

SPiR NetMonitor

Research on the Sociodemography of Internet Users in the Czech Republic

Medium title:

TOTAL

Month:

July 2010

Basic information	
The size of Internet population in the Czech Republic	5 194 606
Number of respondents	
Medium	N = 24 090
Total (for all measured media)	N = 24 090
RU(number)	5 075 130
Reach(%)	97.70
PV(number) (from Czech visitors)	5 874 327 124
PV(number) (from all visitors)	6 304 581 409
GRP (%)	113 085.13

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

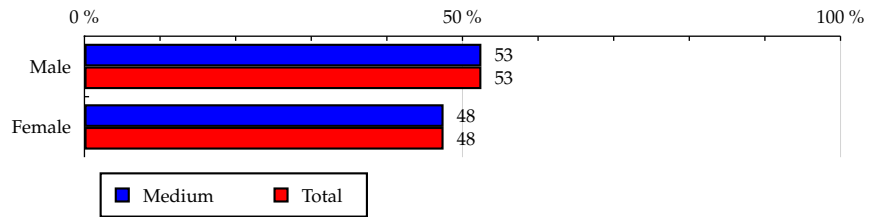
TOTAL

Table 1: Sex

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Male	52.50	2 664 545	97.70	52.92	3 108 481 562	113 977.64	100.00	52.50	2 664 545	52.92	3 108 481 562
Female	47.50	2 410 584	97.70	47.08	2 765 845 562	112 098.60	100.00	47.50	2 410 584	47.08	2 765 845 562

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

Chart 1: Sex by RU(%)



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

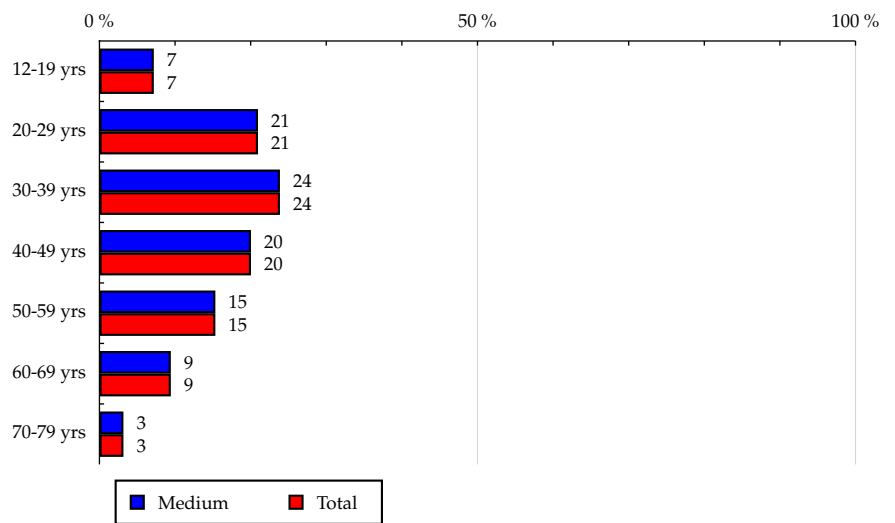
TOTAL

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	364 698	97.70	4.62	271 295 722	72 678.03	100.00	7.19	364 698	4.62	271 295 722
20-29 yrs	20.97	1 064 052	97.70	20.96	1 231 105 517	113 038.62	100.00	20.97	1 064 052	20.96	1 231 105 517
30-39 yrs	23.87	1 211 433	97.70	28.04	1 646 933 126	132 822.29	100.00	23.87	1 211 433	28.04	1 646 933 126
40-49 yrs	20.04	1 016 802	97.70	19.57	1 149 418 203	110 442.45	100.00	20.04	1 016 802	19.57	1 149 418 203
50-59 yrs	15.33	778 118	97.70	14.31	840 425 429	105 523.21	100.00	15.33	778 118	14.31	840 425 429
60-69 yrs	9.44	479 243	97.70	9.68	568 737 027	115 944.32	100.00	9.44	479 243	9.68	568 737 027
70-79 yrs	3.17	160 780	97.70	2.83	166 412 101	101 122.08	100.00	3.17	160 780	2.83	166 412 101

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

Chart 2: Age by RU(%)



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

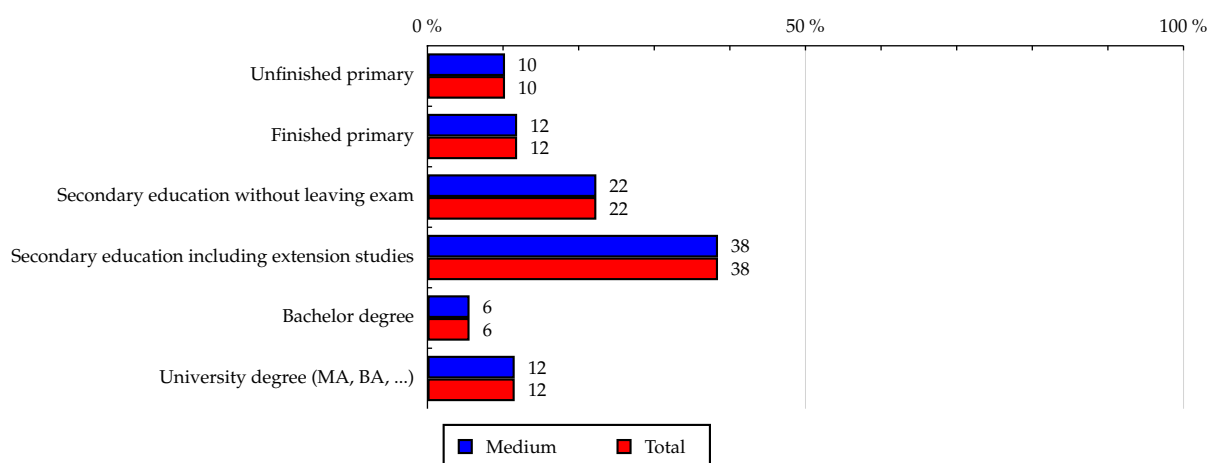
TOTAL

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	520 556	97.70	7.03	413 113 670	77 534.78	100.00	10.26	520 556	7.03	413 113 670
Finished primary	11.86	602 114	97.70	12.55	737 038 523	119 593.01	100.00	11.86	602 114	12.55	737 038 523
Secondary education without leaving exam	22.34	1 133 834	97.70	26.08	1 531 874 692	131 998.25	100.00	22.34	1 133 834	26.08	1 531 874 692
Secondary education including extension studies	38.43	1 950 119	97.70	38.82	2 280 352 962	114 244.56	100.00	38.43	1 950 119	38.82	2 280 352 962
Bachelor degree	5.57	282 683	97.70	5.96	350 294 912	121 067.47	100.00	5.57	282 683	5.96	350 294 912
University degree (MA, BA, ...)	11.54	585 822	97.70	9.56	561 652 366	93 669.06	100.00	11.54	585 822	9.56	561 652 366

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

Chart 3: Highest Education by RU(%)



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

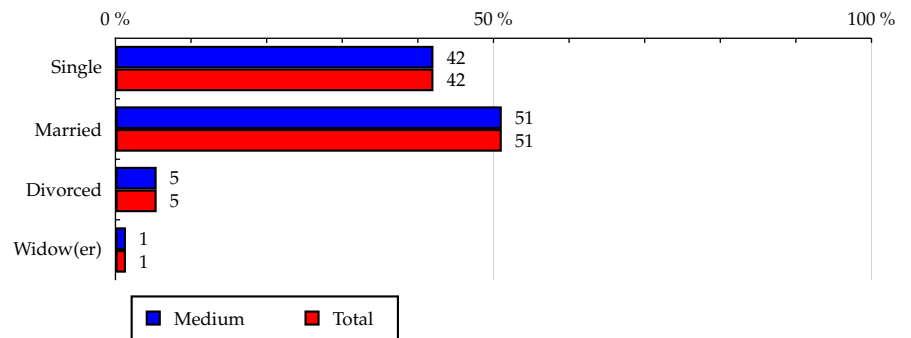
TOTAL

Table 4: Marital Status

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Single	42.06	2 134 649	97.70	41.81	2 456 318 290	112 422.36	100.00	42.06	2 134 649	41.81	2 456 318 290
Married	51.10	2 593 503	97.70	50.00	2 936 966 358	110 638.62	100.00	51.10	2 593 503	50.00	2 936 966 358
Divorced	5.45	276 596	97.70	6.66	390 995 587	138 108.40	100.00	5.45	276 596	6.66	390 995 587
Widow(er)	1.39	70 381	97.70	1.53	90 046 890	124 998.78	100.00	1.39	70 381	1.53	90 046 890

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

Chart 4: Marital Status by RU(%)



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

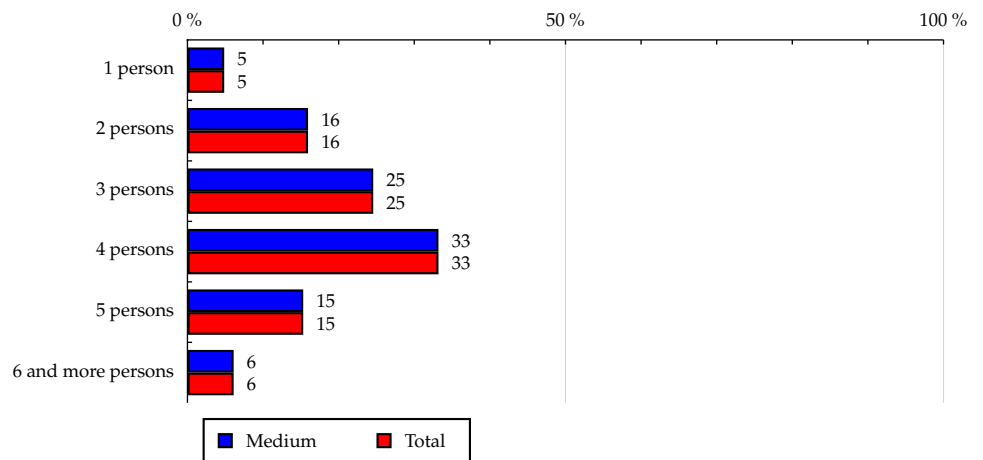
TOTAL

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	4.86	246 492	97.70	6.27	368 382 282	146 012.21	100.00	4.86	246 492	6.27	368 382 282
2 persons	15.95	809 675	97.70	17.17	1 008 338 789	121 671.79	100.00	15.95	809 675	17.17	1 008 338 789
3 persons	24.57	1 247 045	97.70	25.37	1 490 183 889	116 748.69	100.00	24.57	1 247 045	25.37	1 490 183 889
4 persons	33.20	1 685 165	97.70	31.31	1 839 531 716	106 649.63	100.00	33.20	1 685 165	31.31	1 839 531 716
5 persons	15.31	776 798	97.70	14.16	831 722 898	104 608.01	100.00	15.31	776 798	14.16	831 722 898
6 and more persons	6.11	309 952	97.70	5.72	336 167 551	105 963.32	100.00	6.11	309 952	5.72	336 167 551

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

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



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

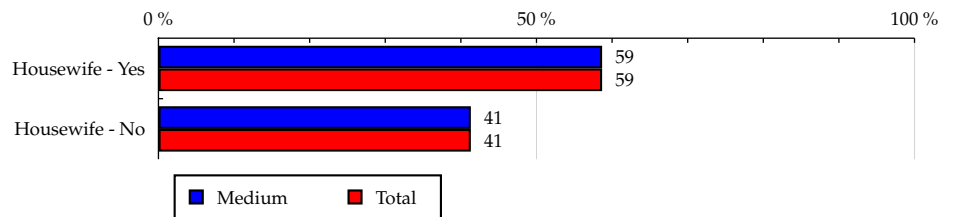
TOTAL

Table 6: Housewife

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Housewife - Yes	58.68	2 977 857	97.70	62.12	3 649 303 278	119 729.34	100.00	58.68	2 977 857	62.12	3 649 303 278
Housewife - No	41.32	2 097 272	97.70	37.88	2 225 023 846	103 651.21	100.00	41.32	2 097 272	37.88	2 225 023 846

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

Chart 6: Housewife by RU(%)



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

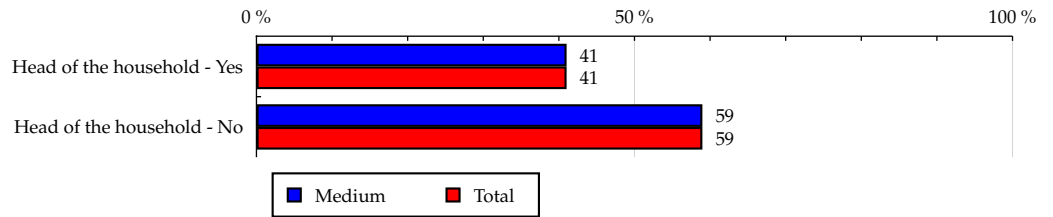
TOTAL

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	41.02	2 081 697	97.70	42.46	2 493 945 886	117 047.97	100.00	41.02	2 081 697	42.46	2 493 945 886
Head of the household - No	58.98	2 993 432	97.70	57.54	3 380 381 239	110 329.29	100.00	58.98	2 993 432	57.54	3 380 381 239

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

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



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

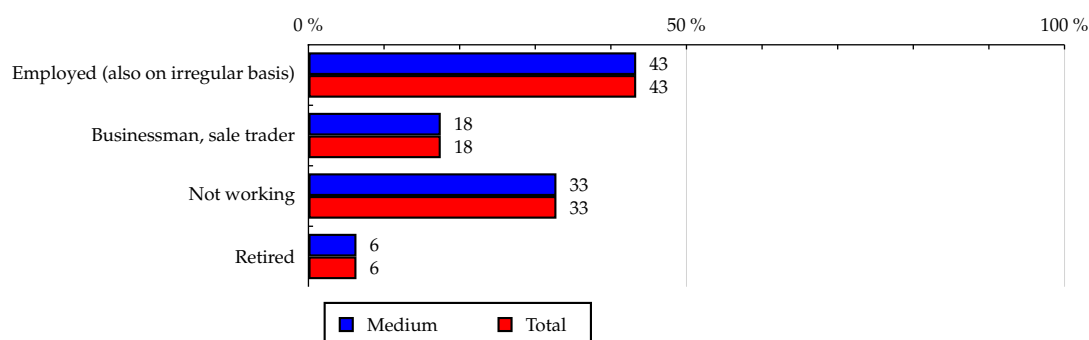
TOTAL

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)	43.35	2 200 096	97.70	44.77	2 630 025 434	116 791.91	100.00	43.35	2 200 096	44.77	2 630 025 434
Businessman, sale trader	17.50	888 173	97.70	16.74	983 152 756	108 147.84	100.00	17.50	888 173	16.74	983 152 756
Not working	32.80	1 664 476	97.70	31.43	1 846 144 564	108 363.42	100.00	32.80	1 664 476	31.43	1 846 144 564
Retired	6.35	322 384	97.70	7.06	415 004 370	125 769.01	100.00	6.35	322 384	7.06	415 004 370

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

Chart 8: Economic Activity by RU(%)



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

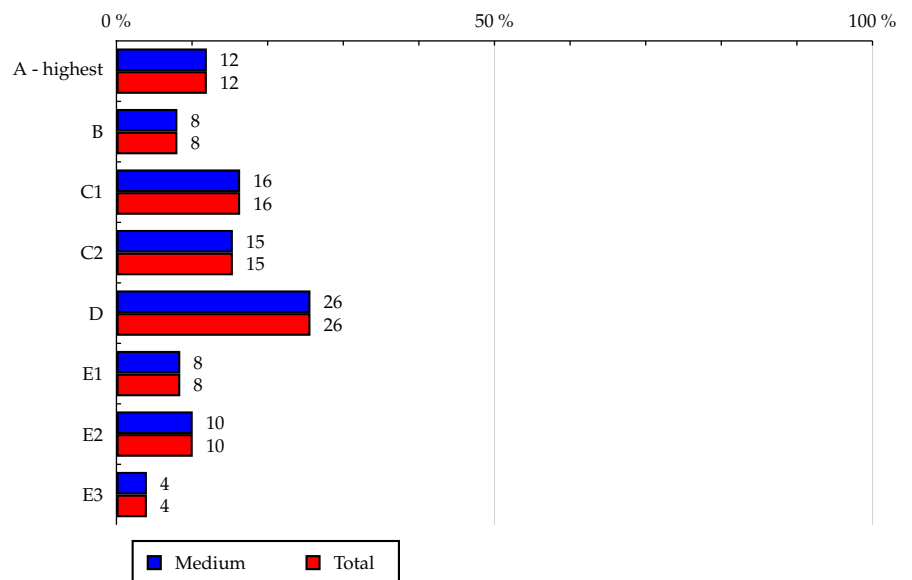
TOTAL

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	11.96	606 866	97.70	10.32	606 163 504	97 586.82	100.00	11.96	606 866	10.32	606 163 504
B	8.06	409 285	97.70	8.31	488 233 464	116 545.54	100.00	8.06	409 285	8.31	488 233 464
C1	16.36	830 232	97.70	16.36	960 869 470	113 073.06	100.00	16.36	830 232	16.36	960 869 470
C2	15.40	781 708	97.70	16.94	995 179 415	124 380.20	100.00	15.40	781 708	16.94	995 179 415
D	25.66	1 302 368	97.70	25.38	1 490 650 327	111 824.33	100.00	25.66	1 302 368	25.38	1 490 650 327
E1	8.44	428 191	97.70	9.17	538 868 599	122 953.10	100.00	8.44	428 191	9.17	538 868 599
E2	10.09	512 172	97.70	9.48	557 124 385	106 274.77	100.00	10.09	512 172	9.48	557 124 385
E3	4.03	204 303	97.70	4.04	237 237 960	113 449.45	100.00	4.03	204 303	4.04	237 237 960

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

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



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

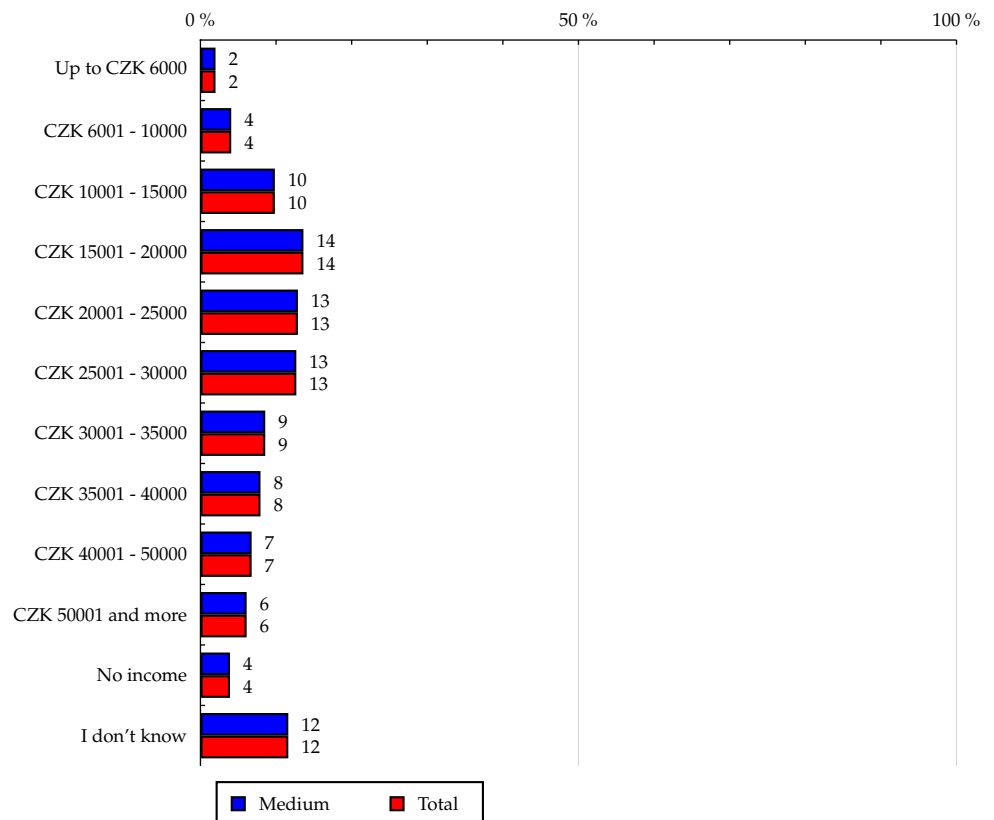
TOTAL

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	101 066	97.70	1.55	91 332 279	88 290.24	100.00	1.99	101 066	1.55	91 332 279
CZK 6001 - 10000	4.07	206 716	97.70	4.65	273 137 246	129 092.34	100.00	4.07	206 716	4.65	273 137 246
CZK 10001 - 15000	9.84	499 175	97.70	11.40	669 727 450	131 080.85	100.00	9.84	499 175	11.40	669 727 450
CZK 15001 - 20000	13.62	691 081	97.70	15.29	898 300 247	126 995.07	100.00	13.62	691 081	15.29	898 300 247
CZK 20001 - 25000	12.89	653 961	97.70	13.49	792 431 446	118 387.04	100.00	12.89	653 961	13.49	792 431 446
CZK 25001 - 30000	12.68	643 425	97.70	13.02	764 592 399	116 098.34	100.00	12.68	643 425	13.02	764 592 399
CZK 30001 - 35000	8.57	434 753	97.70	8.39	493 058 879	110 802.63	100.00	8.57	434 753	8.39	493 058 879
CZK 35001 - 40000	7.94	403 020	97.70	6.97	409 720 933	99 324.35	100.00	7.94	403 020	6.97	409 720 933
CZK 40001 - 50000	6.77	343 617	97.70	6.14	360 630 515	102 537.26	100.00	6.77	343 617	6.14	360 630 515
CZK 50001 and more	6.11	309 955	97.70	5.98	351 386 765	110 759.34	100.00	6.11	309 955	5.98	351 386 765
No income	3.91	198 545	97.70	3.39	198 997 278	97 922.22	100.00	3.91	198 545	3.39	198 997 278
I don't know	11.62	589 809	97.70	9.72	571 011 687	94 586.13	100.00	11.62	589 809	9.72	571 011 687

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

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



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

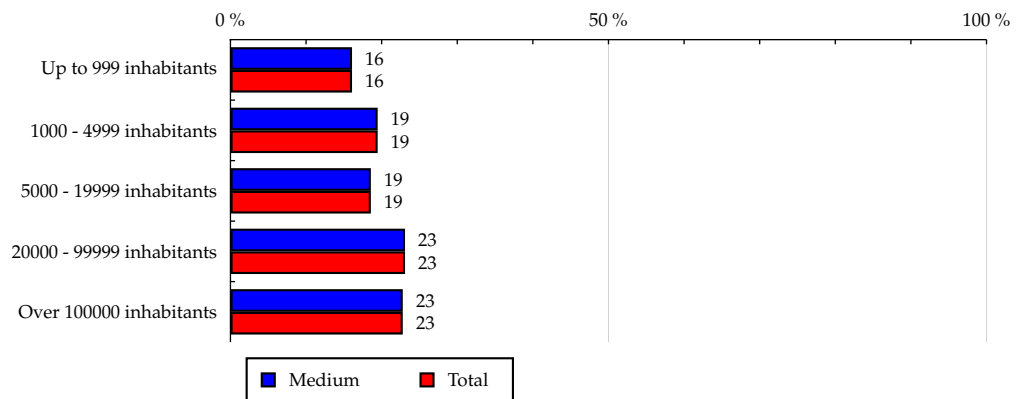
TOTAL

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	816 333	97.70	15.28	897 722 378	107 440.73	100.00	16.08	816 333	15.28	897 722 378
1000 - 4999 inhabitants	19.47	988 076	97.70	19.23	1 129 480 678	111 681.87	100.00	19.47	988 076	19.23	1 129 480 678
5000 - 19999 inhabitants	18.57	942 298	97.70	19.44	1 142 025 211	118 408.22	100.00	18.57	942 298	19.44	1 142 025 211
20000 - 99999 inhabitants	23.09	1 171 746	97.70	24.23	1 423 538 050	118 694.28	100.00	23.09	1 171 746	24.23	1 423 538 050
Over 100000 inhabitants	22.79	1 156 674	97.70	21.82	1 281 560 808	108 248.69	100.00	22.79	1 156 674	21.82	1 281 560 808

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

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



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

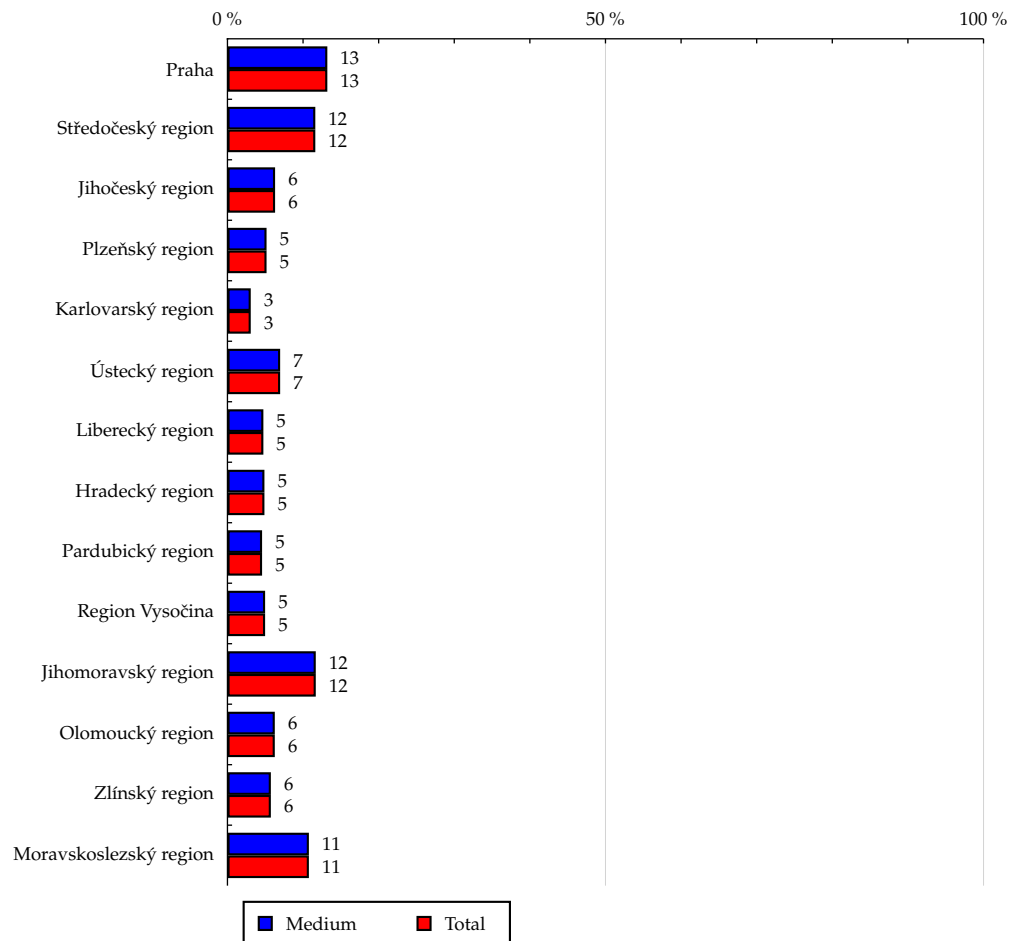
TOTAL

Table 12: Region

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Praha	13.21	670 273	97.70	11.73	689 236 550	100 464.02	100.00	13.21	670 273	11.73	689 236 550
Středočeský region	11.62	589 730	97.70	10.98	645 185 067	106 887.01	100.00	11.62	589 730	10.98	645 185 067
Jihočeský region	6.30	319 733	97.70	5.98	351 538 829	107 418.52	100.00	6.30	319 733	5.98	351 538 829
Plzeňský region	5.17	262 586	97.70	6.24	366 804 948	136 476.15	100.00	5.17	262 586	6.24	366 804 948
Karlovarský region	3.08	156 211	97.70	3.34	195 998 550	122 583.93	100.00	3.08	156 211	3.34	195 998 550
Ústecký region	6.97	353 940	97.70	7.24	425 060 875	117 331.85	100.00	6.97	353 940	7.24	425 060 875
Liberecký region	4.75	241 016	97.70	4.37	256 579 922	104 008.68	100.00	4.75	241 016	4.37	256 579 922
Hradecký region	4.89	248 071	97.70	4.64	272 570 591	107 348.50	100.00	4.89	248 071	4.64	272 570 591
Pardubický region	4.58	232 439	97.70	4.43	260 419 017	109 460.35	100.00	4.58	232 439	4.43	260 419 017
Region Vysočina	4.98	252 537	97.70	5.01	294 583 054	113 966.19	100.00	4.98	252 537	5.01	294 583 054
Jihomoravský region	11.68	592 775	97.70	12.08	709 407 848	116 923.04	100.00	11.68	592 775	12.08	709 407 848
Olomoucký region	6.26	317 805	97.70	6.27	368 040 715	113 143.52	100.00	6.26	317 805	6.27	368 040 715
Zlínský region	5.74	291 210	97.70	6.25	367 060 700	123 147.50	100.00	5.74	291 210	6.25	367 060 700
Moravskoslezský region	10.77	546 794	97.70	11.44	671 840 458	120 042.85	100.00	10.77	546 794	11.44	671 840 458

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

Chart 12: Region by RU(%)



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

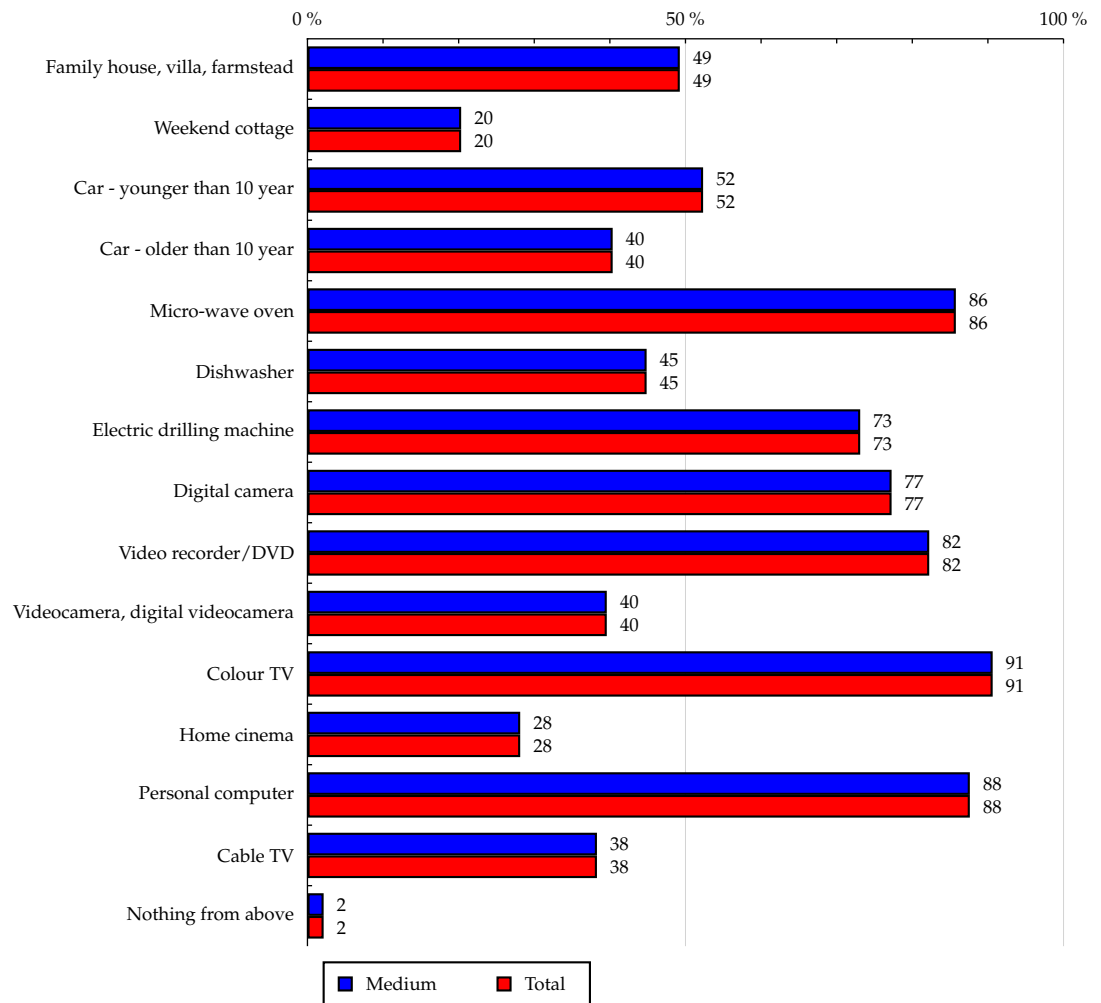
TOTAL

Table 13: Facilities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Family house, villa, farmstead	49.25	2 499 418	97.70	46.07	2 706 281 229	105 786.05	100.00	49.25	2 499 418	46.07	2 706 281 229
Weekend cottage	20.33	1 032 000	97.70	16.96	996 280 729	94 318.38	100.00	20.33	1 032 000	16.96	996 280 729
Car - younger than 10 year	52.33	2 655 606	97.70	47.89	2 813 225 199	103 498.80	100.00	52.33	2 655 606	47.89	2 813 225 199
Car - older than 10 year	40.37	2 048 621	97.70	41.71	2 450 447 571	116 863.35	100.00	40.37	2 048 621	41.71	2 450 447 571
Micro-wave oven	85.76	4 352 594	97.70	84.95	4 990 314 020	112 014.50	100.00	85.76	4 352 594	84.95	4 990 314 020
Dishwasher	44.86	2 276 609	97.70	39.69	2 331 765 604	100 067.02	100.00	44.86	2 276 609	39.69	2 331 765 604
Electric drilling machine	73.11	3 710 627	97.70	71.03	4 172 652 260	109 865.01	100.00	73.11	3 710 627	71.03	4 172 652 260
Digital camera	77.26	3 921 277	97.70	75.88	4 457 399 845	111 057.68	100.00	77.26	3 921 277	75.88	4 457 399 845
Video recorder/DVD	82.24	4 173 796	97.70	81.78	4 803 750 323	112 445.92	100.00	82.24	4 173 796	81.78	4 803 750 323
Videocamera, digital videocamera	39.59	2 009 308	97.70	37.08	2 178 460 795	105 924.79	100.00	39.59	2 009 308	37.08	2 178 460 795
Colour TV	90.63	4 599 432	97.70	91.17	5 355 667 952	113 763.77	100.00	90.63	4 599 432	91.17	5 355 667 952
Home cinema	28.14	1 428 061	97.70	28.57	1 678 481 326	114 832.35	100.00	28.14	1 428 061	28.57	1 678 481 326
Personal computer	87.61	4 446 518	97.70	88.03	5 171 262 757	113 624.25	100.00	87.61	4 446 518	88.03	5 171 262 757
Cable TV	38.29	1 943 145	97.70	39.23	2 304 755 824	115 881.51	100.00	38.29	1 943 145	39.23	2 304 755 824
Nothing from above	2.14	108 482	97.70	1.88	110 586 742	99 595.00	100.00	2.14	108 482	1.88	110 586 742

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

Chart 13: Facilities by RU(%)



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

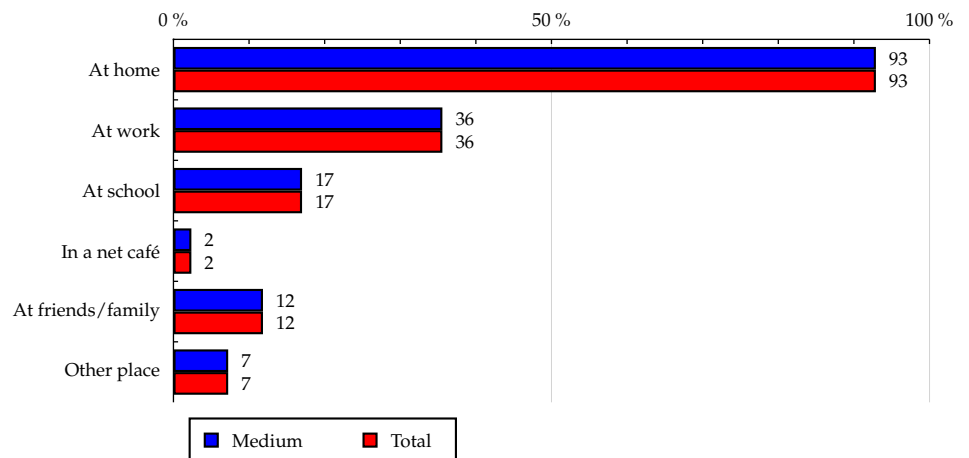
TOTAL

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	92.91	4 715 433	97.70	94.25	5 536 557 162	114 713.03	100.00	92.91	4 715 433	94.25	5 536 557 162
At work	35.57	1 805 329	97.70	31.43	1 846 244 737	99 914.25	100.00	35.57	1 805 329	31.43	1 846 244 737
At school	17.01	863 256	97.70	15.45	907 693 325	102 729.19	100.00	17.01	863 256	15.45	907 693 325
In a net café	2.37	120 246	97.70	2.26	132 689 043	107 809.71	100.00	2.37	120 246	2.26	132 689 043
At friends/family	11.84	600 876	97.70	11.01	646 816 929	105 169.72	100.00	11.84	600 876	11.01	646 816 929
Other place	7.24	367 257	97.70	6.20	364 487 361	96 963.07	100.00	7.24	367 257	6.20	364 487 361

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

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



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

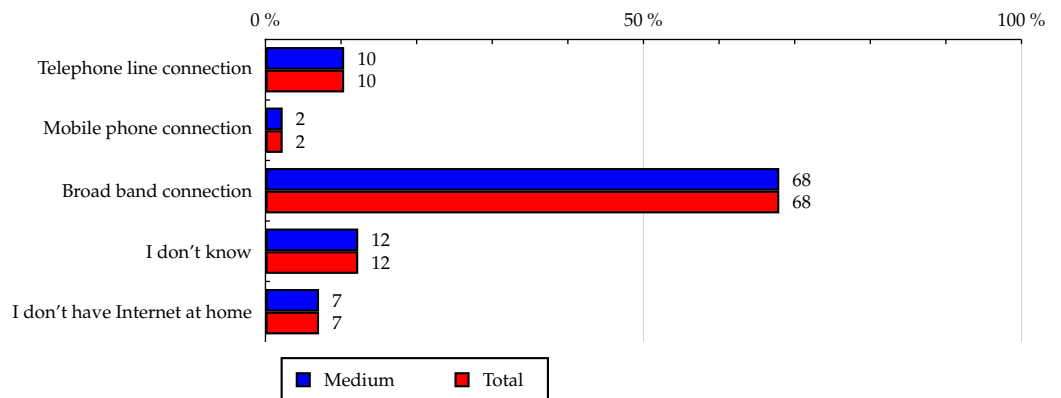
TOTAL

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	10.41	528 277	97.70	10.65	625 697 092	115 716.77	100.00	10.41	528 277	10.65	625 697 092
Mobile phone connection	2.28	115 709	97.70	1.90	111 730 909	94 340.99	100.00	2.28	115 709	1.90	111 730 909
Broad band connection	67.96	3 448 943	97.70	71.00	4 170 496 423	118 139.79	100.00	67.96	3 448 943	71.00	4 170 496 423
I don't know	12.27	622 502	97.70	10.70	628 632 737	98 662.12	100.00	12.27	622 502	10.70	628 632 737
I don't have Internet at home	7.09	359 696	97.70	5.75	337 769 963	91 744.29	100.00	7.09	359 696	5.75	337 769 963

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

Chart 15: Connection from Home by RU(%)



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

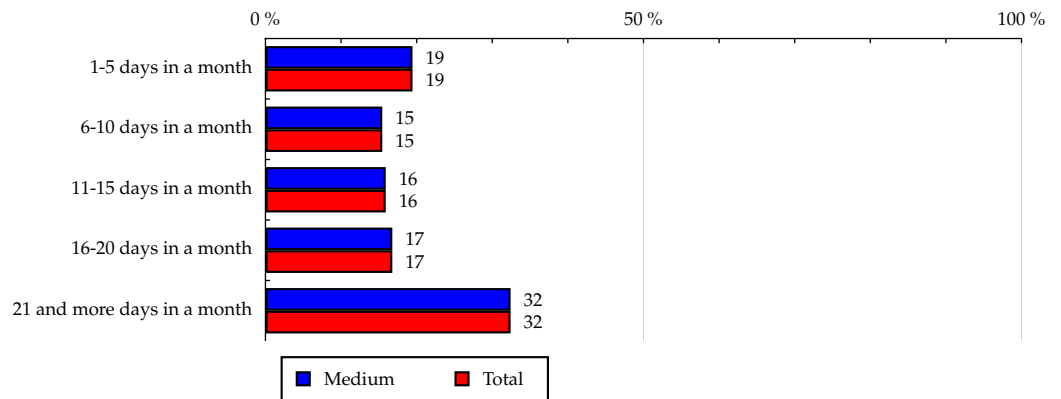
TOTAL

Table 16: Measured Frequency of the Internet Use (NetMonitor)

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
1-5 days in a month	19.45	986 871	97.70	1.30	76 155 197	7 539.34	100.00	19.45	986 871	1.30	76 155 197
6-10 days in a month	15.45	784 208	97.70	4.08	239 538 344	29 842.70	100.00	15.45	784 208	4.08	239 538 344
11-15 days in a month	15.91	807 356	97.70	9.02	529 835 157	64 116.49	100.00	15.91	807 356	9.02	529 835 157
16-20 days in a month	16.78	851 496	97.70	16.54	971 377 097	111 455.02	100.00	16.78	851 496	16.54	971 377 097
21 and more days in a month	32.42	1 645 196	97.70	69.07	4 057 421 329	240 949.96	100.00	32.42	1 645 196	69.07	4 057 421 329

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

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



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

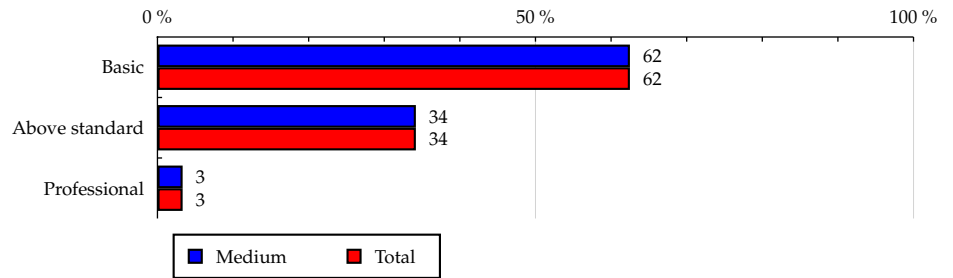
TOTAL

Table 17: IT Knowledge

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Basic	62.49	3 171 475	97.70	63.22	3 713 964 190	114 411.83	100.00	62.49	3 171 475	63.22	3 713 964 190
Above standard	34.18	1 734 662	97.70	33.64	1 976 243 393	111 306.36	100.00	34.18	1 734 662	33.64	1 976 243 393
Professional	3.33	168 992	97.70	3.13	184 119 541	106 445.72	100.00	3.33	168 992	3.13	184 119 541

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

Chart 17: IT Knowledge by RU(%)



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

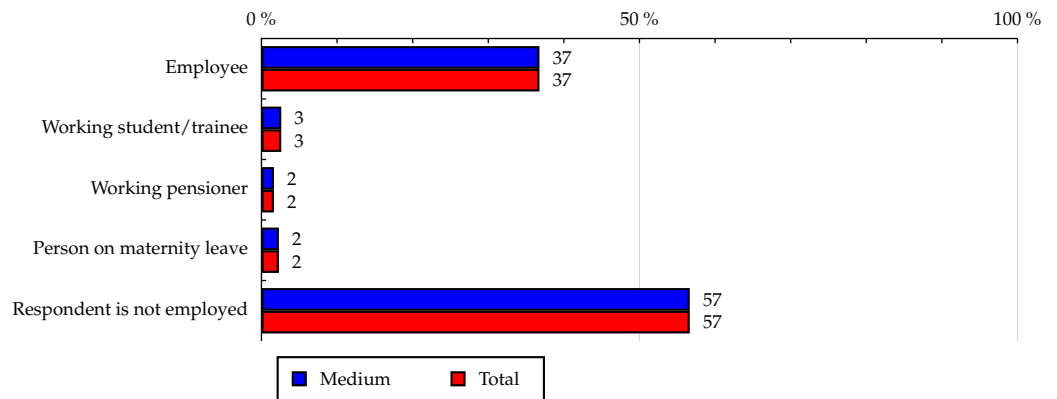
TOTAL

Table 18: Economically Active as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Employee	36.77	1 866 237	97.70	36.93	2 169 490 211	113 575.66	100.00	36.77	1 866 237	36.93	2 169 490 211
Working student/trainee	2.62	133 208	97.70	3.36	197 373 097	144 760.75	100.00	2.62	133 208	3.36	197 373 097
Working pensioner	1.65	83 635	97.70	1.84	107 957 865	126 112.66	100.00	1.65	83 635	1.84	107 957 865
Person on maternity leave	2.31	117 014	97.70	2.64	155 204 260	129 585.63	100.00	2.31	117 014	2.64	155 204 260
Respondent is not employed	56.65	2 875 033	97.70	55.23	3 244 301 691	110 248.55	100.00	56.65	2 875 033	55.23	3 244 301 691

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

Chart 18: Economically Active as by RU(%)



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

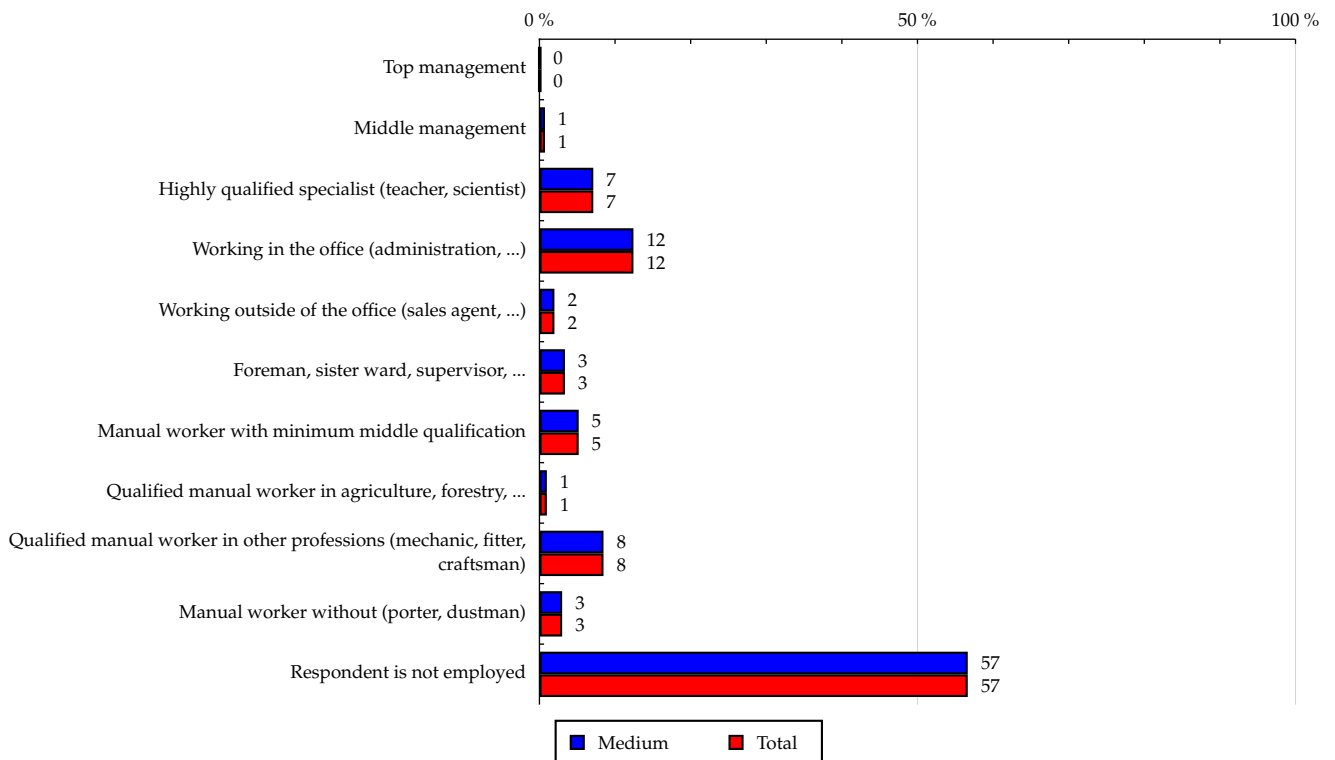
TOTAL

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	0.08	4 245	97.70	0.05	2 962 225	68 164.89	100.00	0.08	4 245	0.05	2 962 225
Middle management	0.73	37 161	97.70	0.62	36 654 603	96 366.53	100.00	0.73	37 161	0.62	36 654 603
Highly qualified specialist (teacher, scientist)	7.12	361 435	97.70	5.60	329 099 909	88 959.28	100.00	7.12	361 435	5.60	329 099 909
Working in the office (administration, ...)	12.43	630 783	97.70	12.42	729 425 131	112 978.29	100.00	12.43	630 783	12.42	729 425 131
Working outside of the office (sales agent, ...)	1.98	100 697	97.70	1.89	111 182 148	107 873.01	100.00	1.98	100 697	1.89	111 182 148
Foreman, sister ward, supervisor, ...	3.37	170 888	97.70	3.59	211 126 211	120 704.54	100.00	3.37	170 888	3.59	211 126 211
Manual worker with minimum middle qualification	5.19	263 262	97.70	5.47	321 040 187	119 141.86	100.00	5.19	263 262	5.47	321 040 187
Qualified manual worker in agriculture, forestry, ...	0.98	49 555	97.70	0.96	56 414 713	111 222.12	100.00	0.98	49 555	0.96	56 414 713
Qualified manual worker in other professions (mechanic, fitter, craftsman)	8.47	429 817	97.70	10.28	603 677 917	137 219.40	100.00	8.47	429 817	10.28	603 677 917
Manual worker without (porter, dustman)	3.00	152 247	97.70	3.89	228 442 389	146 595.50	100.00	3.00	152 247	3.89	228 442 389
Respondent is not employed	56.65	2 875 033	97.70	55.23	3 244 301 691	110 248.55	100.00	56.65	2 875 033	55.23	3 244 301 691

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

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



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

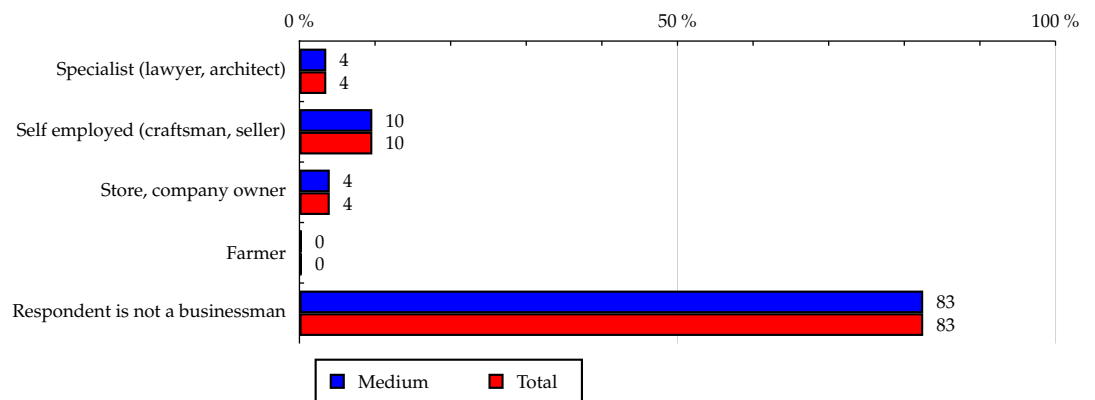
TOTAL

Table 20: Business Activities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Specialist (lawyer, architect)	3.55	180 151	97.70	2.93	172 263 466	93 421.99	100.00	3.55	180 151	2.93	172 263 466
Self employed (craftsman, seller)	9.64	489 402	97.70	9.70	569 701 390	113 730.19	100.00	9.64	489 402	9.70	569 701 390
Store, company owner	4.01	203 618	97.70	3.77	221 395 248	106 229.61	100.00	4.01	203 618	3.77	221 395 248
Farmer	0.30	15 000	97.70	0.34	19 792 652	128 911.44	100.00	0.30	15 000	0.34	19 792 652
Respondent is not a businessman	82.50	4 186 956	97.70	83.26	4 891 174 368	114 132.47	100.00	82.50	4 186 956	83.26	4 891 174 368

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

Chart 20: Business Activities by RU(%)



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

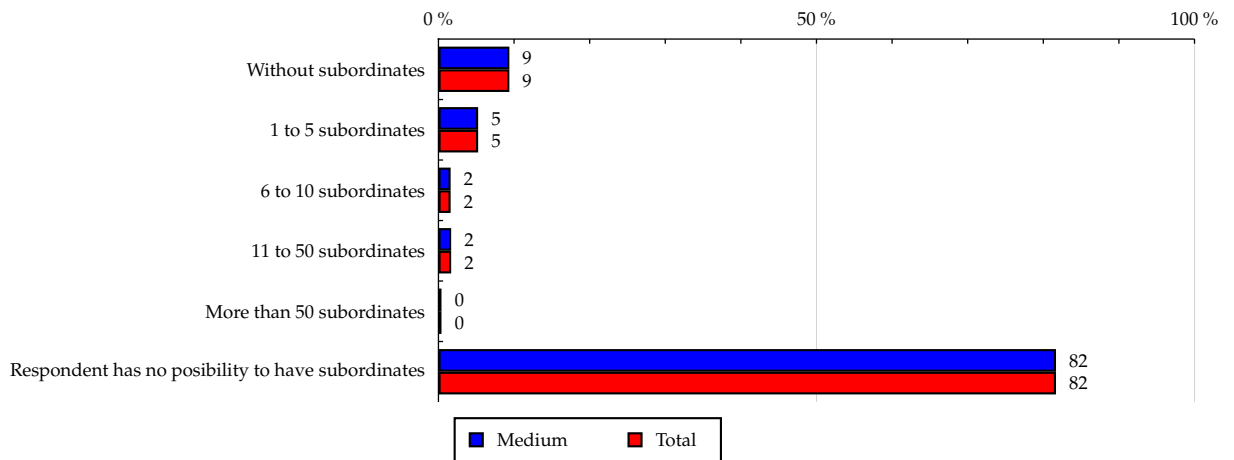
TOTAL

Table 21: Number of Subordinates

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Without subordinates	9.38	476 040	97.70	9.36	549 663 245	112 810.05	100.00	9.38	476 040	9.36	549 663 245
1 to 5 subordinates	5.25	266 552	97.70	4.74	278 675 136	102 143.25	100.00	5.25	266 552	4.74	278 675 136
6 to 10 subordinates	1.61	81 597	97.70	1.64	96 315 713	115 322.91	100.00	1.61	81 597	1.64	96 315 713
11 to 50 subordinates	1.68	85 331	97.70	1.39	81 624 369	93 455.21	100.00	1.68	85 331	1.39	81 624 369
More than 50 subordinates	0.40	20 058	97.70	0.28	16 491 121	80 322.61	100.00	0.40	20 058	0.28	16 491 121
Respondent has no possibility to have subordinates	81.68	4 145 549	97.70	82.59	4 851 557 540	114 338.81	100.00	81.68	4 145 549	82.59	4 851 557 540

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

Chart 21: Number of Subordinates by RU(%)



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

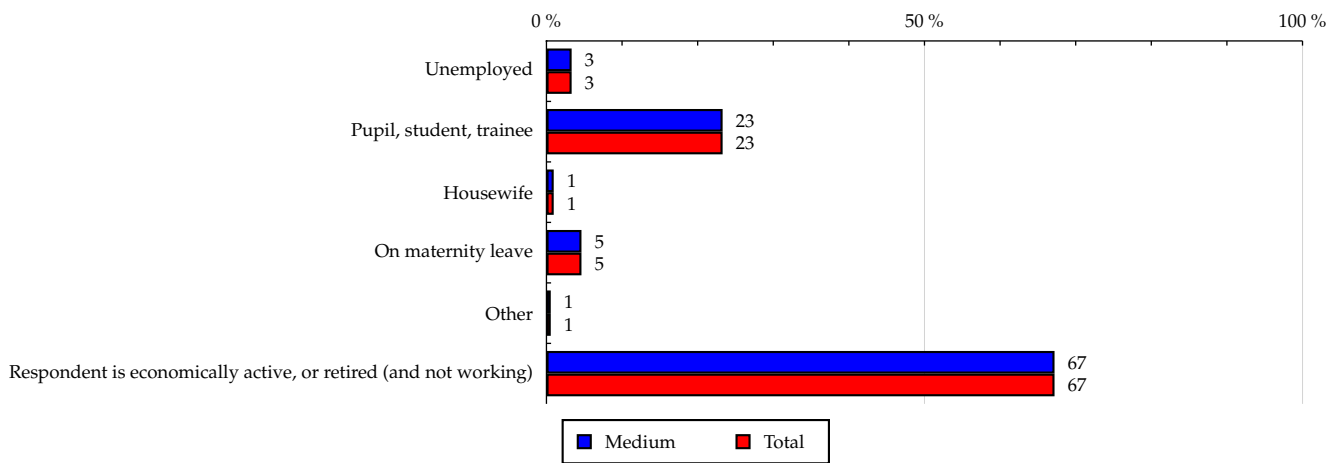
TOTAL

Table 22: Economically Inactive as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unemployed	3.33	169 193	97.70	3.88	227 806 555	131 545.87	100.00	3.33	169 193	3.88	227 806 555
Pupil, student, trainee	23.30	1 182 348	97.70	19.75	1 160 127 650	95 863.84	100.00	23.30	1 182 348	19.75	1 160 127 650
Housewife	0.96	48 650	97.70	1.14	66 988 348	134 527.41	100.00	0.96	48 650	1.14	66 988 348
On maternity leave	4.63	235 111	97.70	5.96	350 141 777	145 500.47	100.00	4.63	235 111	5.96	350 141 777
Other	0.57	29 172	97.70	0.70	41 080 234	137 579.58	100.00	0.57	29 172	0.70	41 080 234
Respondent is economically active, or retired (and not working)	67.20	3 410 653	97.70	68.57	4 028 182 560	115 389.44	100.00	67.20	3 410 653	68.57	4 028 182 560

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

Chart 22: Economically Inactive as by RU(%)



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

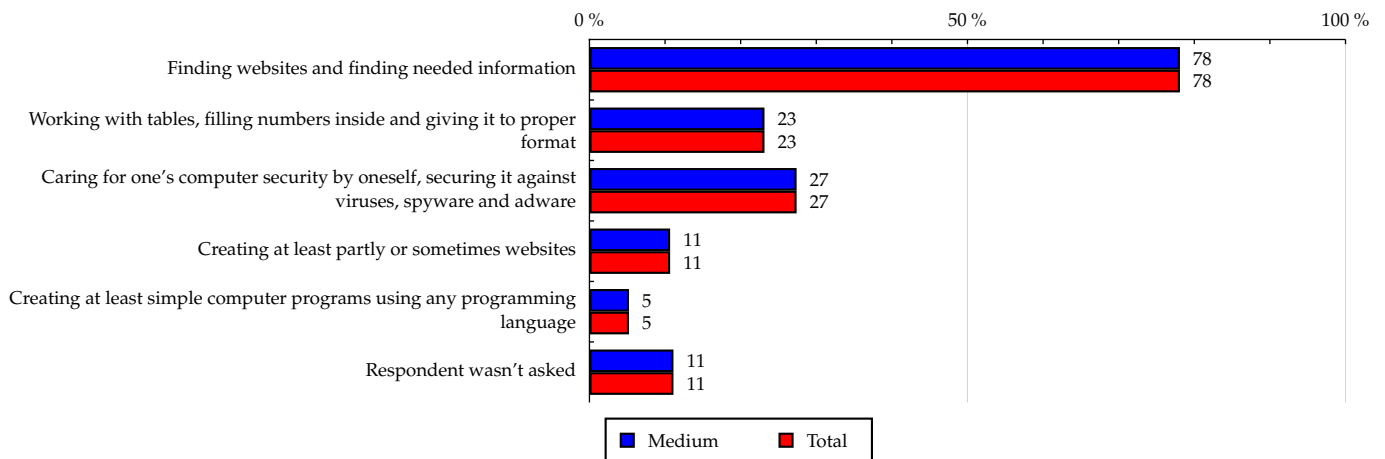
TOTAL

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	78.10	3 963 455	97.70	75.87	4 456 879 440	109 863.01	100.00	78.10	3 963 455	75.87	4 456 879 440
Working with tables, filling numbers inside and giving it to proper format	23.15	1 174 900	97.70	20.83	1 223 437 833	101 736.13	100.00	23.15	1 174 900	20.83	1 223 437 833
Caring for one's computer security by oneself, securing it against viruses, spyware and adware	27.40	1 390 731	97.70	28.90	1 697 724 743	119 266.48	100.00	27.40	1 390 731	28.90	1 697 724 743
Creating at least partly or sometimes websites	10.67	541 584	97.70	9.69	569 064 117	102 657.31	100.00	10.67	541 584	9.69	569 064 117
Creating at least simple computer programs using any programming language	5.23	265 179	97.70	4.62	271 583 503	100 059.31	100.00	5.23	265 179	4.62	271 583 503
Respondent wasn't asked	11.11	564 050	97.70	12.50	734 293 520	127 188.13	100.00	11.11	564 050	12.50	734 293 520

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

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



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

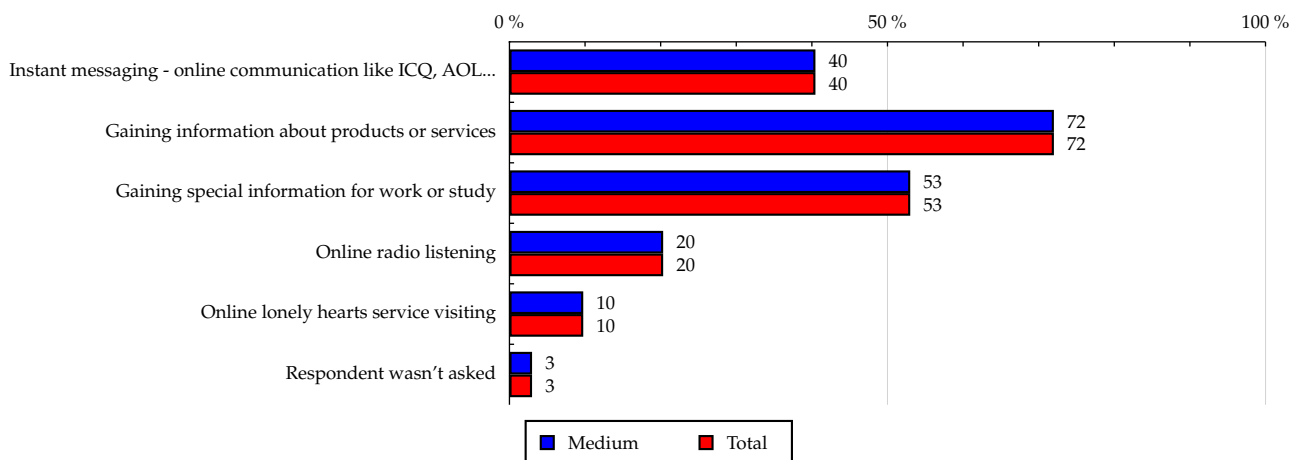
TOTAL

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...	40.47	2 054 053	97.70	41.50	2 437 926 401	115 958.71	100.00	40.47	2 054 053	41.50	2 437 926 401
Gaining information about products or services	72.01	3 654 475	97.70	73.69	4 328 678 696	115 724.39	100.00	72.01	3 654 475	73.69	4 328 678 696
Gaining special information for work or study	53.01	2 690 290	97.70	50.47	2 964 938 066	107 674.04	100.00	53.01	2 690 290	50.47	2 964 938 066
Online radio listening	20.33	1 031 538	97.70	20.17	1 184 830 957	112 218.81	100.00	20.33	1 031 538	20.17	1 184 830 957
Online lonely hearts service visiting	9.76	495 176	97.70	11.54	677 704 553	133 713.32	100.00	9.76	495 176	11.54	677 704 553
Respondent wasn't asked	2.99	151 844	97.70	3.35	196 902 855	126 691.39	100.00	2.99	151 844	3.35	196 902 855

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

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



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

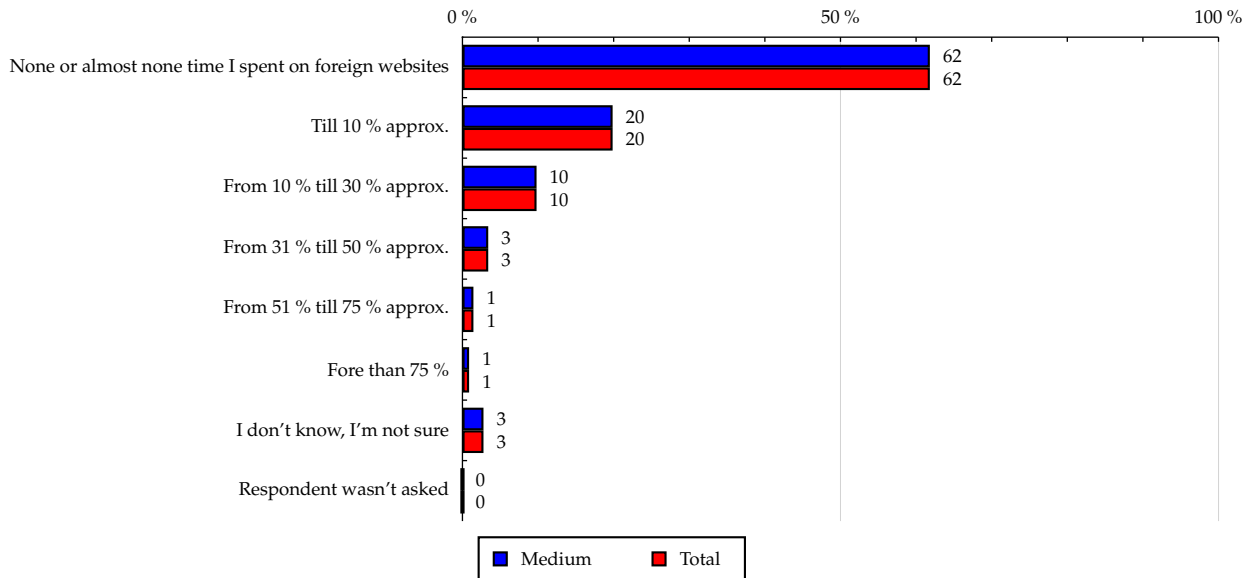
TOTAL

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	61.82	3 137 584	97.70	61.55	3 615 406 457	112 578.72	100.00	61.82	3 137 584	61.55	3 615 406 457
Till 10 % approx.	19.86	1 008 036	97.70	20.80	1 221 761 578	118 414.49	100.00	19.86	1 008 036	20.80	1 221 761 578
From 10 % till 30 % approx.	9.80	497 563	97.70	10.10	593 289 277	116 496.40	100.00	9.80	497 563	10.10	593 289 277
From 31 % till 50 % approx.	3.41	172 948	97.70	2.89	169 491 245	95 746.79	100.00	3.41	172 948	2.89	169 491 245
From 51 % till 75 % approx.	1.45	73 397	97.70	1.17	68 655 791	91 388.34	100.00	1.45	73 397	1.17	68 655 791
Fore than 75 %	0.88	44 567	97.70	0.71	41 895 982	91 843.25	100.00	0.88	44 567	0.71	41 895 982
I don't know, I'm not sure	2.78	141 032	97.70	2.79	163 826 795	113 491.06	100.00	2.78	141 032	2.79	163 826 795
Respondent wasn't asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



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