

SPIR NetMonitor

Research on the Sociodemography of Internet Users in the Czech Republic

Medium title:

TOTAL

Month:

January 2010

Basic information	
The size of Internet population in the Czech Republic	5 651 805
Number of respondents	
Medium	N = 31 800
Total (for all measured media)	N = 31 800
RU(number)	5 521 812
Reach(%)	97.70
PV(number) (from Czech visitors)	7 747 069 877
PV(number) (from all visitors)	8 229 855 406
GRP (%)	137 072.49

**Source: NetMonitor – SPIR – Mediaresearch & Gemius
January 2010**

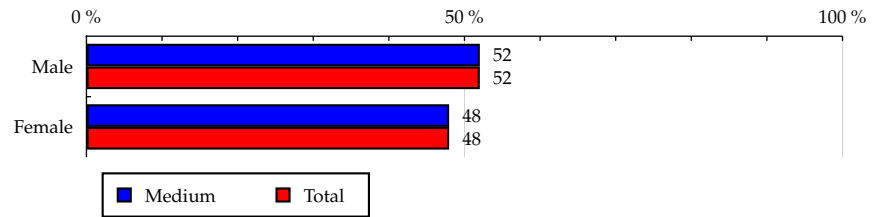
TOTAL

Table 1: Sex

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Male	52.03	2 872 889	97.70	52.36	4 056 079 457	137 937.42	100.00	52.03	2 872 889	52.36	4 056 079 457
Female	47.97	2 648 923	97.70	47.64	3 690 990 420	136 134.43	100.00	47.97	2 648 923	47.64	3 690 990 420

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2010

Chart 1: Sex by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2010

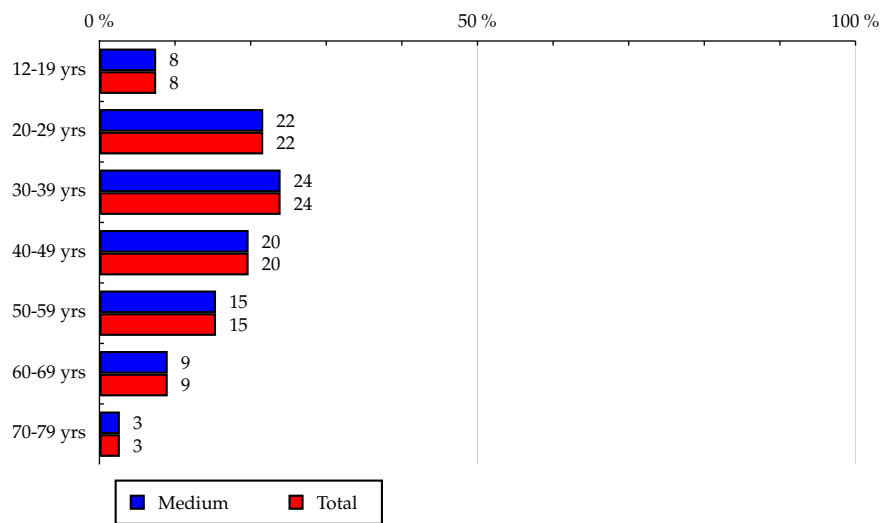
TOTAL

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	414 024	97.70	4.73	366 247 250	86 425.61	100.00	7.50	414 024	4.73	366 247 250
20-29 yrs	21.66	1 195 804	97.70	20.84	1 614 631 523	131 919.16	100.00	21.66	1 195 804	20.84	1 614 631 523
30-39 yrs	23.96	1 323 248	97.70	27.49	2 129 889 907	157 257.16	100.00	23.96	1 323 248	27.49	2 129 889 907
40-49 yrs	19.73	1 089 508	97.70	19.93	1 543 728 666	138 431.42	100.00	19.73	1 089 508	19.93	1 543 728 666
50-59 yrs	15.42	851 354	97.70	14.56	1 127 907 258	129 436.75	100.00	15.42	851 354	14.56	1 127 907 258
60-69 yrs	9.03	498 839	97.70	9.55	739 827 829	144 898.54	100.00	9.03	498 839	9.55	739 827 829
70-79 yrs	2.70	149 032	97.70	2.90	224 837 445	147 394.56	100.00	2.70	149 032	2.90	224 837 445

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2010

Chart 2: Age by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2010

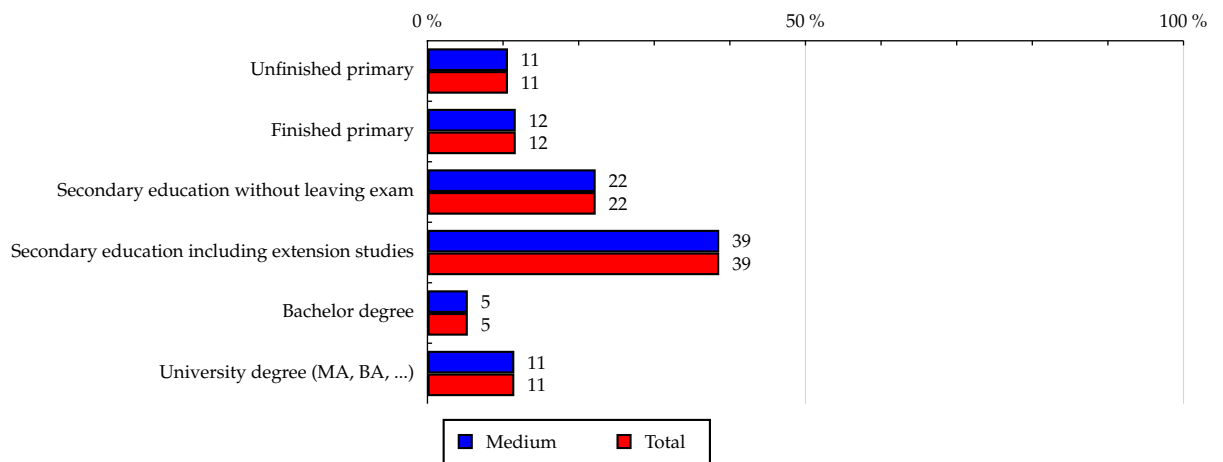
TOTAL

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	588 128	97.70	7.38	571 449 952	94 929.32	100.00	10.65	588 128	7.38	571 449 952
Finished primary	11.68	645 058	97.70	11.13	862 331 510	130 607.90	100.00	11.68	645 058	11.13	862 331 510
Secondary education without leaving exam	22.25	1 228 382	97.70	28.15	2 180 818 055	173 452.38	100.00	22.25	1 228 382	28.15	2 180 818 055
Secondary education including extension studies	38.59	2 131 143	97.70	39.16	3 033 821 819	139 082.30	100.00	38.59	2 131 143	39.16	3 033 821 819
Bachelor degree	5.34	294 643	97.70	5.51	426 954 573	141 572.76	100.00	5.34	294 643	5.51	426 954 573
University degree (MA, BA, ...)	11.49	634 455	97.70	8.67	671 693 968	103 434.30	100.00	11.49	634 455	8.67	671 693 968

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2010

Chart 3: Highest Education by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2010

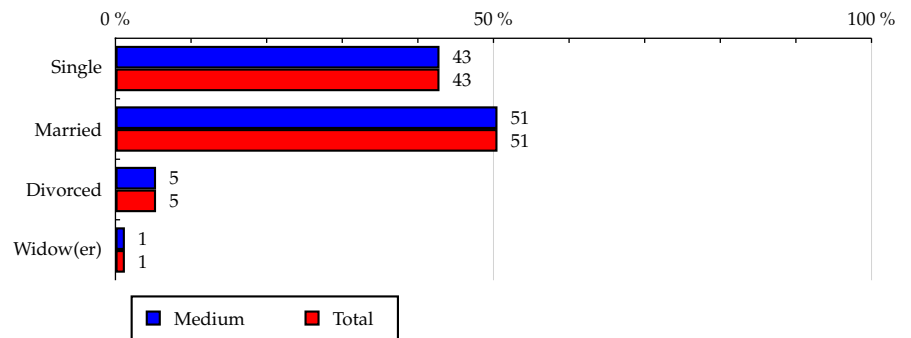
TOTAL

Table 4: Marital Status

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Single	42.86	2 366 396	97.70	41.59	3 221 764 610	133 015.05	100.00	42.86	2 366 396	41.59	3 221 764 610
Married	50.53	2 789 988	97.70	49.46	3 832 021 459	134 189.96	100.00	50.53	2 789 988	49.46	3 832 021 459
Divorced	5.37	296 671	97.70	7.36	570 031 094	187 722.77	100.00	5.37	296 671	7.36	570 031 094
Widow(er)	1.25	68 755	97.70	1.59	123 252 714	175 138.11	100.00	1.25	68 755	1.59	123 252 714

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2010

Chart 4: Marital Status by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2010

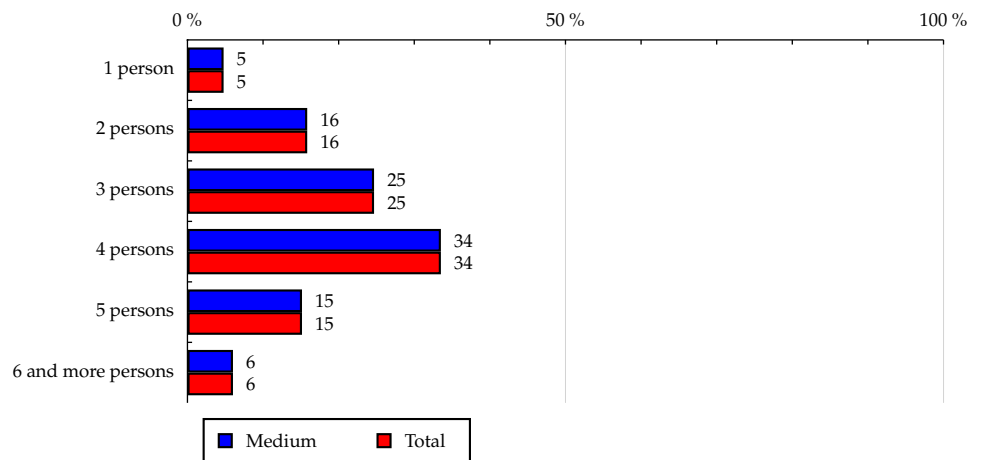
TOTAL

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	4.78	263 844	97.70	5.76	446 227 125	165 235.33	100.00	4.78	263 844	5.76	446 227 125
2 persons	15.84	874 620	97.70	16.84	1 304 324 618	145 700.27	100.00	15.84	874 620	16.84	1 304 324 618
3 persons	24.68	1 362 931	97.70	25.57	1 980 978 562	142 003.87	100.00	24.68	1 362 931	25.57	1 980 978 562
4 persons	33.52	1 851 077	97.70	32.26	2 499 122 592	131 903.84	100.00	33.52	1 851 077	32.26	2 499 122 592
5 persons	15.15	836 782	97.70	13.90	1 076 627 380	125 703.55	100.00	15.15	836 782	13.90	1 076 627 380
6 and more persons	6.02	332 556	97.70	5.68	439 789 601	129 203.55	100.00	6.02	332 556	5.68	439 789 601

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2010

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2010

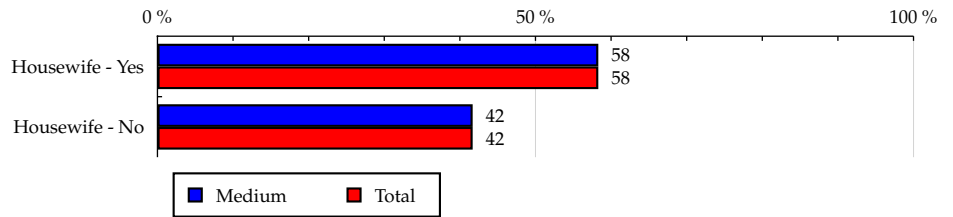
TOTAL

Table 6: Housewife

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Housewife - Yes	58.31	3 220 002	97.70	62.23	4 821 135 600	146 280.91	100.00	58.31	3 220 002	62.23	4 821 135 600
Housewife - No	41.69	2 301 810	97.70	37.77	2 925 934 277	124 190.84	100.00	41.69	2 301 810	37.77	2 925 934 277

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2010

Chart 6: Housewife by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2010

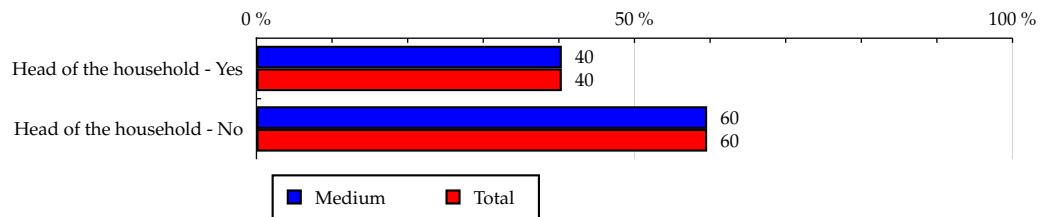
TOTAL

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	40.39	2 230 192	97.70	41.65	3 226 538 821	141 347.79	100.00	40.39	2 230 192	41.65	3 226 538 821
Head of the household - No	59.61	3 291 620	97.70	58.35	4 520 531 056	134 175.82	100.00	59.61	3 291 620	58.35	4 520 531 056

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2010

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2010

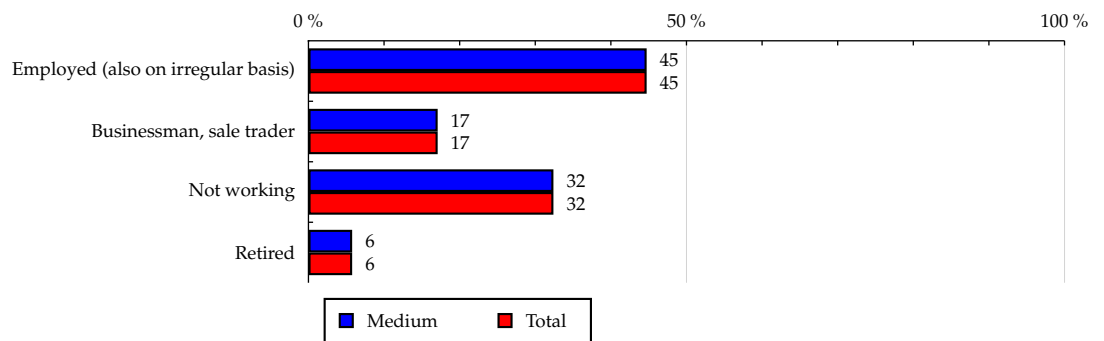
TOTAL

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)	44.73	2 469 776	97.70	45.51	3 525 622 523	139 467.39	100.00	44.73	2 469 776	45.51	3 525 622 523
Businessman, sale trader	17.09	943 850	97.70	16.51	1 278 995 477	132 391.62	100.00	17.09	943 850	16.51	1 278 995 477
Not working	32.40	1 789 220	97.70	29.92	2 317 554 657	126 549.56	100.00	32.40	1 789 220	29.92	2 317 554 657
Retired	5.78	318 965	97.70	8.07	624 897 221	191 407.55	100.00	5.78	318 965	8.07	624 897 221

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2010

Chart 8: Economic Activity by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2010

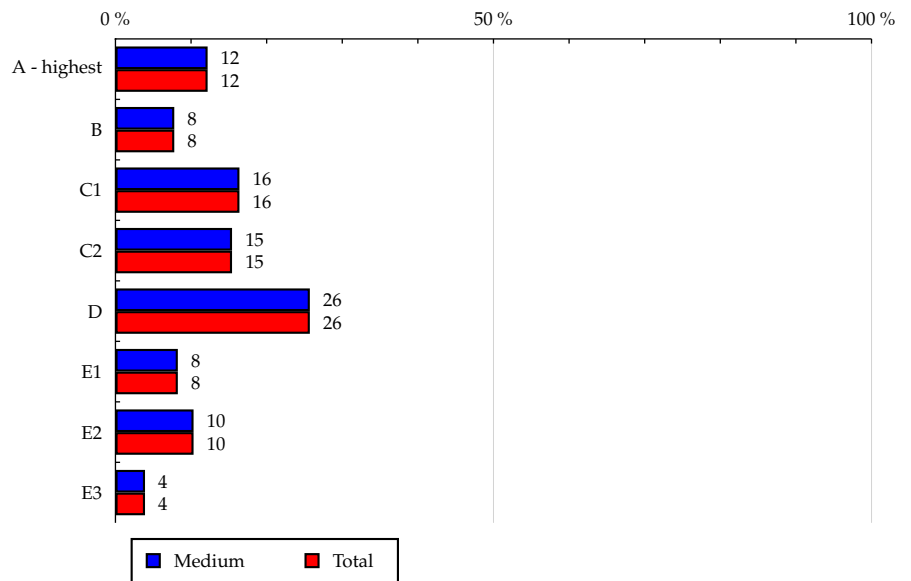
TOTAL

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	12.19	673 212	97.70	10.42	807 175 222	117 141.34	100.00	12.19	673 212	10.42	807 175 222
B	7.78	429 679	97.70	8.14	630 857 714	143 443.59	100.00	7.78	429 679	8.14	630 857 714
C1	16.40	905 821	97.70	15.65	1 212 485 171	130 776.14	100.00	16.40	905 821	15.65	1 212 485 171
C2	15.42	851 452	97.70	16.48	1 276 673 127	146 491.94	100.00	15.42	851 452	16.48	1 276 673 127
D	25.71	1 419 702	97.70	25.28	1 958 254 986	134 761.71	100.00	25.71	1 419 702	25.28	1 958 254 986
E1	8.25	455 462	97.70	10.02	775 871 606	166 429.94	100.00	8.25	455 462	10.02	775 871 606
E2	10.33	570 342	97.70	9.96	771 980 451	132 240.66	100.00	10.33	570 342	9.96	771 980 451
E3	3.91	216 139	97.70	4.05	313 771 601	141 831.99	100.00	3.91	216 139	4.05	313 771 601

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2010

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2010

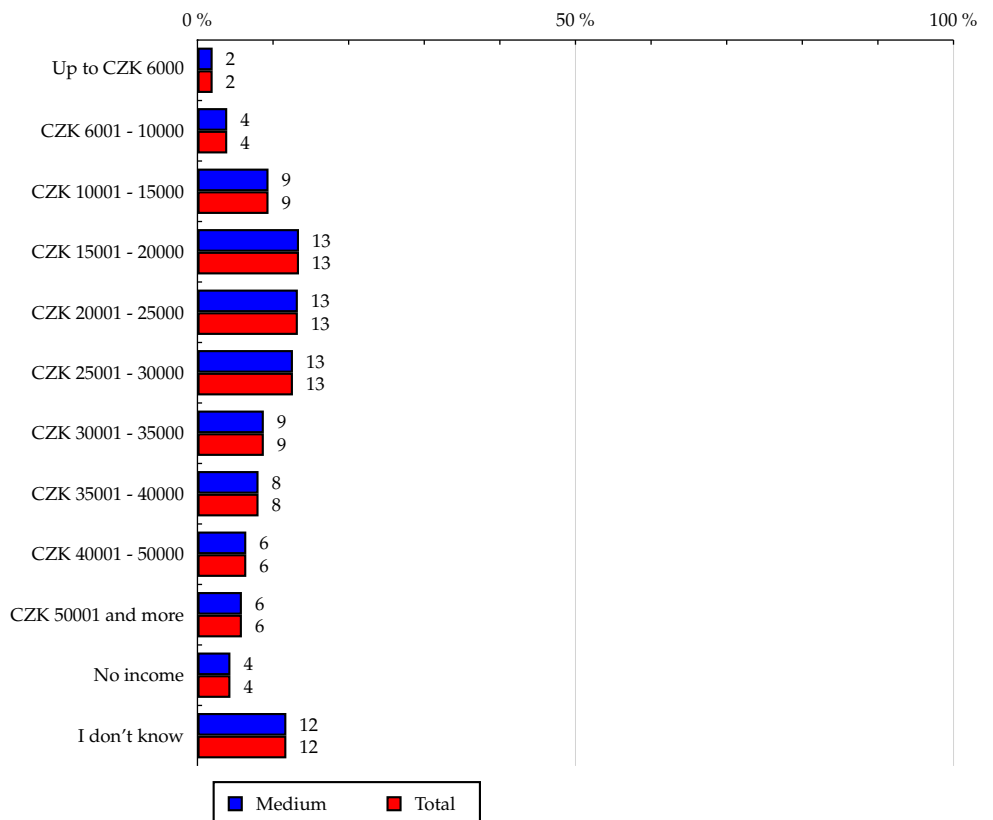
TOTAL

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	2.01	110 997	97.70	1.76	136 154 629	119 843.66	100.00	2.01	110 997	1.76	136 154 629
CZK 6001 - 10000	3.94	217 366	97.70	4.90	379 389 595	170 524.34	100.00	3.94	217 366	4.90	379 389 595
CZK 10001 - 15000	9.40	519 195	97.70	11.11	860 648 027	161 953.19	100.00	9.40	519 195	11.11	860 648 027
CZK 15001 - 20000	13.43	741 828	97.70	14.56	1 128 266 075	148 594.41	100.00	13.43	741 828	14.56	1 128 266 075
CZK 20001 - 25000	13.28	733 051	97.70	14.04	1 087 329 177	144 917.66	100.00	13.28	733 051	14.04	1 087 329 177
CZK 25001 - 30000	12.63	697 149	97.70	12.88	997 921 211	139 850.83	100.00	12.63	697 149	12.88	997 921 211
CZK 30001 - 35000	8.78	484 689	97.70	8.61	666 706 541	134 389.47	100.00	8.78	484 689	8.61	666 706 541
CZK 35001 - 40000	8.08	446 078	97.70	7.53	583 257 184	127 744.88	100.00	8.08	446 078	7.53	583 257 184
CZK 40001 - 50000	6.46	356 599	97.70	6.09	471 922 639	129 295.97	100.00	6.46	356 599	6.09	471 922 639
CZK 50001 and more	5.88	324 619	97.70	5.22	404 364 266	121 700.42	100.00	5.88	324 619	5.22	404 364 266
No income	4.36	240 803	97.70	3.60	279 082 494	113 230.88	100.00	4.36	240 803	3.60	279 082 494
I don't know	11.76	649 434	97.70	9.71	752 028 040	113 134.06	100.00	11.76	649 434	9.71	752 028 040

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2010

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2010

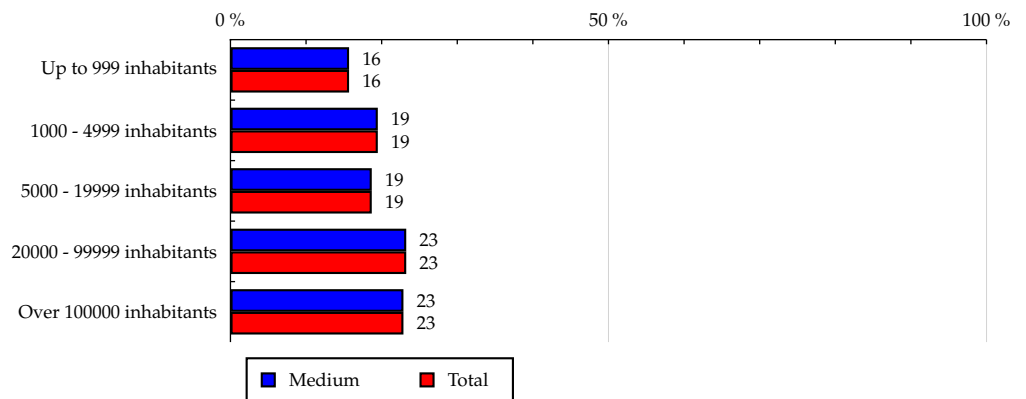
TOTAL

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	866 317	97.70	14.84	1 149 437 143	129 629.20	100.00	15.69	866 317	14.84	1 149 437 143
1000 - 4999 inhabitants	19.49	1 076 311	97.70	19.86	1 538 279 723	139 634.16	100.00	19.49	1 076 311	19.86	1 538 279 723
5000 - 19999 inhabitants	18.69	1 032 247	97.70	19.45	1 507 137 283	142 647.33	100.00	18.69	1 032 247	19.45	1 507 137 283
20000 - 99999 inhabitants	23.25	1 283 766	97.70	23.90	1 851 876 610	140 935.53	100.00	23.25	1 283 766	23.90	1 851 876 610
Over 100000 inhabitants	22.88	1 263 170	97.70	21.95	1 700 339 117	131 512.86	100.00	22.88	1 263 170	21.95	1 700 339 117

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2010

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2010

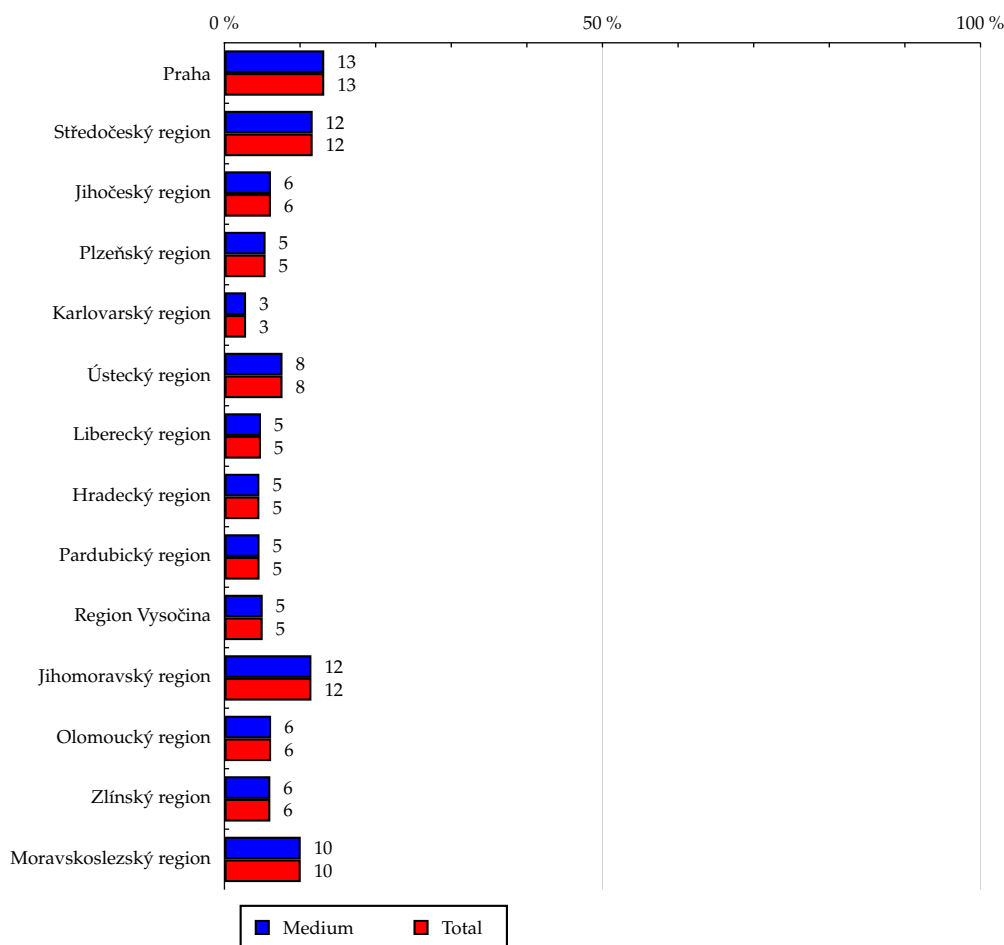
TOTAL

Table 12: Region

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Praha	13.20	728 935	97.70	12.45	964 543 259	129 278.73	100.00	13.20	728 935	12.45	964 543 259
Středočeský region	11.67	644 396	97.70	10.67	826 624 190	125 328.47	100.00	11.67	644 396	10.67	826 624 190
Jihočeský region	6.15	339 592	97.70	5.67	439 051 113	126 314.13	100.00	6.15	339 592	5.67	439 051 113
Plzeňský region	5.44	300 386	97.70	5.91	457 928 106	148 939.91	100.00	5.44	300 386	5.91	457 928 106
Karlovarský region	2.86	158 034	97.70	2.78	214 983 429	132 907.31	100.00	2.86	158 034	2.78	214 983 429
Ústecký region	7.68	423 910	97.70	8.50	658 462 792	151 758.12	100.00	7.68	423 910	8.50	658 462 792
Liberecký region	4.83	266 978	97.70	5.08	393 921 960	144 154.42	100.00	4.83	266 978	5.08	393 921 960
Hradecký region	4.62	255 382	97.70	4.63	358 514 447	137 154.31	100.00	4.62	255 382	4.63	358 514 447
Pardubický region	4.64	256 155	97.70	4.55	352 812 164	134 565.50	100.00	4.64	256 155	4.55	352 812 164
Region Vysočina	5.06	279 678	97.70	5.43	420 908 042	147 035.49	100.00	5.06	279 678	5.43	420 908 042
Jihomoravský region	11.50	635 229	97.70	11.16	864 647 124	132 985.02	100.00	11.50	635 229	11.16	864 647 124
Olomoucký region	6.17	340 696	97.70	5.89	456 449 859	130 894.16	100.00	6.17	340 696	5.89	456 449 859
Zlínský region	6.07	335 339	97.70	6.58	509 613 116	148 473.81	100.00	6.07	335 339	6.58	509 613 116
Moravskoslezský region	10.09	557 096	97.70	10.70	828 610 275	145 316.42	100.00	10.09	557 096	10.70	828 610 275

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2010

Chart 12: Region by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2010

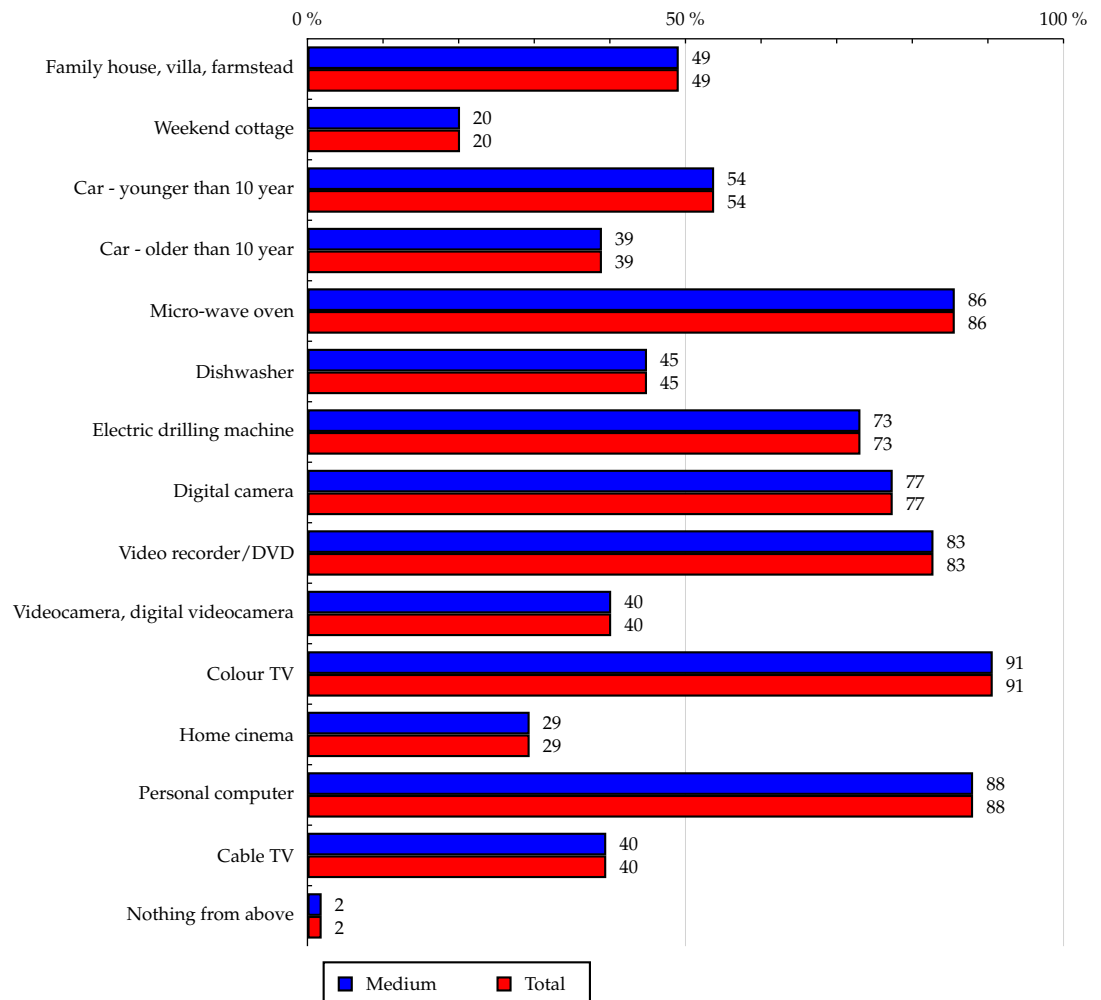
TOTAL

Table 13: Facilities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Family house, villa, farmstead	49.11	2 711 719	97.70	45.46	3 521 926 526	126 890.79	100.00	49.11	2 711 719	45.46	3 521 926 526
Weekend cottage	20.18	1 114 191	97.70	18.75	1 452 307 871	127 348.42	100.00	20.18	1 114 191	18.75	1 452 307 871
Car - younger than 10 year	53.79	2 969 978	97.70	50.56	3 916 603 653	128 840.06	100.00	53.79	2 969 978	50.56	3 916 603 653
Car - older than 10 year	38.95	2 150 527	97.70	38.87	3 011 438 006	136 811.76	100.00	38.95	2 150 527	38.87	3 011 438 006
Micro-wave oven	85.62	4 727 810	97.70	85.61	6 632 564 887	137 061.65	100.00	85.62	4 727 810	85.61	6 632 564 887
Dishwasher	44.91	2 479 776	97.70	39.61	3 068 664 744	120 901.45	100.00	44.91	2 479 776	39.61	3 068 664 744
Electric drilling machine	73.14	4 038 587	97.70	70.19	5 437 965 307	131 553.23	100.00	73.14	4 038 587	70.19	5 437 965 307
Digital camera	77.41	4 274 219	97.70	74.89	5 801 568 063	132 612.08	100.00	77.41	4 274 219	74.89	5 801 568 063
Video recorder/DVD	82.80	4 572 015	97.70	82.11	6 360 817 306	135 925.14	100.00	82.80	4 572 015	82.11	6 360 817 306
Videocamera, digital videocamera	40.17	2 218 126	97.70	38.29	2 966 072 088	130 644.15	100.00	40.17	2 218 126	38.29	2 966 072 088
Colour TV	90.64	5 005 058	97.70	90.86	7 039 301 585	137 408.93	100.00	90.64	5 005 058	90.86	7 039 301 585
Home cinema	29.39	1 622 734	97.70	29.76	2 305 683 025	138 818.26	100.00	29.39	1 622 734	29.76	2 305 683 025
Personal computer	88.04	4 861 447	97.70	87.37	6 768 474 452	136 025.31	100.00	88.04	4 861 447	87.37	6 768 474 452
Cable TV	39.52	2 182 427	97.70	40.07	3 103 869 551	138 949.87	100.00	39.52	2 182 427	40.07	3 103 869 551
Nothing from above	1.88	104 022	97.70	2.02	156 549 330	147 034.83	100.00	1.88	104 022	2.02	156 549 330

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2010

Chart 13: Facilities by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2010

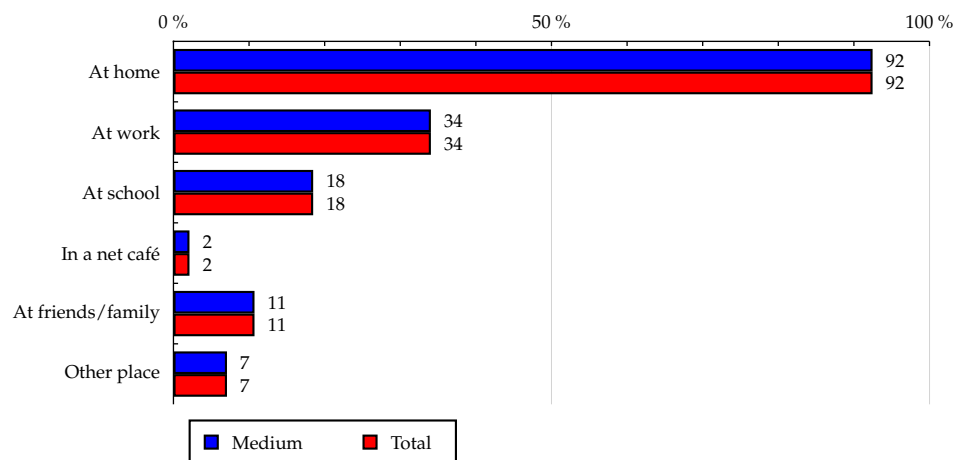
TOTAL

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	92.47	5 106 053	97.70	94.29	7 304 998 399	139 774.94	100.00	92.47	5 106 053	94.29	7 304 998 399
At work	34.05	1 880 118	97.70	28.63	2 218 035 889	115 259.82	100.00	34.05	1 880 118	28.63	2 218 035 889
At school	18.48	1 020 685	97.70	14.78	1 144 742 440	109 574.71	100.00	18.48	1 020 685	14.78	1 144 742 440
In a net café	2.12	117 272	97.70	1.94	150 349 361	125 256.31	100.00	2.12	117 272	1.94	150 349 361
At friends/family	10.72	591 812	97.70	9.66	748 450 074	123 558.69	100.00	10.72	591 812	9.66	748 450 074
Other place	7.08	390 729	97.70	5.62	435 390 356	108 867.35	100.00	7.08	390 729	5.62	435 390 356

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2010

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2010

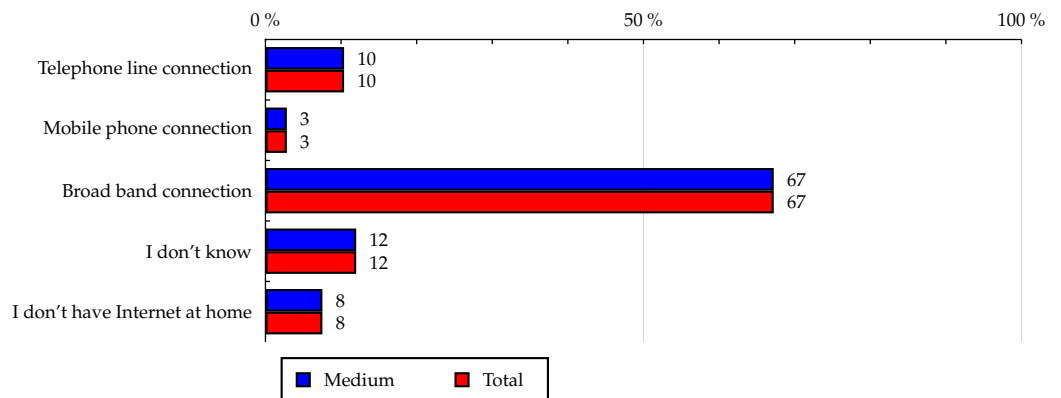
TOTAL

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	10.40	574 427	97.70	11.37	880 861 992	149 819.17	100.00	10.40	574 427	11.37	880 861 992
Mobile phone connection	2.83	156 414	97.70	2.28	176 567 480	110 287.99	100.00	2.83	156 414	2.28	176 567 480
Broad band connection	67.23	3 712 387	97.70	70.22	5 440 102 818	143 168.77	100.00	67.23	3 712 387	70.22	5 440 102 818
I don't know	12.00	662 823	97.70	10.42	807 466 109	119 020.22	100.00	12.00	662 823	10.42	807 466 109
I don't have Internet at home	7.53	415 759	97.70	5.71	442 071 478	103 883.03	100.00	7.53	415 759	5.71	442 071 478

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2010

Chart 15: Connection from Home by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2010

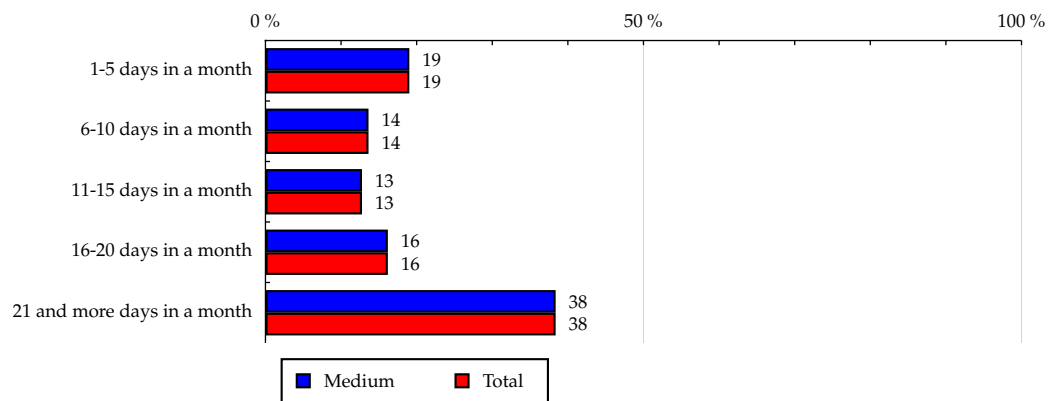
TOTAL

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	19.03	1 050 550	97.70	1.09	84 247 449	7 834.91	100.00	19.03	1 050 550	1.09	84 247 449
6-10 days in a month	13.63	752 735	97.70	2.64	204 458 850	26 537.40	100.00	13.63	752 735	2.64	204 458 850
11-15 days in a month	12.77	705 388	97.70	5.03	389 986 677	54 015.20	100.00	12.77	705 388	5.03	389 986 677
16-20 days in a month	16.19	893 976	97.70	13.36	1 035 357 562	113 151.15	100.00	16.19	893 976	13.36	1 035 357 562
21 and more days in a month	38.38	2 119 162	97.70	77.87	6 033 019 340	278 140.95	100.00	38.38	2 119 162	77.87	6 033 019 340

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2010

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2010

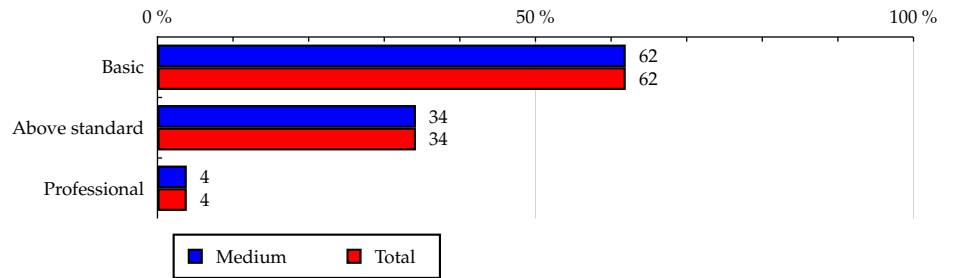
TOTAL

Table 17: IT Knowledge

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Basic	61.94	3 419 952	97.70	65.98	5 111 676 837	146 028.56	100.00	61.94	3 419 952	65.98	5 111 676 837
Above standard	34.19	1 887 637	97.70	31.11	2 409 845 995	124 728.37	100.00	34.19	1 887 637	31.11	2 409 845 995
Professional	3.88	214 222	97.70	2.91	225 547 045	102 864.55	100.00	3.88	214 222	2.91	225 547 045

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2010

Chart 17: IT Knowledge by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2010

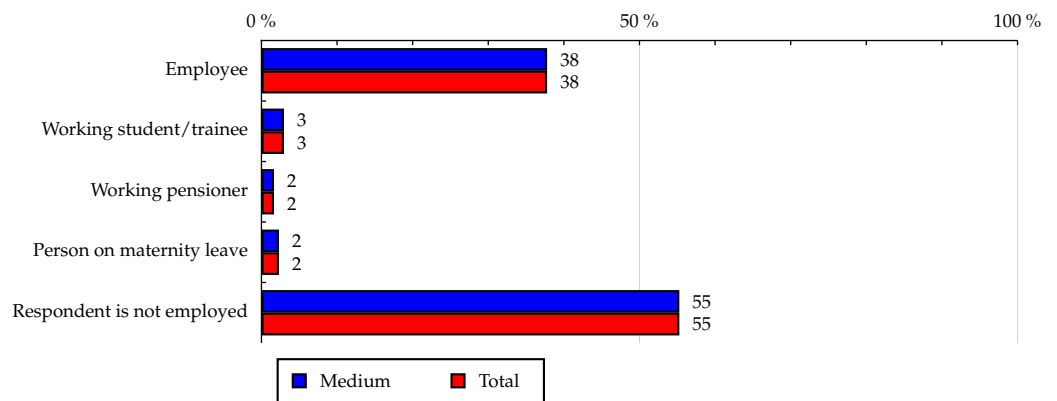
TOTAL

Table 18: Economically Active as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Employee	37.78	2 086 125	97.70	38.02	2 945 107 527	137 928.89	100.00	37.78	2 086 125	38.02	2 945 107 527
Working student/trainee	2.98	164 317	97.70	2.65	205 514 225	122 194.68	100.00	2.98	164 317	2.65	205 514 225
Working pensioner	1.66	91 437	97.70	1.93	149 729 372	159 983.98	100.00	1.66	91 437	1.93	149 729 372
Person on maternity leave	2.32	127 895	97.70	2.91	225 271 399	172 085.58	100.00	2.32	127 895	2.91	225 271 399
Respondent is not employed	55.27	3 052 036	97.70	54.49	4 221 447 354	135 134.49	100.00	55.27	3 052 036	54.49	4 221 447 354

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2010

Chart 18: Economically Active as by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2010

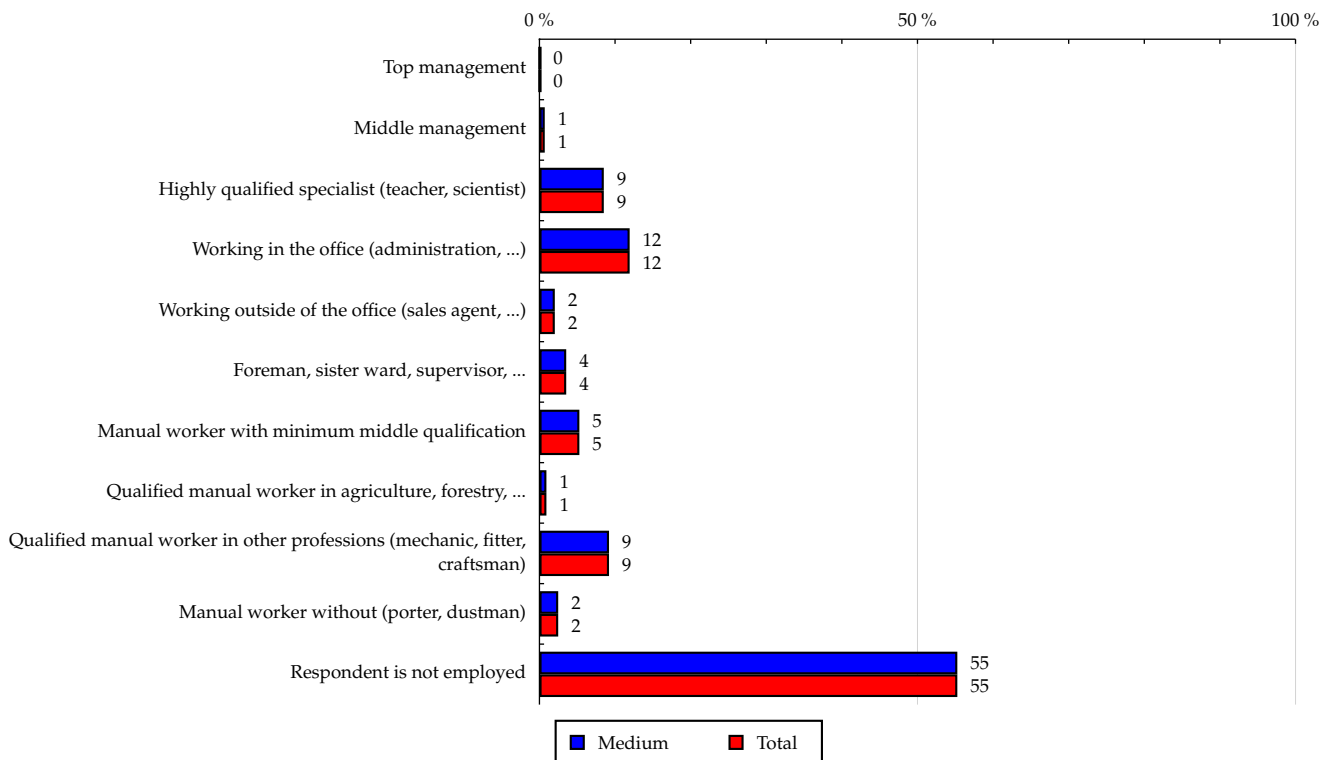
TOTAL

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	6 835	97.70	0.09	6 981 427	99 790.55	100.00	0.12	6 835	0.09	6 981 427
Middle management	0.70	38 753	97.70	0.66	50 830 292	128 147.26	100.00	0.70	38 753	0.66	50 830 292
Highly qualified specialist (teacher, scientist)	8.51	470 176	97.70	6.19	479 300 239	99 595.82	100.00	8.51	470 176	6.19	479 300 239
Working in the office (administration, ...)	11.93	658 839	97.70	11.52	892 151 859	132 298.11	100.00	11.93	658 839	11.52	892 151 859
Working outside of the office (sales agent, ...)	2.03	112 172	97.70	2.05	158 559 101	138 101.53	100.00	2.03	112 172	2.05	158 559 101
Foreman, sister ward, supervisor, ...	3.54	195 225	97.70	3.76	291 012 362	145 636.42	100.00	3.54	195 225	3.76	291 012 362
Manual worker with minimum middle qualification	5.28	291 623	97.70	5.55	430 010 929	144 062.59	100.00	5.28	291 623	5.55	430 010 929
Qualified manual worker in agriculture, forestry, ...	0.92	51 038	97.70	1.14	88 295 255	169 018.27	100.00	0.92	51 038	1.14	88 295 255
Qualified manual worker in other professions (mechanic, fitter, craftsman)	9.20	507 926	97.70	11.52	892 800 412	171 730.89	100.00	9.20	507 926	11.52	892 800 412
Manual worker without (porter, dustman)	2.48	137 185	97.70	3.04	235 680 647	167 845.35	100.00	2.48	137 185	3.04	235 680 647
Respondent is not employed	55.27	3 052 036	97.70	54.49	4 221 447 354	135 134.49	100.00	55.27	3 052 036	54.49	4 221 447 354

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2010

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2010

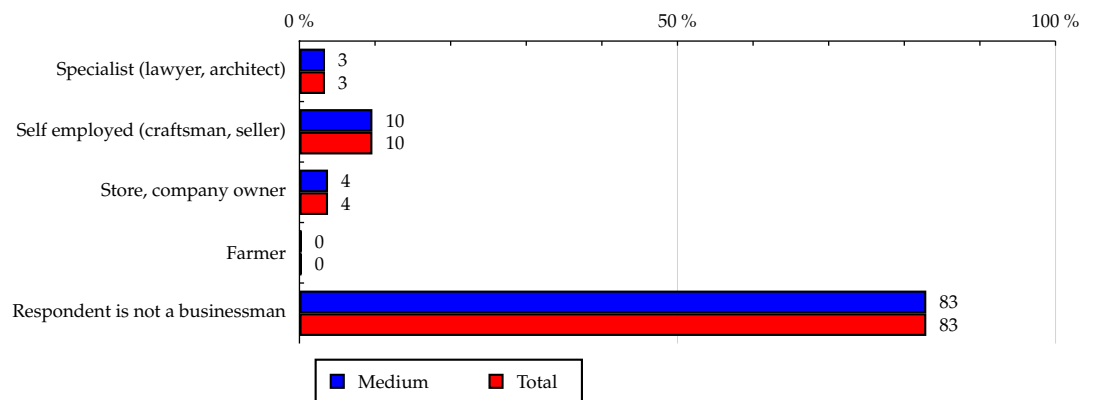
TOTAL

Table 20: Business Activities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Specialist (lawyer, architect)	3.38	186 608	97.70	2.88	222 896 868	116 698.92	100.00	3.38	186 608	2.88	222 896 868
Self employed (craftsman, seller)	9.65	533 121	97.70	9.85	763 473 483	139 914.23	100.00	9.65	533 121	9.85	763 473 483
Store, company owner	3.78	208 874	97.70	3.47	268 580 028	125 626.93	100.00	3.78	208 874	3.47	268 580 028
Farmer	0.28	15 244	97.70	0.31	24 045 098	154 097.24	100.00	0.28	15 244	0.31	24 045 098
Respondent is not a businessman	82.91	4 577 962	97.70	83.49	6 468 074 401	138 037.56	100.00	82.91	4 577 962	83.49	6 468 074 401

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2010

Chart 20: Business Activities by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2010

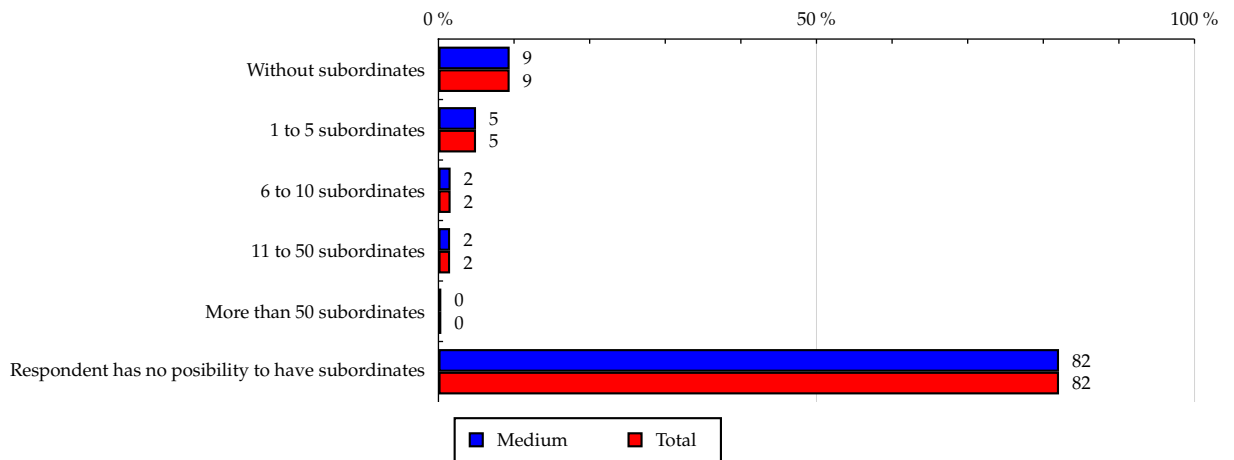
TOTAL

Table 21: Number of Subordinates

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Without subordinates	9.42	520 136	97.70	9.84	762 123 023	143 153.53	100.00	9.42	520 136	9.84	762 123 023
1 to 5 subordinates	4.97	274 292	97.70	4.59	355 683 271	126 690.28	100.00	4.97	274 292	4.59	355 683 271
6 to 10 subordinates	1.61	88 950	97.70	1.38	107 081 167	117 613.42	100.00	1.61	88 950	1.38	107 081 167
11 to 50 subordinates	1.54	84 805	97.70	1.13	87 202 221	100 460.59	100.00	1.54	84 805	1.13	87 202 221
More than 50 subordinates	0.38	21 251	97.70	0.32	24 717 513	113 632.63	100.00	0.38	21 251	0.32	24 717 513
Respondent has no possibility to have subordinates	82.08	4 532 374	97.70	82.74	6 410 262 681	138 179.80	100.00	82.08	4 532 374	82.74	6 410 262 681

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2010

Chart 21: Number of Subordinates by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2010

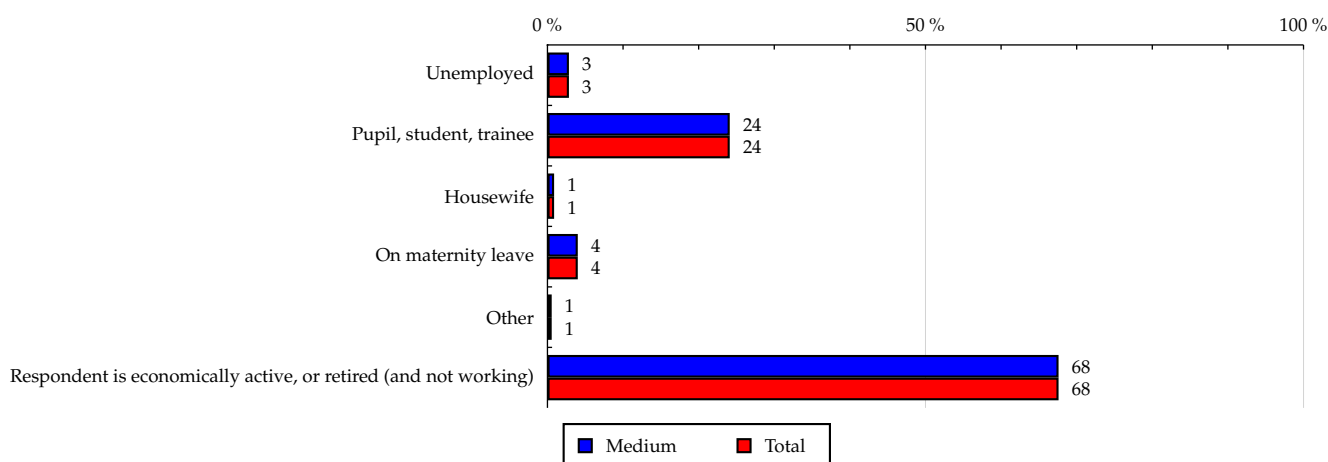
TOTAL

Table 22: Economically Inactive as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unemployed	2.84	156 775	97.70	3.69	286 123 061	178 306.97	100.00	2.84	156 775	3.69	286 123 061
Pupil, student, trainee	24.11	1 331 265	97.70	19.43	1 505 499 927	110 486.88	100.00	24.11	1 331 265	19.43	1 505 499 927
Housewife	0.88	48 675	97.70	0.88	68 503 040	137 498.35	100.00	0.88	48 675	0.88	68 503 040
On maternity leave	4.01	221 480	97.70	5.18	401 676 681	177 188.36	100.00	4.01	221 480	5.18	401 676 681
Other	0.56	31 023	97.70	0.72	55 751 948	175 573.98	100.00	0.56	31 023	0.72	55 751 948
Respondent is economically active, or retired (and not working)	67.60	3 732 592	97.70	70.08	5 429 515 221	142 116.66	100.00	67.60	3 732 592	70.08	5 429 515 221

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2010

Chart 22: Economically Inactive as by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2010

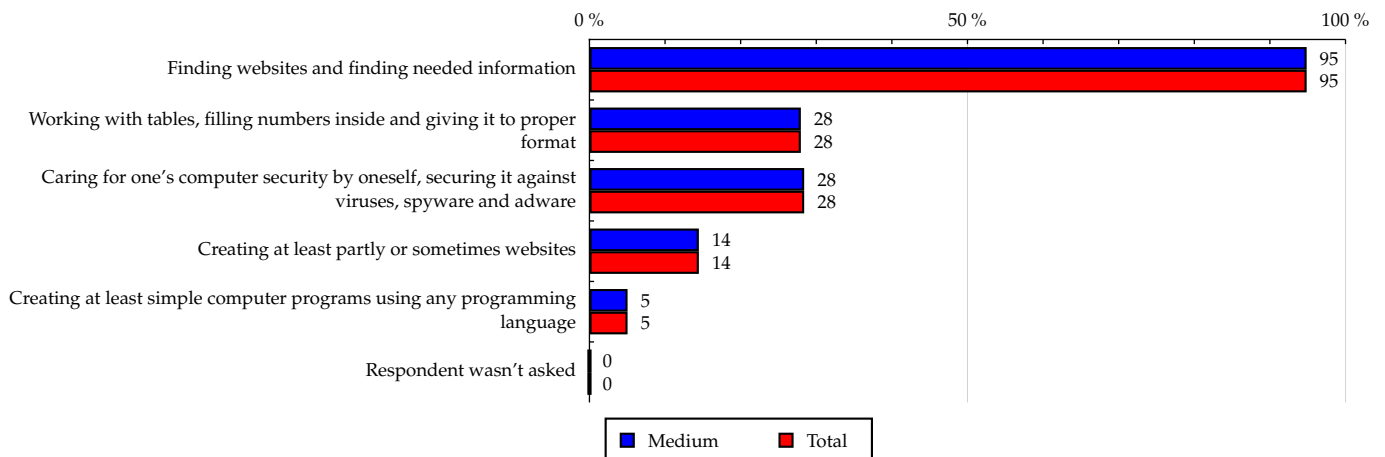
TOTAL

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	94.86	5 237 792	97.70	95.47	7 395 929 189	137 955.48	100.00	94.86	5 237 792	95.47	7 395 929 189
Working with tables, filling numbers inside and giving it to proper format	27.96	1 544 002	97.70	25.50	1 975 377 668	124 996.17	100.00	27.96	1 544 002	25.50	1 975 377 668
Caring for one's computer security by oneself, securing it against viruses, spyware and adware	28.40	1 568 224	97.70	29.55	2 289 043 484	142 606.84	100.00	28.40	1 568 224	29.55	2 289 043 484
Creating at least partly or sometimes websites	14.47	799 268	97.70	12.96	1 004 219 069	122 752.49	100.00	14.47	799 268	12.96	1 004 219 069
Creating at least simple computer programs using any programming language	5.04	278 400	97.70	3.98	308 659 879	108 319.20	100.00	5.04	278 400	3.98	308 659 879
Respondent wasn't asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2010

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2010

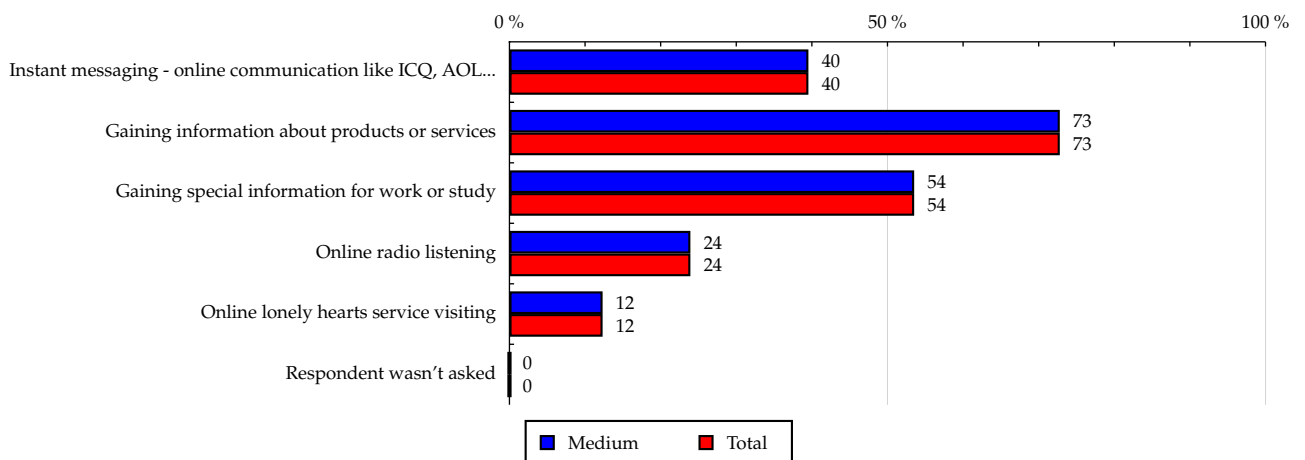
TOTAL

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...	39.54	2 183 469	97.70	40.19	3 113 894 965	139 332.17	100.00	39.54	2 183 469	40.19	3 113 894 965
Gaining information about products or services	72.79	4 019 448	97.70	74.81	5 795 931 022	140 880.61	100.00	72.79	4 019 448	74.81	5 795 931 022
Gaining special information for work or study	53.53	2 955 961	97.70	49.32	3 821 102 480	126 294.51	100.00	53.53	2 955 961	49.32	3 821 102 480
Online radio listening	23.93	1 321 171	97.70	24.71	1 914 550 485	141 580.12	100.00	23.93	1 321 171	24.71	1 914 550 485
Online lonely hearts service visiting	12.32	680 252	97.70	16.02	1 240 863 465	178 216.75	100.00	12.32	680 252	16.02	1 240 863 465
Respondent wasn't asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2010

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2010

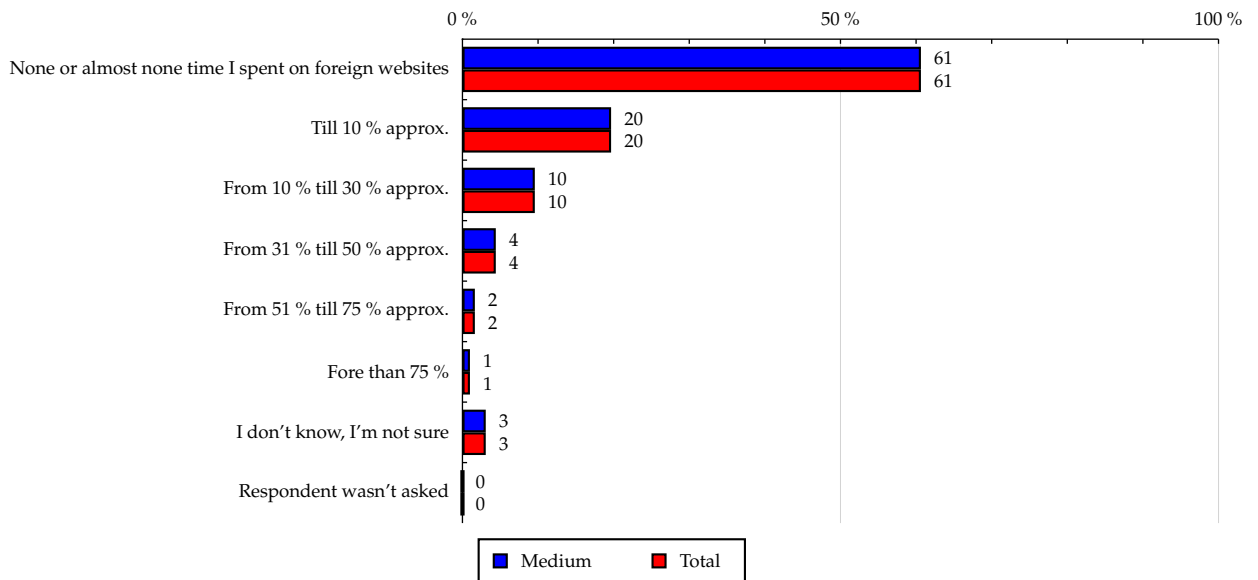
TOTAL

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	60.64	3 348 673	97.70	61.15	4 737 441 010	138 218.30	100.00	60.64	3 348 673	61.15	4 737 441 010
Till 10 % approx.	19.66	1 085 588	97.70	20.41	1 581 393 565	142 321.03	100.00	19.66	1 085 588	20.41	1 581 393 565
From 10 % till 30 % approx.	9.57	528 356	97.70	9.37	726 023 645	134 251.14	100.00	9.57	528 356	9.37	726 023 645
From 31 % till 50 % approx.	4.41	243 344	97.70	4.07	315 074 378	126 498.88	100.00	4.41	243 344	4.07	315 074 378
From 51 % till 75 % approx.	1.64	90 744	97.70	1.48	114 352 011	123 117.16	100.00	1.64	90 744	1.48	114 352 011
Fore than 75 %	0.99	54 926	97.70	0.81	62 867 035	111 823.82	100.00	0.99	54 926	0.81	62 867 035
I don't know, I'm not sure	3.08	170 178	97.70	2.71	209 918 233	120 514.57	100.00	3.08	170 178	2.71	209 918 233
Respondent wasn't asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2010

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, January 2010

THE KEY

Below mentioned term "target group" (given target group, chosen target group, chosen TG) is being used here as a target group given in a table line (or column of graph) of a given sociodemographic indicator, i.e. target group "women", "Liberec region", "Retired", etc. The target group "All" is defined as Persons in the age of 10+ that have visited Internet at least once in the last month.

MEDIUM:

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

RU(%) – structure of visitors

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

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

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

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

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

PV(%) – structure of page views

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

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

TRP(%) – Target Rating Points

Gross rating of a given target group on a chosen medium

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

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

Affinity(%) – affinity of reach

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

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

TOTAL:

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

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

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

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

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

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

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

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

Question on IT knowledge

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

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

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

ABCDE classification

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

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

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

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

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

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

Questions on the economic activity and employment:

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