

SPIR NetMonitor

Research on the Sociodemography of Internet Users in the Czech Republic

Medium title:

TOTAL

Month:

February 2010

Basic information	
The size of Internet population in the Czech Republic	5 640 949
Number of respondents	
Medium	N = 30 800
Total (for all measured media)	N = 30 800
RU(number)	5 511 206
Reach(%)	97.70
PV(number) (from Czech visitors)	7 010 258 610
PV(number) (from all visitors)	7 475 605 236
GRP (%)	124 274.45

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

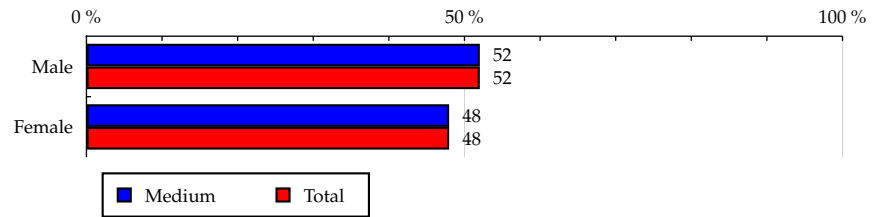
TOTAL

Table 1: Sex

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Male	52.03	2 867 371	97.70	52.01	3 646 023 762	124 231.05	100.00	52.03	2 867 371	52.01	3 646 023 762
Female	47.97	2 643 835	97.70	47.99	3 364 234 848	124 321.53	100.00	47.97	2 643 835	47.99	3 364 234 848

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

Chart 1: Sex by RU(%)



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

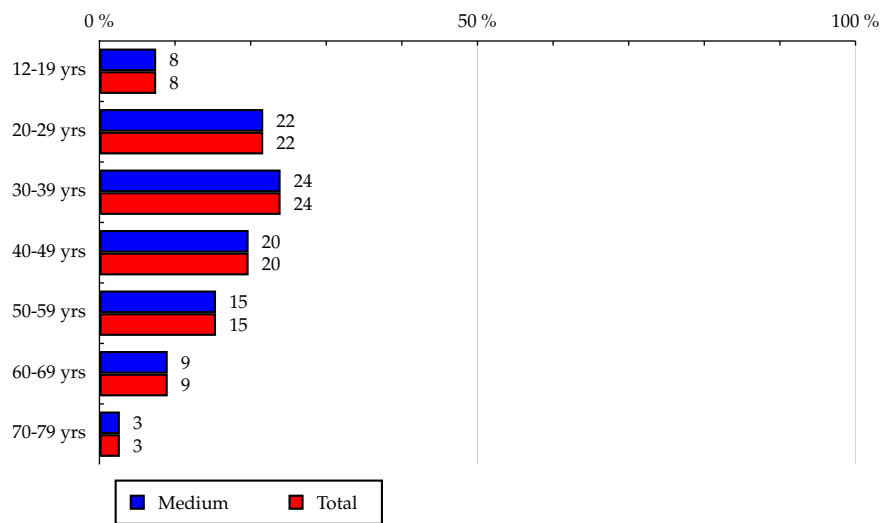
TOTAL

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	413 229	97.70	4.65	325 790 769	77 026.74	100.00	7.50	413 229	4.65	325 790 769
20-29 yrs	21.66	1 193 507	97.70	19.90	1 395 160 737	114 207.28	100.00	21.66	1 193 507	19.90	1 395 160 737
30-39 yrs	23.96	1 320 706	97.70	28.12	1 971 090 602	145 812.55	100.00	23.96	1 320 706	28.12	1 971 090 602
40-49 yrs	19.73	1 087 416	97.70	19.75	1 384 396 086	124 382.41	100.00	19.73	1 087 416	19.75	1 384 396 086
50-59 yrs	15.42	849 718	97.70	15.15	1 062 282 190	122 140.46	100.00	15.42	849 718	15.15	1 062 282 190
60-69 yrs	9.03	497 882	97.70	9.46	663 261 784	130 152.67	100.00	9.03	497 882	9.46	663 261 784
70-79 yrs	2.70	148 746	97.70	2.97	208 276 440	136 800.18	100.00	2.70	148 746	2.97	208 276 440

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

Chart 2: Age by RU(%)



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

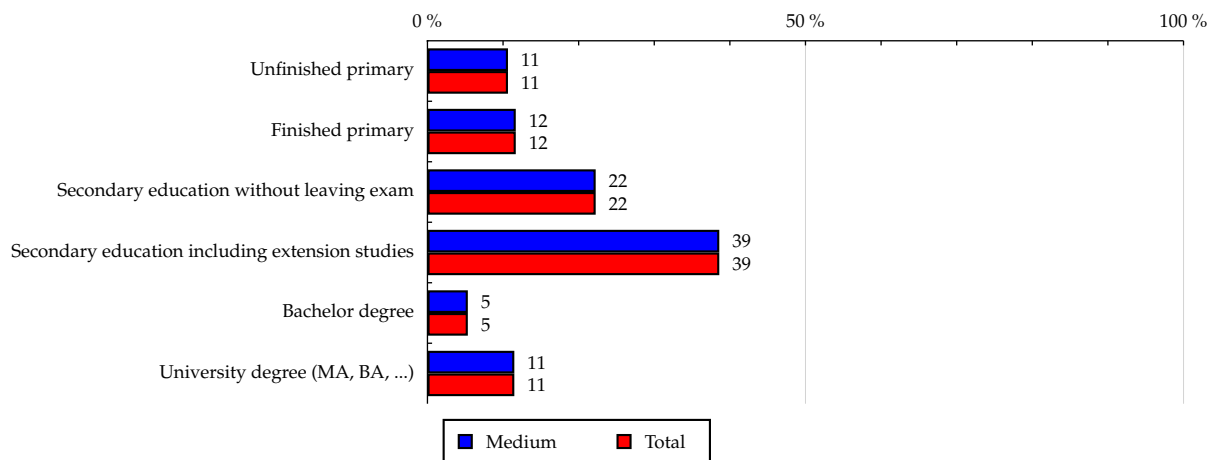
TOTAL

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	586 997	97.70	7.00	490 470 436	81 633.97	100.00	10.65	586 997	7.00	490 470 436
Finished primary	11.68	643 818	97.70	10.77	754 939 126	114 562.59	100.00	11.68	643 818	10.77	754 939 126
Secondary education without leaving exam	22.25	1 226 024	97.70	28.06	1 967 219 813	156 764.73	100.00	22.25	1 226 024	28.06	1 967 219 813
Secondary education including extension studies	38.60	2 127 050	97.70	39.96	2 801 211 366	128 665.66	100.00	38.60	2 127 050	39.96	2 801 211 366
Bachelor degree	5.34	294 078	97.70	5.58	391 283 629	129 993.98	100.00	5.34	294 078	5.58	391 283 629
University degree (MA, BA, ...)	11.49	633 237	97.70	8.63	605 134 240	93 364.07	100.00	11.49	633 237	8.63	605 134 240

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

Chart 3: Highest Education by RU(%)



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

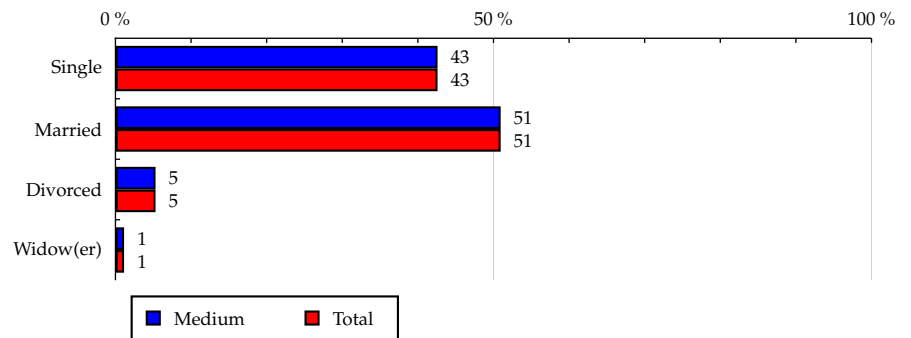
TOTAL

Table 4: Marital Status

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Single	42.60	2 347 723	97.70	40.10	2 811 175 029	116 986.45	100.00	42.60	2 347 723	40.10	2 811 175 029
Married	50.95	2 808 216	97.70	51.88	3 636 792 268	126 526.78	100.00	50.95	2 808 216	51.88	3 636 792 268
Divorced	5.30	292 216	97.70	6.80	476 375 396	159 271.86	100.00	5.30	292 216	6.80	476 375 396
Widow(er)	1.14	63 050	97.70	1.23	85 915 917	133 130.56	100.00	1.14	63 050	1.23	85 915 917

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

Chart 4: Marital Status by RU(%)



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

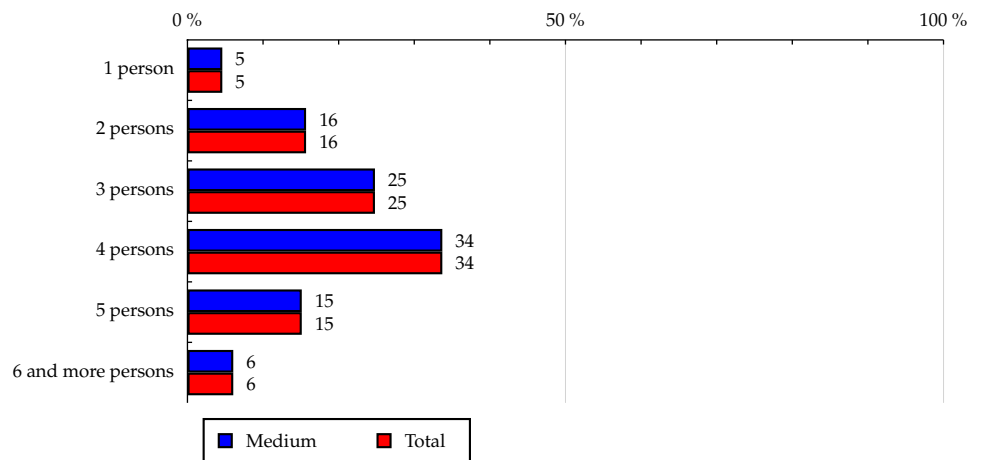
TOTAL

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	4.61	254 126	97.70	5.38	377 208 116	145 019.05	100.00	4.61	254 126	5.38	377 208 116
2 persons	15.69	864 792	97.70	16.95	1 188 392 837	134 258.81	100.00	15.69	864 792	16.95	1 188 392 837
3 persons	24.80	1 367 006	97.70	26.15	1 833 376 585	131 031.44	100.00	24.80	1 367 006	26.15	1 833 376 585
4 persons	33.71	1 857 794	97.70	32.17	2 254 916 660	118 584.33	100.00	33.71	1 857 794	32.17	2 254 916 660
5 persons	15.12	833 422	97.70	13.91	975 232 239	114 324.04	100.00	15.12	833 422	13.91	975 232 239
6 and more persons	6.06	334 064	97.70	5.44	381 132 173	111 465.48	100.00	6.06	334 064	5.44	381 132 173

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

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



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

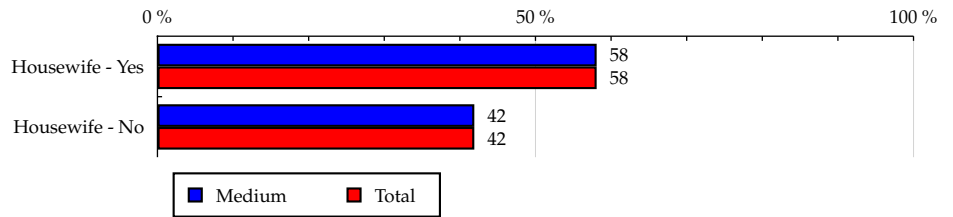
TOTAL

Table 6: Housewife

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Housewife - Yes	58.09	3 201 713	97.70	62.89	4 409 014 300	134 540.65	100.00	58.09	3 201 713	62.89	4 409 014 300
Housewife - No	41.91	2 309 493	97.70	37.11	2 601 244 309	110 042.14	100.00	41.91	2 309 493	37.11	2 601 244 309

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

Chart 6: Housewife by RU(%)



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

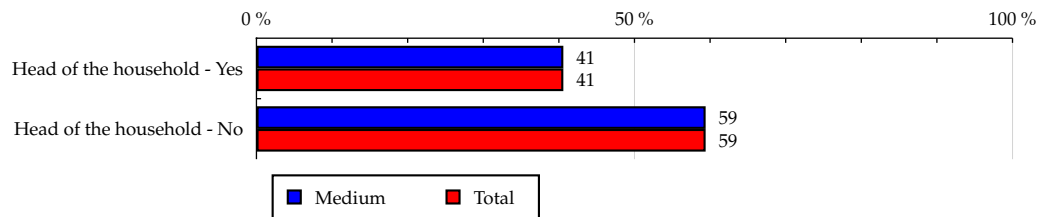
TOTAL

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	40.59	2 237 147	97.70	41.22	2 889 518 942	126 190.13	100.00	40.59	2 237 147	41.22	2 889 518 942
Head of the household - No	59.41	3 274 059	97.70	58.78	4 120 739 668	122 965.48	100.00	59.41	3 274 059	58.78	4 120 739 668

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

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



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

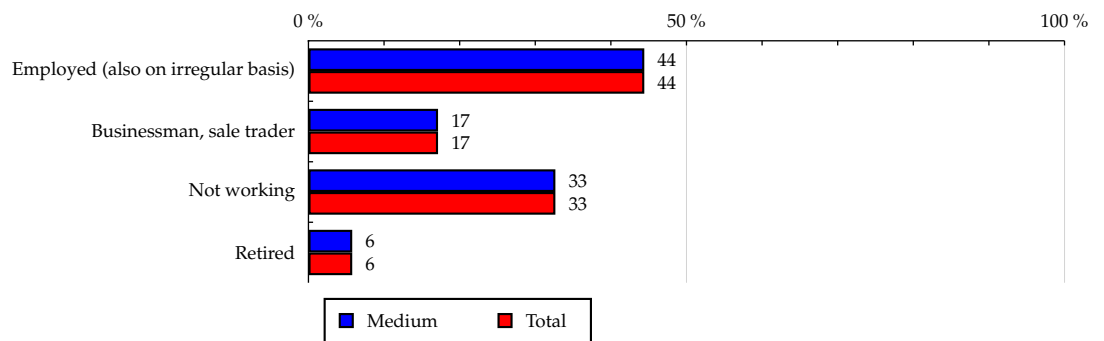
TOTAL

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)	44.42	2 447 874	97.70	45.57	3 194 301 207	127 491.50	100.00	44.42	2 447 874	45.57	3 194 301 207
Businessman, sale trader	17.14	944 359	97.70	16.49	1 156 208 725	119 617.12	100.00	17.14	944 359	16.49	1 156 208 725
Not working	32.66	1 800 028	97.70	30.00	2 103 285 591	114 159.87	100.00	32.66	1 800 028	30.00	2 103 285 591
Retired	5.79	318 944	97.70	7.94	556 463 086	170 457.54	100.00	5.79	318 944	7.94	556 463 086

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

Chart 8: Economic Activity by RU(%)



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

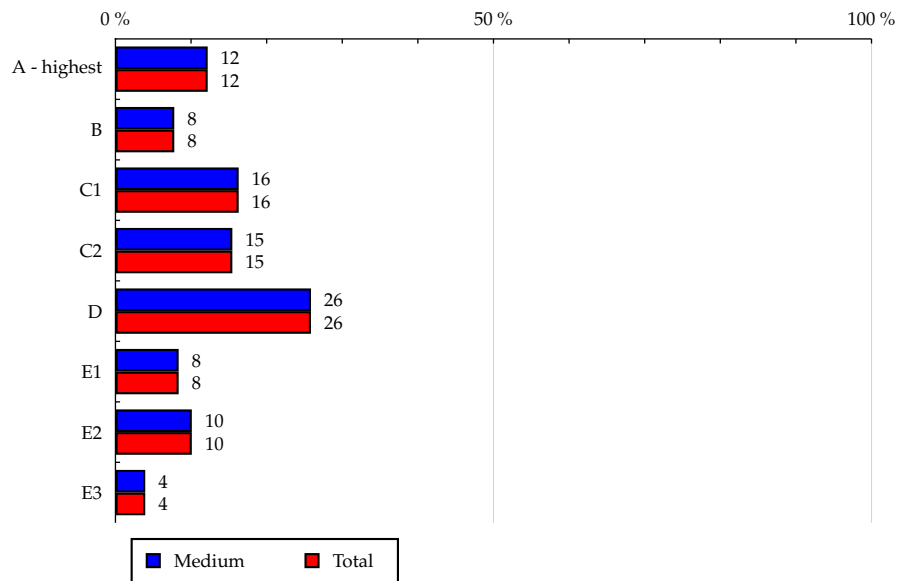
TOTAL

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	12.20	672 511	97.70	10.13	709 810 366	103 118.63	100.00	12.20	672 511	10.13	709 810 366
B	7.78	428 625	97.70	7.95	557 562 789	127 089.78	100.00	7.78	428 625	7.95	557 562 789
C1	16.30	898 371	97.70	15.76	1 104 796 451	120 149.21	100.00	16.30	898 371	15.76	1 104 796 451
C2	15.46	851 879	97.70	16.73	1 173 093 351	134 539.19	100.00	15.46	851 879	16.73	1 173 093 351
D	25.86	1 425 213	97.70	25.95	1 819 330 633	124 717.20	100.00	25.86	1 425 213	25.95	1 819 330 633
E1	8.36	460 927	97.70	9.20	645 144 115	136 747.36	100.00	8.36	460 927	9.20	645 144 115
E2	10.10	556 371	97.70	9.68	678 707 274	119 182.37	100.00	10.10	556 371	9.68	678 707 274
E3	3.94	217 307	97.70	4.59	321 813 630	144 685.57	100.00	3.94	217 307	4.59	321 813 630

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

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



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

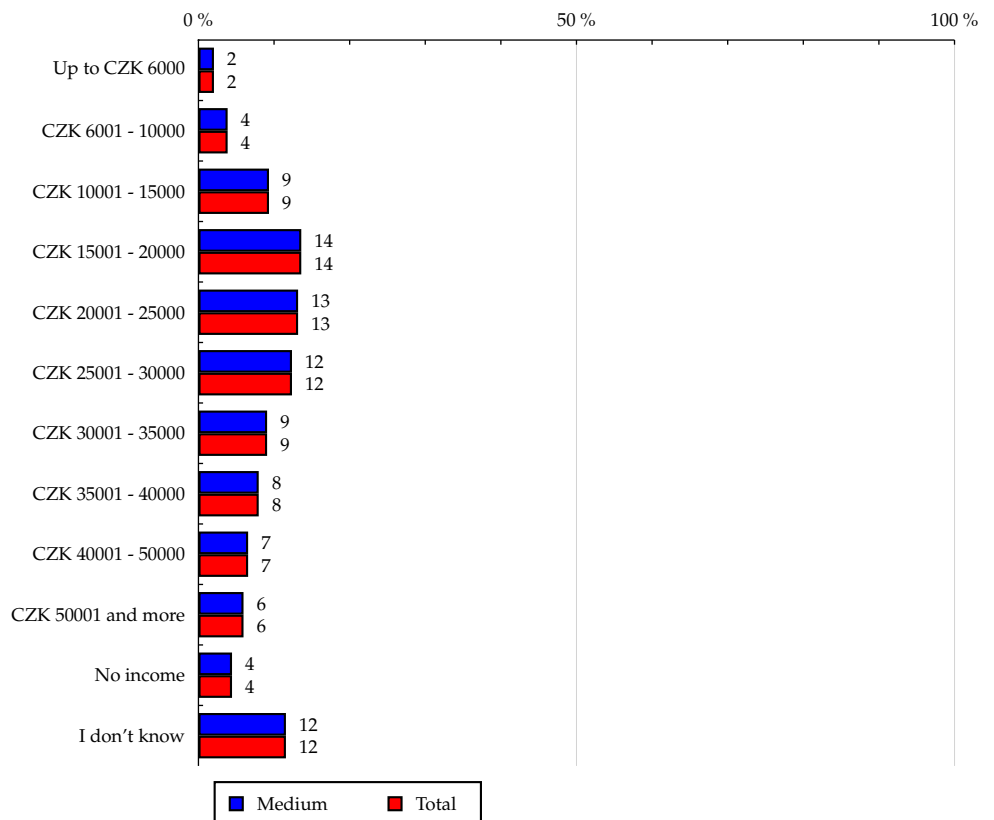
TOTAL

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	2.05	112 770	97.70	1.86	130 166 556	112 771.70	100.00	2.05	112 770	1.86	130 166 556
CZK 6001 - 10000	3.86	212 737	97.70	5.14	360 663 549	165 635.19	100.00	3.86	212 737	5.14	360 663 549
CZK 10001 - 15000	9.33	514 233	97.70	10.88	762 702 282	144 906.94	100.00	9.33	514 233	10.88	762 702 282
CZK 15001 - 20000	13.60	749 733	97.70	14.68	1 029 211 963	134 119.65	100.00	13.60	749 733	14.68	1 029 211 963
CZK 20001 - 25000	13.18	726 589	97.70	14.80	1 037 642 087	139 525.40	100.00	13.18	726 589	14.80	1 037 642 087
CZK 25001 - 30000	12.37	681 995	97.70	12.90	904 647 348	129 596.18	100.00	12.37	681 995	12.90	904 647 348
CZK 30001 - 35000	9.08	500 592	97.70	8.53	597 971 132	116 705.36	100.00	9.08	500 592	8.53	597 971 132
CZK 35001 - 40000	7.97	439 134	97.70	7.02	491 896 814	109 438.62	100.00	7.97	439 134	7.02	491 896 814
CZK 40001 - 50000	6.57	362 115	97.70	5.92	415 046 326	111 980.82	100.00	6.57	362 115	5.92	415 046 326
CZK 50001 and more	5.96	328 601	97.70	4.96	347 822 592	103 414.74	100.00	5.96	328 601	4.96	347 822 592
No income	4.44	244 896	97.70	3.68	258 303 549	103 048.76	100.00	4.44	244 896	3.68	258 303 549
I don't know	11.57	637 806	97.70	9.62	674 184 411	103 272.39	100.00	11.57	637 806	9.62	674 184 411

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

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



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

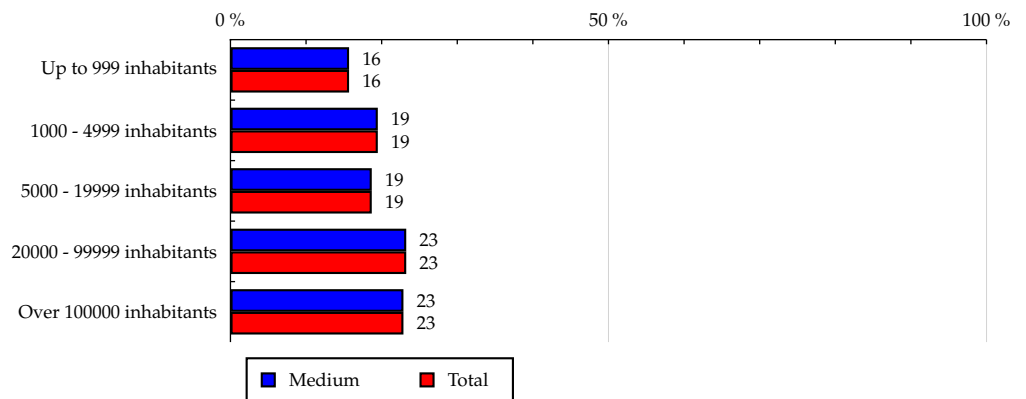
TOTAL

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	864 653	97.70	15.41	1 080 529 135	122 092.47	100.00	15.69	864 653	15.41	1 080 529 135
1000 - 4999 inhabitants	19.49	1 074 244	97.70	19.97	1 399 891 234	127 316.84	100.00	19.49	1 074 244	19.97	1 399 891 234
5000 - 19999 inhabitants	18.69	1 030 264	97.70	19.29	1 352 291 500	128 237.87	100.00	18.69	1 030 264	19.29	1 352 291 500
20000 - 99999 inhabitants	23.25	1 281 301	97.70	24.06	1 686 764 206	128 616.77	100.00	23.25	1 281 301	24.06	1 686 764 206
Over 100000 inhabitants	22.88	1 260 743	97.70	21.27	1 490 782 535	115 526.62	100.00	22.88	1 260 743	21.27	1 490 782 535

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

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



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

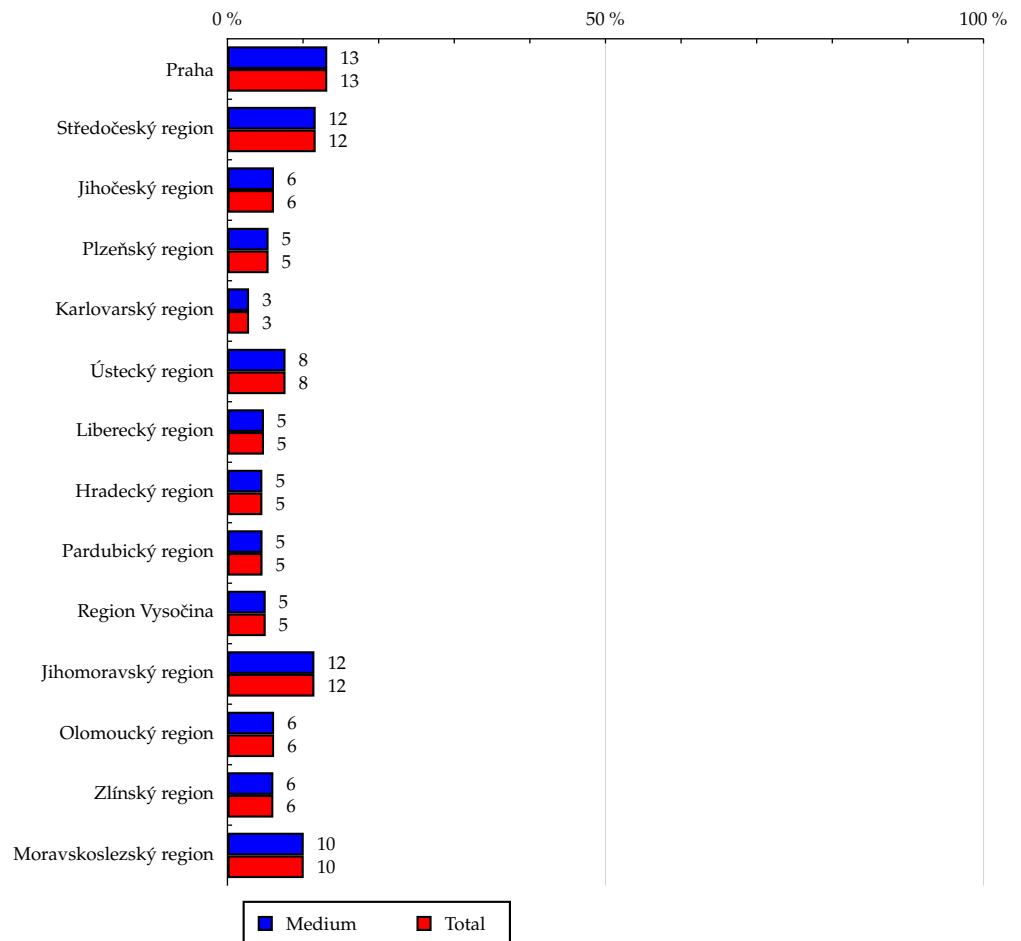
TOTAL

Table 12: Region

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Praha	13.20	727 535	97.70	11.88	832 524 616	111 798.94	100.00	13.20	727 535	11.88	832 524 616
Středočeský region	11.67	643 158	97.70	10.70	750 341 995	113 981.88	100.00	11.67	643 158	10.70	750 341 995
Jihočeský region	6.15	338 939	97.70	5.88	412 545 167	118 916.84	100.00	6.15	338 939	5.88	412 545 167
Plzeňský region	5.44	299 808	97.70	6.00	420 696 225	137 094.05	100.00	5.44	299 808	6.00	420 696 225
Karlovarský region	2.86	157 729	97.70	3.14	219 791 217	136 141.53	100.00	2.86	157 729	3.14	219 791 217
Ústecký region	7.68	423 095	97.70	8.55	599 360 683	138 402.54	100.00	7.68	423 095	8.55	599 360 683
Liberecký region	4.83	266 466	97.70	5.04	353 064 857	129 451.53	100.00	4.83	266 466	5.04	353 064 857
Hradecký region	4.62	254 892	97.70	4.41	308 991 203	118 435.78	100.00	4.62	254 892	4.41	308 991 203
Pardubický region	4.64	255 664	97.70	4.59	321 829 338	122 984.49	100.00	4.64	255 664	4.59	321 829 338
Region Vysočina	5.06	279 142	97.70	5.45	382 332 517	133 816.76	100.00	5.06	279 142	5.45	382 332 517
Jihomoravský region	11.50	634 009	97.70	11.48	804 611 705	123 989.57	100.00	11.50	634 009	11.48	804 611 705
Olomoucký region	6.17	340 042	97.70	5.75	403 024 273	115 795.80	100.00	6.17	340 042	5.75	403 024 273
Zlínský region	6.07	334 695	97.70	6.49	454 715 300	132 734.50	100.00	6.07	334 695	6.49	454 715 300
Moravskoslezský region	10.09	556 026	97.70	10.65	746 429 513	131 156.02	100.00	10.09	556 026	10.65	746 429 513

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

Chart 12: Region by RU(%)



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

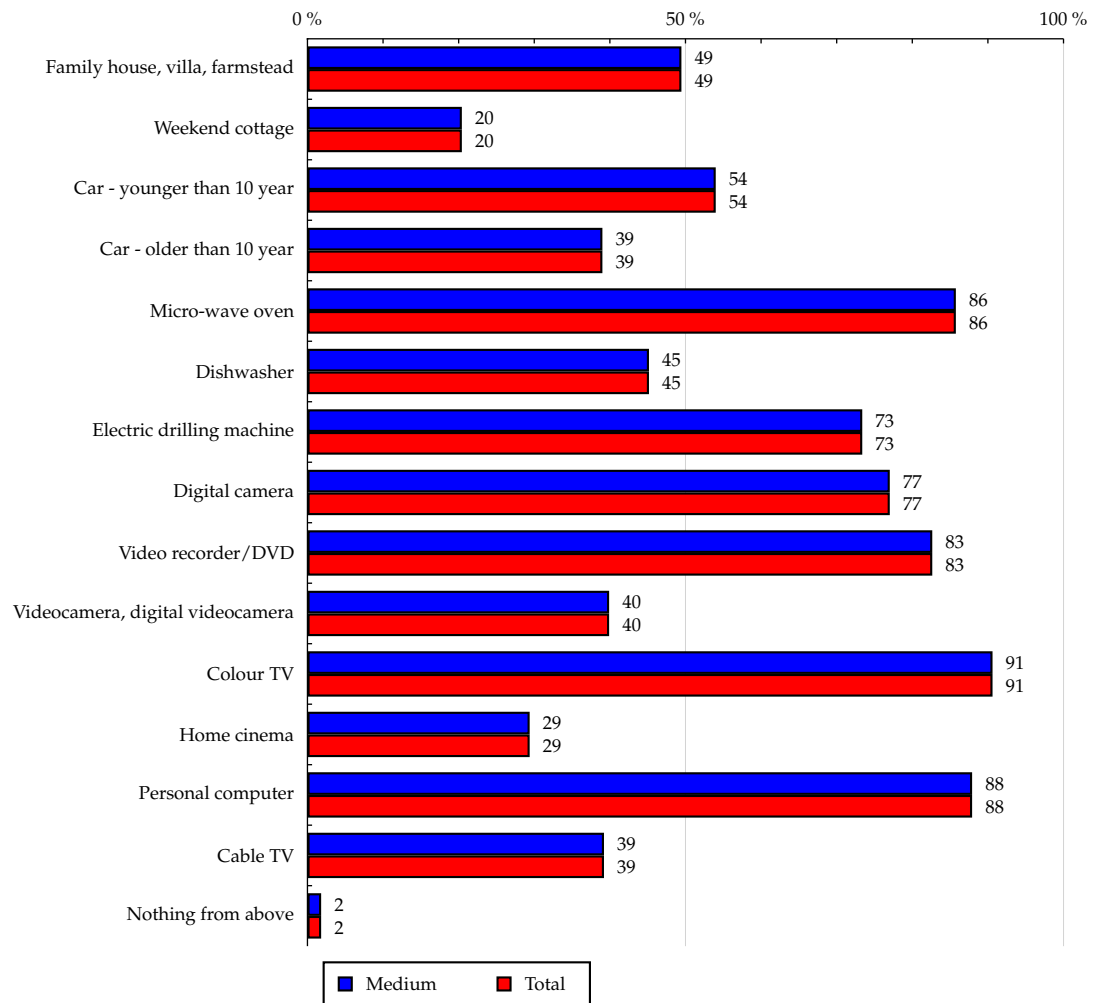
TOTAL

Table 13: Facilities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Family house, villa, farmstead	49.46	2 725 992	97.70	46.05	3 228 463 627	115 708.65	100.00	49.46	2 725 992	46.05	3 228 463 627
Weekend cottage	20.42	1 125 433	97.70	18.11	1 269 736 593	110 227.05	100.00	20.42	1 125 433	18.11	1 269 736 593
Car - younger than 10 year	54.00	2 976 043	97.70	49.94	3 500 650 186	114 922.23	100.00	54.00	2 976 043	49.94	3 500 650 186
Car - older than 10 year	39.01	2 149 719	97.70	39.82	2 791 167 555	126 852.37	100.00	39.01	2 149 719	39.82	2 791 167 555
Micro-wave oven	85.76	4 726 525	97.70	85.59	6 000 334 808	124 030.37	100.00	85.76	4 726 525	85.59	6 000 334 808
Dishwasher	45.17	2 489 514	97.70	39.75	2 786 484 687	109 354.49	100.00	45.17	2 489 514	39.75	2 786 484 687
Electric drilling machine	73.38	4 044 020	97.70	71.29	4 997 807 037	120 742.65	100.00	73.38	4 044 020	71.29	4 997 807 037
Digital camera	77.02	4 244 982	97.70	74.52	5 223 847 391	120 228.98	100.00	77.02	4 244 982	74.52	5 223 847 391
Video recorder/DVD	82.64	4 554 699	97.70	81.83	5 736 642 826	123 053.12	100.00	82.64	4 554 699	81.83	5 736 642 826
Videocamera, digital videocamera	39.90	2 199 122	97.70	37.38	2 620 515 118	116 421.13	100.00	39.90	2 199 122	37.38	2 620 515 118
Colour TV	90.61	4 993 865	97.70	90.79	6 364 955 895	124 524.02	100.00	90.61	4 993 865	90.79	6 364 955 895
Home cinema	29.39	1 619 629	97.70	29.86	2 093 304 733	126 273.21	100.00	29.39	1 619 629	29.86	2 093 304 733
Personal computer	87.91	4 845 071	97.70	87.65	6 144 545 019	123 903.64	100.00	87.91	4 845 071	87.65	6 144 545 019
Cable TV	39.22	2 161 475	97.70	39.63	2 777 974 614	125 566.11	100.00	39.22	2 161 475	39.63	2 777 974 614
Nothing from above	1.81	99 885	97.70	1.72	120 494 502	117 857.92	100.00	1.81	99 885	1.72	120 494 502

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

Chart 13: Facilities by RU(%)



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

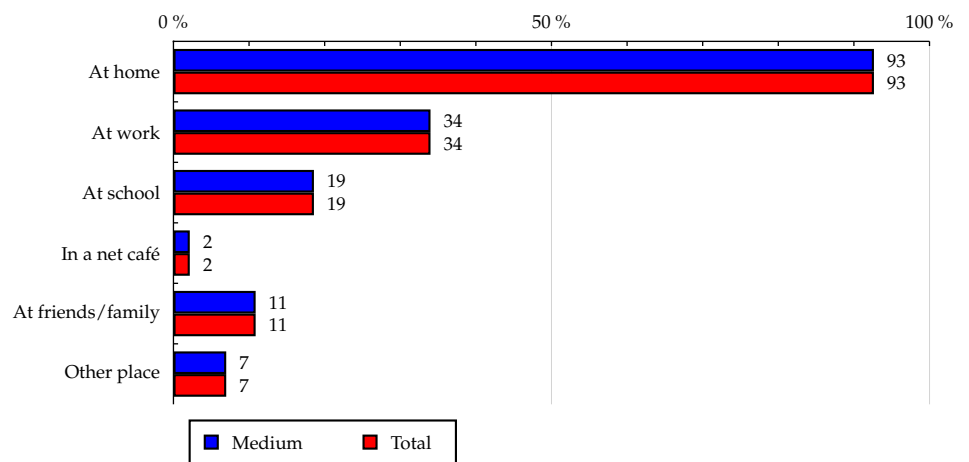
TOTAL

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	92.65	5 106 146	97.70	94.21	6 604 403 187	126 367.35	100.00	92.65	5 106 146	94.21	6 604 403 187
At work	34.00	1 874 034	97.70	29.27	2 052 237 334	106 990.32	100.00	34.00	1 874 034	29.27	2 052 237 334
At school	18.58	1 023 972	97.70	14.87	1 042 183 185	99 437.57	100.00	18.58	1 023 972	14.87	1 042 183 185
In a net café	2.16	119 187	97.70	2.00	139 975 761	114 740.71	100.00	2.16	119 187	2.00	139 975 761
At friends/family	10.87	599 309	97.70	9.33	653 760 470	106 576.60	100.00	10.87	599 309	9.33	653 760 470
Other place	6.98	384 834	97.70	5.57	390 693 350	99 187.41	100.00	6.98	384 834	5.57	390 693 350

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

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



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

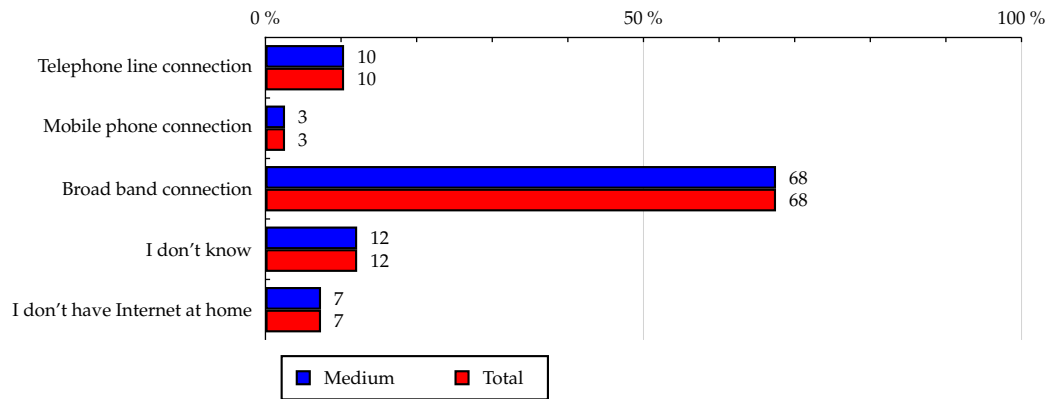
TOTAL

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	573 387	97.70	11.74	823 173 695	140 261.23	100.00	10.40	573 387	11.74	823 173 695
Mobile phone connection	2.59	142 524	97.70	2.20	154 230 309	105 724.64	100.00	2.59	142 524	2.20	154 230 309
Broad band connection	67.53	3 721 787	97.70	68.97	4 835 118 154	126 925.84	100.00	67.53	3 721 787	68.97	4 835 118 154
I don't know	12.13	668 446	97.70	11.30	791 881 028	115 741.08	100.00	12.13	668 446	11.30	791 881 028
I don't have Internet at home	7.35	405 060	97.70	5.79	405 855 422	97 891.70	100.00	7.35	405 060	5.79	405 855 422

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

Chart 15: Connection from Home by RU(%)



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

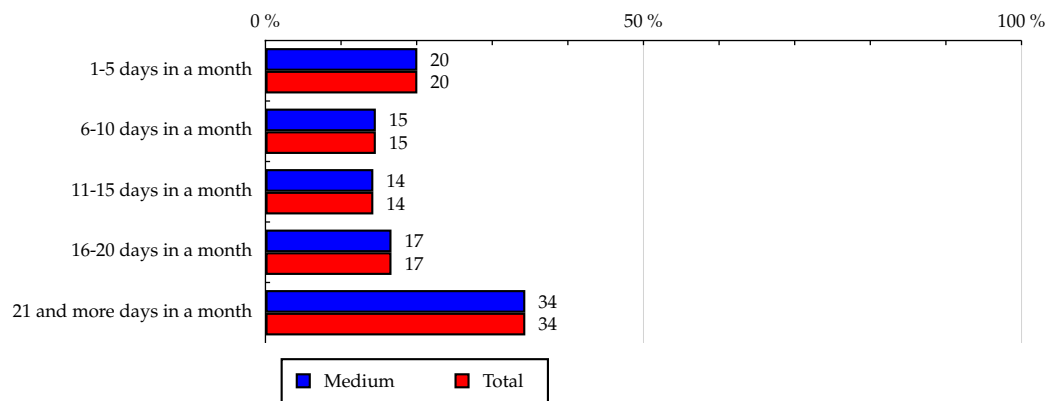
TOTAL

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	20.09	1 107 214	97.70	1.28	89 484 959	7 896.11	100.00	20.09	1 107 214	1.28	89 484 959
6-10 days in a month	14.60	804 543	97.70	3.26	228 610 874	27 761.42	100.00	14.60	804 543	3.26	228 610 874
11-15 days in a month	14.27	786 400	97.70	6.82	477 994 964	59 384.67	100.00	14.27	786 400	6.82	477 994 964
16-20 days in a month	16.67	918 817	97.70	15.42	1 081 111 381	114 957.03	100.00	16.67	918 817	15.42	1 081 111 381
21 and more days in a month	34.37	1 894 230	97.70	73.22	5 133 056 431	264 751.05	100.00	34.37	1 894 230	73.22	5 133 056 431

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

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



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

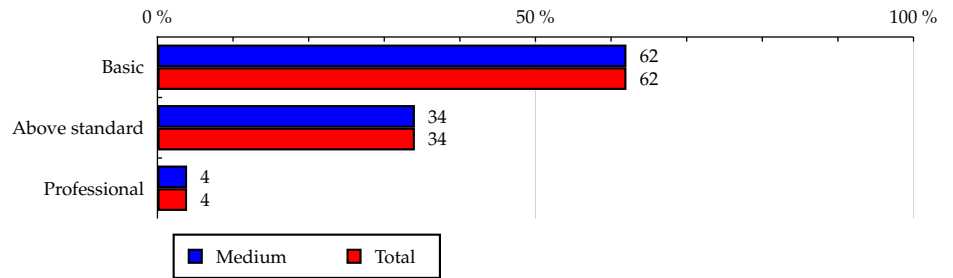
TOTAL

Table 17: IT Knowledge

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Basic	62.03	3 418 743	97.70	66.04	4 629 430 466	132 298.71	100.00	62.03	3 418 743	66.04	4 629 430 466
Above standard	34.05	1 876 499	97.70	31.13	2 182 016 014	113 606.72	100.00	34.05	1 876 499	31.13	2 182 016 014
Professional	3.92	215 964	97.70	2.84	198 812 130	89 940.63	100.00	3.92	215 964	2.84	198 812 130

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

Chart 17: IT Knowledge by RU(%)



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

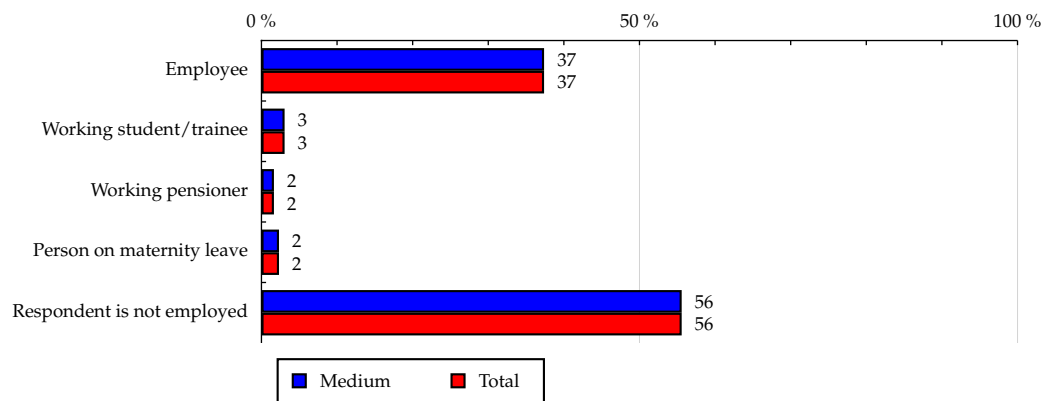
TOTAL

Table 18: Economically Active as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Employee	37.38	2 060 202	97.70	37.86	2 654 025 216	125 860.58	100.00	37.38	2 060 202	37.86	2 654 025 216
Working student/trainee	3.06	168 847	97.70	2.92	204 568 097	118 369.12	100.00	3.06	168 847	2.92	204 568 097
Working pensioner	1.65	91 200	97.70	1.84	128 689 677	137 860.55	100.00	1.65	91 200	1.84	128 689 677
Person on maternity leave	2.32	127 624	97.70	2.95	207 018 217	158 478.11	100.00	2.32	127 624	2.95	207 018 217
Respondent is not employed	55.58	3 063 332	97.70	54.43	3 815 957 402	121 703.75	100.00	55.58	3 063 332	54.43	3 815 957 402

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

Chart 18: Economically Active as by RU(%)



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

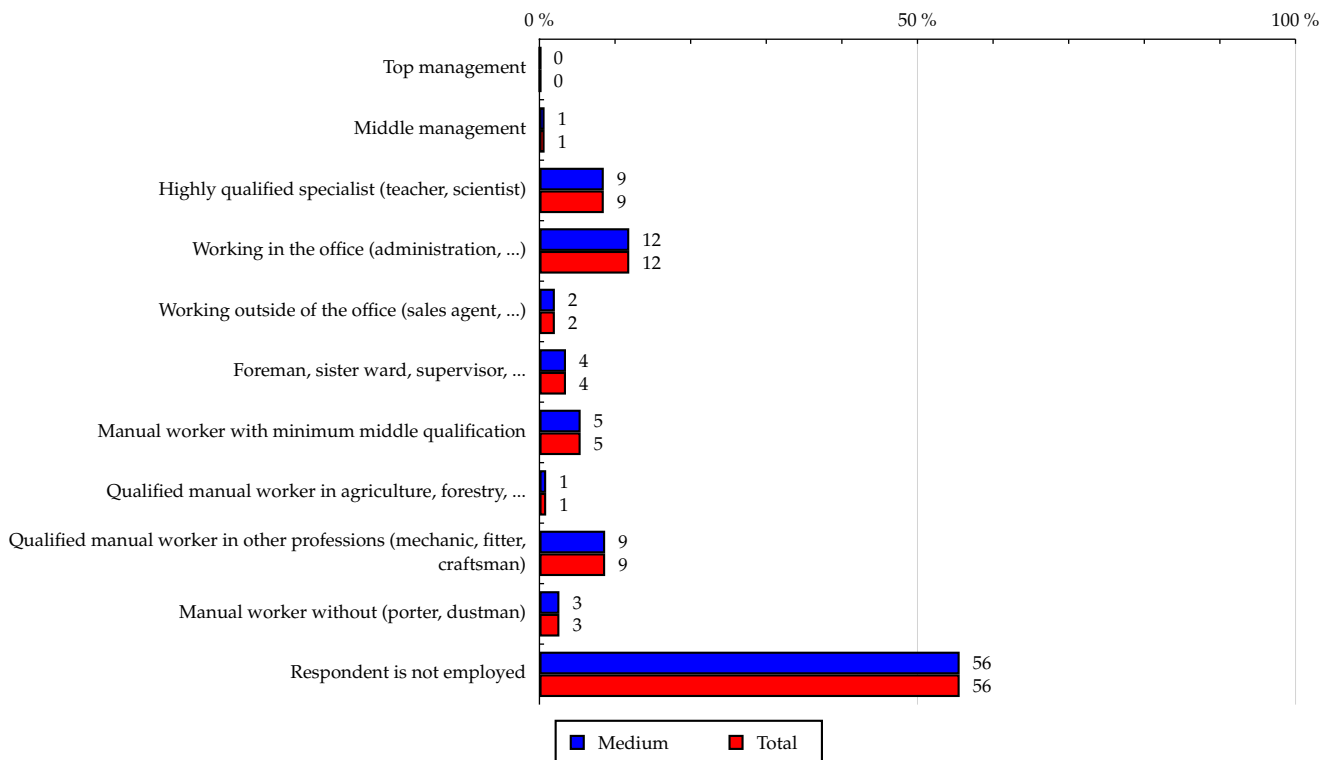
TOTAL

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	0.14	7 706	97.70	0.12	8 131 995	103 098.93	100.00	0.14	7 706	0.12	8 131 995
Middle management	0.68	37 518	97.70	0.60	41 857 949	108 998.69	100.00	0.68	37 518	0.60	41 857 949
Highly qualified specialist (teacher, scientist)	8.51	468 746	97.70	6.40	448 383 248	93 455.68	100.00	8.51	468 746	6.40	448 383 248
Working in the office (administration, ...)	11.88	654 673	97.70	11.72	821 748 096	122 633.31	100.00	11.88	654 673	11.72	821 748 096
Working outside of the office (sales agent, ...)	2.04	112 583	97.70	2.22	155 606 544	135 035.51	100.00	2.04	112 583	2.22	155 606 544
Foreman, sister ward, supervisor, ...	3.51	193 323	97.70	3.21	224 832 762	113 623.94	100.00	3.51	193 323	3.21	224 832 762
Manual worker with minimum middle qualification	5.45	300 088	97.70	6.26	439 078 073	142 950.93	100.00	5.45	300 088	6.26	439 078 073
Qualified manual worker in agriculture, forestry, ...	0.89	48 959	97.70	1.00	69 892 561	139 473.43	100.00	0.89	48 959	1.00	69 892 561
Qualified manual worker in other professions (mechanic, fitter, craftsman)	8.69	478 653	97.70	10.85	760 452 429	155 219.13	100.00	8.69	478 653	10.85	760 452 429
Manual worker without (porter, dustman)	2.64	145 621	97.70	3.20	224 317 550	150 498.74	100.00	2.64	145 621	3.20	224 317 550
Respondent is not employed	55.58	3 063 332	97.70	54.43	3 815 957 402	121 703.75	100.00	55.58	3 063 332	54.43	3 815 957 402

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

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



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

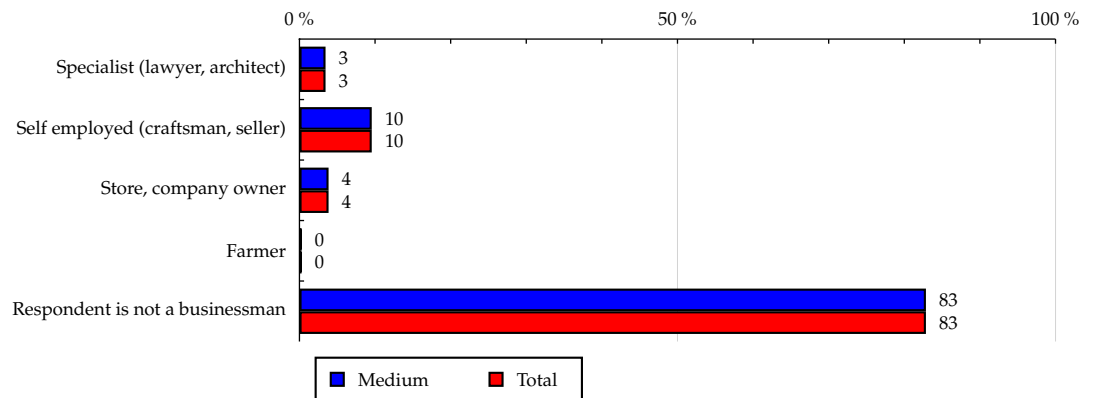
TOTAL

Table 20: Business Activities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Specialist (lawyer, architect)	3.45	190 096	97.70	2.85	199 903 925	102 740.55	100.00	3.45	190 096	2.85	199 903 925
Self employed (craftsman, seller)	9.56	526 789	97.70	9.96	697 999 323	129 453.12	100.00	9.56	526 789	9.96	697 999 323
Store, company owner	3.85	212 022	97.70	3.41	238 915 623	110 092.24	100.00	3.85	212 022	3.41	238 915 623
Farmer	0.28	15 451	97.70	0.28	19 389 854	122 604.57	100.00	0.28	15 451	0.28	19 389 854
Respondent is not a businessman	82.86	4 566 847	97.70	83.51	5 854 049 885	125 237.53	100.00	82.86	4 566 847	83.51	5 854 049 885

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

Chart 20: Business Activities by RU(%)



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

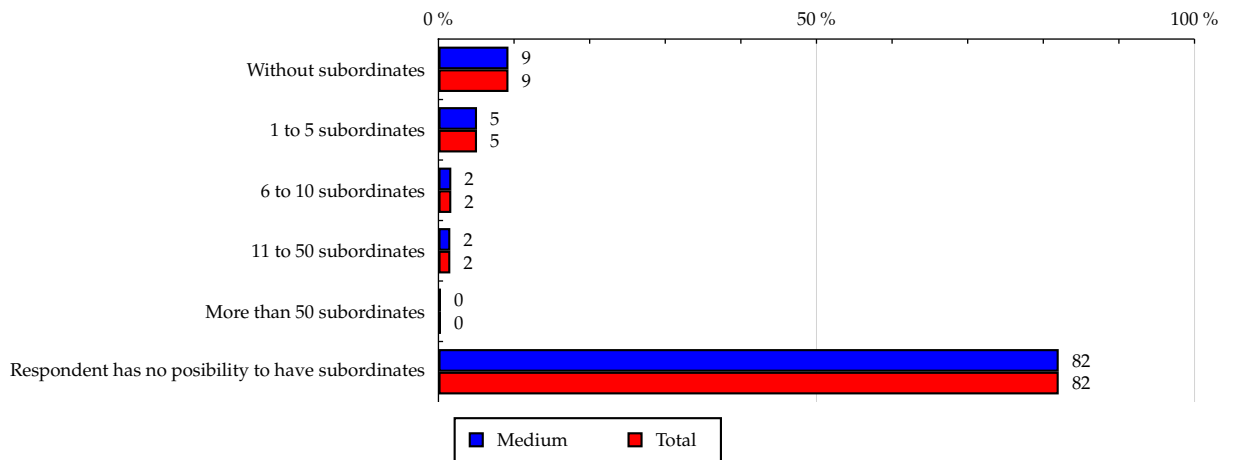
TOTAL

Table 21: Number of Subordinates

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Without subordinates	9.26	510 364	97.70	9.71	680 768 577	130 320.84	100.00	9.26	510 364	9.71	680 768 577
1 to 5 subordinates	5.10	280 938	97.70	4.71	330 257 120	114 850.99	100.00	5.10	280 938	4.71	330 257 120
6 to 10 subordinates	1.70	93 832	97.70	1.34	93 697 471	97 559.77	100.00	1.70	93 832	1.34	93 697 471
11 to 50 subordinates	1.57	86 255	97.70	1.14	79 981 880	90 593.86	100.00	1.57	86 255	1.14	79 981 880
More than 50 subordinates	0.33	18 193	97.70	0.31	21 493 622	115 418.66	100.00	0.33	18 193	0.31	21 493 622
Respondent has no possibility to have subordinates	82.04	4 521 622	97.70	82.79	5 804 059 940	125 410.00	100.00	82.04	4 521 622	82.79	5 804 059 940

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

Chart 21: Number of Subordinates by RU(%)



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

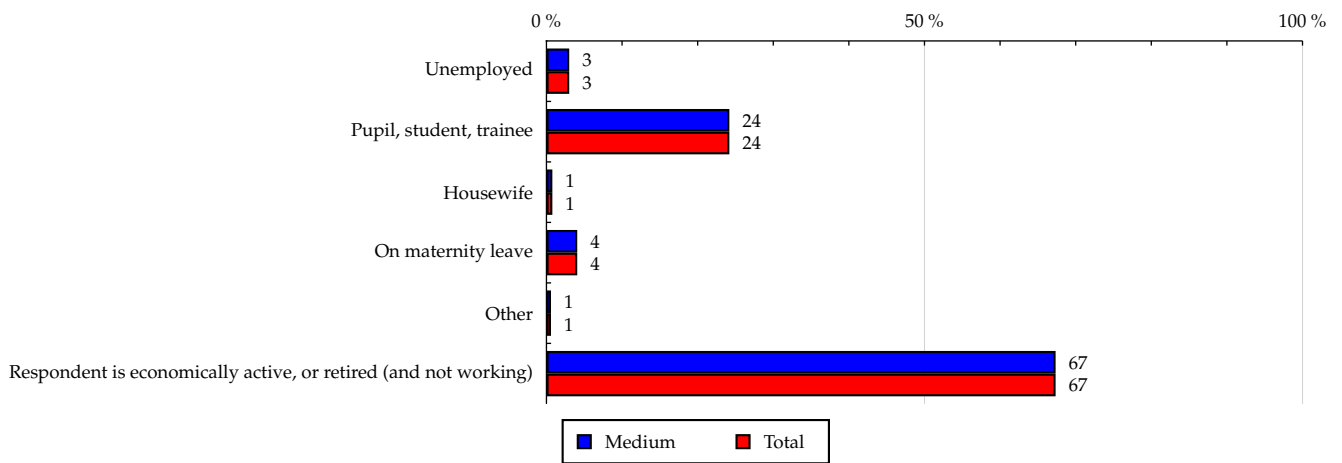
TOTAL

Table 22: Economically Inactive as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unemployed	3.01	166 008	97.70	4.13	289 226 142	170 216.94	100.00	3.01	166 008	4.13	289 226 142
Pupil, student, trainee	24.19	1 333 320	97.70	18.81	1 318 763 355	96 633.28	100.00	24.19	1 333 320	18.81	1 318 763 355
Housewife	0.78	43 123	97.70	0.90	63 011 938	142 759.74	100.00	0.78	43 123	0.90	63 011 938
On maternity leave	4.07	224 444	97.70	5.46	383 004 630	166 720.61	100.00	4.07	224 444	5.46	383 004 630
Other	0.60	33 131	97.70	0.70	49 279 526	145 318.74	100.00	0.60	33 131	0.70	49 279 526
Respondent is economically active, or retired (and not working)	67.34	3 711 178	97.70	70.00	4 906 973 018	129 180.32	100.00	67.34	3 711 178	70.00	4 906 973 018

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

Chart 22: Economically Inactive as by RU(%)



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

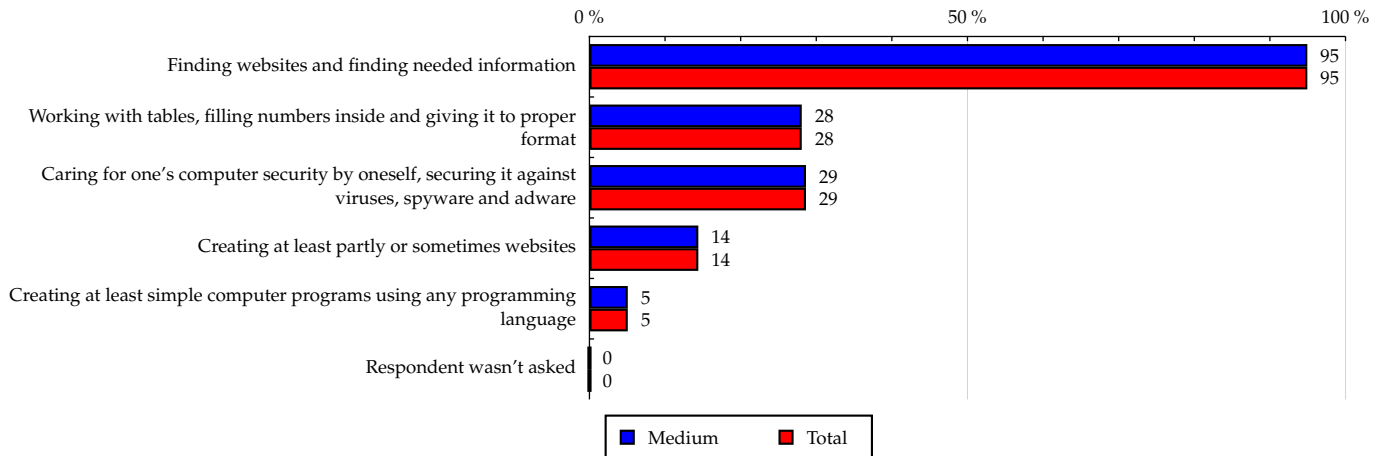
TOTAL

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	94.95	5 232 696	97.70	95.87	6 720 594 741	125 480.65	100.00	94.95	5 232 696	95.87	6 720 594 741
Working with tables, filling numbers inside and giving it to proper format	28.08	1 547 501	97.70	25.25	1 769 889 474	111 740.26	100.00	28.08	1 547 501	25.25	1 769 889 474
Caring for one's computer security by oneself, securing it against viruses, spyware and adware	28.64	1 578 426	97.70	28.90	2 026 174 871	125 414.30	100.00	28.64	1 578 426	28.90	2 026 174 871
Creating at least partly or sometimes websites	14.40	793 651	97.70	12.77	894 885 137	110 162.12	100.00	14.40	793 651	12.77	894 885 137
Creating at least simple computer programs using any programming language	5.07	279 581	97.70	4.03	282 414 446	98 690.05	100.00	5.07	279 581	4.03	282 414 446
Respondent wasn't asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



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

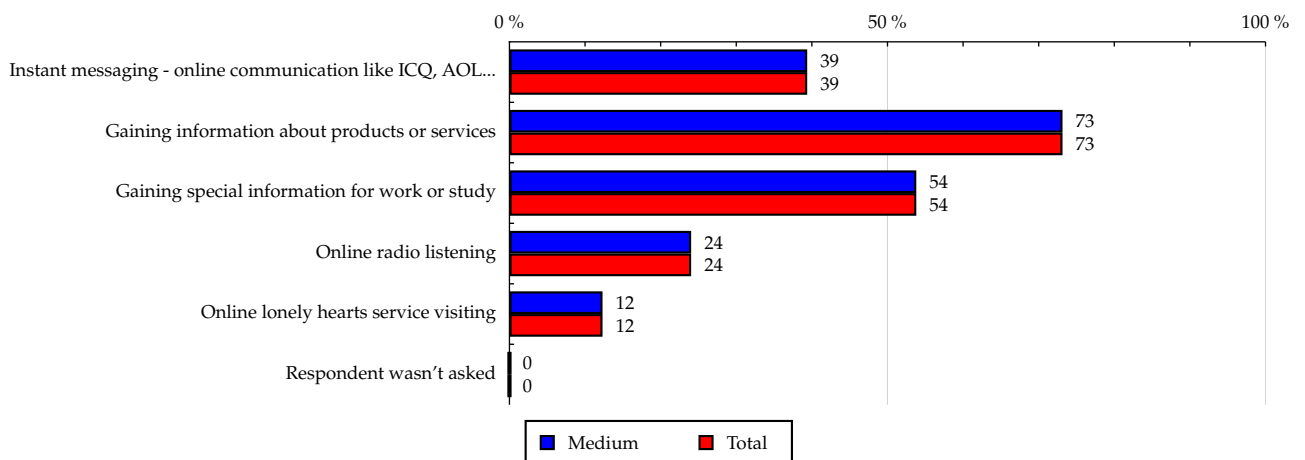
TOTAL

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...	39.38	2 170 526	97.70	39.31	2 755 852 246	124 046.75	100.00	39.38	2 170 526	39.31	2 755 852 246
Gaining information about products or services	73.15	4 031 428	97.70	75.50	5 292 401 989	128 259.16	100.00	73.15	4 031 428	75.50	5 292 401 989
Gaining special information for work or study	53.81	2 965 526	97.70	49.66	3 481 088 891	114 685.31	100.00	53.81	2 965 526	49.66	3 481 088 891
Online radio listening	24.03	1 324 257	97.70	24.88	1 744 055 212	128 671.51	100.00	24.03	1 324 257	24.88	1 744 055 212
Online lonely hearts service visiting	12.31	678 644	97.70	14.43	1 011 918 124	145 679.20	100.00	12.31	678 644	14.43	1 011 918 124
Respondent wasn't asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



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

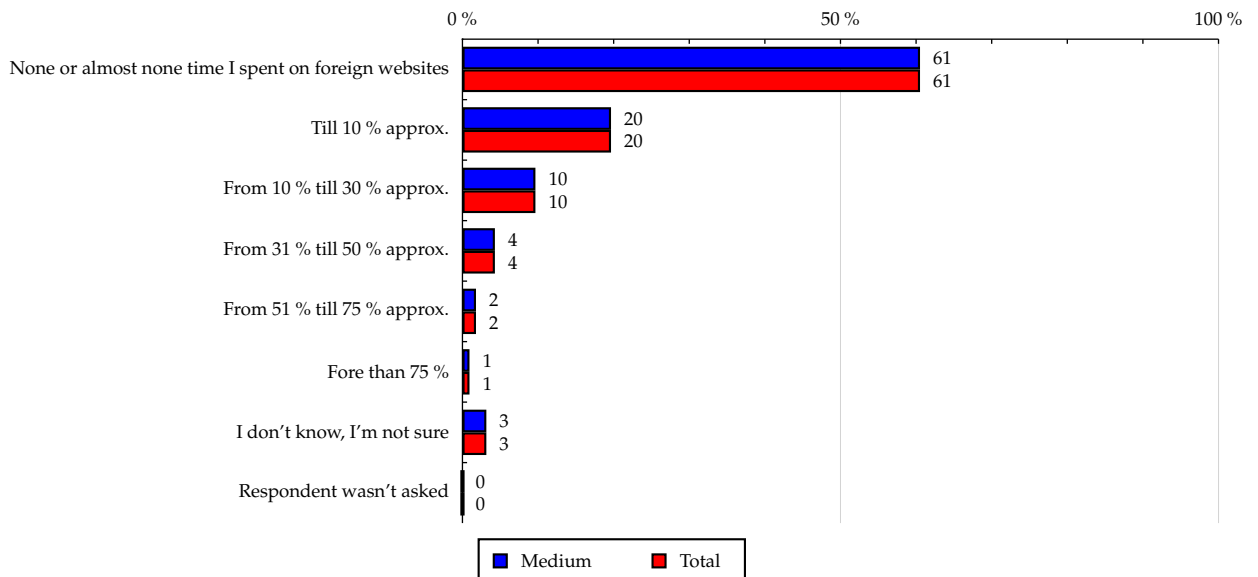
TOTAL

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	60.52	3 335 621	97.70	62.16	4 357 686 620	127 636.19	100.00	60.52	3 335 621	62.16	4 357 686 620
Till 10 % approx.	19.65	1 082 899	97.70	19.80	1 388 153 804	125 240.28	100.00	19.65	1 082 899	19.80	1 388 153 804
From 10 % till 30 % approx.	9.65	532 062	97.70	9.34	654 670 944	120 213.90	100.00	9.65	532 062	9.34	654 670 944
From 31 % till 50 % approx.	4.29	236 331	97.70	3.54	248 122 901	102 574.58	100.00	4.29	236 331	3.54	248 122 901
From 51 % till 75 % approx.	1.79	98 813	97.70	1.47	103 005 193	101 844.68	100.00	1.79	98 813	1.47	103 005 193
Fore than 75 %	0.93	51 426	97.70	0.70	48 939 983	92 975.68	100.00	0.93	51 426	0.70	48 939 983
I don't know, I'm not sure	3.16	174 052	97.70	2.99	209 679 164	117 698.33	100.00	3.16	174 052	2.99	209 679 164
Respondent wasn't asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, February 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

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

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".