

SPIR NetMonitor

Research on the Sociodemography of Internet Users in the Czech Republic

Medium title:

TOTAL

Month:

June 2010

Basic information	
The size of Internet population in the Czech Republic	5 472 170
Number of respondents	
Medium	N = 26 700
Total (for all measured media)	N = 26 700
RU(number)	5 346 309
Reach(%)	97.70
PV(number) (from Czech visitors)	6 345 212 266
PV(number) (from all visitors)	6 807 680 388
GRP (%)	115 954.22

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

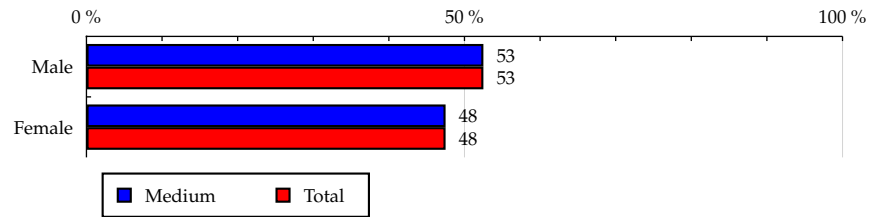
TOTAL

Table 1: Sex

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Male	52.50	2 806 914	97.70	51.88	3 291 860 140	114 579.44	100.00	52.50	2 806 914	51.88	3 291 860 140
Female	47.50	2 539 395	97.70	48.12	3 053 352 125	117 473.84	100.00	47.50	2 539 395	48.12	3 053 352 125

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

Chart 1: Sex by RU(%)



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

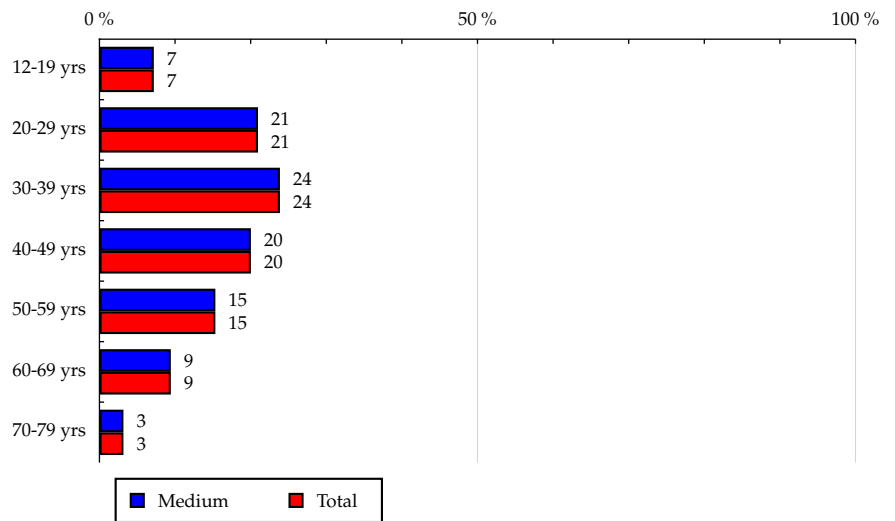
TOTAL

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	384 183	97.70	4.78	302 990 722	77 052.31	100.00	7.19	384 183	4.78	302 990 722
20-29 yrs	20.97	1 120 905	97.70	20.09	1 274 613 605	111 097.44	100.00	20.97	1 120 905	20.09	1 274 613 605
30-39 yrs	23.87	1 276 164	97.70	27.76	1 761 210 345	134 833.89	100.00	23.87	1 276 164	27.76	1 761 210 345
40-49 yrs	20.03	1 071 133	97.70	20.04	1 271 831 783	116 006.10	100.00	20.03	1 071 133	20.04	1 271 831 783
50-59 yrs	15.33	819 698	97.70	14.90	945 263 949	112 666.10	100.00	15.33	819 698	14.90	945 263 949
60-69 yrs	9.44	504 853	97.70	9.50	602 688 206	116 633.11	100.00	9.44	504 853	9.50	602 688 206
70-79 yrs	3.17	169 371	97.70	2.94	186 613 656	107 646.20	100.00	3.17	169 371	2.94	186 613 656

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

Chart 2: Age by RU(%)



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

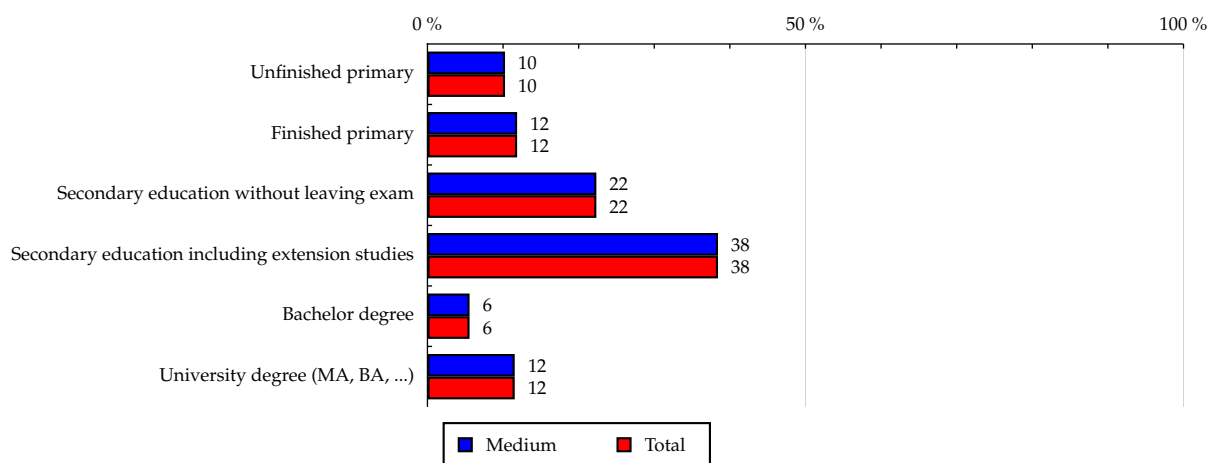
TOTAL

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	548 369	97.70	6.78	430 393 798	76 680.97	100.00	10.26	548 369	6.78	430 393 798
Finished primary	11.86	634 285	97.70	11.75	745 488 235	114 828.77	100.00	11.86	634 285	11.75	745 488 235
Secondary education without leaving exam	22.34	1 194 421	97.70	26.24	1 664 942 602	136 187.18	100.00	22.34	1 194 421	26.24	1 664 942 602
Secondary education including extension studies	38.43	2 054 320	97.70	39.72	2 520 048 436	119 849.24	100.00	38.43	2 054 320	39.72	2 520 048 436
Bachelor degree	5.57	297 788	97.70	5.30	336 250 259	110 318.60	100.00	5.57	297 788	5.30	336 250 259
University degree (MA, BA, ...)	11.54	617 124	97.70	10.21	648 088 937	102 602.05	100.00	11.54	617 124	10.21	648 088 937

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

Chart 3: Highest Education by RU(%)



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

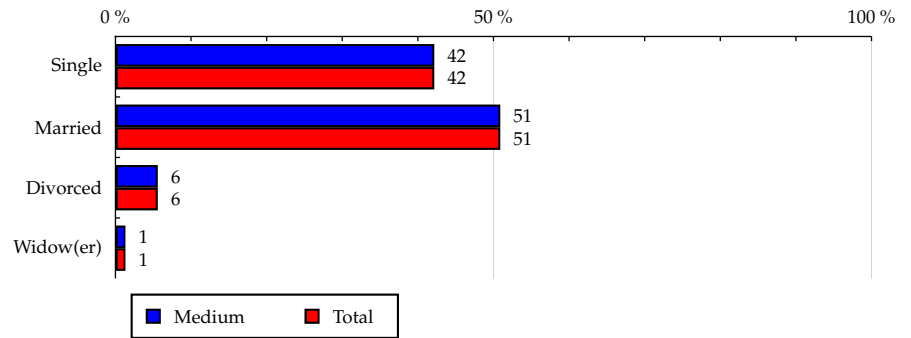
TOTAL

Table 4: Marital Status

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Single	42.17	2 254 561	97.70	40.93	2 596 999 849	112 539.35	100.00	42.17	2 254 561	40.93	2 596 999 849
Married	50.90	2 721 456	97.70	50.19	3 184 807 206	114 334.25	100.00	50.90	2 721 456	50.19	3 184 807 206
Divorced	5.60	299 522	97.70	7.45	472 670 227	154 178.28	100.00	5.60	299 522	7.45	472 670 227
Widow(er)	1.32	70 769	97.70	1.43	90 734 984	125 262.70	100.00	1.32	70 769	1.43	90 734 984

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

Chart 4: Marital Status by RU(%)



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

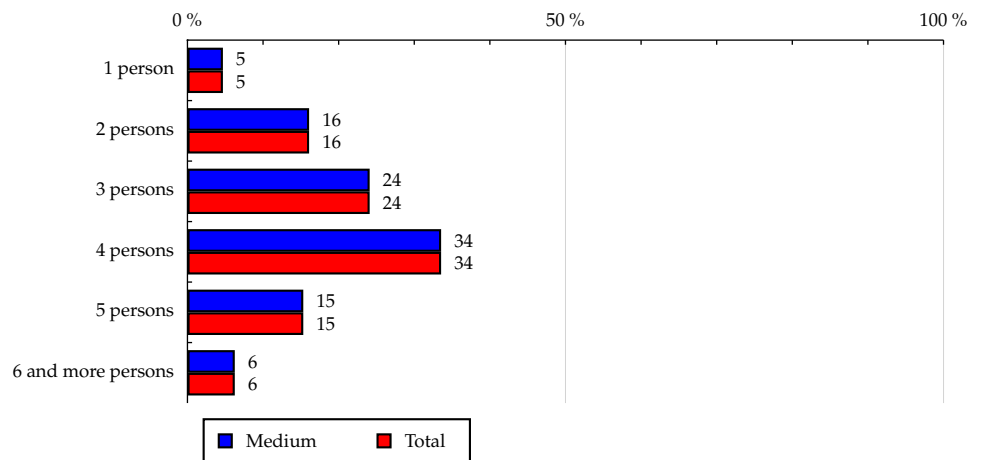
TOTAL

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	4.69	250 728	97.70	5.64	357 566 651	139 330.84	100.00	4.69	250 728	5.64	357 566 651
2 persons	16.09	860 086	97.70	17.24	1 093 637 662	124 229.83	100.00	16.09	860 086	17.24	1 093 637 662
3 persons	24.10	1 288 247	97.70	24.74	1 569 806 815	119 053.34	100.00	24.10	1 288 247	24.74	1 569 806 815
4 persons	33.55	1 793 542	97.70	32.08	2 035 350 770	110 872.08	100.00	33.55	1 793 542	32.08	2 035 350 770
5 persons	15.32	818 912	97.70	14.40	913 515 907	108 986.58	100.00	15.32	818 912	14.40	913 515 907
6 and more persons	6.26	334 792	97.70	5.92	375 334 460	109 531.07	100.00	6.26	334 792	5.92	375 334 460

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

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



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

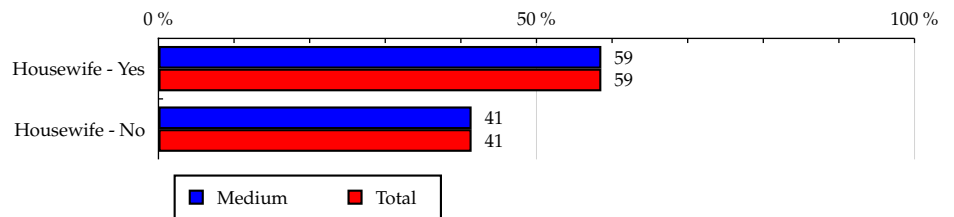
TOTAL

Table 6: Housewife

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Housewife - Yes	58.58	3 132 034	97.70	63.09	4 003 411 491	124 881.55	100.00	58.58	3 132 034	63.09	4 003 411 491
Housewife - No	41.42	2 214 275	97.70	36.91	2 341 800 775	103 326.76	100.00	41.42	2 214 275	36.91	2 341 800 775

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

Chart 6: Housewife by RU(%)



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

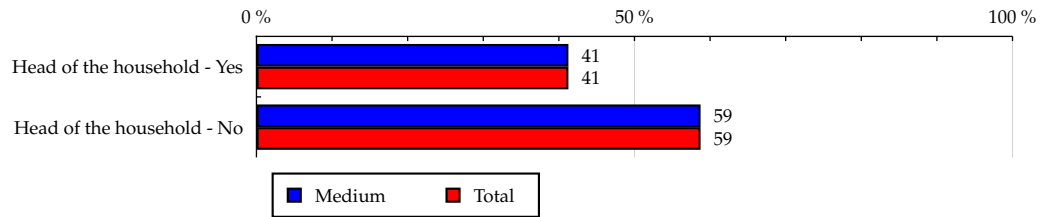
TOTAL

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	41.26	2 206 092	97.70	42.80	2 715 978 789	120 281.04	100.00	41.26	2 206 092	42.80	2 715 978 789
Head of the household - No	58.74	3 140 217	97.70	57.20	3 629 233 477	112 914.51	100.00	58.74	3 140 217	57.20	3 629 233 477

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

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



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

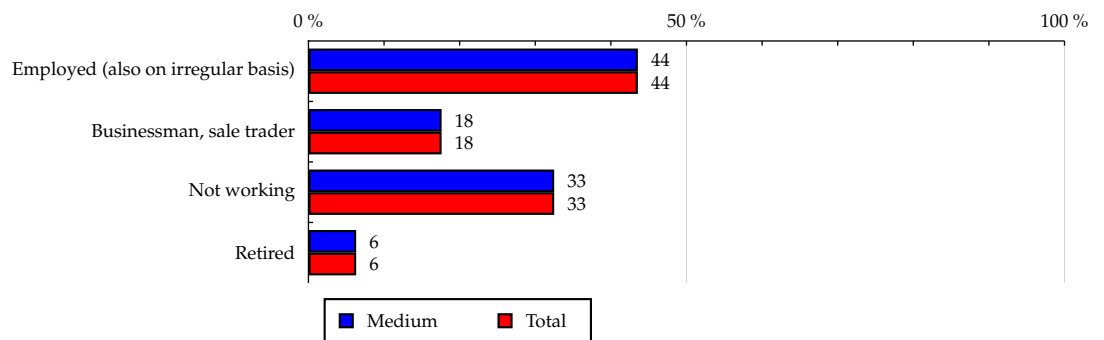
TOTAL

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)	43.57	2 329 582	97.70	43.98	2 790 903 806	117 047.30	100.00	43.57	2 329 582	43.98	2 790 903 806
Businessman, sale trader	17.61	941 622	97.70	17.19	1 090 442 910	113 141.20	100.00	17.61	941 622	17.19	1 090 442 910
Not working	32.50	1 737 597	97.70	31.61	2 005 454 858	112 760.86	100.00	32.50	1 737 597	31.61	2 005 454 858
Retired	6.31	337 508	97.70	7.22	458 410 692	132 698.05	100.00	6.31	337 508	7.22	458 410 692

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

Chart 8: Economic Activity by RU(%)



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

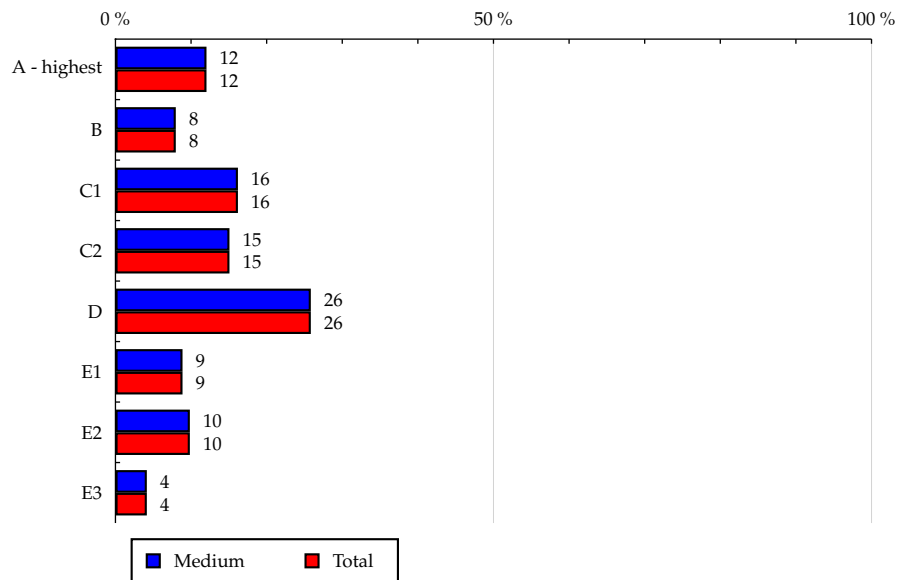
TOTAL

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	12.04	643 911	97.70	11.50	729 594 024	110 700.53	100.00	12.04	643 911	11.50	729 594 024
B	7.98	426 812	97.70	8.49	539 013 416	123 383.61	100.00	7.98	426 812	8.49	539 013 416
C1	16.20	866 242	97.70	16.08	1 020 257 425	115 070.70	100.00	16.20	866 242	16.08	1 020 257 425
C2	15.08	806 062	97.70	16.42	1 042 005 998	126 297.94	100.00	15.08	806 062	16.42	1 042 005 998
D	25.84	1 381 462	97.70	25.46	1 615 328 816	114 239.56	100.00	25.84	1 381 462	25.46	1 615 328 816
E1	8.87	474 330	97.70	9.42	597 704 899	123 111.93	100.00	8.87	474 330	9.42	597 704 899
E2	9.84	525 826	97.70	8.88	563 637 393	104 725.36	100.00	9.84	525 826	8.88	563 637 393
E3	4.15	221 662	97.70	3.75	237 670 295	104 755.63	100.00	4.15	221 662	3.75	237 670 295

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

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



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

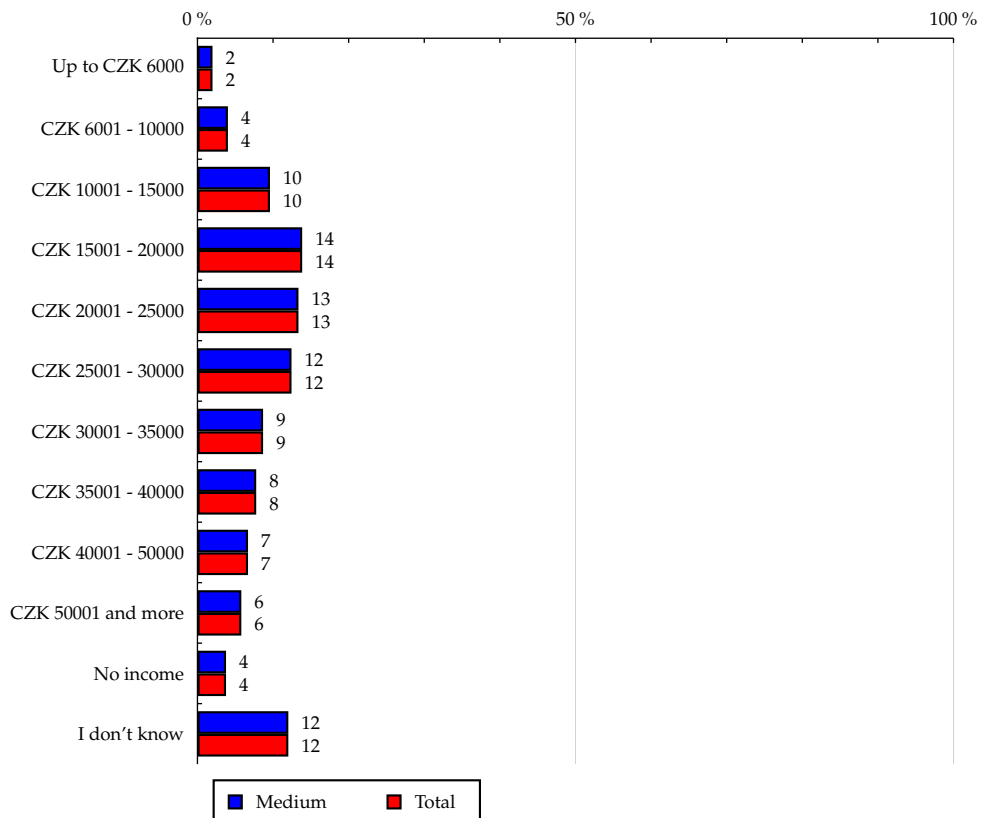
TOTAL

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	1.99	106 318	97.70	1.78	112 915 749	103 762.73	100.00	1.99	106 318	1.78	112 915 749
CZK 6001 - 10000	4.03	215 402	97.70	4.75	301 295 149	136 658.54	100.00	4.03	215 402	4.75	301 295 149
CZK 10001 - 15000	9.59	512 539	97.70	10.32	654 961 005	124 848.29	100.00	9.59	512 539	10.32	654 961 005
CZK 15001 - 20000	13.85	740 696	97.70	14.87	943 506 831	124 451.26	100.00	13.85	740 696	14.87	943 506 831
CZK 20001 - 25000	13.36	714 069	97.70	13.76	873 308 287	119 487.36	100.00	13.36	714 069	13.76	873 308 287
CZK 25001 - 30000	12.44	665 344	97.70	13.66	866 568 137	127 247.93	100.00	12.44	665 344	13.66	866 568 137
CZK 30001 - 35000	8.68	463 939	97.70	8.28	525 265 024	110 614.49	100.00	8.68	463 939	8.28	525 265 024
CZK 35001 - 40000	7.77	415 605	97.70	7.23	458 664 446	107 822.25	100.00	7.77	415 605	7.23	458 664 446
CZK 40001 - 50000	6.69	357 412	97.70	6.24	395 628 627	108 146.42	100.00	6.69	357 412	6.24	395 628 627
CZK 50001 and more	5.80	310 325	97.70	6.04	383 066 233	120 600.98	100.00	5.80	310 325	6.04	383 066 233
No income	3.78	202 297	97.70	2.77	175 621 866	84 816.93	100.00	3.78	202 297	2.77	175 621 866
I don't know	12.02	642 359	97.70	10.31	654 410 914	99 532.95	100.00	12.02	642 359	10.31	654 410 914

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

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



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

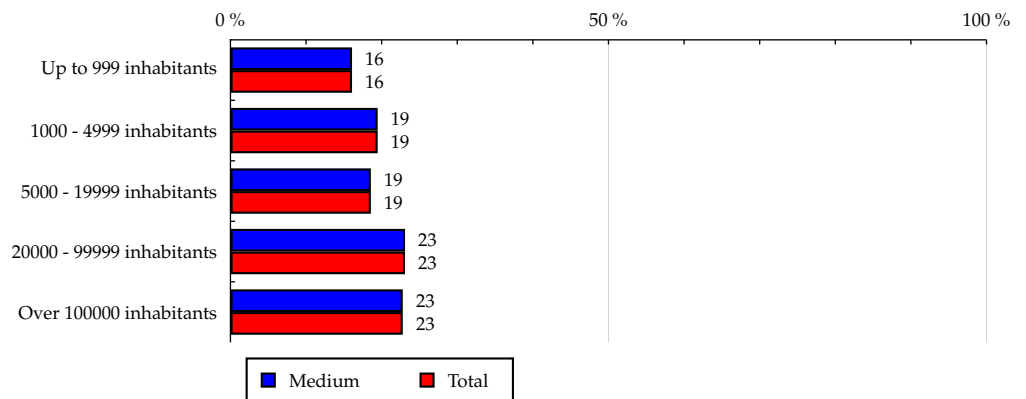
TOTAL

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	859 952	97.70	15.40	977 007 264	110 998.65	100.00	16.08	859 952	15.40	977 007 264
1000 - 4999 inhabitants	19.47	1 040 873	97.70	18.74	1 188 823 239	111 587.11	100.00	19.47	1 040 873	18.74	1 188 823 239
5000 - 19999 inhabitants	18.57	992 650	97.70	19.01	1 206 084 801	118 706.94	100.00	18.57	992 650	19.01	1 206 084 801
20000 - 99999 inhabitants	23.09	1 234 355	97.70	24.26	1 539 112 130	121 821.71	100.00	23.09	1 234 355	24.26	1 539 112 130
Over 100000 inhabitants	22.79	1 218 478	97.70	22.60	1 434 184 831	114 995.76	100.00	22.79	1 218 478	22.60	1 434 184 831

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

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



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

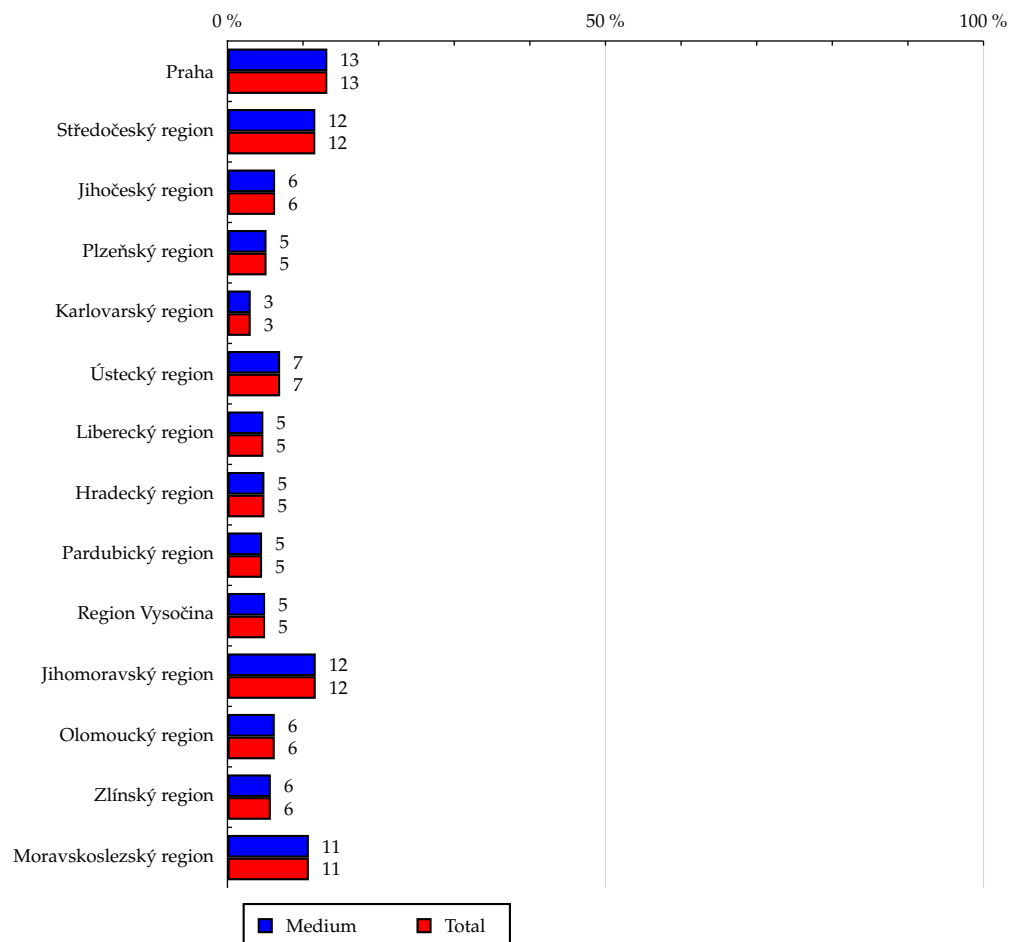
TOTAL

Table 12: Region

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Praha	13.21	706 089	97.70	12.75	808 884 608	111 923.53	100.00	13.21	706 089	12.75	808 884 608
Středočeský region	11.62	621 242	97.70	10.90	691 519 696	108 752.20	100.00	11.62	621 242	10.90	691 519 696
Jihočeský region	6.30	336 817	97.70	6.58	417 655 035	121 148.28	100.00	6.30	336 817	6.58	417 655 035
Plzeňský region	5.17	276 617	97.70	5.51	349 428 858	123 416.46	100.00	5.17	276 617	5.51	349 428 858
Karlovarský region	3.08	164 559	97.70	3.23	204 946 763	121 678.34	100.00	3.08	164 559	3.23	204 946 763
Ústecký region	6.97	372 851	97.70	7.08	449 080 401	117 674.66	100.00	6.97	372 851	7.08	449 080 401
Liberecký region	4.75	253 895	97.70	4.61	292 813 328	112 675.63	100.00	4.75	253 895	4.61	292 813 328
Hradecký region	4.89	261 326	97.70	4.88	309 871 419	115 848.90	100.00	4.89	261 326	4.88	309 871 419
Pardubický region	4.58	244 859	97.70	4.39	278 670 926	111 190.88	100.00	4.58	244 859	4.39	278 670 926
Region Vysočina	4.98	266 031	97.70	4.64	294 629 478	108 202.64	100.00	4.98	266 031	4.64	294 629 478
Jihomoravský region	11.68	624 449	97.70	11.23	712 677 628	111 504.00	100.00	11.68	624 449	11.23	712 677 628
Olomoucký region	6.26	334 784	97.70	6.47	410 254 152	119 724.22	100.00	6.26	334 784	6.47	410 254 152
Zlínský region	5.74	306 771	97.70	6.23	395 110 618	125 834.04	100.00	5.74	306 771	6.23	395 110 618
Moravskoslezský region	10.77	576 012	97.70	11.50	729 669 353	123 762.35	100.00	10.77	576 012	11.50	729 669 353

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

Chart 12: Region by RU(%)



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

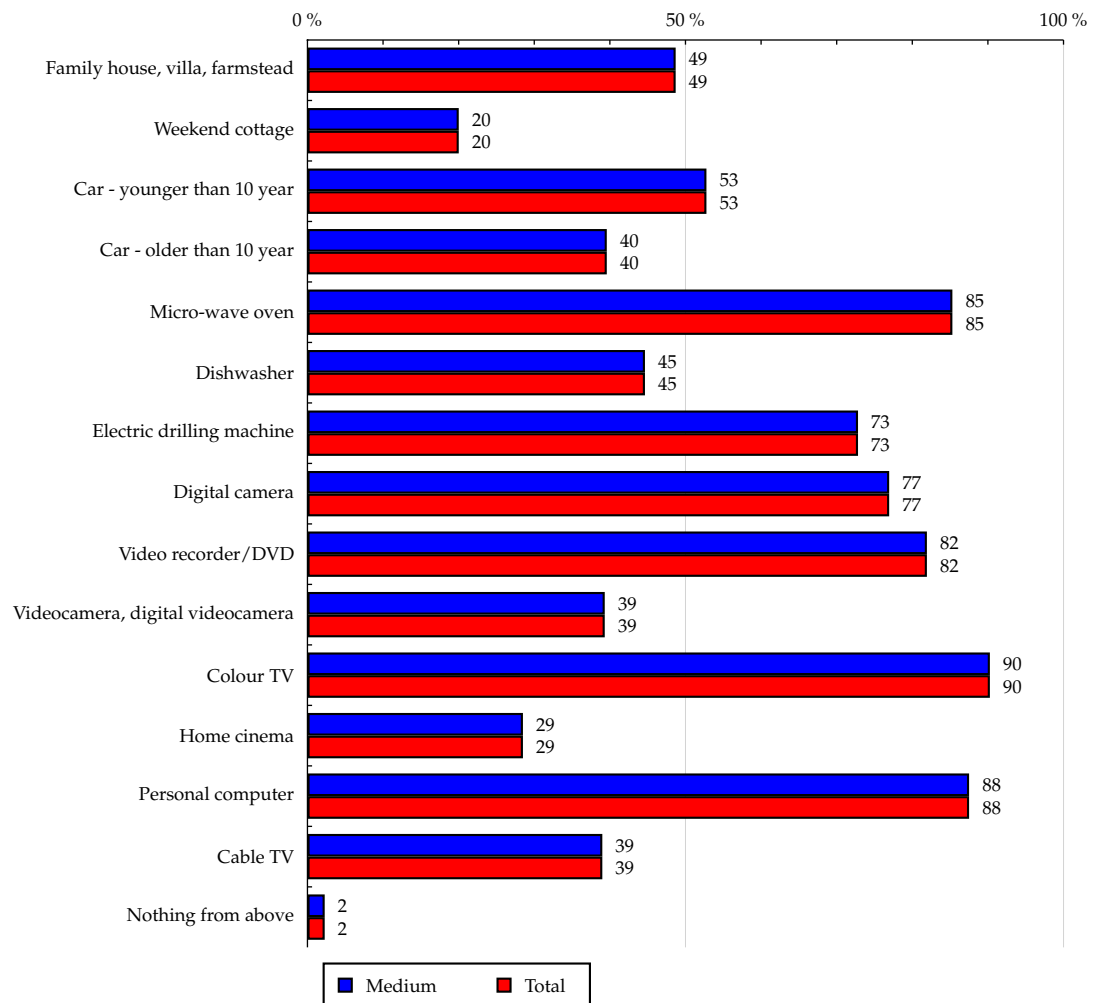
TOTAL

Table 13: Facilities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Family house, villa, farmstead	48.70	2 603 594	97.70	46.35	2 940 993 089	110 360.89	100.00	48.70	2 603 594	46.35	2 940 993 089
Weekend cottage	20.01	1 069 878	97.70	18.03	1 144 208 231	104 487.73	100.00	20.01	1 069 878	18.03	1 144 208 231
Car - younger than 10 year	52.77	2 821 327	97.70	49.03	3 111 094 983	107 734.38	100.00	52.77	2 821 327	49.03	3 111 094 983
Car - older than 10 year	39.59	2 116 347	97.70	40.66	2 579 769 749	119 093.63	100.00	39.59	2 116 347	40.66	2 579 769 749
Micro-wave oven	85.30	4 560 215	97.70	85.42	5 420 084 443	116 122.20	100.00	85.30	4 560 215	85.42	5 420 084 443
Dishwasher	44.64	2 386 789	97.70	41.69	2 645 090 942	108 273.24	100.00	44.64	2 386 789	41.69	2 645 090 942
Electric drilling machine	72.82	3 893 210	97.70	71.14	4 514 238 548	113 284.68	100.00	72.82	3 893 210	71.14	4 514 238 548
Digital camera	76.94	4 113 513	97.70	76.29	4 840 461 925	114 965.75	100.00	76.94	4 113 513	76.29	4 840 461 925
Video recorder/DVD	81.93	4 380 042	97.70	82.50	5 234 678 790	116 763.29	100.00	81.93	4 380 042	82.50	5 234 678 790
Videocamera, digital videocamera	39.32	2 102 385	97.70	36.93	2 343 087 963	108 885.67	100.00	39.32	2 102 385	36.93	2 343 087 963
Colour TV	90.26	4 825 730	97.70	91.34	5 795 564 273	117 334.91	100.00	90.26	4 825 730	91.34	5 795 564 273
Home cinema	28.50	1 523 763	97.70	28.82	1 828 664 008	117 249.48	100.00	28.50	1 523 763	28.82	1 828 664 008
Personal computer	87.51	4 678 808	97.70	87.45	5 548 682 177	115 864.15	100.00	87.51	4 678 808	87.45	5 548 682 177
Cable TV	39.00	2 084 911	97.70	39.30	2 493 976 963	116 869.02	100.00	39.00	2 084 911	39.30	2 493 976 963
Nothing from above	2.28	122 048	97.70	1.99	126 372 020	101 161.21	100.00	2.28	122 048	1.99	126 372 020

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

Chart 13: Facilities by RU(%)



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

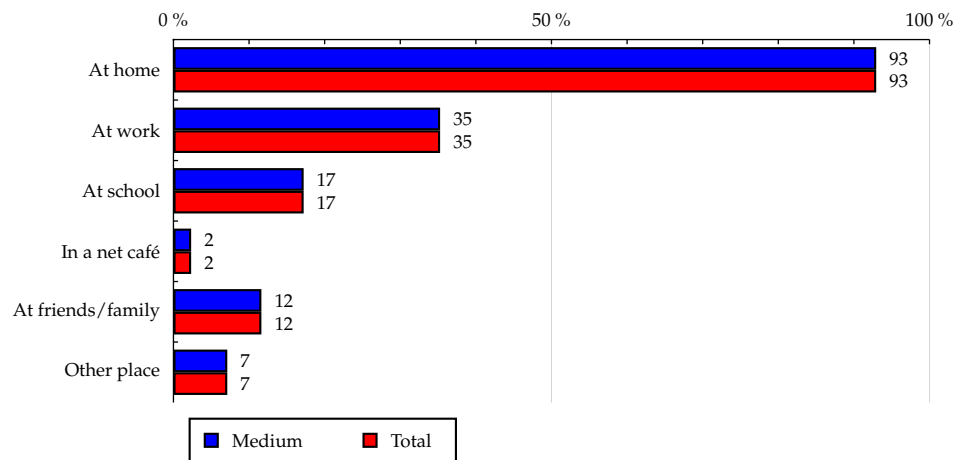
TOTAL

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	92.95	4 969 632	97.70	93.64	5 941 732 617	116 810.90	100.00	92.95	4 969 632	93.64	5 941 732 617
At work	35.27	1 885 625	97.70	32.28	2 048 498 516	106 138.94	100.00	35.27	1 885 625	32.28	2 048 498 516
At school	17.22	920 821	97.70	15.72	997 295 338	105 814.00	100.00	17.22	920 821	15.72	997 295 338
In a net café	2.34	125 002	97.70	2.11	134 003 988	104 735.29	100.00	2.34	125 002	2.11	134 003 988
At friends/family	11.63	621 767	97.70	10.43	661 683 078	103 972.09	100.00	11.63	621 767	10.43	661 683 078
Other place	7.12	380 816	97.70	6.79	431 117 130	110 604.76	100.00	7.12	380 816	6.79	431 117 130

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

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



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

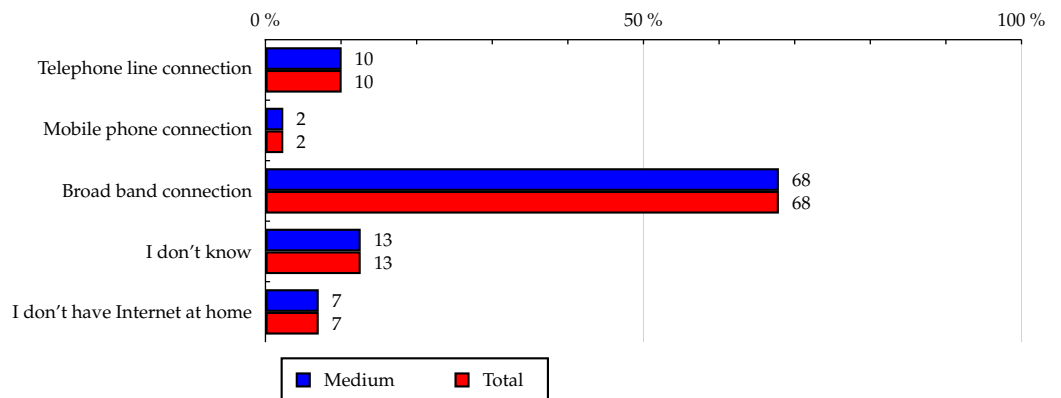
TOTAL

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	10.08	539 103	97.70	10.79	684 527 896	124 054.84	100.00	10.08	539 103	10.79	684 527 896
Mobile phone connection	2.36	126 294	97.70	1.94	123 338 670	95 413.04	100.00	2.36	126 294	1.94	123 338 670
Broad band connection	67.91	3 630 616	97.70	70.42	4 468 213 096	120 239.75	100.00	67.91	3 630 616	70.42	4 468 213 096
I don't know	12.60	673 617	97.70	10.49	665 652 955	96 544.81	100.00	12.60	673 617	10.49	665 652 955
I don't have Internet at home	7.05	376 677	97.70	6.36	403 479 648	104 651.76	100.00	7.05	376 677	6.36	403 479 648

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

Chart 15: Connection from Home by RU(%)



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

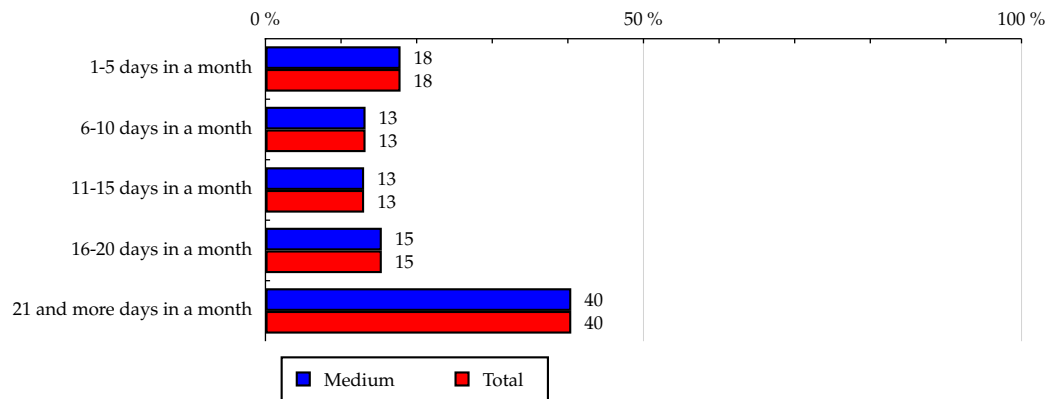
TOTAL

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	17.87	955 632	97.70	0.97	61 328 064	6 269.94	100.00	17.87	955 632	0.97	61 328 064
6-10 days in a month	13.24	707 587	97.70	2.70	171 618 367	23 696.16	100.00	13.24	707 587	2.70	171 618 367
11-15 days in a month	13.05	697 827	97.70	5.76	365 506 660	51 173.08	100.00	13.05	697 827	5.76	365 506 660
16-20 days in a month	15.39	822 735	97.70	12.35	783 449 584	93 034.84	100.00	15.39	822 735	12.35	783 449 584
21 and more days in a month	40.45	2 162 527	97.70	78.22	4 963 309 590	224 235.49	100.00	40.45	2 162 527	78.22	4 963 309 590

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

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



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

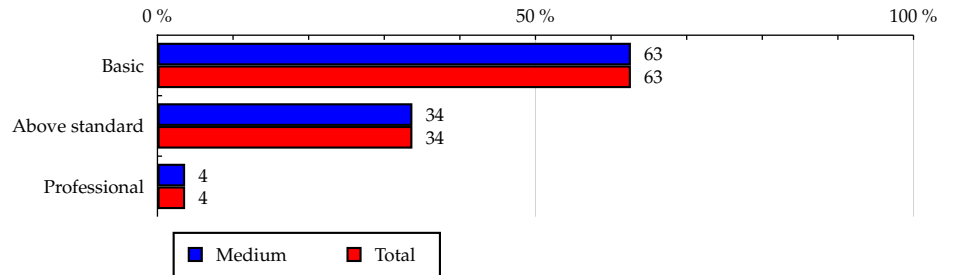
TOTAL

Table 17: IT Knowledge

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Basic	62.62	3 347 800	97.70	64.33	4 082 093 415	119 129.10	100.00	62.62	3 347 800	64.33	4 082 093 415
Above standard	33.72	1 803 037	97.70	32.38	2 054 862 933	111 345.52	100.00	33.72	1 803 037	32.38	2 054 862 933
Professional	3.66	195 472	97.70	3.28	208 255 918	104 089.59	100.00	3.66	195 472	3.28	208 255 918

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

Chart 17: IT Knowledge by RU(%)



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

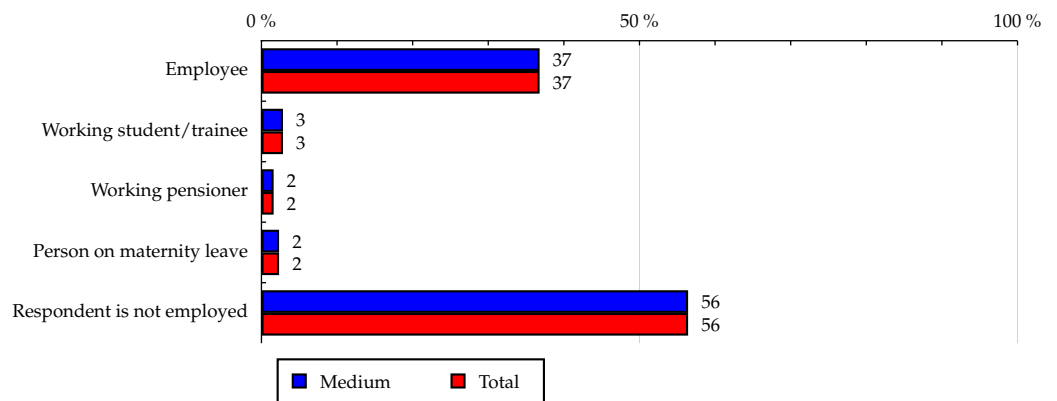
TOTAL

Table 18: Economically Active as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Employee	36.79	1 966 822	97.70	36.99	2 347 270 504	116 598.36	100.00	36.79	1 966 822	36.99	2 347 270 504
Working student/trainee	2.85	152 251	97.70	2.52	159 987 958	102 664.47	100.00	2.85	152 251	2.52	159 987 958
Working pensioner	1.61	85 819	97.70	1.63	103 367 466	117 676.61	100.00	1.61	85 819	1.63	103 367 466
Person on maternity leave	2.33	124 687	97.70	2.84	180 277 878	141 257.95	100.00	2.33	124 687	2.84	180 277 878
Respondent is not employed	56.43	3 016 727	97.70	56.02	3 554 308 460	115 110.13	100.00	56.43	3 016 727	56.02	3 554 308 460

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

Chart 18: Economically Active as by RU(%)



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

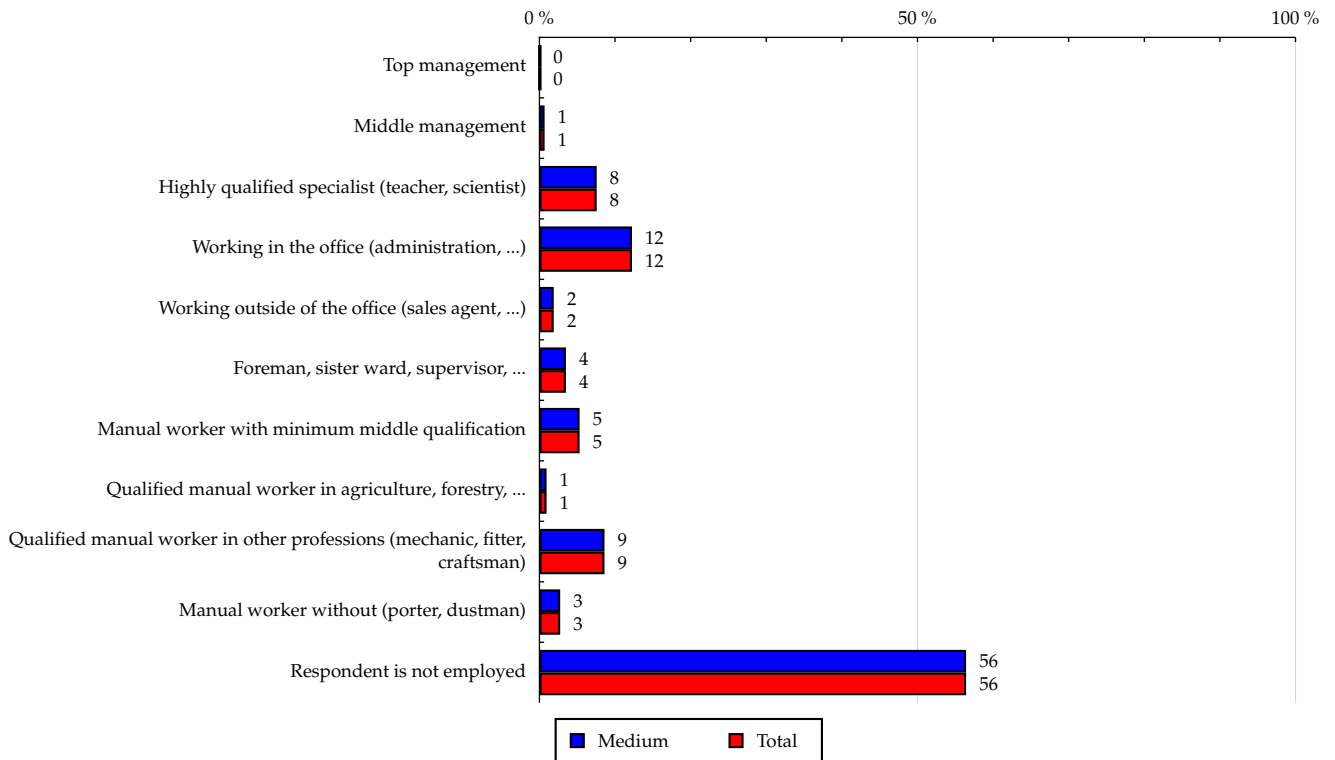
TOTAL

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	5 464	97.70	0.08	5 188 074	92 756.43	100.00	0.10	5 464	0.08	5 188 074
Middle management	0.68	36 144	97.70	0.66	41 764 818	112 891.00	100.00	0.68	36 144	0.66	41 764 818
Highly qualified specialist (teacher, scientist)	7.57	404 675	97.70	6.50	412 464 779	99 580.49	100.00	7.57	404 675	6.50	412 464 779
Working in the office (administration, ...)	12.24	654 369	97.70	12.20	774 011 999	115 563.06	100.00	12.24	654 369	12.20	774 011 999
Working outside of the office (sales agent, ...)	1.89	101 251	97.70	1.71	108 717 798	104 903.96	100.00	1.89	101 251	1.71	108 717 798
Foreman, sister ward, supervisor, ...	3.50	186 866	97.70	3.26	206 853 695	108 150.15	100.00	3.50	186 866	3.26	206 853 695
Manual worker with minimum middle qualification	5.31	284 001	97.70	4.98	315 887 799	108 669.14	100.00	5.31	284 001	4.98	315 887 799
Qualified manual worker in agriculture, forestry, ...	0.94	50 245	97.70	0.99	62 998 628	122 496.95	100.00	0.94	50 245	0.99	62 998 628
Qualified manual worker in other professions (mechanic, fitter, craftsman)	8.60	460 038	97.70	10.30	653 867 006	138 864.18	100.00	8.60	460 038	10.30	653 867 006
Manual worker without (porter, dustman)	2.74	146 523	97.70	3.30	209 149 210	139 458.08	100.00	2.74	146 523	3.30	209 149 210
Respondent is not employed	56.43	3 016 727	97.70	56.02	3 554 308 460	115 110.13	100.00	56.43	3 016 727	56.02	3 554 308 460

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

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



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

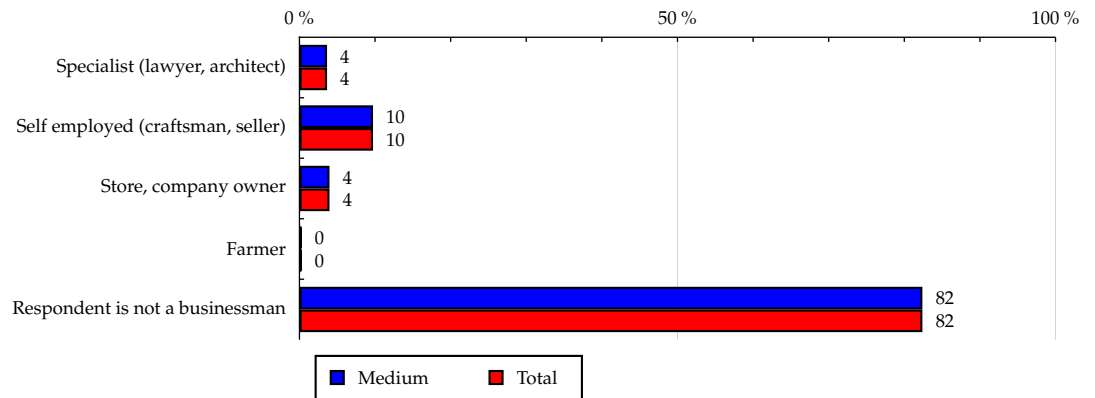
TOTAL

Table 20: Business Activities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Specialist (lawyer, architect)	3.65	195 354	97.70	3.41	216 517 688	108 284.19	100.00	3.65	195 354	3.41	216 517 688
Self employed (craftsman, seller)	9.73	520 067	97.70	9.88	627 079 031	117 803.13	100.00	9.73	520 067	9.88	627 079 031
Store, company owner	3.97	212 246	97.70	3.65	231 510 451	106 567.24	100.00	3.97	212 246	3.65	231 510 451
Farmer	0.26	13 953	97.70	0.24	15 335 740	107 380.35	100.00	0.26	13 953	0.24	15 335 740
Respondent is not a businessman	82.39	4 404 687	97.70	82.81	5 254 769 355	116 555.59	100.00	82.39	4 404 687	82.81	5 254 769 355

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

Chart 20: Business Activities by RU(%)



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

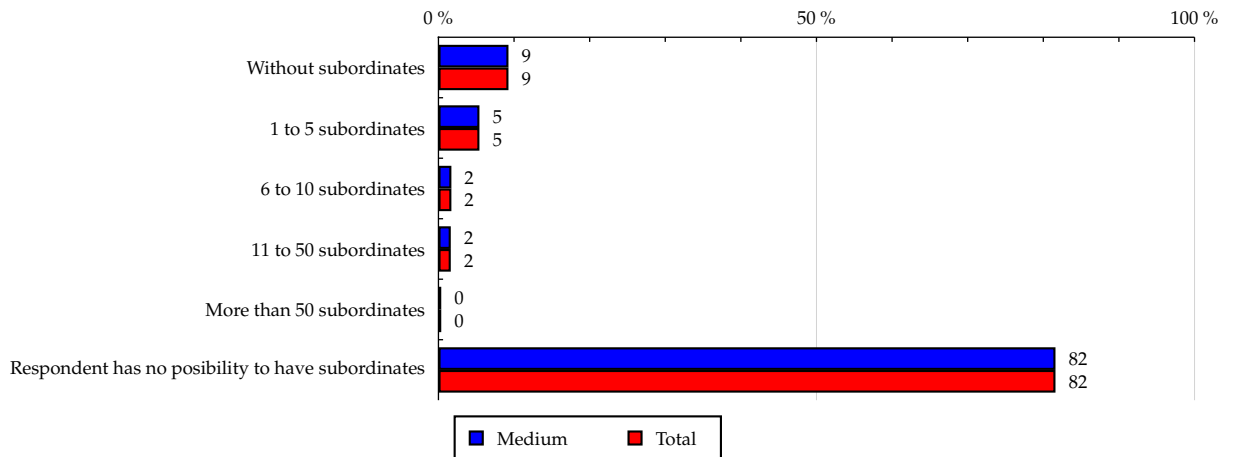
TOTAL

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	495 107	97.70	9.69	615 039 561	121 366.30	100.00	9.26	495 107	9.69	615 039 561
1 to 5 subordinates	5.42	289 841	97.70	5.01	318 188 168	107 255.11	100.00	5.42	289 841	5.01	318 188 168
6 to 10 subordinates	1.71	91 457	97.70	1.54	97 826 916	104 504.25	100.00	1.71	91 457	1.54	97 826 916
11 to 50 subordinates	1.63	86 898	97.70	1.39	88 427 176	99 418.24	100.00	1.63	86 898	1.39	88 427 176
More than 50 subordinates	0.37	19 926	97.70	0.28	17 913 982	87 833.33	100.00	0.37	19 926	0.28	17 913 982
Respondent has no possibility to have subordinates	81.61	4 363 078	97.70	82.07	5 207 816 463	116 615.75	100.00	81.61	4 363 078	82.07	5 207 816 463

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

Chart 21: Number of Subordinates by RU(%)



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

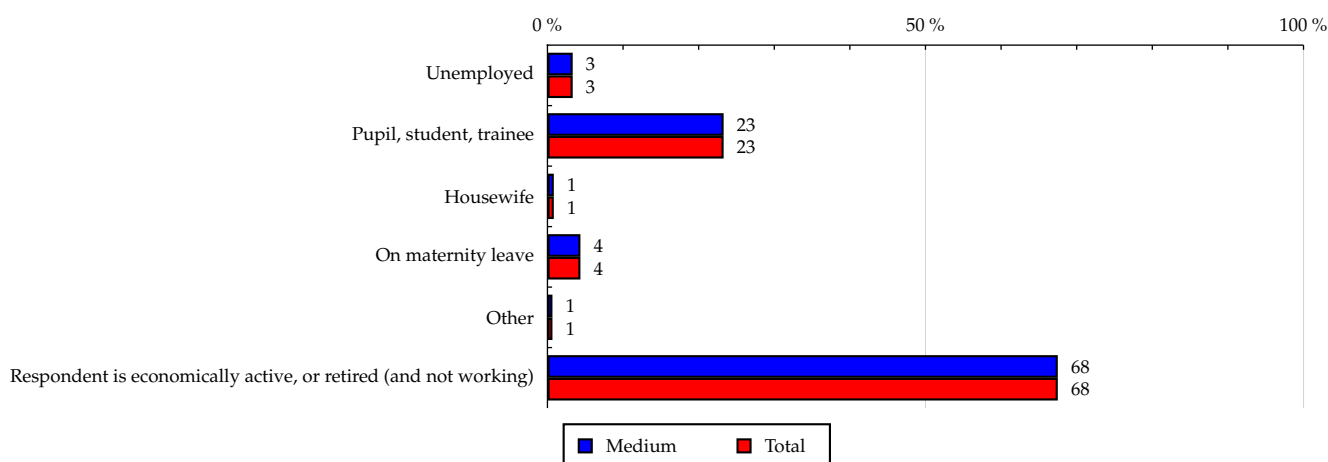
TOTAL

Table 22: Economically Inactive as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unemployed	3.34	178 778	97.70	4.05	256 770 998	140 322.09	100.00	3.34	178 778	4.05	256 770 998
Pupil, student, trainee	23.30	1 245 665	97.70	20.12	1 276 840 277	100 145.07	100.00	23.30	1 245 665	20.12	1 276 840 277
Housewife	0.84	44 753	97.70	0.96	60 633 570	132 368.32	100.00	0.84	44 753	0.96	60 633 570
On maternity leave	4.36	233 217	97.70	5.81	368 453 121	154 353.49	100.00	4.36	233 217	5.81	368 453 121
Other	0.66	35 182	97.70	0.67	42 756 893	118 732.80	100.00	0.66	35 182	0.67	42 756 893
Respondent is economically active, or retired (and not working)	67.50	3 608 712	97.70	68.39	4 339 757 408	117 491.83	100.00	67.50	3 608 712	68.39	4 339 757 408

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

Chart 22: Economically Inactive as by RU(%)



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

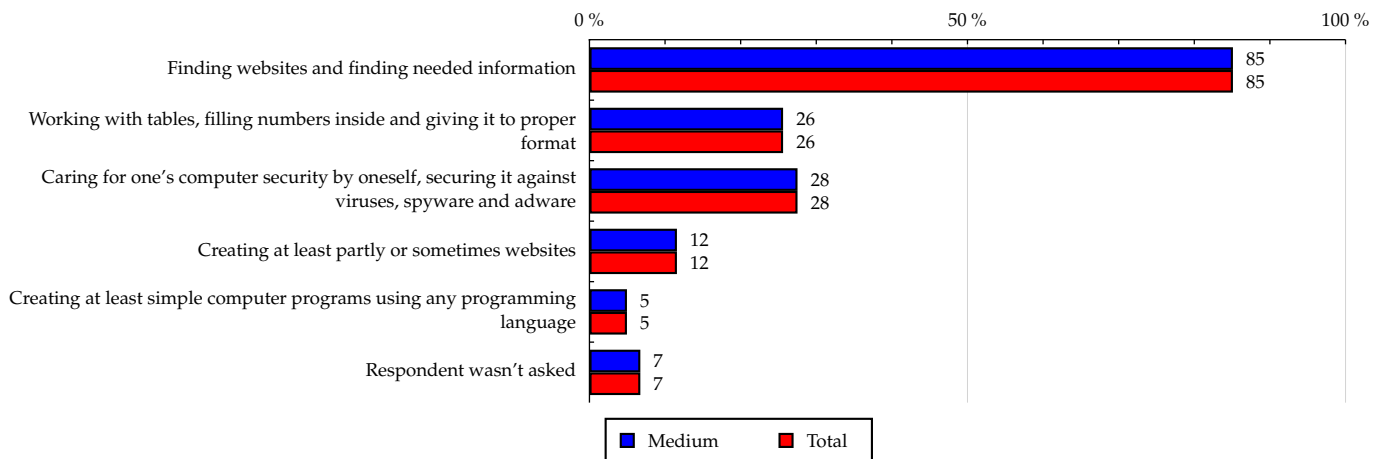
TOTAL

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	85.11	4 550 080	97.70	84.21	5 343 556 249	114 737.62	100.00	85.11	4 550 080	84.21	5 343 556 249
Working with tables, filling numbers inside and giving it to proper format	25.61	1 369 453	97.70	23.74	1 506 076 927	107 447.03	100.00	25.61	1 369 453	23.74	1 506 076 927
Caring for one's computer security by oneself, securing it against viruses, spyware and adware	27.52	1 471 261	97.70	28.88	1 832 380 453	121 680.30	100.00	27.52	1 471 261	28.88	1 832 380 453
Creating at least partly or sometimes websites	11.57	618 814	97.70	10.86	689 207 202	108 813.86	100.00	11.57	618 814	10.86	689 207 202
Creating at least simple computer programs using any programming language	4.96	265 294	97.70	4.28	271 719 768	100 066.08	100.00	4.96	265 294	4.28	271 719 768
Respondent wasn't asked	6.73	359 734	97.70	7.25	460 151 470	124 972.13	100.00	6.73	359 734	7.25	460 151 470

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

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



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

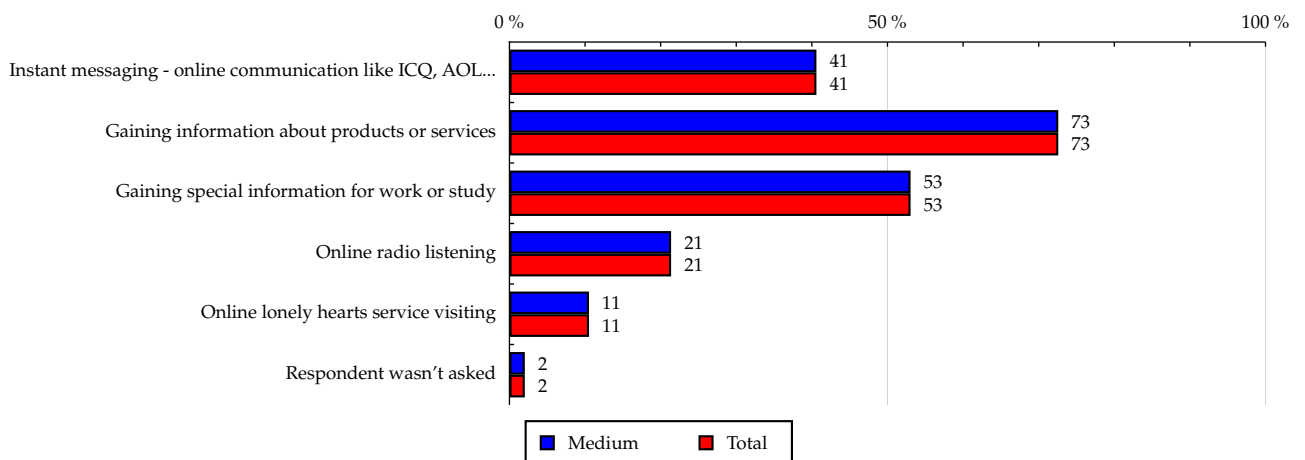
TOTAL

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...	40.60	2 170 460	97.70	41.37	2 624 806 838	118 151.69	100.00	40.60	2 170 460	41.37	2 624 806 838
Gaining information about products or services	72.59	3 881 053	97.70	74.59	4 732 620 766	119 136.99	100.00	72.59	3 881 053	74.59	4 732 620 766
Gaining special information for work or study	53.05	2 836 423	97.70	51.70	3 280 583 704	112 999.02	100.00	53.05	2 836 423	51.70	3 280 583 704
Online radio listening	21.38	1 142 791	97.70	22.11	1 403 059 141	119 950.95	100.00	21.38	1 142 791	22.11	1 403 059 141
Online lonely hearts service visiting	10.52	562 631	97.70	12.14	770 145 381	133 734.32	100.00	10.52	562 631	12.14	770 145 381
Respondent wasn't asked	2.03	108 709	97.70	1.96	124 474 406	111 867.90	100.00	2.03	108 709	1.96	124 474 406

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

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



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

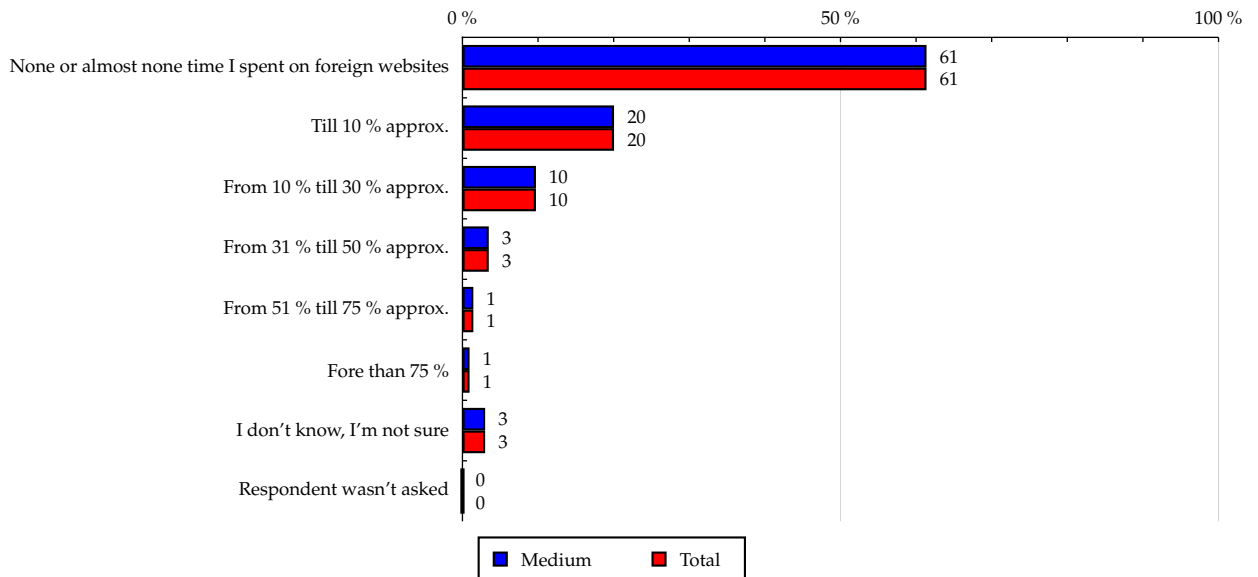
TOTAL

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	61.38	3 281 402	97.70	61.82	3 922 689 497	116 793.59	100.00	61.38	3 281 402	61.82	3 922 689 497
Till 10 % approx.	20.05	1 072 011	97.70	20.89	1 325 417 083	120 794.64	100.00	20.05	1 072 011	20.89	1 325 417 083
From 10 % till 30 % approx.	9.72	519 544	97.70	9.67	613 894 741	115 442.60	100.00	9.72	519 544	9.67	613 894 741
From 31 % till 50 % approx.	3.48	185 817	97.70	3.13	198 893 406	104 575.09	100.00	3.48	185 817	3.13	198 893 406
From 51 % till 75 % approx.	1.44	77 068	97.70	1.28	81 180 802	102 913.32	100.00	1.44	77 068	1.28	81 180 802
Fore than 75 %	0.94	50 299	97.70	0.70	44 214 635	85 880.51	100.00	0.94	50 299	0.70	44 214 635
I don't know, I'm not sure	3.00	160 166	97.70	2.50	158 922 102	96 940.94	100.00	3.00	160 166	2.50	158 922 102
Respondent wasn't asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



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