

SPIR NetMonitor

Research on the Sociodemography of Internet Users in the Czech Republic

Medium title:

TOTAL

Month:

December 2009

Basic information	
The size of Internet population in the Czech Republic	5 644 200
Number of respondents	
Medium	N = 30 500
Total (for all measured media)	N = 30 500
RU(number)	5 514 382
Reach(%)	97.70
PV(number) (from Czech visitors)	6 909 850 105
PV(number) (from all visitors)	7 346 387 094
GRP (%)	122 423.91

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

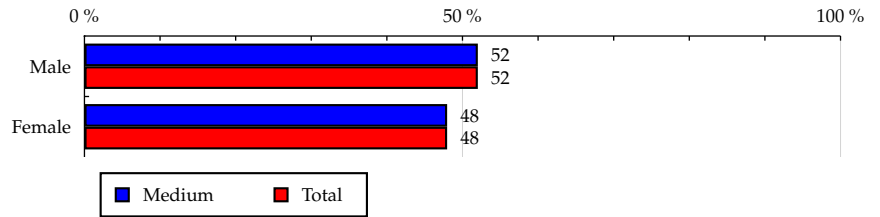
TOTAL

Table 1: Sex

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Male	52.03	2 869 023	97.70	53.18	3 674 864 345	125 141.59	100.00	52.03	2 869 023	53.18	3 674 864 345
Female	47.97	2 645 359	97.70	46.82	3 234 985 760	119 476.44	100.00	47.97	2 645 359	46.82	3 234 985 760

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

Chart 1: Sex by RU(%)



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

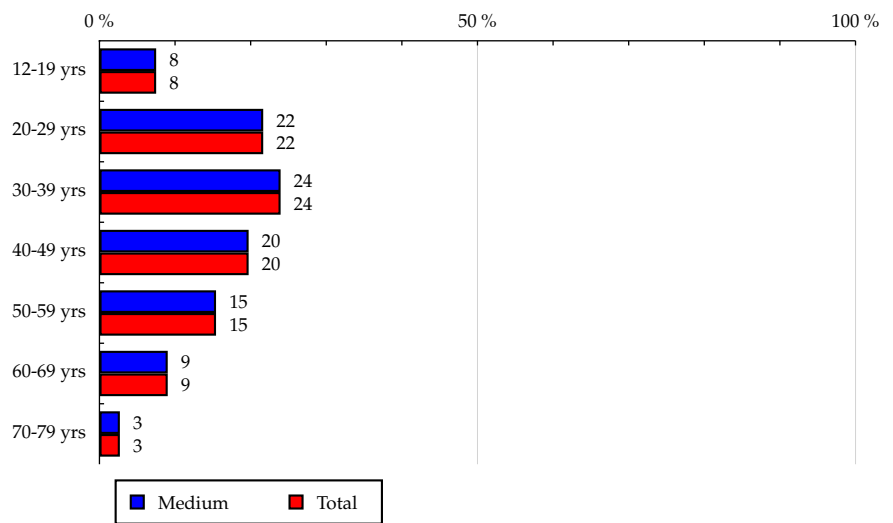
TOTAL

Table 2: Age

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
12-19 yrs	7.50	413 467	97.70	4.75	328 421 998	77 604.14	100.00	7.50	413 467	4.75	328 421 998
20-29 yrs	21.66	1 194 195	97.70	21.19	1 464 090 281	119 780.76	100.00	21.66	1 194 195	21.19	1 464 090 281
30-39 yrs	23.96	1 321 466	97.70	27.78	1 919 434 439	141 909.51	100.00	23.96	1 321 466	27.78	1 919 434 439
40-49 yrs	19.73	1 088 043	97.70	20.04	1 384 687 678	124 336.97	100.00	19.73	1 088 043	20.04	1 384 687 678
50-59 yrs	15.42	850 207	97.70	13.94	962 964 744	110 657.24	100.00	15.42	850 207	13.94	962 964 744
60-69 yrs	9.03	498 169	97.70	9.18	634 257 080	124 389.33	100.00	9.03	498 169	9.18	634 257 080
70-79 yrs	2.70	148 833	97.70	3.13	215 993 884	141 787.08	100.00	2.70	148 833	3.13	215 993 884

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

Chart 2: Age by RU(%)



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

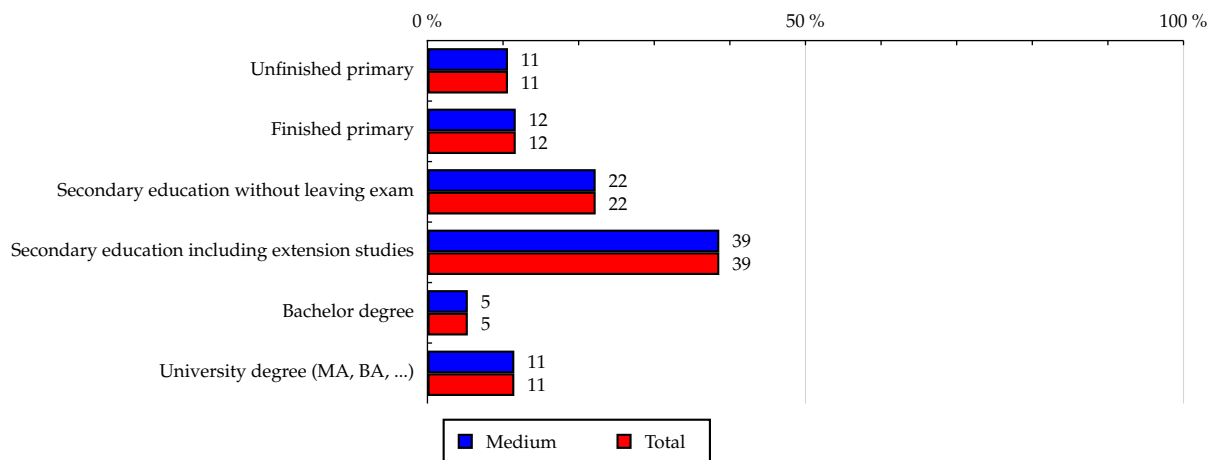
TOTAL

Table 3: Highest Education

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unfinished primary	10.65	587 335	97.70	7.48	516 624 316	85 937.54	100.00	10.65	587 335	7.48	516 624 316
Finished primary	11.68	644 191	97.70	11.46	792 094 436	120 131.47	100.00	11.68	644 191	11.46	792 094 436
Secondary education without leaving exam	22.25	1 226 730	97.70	29.55	2 041 924 537	162 624.21	100.00	22.25	1 226 730	29.55	2 041 924 537
Secondary education including extension studies	38.60	2 128 276	97.70	38.28	2 645 351 248	121 436.64	100.00	38.60	2 128 276	38.28	2 645 351 248
Bachelor degree	5.34	294 247	97.70	5.06	349 682 034	116 106.30	100.00	5.34	294 247	5.06	349 682 034
University degree (MA, BA, ...)	11.49	633 602	97.70	8.16	564 173 534	86 994.27	100.00	11.49	633 602	8.16	564 173 534

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

Chart 3: Highest Education by RU(%)



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

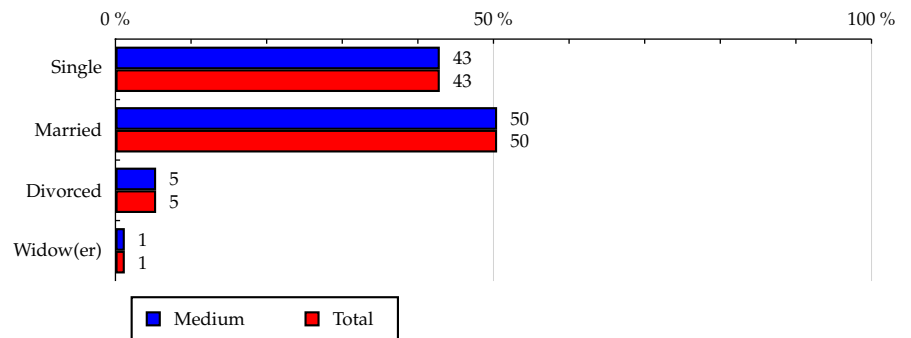
TOTAL

Table 4: Marital Status

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Single	42.90	2 365 768	97.70	42.20	2 915 678 025	120 409.81	100.00	42.90	2 365 768	42.20	2 915 678 025
Married	50.48	2 783 755	97.70	49.36	3 410 841 966	119 708.51	100.00	50.48	2 783 755	49.36	3 410 841 966
Divorced	5.38	296 461	97.70	7.24	500 492 565	164 939.36	100.00	5.38	296 461	7.24	500 492 565
Widow(er)	1.24	68 397	97.70	1.20	82 837 549	118 325.80	100.00	1.24	68 397	1.20	82 837 549

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

Chart 4: Marital Status by RU(%)



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

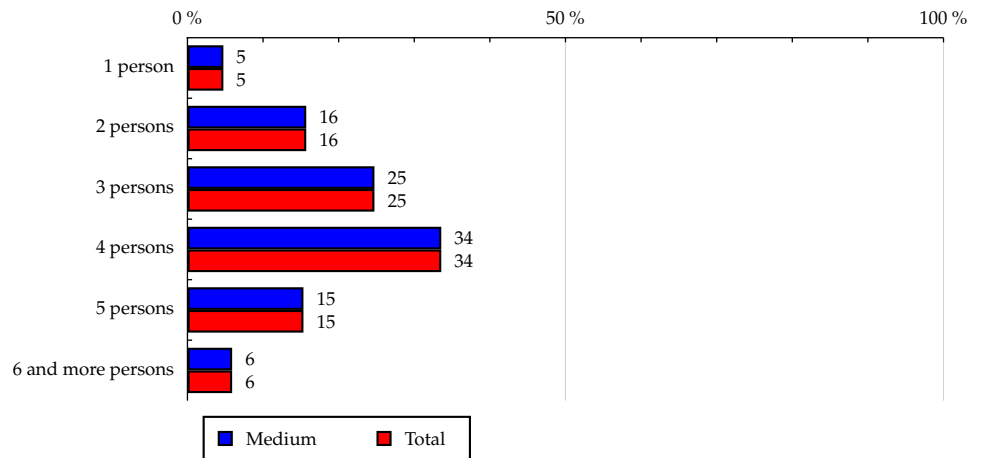
TOTAL

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	4.75	261 662	97.70	5.96	411 740 854	153 736.67	100.00	4.75	261 662	5.96	411 740 854
2 persons	15.71	866 270	97.70	17.07	1 179 590 630	133 036.95	100.00	15.71	866 270	17.07	1 179 590 630
3 persons	24.73	1 363 732	97.70	25.21	1 741 681 526	124 776.89	100.00	24.73	1 363 732	25.21	1 741 681 526
4 persons	33.57	1 850 930	97.70	32.47	2 243 771 450	118 435.78	100.00	33.57	1 850 930	32.47	2 243 771 450
5 persons	15.34	845 834	97.70	14.08	973 097 775	112 399.88	100.00	15.34	845 834	14.08	973 097 775
6 and more persons	5.91	325 952	97.70	5.21	359 967 869	107 895.53	100.00	5.91	325 952	5.21	359 967 869

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

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



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

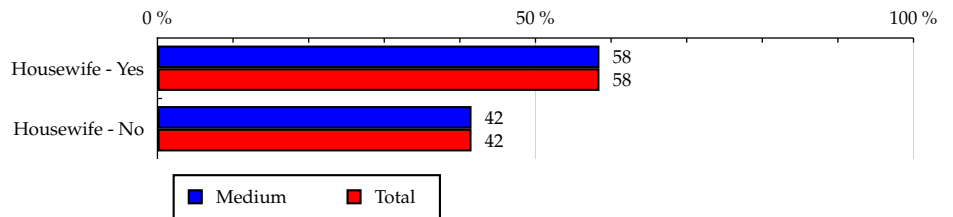
TOTAL

Table 6: Housewife

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Housewife - Yes	58.46	3 223 937	97.70	61.80	4 270 333 385	129 410.56	100.00	58.46	3 223 937	61.80	4 270 333 385
Housewife - No	41.54	2 290 445	97.70	38.20	2 639 516 719	112 589.77	100.00	41.54	2 290 445	38.20	2 639 516 719

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

Chart 6: Housewife by RU(%)



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

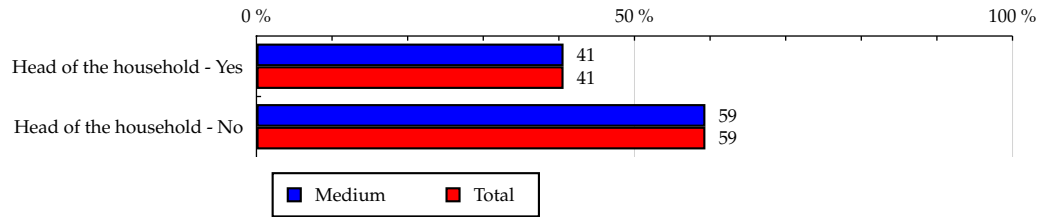
TOTAL

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	40.62	2 240 105	97.70	42.03	2 904 523 973	126 677.94	100.00	40.62	2 240 105	42.03	2 904 523 973
Head of the household - No	59.38	3 274 277	97.70	57.97	4 005 326 132	119 513.50	100.00	59.38	3 274 277	57.97	4 005 326 132

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

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



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

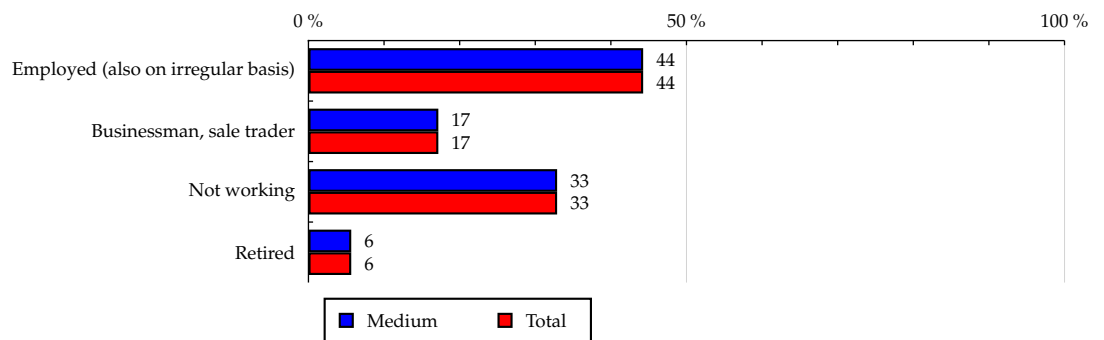
TOTAL

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)	44.27	2 441 015	97.70	45.69	3 157 183 382	126 364.12	100.00	44.27	2 441 015	45.69	3 157 183 382
Businessman, sale trader	17.18	947 608	97.70	16.03	1 107 801 466	114 216.09	100.00	17.18	947 608	16.03	1 107 801 466
Not working	32.89	1 813 857	97.70	30.86	2 132 137 142	114 843.54	100.00	32.89	1 813 857	30.86	2 132 137 142
Retired	5.66	311 901	97.70	7.42	512 728 115	160 607.07	100.00	5.66	311 901	7.42	512 728 115

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

Chart 8: Economic Activity by RU(%)



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

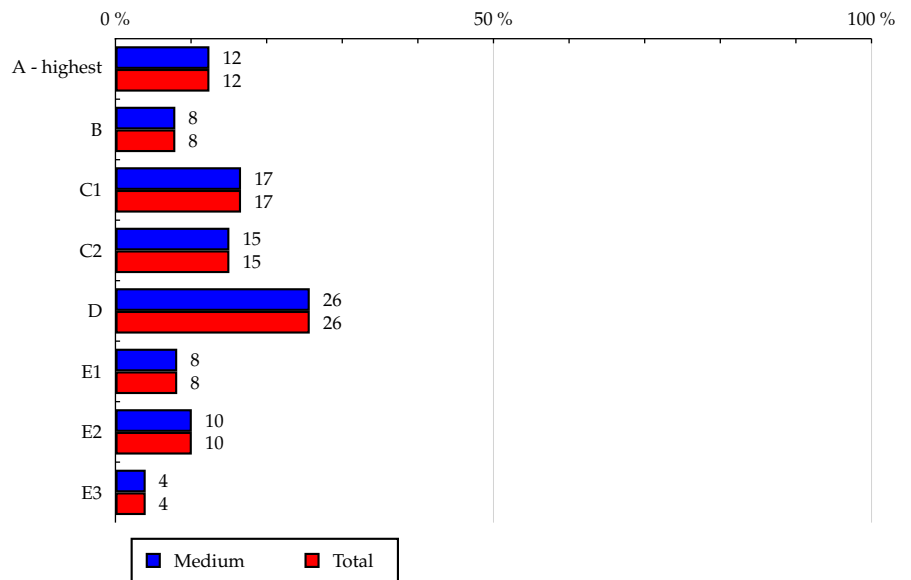
TOTAL

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	12.43	685 554	97.70	9.76	674 311 392	96 097.64	100.00	12.43	685 554	9.76	674 311 392
B	7.92	436 628	97.70	7.75	535 765 360	119 882.90	100.00	7.92	436 628	7.75	535 765 360
C1	16.61	916 170	97.70	16.40	1 133 199 802	120 843.87	100.00	16.61	916 170	16.40	1 133 199 802
C2	15.07	831 122	97.70	16.82	1 162 409 858	136 643.43	100.00	15.07	831 122	16.82	1 162 409 858
D	25.70	1 417 433	97.70	26.15	1 806 801 147	124 538.12	100.00	25.70	1 417 433	26.15	1 806 801 147
E1	8.17	450 255	97.70	9.23	637 710 699	138 375.60	100.00	8.17	450 255	9.23	637 710 699
E2	10.10	556 904	97.70	9.70	670 229 209	117 580.96	100.00	10.10	556 904	9.70	670 229 209
E3	4.00	220 313	97.70	4.19	289 422 637	128 347.13	100.00	4.00	220 313	4.19	289 422 637

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

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



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

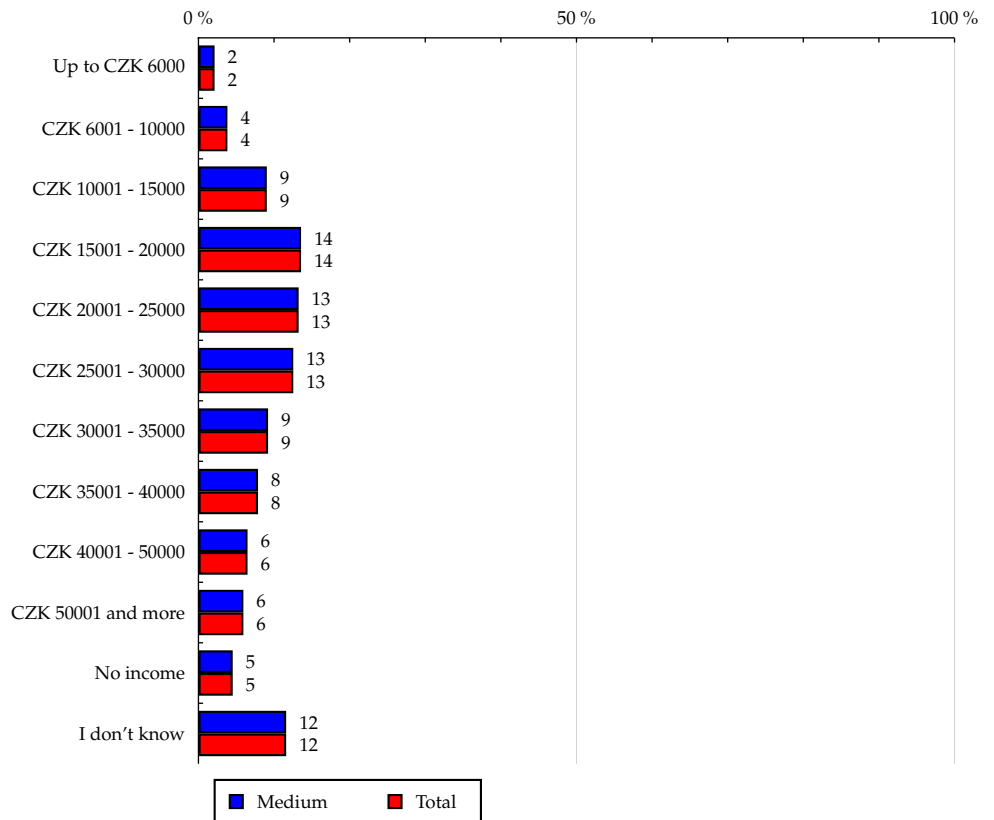
TOTAL

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	2.13	117 394	97.70	1.68	115 862 975	96 425.53	100.00	2.13	117 394	1.68	115 862 975
CZK 6001 - 10000	3.83	211 364	97.70	5.01	346 426 192	160 130.38	100.00	3.83	211 364	5.01	346 426 192
CZK 10001 - 15000	9.04	498 747	97.70	10.75	743 060 452	145 558.65	100.00	9.04	498 747	10.75	743 060 452
CZK 15001 - 20000	13.57	748 282	97.70	14.30	988 360 638	129 046.03	100.00	13.57	748 282	14.30	988 360 638
CZK 20001 - 25000	13.25	730 676	97.70	14.58	1 007 673 837	134 737.73	100.00	13.25	730 676	14.58	1 007 673 837
CZK 25001 - 30000	12.54	691 512	97.70	12.50	863 812 533	122 043.36	100.00	12.54	691 512	12.50	863 812 533
CZK 30001 - 35000	9.21	507 695	97.70	8.75	604 841 510	116 394.65	100.00	9.21	507 695	8.75	604 841 510
CZK 35001 - 40000	7.88	434 317	97.70	6.82	471 004 250	105 952.77	100.00	7.88	434 317	6.82	471 004 250
CZK 40001 - 50000	6.49	357 623	97.70	5.91	408 611 690	111 629.70	100.00	6.49	357 623	5.91	408 611 690
CZK 50001 and more	5.94	327 306	97.70	5.81	401 224 725	119 764.20	100.00	5.94	327 306	5.81	401 224 725
No income	4.53	250 032	97.70	4.13	285 139 146	111 418.03	100.00	4.53	250 032	4.13	285 139 146
I don't know	11.60	639 431	97.70	9.75	673 832 156	102 956.18	100.00	11.60	639 431	9.75	673 832 156

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

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



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

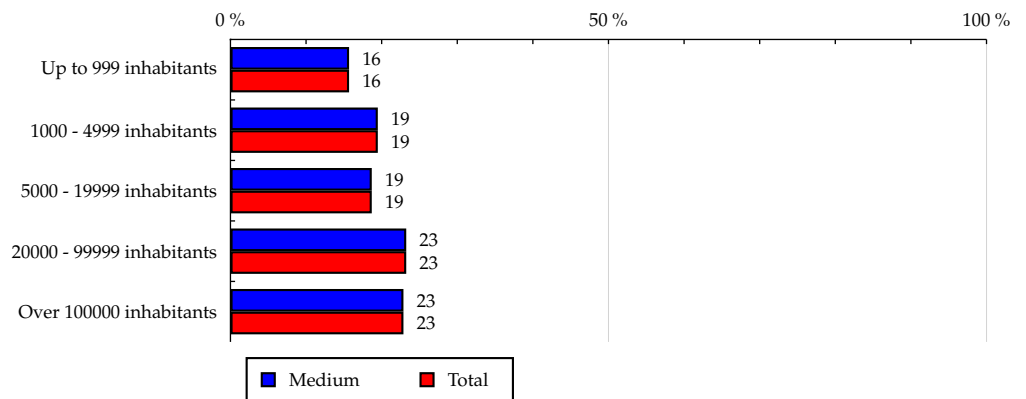
TOTAL

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	15.69	865 151	97.70	14.92	1 031 231 315	116 455.15	100.00	15.69	865 151	14.92	1 031 231 315
1000 - 4999 inhabitants	19.49	1 074 863	97.70	19.93	1 377 204 071	125 181.28	100.00	19.49	1 074 863	19.93	1 377 204 071
5000 - 19999 inhabitants	18.69	1 030 857	97.70	19.60	1 354 193 422	128 344.25	100.00	18.69	1 030 857	19.60	1 354 193 422
20000 - 99999 inhabitants	23.25	1 282 039	97.70	23.94	1 654 103 795	126 053.81	100.00	23.25	1 282 039	23.94	1 654 103 795
Over 100000 inhabitants	22.88	1 261 471	97.70	21.61	1 493 117 502	115 640.84	100.00	22.88	1 261 471	21.61	1 493 117 502

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

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



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

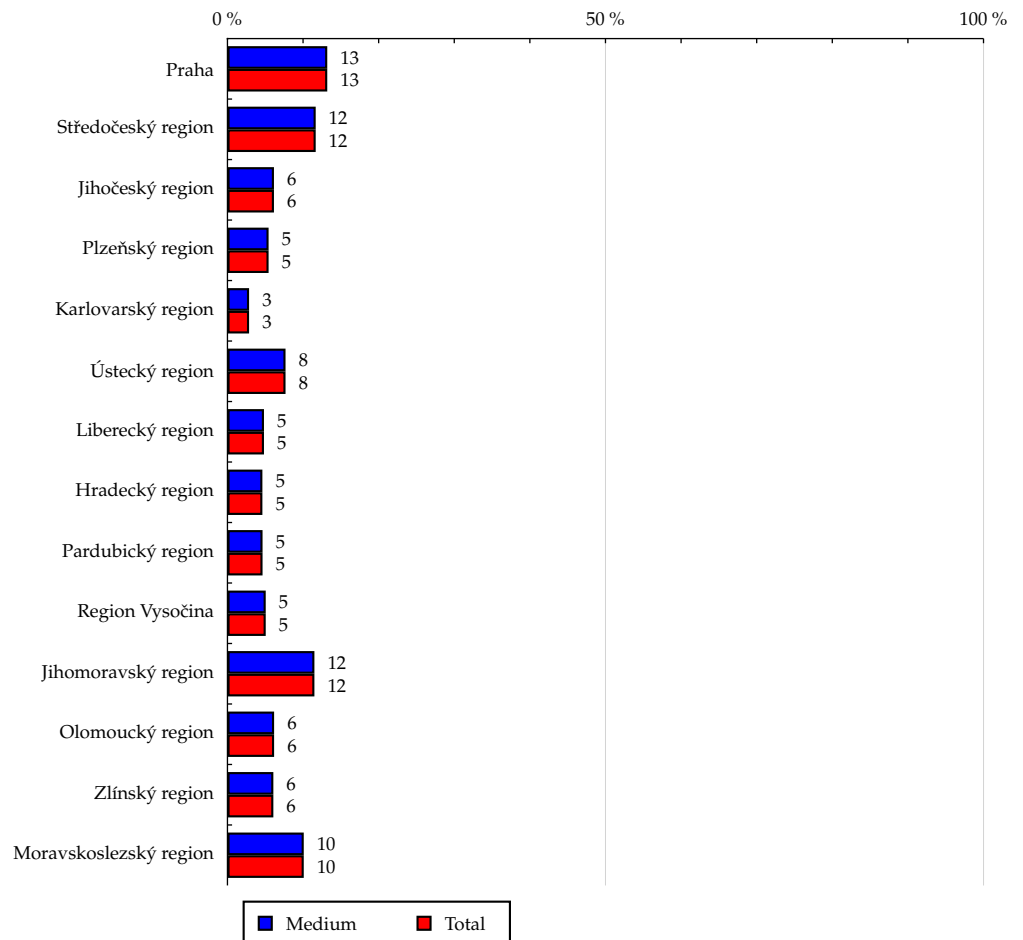
TOTAL

Table 12: Region

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Praha	13.20	727 953	97.70	11.88	820 778 712	110 158.17	100.00	13.20	727 953	11.88	820 778 712
Středočeský region	11.67	643 529	97.70	11.04	763 067 985	115 848.29	100.00	11.67	643 529	11.04	763 067 985
Jihočeský region	6.15	339 134	97.70	6.01	414 951 320	119 541.95	100.00	6.15	339 134	6.01	414 951 320
Plzeňský region	5.44	299 981	97.70	6.51	449 819 406	146 499.97	100.00	5.44	299 981	6.51	449 819 406
Karlovarský region	2.86	157 821	97.70	2.79	193 062 312	119 516.32	100.00	2.86	157 821	2.79	193 062 312
Ústecký region	7.68	423 339	97.70	8.46	584 906 158	134 986.85	100.00	7.68	423 339	8.46	584 906 158
Liberecký region	4.83	266 619	97.70	4.49	310 470 154	113 768.43	100.00	4.83	266 619	4.49	310 470 154
Hradecký region	4.62	255 039	97.70	4.31	297 850 896	114 099.87	100.00	4.62	255 039	4.31	297 850 896
Pardubický region	4.64	255 812	97.70	4.17	288 431 812	110 158.19	100.00	4.64	255 812	4.17	288 431 812
Region Vysočina	5.06	279 303	97.70	5.54	382 957 144	133 957.99	100.00	5.06	279 303	5.54	382 957 144
Jihomoravský region	11.50	634 374	97.70	11.69	807 461 250	124 356.99	100.00	11.50	634 374	11.69	807 461 250
Olomoucký region	6.17	340 238	97.70	6.25	431 970 180	124 041.06	100.00	6.17	340 238	6.25	431 970 180
Zlínský region	6.07	334 888	97.70	6.39	441 349 653	128 759.04	100.00	6.07	334 888	6.39	441 349 653
Moravskoslezský region	10.09	556 346	97.70	10.46	722 773 122	126 926.09	100.00	10.09	556 346	10.46	722 773 122

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

Chart 12: Region by RU(%)



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

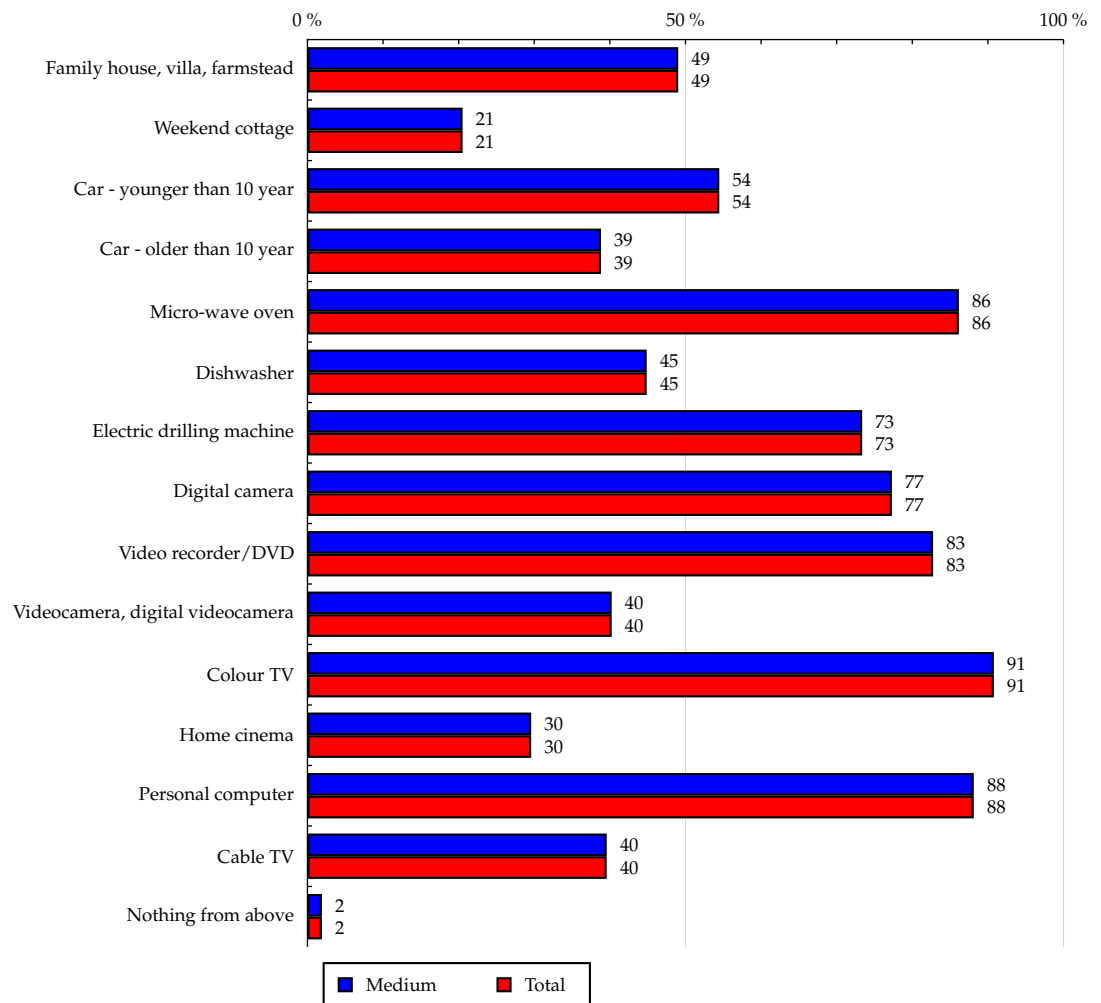
TOTAL

Table 13: Facilities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Family house, villa, farmstead	49.04	2 704 161	97.70	46.11	3 186 127 191	115 113.17	100.00	49.04	2 704 161	46.11	3 186 127 191
Weekend cottage	20.52	1 131 733	97.70	18.86	1 303 128 703	112 496.17	100.00	20.52	1 131 733	18.86	1 303 128 703
Car - younger than 10 year	54.47	3 003 522	97.70	50.68	3 502 133 325	113 919.03	100.00	54.47	3 003 522	50.68	3 502 133 325
Car - older than 10 year	38.83	2 141 476	97.70	39.70	2 743 101 027	125 147.76	100.00	38.83	2 141 476	39.70	2 743 101 027
Micro-wave oven	86.16	4 750 940	97.70	86.41	5 970 538 569	122 780.23	100.00	86.16	4 750 940	86.41	5 970 538 569
Dishwasher	44.87	2 474 189	97.70	39.81	2 750 865 603	108 625.31	100.00	44.87	2 474 189	39.81	2 750 865 603
Electric drilling machine	73.37	4 045 937	97.70	71.47	4 938 198 886	119 246.03	100.00	73.37	4 045 937	71.47	4 938 198 886
Digital camera	77.30	4 262 415	97.70	75.62	5 225 305 625	119 770.66	100.00	77.30	4 262 415	75.62	5 225 305 625
Video recorder/DVD	82.75	4 563 094	97.70	82.84	5 724 431 092	122 565.25	100.00	82.75	4 563 094	82.84	5 724 431 092
Videocamera, digital videocamera	40.24	2 218 854	97.70	38.72	2 675 575 129	117 810.21	100.00	40.24	2 218 854	38.72	2 675 575 129
Colour TV	90.79	5 006 662	97.70	91.23	6 304 139 979	123 018.96	100.00	90.79	5 006 662	91.23	6 304 139 979
Home cinema	29.59	1 631 833	97.70	30.99	2 141 217 520	128 197.49	100.00	29.59	1 631 833	30.99	2 141 217 520
Personal computer	88.13	4 860 099	97.70	88.16	6 091 495 273	122 454.08	100.00	88.13	4 860 099	88.16	6 091 495 273
Cable TV	39.58	2 182 493	97.70	39.40	2 722 527 071	121 874.78	100.00	39.58	2 182 493	39.40	2 722 527 071
Nothing from above	1.91	105 158	97.70	1.89	130 593 827	121 330.81	100.00	1.91	105 158	1.89	130 593 827

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

Chart 13: Facilities by RU(%)



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

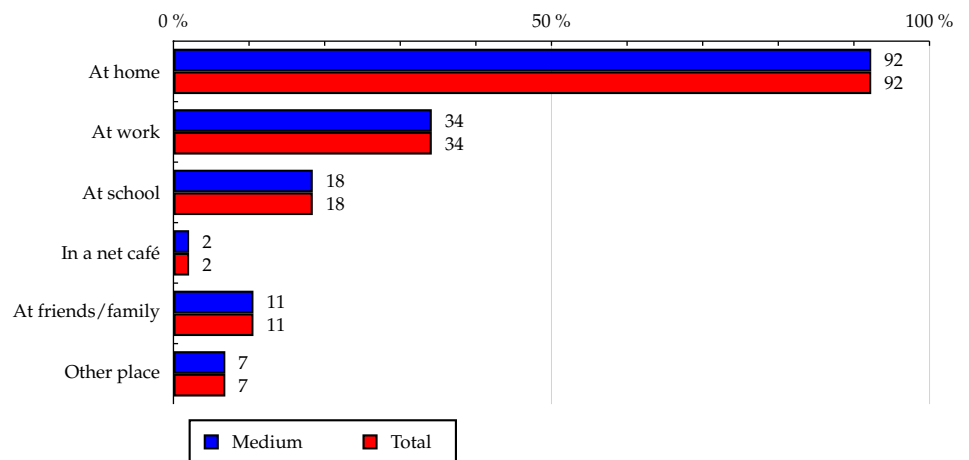
TOTAL

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	92.29	5 089 346	97.70	94.65	6 539 999 788	125 548.12	100.00	92.29	5 089 346	94.65	6 539 999 788
At work	34.17	1 884 210	97.70	28.11	1 942 438 155	100 719.20	100.00	34.17	1 884 210	28.11	1 942 438 155
At school	18.43	1 016 516	97.70	14.68	1 014 365 863	97 493.30	100.00	18.43	1 016 516	14.68	1 014 365 863
In a net café	2.07	114 382	97.70	2.03	140 512 082	120 018.15	100.00	2.07	114 382	2.03	140 512 082
At friends/family	10.58	583 435	97.70	9.81	677 516 478	113 454.48	100.00	10.58	583 435	9.81	677 516 478
Other place	6.86	378 550	97.70	5.86	405 181 167	104 573.03	100.00	6.86	378 550	5.86	405 181 167

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

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



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

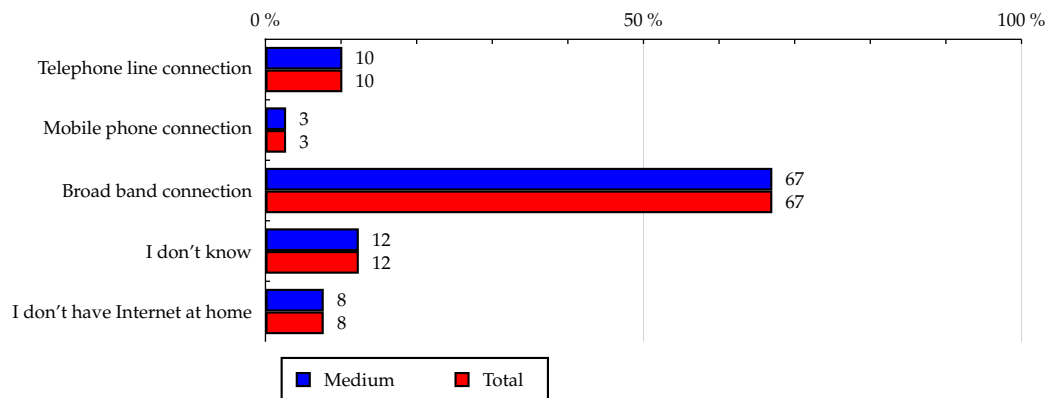
TOTAL

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	10.17	560 964	97.70	10.77	744 253 472	129 622.46	100.00	10.17	560 964	10.77	744 253 472
Mobile phone connection	2.73	150 442	97.70	2.24	154 803 560	100 532.39	100.00	2.73	150 442	2.24	154 803 560
Broad band connection	67.04	3 696 703	97.70	70.16	4 848 053 362	128 128.97	100.00	67.04	3 696 703	70.16	4 848 053 362
I don't know	12.35	681 237	97.70	11.47	792 889 395	113 712.65	100.00	12.35	681 237	11.47	792 889 395
I don't have Internet at home	7.71	425 036	97.70	5.35	369 850 316	85 014.83	100.00	7.71	425 036	5.35	369 850 316

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

Chart 15: Connection from Home by RU(%)



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

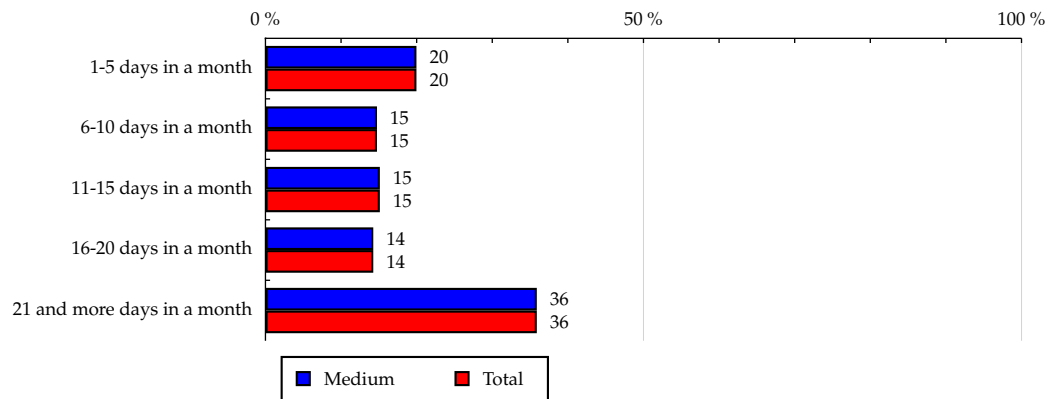
TOTAL

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	19.97	1 101 151	97.70	1.20	82 787 121	7 345.31	100.00	19.97	1 101 151	1.20	82 787 121
6-10 days in a month	14.75	813 497	97.70	3.24	223 638 468	26 858.70	100.00	14.75	813 497	3.24	223 638 468
11-15 days in a month	15.13	834 267	97.70	7.53	519 994 160	60 895.83	100.00	15.13	834 267	7.53	519 994 160
16-20 days in a month	14.26	786 320	97.70	11.92	823 755 727	102 351.24	100.00	14.26	786 320	11.92	823 755 727
21 and more days in a month	35.89	1 979 145	97.70	76.12	5 259 674 628	259 642.46	100.00	35.89	1 979 145	76.12	5 259 674 628

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

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



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

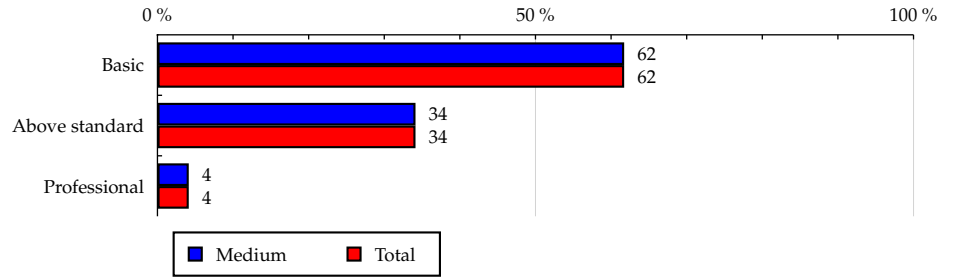
TOTAL

Table 17: IT Knowledge

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Basic	61.73	3 404 130	97.70	66.06	4 564 533 604	131 004.07	100.00	61.73	3 404 130	66.06	4 564 533 604
Above standard	34.13	1 882 029	97.70	30.97	2 140 313 772	111 108.04	100.00	34.13	1 882 029	30.97	2 140 313 772
Professional	4.14	228 223	97.70	2.97	205 002 729	87 759.57	100.00	4.14	228 223	2.97	205 002 729

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

Chart 17: IT Knowledge by RU(%)



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

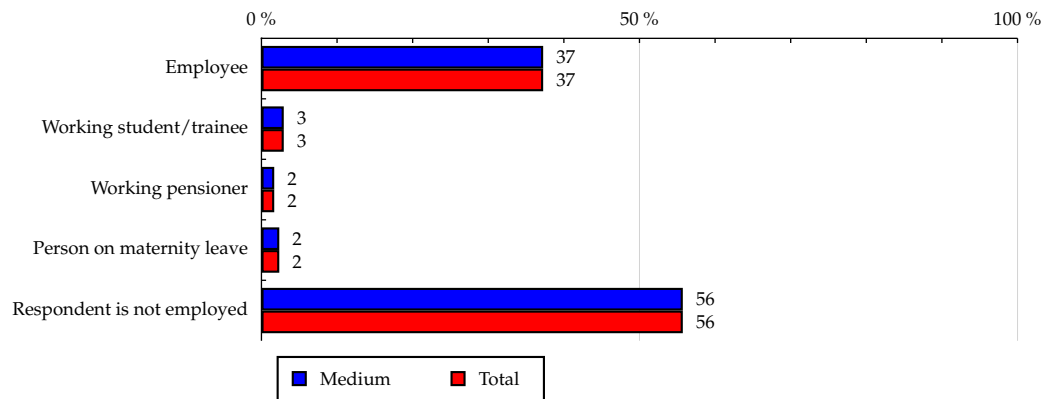
TOTAL

Table 18: Economically Active as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Employee	37.26	2 054 744	97.70	38.54	2 662 868 645	126 615.39	100.00	37.26	2 054 744	38.54	2 662 868 645
Working student/trainee	2.95	162 743	97.70	2.53	175 136 656	105 139.98	100.00	2.95	162 743	2.53	175 136 656
Working pensioner	1.69	93 214	97.70	1.79	123 615 928	129 564.58	100.00	1.69	93 214	1.79	123 615 928
Person on maternity leave	2.36	130 313	97.70	2.83	195 562 154	146 618.97	100.00	2.36	130 313	2.83	195 562 154
Respondent is not employed	55.73	3 073 367	97.70	54.31	3 752 666 722	119 294.40	100.00	55.73	3 073 367	54.31	3 752 666 722

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

Chart 18: Economically Active as by RU(%)



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

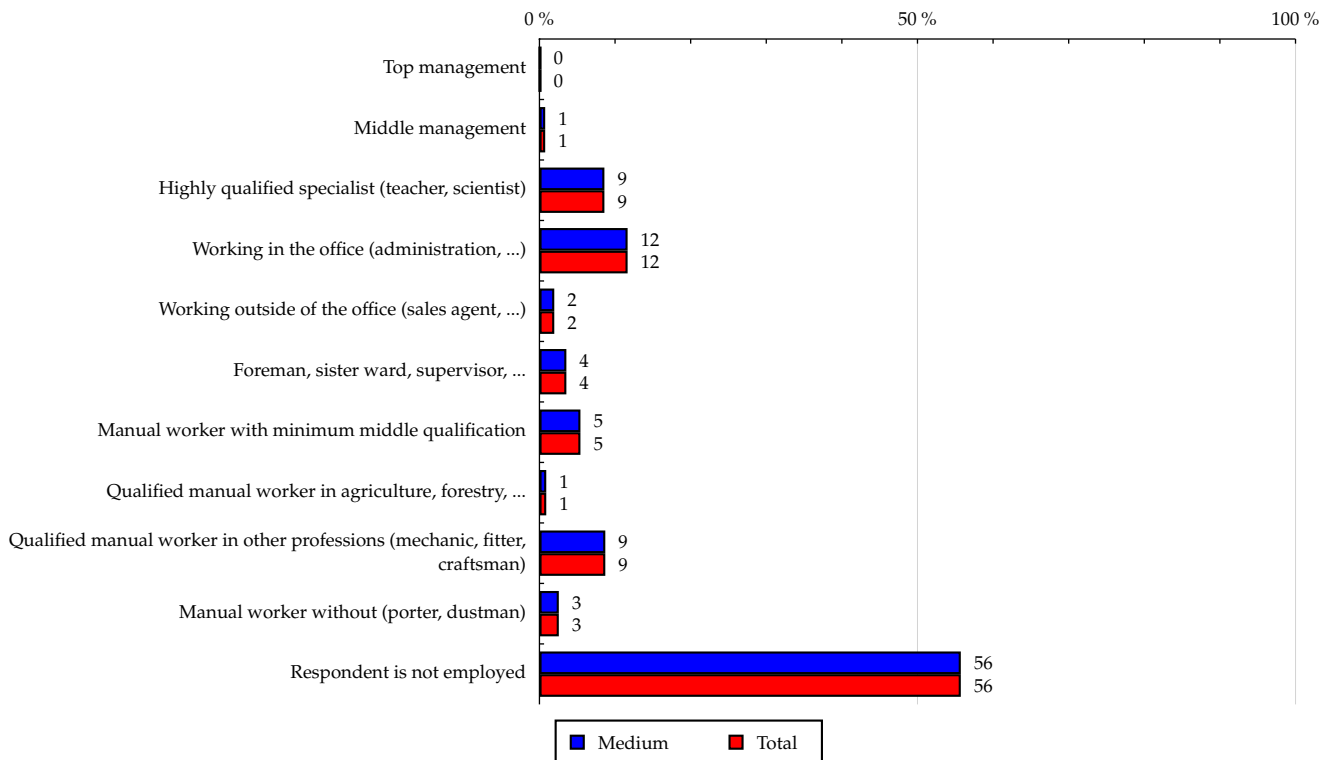
TOTAL

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	7 873	97.70	0.09	5 990 357	74 334.17	100.00	0.14	7 873	0.09	5 990 357
Middle management	0.76	41 960	97.70	0.63	43 687 331	101 720.60	100.00	0.76	41 960	0.63	43 687 331
Highly qualified specialist (teacher, scientist)	8.59	473 745	97.70	6.28	433 797 108	89 461.41	100.00	8.59	473 745	6.28	433 797 108
Working in the office (administration, ...)	11.66	642 803	97.70	10.64	735 467 688	111 784.12	100.00	11.66	642 803	10.64	735 467 688
Working outside of the office (sales agent, ...)	1.96	108 284	97.70	1.81	124 813 476	112 613.68	100.00	1.96	108 284	1.81	124 813 476
Foreman, sister ward, supervisor, ...	3.56	196 167	97.70	4.18	288 985 646	143 927.63	100.00	3.56	196 167	4.18	288 985 646
Manual worker with minimum middle qualification	5.42	298 906	97.70	5.86	404 596 591	132 245.48	100.00	5.42	298 906	5.86	404 596 591
Qualified manual worker in agriculture, forestry, ...	0.90	49 846	97.70	0.93	64 301 960	126 032.32	100.00	0.90	49 846	0.93	64 301 960
Qualified manual worker in other professions (mechanic, fitter, craftsman)	8.71	480 475	97.70	11.90	821 997 740	167 145.13	100.00	8.71	480 475	11.90	821 997 740
Manual worker without (porter, dustman)	2.56	140 951	97.70	3.38	233 545 486	161 880.69	100.00	2.56	140 951	3.38	233 545 486
Respondent is not employed	55.73	3 073 367	97.70	54.31	3 752 666 722	119 294.40	100.00	55.73	3 073 367	54.31	3 752 666 722

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

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



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

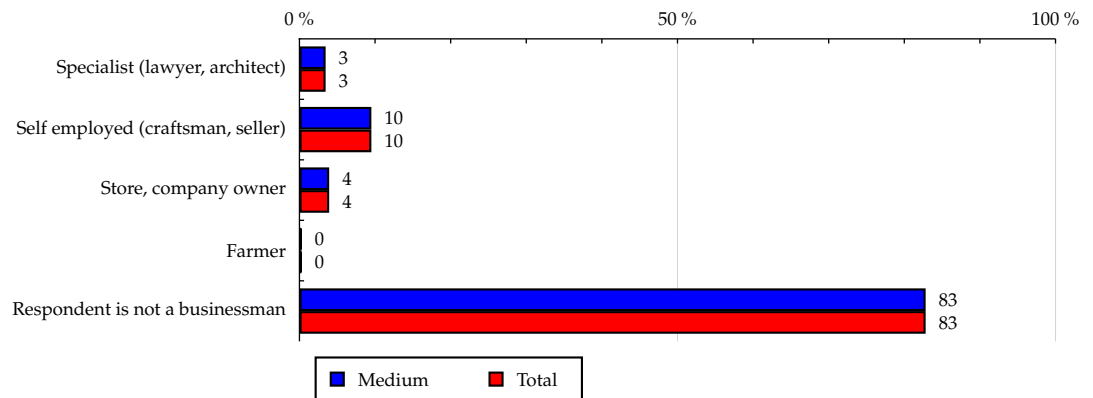
TOTAL

Table 20: Business Activities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Specialist (lawyer, architect)	3.46	190 999	97.70	2.64	182 085 011	93 140.15	100.00	3.46	190 999	2.64	182 085 011
Self employed (craftsman, seller)	9.51	524 307	97.70	9.57	660 988 690	123 169.24	100.00	9.51	524 307	9.57	660 988 690
Store, company owner	3.93	216 811	97.70	3.54	244 393 238	110 129.03	100.00	3.93	216 811	3.54	244 393 238
Farmer	0.28	15 490	97.70	0.29	20 334 526	128 250.67	100.00	0.28	15 490	0.29	20 334 526
Respondent is not a businessman	82.82	4 566 774	97.70	83.97	5 802 048 639	124 127.03	100.00	82.82	4 566 774	83.97	5 802 048 639

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

Chart 20: Business Activities by RU(%)



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

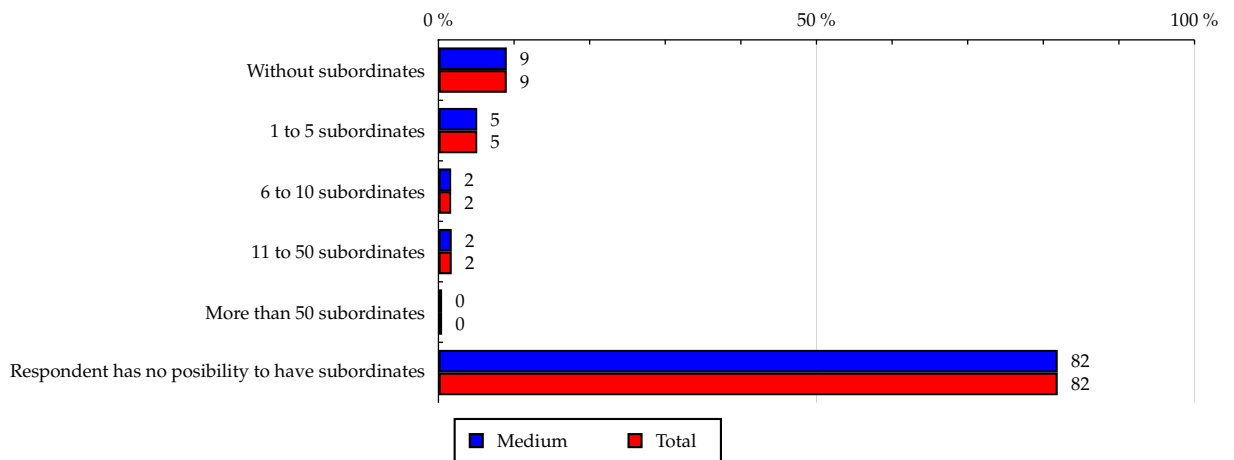
TOTAL

Table 21: Number of Subordinates

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Without subordinates	9.04	498 700	97.70	8.97	619 848 988	121 434.10	100.00	9.04	498 700	8.97	619 848 988
1 to 5 subordinates	5.13	282 617	97.70	4.60	317 863 025	109 884.16	100.00	5.13	282 617	4.60	317 863 025
6 to 10 subordinates	1.68	92 688	97.70	1.30	89 786 481	94 640.84	100.00	1.68	92 688	1.30	89 786 481
11 to 50 subordinates	1.76	96 779	97.70	1.49	102 907 504	103 886.42	100.00	1.76	96 779	1.49	102 907 504
More than 50 subordinates	0.48	26 656	97.70	0.39	27 073 156	99 226.94	100.00	0.48	26 656	0.39	27 073 156
Respondent has no possibility to have subordinates	81.91	4 516 940	97.70	83.25	5 752 370 951	124 421.97	100.00	81.91	4 516 940	83.25	5 752 370 951

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

Chart 21: Number of Subordinates by RU(%)



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

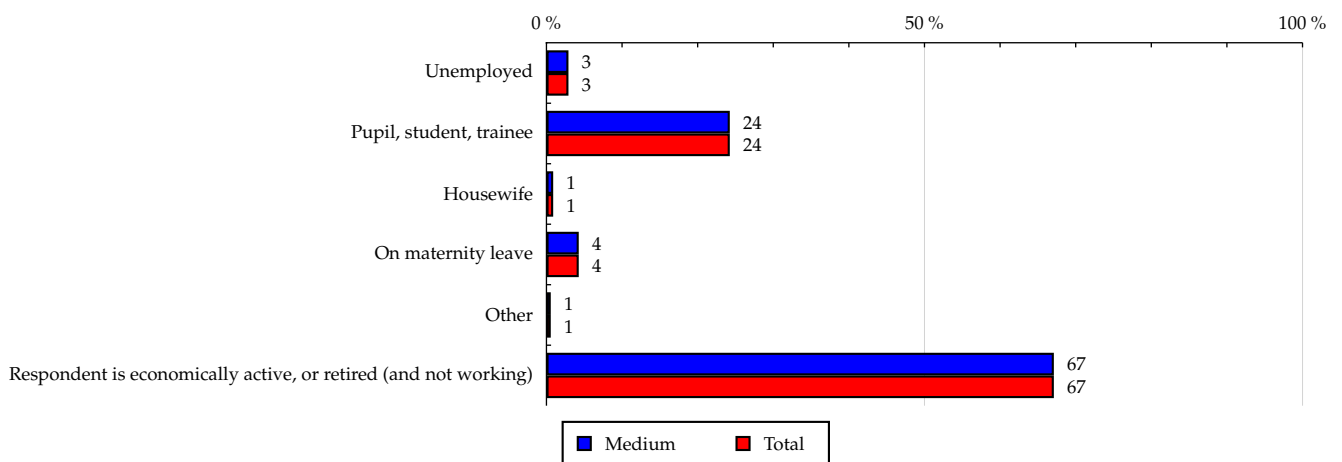
TOTAL

Table 22: Economically Inactive as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unemployed	2.91	160 368	97.70	3.58	247 508 523	150 787.82	100.00	2.91	160 368	3.58	247 508 523
Pupil, student, trainee	24.25	1 337 506	97.70	20.07	1 387 073 740	101 320.72	100.00	24.25	1 337 506	20.07	1 387 073 740
Housewife	0.89	49 270	97.70	0.85	58 644 039	116 287.83	100.00	0.89	49 270	0.85	58 644 039
On maternity leave	4.27	235 277	97.70	5.59	386 048 263	160 308.22	100.00	4.27	235 277	5.59	386 048 263
Other	0.57	31 435	97.70	0.77	52 862 576	164 296.87	100.00	0.57	31 435	0.77	52 862 576
Respondent is economically active, or retired (and not working)	67.11	3 700 525	97.70	69.14	4 777 712 963	126 139.51	100.00	67.11	3 700 525	69.14	4 777 712 963

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

Chart 22: Economically Inactive as by RU(%)



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

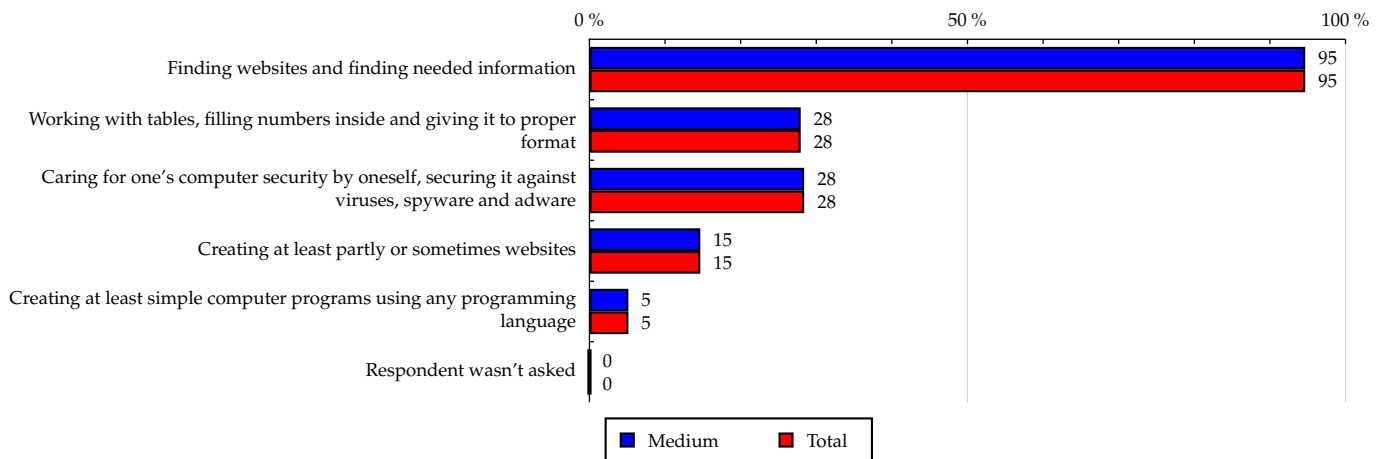
TOTAL

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	94.67	5 220 475	97.70	95.70	6 612 680 313	123 754.80	100.00	94.67	5 220 475	95.70	6 612 680 313
Working with tables, filling numbers inside and giving it to proper format	27.94	1 540 735	97.70	24.19	1 671 666 611	106 002.50	100.00	27.94	1 540 735	24.19	1 671 666 611
Caring for one's computer security by oneself, securing it against viruses, spyware and adware	28.40	1 565 918	97.70	28.85	1 993 615 414	124 384.65	100.00	28.40	1 565 918	28.85	1 993 615 414
Creating at least partly or sometimes websites	14.66	808 144	97.70	13.60	939 471 232	113 576.67	100.00	14.66	808 144	13.60	939 471 232
Creating at least simple computer programs using any programming language	5.15	283 796	97.70	4.10	283 170 591	97 484.46	100.00	5.15	283 796	4.10	283 170 591
Respondent wasn't asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



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

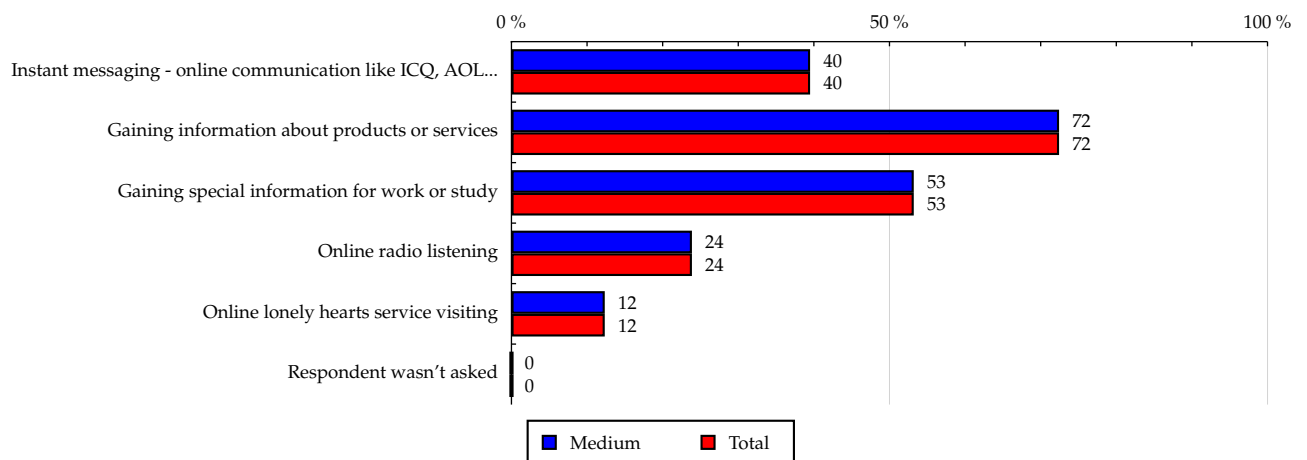
TOTAL

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...	39.50	2 177 936	97.70	40.76	2 816 290 285	126 335.90	100.00	39.50	2 177 936	40.76	2 816 290 285
Gaining information about products or services	72.43	3 994 283	97.70	74.46	5 145 296 270	125 853.71	100.00	72.43	3 994 283	74.46	5 145 296 270
Gaining special information for work or study	53.21	2 934 090	97.70	48.00	3 317 009 447	110 450.50	100.00	53.21	2 934 090	48.00	3 317 009 447
Online radio listening	23.87	1 316 433	97.70	24.87	1 718 505 360	127 540.06	100.00	23.87	1 316 433	24.87	1 718 505 360
Online lonely hearts service visiting	12.34	680 345	97.70	16.47	1 138 210 920	163 450.99	100.00	12.34	680 345	16.47	1 138 210 920
Respondent wasn't asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



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

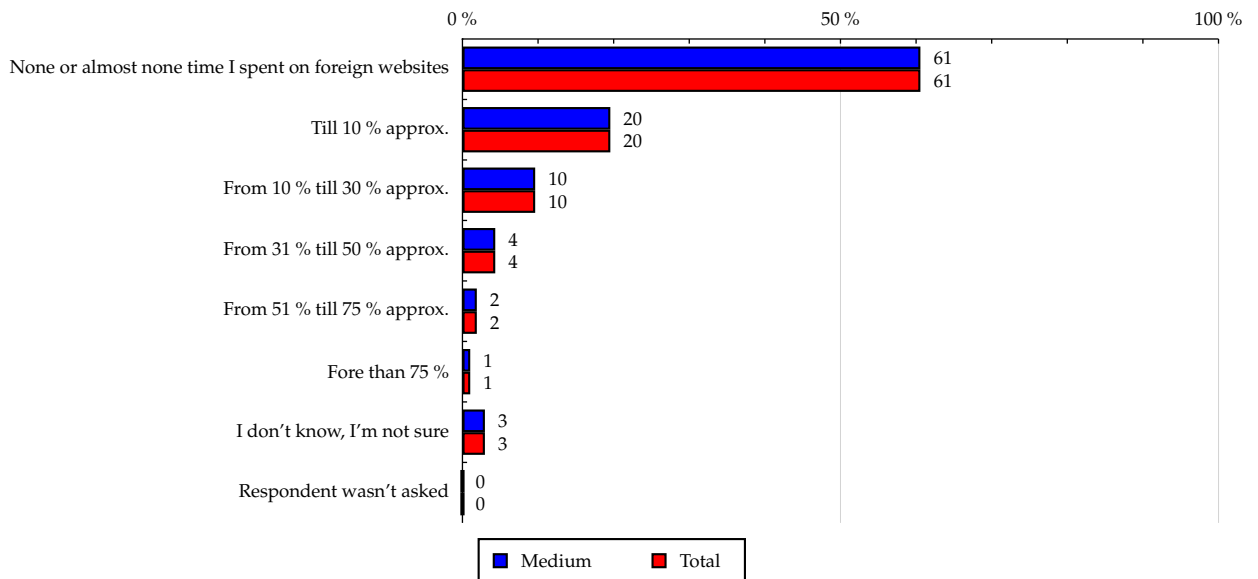
TOTAL

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	60.57	3 339 972	97.70	61.01	4 215 789 724	123 319.18	100.00	60.57	3 339 972	61.01	4 215 789 724
Till 10 % approx.	19.56	1 078 632	97.70	20.00	1 382 141 087	125 191.09	100.00	19.56	1 078 632	20.00	1 382 141 087
From 10 % till 30 % approx.	9.62	530 595	97.70	9.45	652 665 887	120 177.08	100.00	9.62	530 595	9.45	652 665 887
From 31 % till 50 % approx.	4.34	239 475	97.70	4.10	283 245 736	115 557.09	100.00	4.34	239 475	4.10	283 245 736
From 51 % till 75 % approx.	1.90	104 692	97.70	1.63	112 300 246	104 799.34	100.00	1.90	104 692	1.63	112 300 246
Fore than 75 %	1.03	56 986	97.70	0.94	65 088 677	111 591.56	100.00	1.03	56 986	0.94	65 088 677
I don't know, I'm not sure	2.97	164 028	97.70	2.87	198 618 747	118 303.17	100.00	2.97	164 028	2.87	198 618 747
Respondent wasn't asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



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