

SPiR NetMonitor

Research on the Sociodemography of Internet Users in the Czech Republic

Medium title:

TOTAL

Month:

May 2010

Basic information	
The size of Internet population in the Czech Republic	5 701 502
Number of respondents	
Medium	N = 28 800
Total (for all measured media)	N = 28 800
RU(number)	5 570 366
Reach(%)	97.70
PV(number) (from Czech visitors)	7 148 676 650
PV(number) (from all visitors)	7 639 951 739
GRP (%)	125 382.34

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

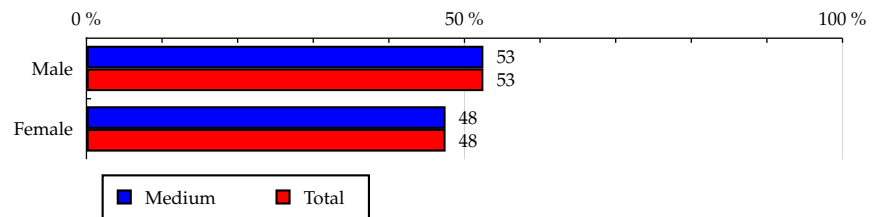
TOTAL

Table 1: Sex

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Male	52.50	2 924 566	97.70	52.44	3 748 763 310	125 233.64	100.00	52.50	2 924 566	52.44	3 748 763 310
Female	47.50	2 645 800	97.70	47.56	3 399 913 341	125 546.71	100.00	47.50	2 645 800	47.56	3 399 913 341

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

Chart 1: Sex by RU(%)



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

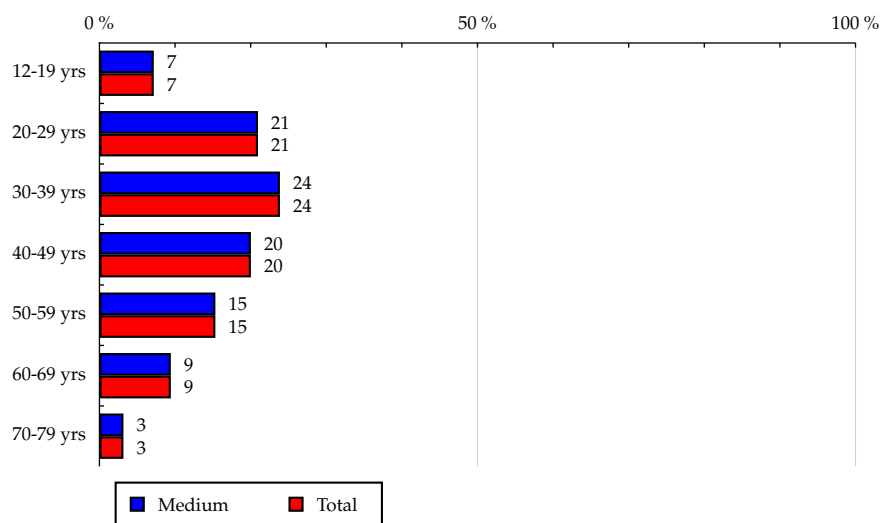
TOTAL

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	400 300	97.70	4.25	303 485 794	74 070.79	100.00	7.19	400 300	4.25	303 485 794
20-29 yrs	20.97	1 167 895	97.70	20.18	1 442 876 033	120 703.40	100.00	20.97	1 167 895	20.18	1 442 876 033
30-39 yrs	23.87	1 329 646	97.70	27.97	1 999 698 539	146 934.20	100.00	23.87	1 329 646	27.97	1 999 698 539
40-49 yrs	20.03	1 116 013	97.70	20.43	1 460 466 003	127 854.62	100.00	20.03	1 116 013	20.43	1 460 466 003
50-59 yrs	15.33	854 042	97.70	14.50	1 036 761 573	118 602.59	100.00	15.33	854 042	14.50	1 036 761 573
60-69 yrs	9.44	526 002	97.70	9.80	700 297 659	130 073.68	100.00	9.44	526 002	9.80	700 297 659
70-79 yrs	3.17	176 466	97.70	2.87	205 091 049	113 547.90	100.00	3.17	176 466	2.87	205 091 049

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

Chart 2: Age by RU(%)



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

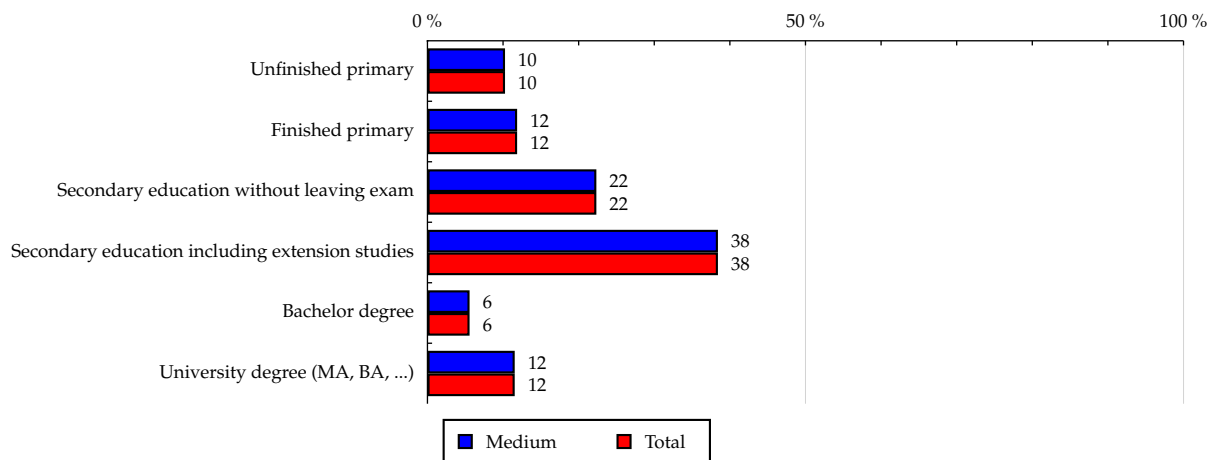
TOTAL

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	571 368	97.70	6.15	439 969 175	75 231.60	100.00	10.26	571 368	6.15	439 969 175
Finished primary	11.86	660 876	97.70	11.55	825 659 801	122 060.57	100.00	11.86	660 876	11.55	825 659 801
Secondary education without leaving exam	22.34	1 244 468	97.70	27.13	1 939 395 780	152 256.91	100.00	22.34	1 244 468	27.13	1 939 395 780
Secondary education including extension studies	38.42	2 140 406	97.70	39.80	2 844 889 560	129 856.48	100.00	38.42	2 140 406	39.80	2 844 889 560
Bachelor degree	5.57	310 266	97.70	5.51	393 779 552	123 997.31	100.00	5.57	310 266	5.51	393 779 552
University degree (MA, BA, ...)	11.54	642 979	97.70	9.86	704 982 783	107 121.32	100.00	11.54	642 979	9.86	704 982 783

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

Chart 3: Highest Education by RU(%)



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

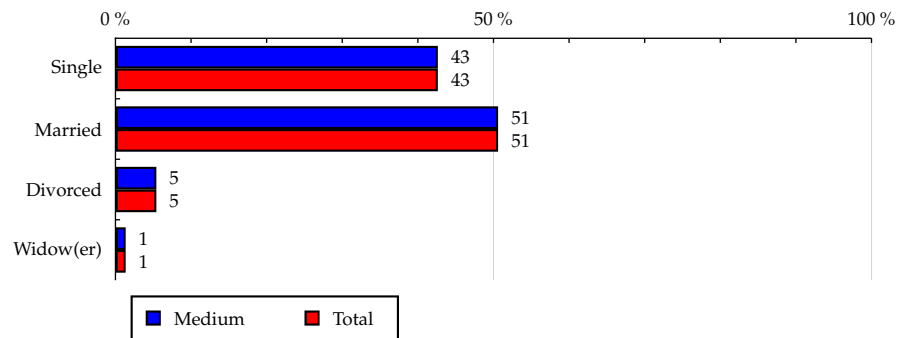
TOTAL

Table 4: Marital Status

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Single	42.64	2 374 943	97.70	40.91	2 924 587 572	120 311.16	100.00	42.64	2 374 943	40.91	2 924 587 572
Married	50.61	2 819 175	97.70	50.52	3 611 480 248	125 157.74	100.00	50.61	2 819 175	50.52	3 611 480 248
Divorced	5.41	301 250	97.70	7.07	505 178 659	163 837.07	100.00	5.41	301 250	7.07	505 178 659
Widow(er)	1.35	74 998	97.70	1.50	107 430 172	139 948.58	100.00	1.35	74 998	1.50	107 430 172

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

Chart 4: Marital Status by RU(%)



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

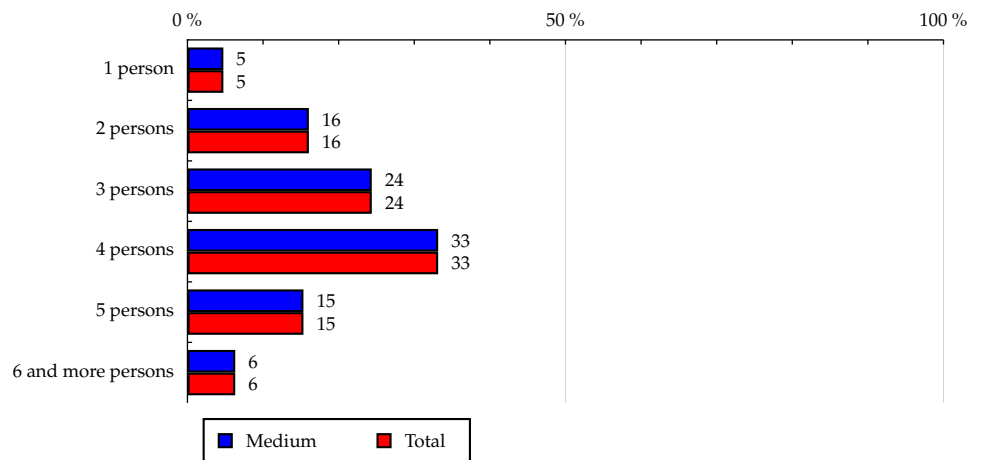
TOTAL

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	4.75	264 333	97.70	5.89	420 735 903	155 507.63	100.00	4.75	264 333	5.89	420 735 903
2 persons	16.06	894 346	97.70	16.70	1 193 487 155	130 378.62	100.00	16.06	894 346	16.70	1 193 487 155
3 persons	24.38	1 358 185	97.70	25.11	1 795 135 277	129 131.64	100.00	24.38	1 358 185	25.11	1 795 135 277
4 persons	33.16	1 847 030	97.70	31.52	2 253 519 443	119 201.54	100.00	33.16	1 847 030	31.52	2 253 519 443
5 persons	15.34	854 218	97.70	14.93	1 067 627 884	122 108.37	100.00	15.34	854 218	14.93	1 067 627 884
6 and more persons	6.32	352 252	97.70	5.85	418 170 987	115 982.93	100.00	6.32	352 252	5.85	418 170 987

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

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



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

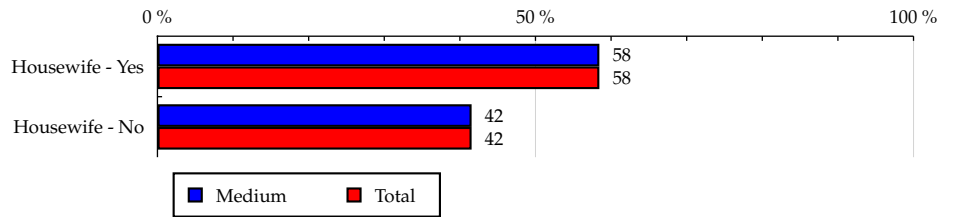
TOTAL

Table 6: Housewife

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Housewife - Yes	58.45	3 256 044	97.70	63.04	4 506 792 287	135 229.58	100.00	58.45	3 256 044	63.04	4 506 792 287
Housewife - No	41.55	2 314 322	97.70	36.96	2 641 884 363	111 528.15	100.00	41.55	2 314 322	36.96	2 641 884 363

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

Chart 6: Housewife by RU(%)



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

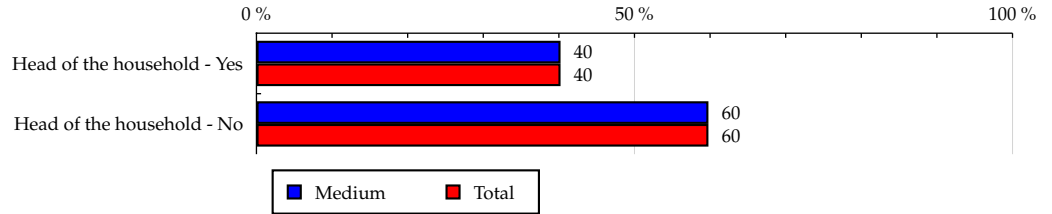
TOTAL

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	40.22	2 240 406	97.70	42.25	3 020 610 442	131 723.22	100.00	40.22	2 240 406	42.25	3 020 610 442
Head of the household - No	59.78	3 329 960	97.70	57.75	4 128 066 209	121 116.18	100.00	59.78	3 329 960	57.75	4 128 066 209

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

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



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

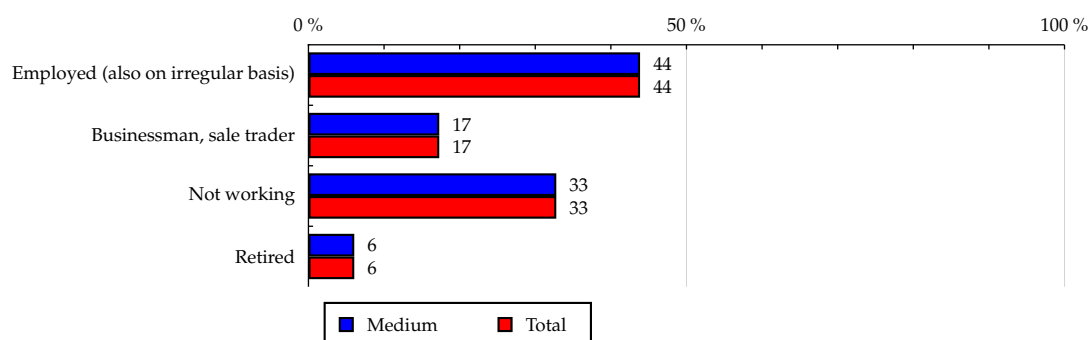
TOTAL

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)	43.86	2 443 136	97.70	44.50	3 180 935 233	127 204.25	100.00	43.86	2 443 136	44.50	3 180 935 233
Businessman, sale trader	17.30	963 793	97.70	16.96	1 212 161 092	122 877.11	100.00	17.30	963 793	16.96	1 212 161 092
Not working	32.78	1 826 053	97.70	31.02	2 217 195 224	118 627.38	100.00	32.78	1 826 053	31.02	2 217 195 224
Retired	6.06	337 383	97.70	7.53	538 385 102	155 906.27	100.00	6.06	337 383	7.53	538 385 102

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

Chart 8: Economic Activity by RU(%)



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

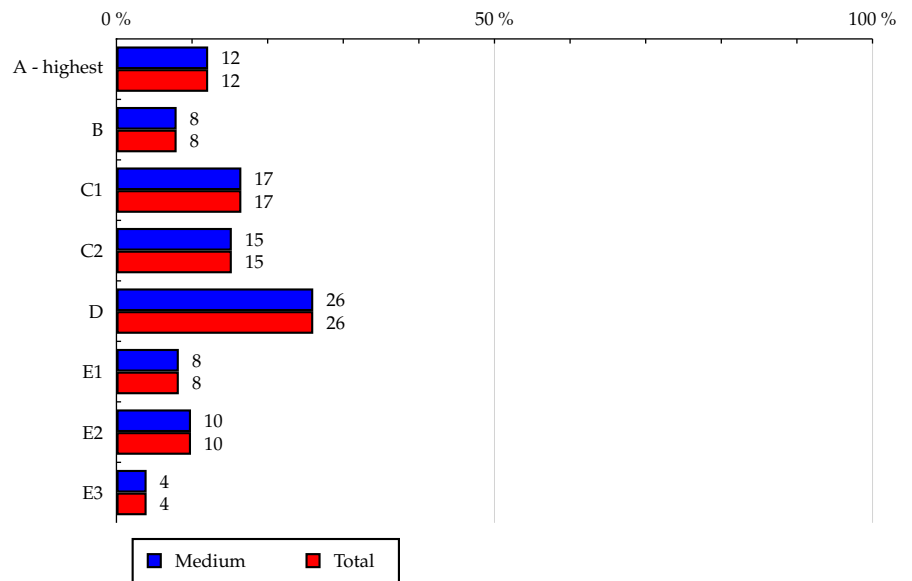
TOTAL

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	12.13	675 439	97.70	11.11	794 147 029	114 870.71	100.00	12.13	675 439	11.11	794 147 029
B	7.96	443 231	97.70	8.54	610 281 216	134 522.11	100.00	7.96	443 231	8.54	610 281 216
C1	16.52	920 375	97.70	16.86	1 204 914 733	127 904.48	100.00	16.52	920 375	16.86	1 204 914 733
C2	15.26	849 943	97.70	17.17	1 227 627 969	141 114.35	100.00	15.26	849 943	17.17	1 227 627 969
D	26.03	1 450 131	97.70	25.13	1 796 492 529	121 035.47	100.00	26.03	1 450 131	25.13	1 796 492 529
E1	8.25	459 422	97.70	8.46	604 549 121	128 562.39	100.00	8.25	459 422	8.46	604 549 121
E2	9.86	549 316	97.70	8.70	622 109 605	110 646.79	100.00	9.86	549 316	8.70	622 109 605
E3	3.99	222 507	97.70	4.04	288 554 449	126 700.55	100.00	3.99	222 507	4.04	288 554 449

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

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



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

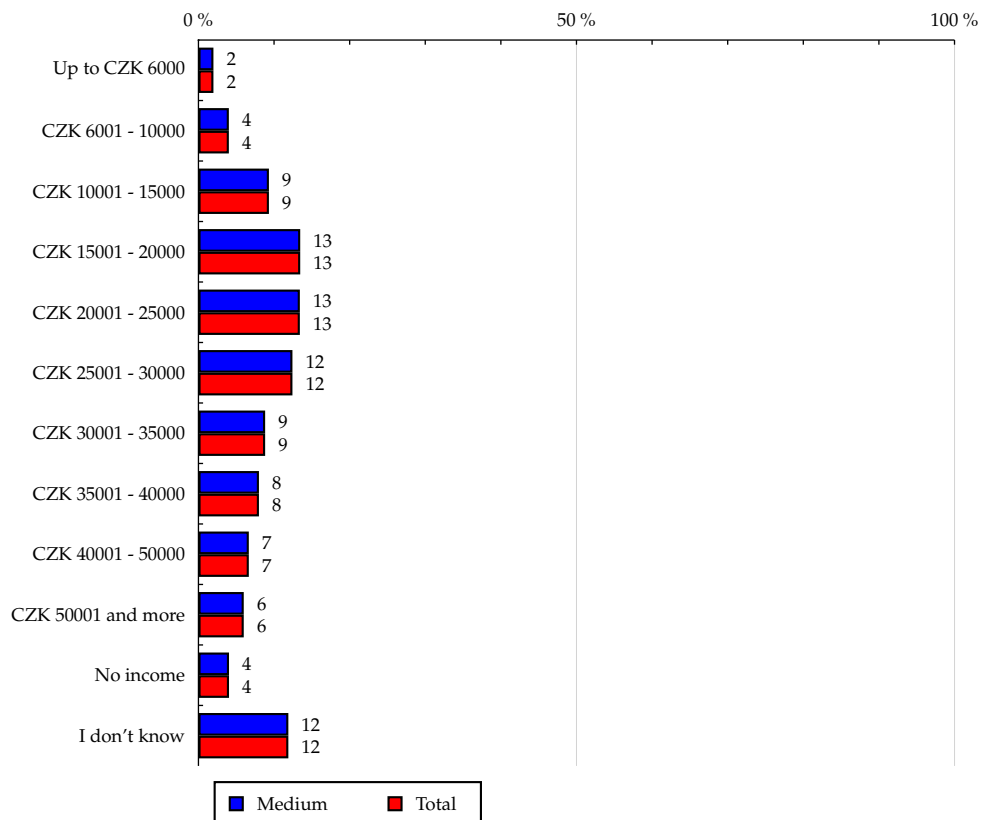
TOTAL

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	1.98	110 071	97.70	1.73	123 558 446	109 671.37	100.00	1.98	110 071	1.73	123 558 446
CZK 6001 - 10000	4.02	223 766	97.70	5.05	360 713 700	157 493.52	100.00	4.02	223 766	5.05	360 713 700
CZK 10001 - 15000	9.32	519 150	97.70	10.40	743 587 198	139 937.28	100.00	9.32	519 150	10.40	743 587 198
CZK 15001 - 20000	13.46	749 548	97.70	14.19	1 014 363 217	132 217.22	100.00	13.46	749 548	14.19	1 014 363 217
CZK 20001 - 25000	13.41	746 781	97.70	14.02	1 001 985 619	131 087.82	100.00	13.41	746 781	14.02	1 001 985 619
CZK 25001 - 30000	12.43	692 122	97.70	13.27	948 754 303	133 926.08	100.00	12.43	692 122	13.27	948 754 303
CZK 30001 - 35000	8.82	491 380	97.70	8.93	638 145 108	126 880.83	100.00	8.82	491 380	8.93	638 145 108
CZK 35001 - 40000	8.00	445 762	97.70	7.70	550 359 317	120 625.04	100.00	8.00	445 762	7.70	550 359 317
CZK 40001 - 50000	6.66	370 737	97.70	6.58	470 167 208	123 902.60	100.00	6.66	370 737	6.58	470 167 208
CZK 50001 and more	5.99	333 857	97.70	5.62	401 780 009	117 576.97	100.00	5.99	333 857	5.62	401 780 009
No income	4.04	225 037	97.70	2.72	194 179 783	84 303.10	100.00	4.04	225 037	2.72	194 179 783
I don't know	11.89	662 150	97.70	9.81	701 082 742	103 444.35	100.00	11.89	662 150	9.81	701 082 742

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

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



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

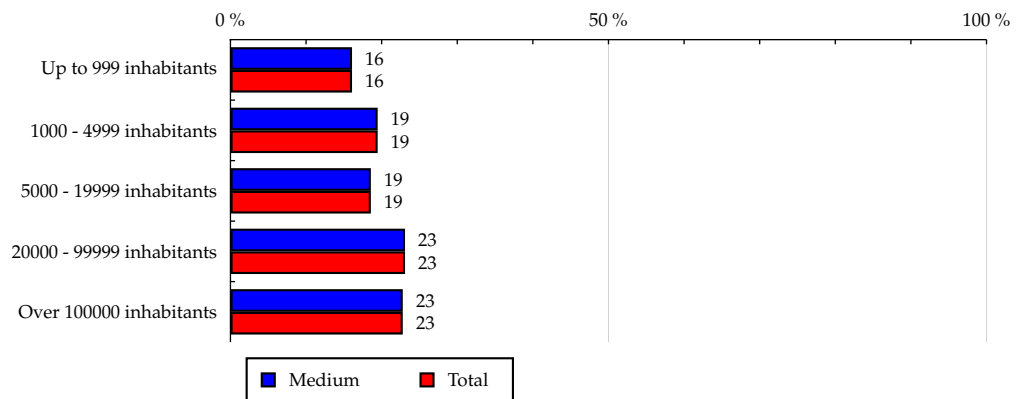
TOTAL

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	16.08	895 992	97.70	15.21	1 087 509 549	118 583.25	100.00	16.08	895 992	15.21	1 087 509 549
1000 - 4999 inhabitants	19.47	1 084 493	97.70	19.41	1 387 808 308	125 025.08	100.00	19.47	1 084 493	19.41	1 387 808 308
5000 - 19999 inhabitants	18.57	1 034 253	97.70	19.60	1 401 249 723	132 368.07	100.00	18.57	1 034 253	19.60	1 401 249 723
20000 - 99999 inhabitants	23.09	1 286 085	97.70	23.15	1 654 618 805	125 696.31	100.00	23.09	1 286 085	23.15	1 654 618 805
Over 100000 inhabitants	22.79	1 269 542	97.70	22.63	1 617 490 265	124 476.95	100.00	22.79	1 269 542	22.63	1 617 490 265

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

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



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

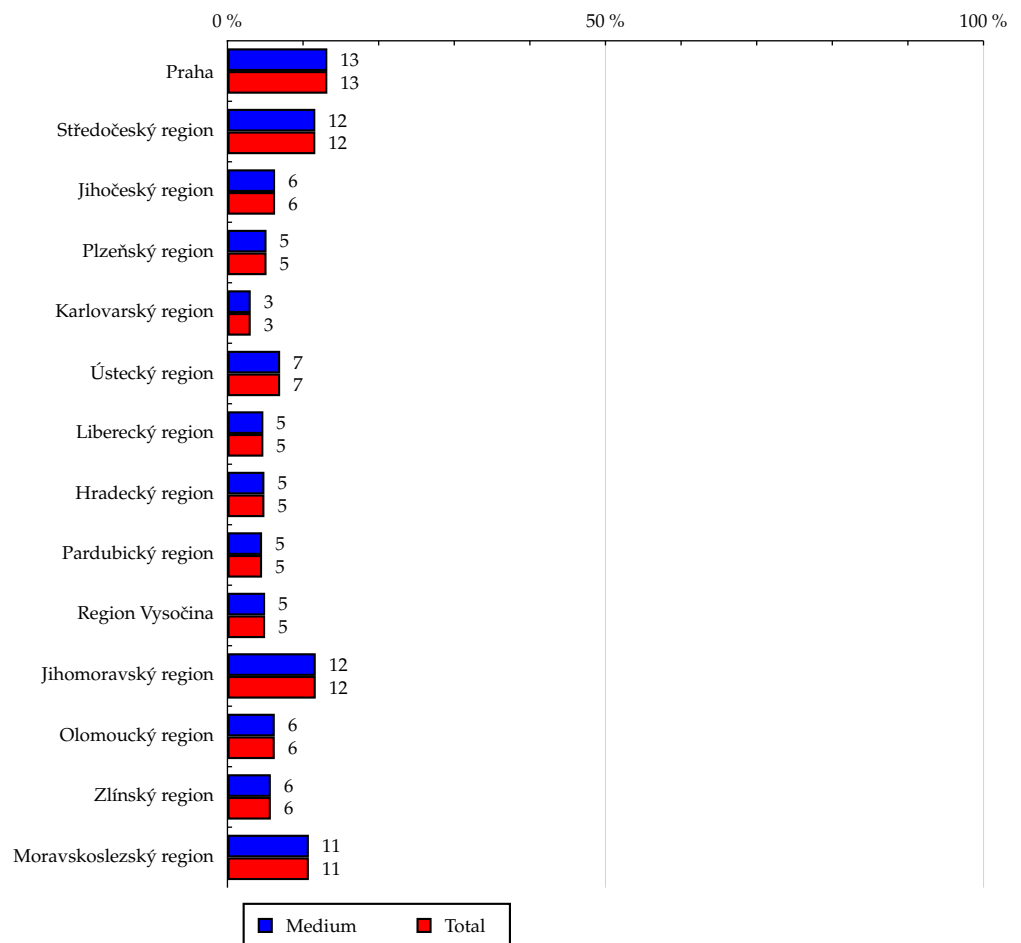
TOTAL

Table 12: Region

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Praha	13.21	735 684	97.70	12.13	867 051 185	115 145.71	100.00	13.21	735 684	12.13	867 051 185
Středočeský region	11.62	647 273	97.70	11.03	788 232 858	118 976.49	100.00	11.62	647 273	11.03	788 232 858
Jihočeský region	6.30	350 933	97.70	6.56	469 228 682	130 633.32	100.00	6.30	350 933	6.56	469 228 682
Plzeňský region	5.17	288 209	97.70	5.67	405 080 557	137 318.27	100.00	5.17	288 209	5.67	405 080 557
Karlovarský region	3.08	171 454	97.70	2.99	213 729 319	121 789.68	100.00	3.08	171 454	2.99	213 729 319
Ústecký region	6.97	388 480	97.70	7.61	544 217 783	136 866.81	100.00	6.97	388 480	7.61	544 217 783
Liberecký region	4.75	264 536	97.70	4.47	319 249 142	117 906.97	100.00	4.75	264 536	4.47	319 249 142
Hradecký region	4.89	272 278	97.70	4.48	320 067 391	114 847.60	100.00	4.89	272 278	4.48	320 067 391
Pardubický region	4.58	255 122	97.70	4.53	323 792 263	123 997.36	100.00	4.58	255 122	4.53	323 792 263
Region Vysočina	4.98	277 179	97.70	4.86	347 437 325	122 464.28	100.00	4.98	277 179	4.86	347 437 325
Jihomoravský region	11.68	650 621	97.70	11.69	835 475 518	125 458.42	100.00	11.68	650 621	11.69	835 475 518
Olomoucký region	6.26	348 819	97.70	6.24	445 796 321	124 862.03	100.00	6.26	348 819	6.24	445 796 321
Zlínský region	5.74	319 626	97.70	6.37	455 120 760	139 116.30	100.00	5.74	319 626	6.37	455 120 760
Moravskoslezský region	10.77	600 146	97.70	11.39	814 197 547	132 546.05	100.00	10.77	600 146	11.39	814 197 547

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

Chart 12: Region by RU(%)



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

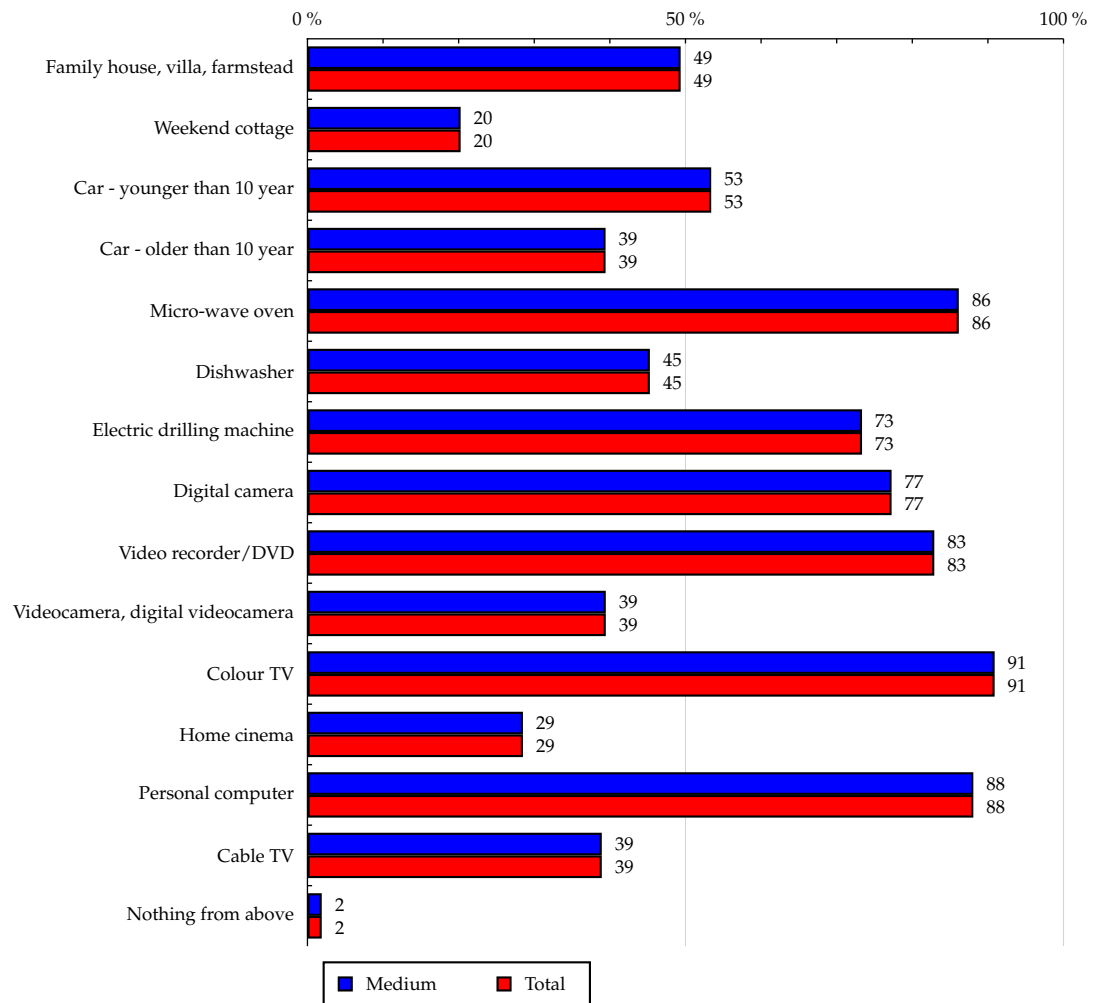
TOTAL

Table 13: Facilities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Family house, villa, farmstead	49.36	2 749 286	97.70	46.24	3 305 811 240	117 476.94	100.00	49.36	2 749 286	46.24	3 305 811 240
Weekend cottage	20.26	1 128 785	97.70	19.19	1 371 654 692	118 721.13	100.00	20.26	1 128 785	19.19	1 371 654 692
Car - younger than 10 year	53.40	2 974 805	97.70	49.80	3 560 293 093	116 928.85	100.00	53.40	2 974 805	49.80	3 560 293 093
Car - older than 10 year	39.43	2 196 449	97.70	40.89	2 922 889 075	130 012.64	100.00	39.43	2 196 449	40.89	2 922 889 075
Micro-wave oven	86.15	4 798 722	97.70	86.67	6 196 102 600	126 150.06	100.00	86.15	4 798 722	86.67	6 196 102 600
Dishwasher	45.29	2 522 830	97.70	41.35	2 956 202 899	114 482.93	100.00	45.29	2 522 830	41.35	2 956 202 899
Electric drilling machine	73.35	4 085 655	97.70	71.23	5 091 676 050	121 756.90	100.00	73.35	4 085 655	71.23	5 091 676 050
Digital camera	77.26	4 303 600	97.70	75.60	5 404 447 452	122 691.33	100.00	77.26	4 303 600	75.60	5 404 447 452
Video recorder/DVD	82.91	4 618 225	97.70	82.86	5 923 465 214	125 312.75	100.00	82.91	4 618 225	82.86	5 923 465 214
Videocamera, digital videocamera	39.46	2 198 017	97.70	37.00	2 644 869 843	117 562.17	100.00	39.46	2 198 017	37.00	2 644 869 843
Colour TV	90.89	5 062 686	97.70	91.23	6 521 643 755	125 855.02	100.00	90.89	5 062 686	91.23	6 521 643 755
Home cinema	28.50	1 587 797	97.70	29.71	2 124 138 081	130 701.95	100.00	28.50	1 587 797	29.71	2 124 138 081
Personal computer	88.07	4 905 774	97.70	88.02	6 292 621 399	125 319.48	100.00	88.07	4 905 774	88.02	6 292 621 399
Cable TV	38.93	2 168 452	97.70	39.98	2 858 206 676	128 776.98	100.00	38.93	2 168 452	39.98	2 858 206 676
Nothing from above	1.89	105 550	97.70	1.90	135 957 325	125 845.32	100.00	1.89	105 550	1.90	135 957 325

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

Chart 13: Facilities by RU(%)



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

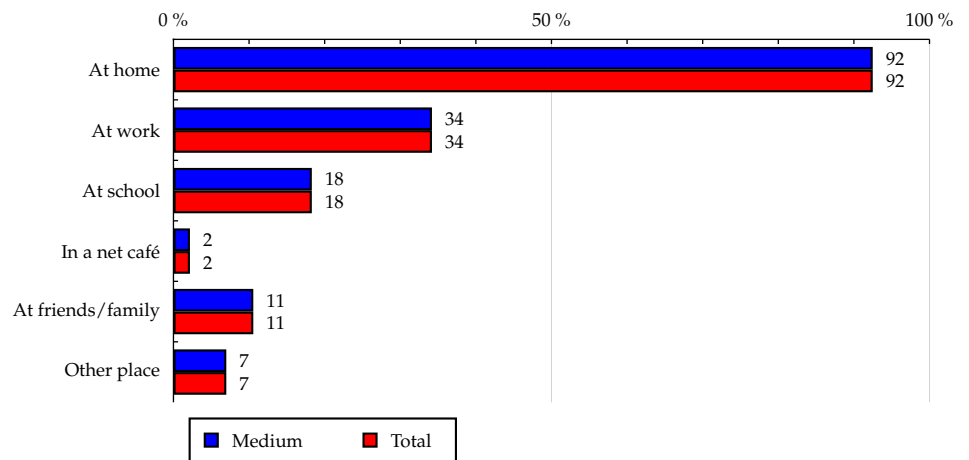
TOTAL

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	92.49	5 152 154	97.70	94.00	6 719 809 046	127 427.33	100.00	92.49	5 152 154	94.00	6 719 809 046
At work	34.19	1 904 617	97.70	30.34	2 168 829 912	111 253.14	100.00	34.19	1 904 617	30.34	2 168 829 912
At school	18.30	1 019 232	97.70	15.54	1 111 131 081	106 509.07	100.00	18.30	1 019 232	15.54	1 111 131 081
In a net café	2.18	121 355	97.70	2.30	164 366 053	132 326.20	100.00	2.18	121 355	2.30	164 366 053
At friends/family	10.56	588 469	97.70	9.60	686 394 808	113 957.90	100.00	10.56	588 469	9.60	686 394 808
Other place	6.99	389 474	97.70	6.42	459 273 322	115 209.16	100.00	6.99	389 474	6.42	459 273 322

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

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



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

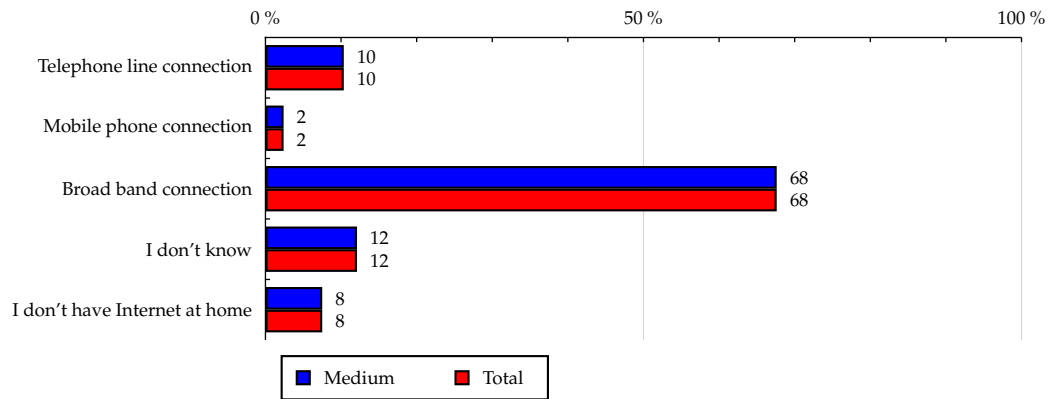
TOTAL

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	10.36	577 230	97.70	10.45	746 838 316	126 407.14	100.00	10.36	577 230	10.45	746 838 316
Mobile phone connection	2.40	133 743	97.70	2.11	151 168 685	110 429.07	100.00	2.40	133 743	2.11	151 168 685
Broad band connection	67.62	3 766 540	97.70	70.92	5 069 489 264	131 497.09	100.00	67.62	3 766 540	70.92	5 069 489 264
I don't know	12.11	674 639	97.70	10.52	752 312 781	108 948.43	100.00	12.11	674 639	10.52	752 312 781
I don't have Internet at home	7.51	418 212	97.70	6.00	428 867 605	100 189.14	100.00	7.51	418 212	6.00	428 867 605

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

Chart 15: Connection from Home by RU(%)



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

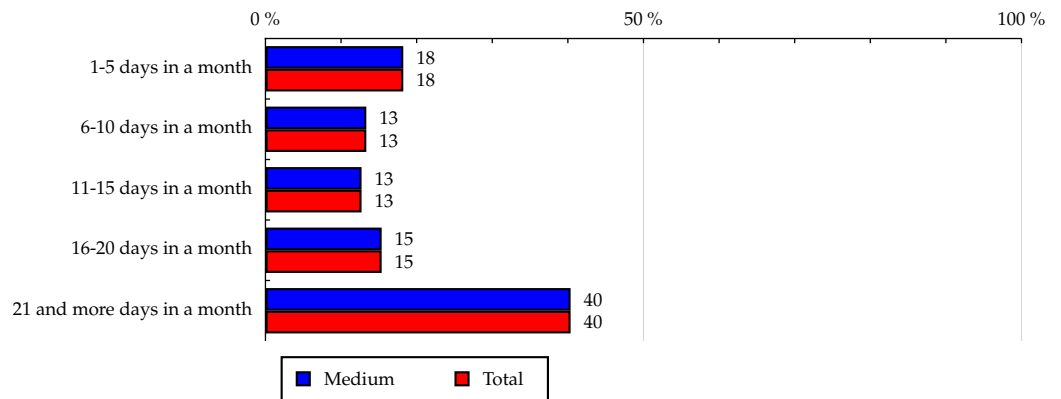
TOTAL

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	18.23	1 015 223	97.70	1.03	73 943 959	7 116.00	100.00	18.23	1 015 223	1.03	73 943 959
6-10 days in a month	13.34	743 010	97.70	2.73	195 484 489	25 704.66	100.00	13.34	743 010	2.73	195 484 489
11-15 days in a month	12.71	708 032	97.70	5.31	379 493 967	52 365.60	100.00	12.71	708 032	5.31	379 493 967
16-20 days in a month	15.37	856 117	97.70	12.15	868 402 885	99 102.05	100.00	15.37	856 117	12.15	868 402 885
21 and more days in a month	40.36	2 247 983	97.70	78.77	5 631 351 351	244 745.11	100.00	40.36	2 247 983	78.77	5 631 351 351

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

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



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

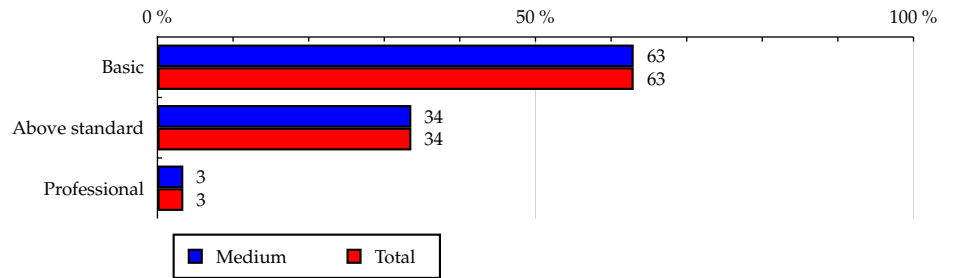
TOTAL

Table 17: IT Knowledge

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Basic	62.99	3 508 950	97.70	65.34	4 670 666 515	130 045.75	100.00	62.99	3 508 950	65.34	4 670 666 515
Above standard	33.58	1 870 759	97.70	31.76	2 270 157 565	118 558.46	100.00	33.58	1 870 759	31.76	2 270 157 565
Professional	3.42	190 657	97.70	2.91	207 852 571	106 511.61	100.00	3.42	190 657	2.91	207 852 571

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

Chart 17: IT Knowledge by RU(%)



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

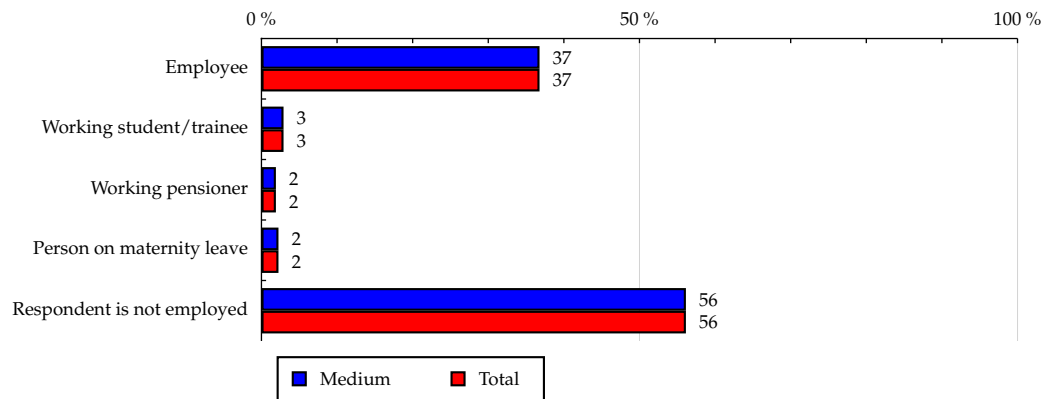
TOTAL

Table 18: Economically Active as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Employee	36.78	2 048 976	97.70	37.03	2 646 883 713	126 209.58	100.00	36.78	2 048 976	37.03	2 646 883 713
Working student/trainee	2.92	162 560	97.70	2.80	199 984 068	120 192.14	100.00	2.92	162 560	2.80	199 984 068
Working pensioner	1.91	106 384	97.70	1.94	138 407 440	127 109.14	100.00	1.91	106 384	1.94	138 407 440
Person on maternity leave	2.25	125 215	97.70	2.74	195 660 011	152 664.86	100.00	2.25	125 215	2.74	195 660 011
Respondent is not employed	56.14	3 127 230	97.70	55.50	3 967 741 417	123 958.98	100.00	56.14	3 127 230	55.50	3 967 741 417

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

Chart 18: Economically Active as by RU(%)



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

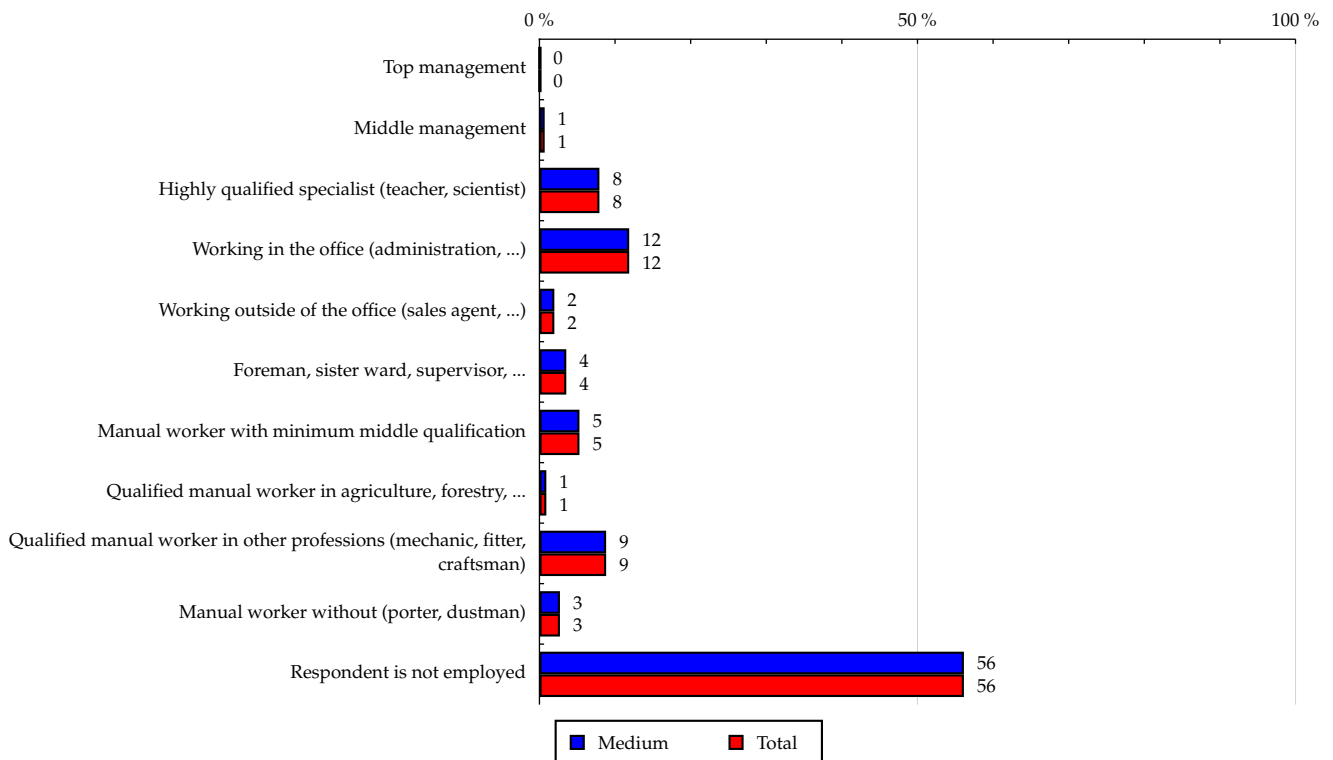
TOTAL

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	0.11	5 952	97.70	0.08	6 047 579	99 257.70	100.00	0.11	5 952	0.08	6 047 579
Middle management	0.69	38 612	97.70	0.63	45 333 029	114 705.05	100.00	0.69	38 612	0.63	45 333 029
Highly qualified specialist (teacher, scientist)	7.93	441 982	97.70	6.59	470 855 466	104 082.32	100.00	7.93	441 982	6.59	470 855 466
Working in the office (administration, ...)	11.87	661 409	97.70	11.54	824 856 665	121 843.55	100.00	11.87	661 409	11.54	824 856 665
Working outside of the office (sales agent, ...)	1.97	109 997	97.70	2.03	144 919 252	128 717.80	100.00	1.97	109 997	2.03	144 919 252
Foreman, sister ward, supervisor, ...	3.55	197 797	97.70	3.24	231 796 598	114 493.33	100.00	3.55	197 797	3.24	231 796 598
Manual worker with minimum middle qualification	5.29	294 417	97.70	5.61	400 750 883	132 985.89	100.00	5.29	294 417	5.61	400 750 883
Qualified manual worker in agriculture, forestry, ...	0.91	50 732	97.70	1.09	78 033 621	150 276.37	100.00	0.91	50 732	1.09	78 033 621
Qualified manual worker in other professions (mechanic, fitter, craftsman)	8.82	491 460	97.70	10.58	755 996 731	150 288.38	100.00	8.82	491 460	10.58	755 996 731
Manual worker without (porter, dustman)	2.71	150 773	97.70	3.11	222 345 409	144 078.11	100.00	2.71	150 773	3.11	222 345 409
Respondent is not employed	56.14	3 127 230	97.70	55.50	3 967 741 417	123 958.98	100.00	56.14	3 127 230	55.50	3 967 741 417

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

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



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

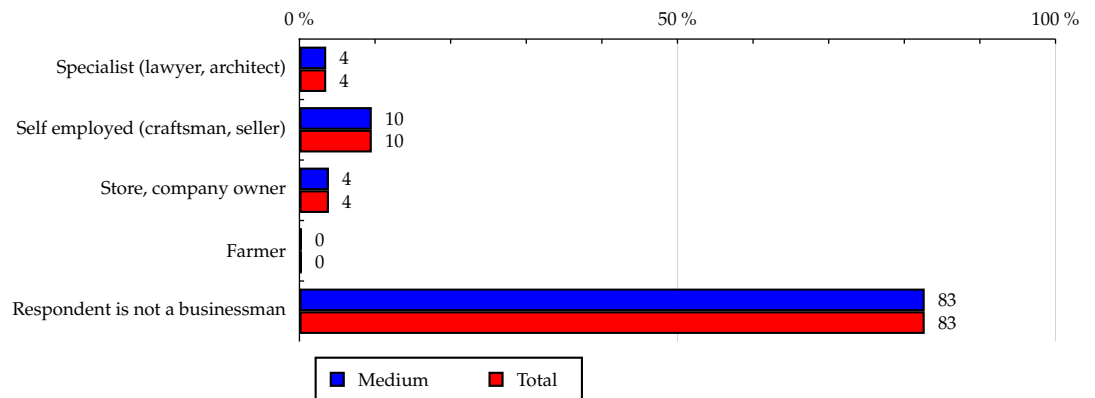
TOTAL

Table 20: Business Activities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Specialist (lawyer, architect)	3.54	197 066	97.70	3.13	223 982 722	111 044.45	100.00	3.54	197 066	3.13	223 982 722
Self employed (craftsman, seller)	9.57	533 239	97.70	10.02	716 541 610	131 284.45	100.00	9.57	533 239	10.02	716 541 610
Store, company owner	3.90	217 046	97.70	3.54	252 753 363	113 772.81	100.00	3.90	217 046	3.54	252 753 363
Farmer	0.30	16 440	97.70	0.26	18 883 397	112 217.06	100.00	0.30	16 440	0.26	18 883 397
Respondent is not a businessman	82.70	4 606 573	97.70	83.04	5 936 515 558	125 906.49	100.00	82.70	4 606 573	83.04	5 936 515 558

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

Chart 20: Business Activities by RU(%)



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

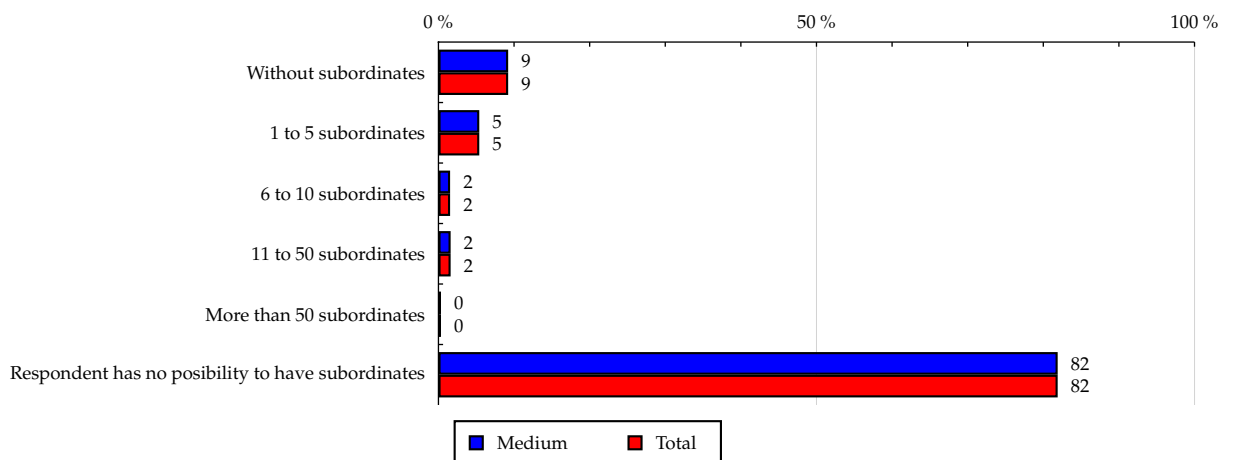
TOTAL

Table 21: Number of Subordinates

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Without subordinates	9.22	513 832	97.70	9.89	706 670 761	134 366.17	100.00	9.22	513 832	9.89	706 670 761
1 to 5 subordinates	5.40	300 879	97.70	4.70	336 323 217	109 209.12	100.00	5.40	300 879	4.70	336 323 217
6 to 10 subordinates	1.54	85 559	97.70	1.43	101 979 534	116 449.93	100.00	1.54	85 559	1.43	101 979 534
11 to 50 subordinates	1.61	89 434	97.70	1.39	99 054 897	108 209.22	100.00	1.61	89 434	1.39	99 054 897
More than 50 subordinates	0.33	18 651	97.70	0.27	19 513 291	102 211.63	100.00	0.33	18 651	0.27	19 513 291
Respondent has no possibility to have subordinates	81.90	4 562 008	97.70	82.32	5 885 134 950	126 036.07	100.00	81.90	4 562 008	82.32	5 885 134 950

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

Chart 21: Number of Subordinates by RU(%)



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

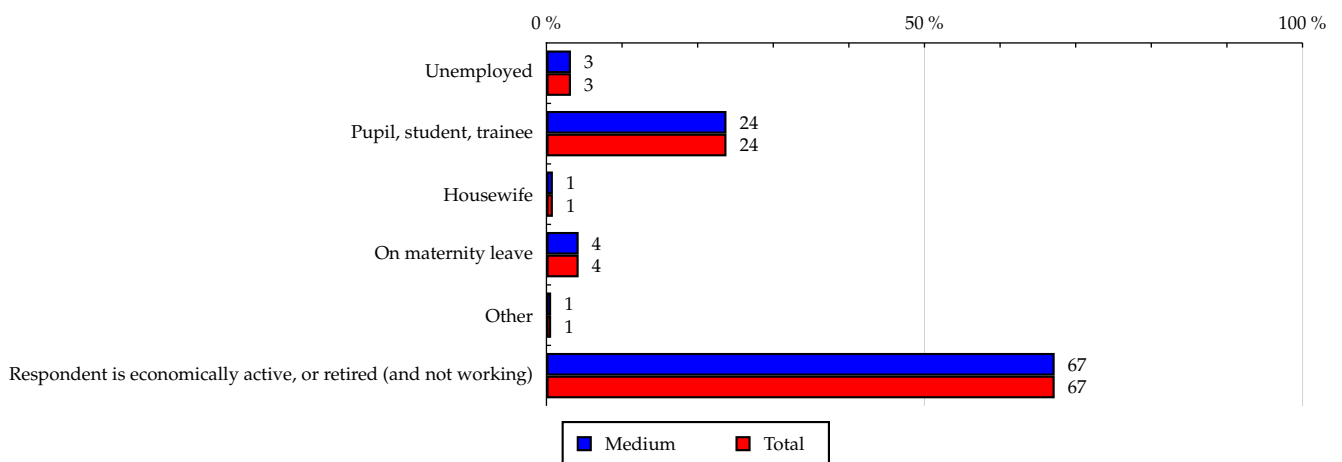
TOTAL

Table 22: Economically Inactive as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unemployed	3.24	180 522	97.70	4.03	287 745 016	155 729.28	100.00	3.24	180 522	4.03	287 745 016
Pupil, student, trainee	23.81	1 326 086	97.70	19.63	1 402 997 488	103 366.48	100.00	23.81	1 326 086	19.63	1 402 997 488
Housewife	0.85	47 360	97.70	0.86	61 602 622	127 079.10	100.00	0.85	47 360	0.86	61 602 622
On maternity leave	4.26	237 315	97.70	5.59	399 686 721	164 546.16	100.00	4.26	237 315	5.59	399 686 721
Other	0.62	34 768	97.70	0.91	65 163 377	183 111.51	100.00	0.62	34 768	0.91	65 163 377
Respondent is economically active, or retired (and not working)	67.22	3 744 313	97.70	68.98	4 931 481 427	128 676.65	100.00	67.22	3 744 313	68.98	4 931 481 427

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

Chart 22: Economically Inactive as by RU(%)



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

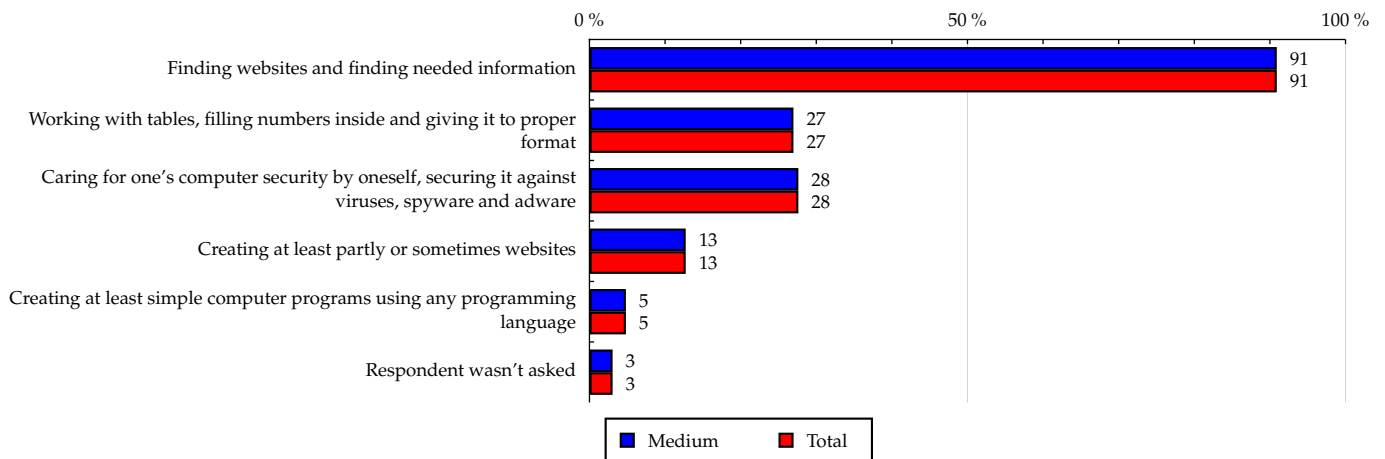
TOTAL

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	90.91	5 064 218	97.70	91.30	6 526 609 147	125 912.75	100.00	90.91	5 064 218	91.30	6 526 609 147
Working with tables, filling numbers inside and giving it to proper format	26.98	1 502 674	97.70	25.68	1 835 811 568	119 359.69	100.00	26.98	1 502 674	25.68	1 835 811 568
Caring for one's computer security by oneself, securing it against viruses, spyware and adware	27.63	1 538 884	97.70	28.16	2 013 283 505	127 818.41	100.00	27.63	1 538 884	28.16	2 013 283 505
Creating at least partly or sometimes websites	12.73	708 916	97.70	12.09	864 380 354	119 125.36	100.00	12.73	708 916	12.09	864 380 354
Creating at least simple computer programs using any programming language	4.82	268 532	97.70	4.27	305 092 818	111 001.69	100.00	4.82	268 532	4.27	305 092 818
Respondent wasn't asked	3.06	170 436	97.70	3.17	226 831 142	130 027.45	100.00	3.06	170 436	3.17	226 831 142

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

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



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

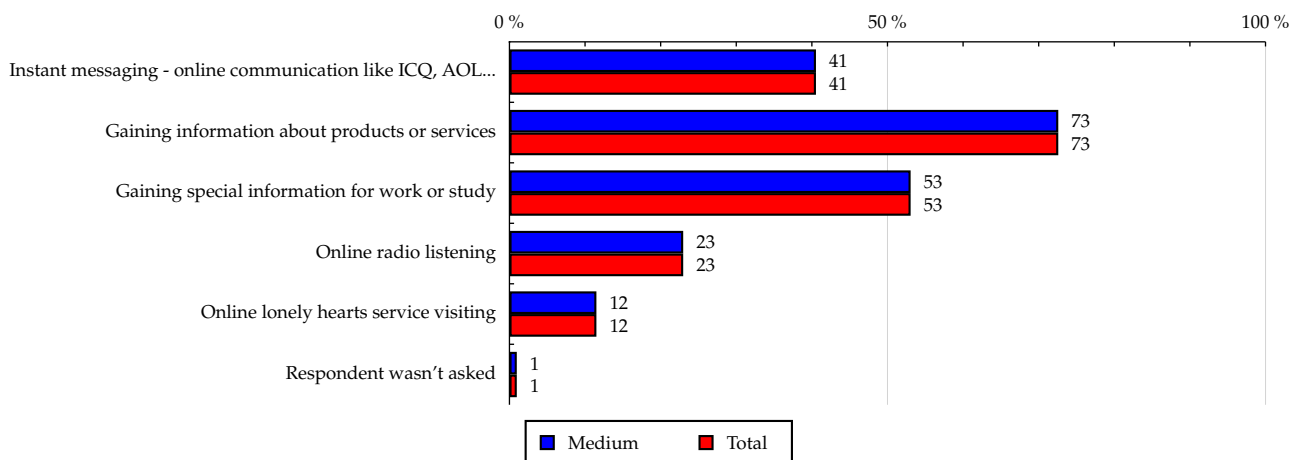
TOTAL

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...	40.54	2 258 438	97.70	40.34	2 883 478 572	124 739.23	100.00	40.54	2 258 438	40.34	2 883 478 572
Gaining information about products or services	72.59	4 043 633	97.70	75.54	5 399 772 166	130 466.25	100.00	72.59	4 043 633	75.54	5 399 772 166
Gaining special information for work or study	53.06	2 955 794	97.70	50.82	3 632 666 097	120 073.10	100.00	53.06	2 955 794	50.82	3 632 666 097
Online radio listening	22.98	1 280 244	97.70	24.37	1 742 480 246	132 974.85	100.00	22.98	1 280 244	24.37	1 742 480 246
Online lonely hearts service visiting	11.50	640 389	97.70	14.20	1 015 462 538	154 922.37	100.00	11.50	640 389	14.20	1 015 462 538
Respondent wasn't asked	0.97	54 307	97.70	0.83	59 404 698	106 869.68	100.00	0.97	54 307	0.83	59 404 698

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

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



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

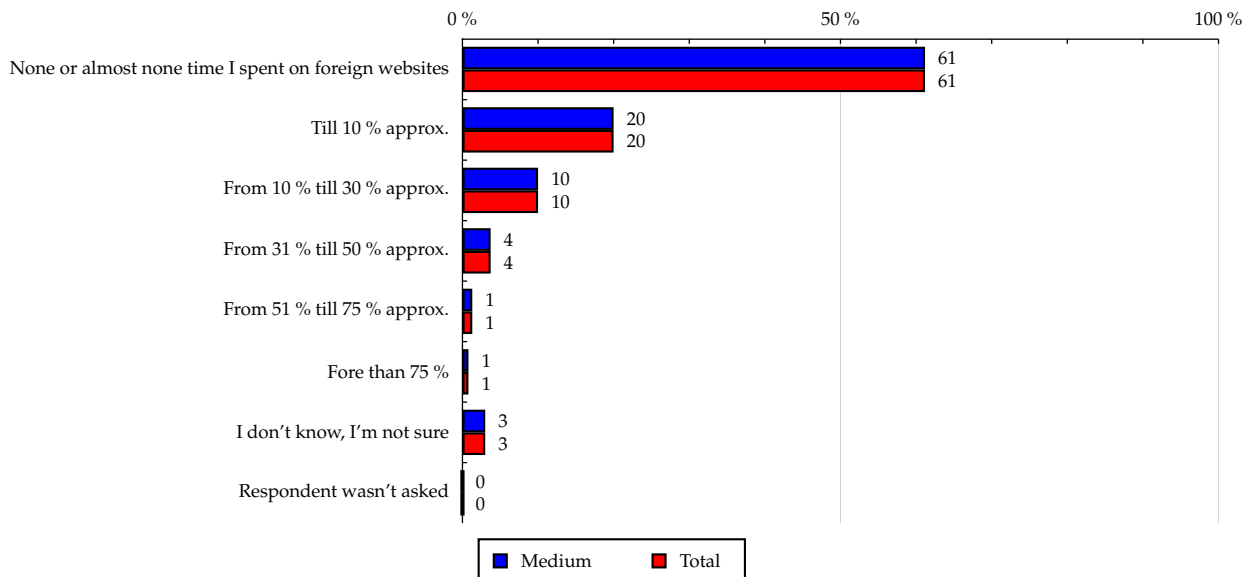
TOTAL

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	61.18	3 407 835	97.70	61.97	4 429 688 737	126 995.74	100.00	61.18	3 407 835	61.97	4 429 688 737
Till 10 % approx.	19.99	1 113 579	97.70	20.47	1 463 533 448	128 403.19	100.00	19.99	1 113 579	20.47	1 463 533 448
From 10 % till 30 % approx.	10.00	557 005	97.70	9.92	709 012 188	124 362.25	100.00	10.00	557 005	9.92	709 012 188
From 31 % till 50 % approx.	3.73	207 829	97.70	3.18	227 057 826	106 739.39	100.00	3.73	207 829	3.18	227 057 826
From 51 % till 75 % approx.	1.30	72 163	97.70	1.16	82 953 048	112 307.98	100.00	1.30	72 163	1.16	82 953 048
Fore than 75 %	0.79	44 118	97.70	0.64	45 943 697	101 741.24	100.00	0.79	44 118	0.64	45 943 697
I don't know, I'm not sure	3.01	167 835	97.70	2.66	190 487 706	110 886.43	100.00	3.01	167 835	2.66	190 487 706
Respondent wasn't asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



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