

SPiR NetMonitor

Research on the Sociodemography of Internet Users in the Czech Republic

Medium title:

TOTAL

Month:

August 2010

Basic information	
The size of Internet population in the Czech Republic	5 675 313
Number of respondents	
Medium	N = 28 139
Total (for all measured media)	N = 28 139
RU(number)	5 544 781
Reach(%)	97.70
PV(number) (from Czech visitors)	6 362 991 007
PV(number) (from all visitors)	6 814 156 862
GRP (%)	112 117.01

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

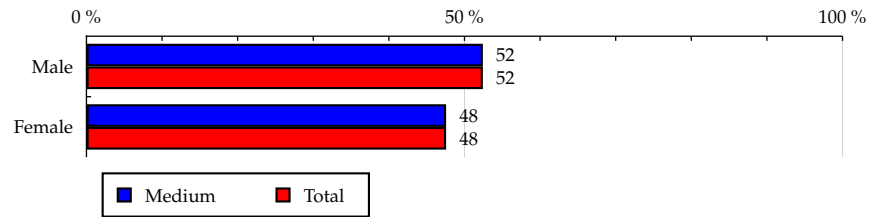
TOTAL

Table 1: Sex

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Male	52.43	2 907 350	97.70	51.68	3 288 159 256	110 496.87	100.00	52.43	2 907 350	51.68	3 288 159 256
Female	47.57	2 637 430	97.70	48.32	3 074 831 751	113 902.95	100.00	47.57	2 637 430	48.32	3 074 831 751

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

Chart 1: Sex by RU(%)



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

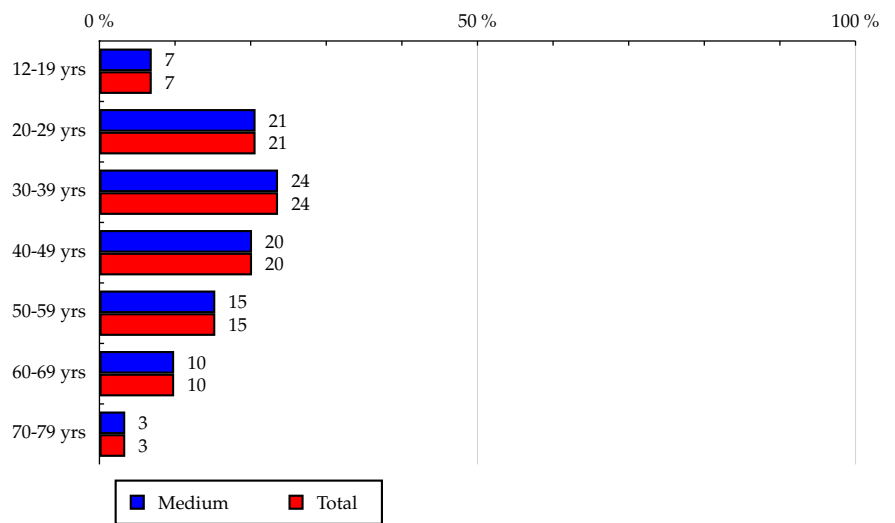
TOTAL

Table 2: Age

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
12-19 yrs	6.92	383 642	97.70	4.80	305 417 756	77 778.87	100.00	6.92	383 642	4.80	305 417 756
20-29 yrs	20.65	1 145 219	97.70	20.29	1 290 769 705	110 117.02	100.00	20.65	1 145 219	20.29	1 290 769 705
30-39 yrs	23.62	1 309 899	97.70	27.68	1 761 593 354	131 389.96	100.00	23.62	1 309 899	27.68	1 761 593 354
40-49 yrs	20.18	1 119 213	97.70	19.30	1 228 219 595	107 215.49	100.00	20.18	1 119 213	19.30	1 228 219 595
50-59 yrs	15.32	849 626	97.70	14.35	913 257 921	105 017.10	100.00	15.32	849 626	14.35	913 257 921
60-69 yrs	9.88	547 935	97.70	10.55	671 227 233	119 683.71	100.00	9.88	547 935	10.55	671 227 233
70-79 yrs	3.41	189 243	97.70	3.03	192 505 443	99 384.29	100.00	3.41	189 243	3.03	192 505 443

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

Chart 2: Age by RU(%)



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

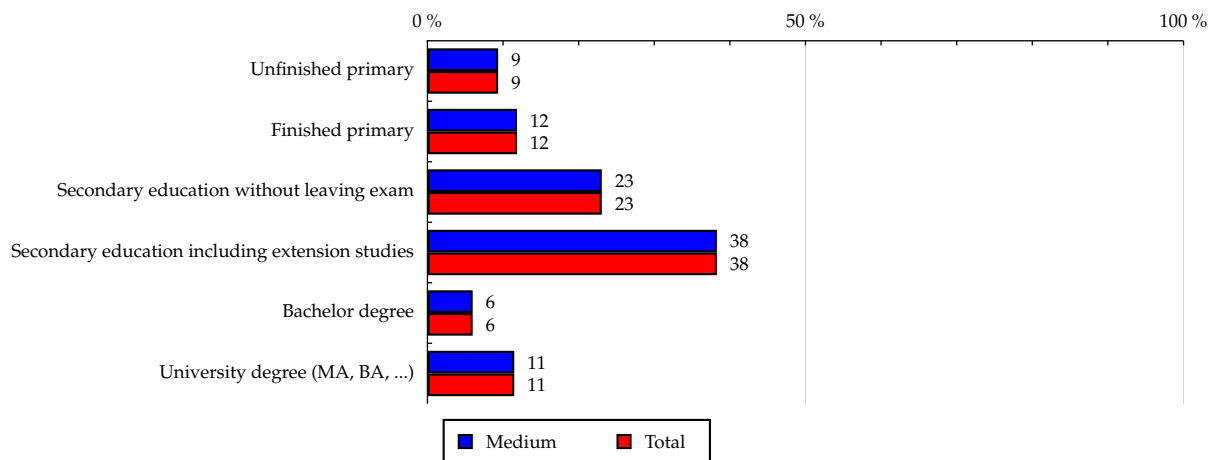
TOTAL

Table 3: Highest Education

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unfinished primary	9.35	518 658	97.70	6.49	412 869 491	77 772.45	100.00	9.35	518 658	6.49	412 869 491
Finished primary	11.84	656 669	97.70	12.52	796 792 087	118 547.68	100.00	11.84	656 669	12.52	796 792 087
Secondary education without leaving exam	23.06	1 278 626	97.70	27.37	1 741 430 967	133 062.92	100.00	23.06	1 278 626	27.37	1 741 430 967
Secondary education including extension studies	38.28	2 122 708	97.70	38.37	2 441 556 197	112 375.32	100.00	38.28	2 122 708	38.37	2 441 556 197
Bachelor degree	5.98	331 355	97.70	6.16	392 197 800	115 639.18	100.00	5.98	331 355	6.16	392 197 800
University degree (MA, BA, ...)	11.48	636 762	97.70	9.09	578 144 466	88 706.15	100.00	11.48	636 762	9.09	578 144 466

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

Chart 3: Highest Education by RU(%)



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

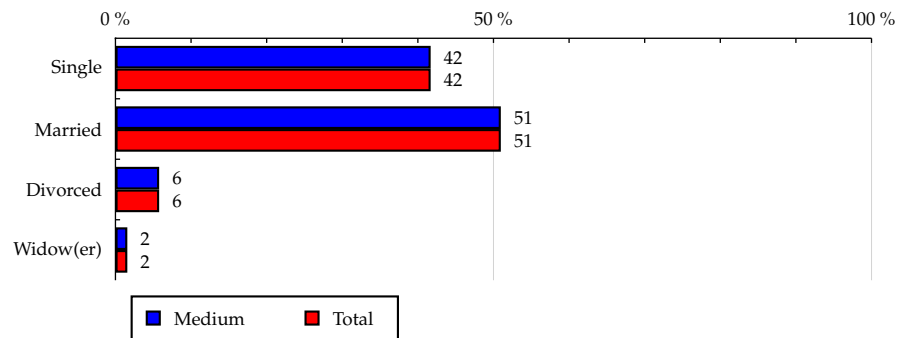
TOTAL

Table 4: Marital Status

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Single	41.69	2 311 586	97.70	41.20	2 621 266 493	110 788.75	100.00	41.69	2 311 586	41.20	2 621 266 493
Married	50.97	2 825 911	97.70	49.94	3 177 817 702	109 866.44	100.00	50.97	2 825 911	49.94	3 177 817 702
Divorced	5.78	320 233	97.70	7.10	451 795 037	137 838.28	100.00	5.78	320 233	7.10	451 795 037
Widow(er)	1.57	87 050	97.70	1.76	112 111 774	125 827.02	100.00	1.57	87 050	1.76	112 111 774

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

Chart 4: Marital Status by RU(%)



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

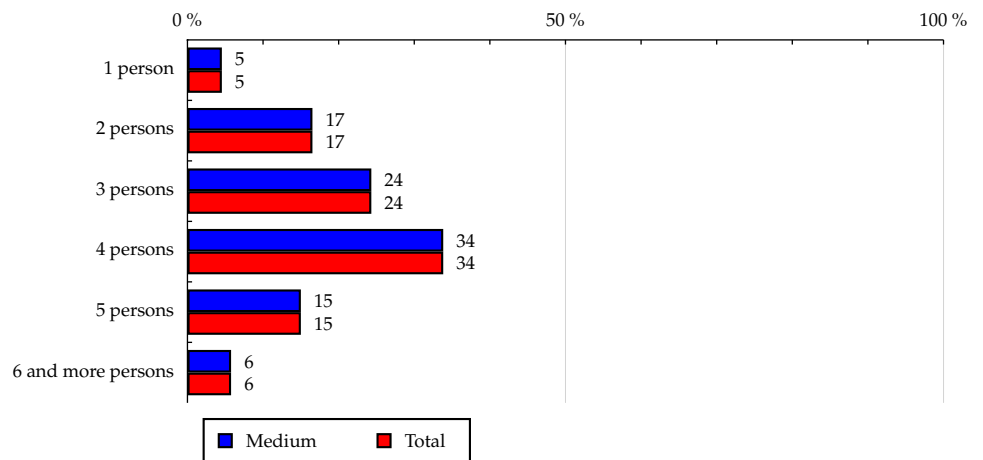
TOTAL

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	4.55	252 469	97.70	5.20	330 804 632	128 013.98	100.00	4.55	252 469	5.20	330 804 632
2 persons	16.53	916 319	97.70	17.27	1 098 820 240	117 158.59	100.00	16.53	916 319	17.27	1 098 820 240
3 persons	24.32	1 348 320	97.70	25.63	1 631 074 617	118 188.50	100.00	24.32	1 348 320	25.63	1 631 074 617
4 persons	33.83	1 876 030	97.70	31.99	2 035 685 663	106 014.54	100.00	33.83	1 876 030	31.99	2 035 685 663
5 persons	15.00	831 974	97.70	14.52	924 171 149	108 526.74	100.00	15.00	831 974	14.52	924 171 149
6 and more persons	5.77	319 665	97.70	5.38	342 434 705	104 658.88	100.00	5.77	319 665	5.38	342 434 705

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

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



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

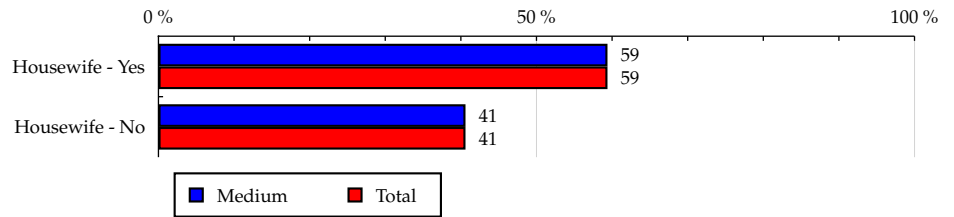
TOTAL

Table 6: Housewife

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Housewife - Yes	59.39	3 293 008	97.70	62.33	3 965 886 541	117 663.58	100.00	59.39	3 293 008	62.33	3 965 886 541
Housewife - No	40.61	2 251 772	97.70	37.67	2 397 104 466	104 005.65	100.00	40.61	2 251 772	37.67	2 397 104 466

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

Chart 6: Housewife by RU(%)



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

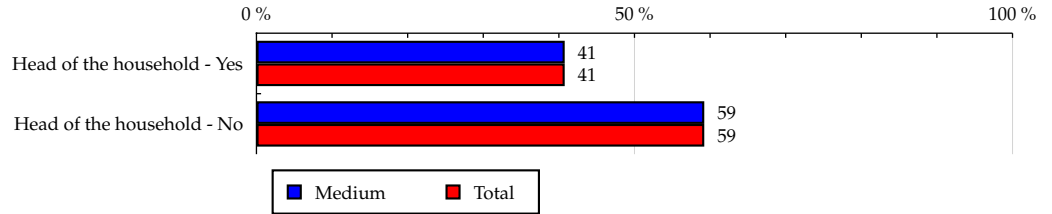
TOTAL

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	40.77	2 260 834	97.70	41.54	2 643 135 399	114 220.82	100.00	40.77	2 260 834	41.54	2 643 135 399
Head of the household - No	59.23	3 283 946	97.70	58.46	3 719 855 608	110 668.64	100.00	59.23	3 283 946	58.46	3 719 855 608

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

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



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

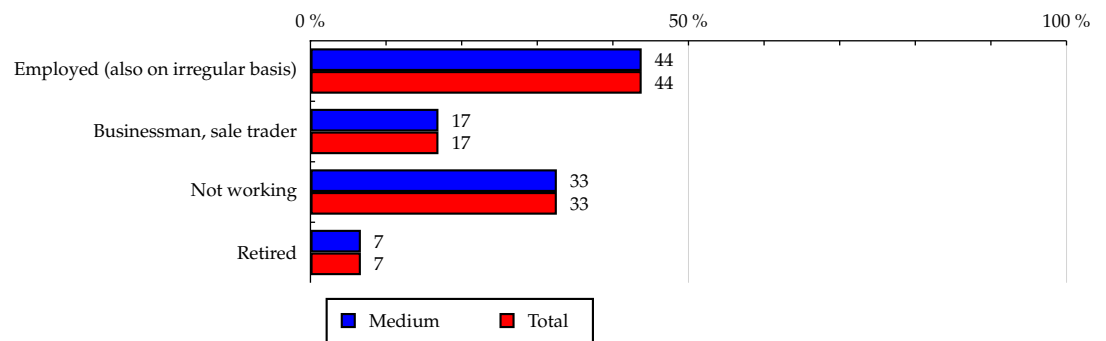
TOTAL

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)	43.81	2 429 072	97.70	43.73	2 782 263 601	111 905.76	100.00	43.81	2 429 072	43.73	2 782 263 601
Businessman, sale trader	16.93	938 548	97.70	16.06	1 021 764 703	106 362.55	100.00	16.93	938 548	16.06	1 021 764 703
Not working	32.59	1 807 282	97.70	32.08	2 040 999 694	110 334.57	100.00	32.59	1 807 282	32.08	2 040 999 694
Retired	6.67	369 878	97.70	8.14	517 963 009	136 815.25	100.00	6.67	369 878	8.14	517 963 009

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

Chart 8: Economic Activity by RU(%)



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

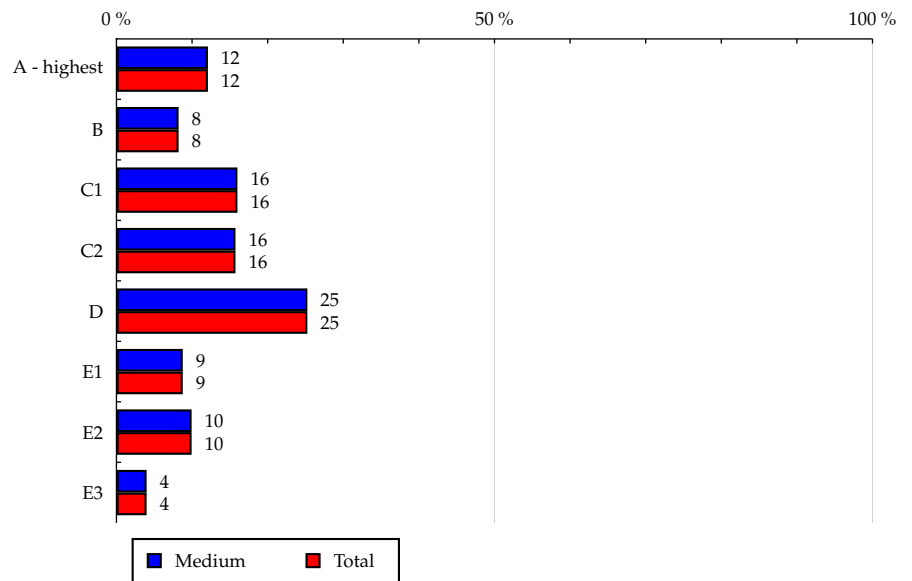
TOTAL

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	12.10	670 667	97.70	10.98	698 520 135	101 757.38	100.00	12.10	670 667	10.98	698 520 135
B	8.22	455 668	97.70	8.32	529 276 962	113 482.31	100.00	8.22	455 668	8.32	529 276 962
C1	16.00	886 924	97.70	16.03	1 019 915 088	112 349.75	100.00	16.00	886 924	16.03	1 019 915 088
C2	15.74	872 902	97.70	16.65	1 059 194 960	118 550.82	100.00	15.74	872 902	16.65	1 059 194 960
D	25.25	1 400 094	97.70	25.05	1 594 049 332	111 234.38	100.00	25.25	1 400 094	25.05	1 594 049 332
E1	8.77	486 130	97.70	9.07	576 943 667	115 951.12	100.00	8.77	486 130	9.07	576 943 667
E2	9.94	551 340	97.70	9.89	629 479 389	111 546.55	100.00	9.94	551 340	9.89	629 479 389
E3	3.99	221 051	97.70	4.02	255 611 475	112 974.79	100.00	3.99	221 051	4.02	255 611 475

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

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



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

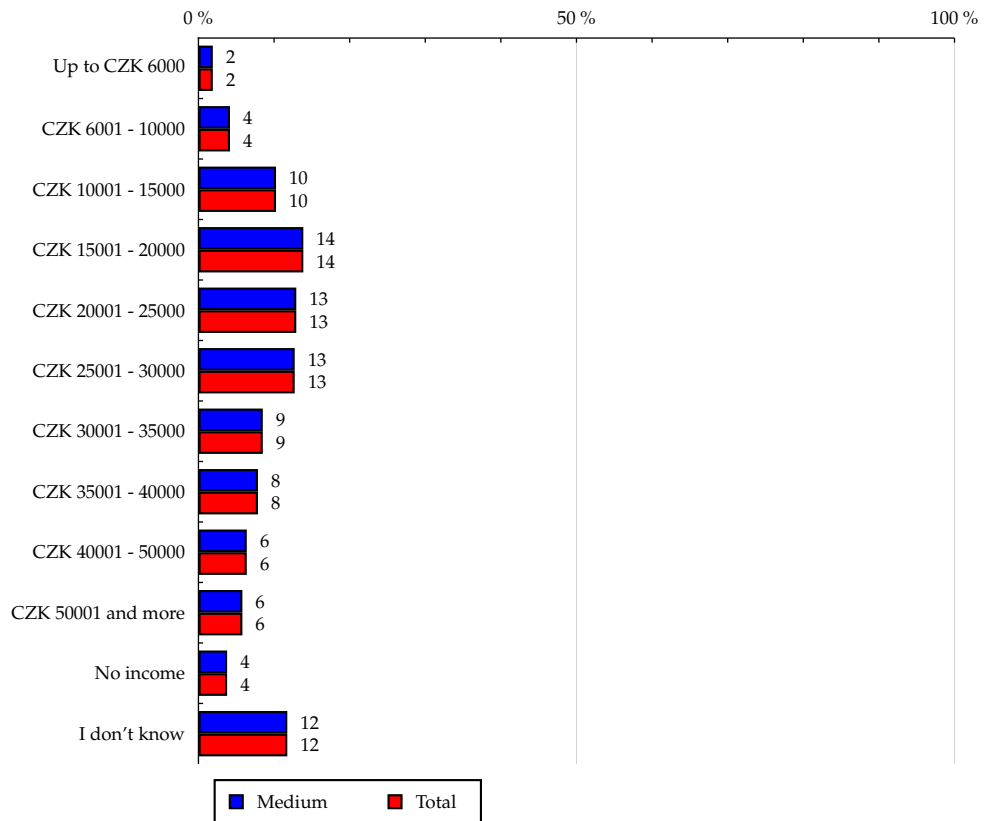
TOTAL

Table 10: Net Income of the Household

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Up to CZK 6000	1.90	105 441	97.70	1.76	112 285 428	104 041.11	100.00	1.90	105 441	1.76	112 285 428
CZK 6001 - 10000	4.17	231 368	97.70	4.68	297 625 373	125 678.45	100.00	4.17	231 368	4.68	297 625 373
CZK 10001 - 15000	10.26	569 125	97.70	12.01	764 064 953	131 164.75	100.00	10.26	569 125	12.01	764 064 953
CZK 15001 - 20000	13.87	768 799	97.70	14.58	927 574 243	117 877.27	100.00	13.87	768 799	14.58	927 574 243
CZK 20001 - 25000	12.94	717 522	97.70	13.20	839 596 818	114 322.08	100.00	12.94	717 522	13.20	839 596 818
CZK 25001 - 30000	12.73	705 703	97.70	13.04	829 462 349	114 833.56	100.00	12.73	705 703	13.04	829 462 349
CZK 30001 - 35000	8.51	471 649	97.70	8.24	524 518 742	108 651.73	100.00	8.51	471 649	8.24	524 518 742
CZK 35001 - 40000	7.87	436 464	97.70	7.43	472 720 450	105 815.64	100.00	7.87	436 464	7.43	472 720 450
CZK 40001 - 50000	6.39	354 449	97.70	6.19	393 841 687	108 557.94	100.00	6.39	354 449	6.19	393 841 687
CZK 50001 and more	5.81	322 296	97.70	5.54	352 221 584	106 771.29	100.00	5.81	322 296	5.54	352 221 584
No income	3.79	210 364	97.70	3.05	194 122 319	90 156.64	100.00	3.79	210 364	3.05	194 122 319
I don't know	11.75	651 595	97.70	10.29	654 957 060	98 204.00	100.00	11.75	651 595	10.29	654 957 060

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

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



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

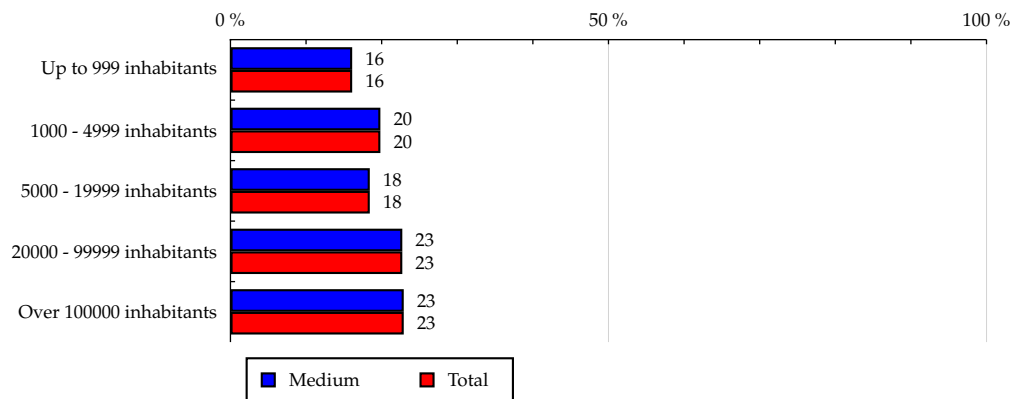
TOTAL

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	16.10	892 542	97.70	16.62	1 057 408 118	115 746.56	100.00	16.10	892 542	16.62	1 057 408 118
1000 - 4999 inhabitants	19.83	1 099 363	97.70	20.40	1 298 139 087	115 365.13	100.00	19.83	1 099 363	20.40	1 298 139 087
5000 - 19999 inhabitants	18.43	1 021 846	97.70	18.24	1 160 331 119	110 940.64	100.00	18.43	1 021 846	18.24	1 160 331 119
20000 - 99999 inhabitants	22.73	1 260 385	97.70	23.10	1 469 838 374	113 935.99	100.00	22.73	1 260 385	23.10	1 469 838 374
Over 100000 inhabitants	22.92	1 270 642	97.70	21.65	1 377 274 309	105 898.92	100.00	22.92	1 270 642	21.65	1 377 274 309

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

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



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

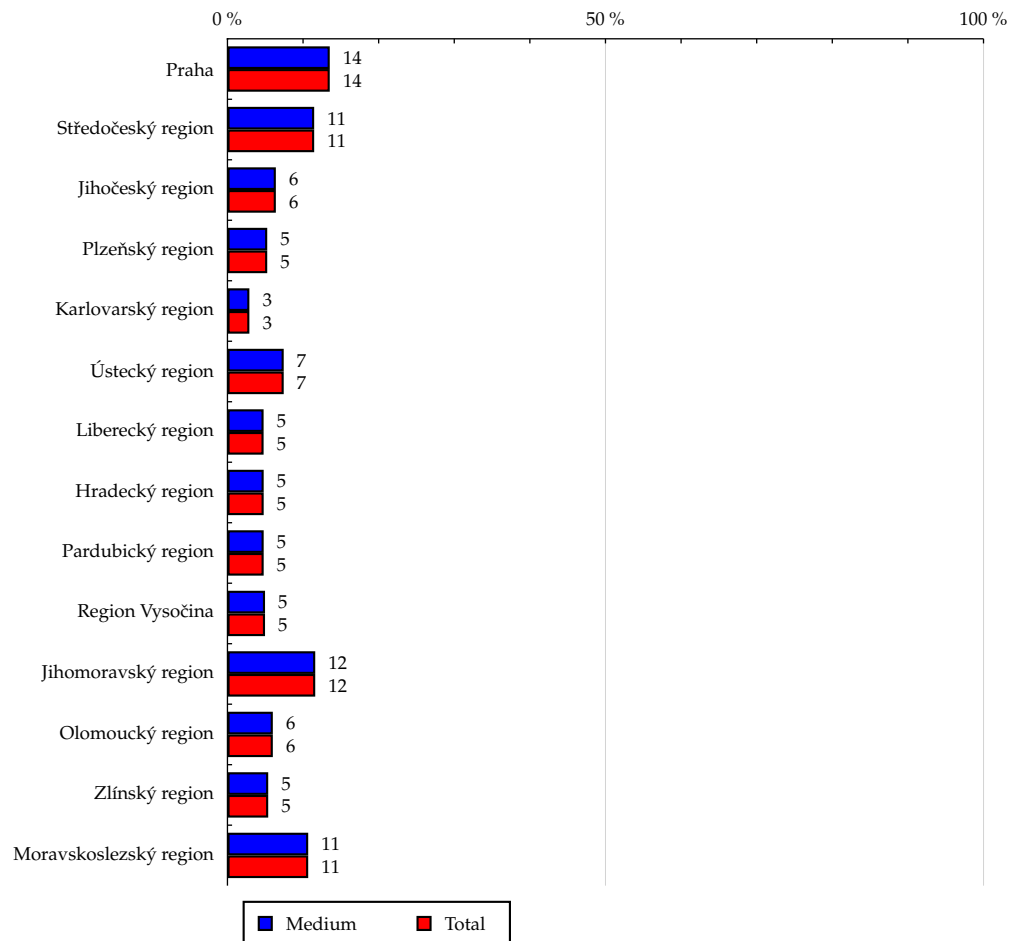
TOTAL

Table 12: Region

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Praha	13.53	750 376	97.70	11.47	729 909 400	95 035.22	100.00	13.53	750 376	11.47	729 909 400
Středočeský region	11.47	635 875	97.70	11.58	736 976 991	113 233.82	100.00	11.47	635 875	11.58	736 976 991
Jihočeský region	6.40	354 589	97.70	5.74	365 183 848	100 619.20	100.00	6.40	354 589	5.74	365 183 848
Plzeňský region	5.26	291 710	97.70	5.48	348 773 011	116 811.48	100.00	5.26	291 710	5.48	348 773 011
Karlovarský region	2.90	160 631	97.70	2.92	185 667 085	112 926.92	100.00	2.90	160 631	2.92	185 667 085
Ústecký region	7.44	412 476	97.70	7.84	498 918 175	118 174.64	100.00	7.44	412 476	7.84	498 918 175
Liberecký region	4.78	264 928	97.70	4.79	305 061 284	112 499.95	100.00	4.78	264 928	4.79	305 061 284
Hradecký region	4.79	265 704	97.70	4.73	300 766 442	110 592.14	100.00	4.79	265 704	4.73	300 766 442
Pardubický region	4.79	265 595	97.70	4.94	314 359 326	115 638.12	100.00	4.79	265 595	4.94	314 359 326
Region Vysočina	4.97	275 464	97.70	4.95	315 265 830	111 816.63	100.00	4.97	275 464	4.95	315 265 830
Jihomoravský region	11.61	643 805	97.70	11.98	762 585 816	115 725.46	100.00	11.61	643 805	11.98	762 585 816
Olomoucký region	6.00	332 520	97.70	6.46	410 806 427	120 701.54	100.00	6.00	332 520	6.46	410 806 427
Zlínský region	5.39	299 029	97.70	5.69	361 973 359	118 265.06	100.00	5.39	299 029	5.69	361 973 359
Moravskoslezský region	10.68	592 071	97.70	11.42	726 744 013	119 922.78	100.00	10.68	592 071	11.42	726 744 013

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

Chart 12: Region by RU(%)



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

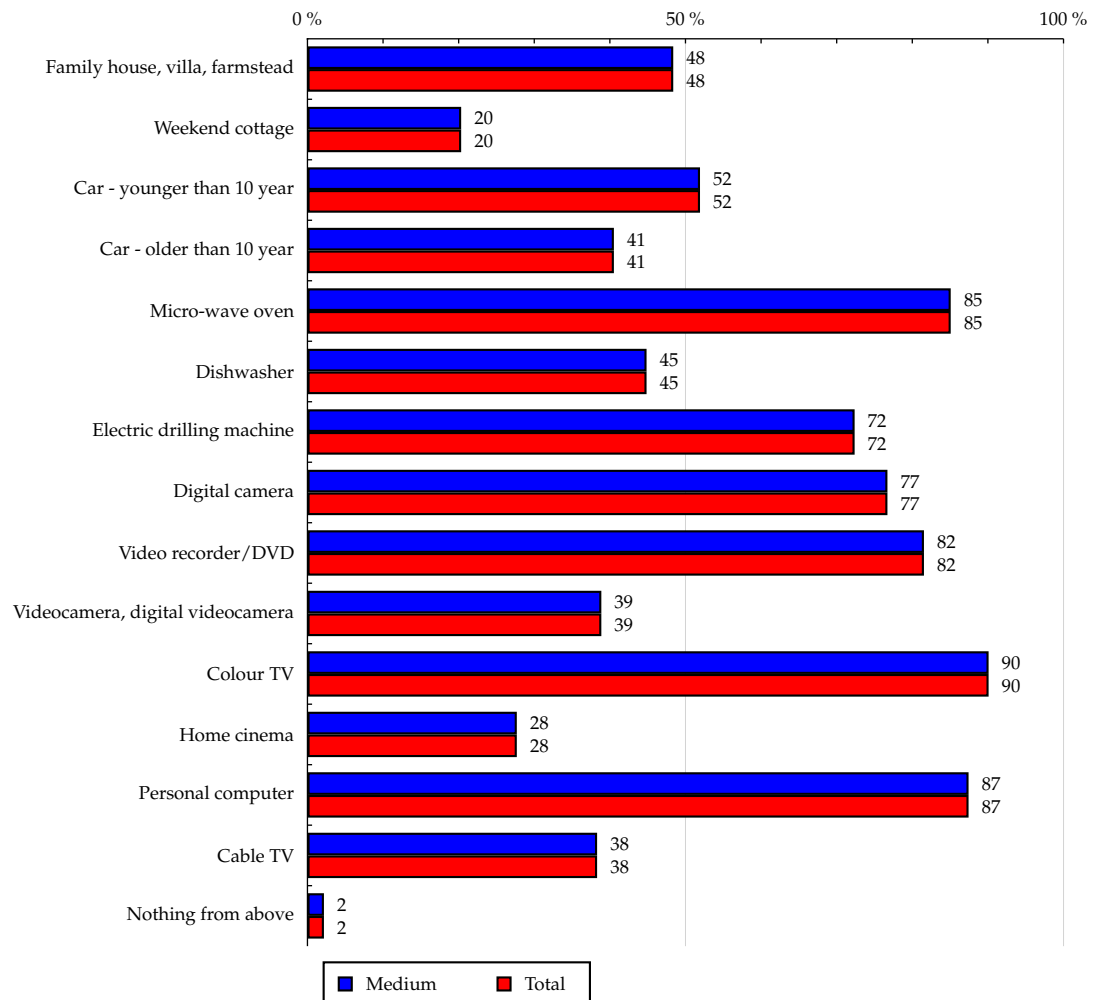
TOTAL

Table 13: Facilities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Family house, villa, farmstead	48.38	2 682 497	97.70	45.96	2 924 512 819	106 514.52	100.00	48.38	2 682 497	45.96	2 924 512 819
Weekend cottage	20.33	1 127 036	97.70	17.84	1 134 876 377	98 379.65	100.00	20.33	1 127 036	17.84	1 134 876 377
Car - younger than 10 year	51.92	2 878 854	97.70	48.07	3 058 543 756	103 798.13	100.00	51.92	2 878 854	48.07	3 058 543 756
Car - older than 10 year	40.53	2 247 057	97.70	42.22	2 686 312 221	116 798.40	100.00	40.53	2 247 057	42.22	2 686 312 221
Micro-wave oven	85.08	4 717 567	97.70	85.69	5 452 296 246	112 916.12	100.00	85.08	4 717 567	85.69	5 452 296 246
Dishwasher	44.85	2 486 805	97.70	40.10	2 551 672 087	100 248.45	100.00	44.85	2 486 805	40.10	2 551 672 087
Electric drilling machine	72.37	4 012 936	97.70	71.12	4 525 094 776	110 169.15	100.00	72.37	4 012 936	71.12	4 525 094 776
Digital camera	76.71	4 253 182	97.70	76.13	4 844 273 079	111 277.98	100.00	76.71	4 253 182	76.13	4 844 273 079
Video recorder/DVD	81.54	4 521 067	97.70	82.30	5 236 987 917	113 171.00	100.00	81.54	4 521 067	82.30	5 236 987 917
Videocamera, digital videocamera	38.87	2 155 157	97.70	37.07	2 358 524 795	106 919.25	100.00	38.87	2 155 157	37.07	2 358 524 795
Colour TV	90.09	4 995 429	97.70	90.85	5 780 622 001	113 056.71	100.00	90.09	4 995 429	90.85	5 780 622 001
Home cinema	27.69	1 535 362	97.70	28.71	1 826 986 695	116 257.00	100.00	27.69	1 535 362	28.71	1 826 986 695
Personal computer	87.44	4 848 350	97.70	87.88	5 592 017 840	112 685.77	100.00	87.44	4 848 350	87.88	5 592 017 840
Cable TV	38.31	2 124 287	97.70	38.97	2 479 584 724	114 040.81	100.00	38.31	2 124 287	38.97	2 479 584 724
Nothing from above	2.18	120 797	97.70	2.28	145 306 501	117 522.90	100.00	2.18	120 797	2.28	145 306 501

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

Chart 13: Facilities by RU(%)



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

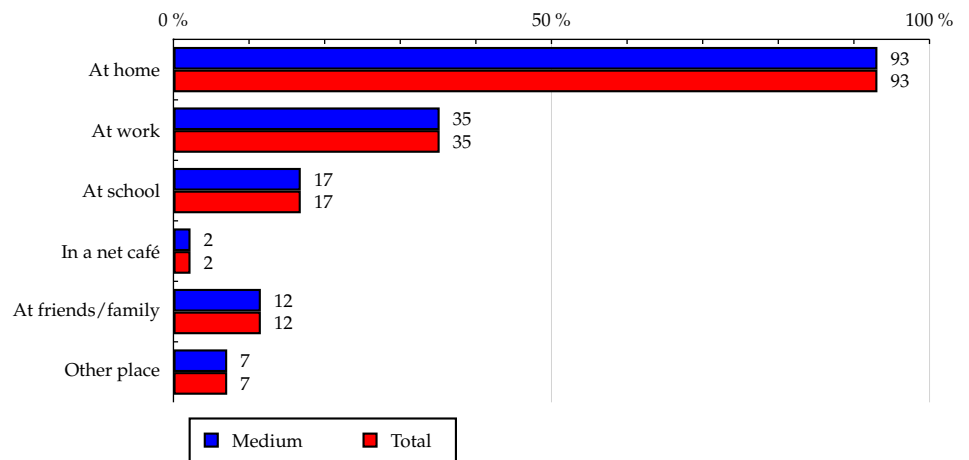
TOTAL

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	93.11	5 162 552	97.70	94.06	5 984 976 384	113 264.16	100.00	93.11	5 162 552	94.06	5 984 976 384
At work	35.21	1 952 080	97.70	31.26	1 989 287 035	99 562.15	100.00	35.21	1 952 080	31.26	1 989 287 035
At school	16.84	933 501	97.70	15.05	957 406 925	100 201.94	100.00	16.84	933 501	15.05	957 406 925
In a net café	2.26	125 287	97.70	2.09	132 812 860	103 568.03	100.00	2.26	125 287	2.09	132 812 860
At friends/family	11.56	640 877	97.70	10.62	675 803 170	103 024.35	100.00	11.56	640 877	10.62	675 803 170
Other place	7.11	394 462	97.70	6.50	413 351 776	102 378.41	100.00	7.11	394 462	6.50	413 351 776

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

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



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

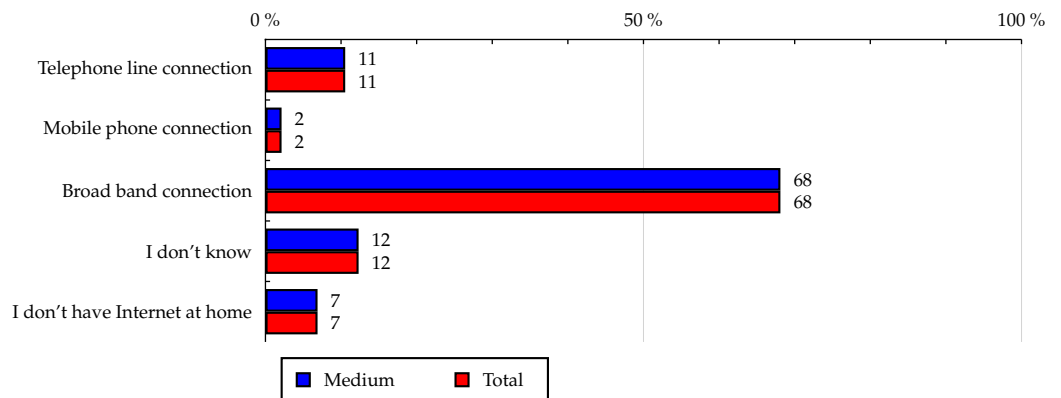
TOTAL

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	10.55	584 949	97.70	10.70	680 773 954	113 704.80	100.00	10.55	584 949	10.70	680 773 954
Mobile phone connection	2.13	118 314	97.70	1.61	102 503 121	84 643.76	100.00	2.13	118 314	1.61	102 503 121
Broad band connection	68.11	3 776 356	97.70	71.07	4 522 012 015	116 991.23	100.00	68.11	3 776 356	71.07	4 522 012 015
I don't know	12.32	682 932	97.70	10.68	679 687 294	97 235.80	100.00	12.32	682 932	10.68	679 687 294
I don't have Internet at home	6.89	382 228	97.70	5.94	378 014 623	96 622.98	100.00	6.89	382 228	5.94	378 014 623

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

Chart 15: Connection from Home by RU(%)



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

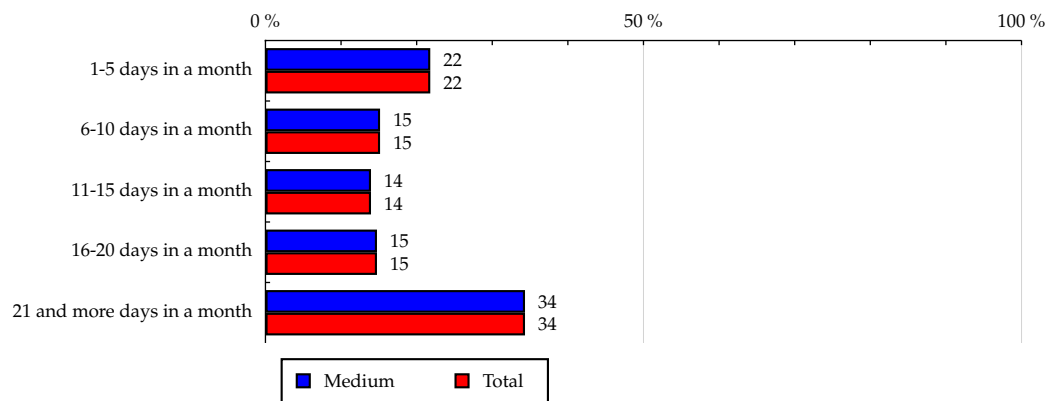
TOTAL

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	21.80	1 208 563	97.70	1.38	87 707 419	7 090.25	100.00	21.80	1 208 563	1.38	87 707 419
6-10 days in a month	15.16	840 367	97.70	3.73	237 267 676	27 584.41	100.00	15.16	840 367	3.73	237 267 676
11-15 days in a month	13.96	774 245	97.70	7.86	500 093 778	63 105.49	100.00	13.96	774 245	7.86	500 093 778
16-20 days in a month	14.75	817 923	97.70	14.23	905 546 710	108 166.53	100.00	14.75	817 923	14.23	905 546 710
21 and more days in a month	34.33	1 903 680	97.70	72.80	4 632 375 423	237 741.10	100.00	34.33	1 903 680	72.80	4 632 375 423

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

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



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

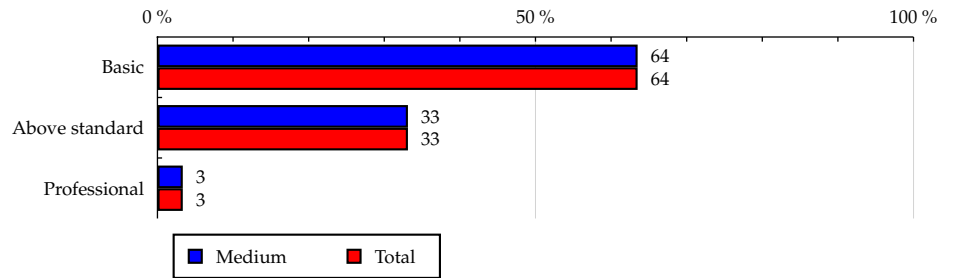
TOTAL

Table 17: IT Knowledge

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Basic	63.51	3 521 763	97.70	64.92	4 130 595 443	114 590.08	100.00	63.51	3 521 763	64.92	4 130 595 443
Above standard	33.13	1 837 241	97.70	31.77	2 021 499 867	107 498.42	100.00	33.13	1 837 241	31.77	2 021 499 867
Professional	3.35	185 776	97.70	3.31	210 895 697	110 910.50	100.00	3.35	185 776	3.31	210 895 697

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

Chart 17: IT Knowledge by RU(%)



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

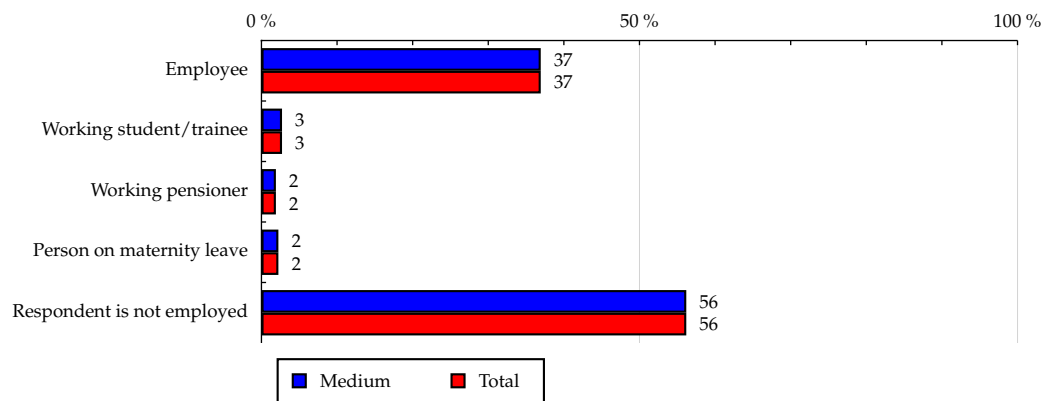
TOTAL

Table 18: Economically Active as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Employee	36.94	2 048 423	97.70	36.54	2 325 278 288	110 904.63	100.00	36.94	2 048 423	36.54	2 325 278 288
Working student/trainee	2.72	150 758	97.70	2.38	151 625 346	98 262.01	100.00	2.72	150 758	2.38	151 625 346
Working pensioner	1.91	105 681	97.70	2.16	137 610 967	127 218.59	100.00	1.91	105 681	2.16	137 610 967
Person on maternity leave	2.24	124 209	97.70	2.64	167 748 999	131 947.43	100.00	2.24	124 209	2.64	167 748 999
Respondent is not employed	56.19	3 115 708	97.70	56.27	3 580 727 406	112 281.70	100.00	56.19	3 115 708	56.27	3 580 727 406

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

Chart 18: Economically Active as by RU(%)



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

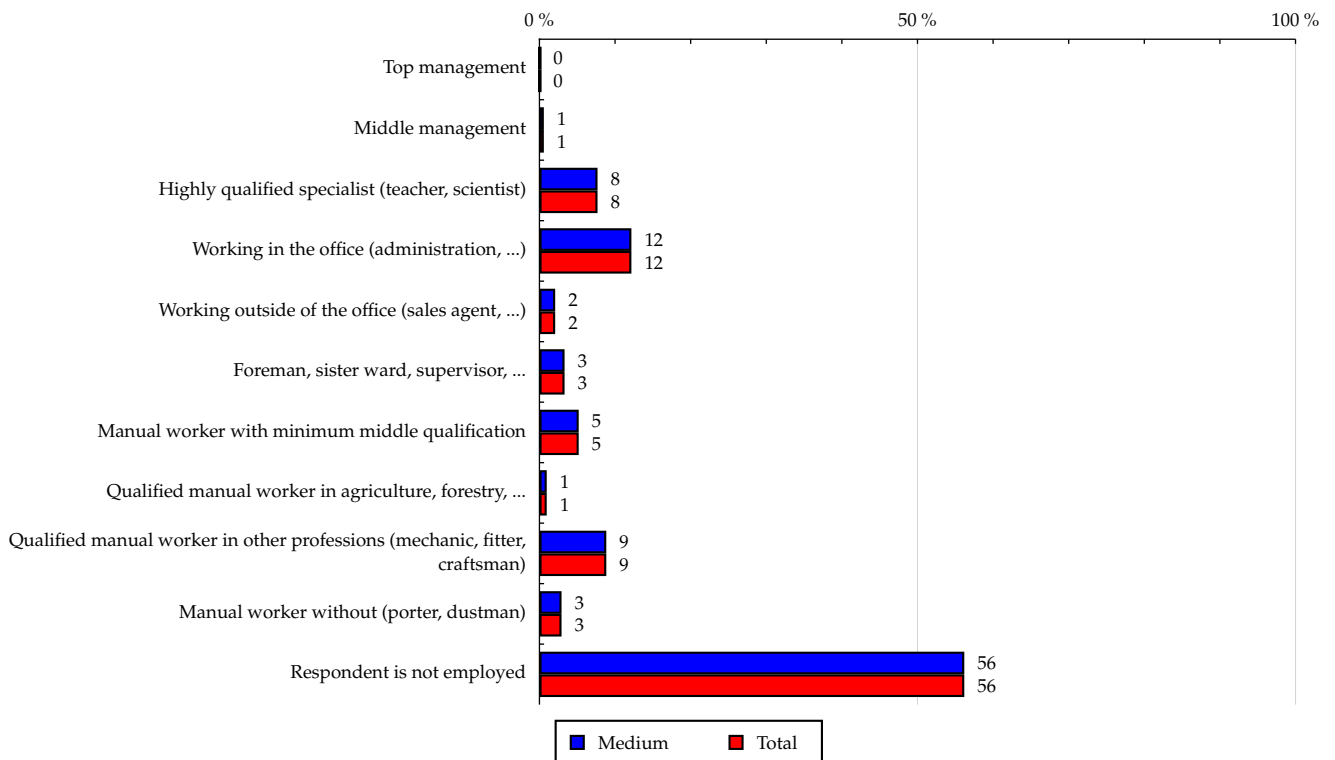
TOTAL

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	0.09	5 046	97.70	0.06	3 642 702	70 516.61	100.00	0.09	5 046	0.06	3 642 702
Middle management	0.58	31 925	97.70	0.54	34 263 324	104 855.24	100.00	0.58	31 925	0.54	34 263 324
Highly qualified specialist (teacher, scientist)	7.68	426 109	97.70	6.03	383 495 163	87 929.21	100.00	7.68	426 109	6.03	383 495 163
Working in the office (administration, ...)	12.16	674 352	97.70	11.72	745 807 395	108 052.40	100.00	12.16	674 352	11.72	745 807 395
Working outside of the office (sales agent, ...)	2.08	115 118	97.70	2.14	136 017 169	115 436.31	100.00	2.08	115 118	2.14	136 017 169
Foreman, sister ward, supervisor, ...	3.32	183 929	97.70	3.37	214 738 476	114 065.19	100.00	3.32	183 929	3.37	214 738 476
Manual worker with minimum middle qualification	5.19	287 778	97.70	5.63	358 447 790	121 691.85	100.00	5.19	287 778	5.63	358 447 790
Qualified manual worker in agriculture, forestry, ...	0.96	53 128	97.70	1.02	64 993 598	119 518.19	100.00	0.96	53 128	1.02	64 993 598
Qualified manual worker in other professions (mechanic, fitter, craftsman)	8.84	489 989	97.70	9.96	633 837 271	126 382.09	100.00	8.84	489 989	9.96	633 837 271
Manual worker without (porter, dustman)	2.92	161 692	97.70	3.25	207 020 712	125 088.82	100.00	2.92	161 692	3.25	207 020 712
Respondent is not employed	56.19	3 115 708	97.70	56.27	3 580 727 406	112 281.70	100.00	56.19	3 115 708	56.27	3 580 727 406

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

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



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

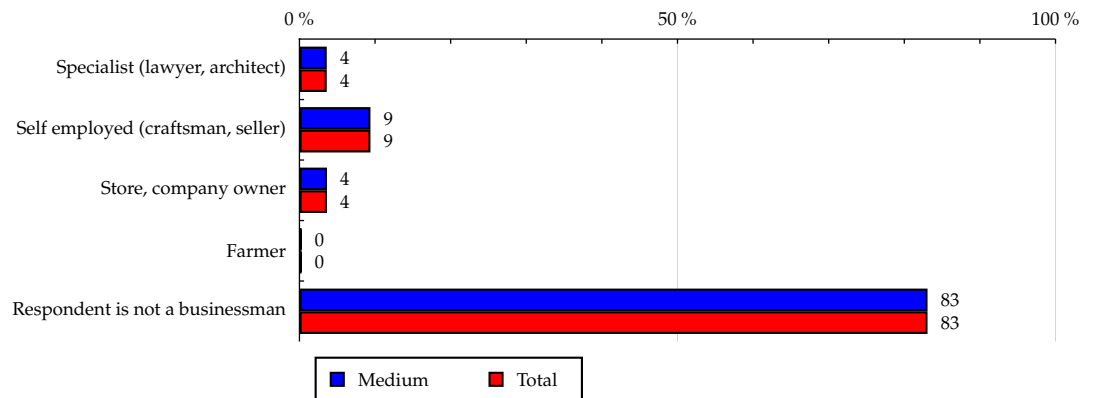
TOTAL

Table 20: Business Activities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Specialist (lawyer, architect)	3.61	200 153	97.70	2.90	184 291 440	89 957.14	100.00	3.61	200 153	2.90	184 291 440
Self employed (craftsman, seller)	9.39	520 848	97.70	9.58	609 441 617	114 318.28	100.00	9.39	520 848	9.58	609 441 617
Store, company owner	3.64	201 755	97.70	3.26	207 205 047	100 338.81	100.00	3.64	201 755	3.26	207 205 047
Farmer	0.28	15 790	97.70	0.33	20 826 599	128 856.84	100.00	0.28	15 790	0.33	20 826 599
Respondent is not a businessman	83.07	4 606 232	97.70	83.94	5 341 226 303	113 289.51	100.00	83.07	4 606 232	83.94	5 341 226 303

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

Chart 20: Business Activities by RU(%)



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

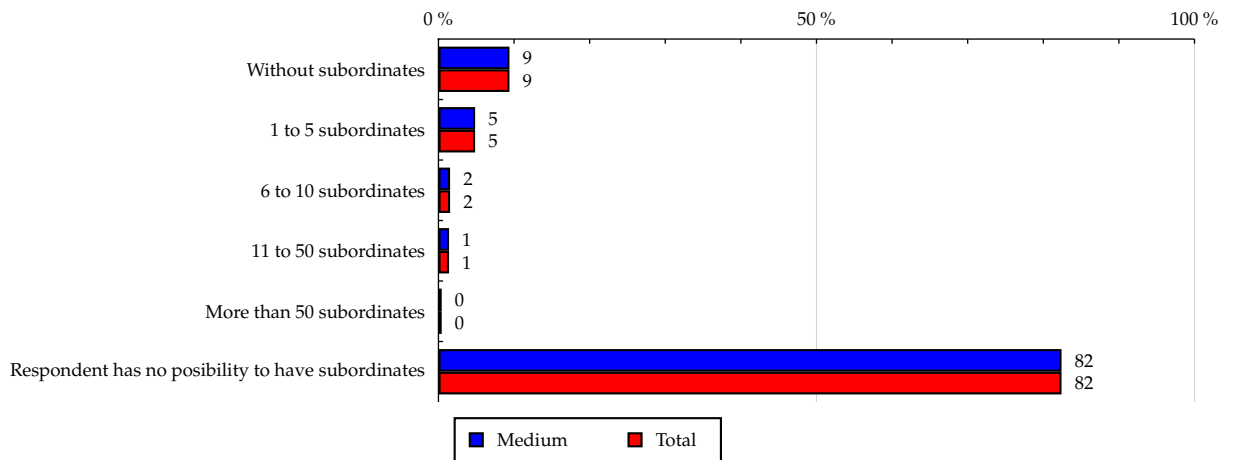
TOTAL

Table 21: Number of Subordinates

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Without subordinates	9.39	520 544	97.70	9.41	598 724 147	112 373.39	100.00	9.39	520 544	9.41	598 724 147
1 to 5 subordinates	4.85	268 672	97.70	4.51	286 825 956	104 301.40	100.00	4.85	268 672	4.51	286 825 956
6 to 10 subordinates	1.54	85 132	97.70	1.36	86 812 201	99 628.06	100.00	1.54	85 132	1.36	86 812 201
11 to 50 subordinates	1.40	77 465	97.70	1.09	69 458 537	87 601.56	100.00	1.40	77 465	1.09	69 458 537
More than 50 subordinates	0.43	23 706	97.70	0.28	17 849 888	73 564.50	100.00	0.43	23 706	0.28	17 849 888
Respondent has no possibility to have subordinates	82.41	4 569 260	97.70	83.35	5 303 320 278	113 395.69	100.00	82.41	4 569 260	83.35	5 303 320 278

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

Chart 21: Number of Subordinates by RU(%)



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

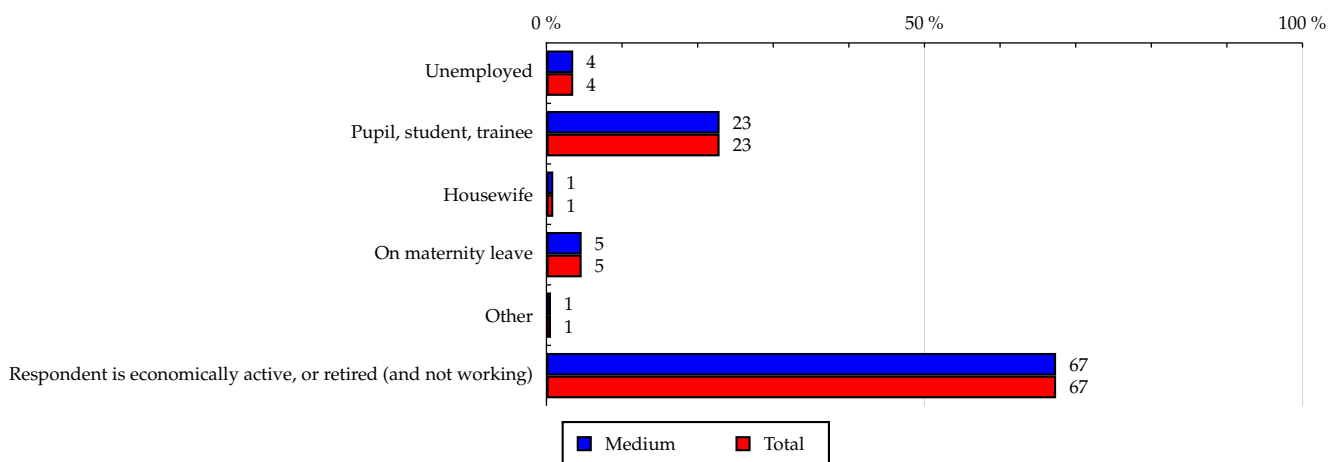
TOTAL

Table 22: Economically Inactive as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unemployed	3.54	196 011	97.70	4.23	269 039 052	134 099.77	100.00	3.54	196 011	4.23	269 039 052
Pupil, student, trainee	22.90	1 269 604	97.70	19.89	1 265 538 080	97 387.08	100.00	22.90	1 269 604	19.89	1 265 538 080
Housewife	0.90	49 765	97.70	1.08	68 614 093	134 702.44	100.00	0.90	49 765	1.08	68 614 093
On maternity leave	4.66	258 506	97.70	6.01	382 259 239	144 470.91	100.00	4.66	258 506	6.01	382 259 239
Other	0.60	33 393	97.70	0.87	55 549 229	162 523.88	100.00	0.60	33 393	0.87	55 549 229
Respondent is economically active, or retired (and not working)	67.41	3 737 498	97.70	67.92	4 321 991 313	112 978.91	100.00	67.41	3 737 498	67.92	4 321 991 313

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

Chart 22: Economically Inactive as by RU(%)



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

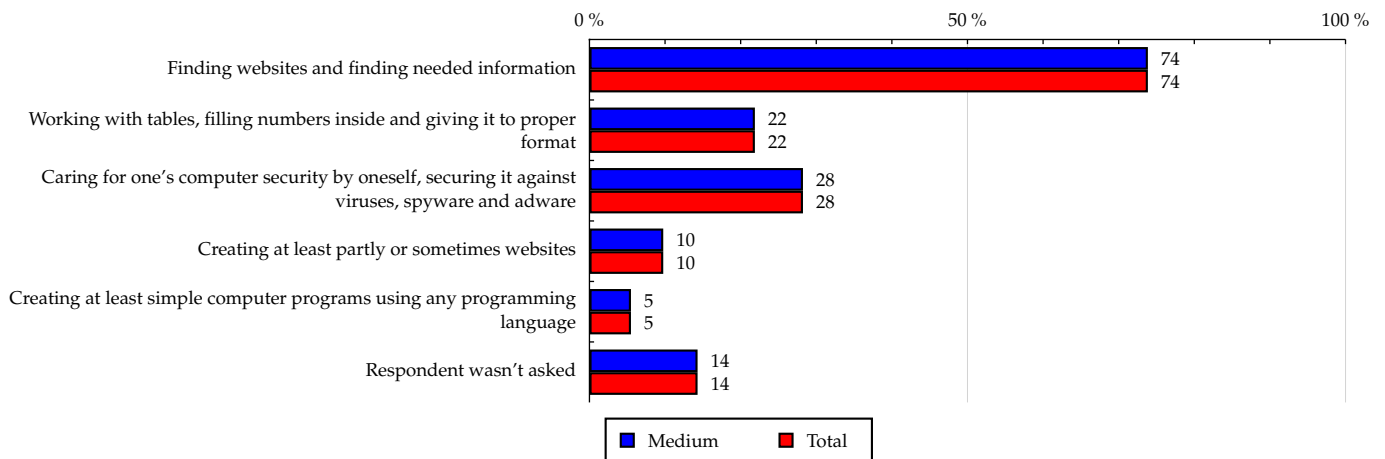
TOTAL

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	73.86	4 095 477	97.70	70.90	4 511 315 487	107 620.06	100.00	73.86	4 095 477	70.90	4 511 315 487
Working with tables, filling numbers inside and giving it to proper format	21.88	1 213 032	97.70	19.75	1 256 950 900	101 237.27	100.00	21.88	1 213 032	19.75	1 256 950 900
Caring for one's computer security by oneself, securing it against viruses, spyware and adware	28.24	1 566 120	97.70	28.82	1 833 796 992	114 398.56	100.00	28.24	1 566 120	28.82	1 833 796 992
Creating at least partly or sometimes websites	9.76	540 945	97.70	8.84	562 287 065	101 554.47	100.00	9.76	540 945	8.84	562 287 065
Creating at least simple computer programs using any programming language	5.49	304 146	97.70	4.66	296 552 551	95 260.65	100.00	5.49	304 146	4.66	296 552 551
Respondent wasn't asked	14.30	792 697	97.70	16.52	1 051 413 182	129 586.69	100.00	14.30	792 697	16.52	1 051 413 182

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

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



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

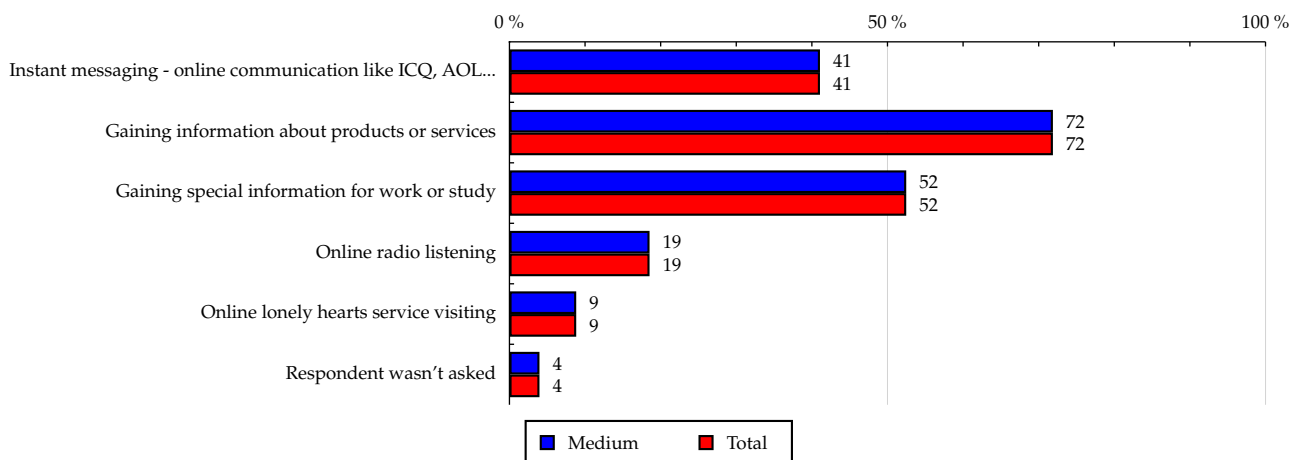
TOTAL

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...	41.07	2 277 087	97.70	42.08	2 677 728 894	114 889.79	100.00	41.07	2 277 087	42.08	2 677 728 894
Gaining information about products or services	71.88	3 985 413	97.70	73.36	4 668 103 279	114 435.72	100.00	71.88	3 985 413	73.36	4 668 103 279
Gaining special information for work or study	52.48	2 910 110	97.70	49.33	3 138 891 485	105 380.79	100.00	52.48	2 910 110	49.33	3 138 891 485
Online radio listening	18.53	1 027 190	97.70	18.84	1 198 848 548	114 027.03	100.00	18.53	1 027 190	18.84	1 198 848 548
Online lonely hearts service visiting	8.83	489 379	97.70	10.08	641 629 635	128 095.27	100.00	8.83	489 379	10.08	641 629 635
Respondent wasn't asked	3.97	219 882	97.70	4.76	303 062 270	134 659.22	100.00	3.97	219 882	4.76	303 062 270

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

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



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

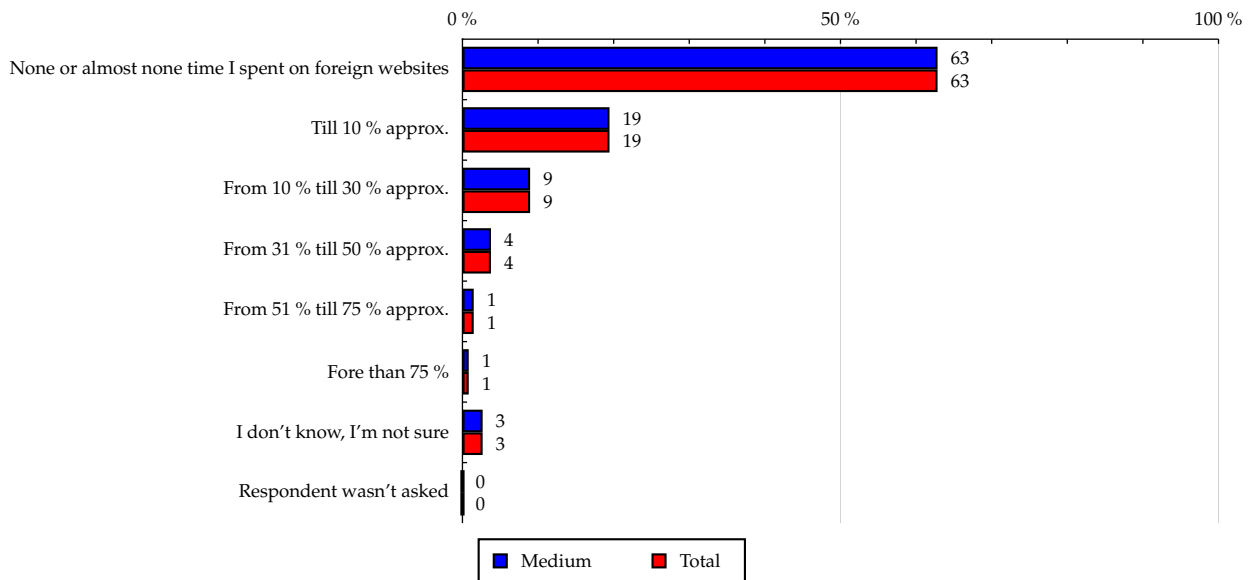
TOTAL

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	62.84	3 484 466	97.70	63.52	4 041 805 174	113 327.07	100.00	62.84	3 484 466	63.52	4 041 805 174
Till 10 % approx.	19.45	1 078 598	97.70	19.62	1 248 404 049	113 081.06	100.00	19.45	1 078 598	19.62	1 248 404 049
From 10 % till 30 % approx.	8.95	496 488	97.70	9.26	588 998 850	115 904.47	100.00	8.95	496 488	9.26	588 998 850
From 31 % till 50 % approx.	3.77	208 837	97.70	2.92	186 016 815	87 023.71	100.00	3.77	208 837	2.92	186 016 815
From 51 % till 75 % approx.	1.49	82 406	97.70	1.33	84 493 583	100 174.67	100.00	1.49	82 406	1.33	84 493 583
Fore than 75 %	0.83	46 051	97.70	0.66	41 952 871	89 004.17	100.00	0.83	46 051	0.66	41 952 871
I don't know, I'm not sure	2.67	147 931	97.70	2.69	171 319 664	113 146.20	100.00	2.67	147 931	2.69	171 319 664
Respondent wasn't asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, August 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

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

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

$$Affinity(\%) = Reach(\%)(\text{medium})(\text{chosen TG}) / Reach(\%)(\text{medium})(\text{TG All})$$

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".