

SPiR NetMonitor

Research on the Sociodemography of Internet Users in the Czech Republic

Medium title:

TOTAL

Month:

December 2010

Basic information	
The size of Internet population in the Czech Republic	5 982 663
Number of respondents	
Medium	N = 27 600
Total (for all measured media)	N = 27 600
RU(number)	5 845 062
Reach(%)	97.70
PV(number) (from Czech visitors)	7 021 597 735
PV(number) (from all visitors)	7 477 764 081
GRP (%)	117 365.76

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

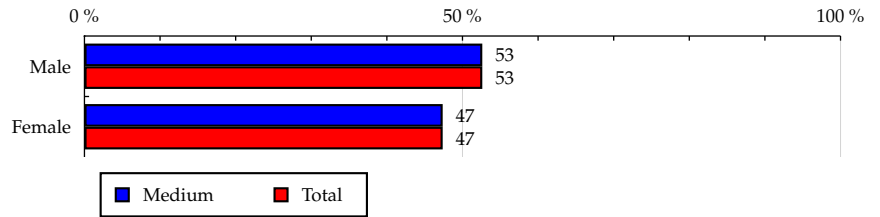
TOTAL

Table 1: Sex

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Male	52.62	3 075 731	97.70	54.56	3 831 199 831	121 697.32	100.00	52.62	3 075 731	54.56	3 831 199 831
Female	47.38	2 769 330	97.70	45.44	3 190 397 904	112 554.94	100.00	47.38	2 769 330	45.44	3 190 397 904

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

Chart 1: Sex by RU(%)



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

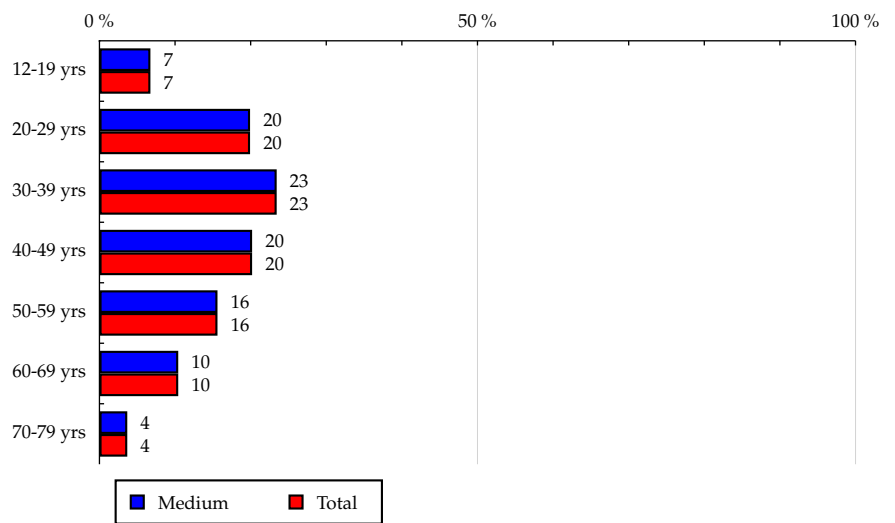
TOTAL

Table 2: Age

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
12-19 yrs	6.74	393 765	97.70	4.68	328 492 669	81 504.78	100.00	6.74	393 765	4.68	328 492 669
20-29 yrs	19.92	1 164 377	97.70	18.65	1 309 238 257	109 854.87	100.00	19.92	1 164 377	18.65	1 309 238 257
30-39 yrs	23.44	1 370 240	97.70	26.28	1 845 217 535	131 566.48	100.00	23.44	1 370 240	26.28	1 845 217 535
40-49 yrs	20.19	1 180 394	97.70	20.40	1 432 255 470	118 546.32	100.00	20.19	1 180 394	20.40	1 432 255 470
50-59 yrs	15.61	912 164	97.70	15.03	1 055 332 045	113 034.44	100.00	15.61	912 164	15.03	1 055 332 045
60-69 yrs	10.42	609 273	97.70	10.94	768 384 219	123 214.29	100.00	10.42	609 273	10.94	768 384 219
70-79 yrs	3.68	214 847	97.70	4.03	282 677 540	128 545.36	100.00	3.68	214 847	4.03	282 677 540

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

Chart 2: Age by RU(%)



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

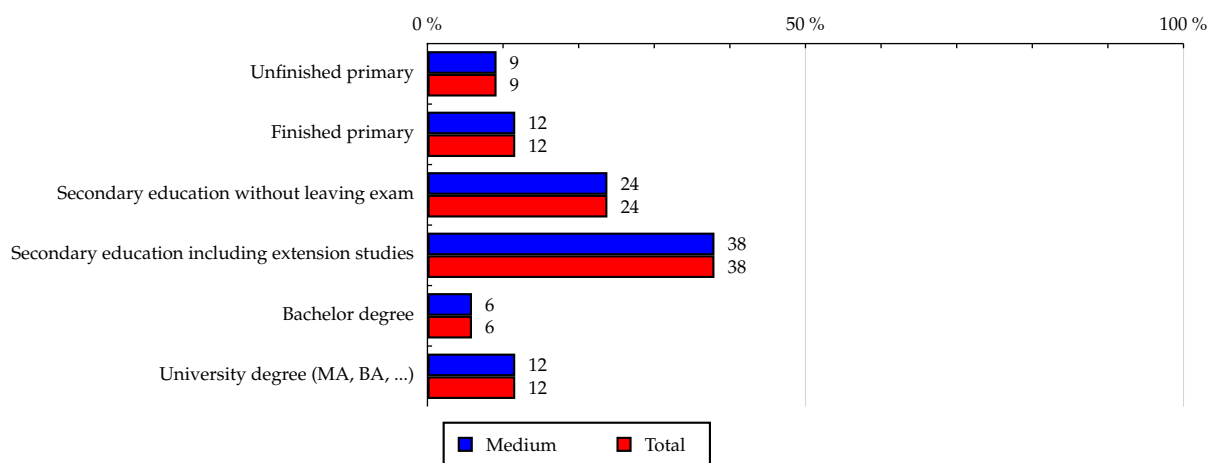
TOTAL

Table 3: Highest Education

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unfinished primary	9.14	534 003	97.70	6.40	449 381 942	82 217.82	100.00	9.14	534 003	6.40	449 381 942
Finished primary	11.61	678 436	97.70	10.94	767 850 564	110 576.37	100.00	11.61	678 436	10.94	767 850 564
Secondary education without leaving exam	23.80	1 391 183	97.70	29.14	2 046 293 777	143 707.04	100.00	23.80	1 391 183	29.14	2 046 293 777
Secondary education including extension studies	37.96	2 218 728	97.70	38.59	2 709 458 850	119 308.96	100.00	37.96	2 218 728	38.59	2 709 458 850
Bachelor degree	5.89	344 215	97.70	6.02	422 722 528	119 983.09	100.00	5.89	344 215	6.02	422 722 528
University degree (MA, BA, ...)	11.61	678 495	97.70	8.91	625 890 075	90 125.12	100.00	11.61	678 495	8.91	625 890 075

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

Chart 3: Highest Education by RU(%)



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

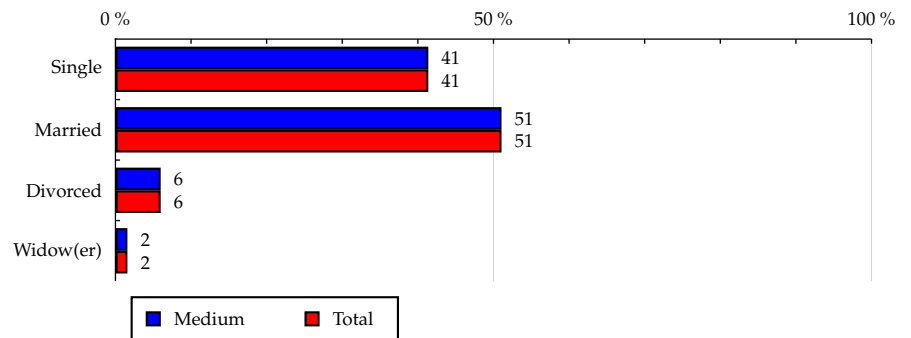
TOTAL

Table 4: Marital Status

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Single	41.38	2 418 788	97.70	40.14	2 818 133 843	113 830.41	100.00	41.38	2 418 788	40.14	2 818 133 843
Married	51.06	2 984 535	97.70	51.46	3 613 351 136	118 284.54	100.00	51.06	2 984 535	51.46	3 613 351 136
Divorced	5.98	349 660	97.70	6.79	476 907 876	133 254.52	100.00	5.98	349 660	6.79	476 907 876
Widow(er)	1.58	92 077	97.70	1.61	113 204 880	120 118.12	100.00	1.58	92 077	1.61	113 204 880

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

Chart 4: Marital Status by RU(%)



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

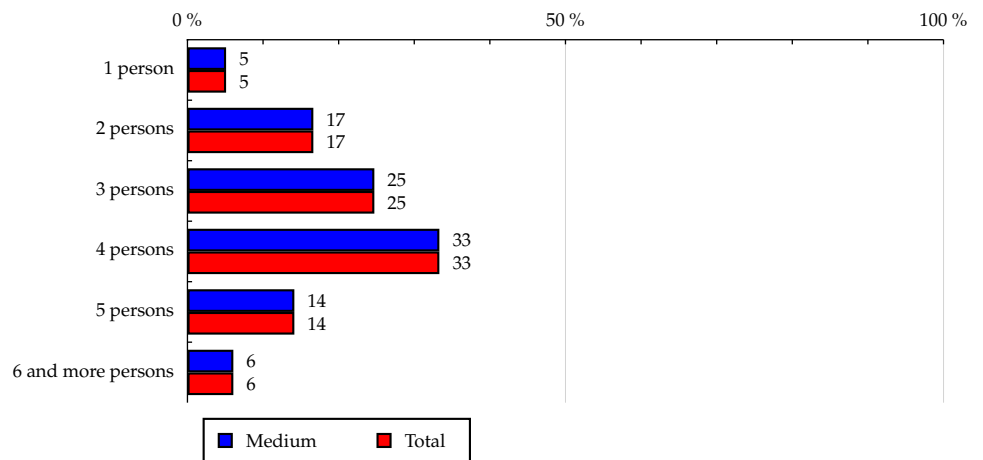
TOTAL

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	5.11	298 654	97.70	6.32	444 063 590	145 268.11	100.00	5.11	298 654	6.32	444 063 590
2 persons	16.65	973 120	97.70	17.01	1 194 042 329	119 880.27	100.00	16.65	973 120	17.01	1 194 042 329
3 persons	24.72	1 444 852	97.70	26.14	1 835 469 537	124 113.28	100.00	24.72	1 444 852	26.14	1 835 469 537
4 persons	33.32	1 947 447	97.70	32.13	2 256 335 197	113 196.33	100.00	33.32	1 947 447	32.13	2 256 335 197
5 persons	14.14	826 386	97.70	12.95	909 539 340	107 530.85	100.00	14.14	826 386	12.95	909 539 340
6 and more persons	6.07	354 600	97.70	5.44	382 147 743	105 289.95	100.00	6.07	354 600	5.44	382 147 743

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

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



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

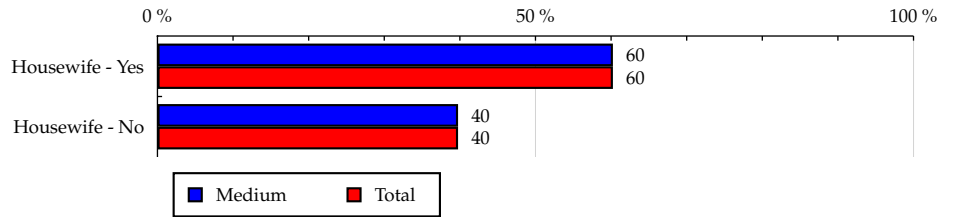
TOTAL

Table 6: Housewife

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Housewife - Yes	60.24	3 521 156	97.70	63.57	4 463 769 609	123 854.28	100.00	60.24	3 521 156	63.57	4 463 769 609
Housewife - No	39.76	2 323 905	97.70	36.43	2 557 828 126	107 534.42	100.00	39.76	2 323 905	36.43	2 557 828 126

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

Chart 6: Housewife by RU(%)



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

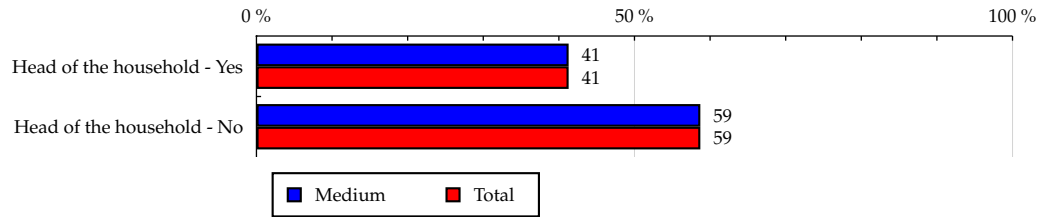
TOTAL

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	41.29	2 413 614	97.70	43.29	3 039 987 748	123 054.77	100.00	41.29	2 413 614	43.29	3 039 987 748
Head of the household - No	58.71	3 431 447	97.70	56.71	3 981 609 987	113 364.21	100.00	58.71	3 431 447	56.71	3 981 609 987

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

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



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

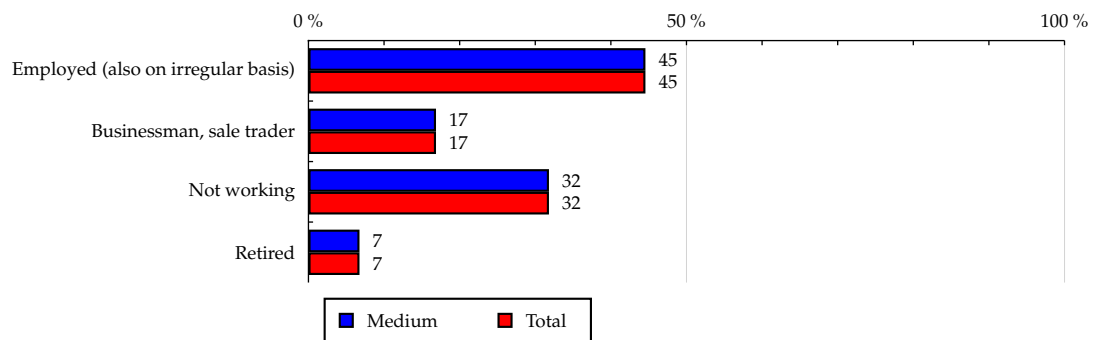
TOTAL

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)	44.57	2 605 133	97.70	44.40	3 117 900 933	116 930.24	100.00	44.57	2 605 133	44.40	3 117 900 933
Businessman, sale trader	16.87	985 860	97.70	16.57	1 163 242 371	115 278.82	100.00	16.87	985 860	16.57	1 163 242 371
Not working	31.81	1 859 316	97.70	30.31	2 128 377 671	111 838.16	100.00	31.81	1 859 316	30.31	2 128 377 671
Retired	6.75	394 751	97.70	8.72	612 076 761	151 487.39	100.00	6.75	394 751	8.72	612 076 761

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

Chart 8: Economic Activity by RU(%)



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

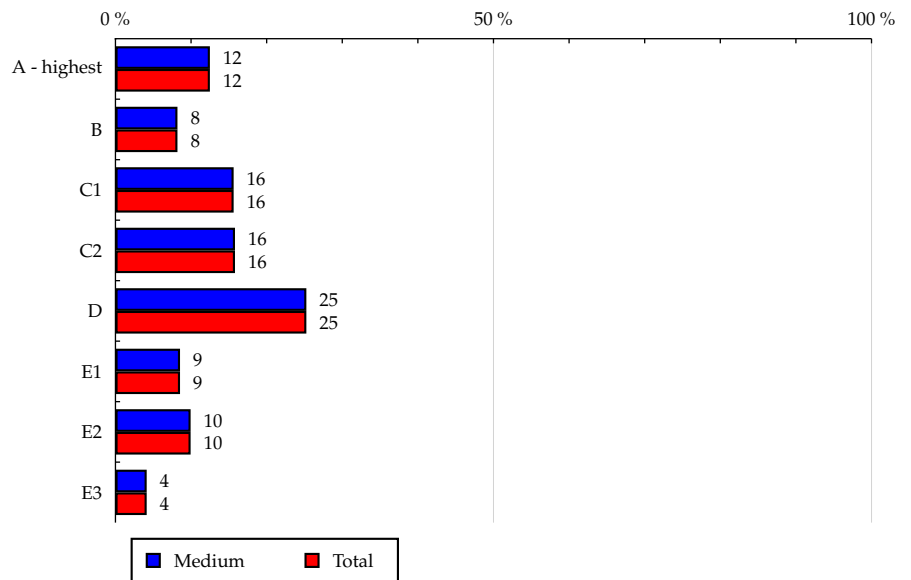
TOTAL

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	12.49	730 275	97.70	10.80	758 039 535	101 414.46	100.00	12.49	730 275	10.80	758 039 535
B	8.20	479 326	97.70	8.58	602 153 214	122 735.48	100.00	8.20	479 326	8.58	602 153 214
C1	15.63	913 797	97.70	15.49	1 087 448 428	116 266.11	100.00	15.63	913 797	15.49	1 087 448 428
C2	15.81	924 113	97.70	16.62	1 166 935 163	123 371.88	100.00	15.81	924 113	16.62	1 166 935 163
D	25.25	1 475 686	97.70	25.48	1 788 827 358	118 431.98	100.00	25.25	1 475 686	25.48	1 788 827 358
E1	8.54	499 347	97.70	9.67	679 214 352	132 891.98	100.00	8.54	499 347	9.67	679 214 352
E2	9.94	580 885	97.70	9.64	676 596 876	113 797.79	100.00	9.94	580 885	9.64	676 596 876
E3	4.13	241 630	97.70	3.74	262 382 809	106 091.08	100.00	4.13	241 630	3.74	262 382 809

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

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



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

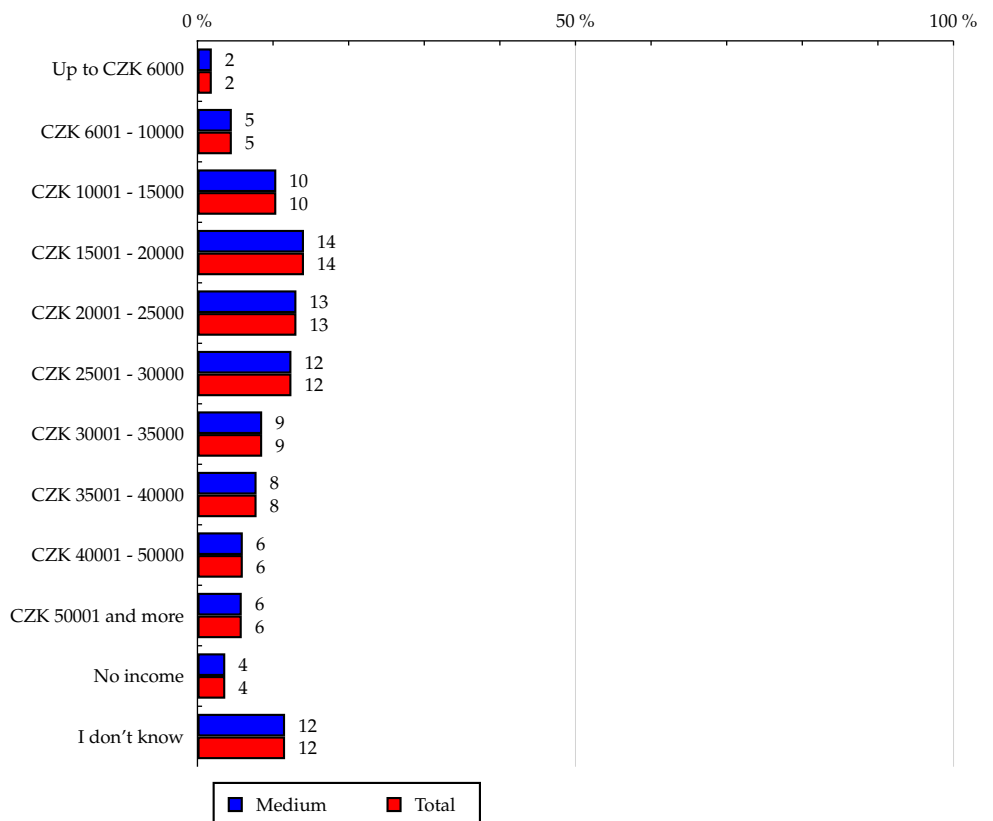
TOTAL

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	111 309	97.70	1.70	119 598 505	104 975.78	100.00	1.90	111 309	1.70	119 598 505
CZK 6001 - 10000	4.55	266 028	97.70	5.58	391 862 736	143 912.93	100.00	4.55	266 028	5.58	391 862 736
CZK 10001 - 15000	10.43	609 554	97.70	11.91	836 005 680	133 995.72	100.00	10.43	609 554	11.91	836 005 680
CZK 15001 - 20000	14.09	823 748	97.70	15.44	1 083 794 278	128 542.50	100.00	14.09	823 748	15.44	1 083 794 278
CZK 20001 - 25000	13.09	765 044	97.70	13.96	979 938 208	125 143.02	100.00	13.09	765 044	13.96	979 938 208
CZK 25001 - 30000	12.43	726 598	97.70	12.40	870 480 789	117 046.65	100.00	12.43	726 598	12.40	870 480 789
CZK 30001 - 35000	8.56	500 112	97.70	8.08	567 400 142	110 845.07	100.00	8.56	500 112	8.08	567 400 142
CZK 35001 - 40000	7.82	456 999	97.70	7.17	503 244 456	107 586.43	100.00	7.82	456 999	7.17	503 244 456
CZK 40001 - 50000	6.00	350 926	97.70	5.47	384 126 561	106 943.19	100.00	6.00	350 926	5.47	384 126 561
CZK 50001 and more	5.86	342 489	97.70	5.27	370 346 594	105 646.66	100.00	5.86	342 489	5.27	370 346 594
No income	3.68	214 944	97.70	2.77	194 336 006	88 332.74	100.00	3.68	214 944	2.77	194 336 006
I don't know	11.59	677 304	97.70	10.26	720 463 780	103 925.64	100.00	11.59	677 304	10.26	720 463 780

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

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



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

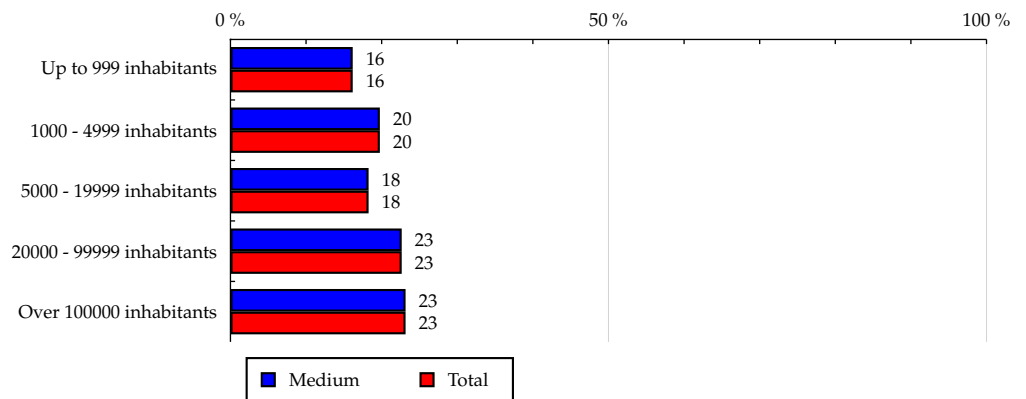
TOTAL

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	16.17	945 250	97.70	16.07	1 128 327 752	116 622.64	100.00	16.17	945 250	16.07	1 128 327 752
1000 - 4999 inhabitants	19.76	1 154 739	97.70	19.89	1 396 356 250	118 142.72	100.00	19.76	1 154 739	19.89	1 396 356 250
5000 - 19999 inhabitants	18.27	1 067 648	97.70	19.13	1 343 302 121	122 924.97	100.00	18.27	1 067 648	19.13	1 343 302 121
20000 - 99999 inhabitants	22.65	1 323 777	97.70	23.76	1 668 545 880	123 145.23	100.00	22.65	1 323 777	23.76	1 668 545 880
Over 100000 inhabitants	23.16	1 353 646	97.70	21.15	1 485 065 732	107 185.26	100.00	23.16	1 353 646	21.15	1 485 065 732

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

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



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

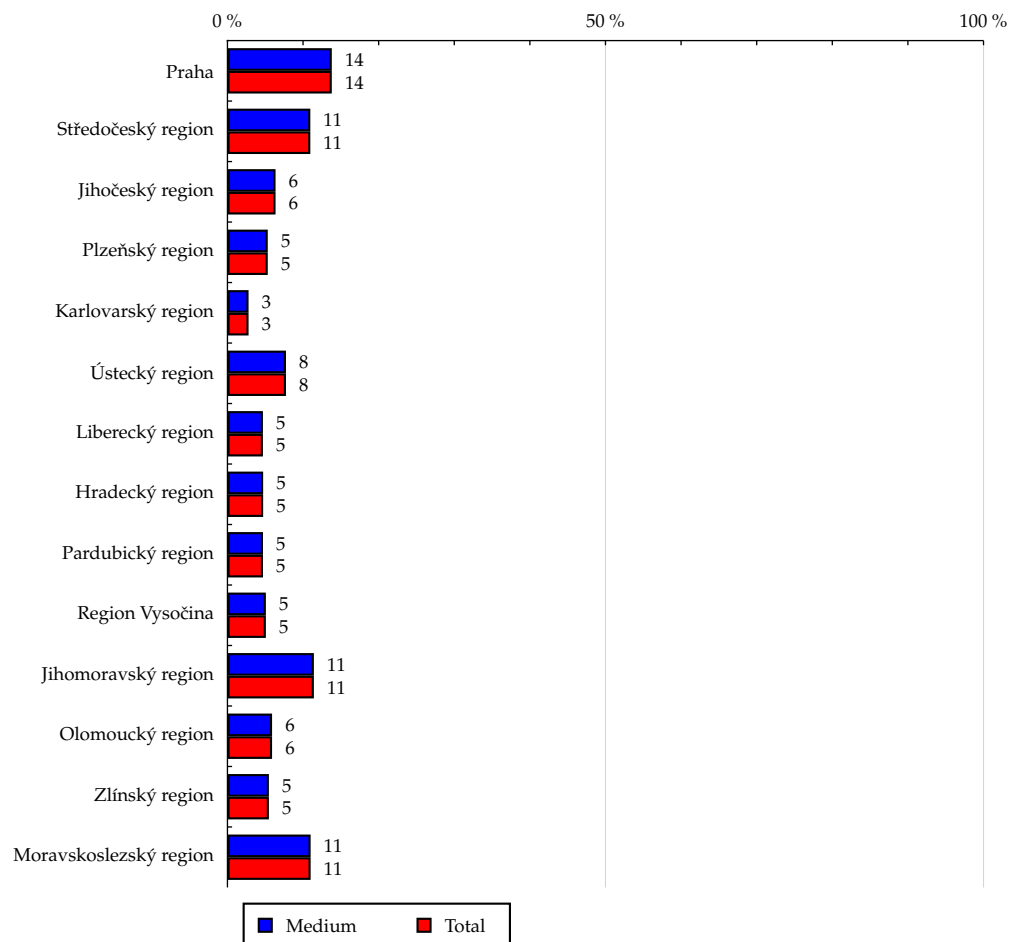
TOTAL

Table 12: Region

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Praha	13.80	806 498	97.70	12.28	862 453 258	104 478.48	100.00	13.80	806 498	12.28	862 453 258
Středočeský region	10.96	640 849	97.70	10.78	756 766 408	115 372.07	100.00	10.96	640 849	10.78	756 766 408
Jihočeský region	6.36	371 741	97.70	5.78	405 628 794	106 606.04	100.00	6.36	371 741	5.78	405 628 794
Plzeňský region	5.33	311 654	97.70	5.70	400 565 375	125 572.69	100.00	5.33	311 654	5.70	400 565 375
Karlovarský region	2.79	162 838	97.70	2.58	181 302 567	108 777.80	100.00	2.79	162 838	2.58	181 302 567
Ústecký region	7.74	452 287	97.70	8.27	580 834 703	125 467.99	100.00	7.74	452 287	8.27	580 834 703
Liberecký region	4.69	274 303	97.70	4.74	332 713 797	118 504.13	100.00	4.69	274 303	4.74	332 713 797
Hradecký region	4.72	276 115	97.70	4.99	350 631 051	124 066.32	100.00	4.72	276 115	4.99	350 631 051
Pardubický region	4.70	274 947	97.70	4.70	329 977 221	117 254.46	100.00	4.70	274 947	4.70	329 977 221
Region Vysočina	5.08	297 158	97.70	5.15	361 820 142	118 959.67	100.00	5.08	297 158	5.15	361 820 142
Jihomoravský region	11.43	668 029	97.70	11.41	801 039 209	117 152.89	100.00	11.43	668 029	11.41	801 039 209
Olomoucký region	5.90	344 913	97.70	5.93	416 432 865	117 958.69	100.00	5.90	344 913	5.93	416 432 865
Zlínský region	5.48	320 597	97.70	5.62	394 786 875	120 308.89	100.00	5.48	320 597	5.62	394 786 875
Moravskoslezský region	11.00	643 129	97.70	12.06	846 645 470	128 616.91	100.00	11.00	643 129	12.06	846 645 470

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

Chart 12: Region by RU(%)



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

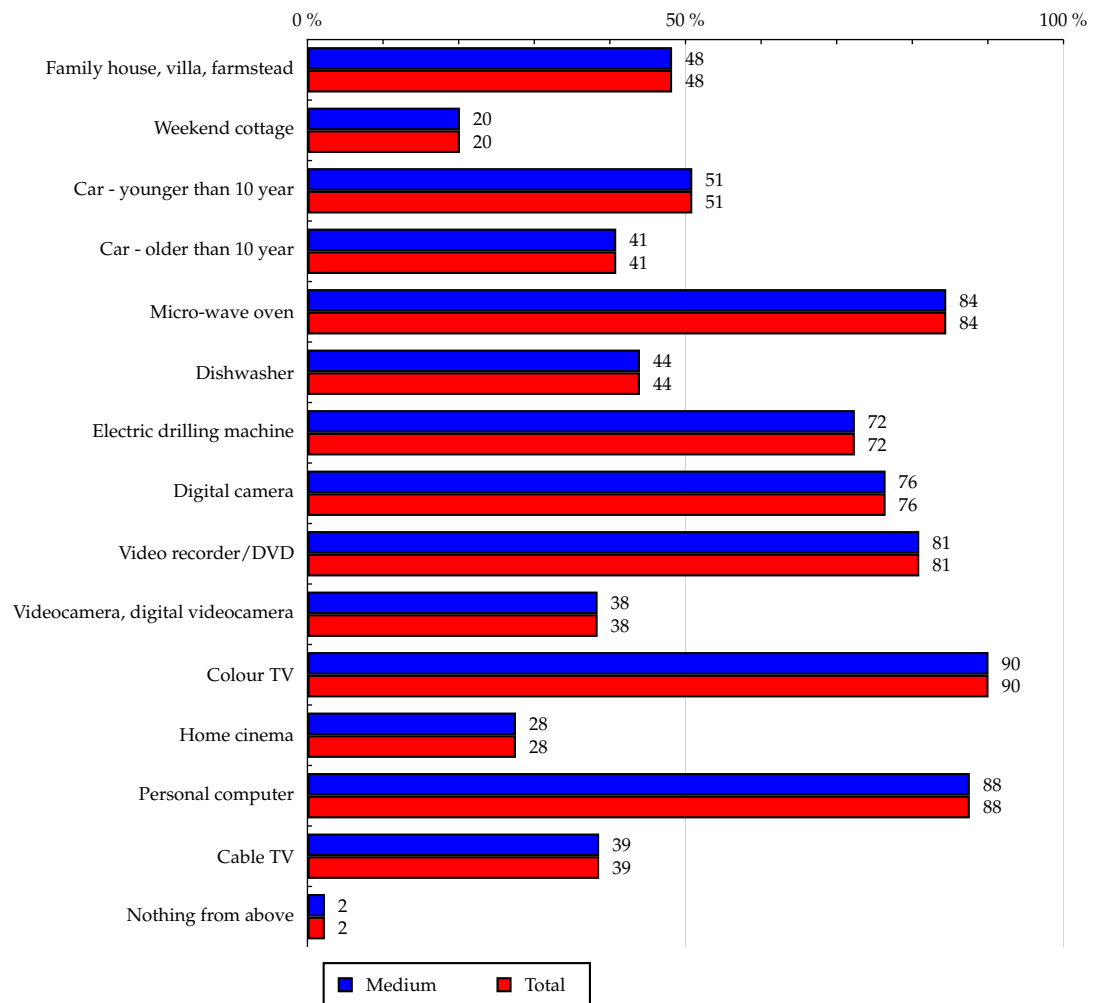
TOTAL

Table 13: Facilities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Family house, villa, farmstead	48.23	2 819 161	97.70	46.07	3 234 580 137	112 096.63	100.00	48.23	2 819 161	46.07	3 234 580 137
Weekend cottage	20.17	1 179 085	97.70	18.34	1 288 102 530	106 733.29	100.00	20.17	1 179 085	18.34	1 288 102 530
Car - younger than 10 year	50.90	2 975 263	97.70	46.88	3 291 454 387	108 082.90	100.00	50.90	2 975 263	46.88	3 291 454 387
Car - older than 10 year	40.84	2 387 068	97.70	42.39	2 976 361 142	121 819.10	100.00	40.84	2 387 068	42.39	2 976 361 142
Micro-wave oven	84.49	4 938 608	97.70	84.65	5 943 912 635	117 587.84	100.00	84.49	4 938 608	84.65	5 943 912 635
Dishwasher	43.98	2 570 814	97.70	38.29	2 688 811 463	102 184.30	100.00	43.98	2 570 814	38.29	2 688 811 463
Electric drilling machine	72.40	4 231 690	97.70	70.82	4 972 672 415	114 807.58	100.00	72.40	4 231 690	70.82	4 972 672 415
Digital camera	76.47	4 469 582	97.70	75.27	5 285 043 170	115 525.04	100.00	76.47	4 469 582	75.27	5 285 043 170
Video recorder/DVD	80.92	4 730 109	97.70	80.77	5 671 677 512	117 148.01	100.00	80.92	4 730 109	80.77	5 671 677 512
Videocamera, digital videocamera	38.38	2 243 567	97.70	36.08	2 533 335 063	110 318.45	100.00	38.38	2 243 567	36.08	2 533 335 063
Colour TV	90.08	5 264 940	97.70	90.53	6 356 999 940	117 965.03	100.00	90.08	5 264 940	90.53	6 356 999 940
Home cinema	27.58	1 612 118	97.70	28.32	1 988 359 352	120 501.54	100.00	27.58	1 612 118	28.32	1 988 359 352
Personal computer	87.61	5 120 783	97.70	87.52	6 145 622 631	117 253.02	100.00	87.61	5 120 783	87.52	6 145 622 631
Cable TV	38.58	2 254 984	97.70	38.30	2 689 098 221	116 508.50	100.00	38.58	2 254 984	38.30	2 689 098 221
Nothing from above	2.31	135 032	97.70	2.29	161 085 168	116 550.06	100.00	2.31	135 032	2.29	161 085 168

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

Chart 13: Facilities by RU(%)



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

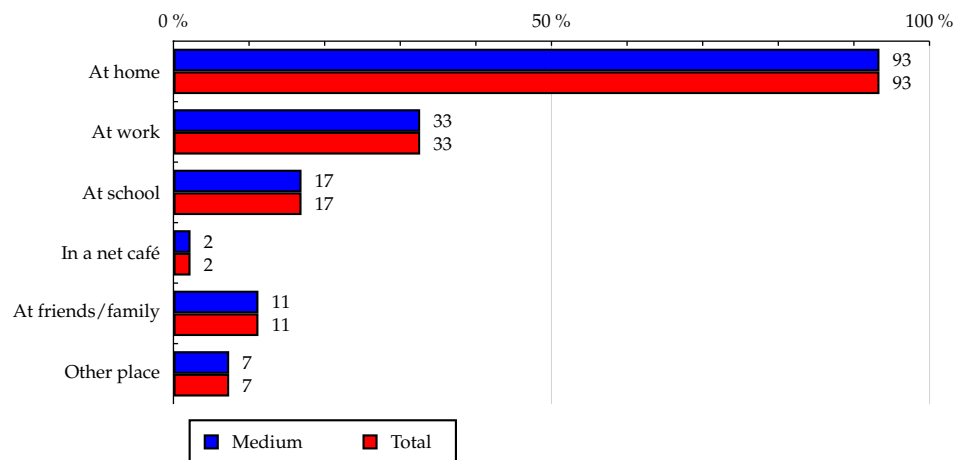
TOTAL

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	93.38	5 458 165	97.70	94.64	6 645 034 881	118 944.72	100.00	93.38	5 458 165	94.64	6 645 034 881
At work	32.63	1 907 274	97.70	27.74	1 947 963 433	99 784.29	100.00	32.63	1 907 274	27.74	1 947 963 433
At school	16.94	989 942	97.70	14.64	1 028 068 415	101 462.74	100.00	16.94	989 942	14.64	1 028 068 415
In a net café	2.26	131 809	97.70	2.12	149 029 750	110 464.32	100.00	2.26	131 809	2.12	149 029 750
At friends/family	11.24	657 178	97.70	10.28	721 612 722	107 279.17	100.00	11.24	657 178	10.28	721 612 722
Other place	7.37	430 955	97.70	6.59	463 006 289	104 965.99	100.00	7.37	430 955	6.59	463 006 289

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

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



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

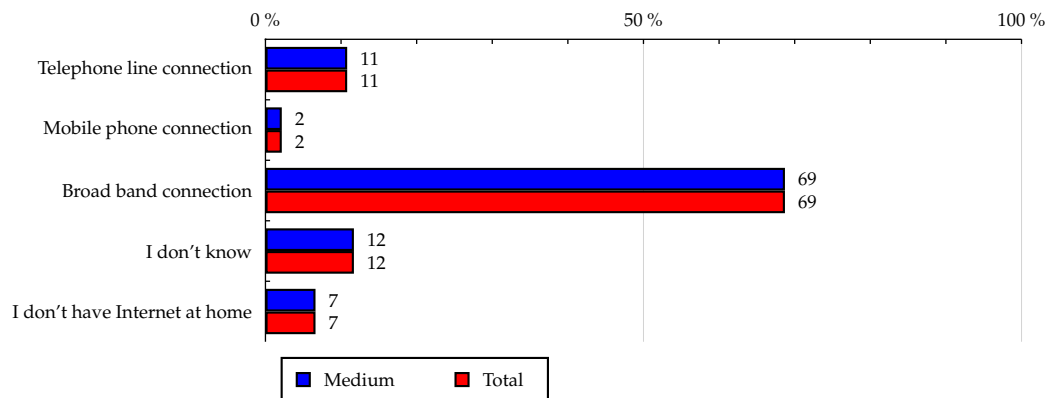
TOTAL

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	10.81	631 749	97.70	10.78	757 006 588	117 071.01	100.00	10.81	631 749	10.78	757 006 588
Mobile phone connection	2.16	126 141	97.70	1.76	123 269 019	95 475.38	100.00	2.16	126 141	1.76	123 269 019
Broad band connection	68.71	4 016 126	97.70	72.03	5 057 397 547	123 030.93	100.00	68.71	4 016 126	72.03	5 057 397 547
I don't know	11.70	684 148	97.70	10.07	707 361 726	101 014.99	100.00	11.70	684 148	10.07	707 361 726
I don't have Internet at home	6.62	386 896	97.70	5.36	376 562 854	95 090.49	100.00	6.62	386 896	5.36	376 562 854

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

Chart 15: Connection from Home by RU(%)



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

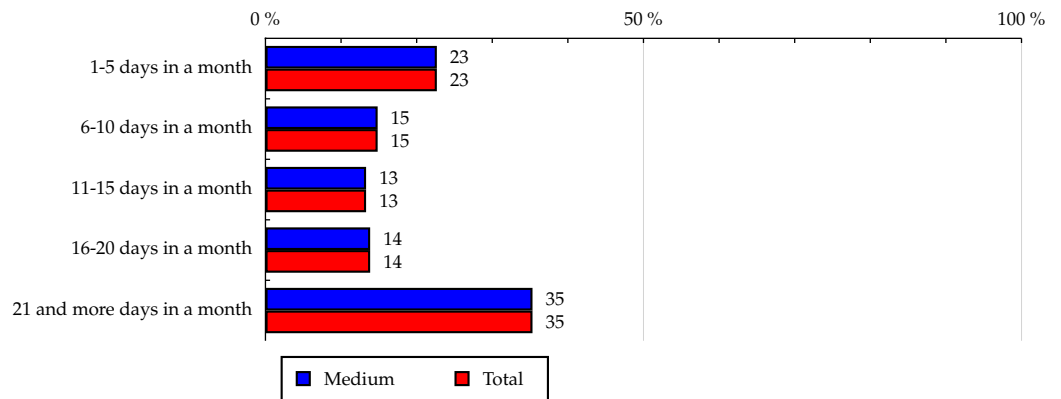
TOTAL

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	22.67	1 324 894	97.70	1.41	98 712 747	7 279.25	100.00	22.67	1 324 894	1.41	98 712 747
6-10 days in a month	14.84	867 583	97.70	3.76	264 272 713	29 760.18	100.00	14.84	867 583	3.76	264 272 713
11-15 days in a month	13.31	778 198	97.70	6.94	486 953 713	61 135.28	100.00	13.31	778 198	6.94	486 953 713
16-20 days in a month	13.85	809 729	97.70	12.47	875 243 262	105 604.74	100.00	13.85	809 729	12.47	875 243 262
21 and more days in a month	35.32	2 064 655	97.70	75.43	5 296 415 300	250 627.66	100.00	35.32	2 064 655	75.43	5 296 415 300

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

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



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

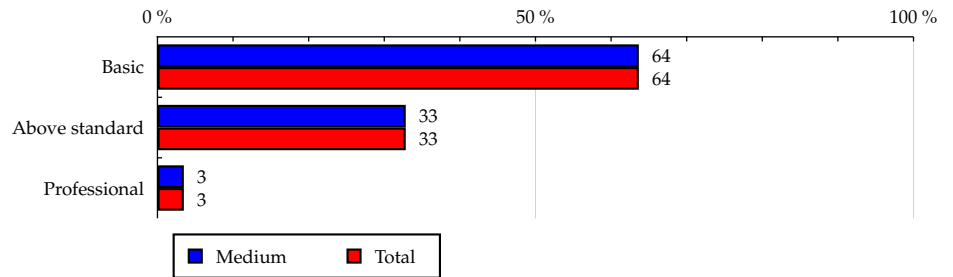
TOTAL

Table 17: IT Knowledge

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Basic	63.67	3 721 497	97.70	66.03	4 636 578 663	121 723.50	100.00	63.67	3 721 497	66.03	4 636 578 663
Above standard	32.84	1 919 467	97.70	31.18	2 189 218 307	111 430.21	100.00	32.84	1 919 467	31.18	2 189 218 307
Professional	3.49	204 096	97.70	2.79	195 800 765	93 728.74	100.00	3.49	204 096	2.79	195 800 765

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

Chart 17: IT Knowledge by RU(%)



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

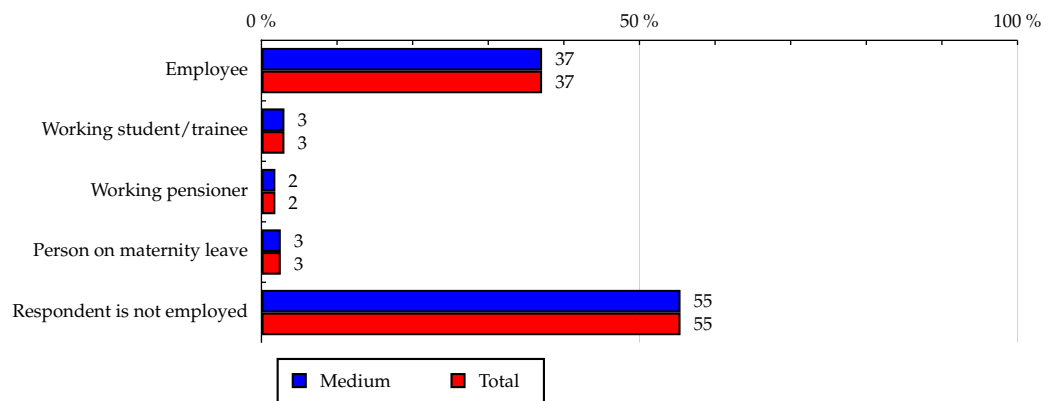
TOTAL

Table 18: Economically Active as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Employee	37.12	2 169 732	97.70	36.57	2 567 624 592	115 616.54	100.00	37.12	2 169 732	36.57	2 567 624 592
Working student/trainee	3.04	177 915	97.70	2.66	186 939 386	102 655.27	100.00	3.04	177 915	2.66	186 939 386
Working pensioner	1.84	107 834	97.70	2.28	160 275 405	145 213.02	100.00	1.84	107 834	2.28	160 275 405
Person on maternity leave	2.56	149 652	97.70	2.89	203 061 550	132 568.22	100.00	2.56	149 652	2.89	203 061 550
Respondent is not employed	55.43	3 239 928	97.70	55.60	3 903 696 802	117 715.95	100.00	55.43	3 239 928	55.60	3 903 696 802

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

Chart 18: Economically Active as by RU(%)



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

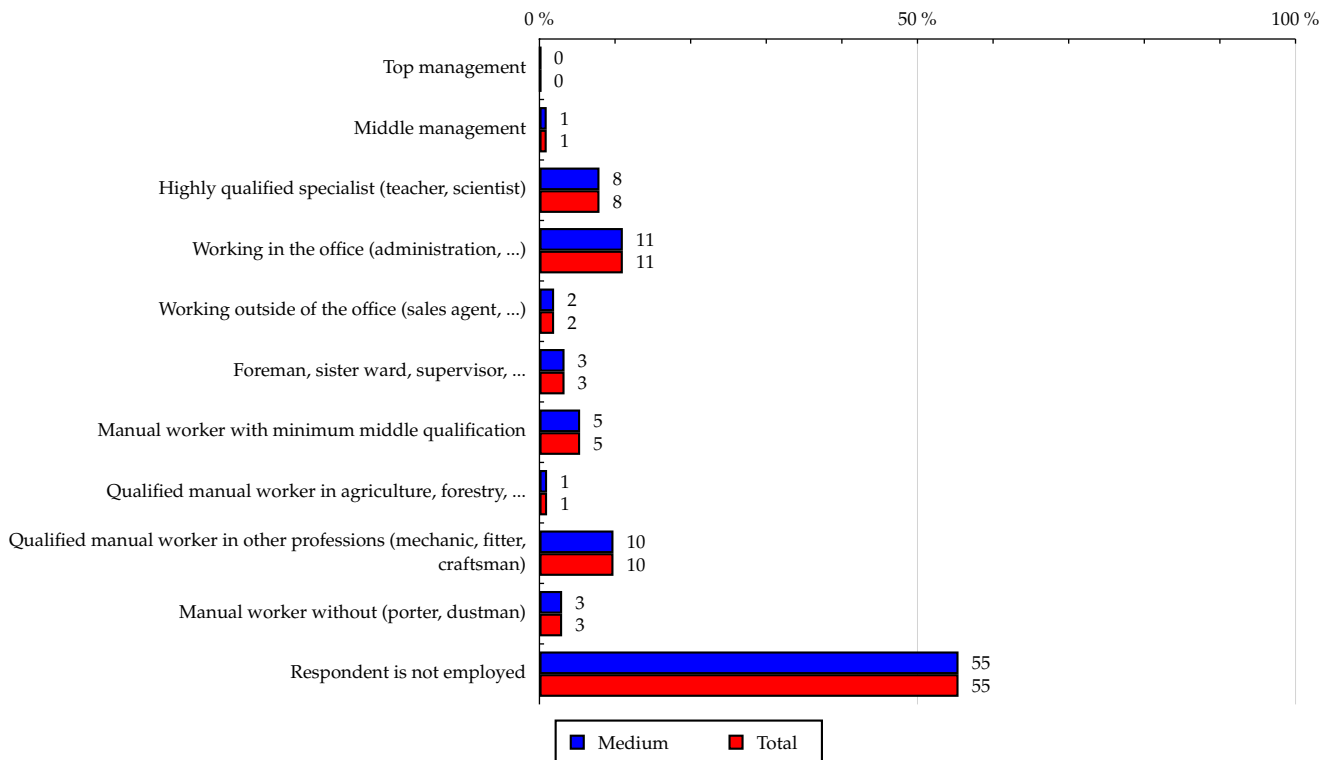
TOTAL

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	0.19	11 299	97.70	0.06	4 485 962	38 786.12	100.00	0.19	11 299	0.06	4 485 962
Middle management	0.96	56 317	97.70	0.80	56 222 919	97 536.23	100.00	0.96	56 317	0.80	56 222 919
Highly qualified specialist (teacher, scientist)	7.94	463 846	97.70	5.67	398 100 480	83 852.00	100.00	7.94	463 846	5.67	398 100 480
Working in the office (administration, ...)	11.03	644 571	97.70	10.37	727 840 703	110 321.36	100.00	11.03	644 571	10.37	727 840 703
Working outside of the office (sales agent, ...)	1.94	113 431	97.70	2.04	143 102 945	123 256.74	100.00	1.94	113 431	2.04	143 102 945
Foreman, sister ward, supervisor, ...	3.32	194 273	97.70	3.27	229 608 791	115 470.06	100.00	3.32	194 273	3.27	229 608 791
Manual worker with minimum middle qualification	5.38	314 330	97.70	5.64	395 969 404	123 074.85	100.00	5.38	314 330	5.64	395 969 404
Qualified manual worker in agriculture, forestry, ...	1.01	59 022	97.70	1.22	85 898 901	142 187.94	100.00	1.01	59 022	1.22	85 898 901
Qualified manual worker in other professions (mechanic, fitter, craftsman)	9.79	572 452	97.70	11.91	836 503 634	142 765.29	100.00	9.79	572 452	11.91	836 503 634
Manual worker without (porter, dustman)	3.00	175 587	97.70	3.42	240 167 195	133 633.14	100.00	3.00	175 587	3.42	240 167 195
Respondent is not employed	55.43	3 239 928	97.70	55.60	3 903 696 802	117 715.95	100.00	55.43	3 239 928	55.60	3 903 696 802

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

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



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

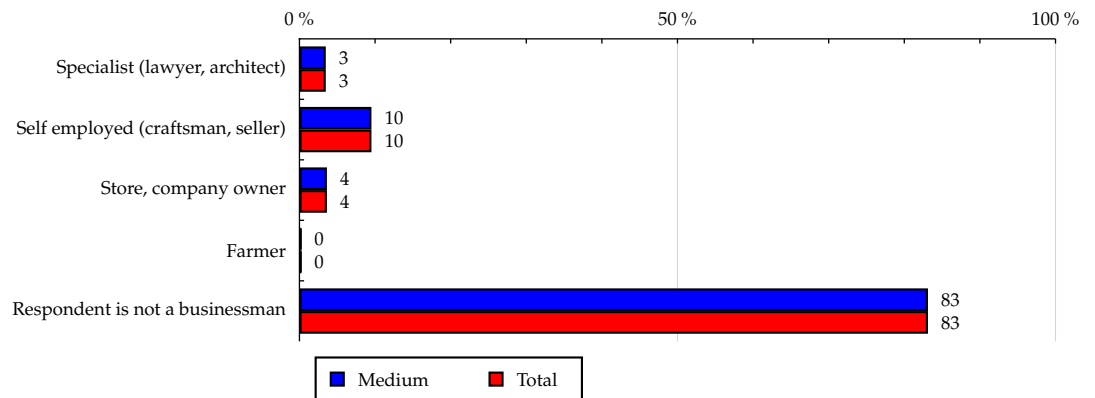
TOTAL

Table 20: Business Activities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Specialist (lawyer, architect)	3.48	203 330	97.70	2.74	192 397 680	92 446.64	100.00	3.48	203 330	2.74	192 397 680
Self employed (craftsman, seller)	9.52	556 591	97.70	10.21	717 062 551	125 867.95	100.00	9.52	556 591	10.21	717 062 551
Store, company owner	3.63	212 009	97.70	3.31	232 658 583	107 215.63	100.00	3.63	212 009	3.31	232 658 583
Farmer	0.24	13 928	97.70	0.30	21 123 556	148 171.75	100.00	0.24	13 928	0.30	21 123 556
Respondent is not a businessman	83.13	4 859 201	97.70	83.43	5 858 355 365	117 789.17	100.00	83.13	4 859 201	83.43	5 858 355 365

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

Chart 20: Business Activities by RU(%)



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

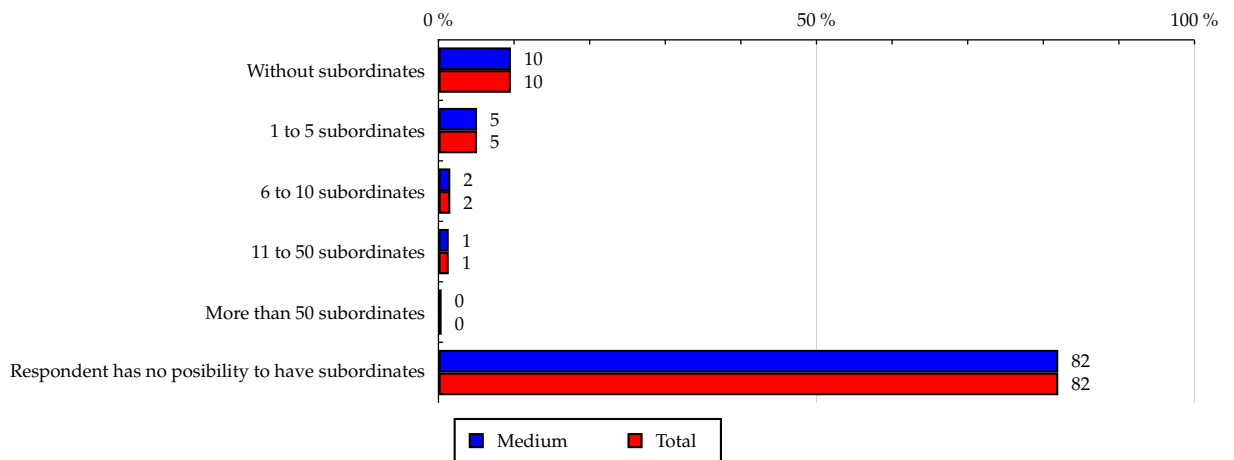
TOTAL

Table 21: Number of Subordinates

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Without subordinates	9.58	559 669	97.70	9.74	683 594 977	119 333.33	100.00	9.58	559 669	9.74	683 594 977
1 to 5 subordinates	5.10	298 222	97.70	4.81	337 806 371	110 668.12	100.00	5.10	298 222	4.81	337 806 371
6 to 10 subordinates	1.57	91 849	97.70	1.44	101 031 299	107 466.23	100.00	1.57	91 849	1.44	101 031 299
11 to 50 subordinates	1.36	79 351	97.70	1.16	81 387 568	100 206.89	100.00	1.36	79 351	1.16	81 387 568
More than 50 subordinates	0.42	24 384	97.70	0.29	20 131 035	80 658.77	100.00	0.42	24 384	0.29	20 131 035
Respondent has no possibility to have subordinates	81.98	4 791 584	97.70	82.57	5 797 646 484	118 213.52	100.00	81.98	4 791 584	82.57	5 797 646 484

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

Chart 21: Number of Subordinates by RU(%)



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

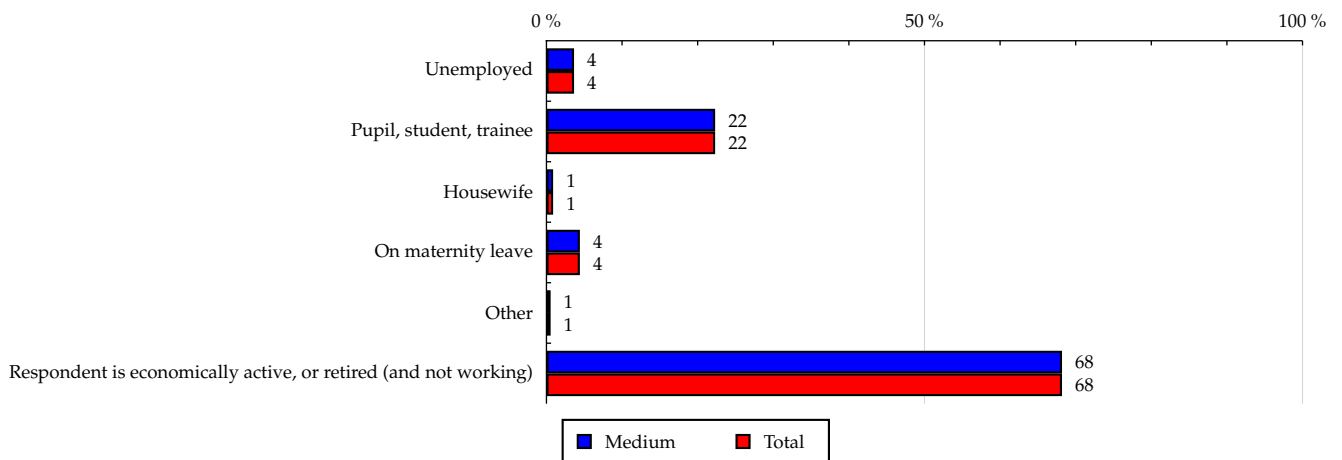
TOTAL

Table 22: Economically Inactive as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unemployed	3.65	213 143	97.70	4.64	325 526 568	149 214.12	100.00	3.65	213 143	4.64	325 526 568
Pupil, student, trainee	22.31	1 303 972	97.70	18.67	1 310 840 951	98 214.66	100.00	22.31	1 303 972	18.67	1 310 840 951
Housewife	0.88	51 266	97.70	1.18	83 104 588	158 375.64	100.00	0.88	51 266	1.18	83 104 588
On maternity leave	4.42	258 500	97.70	5.27	369 692 969	139 725.13	100.00	4.42	258 500	5.27	369 692 969
Other	0.55	32 434	97.70	0.56	39 212 595	118 116.89	100.00	0.55	32 434	0.56	39 212 595
Respondent is economically active, or retired (and not working)	68.19	3 985 745	97.70	69.69	4 893 220 065	119 944.33	100.00	68.19	3 985 745	69.69	4 893 220 065

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

Chart 22: Economically Inactive as by RU(%)



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

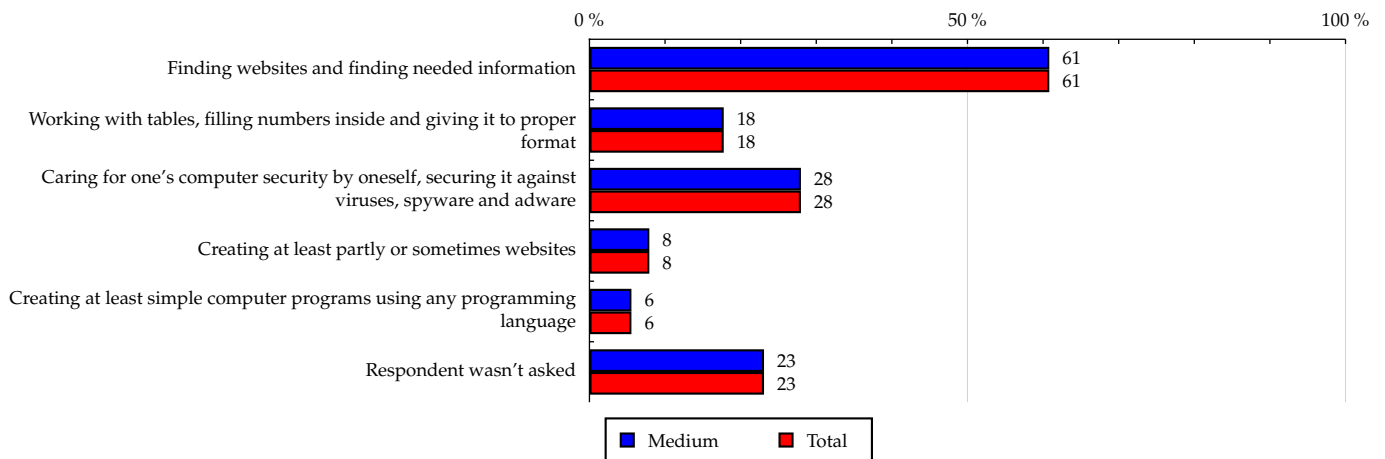
TOTAL

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	60.82	3 554 961	97.70	56.86	3 992 446 664	109 723.29	100.00	60.82	3 554 961	56.86	3 992 446 664
Working with tables, filling numbers inside and giving it to proper format	17.76	1 038 118	97.70	15.30	1 074 265 431	101 101.92	100.00	17.76	1 038 118	15.30	1 074 265 431
Caring for one's computer security by oneself, securing it against viruses, spyware and adware	27.97	1 635 132	97.70	28.97	2 034 028 511	121 534.25	100.00	27.97	1 635 132	28.97	2 034 028 511
Creating at least partly or sometimes websites	7.92	463 211	97.70	6.80	477 468 124	100 706.93	100.00	7.92	463 211	6.80	477 468 124
Creating at least simple computer programs using any programming language	5.55	324 114	97.70	4.44	311 711 431	93 961.15	100.00	5.55	324 114	4.44	311 711 431
Respondent wasn't asked	23.09	1 349 390	97.70	25.62	1 799 121 697	130 261.96	100.00	23.09	1 349 390	25.62	1 799 121 697

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

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



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

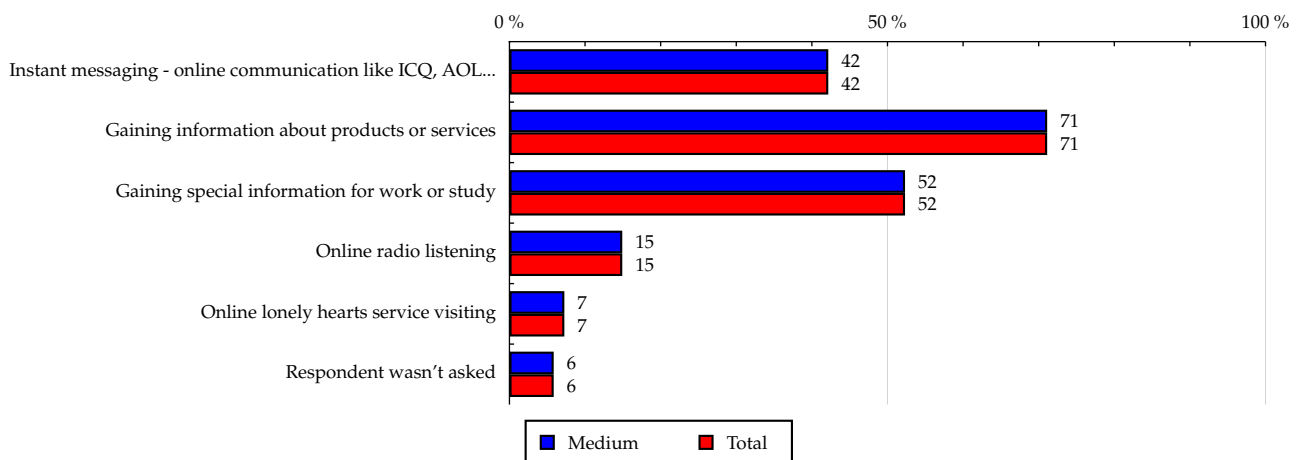
TOTAL

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...	42.17	2 464 624	97.70	41.73	2 930 287 555	116 159.31	100.00	42.17	2 464 624	41.73	2 930 287 555
Gaining information about products or services	71.12	4 157 118	97.70	72.44	5 086 169 153	119 534.43	100.00	71.12	4 157 118	72.44	5 086 169 153
Gaining special information for work or study	52.32	3 058 215	97.70	48.94	3 436 508 356	109 785.24	100.00	52.32	3 058 215	48.94	3 436 508 356
Online radio listening	14.92	871 852	97.70	13.69	961 324 728	107 726.32	100.00	14.92	871 852	13.69	961 324 728
Online lonely hearts service visiting	7.26	424 271	97.70	7.42	521 338 802	120 052.51	100.00	7.26	424 271	7.42	521 338 802
Respondent wasn't asked	5.85	341 810	97.70	6.64	466 579 624	133 362.80	100.00	5.85	341 810	6.64	466 579 624

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

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



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

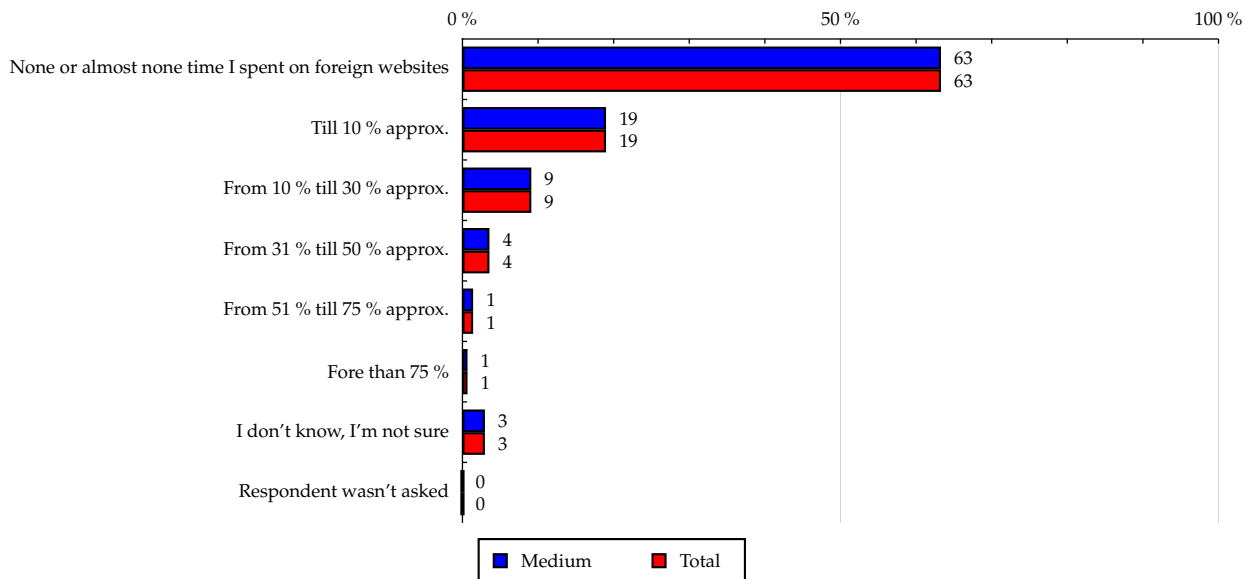
TOTAL

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	63.29	3 699 161	97.70	65.00	4 564 194 095	120 546.71	100.00	63.29	3 699 161	65.00	4 564 194 095
Till 10 % approx.	18.99	1 109 795	97.70	19.19	1 347 298 100	118 608.32	100.00	18.99	1 109 795	19.19	1 347 298 100
From 10 % till 30 % approx.	9.11	532 345	97.70	8.87	623 020 688	114 341.38	100.00	9.11	532 345	8.87	623 020 688
From 31 % till 50 % approx.	3.57	208 836	97.70	2.87	201 196 455	94 125.72	100.00	3.57	208 836	2.87	201 196 455
From 51 % till 75 % approx.	1.41	82 445	97.70	1.14	80 072 339	94 887.57	100.00	1.41	82 445	1.14	80 072 339
Fore than 75 %	0.67	39 125	97.70	0.51	35 553 808	88 780.77	100.00	0.67	39 125	0.51	35 553 808
I don't know, I'm not sure	2.97	173 350	97.70	2.42	170 262 249	95 959.31	100.00	2.97	173 350	2.42	170 262 249
Respondent wasn't asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



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