

SPiR NetMonitor

Research on the Sociodemography of Internet Users in the Czech Republic

Medium title:

TOTAL

Month:

April 2010

Basic information	
The size of Internet population in the Czech Republic	5 735 904
Number of respondents	
Medium	N = 31 000
Total (for all measured media)	N = 31 000
RU(number)	5 603 978
Reach(%)	97.70
PV(number) (from Czech visitors)	6 668 584 295
PV(number) (from all visitors)	7 113 132 993
GRP (%)	116 260.39

**Source: NetMonitor – SPiR – Mediaresearch & Gemius
April 2010**

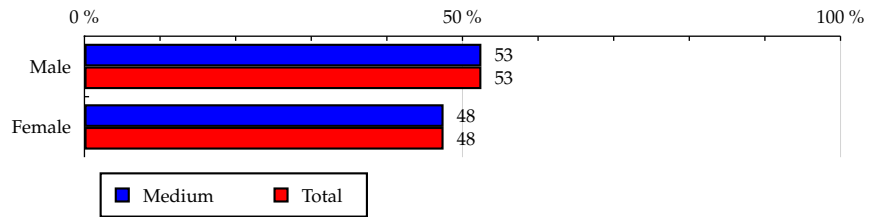
TOTAL

Table 1: Sex

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Male	52.50	2 942 201	97.70	51.96	3 465 141 802	115 064.97	100.00	52.50	2 942 201	51.96	3 465 141 802
Female	47.50	2 661 776	97.70	48.04	3 203 442 492	117 581.75	100.00	47.50	2 661 776	48.04	3 203 442 492

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

Chart 1: Sex by RU(%)



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

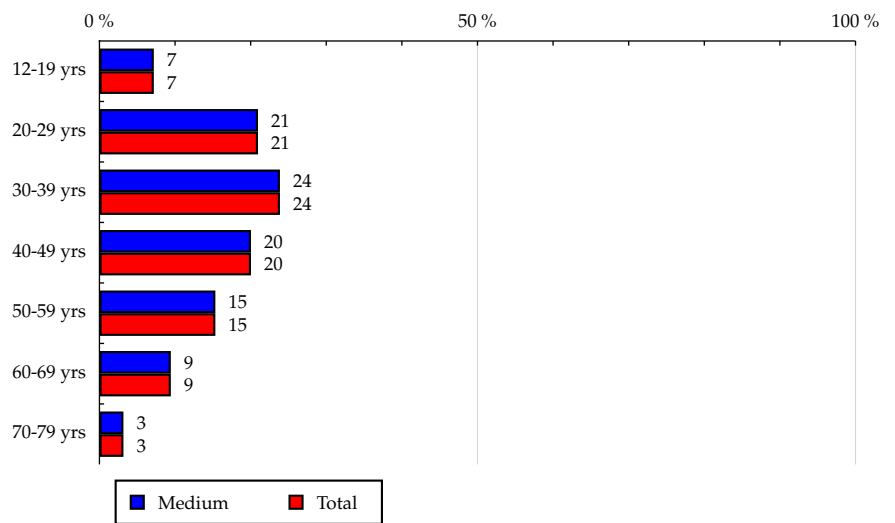
TOTAL

Table 2: Age

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
12-19 yrs	7.19	402 701	97.70	4.50	299 906 161	72 760.73	100.00	7.19	402 701	4.50	299 906 161
20-29 yrs	20.97	1 174 939	97.70	20.29	1 353 046 533	112 510.20	100.00	20.97	1 174 939	20.29	1 353 046 533
30-39 yrs	23.87	1 337 670	97.70	27.14	1 809 825 934	132 184.96	100.00	23.87	1 337 670	27.14	1 809 825 934
40-49 yrs	20.04	1 122 759	97.70	20.72	1 381 784 074	120 239.77	100.00	20.04	1 122 759	20.72	1 381 784 074
50-59 yrs	15.33	859 197	97.70	14.39	959 353 156	109 088.79	100.00	15.33	859 197	14.39	959 353 156
60-69 yrs	9.44	529 178	97.70	9.74	649 546 192	119 922.98	100.00	9.44	529 178	9.74	649 546 192
70-79 yrs	3.17	177 531	97.70	3.23	215 122 246	118 386.94	100.00	3.17	177 531	3.23	215 122 246

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

Chart 2: Age by RU(%)



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

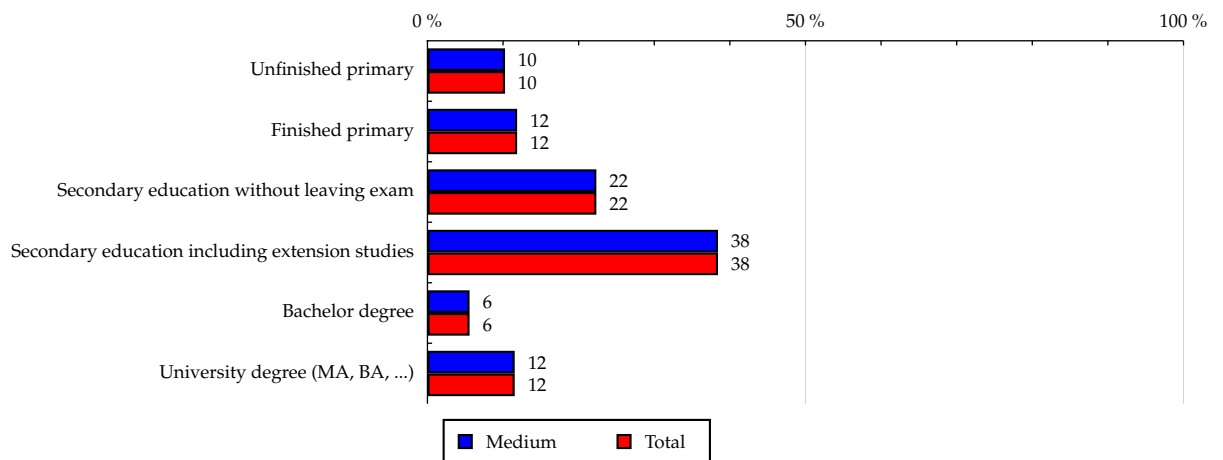
TOTAL

Table 3: Highest Education

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unfinished primary	10.26	574 795	97.70	6.62	441 390 080	75 024.65	100.00	10.26	574 795	6.62	441 390 080
Finished primary	11.86	664 854	97.70	11.77	785 031 866	115 360.04	100.00	11.86	664 854	11.77	785 031 866
Secondary education without leaving exam	22.34	1 251 989	97.70	27.07	1 804 864 142	140 844.04	100.00	22.34	1 251 989	27.07	1 804 864 142
Secondary education including extension studies	38.43	2 153 332	97.70	39.44	2 629 762 073	119 316.31	100.00	38.43	2 153 332	39.44	2 629 762 073
Bachelor degree	5.57	312 141	97.70	5.56	370 997 578	116 121.96	100.00	5.57	312 141	5.56	370 997 578
University degree (MA, BA, ...)	11.54	646 865	97.70	9.55	636 538 555	96 140.32	100.00	11.54	646 865	9.55	636 538 555

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

Chart 3: Highest Education by RU(%)



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

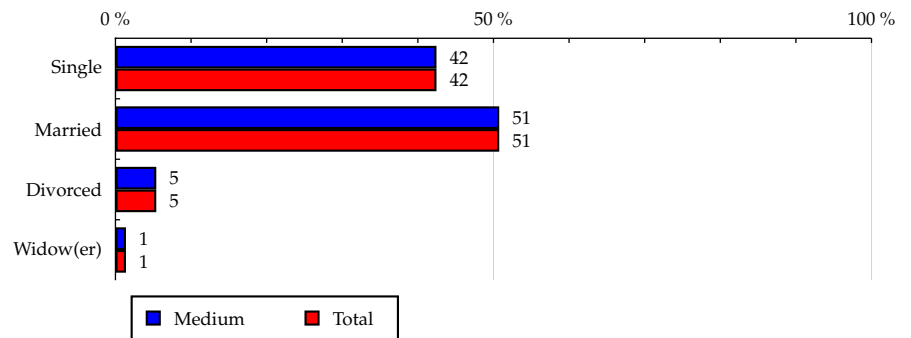
TOTAL

Table 4: Marital Status

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Single	42.46	2 379 500	97.70	41.18	2 746 247 018	112 758.26	100.00	42.46	2 379 500	41.18	2 746 247 018
Married	50.76	2 844 320	97.70	49.71	3 314 689 124	113 856.77	100.00	50.76	2 844 320	49.71	3 314 689 124
Divorced	5.40	302 337	97.70	7.34	489 432 436	158 159.42	100.00	5.40	302 337	7.34	489 432 436
Widow(er)	1.39	77 819	97.70	1.77	118 215 716	148 415.64	100.00	1.39	77 819	1.77	118 215 716

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

Chart 4: Marital Status by RU(%)



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

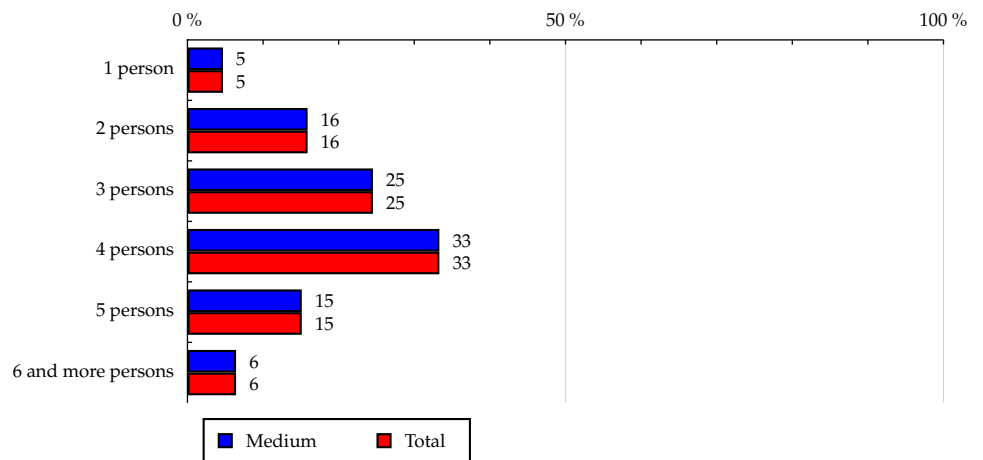
TOTAL

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	4.70	263 548	97.70	6.10	407 091 003	150 912.86	100.00	4.70	263 548	6.10	407 091 003
2 persons	15.89	890 484	97.70	16.69	1 113 014 857	122 114.97	100.00	15.89	890 484	16.69	1 113 014 857
3 persons	24.53	1 374 829	97.70	25.56	1 704 348 913	121 116.71	100.00	24.53	1 374 829	25.56	1 704 348 913
4 persons	33.32	1 867 300	97.70	31.69	2 113 547 057	110 583.99	100.00	33.32	1 867 300	31.69	2 113 547 057
5 persons	15.12	847 471	97.70	14.17	945 172 548	108 963.34	100.00	15.12	847 471	14.17	945 172 548
6 and more persons	6.43	360 342	97.70	5.78	385 409 917	104 496.48	100.00	6.43	360 342	5.78	385 409 917

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

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



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

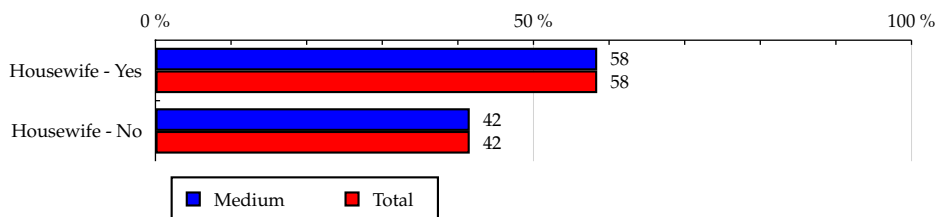
TOTAL

Table 6: Housewife

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Housewife - Yes	58.43	3 274 262	97.70	62.50	4 167 942 767	124 366.32	100.00	58.43	3 274 262	62.50	4 167 942 767
Housewife - No	41.57	2 329 715	97.70	37.50	2 500 641 527	104 868.03	100.00	41.57	2 329 715	37.50	2 500 641 527

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

Chart 6: Housewife by RU(%)



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

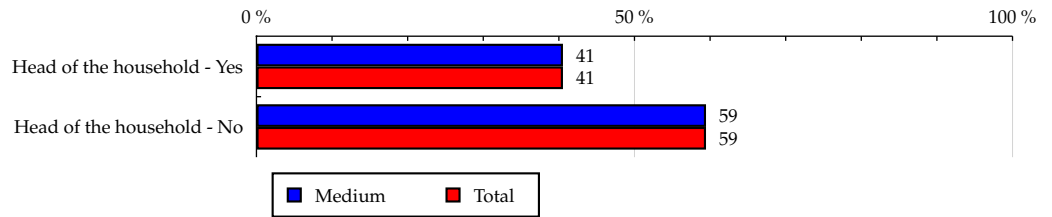
TOTAL

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	40.54	2 271 590	97.70	41.48	2 766 128 280	118 969.83	100.00	40.54	2 271 590	41.48	2 766 128 280
Head of the household - No	59.46	3 332 387	97.70	58.52	3 902 456 014	114 413.44	100.00	59.46	3 332 387	58.52	3 902 456 014

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

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



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

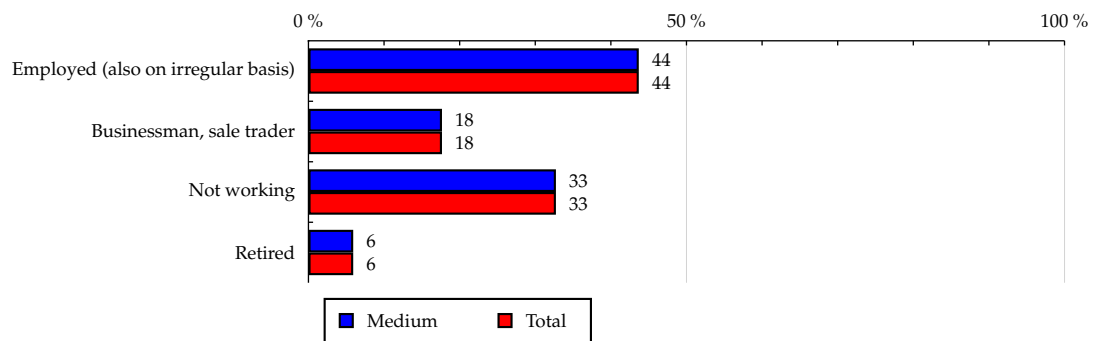
TOTAL

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)	43.69	2 448 397	97.70	44.12	2 941 875 463	117 391.59	100.00	43.69	2 448 397	44.12	2 941 875 463
Businessman, sale trader	17.66	989 815	97.70	17.20	1 147 198 334	113 234.56	100.00	17.66	989 815	17.20	1 147 198 334
Not working	32.73	1 834 058	97.70	31.16	2 077 726 556	110 680.17	100.00	32.73	1 834 058	31.16	2 077 726 556
Retired	5.92	331 707	97.70	7.52	501 783 940	147 793.69	100.00	5.92	331 707	7.52	501 783 940

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

Chart 8: Economic Activity by RU(%)



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

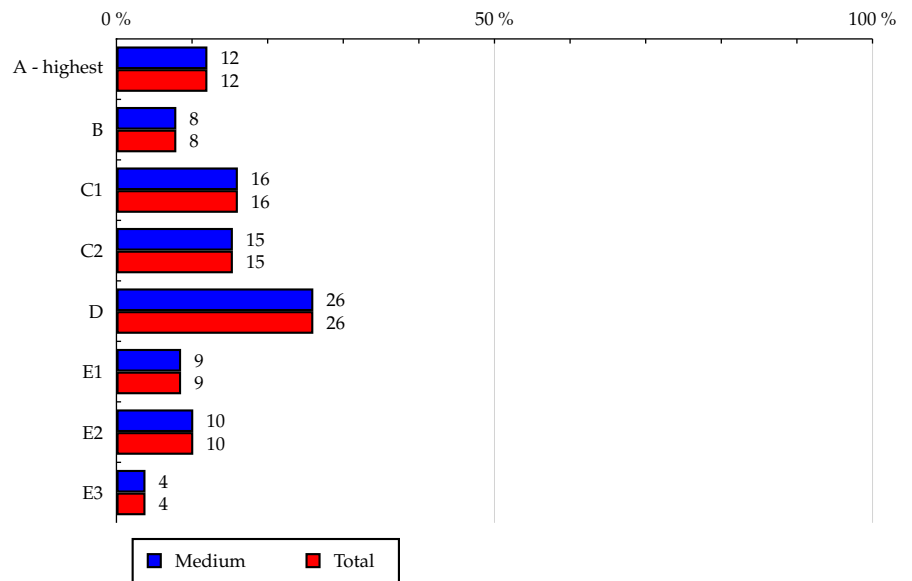
TOTAL

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	12.03	674 083	97.70	10.74	716 503 841	103 848.29	100.00	12.03	674 083	10.74	716 503 841
B	7.92	443 907	97.70	7.78	518 844 526	114 193.03	100.00	7.92	443 907	7.78	518 844 526
C1	16.06	899 762	97.70	16.74	1 116 175 331	121 199.07	100.00	16.06	899 762	16.74	1 116 175 331
C2	15.40	863 118	97.70	17.07	1 138 513 166	128 873.13	100.00	15.40	863 118	17.07	1 138 513 166
D	26.04	1 459 321	97.70	25.27	1 685 271 488	112 827.13	100.00	26.04	1 459 321	25.27	1 685 271 488
E1	8.55	478 986	97.70	9.39	626 181 747	127 723.82	100.00	8.55	478 986	9.39	626 181 747
E2	10.16	569 620	97.70	9.29	619 513 231	106 257.57	100.00	10.16	569 620	9.29	619 513 231
E3	3.84	215 179	97.70	3.71	247 580 964	112 411.50	100.00	3.84	215 179	3.71	247 580 964

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

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



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

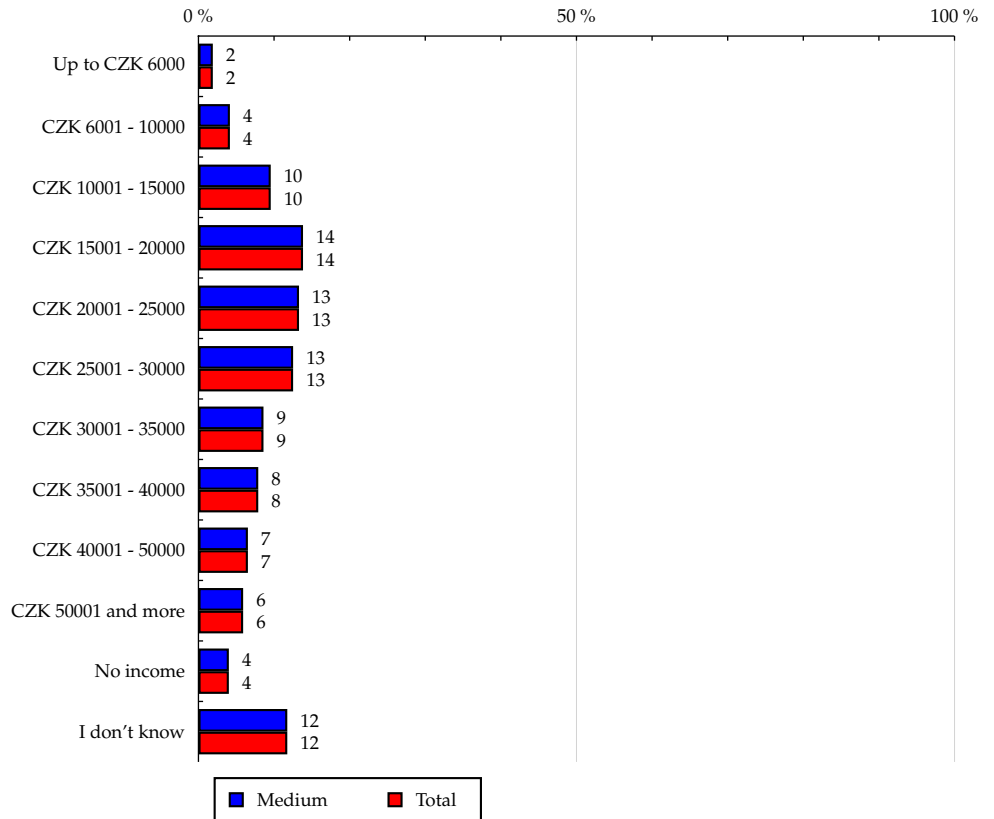
TOTAL

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	1.90	106 513	97.70	1.71	114 259 951	104 805.53	100.00	1.90	106 513	1.71	114 259 951
CZK 6001 - 10000	4.16	232 908	97.70	5.25	350 332 974	146 956.80	100.00	4.16	232 908	5.25	350 332 974
CZK 10001 - 15000	9.56	535 963	97.70	10.08	672 008 480	122 499.46	100.00	9.56	535 963	10.08	672 008 480
CZK 15001 - 20000	13.83	774 889	97.70	15.23	1 015 793 998	128 073.80	100.00	13.83	774 889	15.23	1 015 793 998
CZK 20001 - 25000	13.30	745 102	97.70	13.73	915 747 266	120 075.44	100.00	13.30	745 102	13.73	915 747 266
CZK 25001 - 30000	12.52	701 521	97.70	13.40	893 395 858	124 422.15	100.00	12.52	701 521	13.40	893 395 858
CZK 30001 - 35000	8.60	481 974	97.70	8.18	545 166 187	110 509.35	100.00	8.60	481 974	8.18	545 166 187
CZK 35001 - 40000	7.91	443 425	97.70	7.12	474 744 351	104 600.57	100.00	7.91	443 425	7.12	474 744 351
CZK 40001 - 50000	6.54	366 464	97.70	6.44	429 174 456	114 418.48	100.00	6.54	366 464	6.44	429 174 456
CZK 50001 and more	5.91	331 341	97.70	5.75	383 635 690	113 119.72	100.00	5.91	331 341	5.75	383 635 690
No income	4.02	225 423	97.70	3.16	210 627 797	91 287.53	100.00	4.02	225 423	3.16	210 627 797
I don't know	11.75	658 449	97.70	9.95	663 697 286	98 478.60	100.00	11.75	658 449	9.95	663 697 286

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

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



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

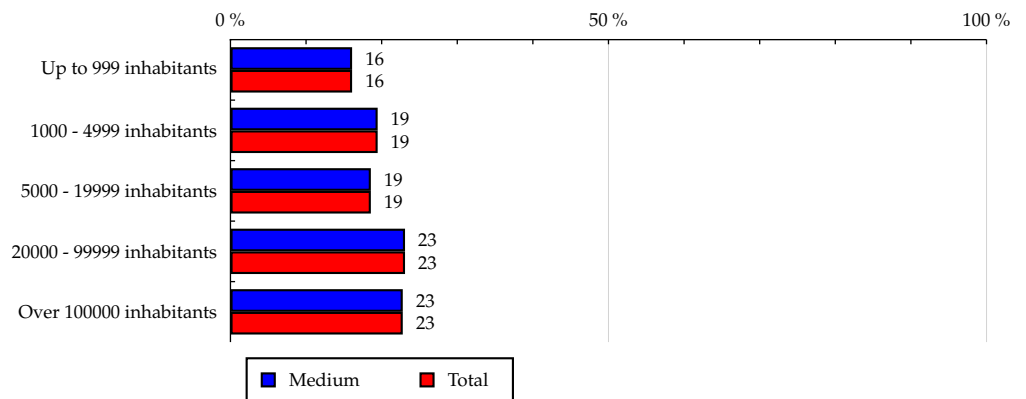
TOTAL

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	16.09	901 401	97.70	15.36	1 024 454 707	111 037.27	100.00	16.09	901 401	15.36	1 024 454 707
1000 - 4999 inhabitants	19.47	1 091 042	97.70	19.82	1 321 975 781	118 379.47	100.00	19.47	1 091 042	19.82	1 321 975 781
5000 - 19999 inhabitants	18.57	1 040 492	97.70	19.33	1 288 743 034	121 010.20	100.00	18.57	1 040 492	19.33	1 288 743 034
20000 - 99999 inhabitants	23.09	1 293 848	97.70	23.29	1 553 347 654	117 295.12	100.00	23.09	1 293 848	23.29	1 553 347 654
Over 100000 inhabitants	22.79	1 277 193	97.70	22.19	1 480 063 119	113 218.71	100.00	22.79	1 277 193	22.19	1 480 063 119

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

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



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

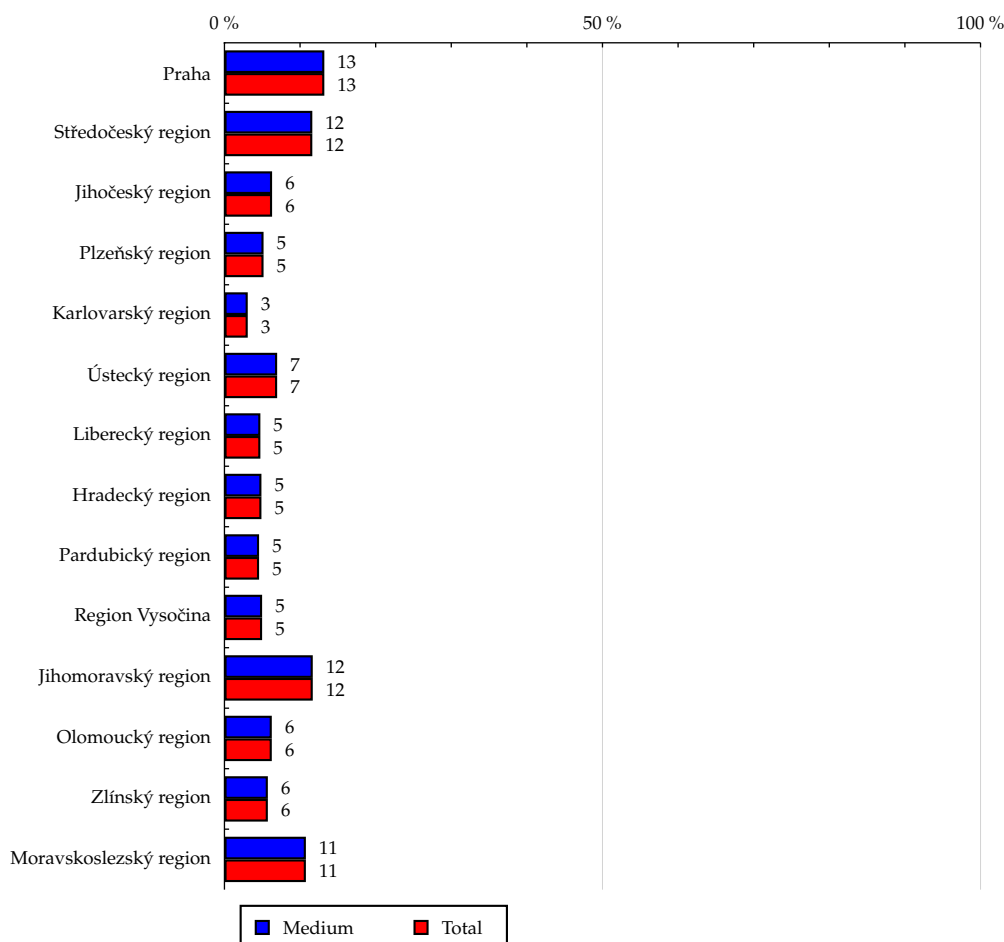
TOTAL

Table 12: Region

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Praha	13.21	740 107	97.70	12.33	822 349 019	108 556.53	100.00	13.21	740 107	12.33	822 349 019
Středočeský region	11.62	651 184	97.70	10.92	728 078 583	109 236.78	100.00	11.62	651 184	10.92	728 078 583
Jihočeský region	6.30	353 052	97.70	6.22	414 553 859	114 719.35	100.00	6.30	353 052	6.22	414 553 859
Plzeňský region	5.17	289 947	97.70	6.13	408 950 577	137 798.76	100.00	5.17	289 947	6.13	408 950 577
Karlovarský region	3.08	172 489	97.70	3.20	213 638 735	121 007.05	100.00	3.08	172 489	3.20	213 638 735
Ústecký region	6.97	390 819	97.70	7.42	495 030 051	123 751.32	100.00	6.97	390 819	7.42	495 030 051
Liberecký region	4.75	266 133	97.70	4.46	297 225 807	109 114.20	100.00	4.75	266 133	4.46	297 225 807
Hradecký region	4.89	273 923	97.70	4.42	294 560 798	105 060.56	100.00	4.89	273 923	4.42	294 560 798
Pardubický region	4.58	256 662	97.70	4.47	297 830 533	113 370.84	100.00	4.58	256 662	4.47	297 830 533
Region Vysočina	4.98	278 855	97.70	5.02	334 780 566	117 293.79	100.00	4.98	278 855	5.02	334 780 566
Jihomoravský region	11.68	654 545	97.70	11.59	772 852 426	115 359.02	100.00	11.68	654 545	11.59	772 852 426
Olomoucký region	6.26	350 923	97.70	5.91	394 260 370	109 765.21	100.00	6.26	350 923	5.91	394 260 370
Zlínský region	5.74	321 557	97.70	6.54	436 410 702	132 596.19	100.00	5.74	321 557	6.54	436 410 702
Moravskoslezský region	10.77	603 774	97.70	11.37	758 062 270	122 666.19	100.00	10.77	603 774	11.37	758 062 270

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

Chart 12: Region by RU(%)



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

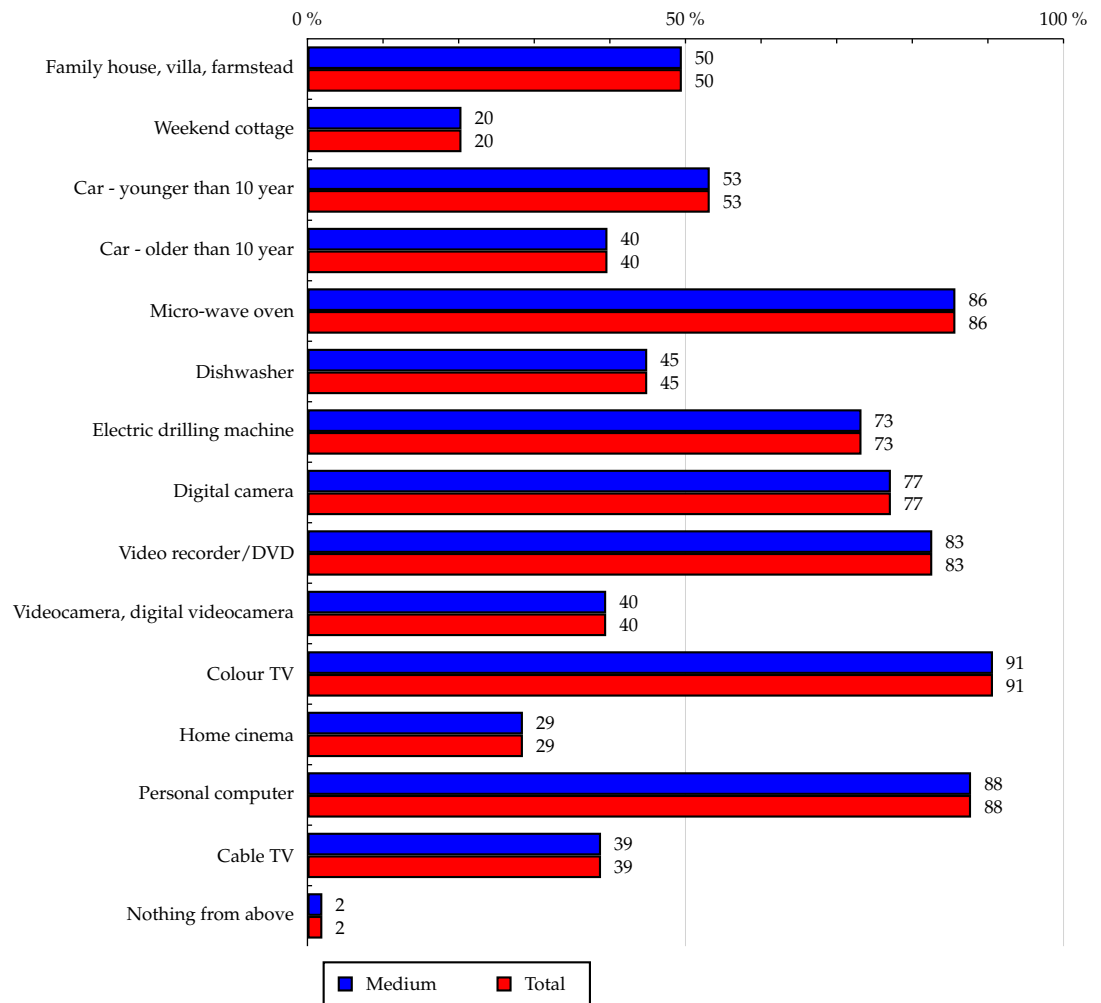
TOTAL

Table 13: Facilities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Family house, villa, farmstead	49.52	2 775 084	97.70	45.85	3 057 560 356	107 644.88	100.00	49.52	2 775 084	45.85	3 057 560 356
Weekend cottage	20.37	1 141 412	97.70	18.98	1 265 502 076	108 321.54	100.00	20.37	1 141 412	18.98	1 265 502 076
Car - younger than 10 year	53.21	2 982 103	97.70	50.35	3 357 691 099	110 005.05	100.00	53.21	2 982 103	50.35	3 357 691 099
Car - older than 10 year	39.68	2 223 670	97.70	40.45	2 697 190 429	118 504.75	100.00	39.68	2 223 670	40.45	2 697 190 429
Micro-wave oven	85.70	4 802 605	97.70	86.09	5 740 654 003	116 782.83	100.00	85.70	4 802 605	86.09	5 740 654 003
Dishwasher	44.94	2 518 374	97.70	40.55	2 704 066 573	104 903.90	100.00	44.94	2 518 374	40.55	2 704 066 573
Electric drilling machine	73.28	4 106 844	97.70	71.69	4 780 698 257	113 730.69	100.00	73.28	4 106 844	71.69	4 780 698 257
Digital camera	77.17	4 324 651	97.70	75.92	5 062 926 660	114 378.67	100.00	77.17	4 324 651	75.92	5 062 926 660
Video recorder/DVD	82.64	4 631 310	97.70	82.95	5 531 838 441	116 697.12	100.00	82.64	4 631 310	82.95	5 531 838 441
Videocamera, digital videocamera	39.51	2 213 995	97.70	37.45	2 497 410 503	110 206.66	100.00	39.51	2 213 995	37.45	2 497 410 503
Colour TV	90.67	5 081 299	97.70	91.42	6 096 231 106	117 214.47	100.00	90.67	5 081 299	91.42	6 096 231 106
Home cinema	28.50	1 597 105	97.70	28.75	1 917 262 525	117 285.02	100.00	28.50	1 597 105	28.75	1 917 262 525
Personal computer	87.77	4 918 586	97.70	87.81	5 855 735 165	116 314.98	100.00	87.77	4 918 586	87.81	5 855 735 165
Cable TV	38.83	2 175 984	97.70	39.92	2 661 843 846	119 514.73	100.00	38.83	2 175 984	39.92	2 661 843 846
Nothing from above	1.97	110 247	97.70	1.80	120 160 855	106 484.88	100.00	1.97	110 247	1.80	120 160 855

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

Chart 13: Facilities by RU(%)



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

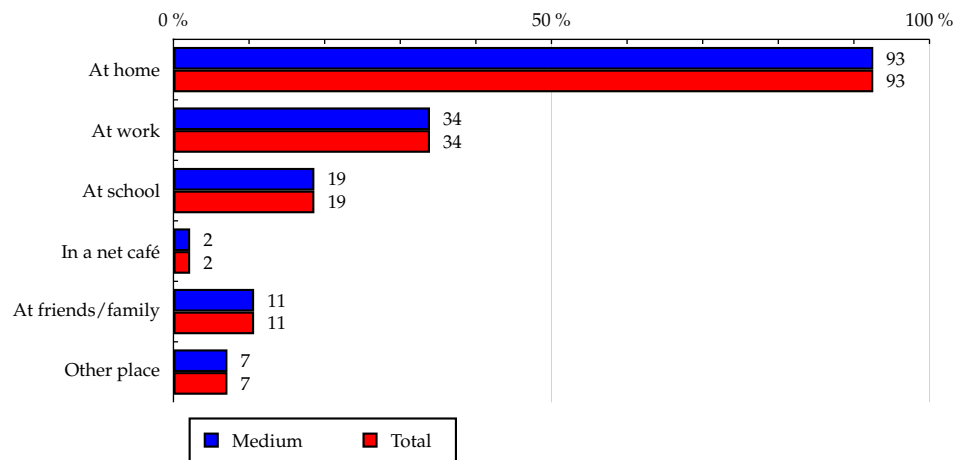
TOTAL

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	92.56	5 187 290	97.70	93.78	6 254 116 992	117 793.14	100.00	92.56	5 187 290	93.78	6 254 116 992
At work	33.93	1 901 441	97.70	29.98	1 998 947 282	102 710.05	100.00	33.93	1 901 441	29.98	1 998 947 282
At school	18.64	1 044 624	97.70	15.79	1 053 125 517	98 495.06	100.00	18.64	1 044 624	15.79	1 053 125 517
In a net café	2.21	123 669	97.70	2.46	163 945 350	129 518.09	100.00	2.21	123 669	2.46	163 945 350
At friends/family	10.67	597 696	97.70	10.07	671 432 652	109 752.95	100.00	10.67	597 696	10.07	671 432 652
Other place	7.14	400 099	97.70	6.17	411 149 006	100 398.16	100.00	7.14	400 099	6.17	411 149 006

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

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



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

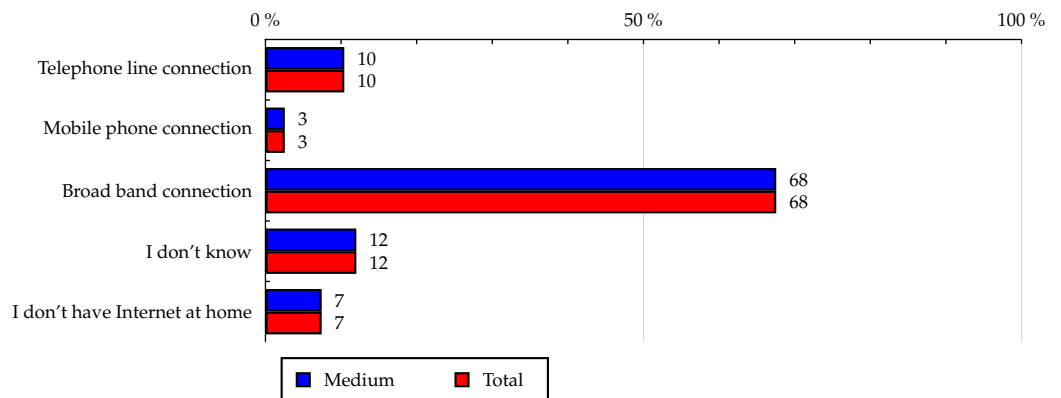
TOTAL

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	10.43	584 435	97.70	10.78	718 825 286	120 165.92	100.00	10.43	584 435	10.78	718 825 286
Mobile phone connection	2.56	143 295	97.70	1.87	124 425 519	84 834.16	100.00	2.56	143 295	1.87	124 425 519
Broad band connection	67.56	3 785 961	97.70	70.56	4 705 270 988	121 423.57	100.00	67.56	3 785 961	70.56	4 705 270 988
I don't know	12.02	673 597	97.70	10.58	705 595 199	102 340.98	100.00	12.02	673 597	10.58	705 595 199
I don't have Internet at home	7.44	416 687	97.70	6.22	414 467 302	97 179.40	100.00	7.44	416 687	6.22	414 467 302

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

Chart 15: Connection from Home by RU(%)



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

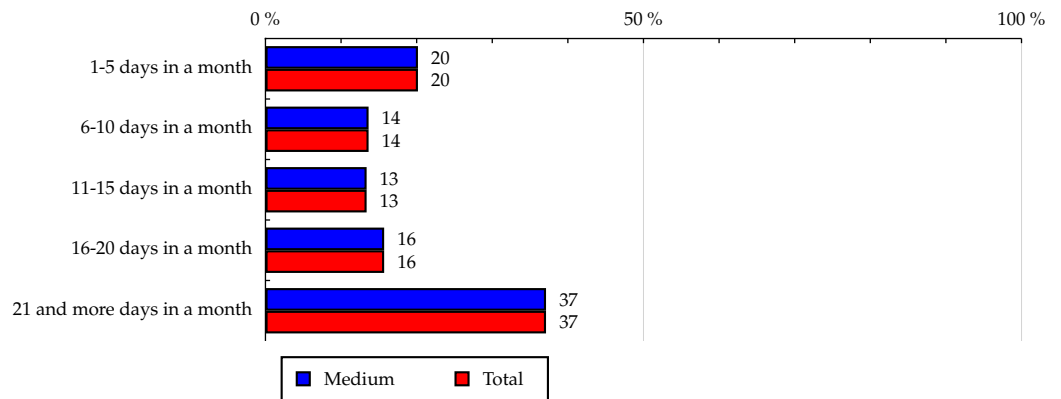
TOTAL

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	20.17	1 130 169	97.70	1.18	78 572 548	6 792.38	100.00	20.17	1 130 169	1.18	78 572 548
6-10 days in a month	13.64	764 160	97.70	2.98	198 458 286	25 373.42	100.00	13.64	764 160	2.98	198 458 286
11-15 days in a month	13.38	749 991	97.70	5.89	392 817 539	51 171.61	100.00	13.38	749 991	5.89	392 817 539
16-20 days in a month	15.70	879 760	97.70	13.29	886 312 843	98 427.65	100.00	15.70	879 760	13.29	886 312 843
21 and more days in a month	37.11	2 079 895	97.70	76.66	5 112 423 079	240 148.41	100.00	37.11	2 079 895	76.66	5 112 423 079

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

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



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

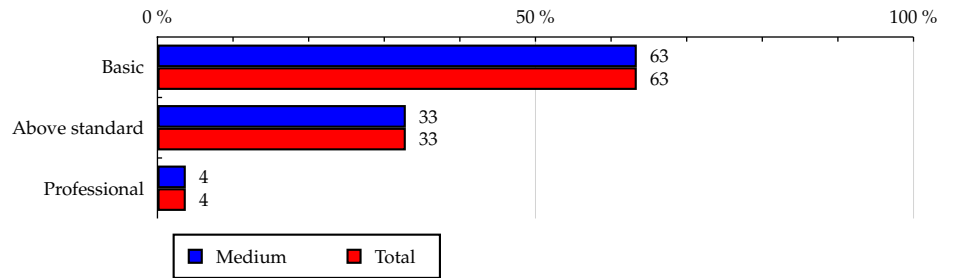
TOTAL

Table 17: IT Knowledge

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Basic	63.40	3 553 019	97.70	65.42	4 362 872 700	119 969.14	100.00	63.40	3 553 019	65.42	4 362 872 700
Above standard	32.85	1 840 903	97.70	31.23	2 082 381 619	110 515.64	100.00	32.85	1 840 903	31.23	2 082 381 619
Professional	3.75	210 054	97.70	3.35	223 329 975	103 874.48	100.00	3.75	210 054	3.35	223 329 975

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

Chart 17: IT Knowledge by RU(%)



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

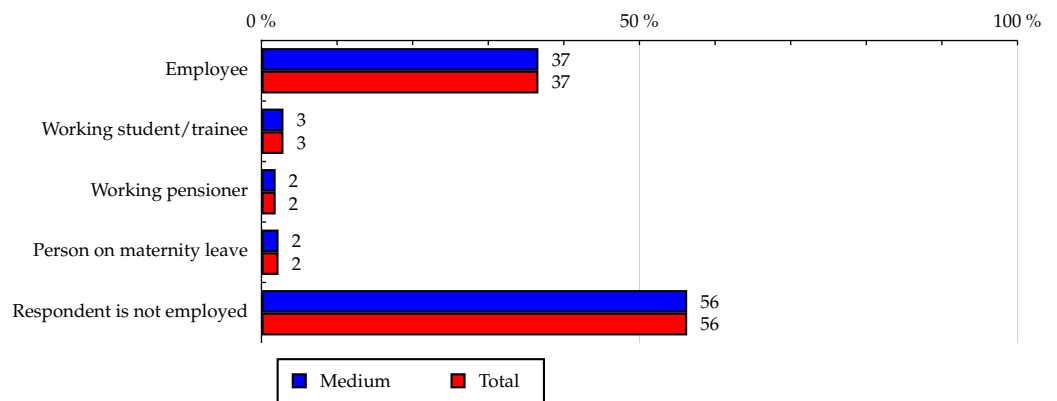
TOTAL

Table 18: Economically Active as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Employee	36.63	2 053 013	97.70	36.43	2 429 518 752	115 617.35	100.00	36.63	2 053 013	36.43	2 429 518 752
Working student/trainee	2.91	163 249	97.70	2.81	187 092 208	111 968.89	100.00	2.91	163 249	2.81	187 092 208
Working pensioner	1.88	105 292	97.70	2.19	145 964 595	135 439.22	100.00	1.88	105 292	2.19	145 964 595
Person on maternity leave	2.26	126 841	97.70	2.69	179 299 909	138 106.44	100.00	2.26	126 841	2.69	179 299 909
Respondent is not employed	56.31	3 155 580	97.70	55.88	3 726 708 831	115 382.70	100.00	56.31	3 155 580	55.88	3 726 708 831

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

Chart 18: Economically Active as by RU(%)



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

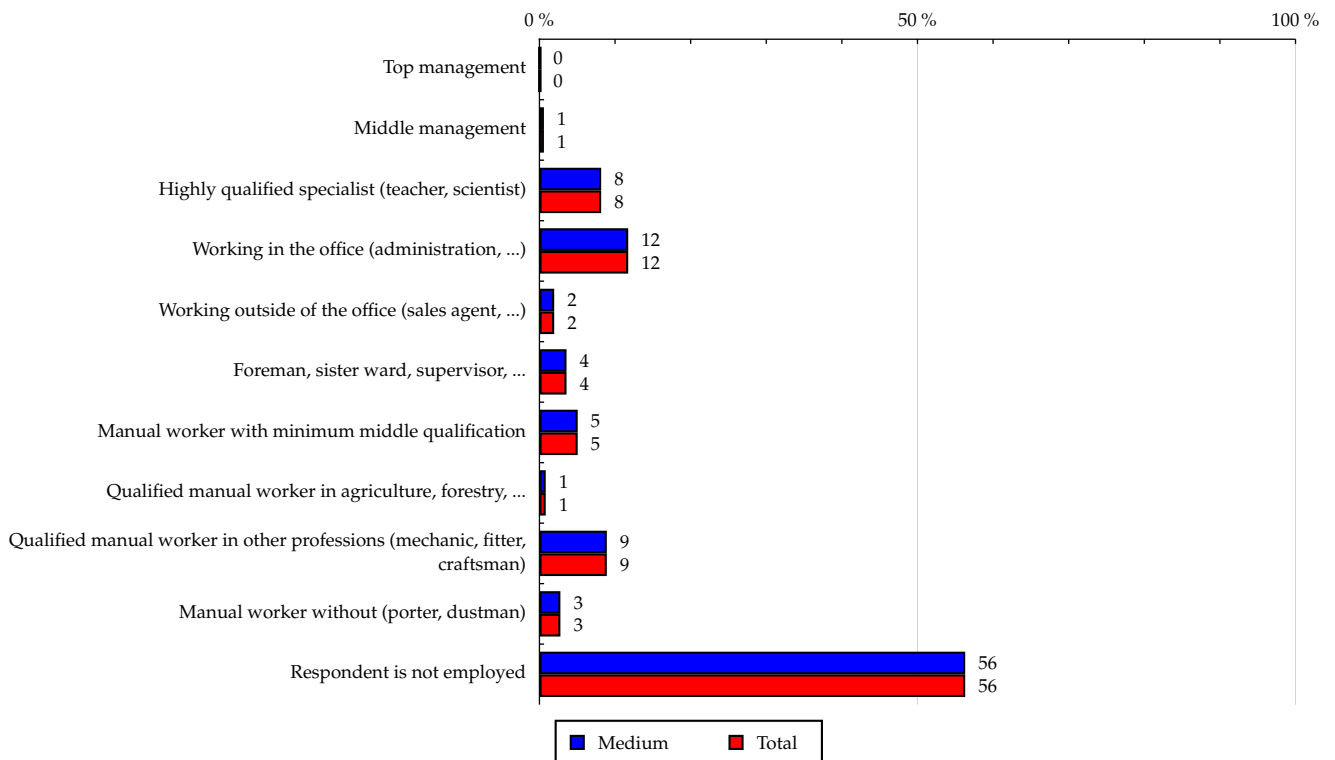
TOTAL

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	0.10	5 552	97.70	0.08	5 439 103	95 703.16	100.00	0.10	5 552	0.08	5 439 103
Middle management	0.59	33 014	97.70	0.57	38 203 344	113 054.81	100.00	0.59	33 014	0.57	38 203 344
Highly qualified specialist (teacher, scientist)	8.16	457 192	97.70	6.26	417 447 321	89 206.64	100.00	8.16	457 192	6.26	417 447 321
Working in the office (administration, ...)	11.74	657 836	97.70	12.06	803 964 221	119 402.40	100.00	11.74	657 836	12.06	803 964 221
Working outside of the office (sales agent, ...)	1.95	109 492	97.70	1.90	127 007 872	113 329.41	100.00	1.95	109 492	1.90	127 007 872
Foreman, sister ward, supervisor, ...	3.58	200 808	97.70	3.13	209 026 980	101 698.69	100.00	3.58	200 808	3.13	209 026 980
Manual worker with minimum middle qualification	5.06	283 721	97.70	5.32	354 885 967	122 205.46	100.00	5.06	283 721	5.32	354 885 967
Qualified manual worker in agriculture, forestry, ...	0.83	46 301	97.70	0.96	64 326 596	135 734.46	100.00	0.83	46 301	0.96	64 326 596
Qualified manual worker in other professions (mechanic, fitter, craftsman)	8.91	499 146	97.70	10.66	710 945 429	139 156.15	100.00	8.91	499 146	10.66	710 945 429
Manual worker without (porter, dustman)	2.77	155 329	97.70	3.16	210 628 629	132 481.94	100.00	2.77	155 329	3.16	210 628 629
Respondent is not employed	56.31	3 155 580	97.70	55.88	3 726 708 831	115 382.70	100.00	56.31	3 155 580	55.88	3 726 708 831

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

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



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

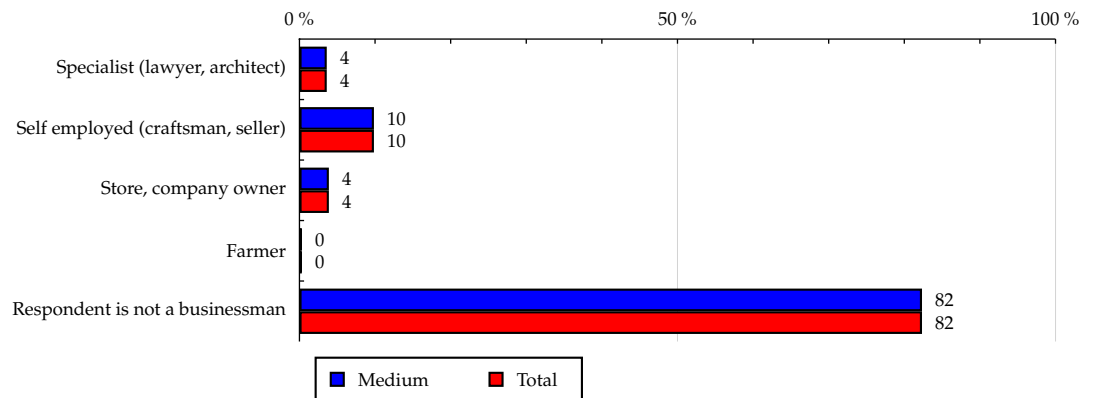
TOTAL

Table 20: Business Activities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Specialist (lawyer, architect)	3.61	202 504	97.70	3.20	213 281 021	102 899.00	100.00	3.61	202 504	3.20	213 281 021
Self employed (craftsman, seller)	9.85	551 809	97.70	10.01	667 215 279	118 133.10	100.00	9.85	551 809	10.01	667 215 279
Store, company owner	3.89	218 259	97.70	3.75	250 117 239	111 960.44	100.00	3.89	218 259	3.75	250 117 239
Farmer	0.31	17 241	97.70	0.25	16 584 797	93 980.13	100.00	0.31	17 241	0.25	16 584 797
Respondent is not a businessman	82.34	4 614 162	97.70	82.80	5 521 385 960	116 909.48	100.00	82.34	4 614 162	82.80	5 521 385 960

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

Chart 20: Business Activities by RU(%)



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

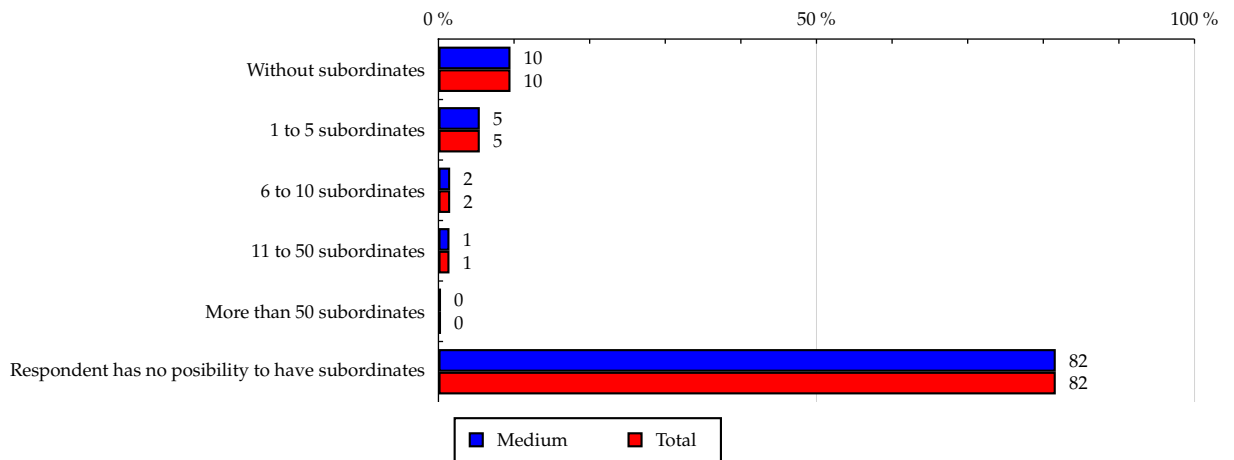
TOTAL

Table 21: Number of Subordinates

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Without subordinates	9.53	533 840	97.70	9.81	653 929 159	119 677.93	100.00	9.53	533 840	9.81	653 929 159
1 to 5 subordinates	5.47	306 727	97.70	5.15	343 303 841	109 350.40	100.00	5.47	306 727	5.15	343 303 841
6 to 10 subordinates	1.55	86 959	97.70	1.38	92 230 395	103 621.51	100.00	1.55	86 959	1.38	92 230 395
11 to 50 subordinates	1.46	81 727	97.70	1.17	77 924 594	93 154.37	100.00	1.46	81 727	1.17	77 924 594
More than 50 subordinates	0.34	19 127	97.70	0.35	23 452 792	119 790.92	100.00	0.34	19 127	0.35	23 452 792
Respondent has no possibility to have subordinates	81.65	4 575 595	97.70	82.14	5 477 743 513	116 963.03	100.00	81.65	4 575 595	82.14	5 477 743 513

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

Chart 21: Number of Subordinates by RU(%)



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

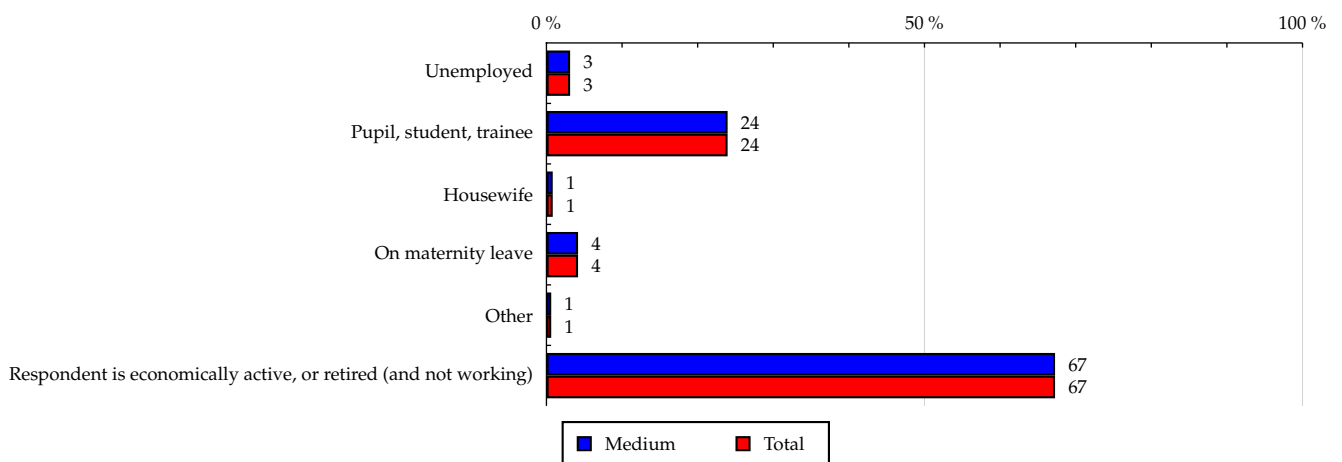
TOTAL

Table 22: Economically Inactive as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unemployed	3.13	175 450	97.70	4.02	268 122 647	149 304.97	100.00	3.13	175 450	4.02	268 122 647
Pupil, student, trainee	23.96	1 342 552	97.70	19.96	1 331 330 347	96 883.35	100.00	23.96	1 342 552	19.96	1 331 330 347
Housewife	0.83	46 413	97.70	0.93	62 344 439	131 233.29	100.00	0.83	46 413	0.93	62 344 439
On maternity leave	4.18	234 256	97.70	5.26	350 496 579	146 179.33	100.00	4.18	234 256	5.26	350 496 579
Other	0.63	35 384	97.70	0.98	65 432 545	180 663.84	100.00	0.63	35 384	0.98	65 432 545
Respondent is economically active, or retired (and not working)	67.27	3 769 919	97.70	68.84	4 590 857 738	118 975.15	100.00	67.27	3 769 919	68.84	4 590 857 738

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

Chart 22: Economically Inactive as by RU(%)



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

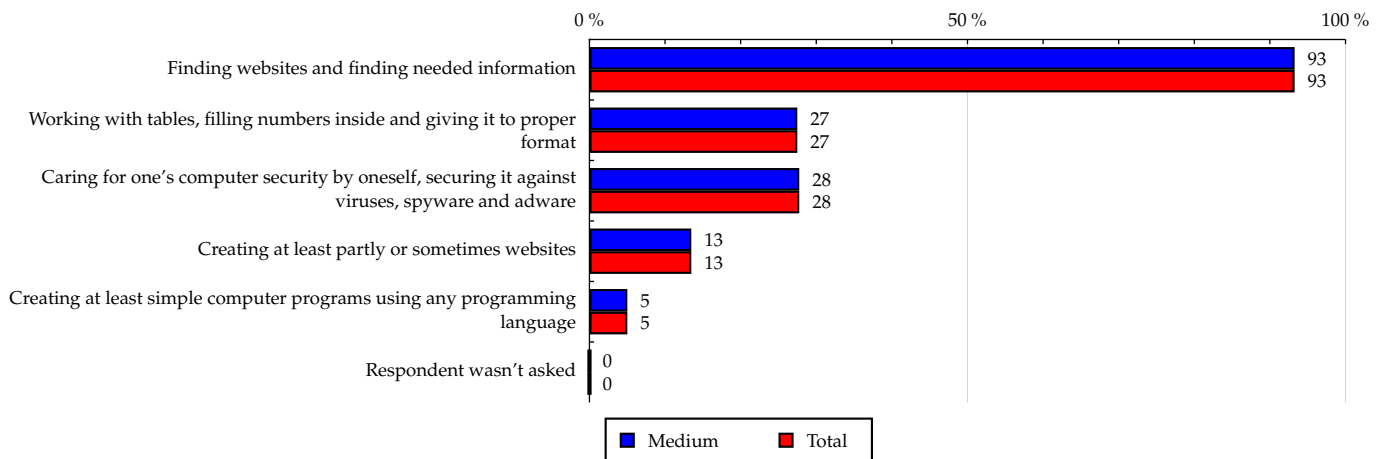
TOTAL

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	93.27	5 226 832	97.70	93.98	6 267 089 427	117 144.49	100.00	93.27	5 226 832	93.98	6 267 089 427
Working with tables, filling numbers inside and giving it to proper format	27.49	1 540 262	97.70	25.45	1 697 041 150	107 644.59	100.00	27.49	1 540 262	25.45	1 697 041 150
Caring for one's computer security by oneself, securing it against viruses, spyware and adware	27.75	1 555 290	97.70	28.91	1 928 036 043	121 115.04	100.00	27.75	1 555 290	28.91	1 928 036 043
Creating at least partly or sometimes websites	13.47	755 007	97.70	12.73	848 741 014	109 829.38	100.00	13.47	755 007	12.73	848 741 014
Creating at least simple computer programs using any programming language	5.01	281 015	97.70	4.53	301 909 231	104 963.99	100.00	5.01	281 015	4.53	301 909 231
Respondent wasn't asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



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

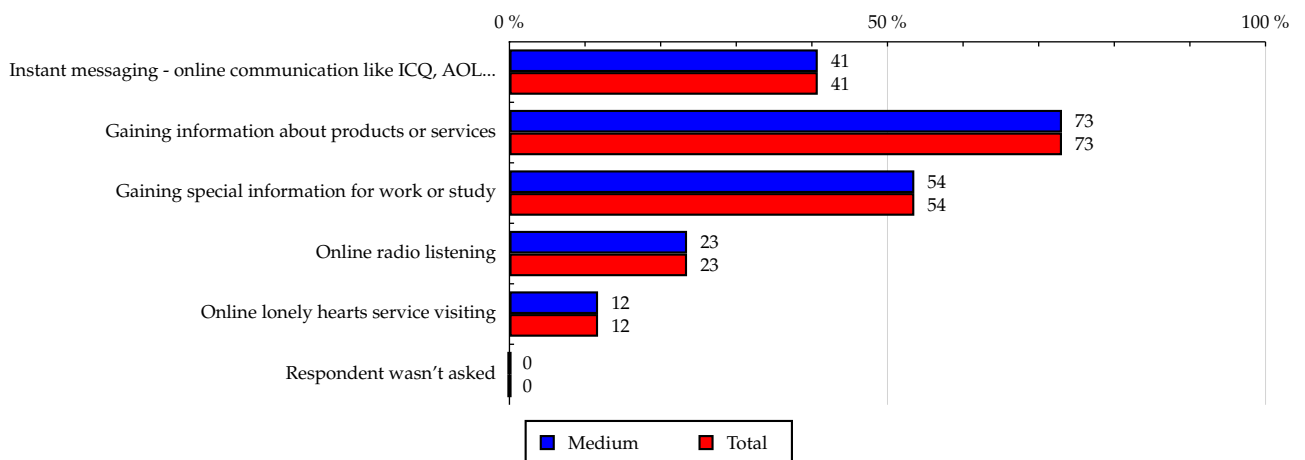
TOTAL

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...	40.78	2 285 303	97.70	40.52	2 702 003 748	115 514.54	100.00	40.78	2 285 303	40.52	2 702 003 748
Gaining information about products or services	73.08	4 095 517	97.70	75.97	5 066 310 039	120 858.58	100.00	73.08	4 095 517	75.97	5 066 310 039
Gaining special information for work or study	53.55	3 000 884	97.70	50.81	3 388 625 774	110 323.70	100.00	53.55	3 000 884	50.81	3 388 625 774
Online radio listening	23.49	1 316 235	97.70	24.12	1 608 684 053	119 407.50	100.00	23.49	1 316 235	24.12	1 608 684 053
Online lonely hearts service visiting	11.72	656 653	97.70	14.59	972 998 733	144 767.43	100.00	11.72	656 653	14.59	972 998 733
Respondent wasn't asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



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

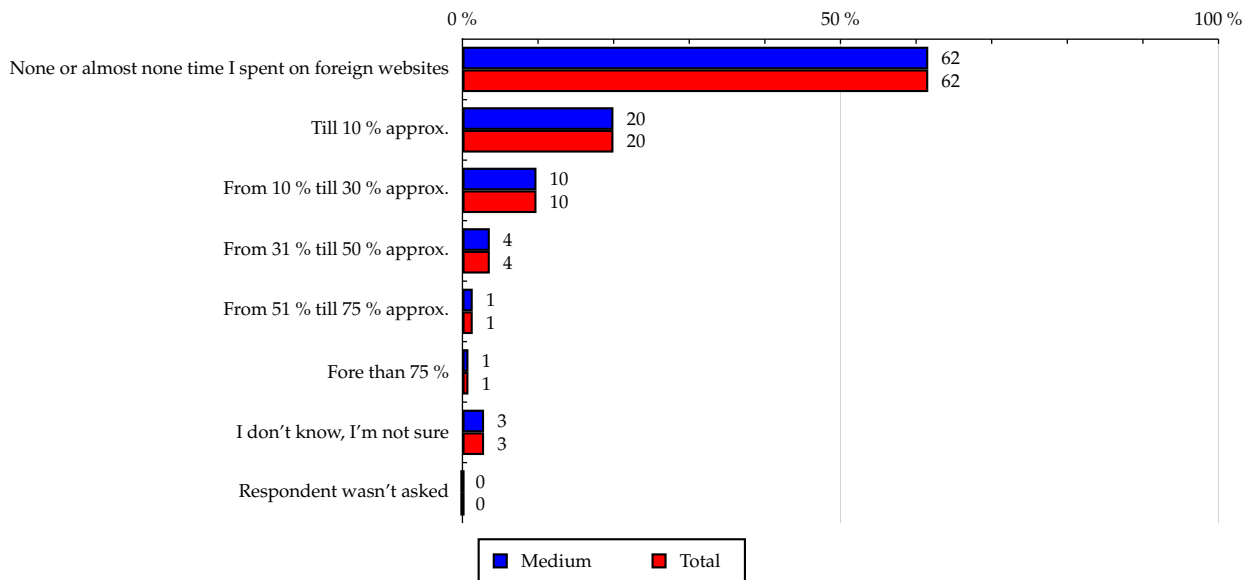
TOTAL

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	61.61	3 452 406	97.70	62.28	4 153 052 782	117 527.66	100.00	61.61	3 452 406	62.28	4 153 052 782
Till 10 % approx.	19.97	1 119 213	97.70	20.14	1 342 986 196	117 233.88	100.00	19.97	1 119 213	20.14	1 342 986 196
From 10 % till 30 % approx.	9.79	548 616	97.70	10.02	668 303 292	119 014.27	100.00	9.79	548 616	10.02	668 303 292
From 31 % till 50 % approx.	3.62	202 744	97.70	3.29	219 417 504	105 734.29	100.00	3.62	202 744	3.29	219 417 504
From 51 % till 75 % approx.	1.36	76 281	97.70	1.08	71 765 432	91 915.30	100.00	1.36	76 281	1.08	71 765 432
Fore than 75 %	0.79	44 459	97.70	0.61	40 616 114	89 254.99	100.00	0.79	44 459	0.61	40 616 114
I don't know, I'm not sure	2.86	160 255	97.70	2.59	172 442 974	105 130.17	100.00	2.86	160 255	2.59	172 442 974
Respondent wasn't asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



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