

SPIR NetMonitor

Research on the Sociodemography of Internet Users in the Czech Republic

Medium title:

TOTAL

Month:

October 2010

Basic information	
The size of Internet population in the Czech Republic	6 070 598
Number of respondents	
Medium	N = 28 900
Total (for all measured media)	N = 28 900
RU(number)	5 930 973
Reach(%)	97.70
PV(number) (from Czech visitors)	6 825 202 129
PV(number) (from all visitors)	7 275 995 810
GRP (%)	112 430.47

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

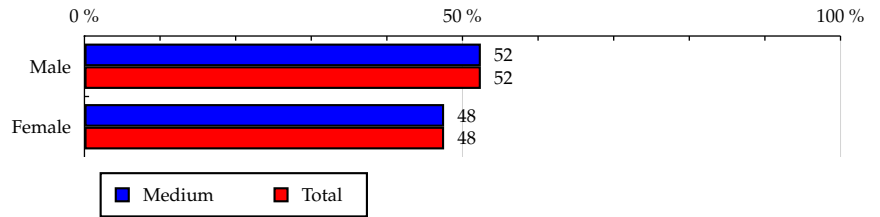
TOTAL

Table 1: Sex

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Male	52.43	3 109 847	97.70	53.20	3 630 967 153	114 071.66	100.00	52.43	3 109 847	53.20	3 630 967 153
Female	47.57	2 821 126	97.70	46.80	3 194 234 975	110 621.32	100.00	47.57	2 821 126	46.80	3 194 234 975

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

Chart 1: Sex by RU(%)



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

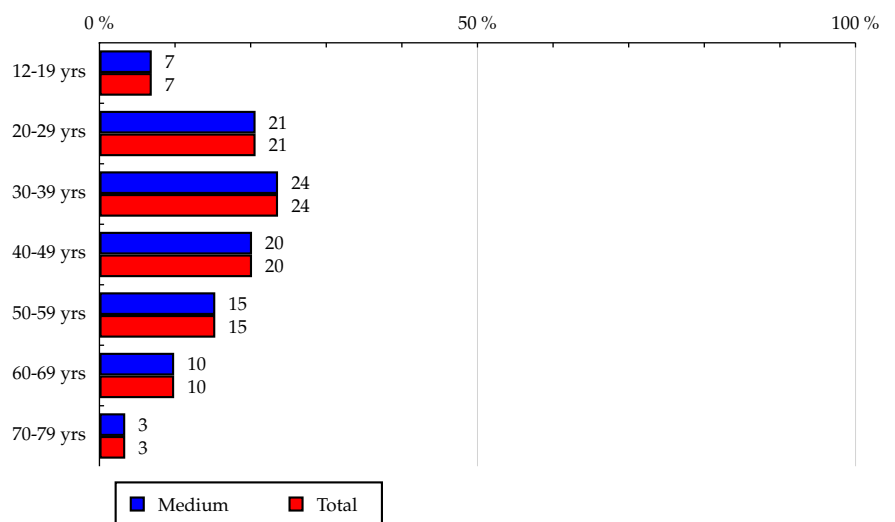
TOTAL

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	410 363	97.70	4.45	303 422 499	72 239.25	100.00	6.92	410 363	4.45	303 422 499
20-29 yrs	20.65	1 224 983	97.70	18.83	1 285 479 972	102 524.94	100.00	20.65	1 224 983	18.83	1 285 479 972
30-39 yrs	23.62	1 401 134	97.70	27.66	1 887 884 996	131 640.74	100.00	23.62	1 401 134	27.66	1 887 884 996
40-49 yrs	20.18	1 197 166	97.70	20.67	1 410 624 235	115 120.11	100.00	20.18	1 197 166	20.67	1 410 624 235
50-59 yrs	15.32	908 803	97.70	15.33	1 046 552 689	112 508.63	100.00	15.32	908 803	15.33	1 046 552 689
60-69 yrs	9.88	586 098	97.70	10.00	682 776 524	113 815.87	100.00	9.88	586 098	10.00	682 776 524
70-79 yrs	3.41	202 424	97.70	3.05	208 461 215	100 613.83	100.00	3.41	202 424	3.05	208 461 215

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

Chart 2: Age by RU(%)



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

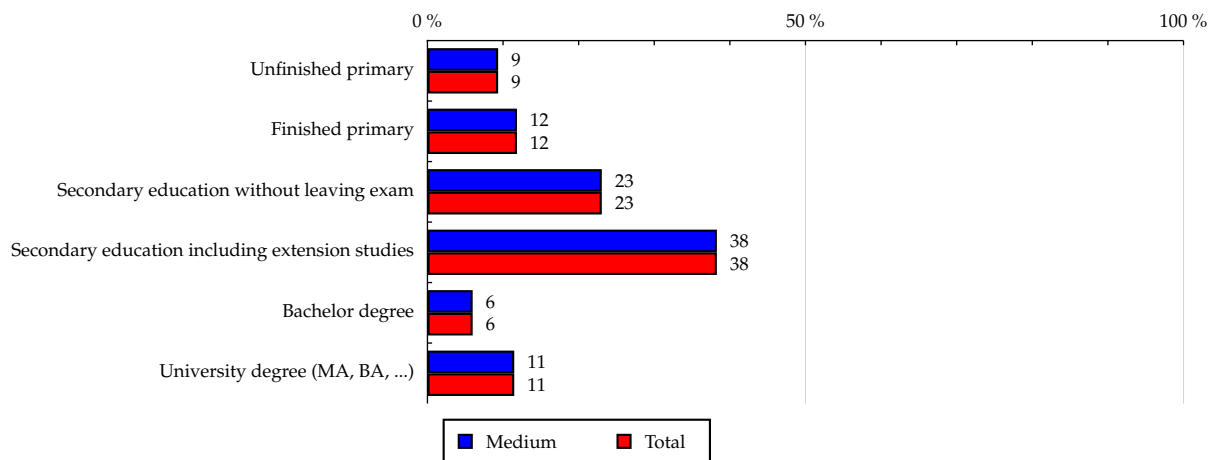
TOTAL

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	554 783	97.70	5.89	402 323 530	70 851.14	100.00	9.35	554 783	5.89	402 323 530
Finished primary	11.84	702 405	97.70	11.60	792 021 468	110 165.06	100.00	11.84	702 405	11.60	792 021 468
Secondary education without leaving exam	23.06	1 367 682	97.70	28.06	1 915 463 881	136 830.57	100.00	23.06	1 367 682	28.06	1 915 463 881
Secondary education including extension studies	38.28	2 270 555	97.70	38.68	2 639 757 525	113 586.46	100.00	38.28	2 270 555	38.68	2 639 757 525
Bachelor degree	5.98	354 434	97.70	6.29	429 106 910	118 283.34	100.00	5.98	354 434	6.29	429 106 910
University degree (MA, BA, ...)	11.48	681 113	97.70	9.47	646 528 814	92 739.15	100.00	11.48	681 113	9.47	646 528 814

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

Chart 3: Highest Education by RU(%)



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

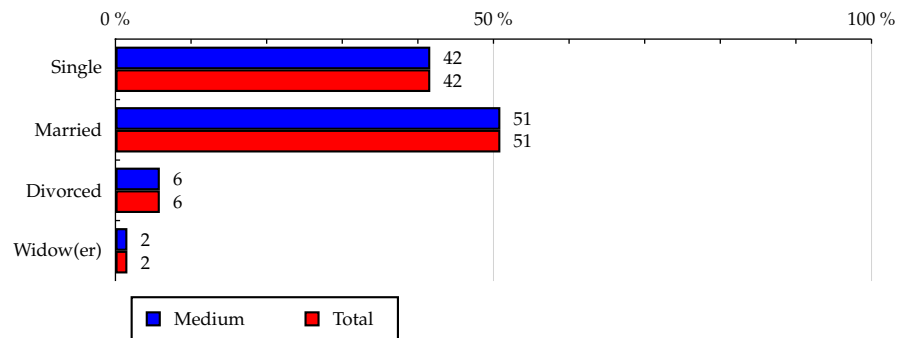
TOTAL

Table 4: Marital Status

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Single	41.64	2 469 731	97.70	39.59	2 701 836 580	106 881.85	100.00	41.64	2 469 731	39.59	2 701 836 580
Married	50.91	3 019 461	97.70	51.47	3 512 735 463	113 660.75	100.00	50.91	3 019 461	51.47	3 512 735 463
Divorced	5.87	348 029	97.70	7.27	496 070 257	139 258.49	100.00	5.87	348 029	7.27	496 070 257
Widow(er)	1.58	93 751	97.70	1.68	114 559 829	119 384.11	100.00	1.58	93 751	1.68	114 559 829

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

Chart 4: Marital Status by RU(%)



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

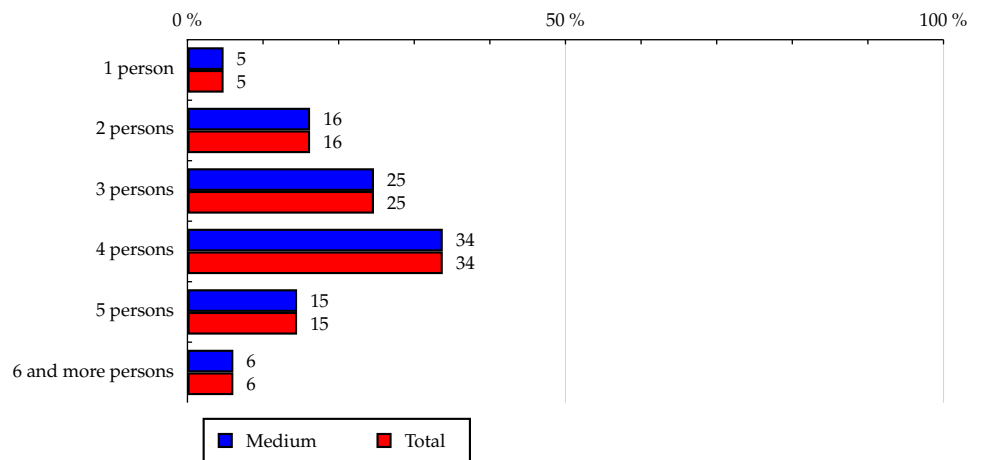
TOTAL

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	4.78	283 456	97.70	5.17	352 962 975	121 657.02	100.00	4.78	283 456	5.17	352 962 975
2 persons	16.22	961 897	97.70	17.33	1 182 711 921	120 128.08	100.00	16.22	961 897	17.33	1 182 711 921
3 persons	24.67	1 462 968	97.70	26.02	1 776 195 142	118 617.89	100.00	24.67	1 462 968	26.02	1 776 195 142
4 persons	33.77	2 002 725	97.70	32.31	2 204 891 377	107 562.34	100.00	33.77	2 002 725	32.31	2 204 891 377
5 persons	14.50	859 892	97.70	13.91	949 677 524	107 901.25	100.00	14.50	859 892	13.91	949 677 524
6 and more persons	6.07	360 032	97.70	5.26	358 763 190	97 355.60	100.00	6.07	360 032	5.26	358 763 190

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

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



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

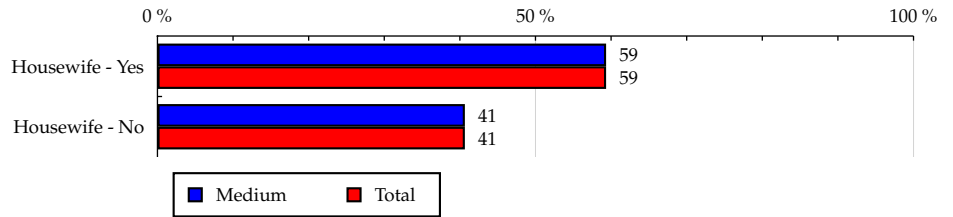
TOTAL

Table 6: Housewife

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Housewife - Yes	59.34	3 519 508	97.70	62.55	4 269 451 484	118 518.09	100.00	59.34	3 519 508	62.55	4 269 451 484
Housewife - No	40.66	2 411 465	97.70	37.45	2 555 750 644	103 545.66	100.00	40.66	2 411 465	37.45	2 555 750 644

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

Chart 6: Housewife by RU(%)



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

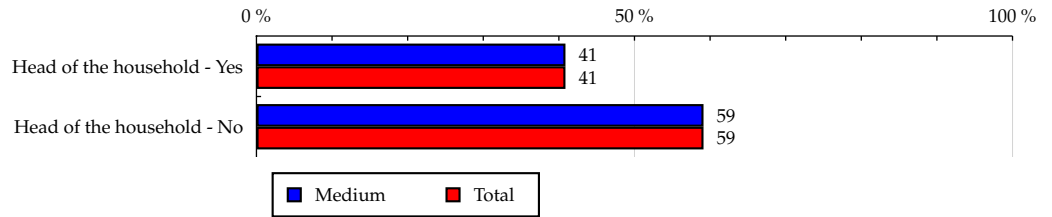
TOTAL

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	40.87	2 424 240	97.70	42.57	2 905 813 116	117 108.00	100.00	40.87	2 424 240	42.57	2 905 813 116
Head of the household - No	59.13	3 506 733	97.70	57.43	3 919 389 012	109 196.85	100.00	59.13	3 506 733	57.43	3 919 389 012

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

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



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

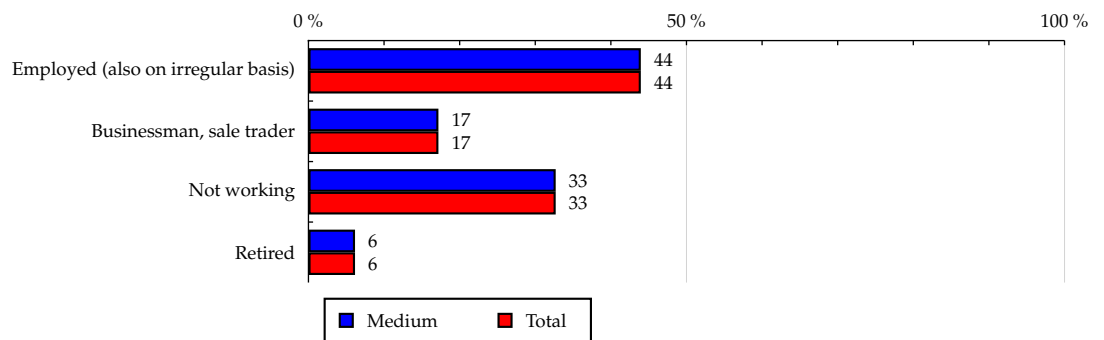
TOTAL

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)	43.96	2 606 995	97.70	45.40	3 098 723 781	116 128.06	100.00	43.96	2 606 995	45.40	3 098 723 781
Businessman, sale trader	17.19	1 019 551	97.70	16.82	1 148 173 233	110 025.38	100.00	17.19	1 019 551	16.82	1 148 173 233
Not working	32.70	1 939 223	97.70	30.56	2 085 486 225	105 068.86	100.00	32.70	1 939 223	30.56	2 085 486 225
Retired	6.16	365 204	97.70	7.22	492 818 890	131 839.73	100.00	6.16	365 204	7.22	492 818 890

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

Chart 8: Economic Activity by RU(%)



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

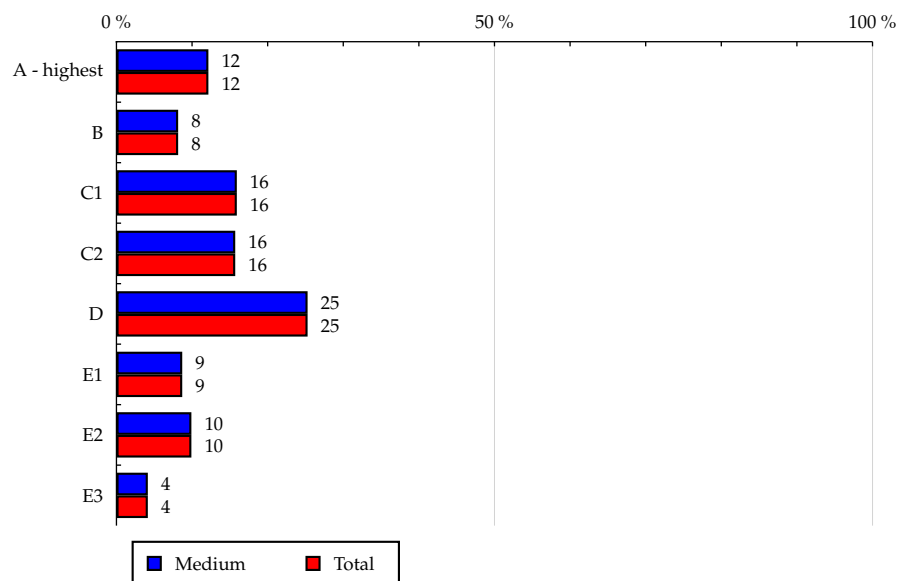
TOTAL

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	12.16	721 201	97.70	11.23	766 638 595	103 855.34	100.00	12.16	721 201	11.23	766 638 595
B	8.16	483 854	97.70	8.32	568 029 307	114 696.70	100.00	8.16	483 854	8.32	568 029 307
C1	15.92	944 223	97.70	15.63	1 066 806 673	110 383.87	100.00	15.92	944 223	15.63	1 066 806 673
C2	15.71	931 861	97.70	17.36	1 184 612 081	124 199.34	100.00	15.71	931 861	17.36	1 184 612 081
D	25.28	1 499 226	97.70	25.32	1 727 862 132	112 599.51	100.00	25.28	1 499 226	25.32	1 727 862 132
E1	8.70	516 187	97.70	8.99	613 714 463	116 159.08	100.00	8.70	516 187	8.99	613 714 463
E2	9.91	587 994	97.70	9.25	631 375 086	104 908.06	100.00	9.91	587 994	9.25	631 375 086
E3	4.15	246 425	97.70	3.90	266 163 791	105 525.47	100.00	4.15	246 425	3.90	266 163 791

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

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



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

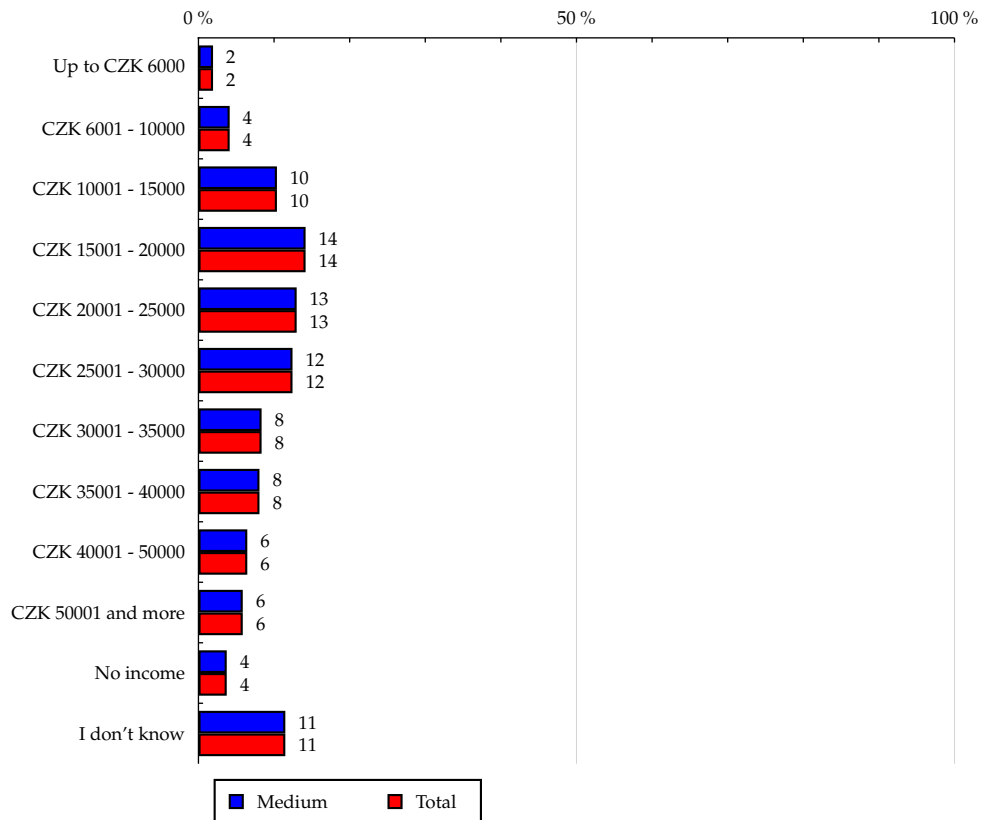
TOTAL

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	1.93	114 637	97.70	1.51	103 218 142	87 967.90	100.00	1.93	114 637	1.51	103 218 142
CZK 6001 - 10000	4.13	245 080	97.70	4.43	302 663 118	120 655.09	100.00	4.13	245 080	4.43	302 663 118
CZK 10001 - 15000	10.38	615 474	97.70	11.30	771 516 817	122 469.99	100.00	10.38	615 474	11.30	771 516 817
CZK 15001 - 20000	14.17	840 125	97.70	15.29	1 043 442 367	121 344.15	100.00	14.17	840 125	15.29	1 043 442 367
CZK 20001 - 25000	12.99	770 536	97.70	14.28	974 609 838	123 575.35	100.00	12.99	770 536	14.28	974 609 838
CZK 25001 - 30000	12.44	737 798	97.70	12.85	876 803 169	116 107.11	100.00	12.44	737 798	12.85	876 803 169
CZK 30001 - 35000	8.35	495 073	97.70	8.52	581 475 467	114 750.99	100.00	8.35	495 073	8.52	581 475 467
CZK 35001 - 40000	8.07	478 519	97.70	7.91	539 826 623	110 217.26	100.00	8.07	478 519	7.91	539 826 623
CZK 40001 - 50000	6.46	383 261	97.70	5.76	393 396 150	100 283.40	100.00	6.46	383 261	5.76	393 396 150
CZK 50001 and more	5.86	347 518	97.70	5.84	398 866 578	112 135.70	100.00	5.86	347 518	5.84	398 866 578
No income	3.74	221 681	97.70	2.68	182 775 870	80 553.44	100.00	3.74	221 681	2.68	182 775 870
I don't know	11.49	681 265	97.70	9.62	656 607 990	94 163.81	100.00	11.49	681 265	9.62	656 607 990

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

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



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

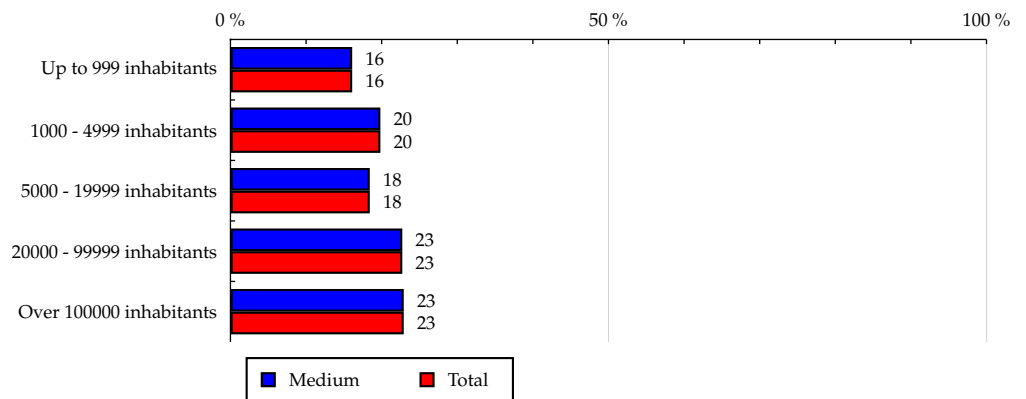
TOTAL

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	954 707	97.70	16.04	1 094 466 809	112 002.23	100.00	16.10	954 707	16.04	1 094 466 809
1000 - 4999 inhabitants	19.83	1 175 934	97.70	19.79	1 350 370 674	112 192.65	100.00	19.83	1 175 934	19.79	1 350 370 674
5000 - 19999 inhabitants	18.43	1 093 018	97.70	19.20	1 310 129 121	117 106.49	100.00	18.43	1 093 018	19.20	1 310 129 121
20000 - 99999 inhabitants	22.73	1 348 169	97.70	23.36	1 594 439 517	115 546.82	100.00	22.73	1 348 169	23.36	1 594 439 517
Over 100000 inhabitants	22.92	1 359 143	97.70	21.62	1 475 796 007	106 085.42	100.00	22.92	1 359 143	21.62	1 475 796 007

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

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



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

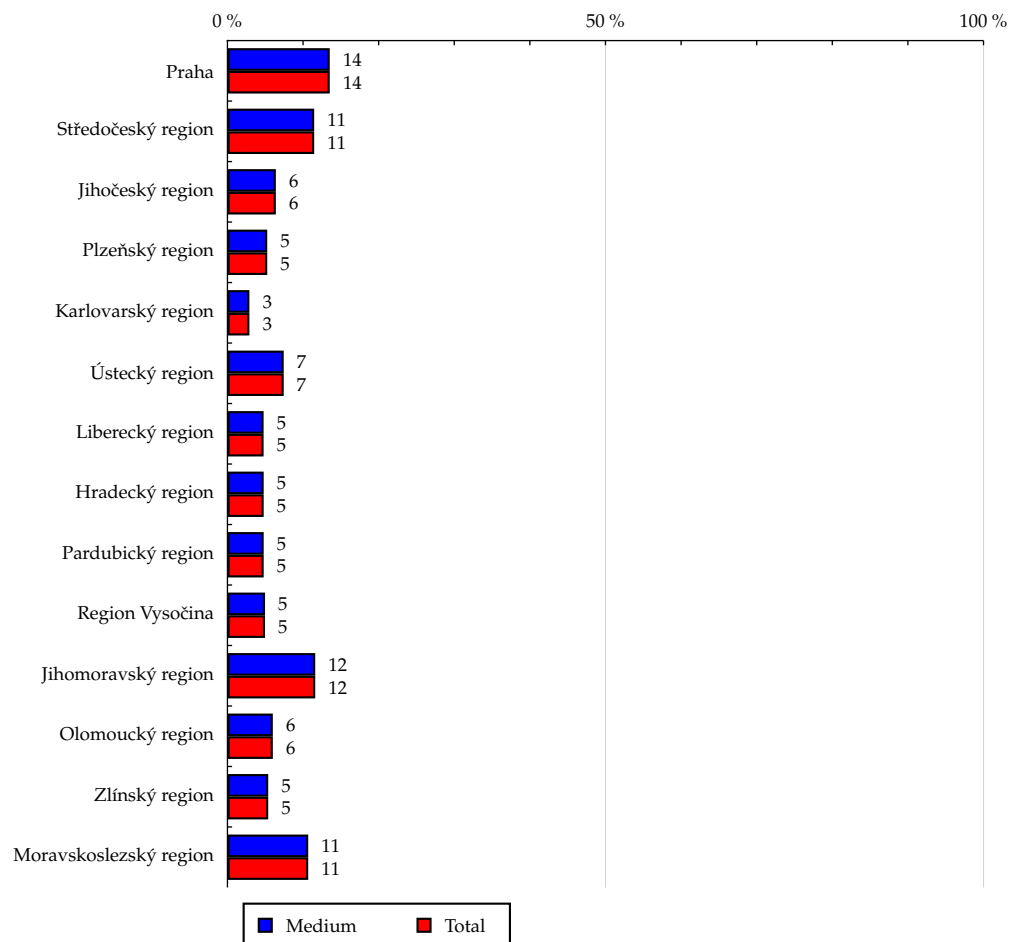
TOTAL

Table 12: Region

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Praha	13.53	802 638	97.70	12.76	871 209 275	106 046.64	100.00	13.53	802 638	12.76	871 209 275
Středočeský region	11.47	680 165	97.70	11.05	754 221 298	108 337.50	100.00	11.47	680 165	11.05	754 221 298
Jihočeský region	6.40	379 286	97.70	5.66	386 414 656	99 536.25	100.00	6.40	379 286	5.66	386 414 656
Plzeňský region	5.26	312 027	97.70	5.49	374 591 786	117 289.54	100.00	5.26	312 027	5.49	374 591 786
Karlovarský region	2.90	171 820	97.70	2.89	196 933 865	111 980.18	100.00	2.90	171 820	2.89	196 933 865
Ústecký region	7.44	441 205	97.70	8.39	572 397 734	126 750.95	100.00	7.44	441 205	8.39	572 397 734
Liberecký region	4.78	283 380	97.70	4.93	336 447 784	115 995.60	100.00	4.78	283 380	4.93	336 447 784
Hradecký region	4.79	284 212	97.70	4.44	302 989 418	104 154.87	100.00	4.79	284 212	4.44	302 989 418
Pardubický region	4.79	284 093	97.70	4.80	327 507 509	112 630.29	100.00	4.79	284 093	4.80	327 507 509
Region Vysočina	4.97	294 650	97.70	4.80	327 350 030	108 542.66	100.00	4.97	294 650	4.80	327 350 030
Jihomoravský region	11.61	688 645	97.70	11.54	787 892 260	111 780.33	100.00	11.61	688 645	11.54	787 892 260
Olomoucký region	6.00	355 680	97.70	6.36	434 303 256	119 296.31	100.00	6.00	355 680	6.36	434 303 256
Zlínský region	5.39	319 856	97.70	5.81	396 381 508	121 074.36	100.00	5.39	319 856	5.81	396 381 508
Moravskoslezský region	10.68	633 310	97.70	11.08	756 561 751	116 713.88	100.00	10.68	633 310	11.08	756 561 751

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

Chart 12: Region by RU(%)



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

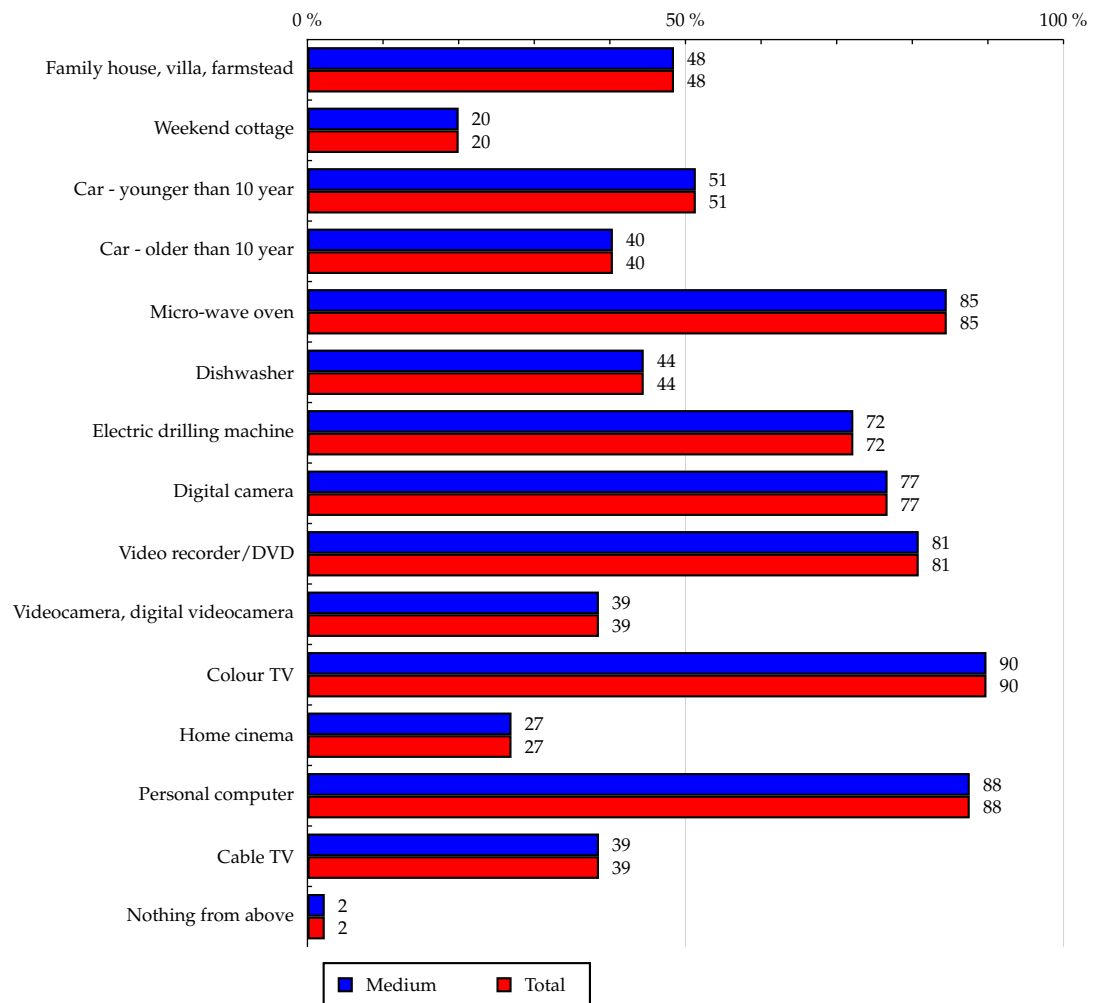
TOTAL

Table 13: Facilities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Family house, villa, farmstead	48.48	2 875 309	97.70	45.96	3 137 028 746	106 592.94	100.00	48.48	2 875 309	45.96	3 137 028 746
Weekend cottage	20.00	1 186 302	97.70	17.95	1 224 901 614	100 878.92	100.00	20.00	1 186 302	17.95	1 224 901 614
Car - younger than 10 year	51.37	3 046 505	97.70	48.52	3 311 924 009	106 211.86	100.00	51.37	3 046 505	48.52	3 311 924 009
Car - older than 10 year	40.40	2 396 297	97.70	41.95	2 862 953 676	116 726.13	100.00	40.40	2 396 297	41.95	2 862 953 676
Micro-wave oven	84.56	5 015 052	97.70	84.84	5 790 788 583	112 812.37	100.00	84.56	5 015 052	84.84	5 790 788 583
Dishwasher	44.48	2 638 218	97.70	40.36	2 754 882 724	102 020.36	100.00	44.48	2 638 218	40.36	2 754 882 724
Electric drilling machine	72.20	4 281 958	97.70	71.83	4 902 704 405	111 863.34	100.00	72.20	4 281 958	71.83	4 902 704 405
Digital camera	76.73	4 551 054	97.70	76.60	5 227 803 631	112 228.14	100.00	76.73	4 551 054	76.60	5 227 803 631
Video recorder/DVD	80.85	4 794 910	97.70	81.33	5 550 809 306	113 102.02	100.00	80.85	4 794 910	81.33	5 550 809 306
Videocamera, digital videocamera	38.55	2 286 226	97.70	37.32	2 547 217 408	108 853.22	100.00	38.55	2 286 226	37.32	2 547 217 408
Colour TV	89.81	5 326 487	97.70	90.26	6 160 445 939	112 996.71	100.00	89.81	5 326 487	90.26	6 160 445 939
Home cinema	26.99	1 600 692	97.70	28.25	1 928 055 114	117 680.94	100.00	26.99	1 600 692	28.25	1 928 055 114
Personal computer	87.60	5 195 503	97.70	88.07	6 010 746 449	113 030.41	100.00	87.60	5 195 503	88.07	6 010 746 449
Cable TV	38.56	2 286 966	97.70	39.41	2 689 656 834	114 903.08	100.00	38.56	2 286 966	39.41	2 689 656 834
Nothing from above	2.29	135 594	97.70	2.24	152 983 606	110 229.41	100.00	2.29	135 594	2.24	152 983 606

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

Chart 13: Facilities by RU(%)



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

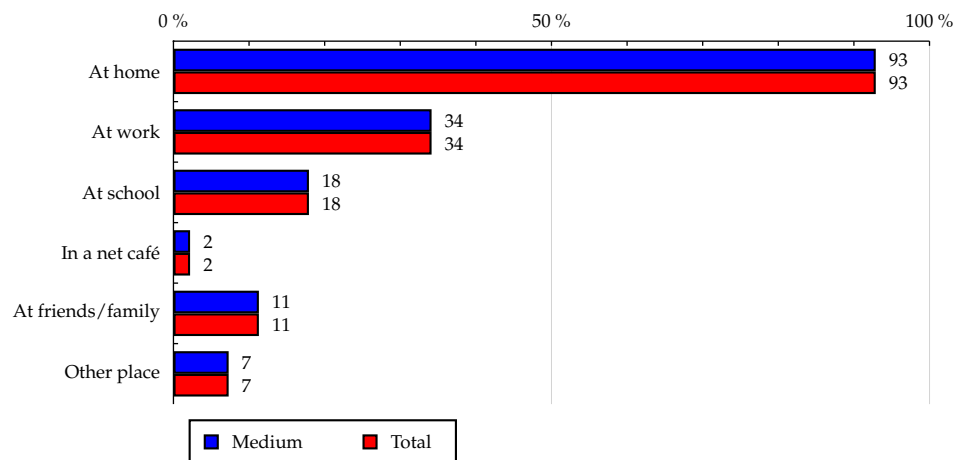
TOTAL

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	92.89	5 509 258	97.70	94.57	6 454 723 662	114 466.66	100.00	92.89	5 509 258	94.57	6 454 723 662
At work	34.14	2 024 675	97.70	30.67	2 093 511 295	101 021.65	100.00	34.14	2 024 675	30.67	2 093 511 295
At school	17.92	1 062 816	97.70	14.61	997 196 925	91 667.87	100.00	17.92	1 062 816	14.61	997 196 925
In a net café	2.20	130 222	97.70	2.03	138 213 500	103 695.55	100.00	2.20	130 222	2.03	138 213 500
At friends/family	11.30	669 998	97.70	10.27	700 968 298	102 216.04	100.00	11.30	669 998	10.27	700 968 298
Other place	7.30	432 910	97.70	6.62	452 140 387	102 039.91	100.00	7.30	432 910	6.62	452 140 387

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

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



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

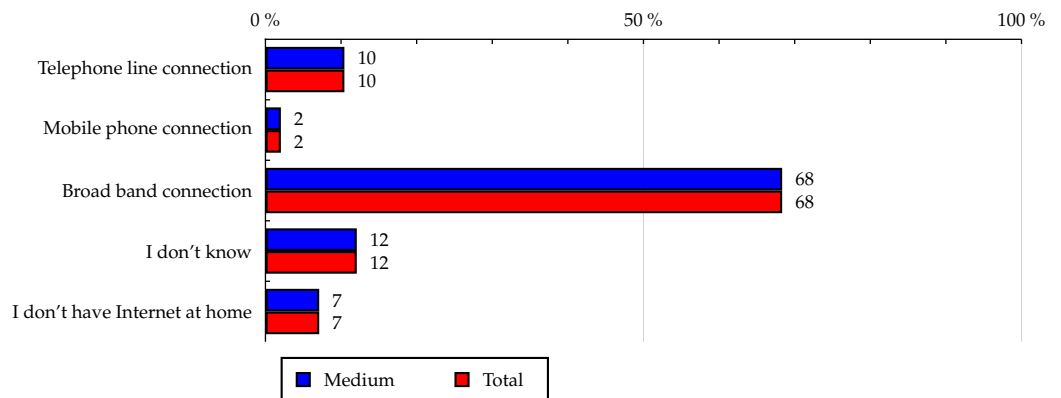
TOTAL

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	10.44	619 118	97.70	10.80	736 877 804	116 283.01	100.00	10.44	619 118	10.80	736 877 804
Mobile phone connection	2.04	120 793	97.70	1.64	111 693 916	90 339.81	100.00	2.04	120 793	1.64	111 693 916
Broad band connection	68.34	4 053 008	97.70	72.06	4 918 153 521	118 554.79	100.00	68.34	4 053 008	72.06	4 918 153 521
I don't know	12.08	716 337	97.70	10.08	687 998 421	93 834.82	100.00	12.08	716 337	10.08	687 998 421
I don't have Internet at home	7.11	421 715	97.70	5.43	370 478 466	85 829.87	100.00	7.11	421 715	5.43	370 478 466

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

Chart 15: Connection from Home by RU(%)



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

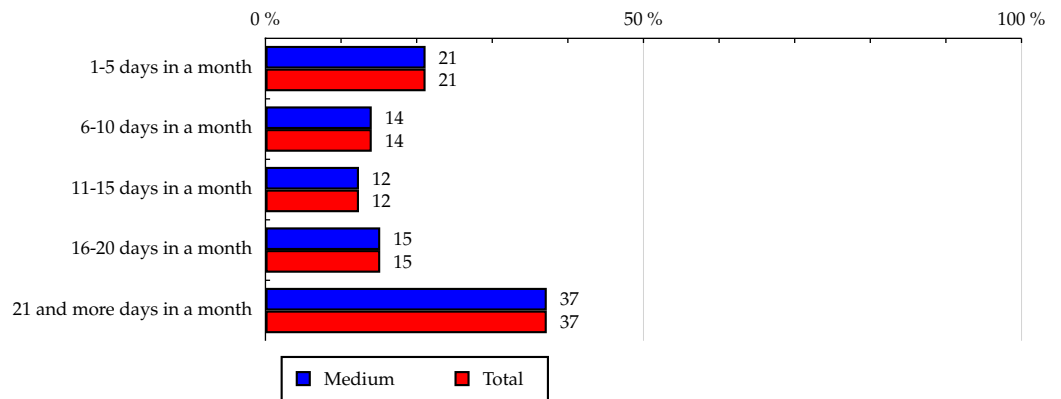
TOTAL

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	21.18	1 256 063	97.70	1.71	116 588 867	9 068.59	100.00	21.18	1 256 063	1.71	116 588 867
6-10 days in a month	14.06	833 820	97.70	2.96	202 054 369	23 675.02	100.00	14.06	833 820	2.96	202 054 369
11-15 days in a month	12.37	733 910	97.70	5.63	384 205 373	51 146.40	100.00	12.37	733 910	5.63	384 205 373
16-20 days in a month	15.18	900 175	97.70	13.84	944 926 441	102 557.00	100.00	15.18	900 175	13.84	944 926 441
21 and more days in a month	37.21	2 207 004	97.70	75.86	5 177 427 079	229 195.14	100.00	37.21	2 207 004	75.86	5 177 427 079

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

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



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

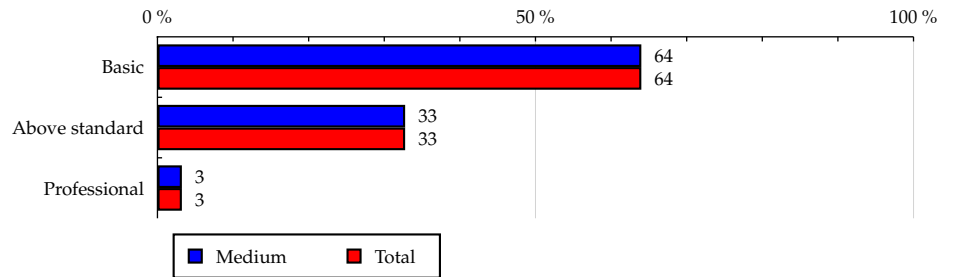
TOTAL

Table 17: IT Knowledge

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Basic	64.00	3 796 109	97.70	65.84	4 493 945 167	115 660.10	100.00	64.00	3 796 109	65.84	4 493 945 167
Above standard	32.76	1 943 154	97.70	31.29	2 135 643 697	107 378.19	100.00	32.76	1 943 154	31.29	2 135 643 697
Professional	3.23	191 710	97.70	2.87	195 613 265	99 689.03	100.00	3.23	191 710	2.87	195 613 265

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

Chart 17: IT Knowledge by RU(%)



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

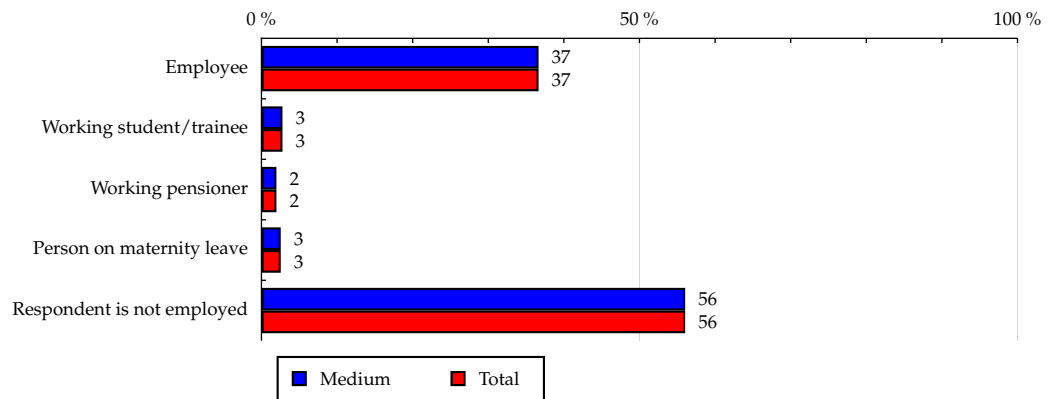
TOTAL

Table 18: Economically Active as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Employee	36.65	2 173 559	97.70	37.64	2 569 338 785	115 490.00	100.00	36.65	2 173 559	37.64	2 569 338 785
Working student/trainee	2.78	164 624	97.70	2.60	177 389 247	105 275.64	100.00	2.78	164 624	2.60	177 389 247
Working pensioner	1.98	117 315	97.70	2.13	145 455 224	121 134.72	100.00	1.98	117 315	2.13	145 455 224
Person on maternity leave	2.55	151 495	97.70	3.03	206 540 525	133 198.37	100.00	2.55	151 495	3.03	206 540 525
Respondent is not employed	56.04	3 323 978	97.70	54.60	3 726 478 348	109 530.46	100.00	56.04	3 323 978	54.60	3 726 478 348

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

Chart 18: Economically Active as by RU(%)



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

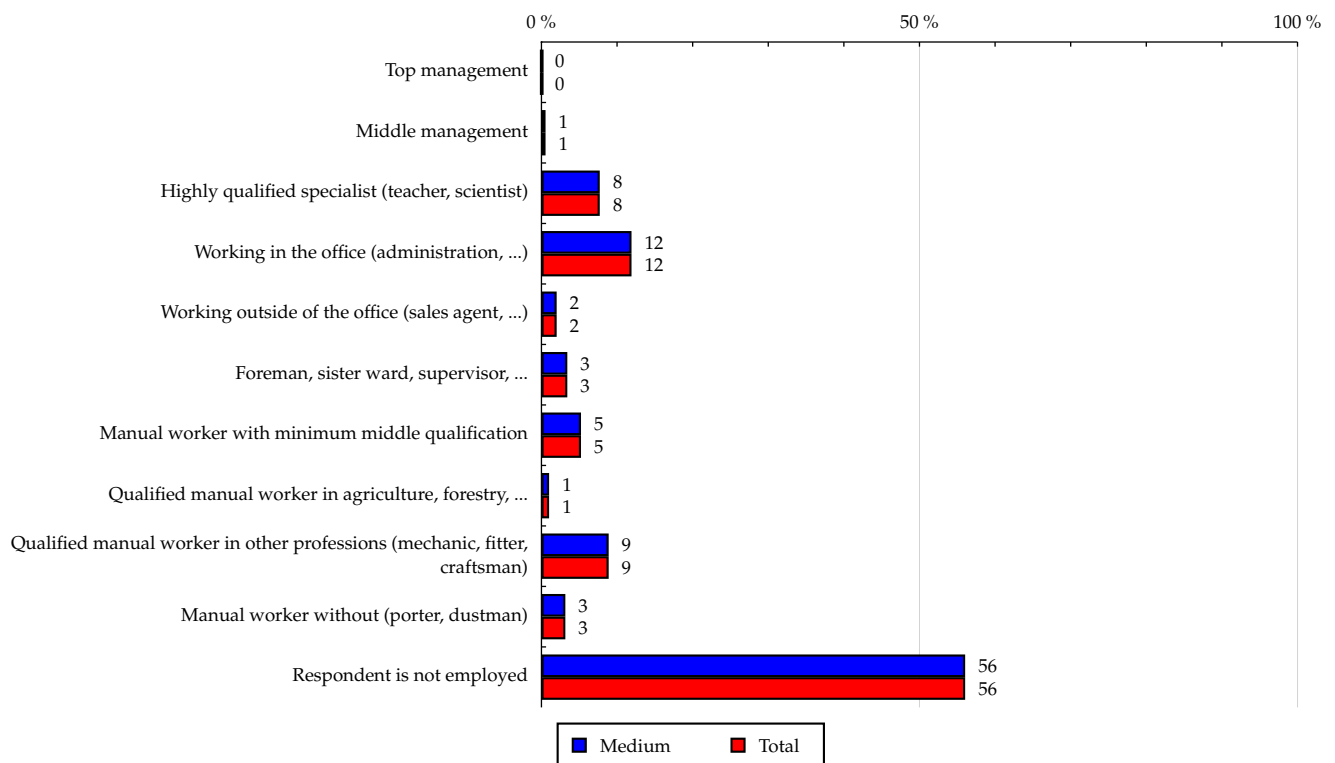
TOTAL

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	0.07	4 027	97.70	0.05	3 392 195	82 295.27	100.00	0.07	4 027	0.05	3 392 195
Middle management	0.54	32 142	97.70	0.43	29 503 257	89 676.57	100.00	0.54	32 142	0.43	29 503 257
Highly qualified specialist (teacher, scientist)	7.71	457 333	97.70	6.26	427 121 559	91 245.75	100.00	7.71	457 333	6.26	427 121 559
Working in the office (administration, ...)	11.91	706 291	97.70	11.37	776 170 212	107 366.13	100.00	11.91	706 291	11.37	776 170 212
Working outside of the office (sales agent, ...)	2.01	119 508	97.70	1.90	129 465 195	105 839.52	100.00	2.01	119 508	1.90	129 465 195
Foreman, sister ward, supervisor, ...	3.42	202 905	97.70	3.43	234 247 480	112 791.43	100.00	3.42	202 905	3.43	234 247 480
Manual worker with minimum middle qualification	5.23	310 330	97.70	5.99	408 692 631	128 667.10	100.00	5.23	310 330	5.99	408 692 631
Qualified manual worker in agriculture, forestry, ...	1.01	59 685	97.70	1.21	82 839 823	135 602.07	100.00	1.01	59 685	1.21	82 839 823
Qualified manual worker in other professions (mechanic, fitter, craftsman)	8.89	527 065	97.70	10.82	738 379 103	136 870.40	100.00	8.89	527 065	10.82	738 379 103
Manual worker without (porter, dustman)	3.16	187 704	97.70	3.94	268 912 325	139 968.54	100.00	3.16	187 704	3.94	268 912 325
Respondent is not employed	56.04	3 323 978	97.70	54.60	3 726 478 348	109 530.46	100.00	56.04	3 323 978	54.60	3 726 478 348

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

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



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

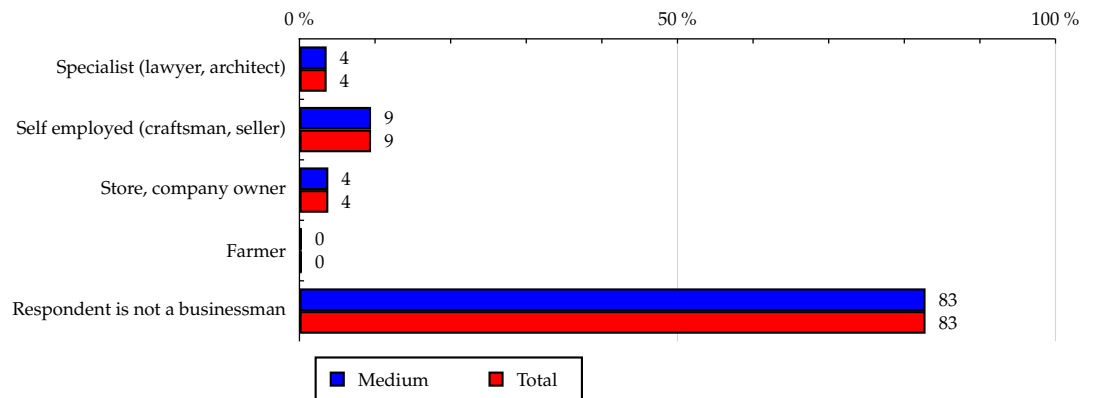
TOTAL

Table 20: Business Activities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Specialist (lawyer, architect)	3.60	213 521	97.70	2.89	197 569 727	90 401.16	100.00	3.60	213 521	2.89	197 569 727
Self employed (craftsman, seller)	9.47	561 639	97.70	10.19	695 794 213	121 036.81	100.00	9.47	561 639	10.19	695 794 213
Store, company owner	3.82	226 438	97.70	3.53	241 036 582	103 998.62	100.00	3.82	226 438	3.53	241 036 582
Farmer	0.30	17 951	97.70	0.20	13 772 710	74 955.22	100.00	0.30	17 951	0.20	13 772 710
Respondent is not a businessman	82.81	4 911 422	97.70	83.18	5 677 028 896	112 929.74	100.00	82.81	4 911 422	83.18	5 677 028 896

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

Chart 20: Business Activities by RU(%)



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

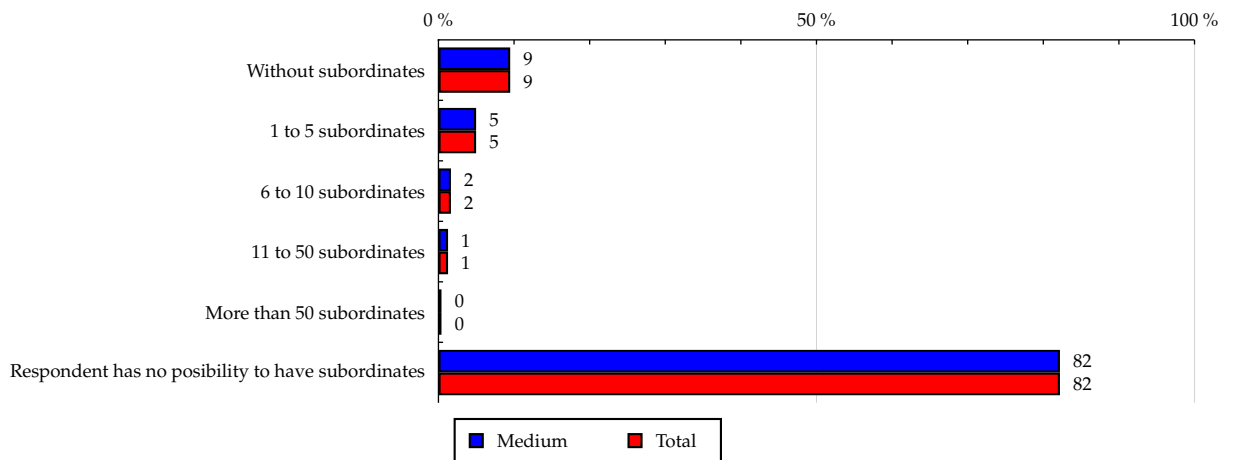
TOTAL

Table 21: Number of Subordinates

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Without subordinates	9.49	562 926	97.70	9.91	676 684 062	117 443.48	100.00	9.49	562 926	9.91	676 684 062
1 to 5 subordinates	4.98	295 532	97.70	4.69	320 035 624	105 800.39	100.00	4.98	295 532	4.69	320 035 624
6 to 10 subordinates	1.65	97 987	97.70	1.37	93 823 042	93 547.77	100.00	1.65	97 987	1.37	93 823 042
11 to 50 subordinates	1.27	75 567	97.70	1.10	74 871 277	96 799.59	100.00	1.27	75 567	1.10	74 871 277
More than 50 subordinates	0.40	23 707	97.70	0.23	15 654 680	64 515.00	100.00	0.40	23 707	0.23	15 654 680
Respondent has no possibility to have subordinates	82.20	4 875 252	97.70	82.70	5 644 133 444	113 108.36	100.00	82.20	4 875 252	82.70	5 644 133 444

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

Chart 21: Number of Subordinates by RU(%)



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

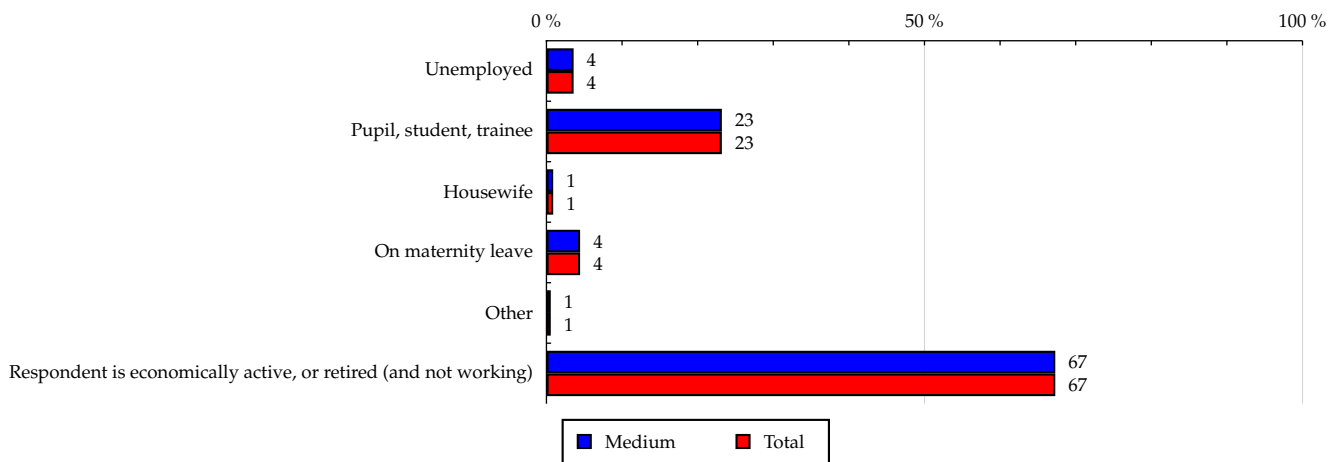
TOTAL

Table 22: Economically Inactive as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unemployed	3.59	212 692	97.70	4.35	296 715 846	136 296.30	100.00	3.59	212 692	4.35	296 715 846
Pupil, student, trainee	23.20	1 375 938	97.70	18.88	1 288 538 674	91 494.10	100.00	23.20	1 375 938	18.88	1 288 538 674
Housewife	0.89	52 629	97.70	1.04	70 957 538	131 724.67	100.00	0.89	52 629	1.04	70 957 538
On maternity leave	4.45	263 869	97.70	5.64	385 254 168	142 643.83	100.00	4.45	263 869	5.64	385 254 168
Other	0.57	34 094	97.70	0.64	44 019 999	126 140.85	100.00	0.57	34 094	0.64	44 019 999
Respondent is economically active, or retired (and not working)	67.30	3 991 750	97.70	69.44	4 739 715 904	116 006.81	100.00	67.30	3 991 750	69.44	4 739 715 904

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

Chart 22: Economically Inactive as by RU(%)



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

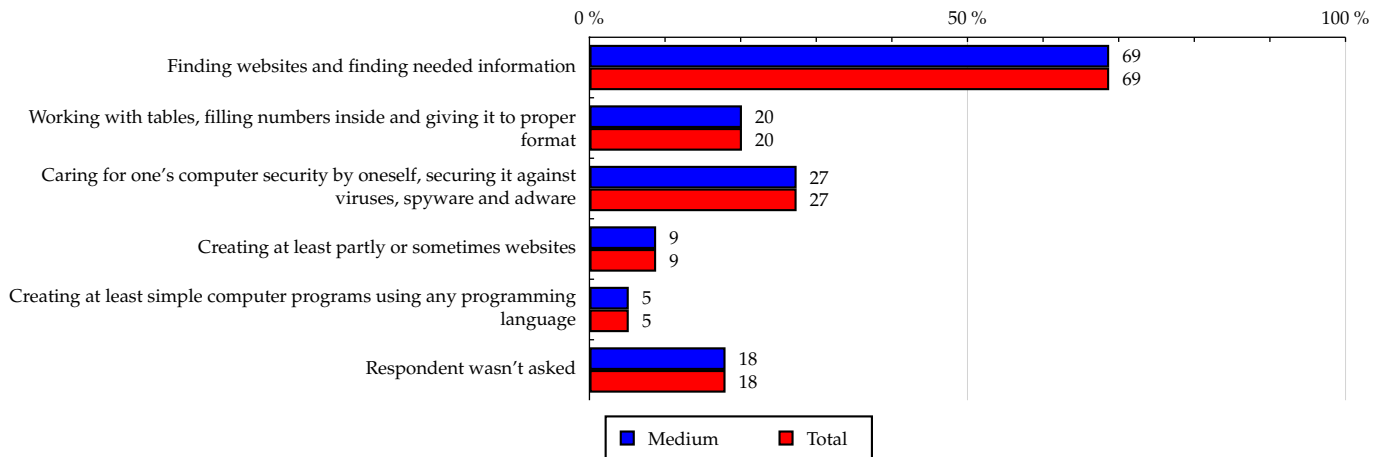
TOTAL

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	68.74	4 076 705	97.70	64.07	4 372 637 726	104 792.14	100.00	68.74	4 076 705	64.07	4 372 637 726
Working with tables, filling numbers inside and giving it to proper format	20.17	1 196 304	97.70	17.42	1 189 142 517	97 115.08	100.00	20.17	1 196 304	17.42	1 189 142 517
Caring for one's computer security by oneself, securing it against viruses, spyware and adware	27.40	1 624 959	97.70	27.92	1 905 502 868	114 567.55	100.00	27.40	1 624 959	27.92	1 905 502 868
Creating at least partly or sometimes websites	8.82	523 333	97.70	8.32	568 109 032	106 058.95	100.00	8.82	523 333	8.32	568 109 032
Creating at least simple computer programs using any programming language	5.20	308 648	97.70	4.91	334 777 620	105 970.97	100.00	5.20	308 648	4.91	334 777 620
Respondent wasn't asked	18.00	1 067 440	97.70	20.56	1 403 178 779	128 429.22	100.00	18.00	1 067 440	20.56	1 403 178 779

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

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



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

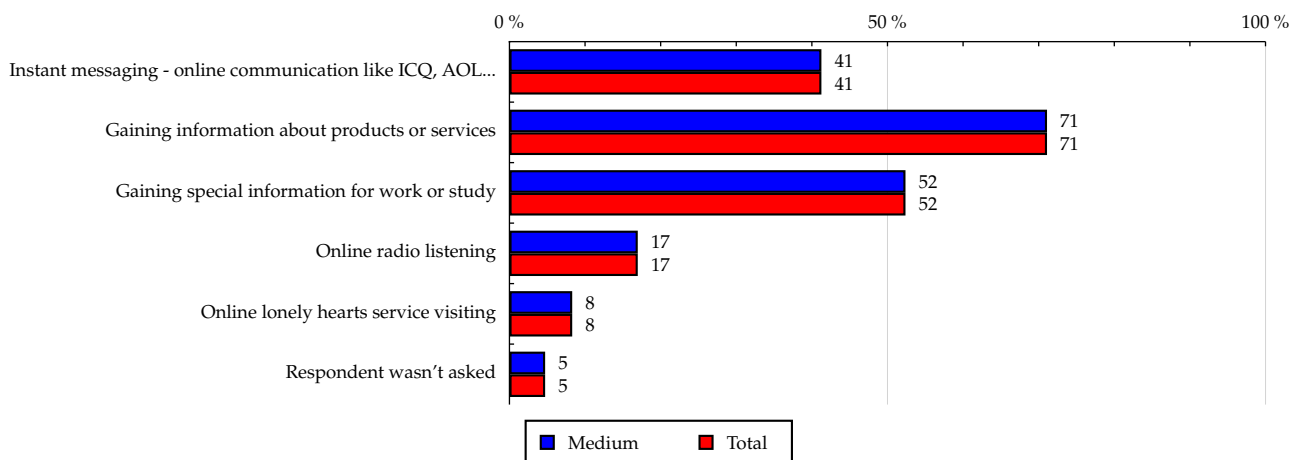
TOTAL

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...	41.26	2 447 072	97.70	41.78	2 851 671 158	113 853.71	100.00	41.26	2 447 072	41.78	2 851 671 158
Gaining information about products or services	71.10	4 216 721	97.70	73.86	5 041 135 456	116 801.38	100.00	71.10	4 216 721	73.86	5 041 135 456
Gaining special information for work or study	52.38	3 106 536	97.70	49.59	3 384 550 968	106 443.51	100.00	52.38	3 106 536	49.59	3 384 550 968
Online radio listening	16.97	1 006 335	97.70	16.40	1 119 628 343	108 698.97	100.00	16.97	1 006 335	16.40	1 119 628 343
Online lonely hearts service visiting	8.30	492 263	97.70	8.66	591 020 609	117 300.45	100.00	8.30	492 263	8.66	591 020 609
Respondent wasn't asked	4.72	280 030	97.70	5.42	369 606 853	128 952.18	100.00	4.72	280 030	5.42	369 606 853

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

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



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

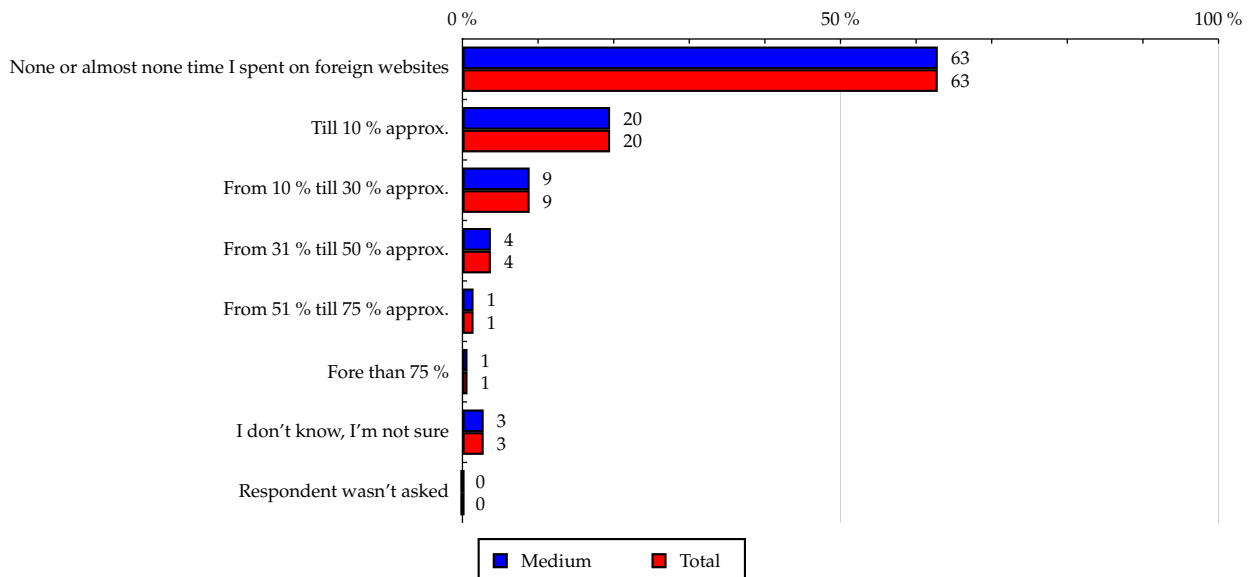
TOTAL

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	62.87	3 729 061	97.70	64.38	4 393 889 737	115 118.24	100.00	62.87	3 729 061	64.38	4 393 889 737
Till 10 % approx.	19.53	1 158 113	97.70	19.39	1 323 675 366	111 667.02	100.00	19.53	1 158 113	19.39	1 323 675 366
From 10 % till 30 % approx.	8.89	527 129	97.70	8.68	592 485 035	109 813.19	100.00	8.89	527 129	8.68	592 485 035
From 31 % till 50 % approx.	3.76	222 740	97.70	3.08	210 327 517	92 255.24	100.00	3.76	222 740	3.08	210 327 517
From 51 % till 75 % approx.	1.47	87 346	97.70	1.61	109 627 325	122 621.82	100.00	1.47	87 346	1.61	109 627 325
Fore than 75 %	0.67	39 781	97.70	0.48	32 744 661	80 418.32	100.00	0.67	39 781	0.48	32 744 661
I don't know, I'm not sure	2.81	166 800	97.70	2.38	162 452 489	95 153.04	100.00	2.81	166 800	2.38	162 452 489
Respondent wasn't asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



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