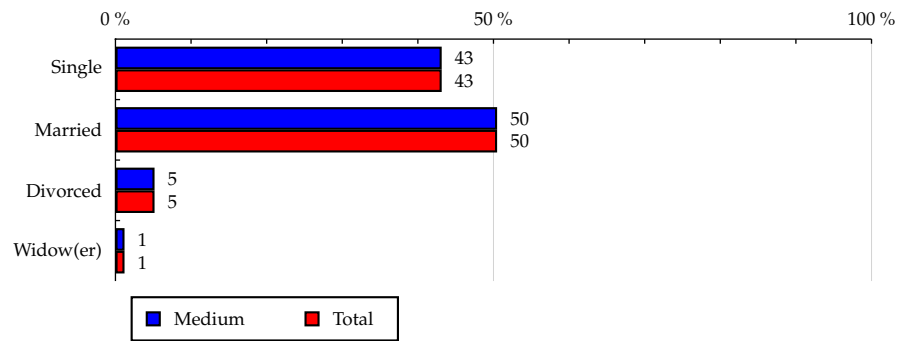
TOTAL

Table 4: Marital Status

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Single	43.15	2 368 876	97.70	41.86	3 018 019 462	124 472.70	100.00	43.15	2 368 876	41.86	3 018 019 462
Married	50.48	2 771 705	97.70	50.30	3 627 091 304	127 851.52	100.00	50.48	2 771 705	50.30	3 627 091 304
Divorced	5.17	284 088	97.70	6.63	477 812 959	164 323.35	100.00	5.17	284 088	6.63	477 812 959
Widow(er)	1.20	65 749	97.70	1.21	87 304 666	129 729.58	100.00	1.20	65 749	1.21	87 304 666

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

Chart 4: Marital Status by RU(%)



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

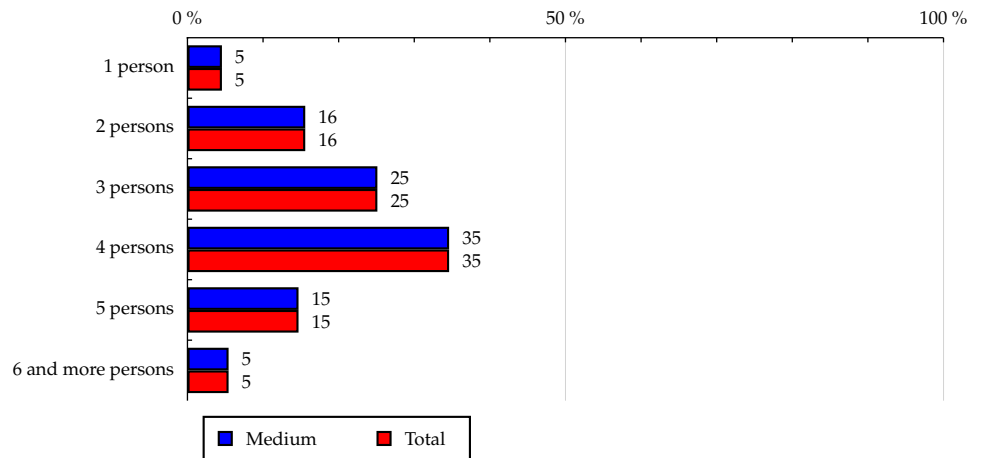
TOTAL

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	250 266	97.70	5.10	367 717 023	143 551.01	100.00	4.56	250 266	5.10	367 717 023
2 persons	15.58	855 601	97.70	17.23	1 241 974 153	141 819.35	100.00	15.58	855 601	17.23	1 241 974 153
3 persons	25.12	1 378 997	97.70	25.64	1 848 896 883	130 991.68	100.00	25.12	1 378 997	25.64	1 848 896 883
4 persons	34.61	1 900 465	97.70	33.69	2 428 961 252	124 869.17	100.00	34.61	1 900 465	33.69	2 428 961 252
5 persons	14.69	806 426	97.70	13.55	976 963 189	118 360.87	100.00	14.69	806 426	13.55	976 963 189
6 and more persons	5.44	298 663	97.70	4.79	345 715 891	113 091.90	100.00	5.44	298 663	4.79	345 715 891

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

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



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

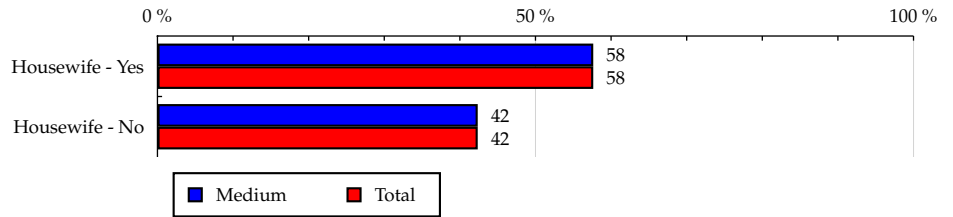
TOTAL

Table 6: Housewife

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Housewife - Yes	57.64	3 164 950	97.70	61.72	4 449 898 870	137 365.54	100.00	57.64	3 164 950	61.72	4 449 898 870
Housewife - No	42.36	2 325 469	97.70	38.28	2 760 329 522	115 969.76	100.00	42.36	2 325 469	38.28	2 760 329 522

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

Chart 6: Housewife by RU(%)



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

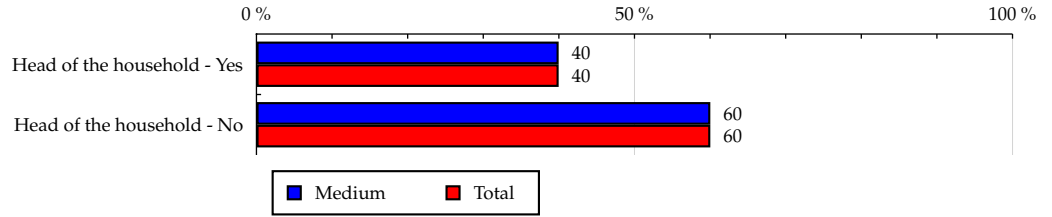
TOTAL

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	39.97	2 194 256	97.70	40.69	2 933 609 804	130 619.92	100.00	39.97	2 194 256	40.69	2 933 609 804
Head of the household - No	60.03	3 296 163	97.70	59.31	4 276 618 587	126 761.20	100.00	60.03	3 296 163	59.31	4 276 618 587

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

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



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

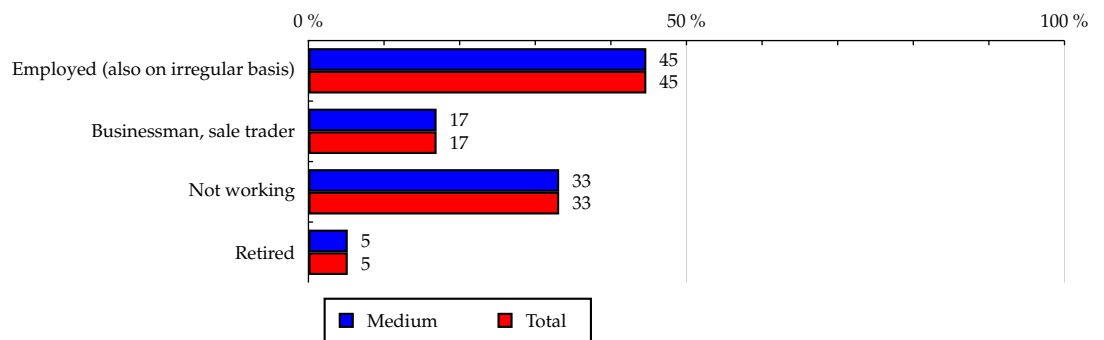
TOTAL

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)	44.69	2 453 880	97.70	45.38	3 272 337 904	130 286.44	100.00	44.69	2 453 880	45.38	3 272 337 904
Businessman, sale trader	16.95	930 545	97.70	16.67	1 201 794 462	126 178.98	100.00	16.95	930 545	16.67	1 201 794 462
Not working	33.16	1 820 756	97.70	30.84	2 223 671 320	119 320.03	100.00	33.16	1 820 756	30.84	2 223 671 320
Retired	5.20	285 237	97.70	7.11	512 424 705	175 516.58	100.00	5.20	285 237	7.11	512 424 705

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

Chart 8: Economic Activity by RU(%)



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

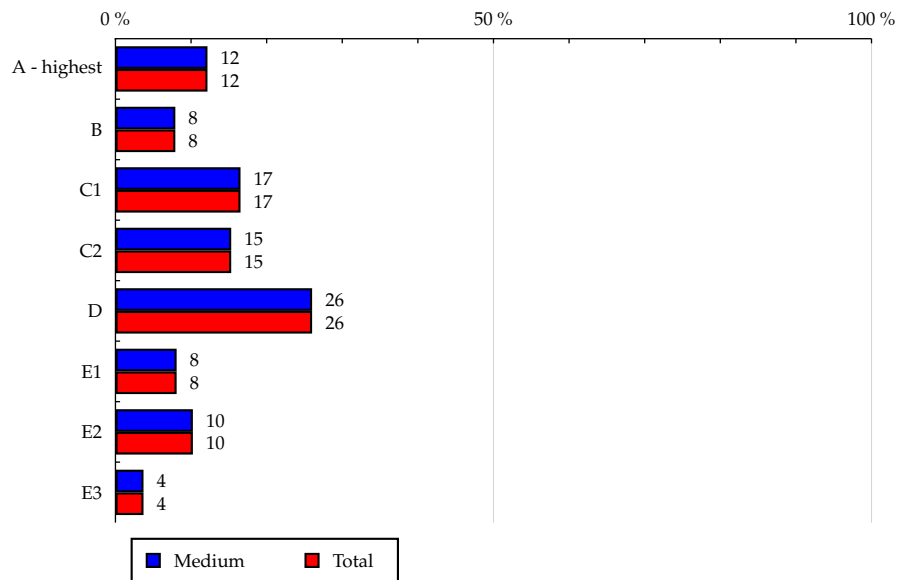
TOTAL

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	12.17	668 382	97.70	9.89	712 936 889	104 212.69	100.00	12.17	668 382	9.89	712 936 889
B	7.92	434 889	97.70	7.88	568 190 190	127 646.60	100.00	7.92	434 889	7.88	568 190 190
C1	16.54	907 978	97.70	16.61	1 197 701 983	128 874.71	100.00	16.54	907 978	16.61	1 197 701 983
C2	15.31	840 719	97.70	16.65	1 200 538 706	139 514.56	100.00	15.31	840 719	16.65	1 200 538 706
D	26.01	1 428 202	97.70	26.27	1 893 965 786	129 561.75	100.00	26.01	1 428 202	26.27	1 893 965 786
E1	8.09	444 330	97.70	9.02	650 237 163	142 975.07	100.00	8.09	444 330	9.02	650 237 163
E2	10.24	562 012	97.70	9.72	701 178 447	121 892.61	100.00	10.24	562 012	9.72	701 178 447
E3	3.71	203 904	97.70	3.96	285 479 228	136 786.14	100.00	3.71	203 904	3.96	285 479 228

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

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



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

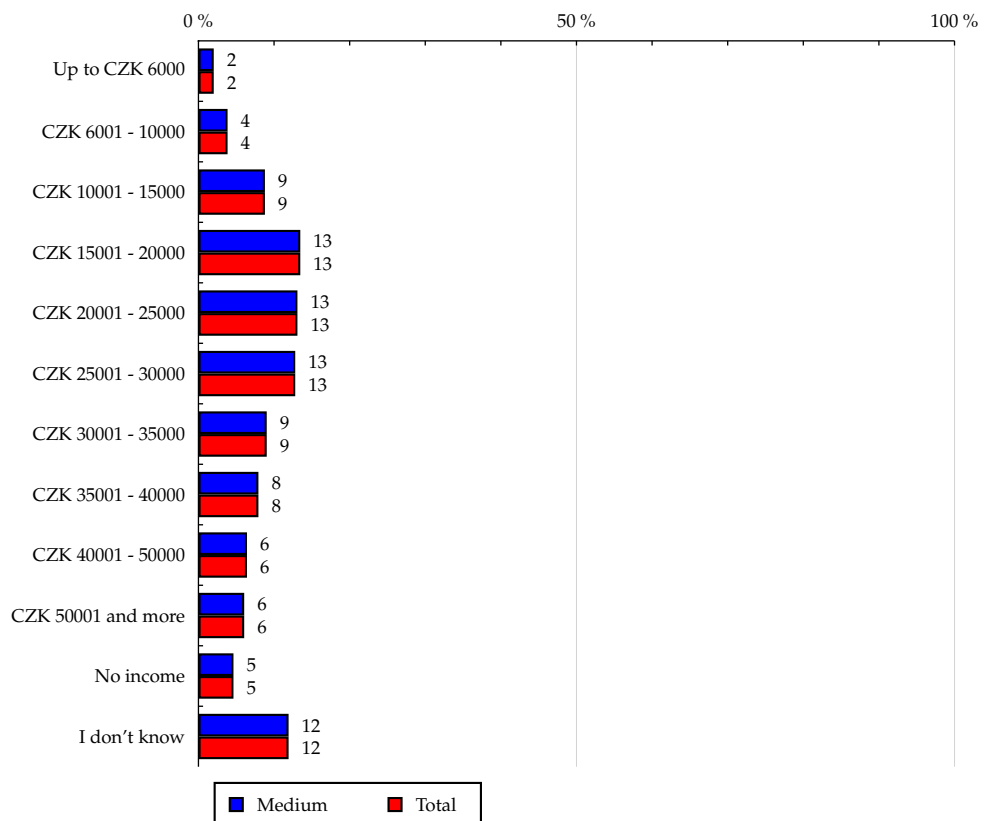
TOTAL

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	2.02	110 910	97.70	1.84	132 959 389	117 122.42	100.00	2.02	110 910	1.84	132 959 389
CZK 6001 - 10000	3.85	211 235	97.70	4.84	348 780 738	161 317.33	100.00	3.85	211 235	4.84	348 780 738
CZK 10001 - 15000	8.79	482 846	97.70	10.20	735 683 066	148 859.24	100.00	8.79	482 846	10.20	735 683 066
CZK 15001 - 20000	13.47	739 766	97.70	14.13	1 019 068 870	134 587.02	100.00	13.47	739 766	14.13	1 019 068 870
CZK 20001 - 25000	13.09	718 908	97.70	14.38	1 036 733 914	140 892.53	100.00	13.09	718 908	14.38	1 036 733 914
CZK 25001 - 30000	12.80	703 036	97.70	12.40	894 129 283	124 255.81	100.00	12.80	703 036	12.40	894 129 283
CZK 30001 - 35000	9.03	495 803	97.70	9.30	670 254 015	132 076.10	100.00	9.03	495 803	9.30	670 254 015
CZK 35001 - 40000	7.93	435 514	97.70	6.99	503 731 589	113 003.16	100.00	7.93	435 514	6.99	503 731 589
CZK 40001 - 50000	6.42	352 214	97.70	6.19	446 384 327	123 821.60	100.00	6.42	352 214	6.19	446 384 327
CZK 50001 and more	6.05	331 917	97.70	5.56	400 705 954	117 947.84	100.00	6.05	331 917	5.56	400 705 954
No income	4.63	254 033	97.70	3.91	282 210 231	108 536.62	100.00	4.63	254 033	3.91	282 210 231
I don't know	11.92	654 230	97.70	10.26	739 587 015	110 446.77	100.00	11.92	654 230	10.26	739 587 015

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

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



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

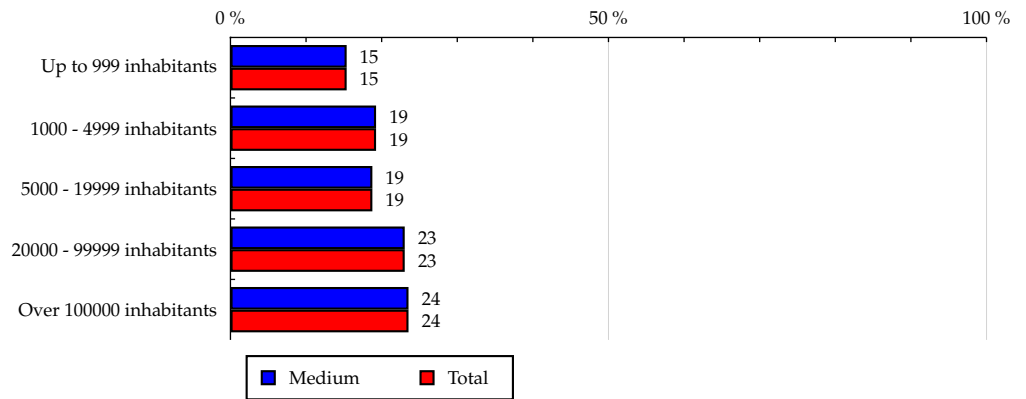
TOTAL

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	844 048	97.70	15.21	1 096 806 002	126 957.12	100.00	15.37	844 048	15.21	1 096 806 002
1000 - 4999 inhabitants	19.26	1 057 511	97.70	19.39	1 397 954 504	129 152.38	100.00	19.26	1 057 511	19.39	1 397 954 504
5000 - 19999 inhabitants	18.77	1 030 392	97.70	19.52	1 407 755 514	133 480.82	100.00	18.77	1 030 392	19.52	1 407 755 514
20000 - 99999 inhabitants	23.05	1 265 597	97.70	23.59	1 700 607 663	131 281.39	100.00	23.05	1 265 597	23.59	1 700 607 663
Over 100000 inhabitants	23.55	1 292 869	97.70	22.29	1 607 104 708	121 446.18	100.00	23.55	1 292 869	22.29	1 607 104 708

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

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



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

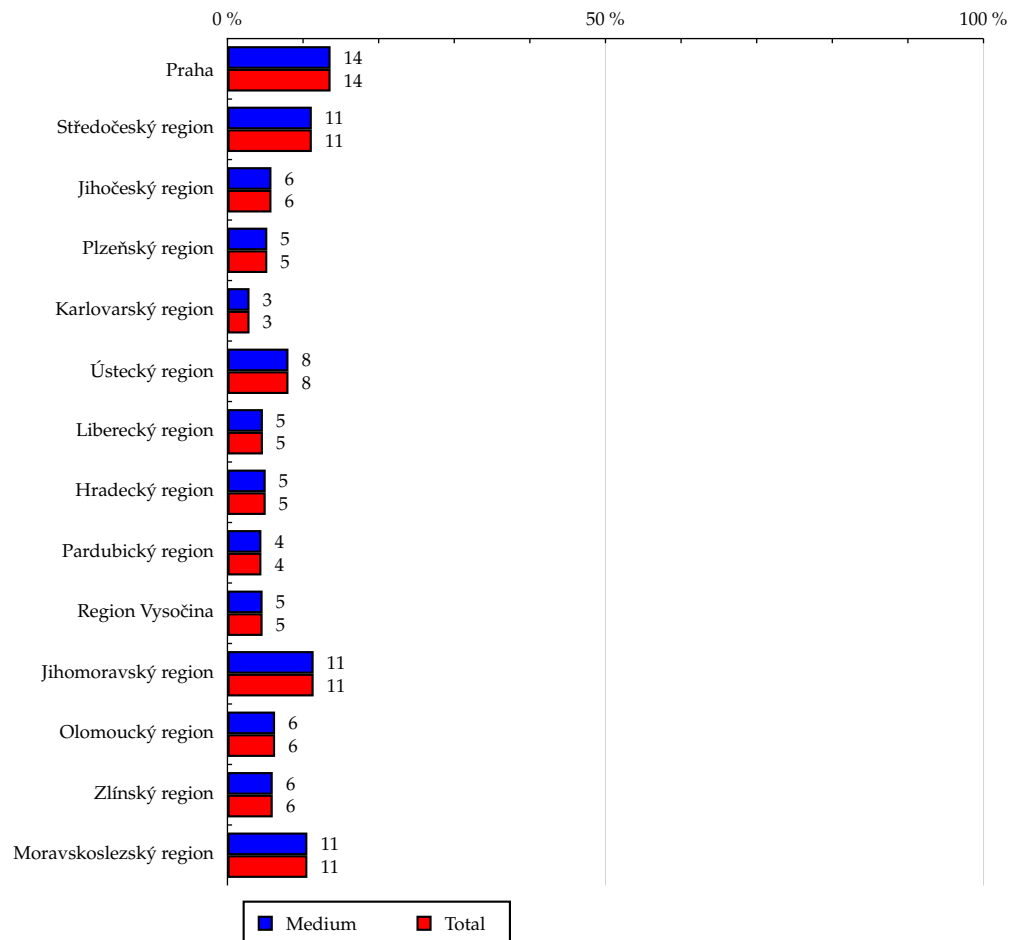
TOTAL

Table 12: Region

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Praha	13.64	748 720	97.70	11.88	856 445 421	111 756.98	100.00	13.64	748 720	11.88	856 445 421
Středočeský region	11.16	612 511	97.70	10.21	736 274 869	117 441.14	100.00	11.16	612 511	10.21	736 274 869
Jihočeský region	5.82	319 598	97.70	5.52	398 109 463	121 700.50	100.00	5.82	319 598	5.52	398 109 463
Plzeňský region	5.27	289 341	97.70	5.85	422 004 766	142 495.30	100.00	5.27	289 341	5.85	422 004 766
Karlovarský region	2.92	160 321	97.70	3.05	219 589 093	133 817.95	100.00	2.92	160 321	3.05	219 589 093
Ústecký region	8.07	442 965	97.70	9.86	711 156 403	156 851.76	100.00	8.07	442 965	9.86	711 156 403
Liberecký region	4.69	257 392	97.70	4.70	338 659 867	128 547.32	100.00	4.69	257 392	4.70	338 659 867
Hradecký region	5.06	277 763	97.70	4.97	358 474 013	126 088.77	100.00	5.06	277 763	4.97	358 474 013
Pardubický region	4.49	246 247	97.70	4.22	304 581 911	120 844.64	100.00	4.49	246 247	4.22	304 581 911
Region Vysočina	4.65	255 192	97.70	4.76	343 411 219	131 474.48	100.00	4.65	255 192	4.76	343 411 219
Jihomoravský region	11.40	625 795	97.70	11.02	794 339 985	124 013.42	100.00	11.40	625 795	11.02	794 339 985
Olomoucký region	6.30	345 679	97.70	6.34	457 300 720	129 247.80	100.00	6.30	345 679	6.34	457 300 720
Zlínský region	5.99	328 715	97.70	6.37	459 159 135	136 470.21	100.00	5.99	328 715	6.37	459 159 135
Moravskoslezský region	10.57	580 175	97.70	11.24	810 721 528	136 523.28	100.00	10.57	580 175	11.24	810 721 528

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

Chart 12: Region by RU(%)



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

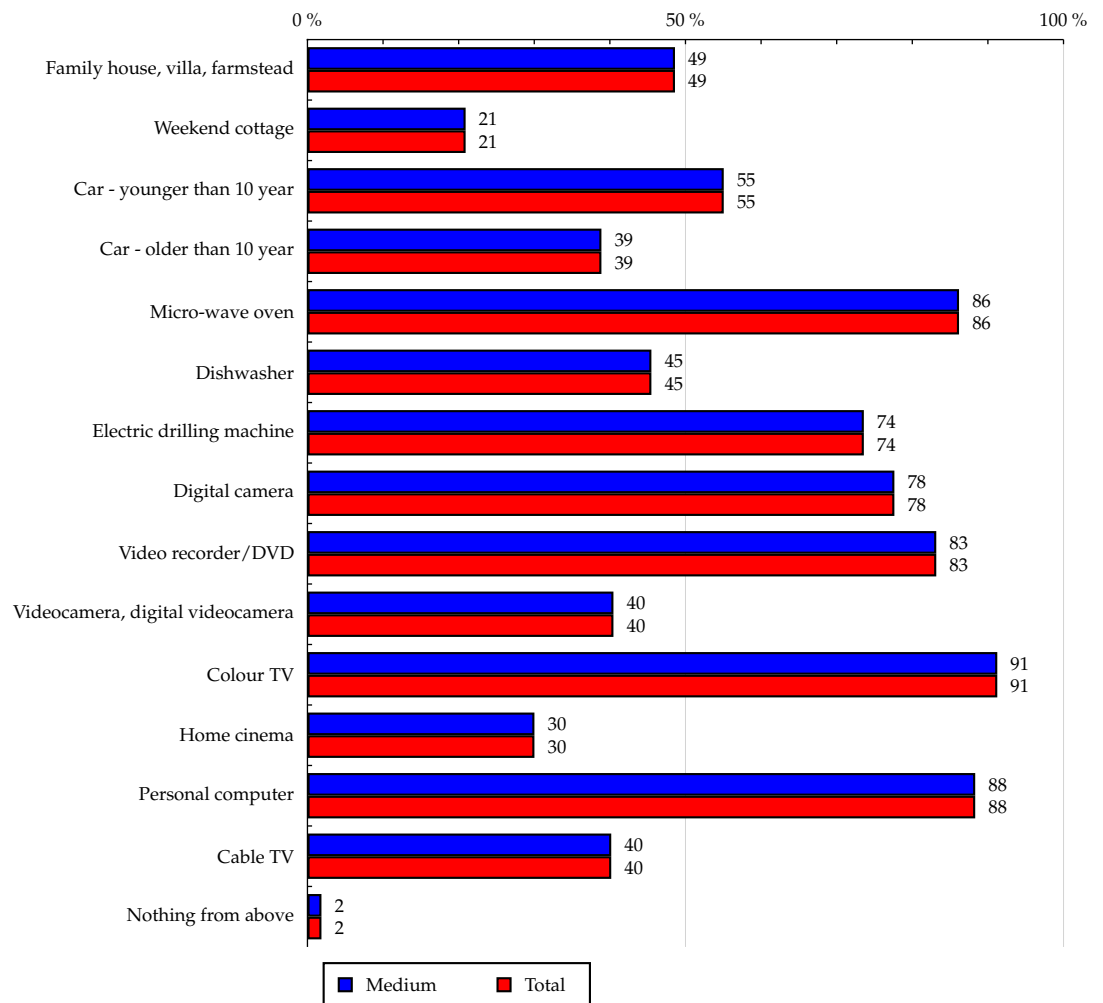
TOTAL

Table 13: Facilities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Family house, villa, farmstead	48.61	2 668 625	97.70	44.94	3 240 210 405	118 626.05	100.00	48.61	2 668 625	44.94	3 240 210 405
Weekend cottage	20.92	1 148 359	97.70	18.66	1 345 137 701	114 441.45	100.00	20.92	1 148 359	18.66	1 345 137 701
Car - younger than 10 year	55.06	3 022 935	97.70	52.00	3 749 134 535	121 170.42	100.00	55.06	3 022 935	52.00	3 749 134 535
Car - older than 10 year	38.88	2 134 733	97.70	39.43	2 842 656 991	130 099.38	100.00	38.88	2 134 733	39.43	2 842 656 991
Micro-wave oven	86.18	4 731 884	97.70	86.26	6 219 583 424	128 416.75	100.00	86.18	4 731 884	86.26	6 219 583 424
Dishwasher	45.49	2 497 706	97.70	40.30	2 905 435 821	113 648.67	100.00	45.49	2 497 706	40.30	2 905 435 821
Electric drilling machine	73.59	4 040 349	97.70	71.91	5 184 861 403	125 375.53	100.00	73.59	4 040 349	71.91	5 184 861 403
Digital camera	77.63	4 261 984	97.70	76.00	5 479 424 858	125 608.10	100.00	77.63	4 261 984	76.00	5 479 424 858
Video recorder/DVD	83.17	4 566 183	97.70	83.30	6 006 296 147	128 513.25	100.00	83.17	4 566 183	83.30	6 006 296 147
Videocamera, digital videocamera	40.47	2 222 176	97.70	39.18	2 824 782 981	124 194.15	100.00	40.47	2 222 176	39.18	2 824 782 981
Colour TV	91.24	5 009 685	97.70	91.78	6 617 231 593	129 050.70	100.00	91.24	5 009 685	91.78	6 617 231 593
Home cinema	30.02	1 648 477	97.70	31.41	2 264 757 974	134 224.94	100.00	30.02	1 648 477	31.41	2 264 757 974
Personal computer	88.32	4 849 217	97.70	87.84	6 333 199 127	127 598.63	100.00	88.32	4 849 217	87.84	6 333 199 127
Cable TV	40.18	2 206 294	97.70	40.62	2 928 885 663	129 698.06	100.00	40.18	2 206 294	40.62	2 928 885 663
Nothing from above	1.85	101 524	97.70	1.97	141 896 363	136 551.03	100.00	1.85	101 524	1.97	141 896 363

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

Chart 13: Facilities by RU(%)



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

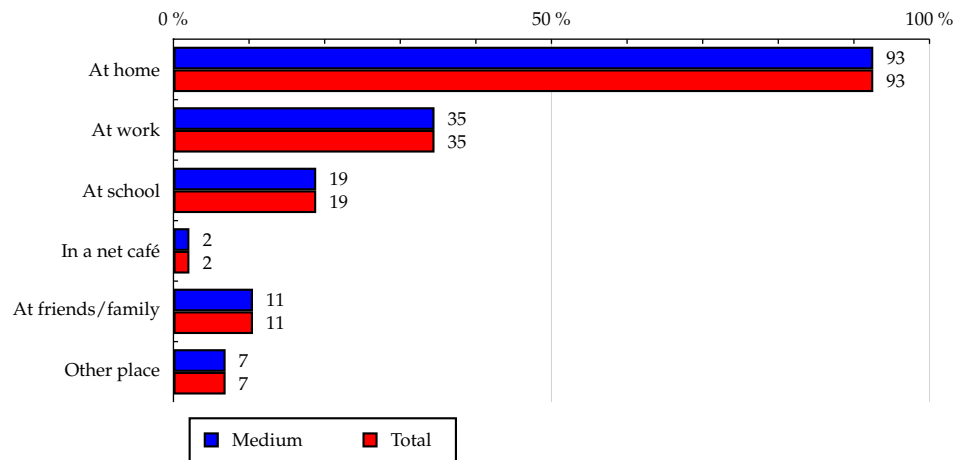
TOTAL

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	92.56	5 082 205	97.70	94.19	6 791 040 441	130 550.51	100.00	92.56	5 082 205	94.19	6 791 040 441
At work	34.53	1 895 946	97.70	29.17	2 103 559 287	108 398.49	100.00	34.53	1 895 946	29.17	2 103 559 287
At school	18.88	1 036 392	97.70	14.95	1 078 011 130	101 623.38	100.00	18.88	1 036 392	14.95	1 078 011 130
In a net café	2.11	115 658	97.70	1.75	125 975 413	106 414.57	100.00	2.11	115 658	1.75	125 975 413
At friends/family	10.52	577 430	97.70	9.40	677 545 047	114 639.06	100.00	10.52	577 430	9.40	677 545 047
Other place	6.90	378 986	97.70	5.67	409 129 333	105 470.55	100.00	6.90	378 986	5.67	409 129 333

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

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



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

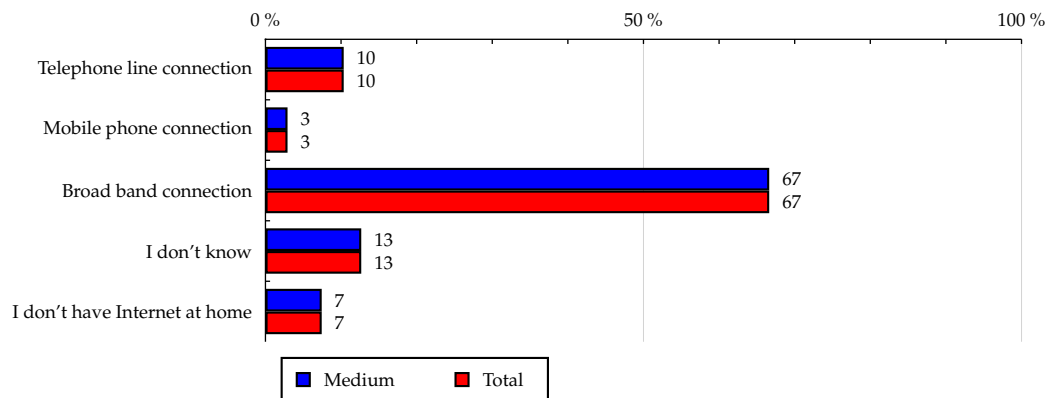
TOTAL

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	10.35	568 197	97.70	10.78	777 547 381	133 697.20	100.00	10.35	568 197	10.78	777 547 381
Mobile phone connection	2.92	160 119	97.70	2.33	168 139 395	102 593.41	100.00	2.92	160 119	2.33	168 139 395
Broad band connection	66.63	3 658 043	97.70	69.63	5 020 835 256	134 097.78	100.00	66.63	3 658 043	69.63	5 020 835 256
I don't know	12.67	695 845	97.70	11.44	824 518 409	115 766.30	100.00	12.67	695 845	11.44	824 518 409
I don't have Internet at home	7.44	408 214	97.70	5.81	419 187 950	100 326.41	100.00	7.44	408 214	5.81	419 187 950

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

Chart 15: Connection from Home by RU(%)



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

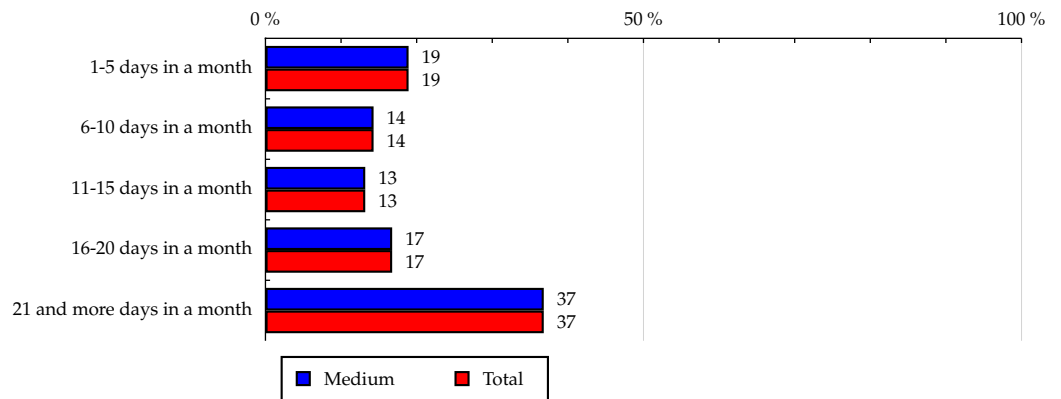
TOTAL

Table 16: Measured Frequency of the Internet Use (NetMonitor)

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
1-5 days in a month	18.93	1 039 462	97.70	1.10	79 059 867	7 430.90	100.00	18.93	1 039 462	1.10	79 059 867
6-10 days in a month	14.30	785 075	97.70	2.98	215 151 916	26 774.92	100.00	14.30	785 075	2.98	215 151 916
11-15 days in a month	13.20	724 751	97.70	5.85	421 989 923	56 886.31	100.00	13.20	724 751	5.85	421 989 923
16-20 days in a month	16.76	919 992	97.70	14.65	1 056 307 128	112 176.11	100.00	16.76	919 992	14.65	1 056 307 128
21 and more days in a month	36.81	2 021 137	97.70	75.42	5 437 719 557	262 854.49	100.00	36.81	2 021 137	75.42	5 437 719 557

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

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



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

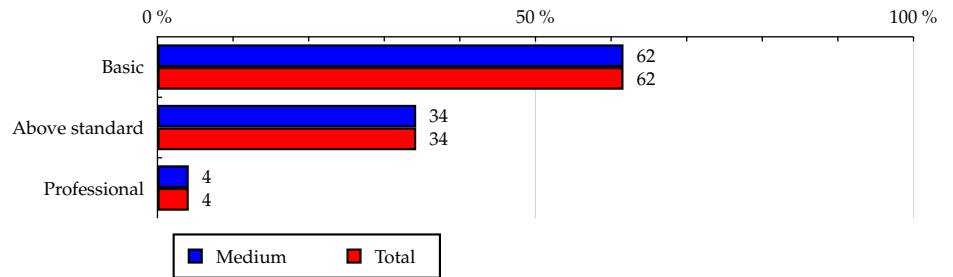
TOTAL

Table 17: IT Knowledge

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Basic	61.64	3 384 312	97.70	65.08	4 692 517 102	135 465.88	100.00	61.64	3 384 312	65.08	4 692 517 102
Above standard	34.22	1 878 597	97.70	31.92	2 301 840 994	119 711.55	100.00	34.22	1 878 597	31.92	2 301 840 994
Professional	4.14	227 509	97.70	2.99	215 870 296	92 701.70	100.00	4.14	227 509	2.99	215 870 296

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

Chart 17: IT Knowledge by RU(%)



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

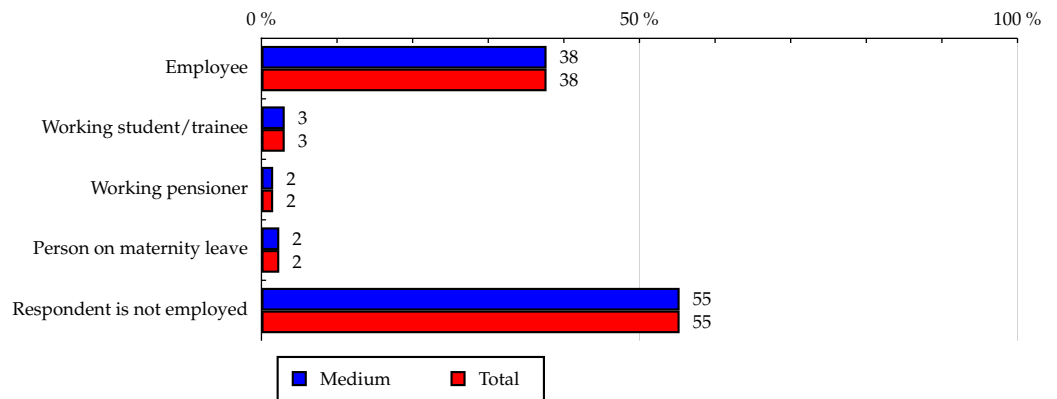
TOTAL

Table 18: Economically Active as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Employee	37.71	2 070 256	97.70	38.11	2 747 828 634	129 676.10	100.00	37.71	2 070 256	38.11	2 747 828 634
Working student/trainee	3.08	169 197	97.70	2.83	203 852 039	117 710.40	100.00	3.08	169 197	2.83	203 852 039
Working pensioner	1.55	85 077	97.70	1.62	116 935 257	134 283.85	100.00	1.55	85 077	1.62	116 935 257
Person on maternity leave	2.36	129 348	97.70	2.83	203 721 975	153 876.28	100.00	2.36	129 348	2.83	203 721 975
Respondent is not employed	55.31	3 036 539	97.70	54.62	3 937 890 487	126 700.77	100.00	55.31	3 036 539	54.62	3 937 890 487

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

Chart 18: Economically Active as by RU(%)



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

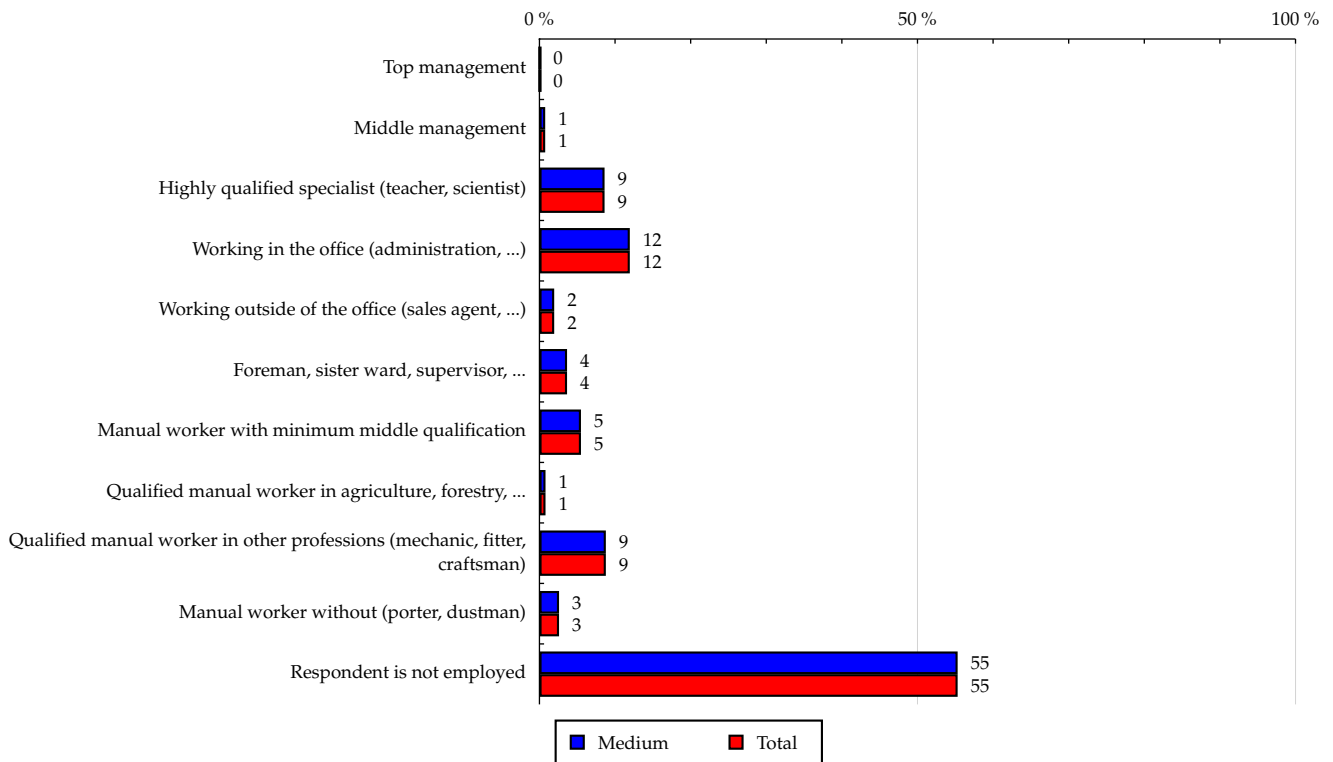
TOTAL

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	6 390	97.70	0.09	6 135 684	93 805.24	100.00	0.12	6 390	0.09	6 135 684
Middle management	0.76	41 922	97.70	0.70	50 371 143	117 389.83	100.00	0.76	41 922	0.70	50 371 143
Highly qualified specialist (teacher, scientist)	8.61	472 501	97.70	6.33	456 364 777	94 363.37	100.00	8.61	472 501	6.33	456 364 777
Working in the office (administration, ...)	11.95	655 978	97.70	11.45	825 359 215	122 927.16	100.00	11.95	655 978	11.45	825 359 215
Working outside of the office (sales agent, ...)	1.95	106 912	97.70	1.93	139 469 077	127 451.57	100.00	1.95	106 912	1.93	139 469 077
Foreman, sister ward, supervisor, ...	3.65	200 368	97.70	3.72	268 274 390	130 811.30	100.00	3.65	200 368	3.72	268 274 390
Manual worker with minimum middle qualification	5.49	301 380	97.70	5.98	431 423 074	139 856.35	100.00	5.49	301 380	5.98	431 423 074
Qualified manual worker in agriculture, forestry, ...	0.80	44 148	97.70	1.11	80 025 359	177 096.22	100.00	0.80	44 148	1.11	80 025 359
Qualified manual worker in other professions (mechanic, fitter, craftsman)	8.78	482 245	97.70	10.75	774 959 266	157 001.85	100.00	8.78	482 245	10.75	774 959 266
Manual worker without (porter, dustman)	2.59	142 032	97.70	3.33	239 955 919	165 058.61	100.00	2.59	142 032	3.33	239 955 919
Respondent is not employed	55.31	3 036 539	97.70	54.62	3 937 890 487	126 700.77	100.00	55.31	3 036 539	54.62	3 937 890 487

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

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



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

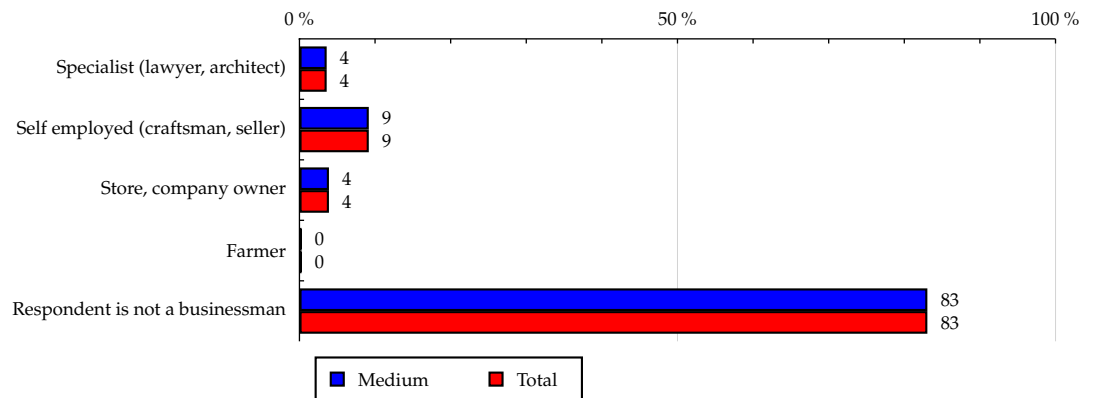
TOTAL

Table 20: Business Activities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Specialist (lawyer, architect)	3.60	197 719	97.70	2.88	207 403 710	102 485.31	100.00	3.60	197 719	2.88	207 403 710
Self employed (craftsman, seller)	9.17	503 620	97.70	10.11	728 673 271	141 359.10	100.00	9.17	503 620	10.11	728 673 271
Store, company owner	3.90	214 086	97.70	3.42	246 386 719	112 440.32	100.00	3.90	214 086	3.42	246 386 719
Farmer	0.28	15 118	97.70	0.27	19 330 762	124 918.50	100.00	0.28	15 118	0.27	19 330 762
Respondent is not a businessman	83.05	4 559 874	97.70	83.33	6 008 433 929	128 736.87	100.00	83.05	4 559 874	83.33	6 008 433 929

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

Chart 20: Business Activities by RU(%)



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

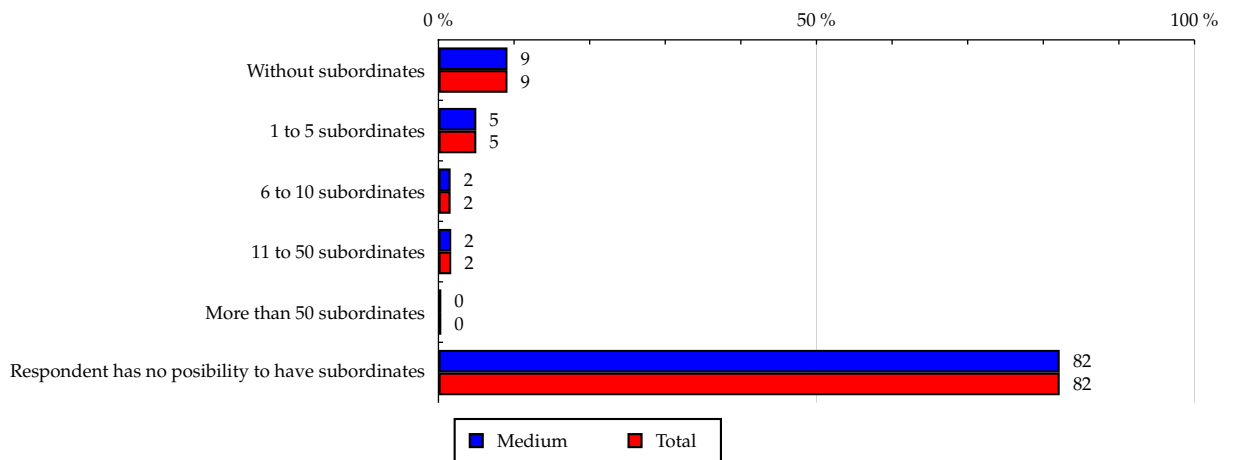
TOTAL

Table 21: Number of Subordinates

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Without subordinates	9.13	501 531	97.70	9.78	705 184 575	137 372.24	100.00	9.13	501 531	9.78	705 184 575
1 to 5 subordinates	5.01	275 018	97.70	4.67	336 841 767	119 662.45	100.00	5.01	275 018	4.67	336 841 767
6 to 10 subordinates	1.61	88 501	97.70	1.30	93 592 995	103 320.41	100.00	1.61	88 501	1.30	93 592 995
11 to 50 subordinates	1.69	93 050	97.70	1.34	96 965 528	101 810.36	100.00	1.69	93 050	1.34	96 965 528
More than 50 subordinates	0.38	20 755	97.70	0.36	25 716 424	121 052.37	100.00	0.38	20 755	0.36	25 716 424
Respondent has no possibility to have subordinates	82.17	4 511 561	97.70	82.55	5 951 927 102	128 891.79	100.00	82.17	4 511 561	82.55	5 951 927 102

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

Chart 21: Number of Subordinates by RU(%)



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

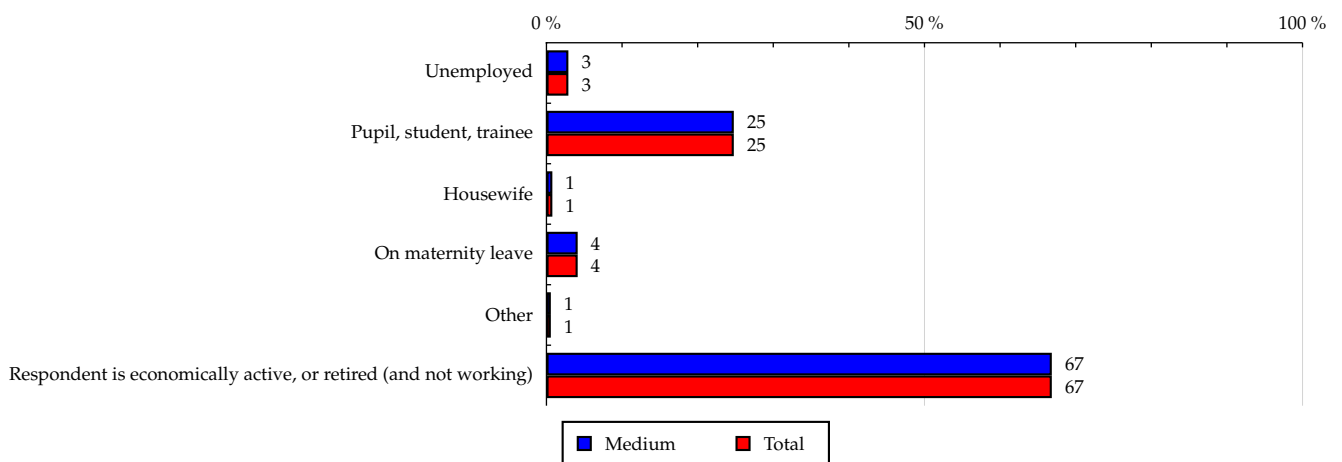
TOTAL

Table 22: Economically Inactive as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unemployed	2.90	158 959	97.70	3.55	255 823 709	157 235.16	100.00	2.90	158 959	3.55	255 823 709
Pupil, student, trainee	24.78	1 360 423	97.70	20.08	1 447 749 085	103 971.36	100.00	24.78	1 360 423	20.08	1 447 749 085
Housewife	0.78	42 737	97.70	0.83	60 108 750	137 410.24	100.00	0.78	42 737	0.83	60 108 750
On maternity leave	4.13	226 992	97.70	5.55	400 181 130	172 242.16	100.00	4.13	226 992	5.55	400 181 130
Other	0.58	31 643	97.70	0.83	59 808 646	184 663.22	100.00	0.58	31 643	0.83	59 808 646
Respondent is economically active, or retired (and not working)	66.84	3 669 663	97.70	69.16	4 986 557 071	132 760.55	100.00	66.84	3 669 663	69.16	4 986 557 071

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

Chart 22: Economically Inactive as by RU(%)



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

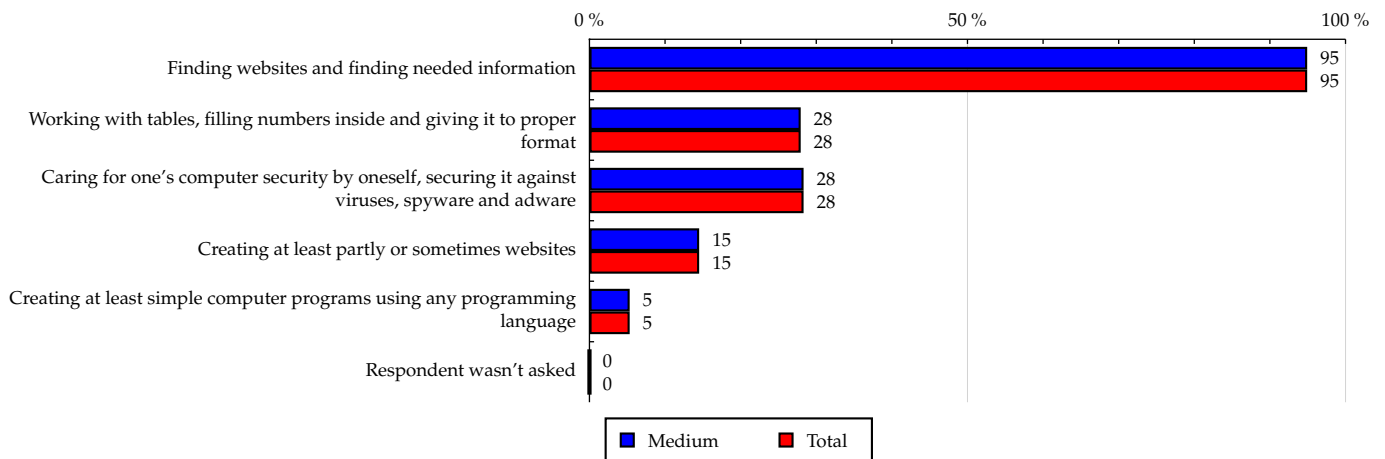
TOTAL

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	94.93	5 211 976	97.70	95.23	6 866 183 906	128 708.58	100.00	94.93	5 211 976	95.23	6 866 183 906
Working with tables, filling numbers inside and giving it to proper format	27.94	1 533 904	97.70	24.93	1 797 354 582	114 480.10	100.00	27.94	1 533 904	24.93	1 797 354 582
Caring for one's computer security by oneself, securing it against viruses, spyware and adware	28.32	1 555 082	97.70	29.05	2 094 319 739	131 578.20	100.00	28.32	1 555 082	29.05	2 094 319 739
Creating at least partly or sometimes websites	14.51	796 504	97.70	13.10	944 755 024	115 884.48	100.00	14.51	796 504	13.10	944 755 024
Creating at least simple computer programs using any programming language	5.32	291 854	97.70	4.18	301 181 210	100 822.26	100.00	5.32	291 854	4.18	301 181 210
Respondent wasn't asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



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

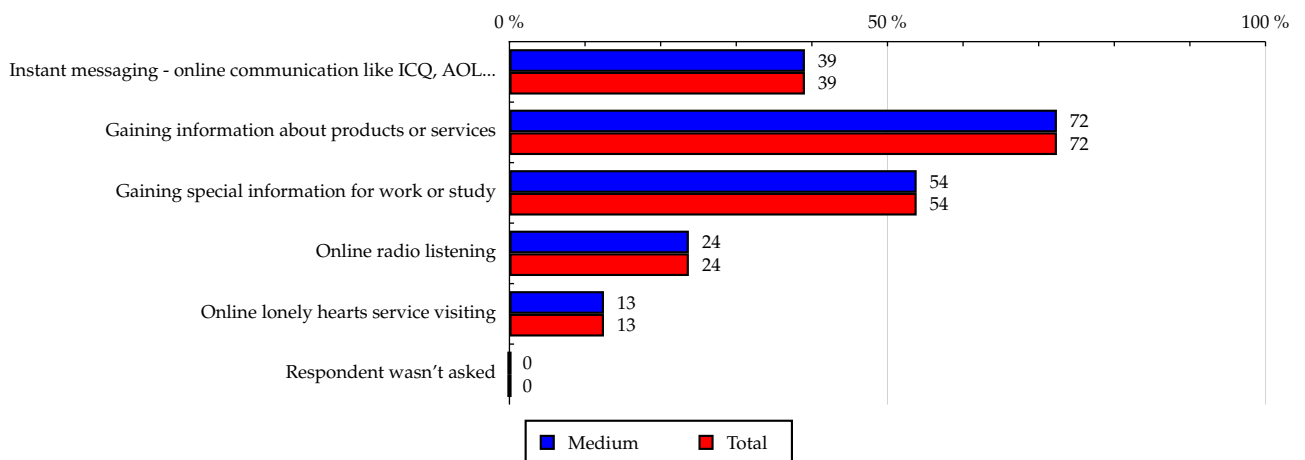
TOTAL

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...	39.08	2 145 431	97.70	39.43	2 842 784 177	129 456.49	100.00	39.08	2 145 431	39.43	2 842 784 177
Gaining information about products or services	72.41	3 975 701	97.70	74.35	5 360 615 472	131 733.24	100.00	72.41	3 975 701	74.35	5 360 615 472
Gaining special information for work or study	53.86	2 957 292	97.70	49.55	3 572 868 066	118 036.76	100.00	53.86	2 957 292	49.55	3 572 868 066
Online radio listening	23.73	1 302 727	97.70	24.37	1 756 966 985	131 766.31	100.00	23.73	1 302 727	24.37	1 756 966 985
Online lonely hearts service visiting	12.50	686 424	97.70	15.57	1 122 797 239	159 809.65	100.00	12.50	686 424	15.57	1 122 797 239
Respondent wasn't asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



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

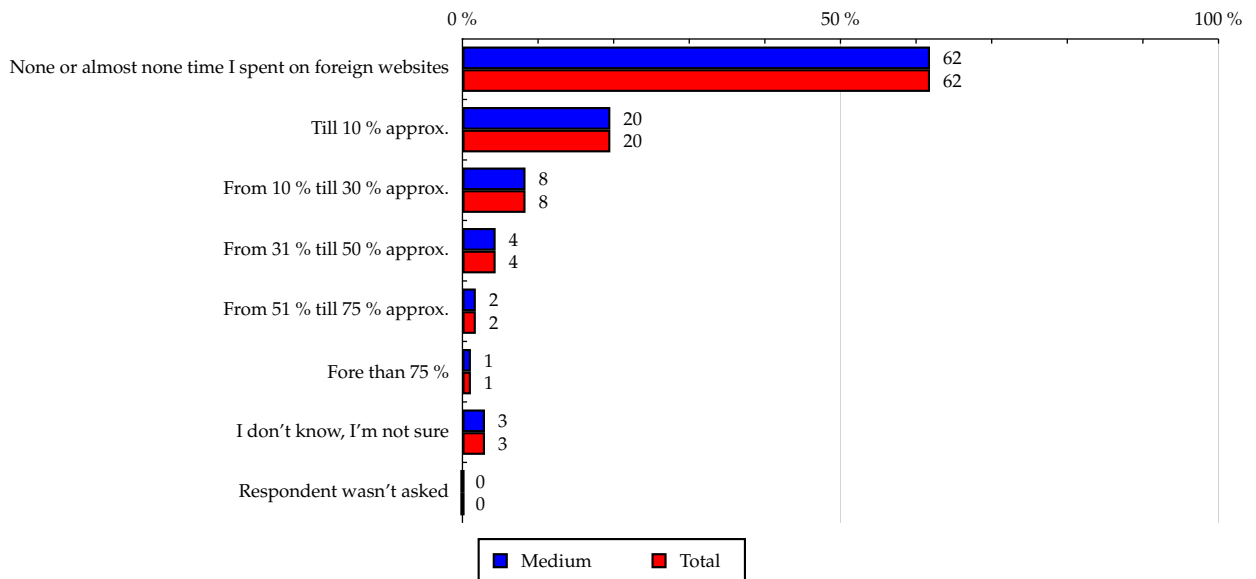
TOTAL

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	61.84	3 395 405	97.70	62.71	4 521 273 731	130 095.94	100.00	61.84	3 395 405	62.71	4 521 273 731
Till 10 % approx.	19.56	1 073 913	97.70	19.61	1 413 596 892	128 602.88	100.00	19.56	1 073 913	19.61	1 413 596 892
From 10 % till 30 % approx.	8.34	457 740	97.70	8.35	602 076 889	128 507.19	100.00	8.34	457 740	8.35	602 076 889
From 31 % till 50 % approx.	4.39	241 036	97.70	4.13	297 501 833	120 587.24	100.00	4.39	241 036	4.13	297 501 833
From 51 % till 75 % approx.	1.77	97 212	97.70	1.41	101 446 988	101 956.02	100.00	1.77	97 212	1.41	101 446 988
Fore than 75 %	1.12	61 266	97.70	0.80	57 323 912	91 412.17	100.00	1.12	61 266	0.80	57 323 912
I don't know, I'm not sure	2.98	163 845	97.70	3.01	217 008 146	129 400.70	100.00	2.98	163 845	3.01	217 008 146
Respondent wasn't asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, November 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

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

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

PV(%) – structure of page views

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

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

TRP(%) – Target Rating Points

Gross rating of a given target group on a chosen medium

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

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

Affinity(%) – affinity of reach

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

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

TOTAL:

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

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

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

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

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

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

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

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

Question on IT knowledge

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

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

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

ABCDE classification

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

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

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

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

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

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

Questions on the economic activity and employment:

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