

SPiR NetMonitor

Research on the Sociodemography of Internet Users in the Czech Republic

Medium title:
TOTAL

Month:
February 2011

Basic information	
The size of Internet population in the Czech Republic	5 995 313
Number of respondents	
Medium	N = 30 000
Total (for all measured media)	N = 30 000
RU(number)	5 857 421
Reach(%)	97.70
PV(number) (from Czech visitors)	7 245 152 461
PV(number) (from all visitors)	7 735 013 267
GRP (%)	120 846.94

**Source: NetMonitor – SPiR – Mediaresearch & Gemius
February 2011**

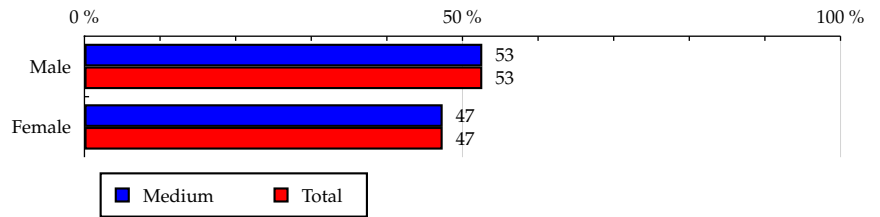
TOTAL

Table 1: Sex

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Male	52.62	3 082 235	97.70	53.79	3 897 139 142	123 530.65	100.00	52.62	3 082 235	53.79	3 897 139 142
Female	47.38	2 775 185	97.70	46.21	3 348 013 319	117 866.31	100.00	47.38	2 775 185	46.21	3 348 013 319

Source: NetMonitor – SPIR – Mediaresearch & Gemius, February 2011

Chart 1: Sex by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, February 2011

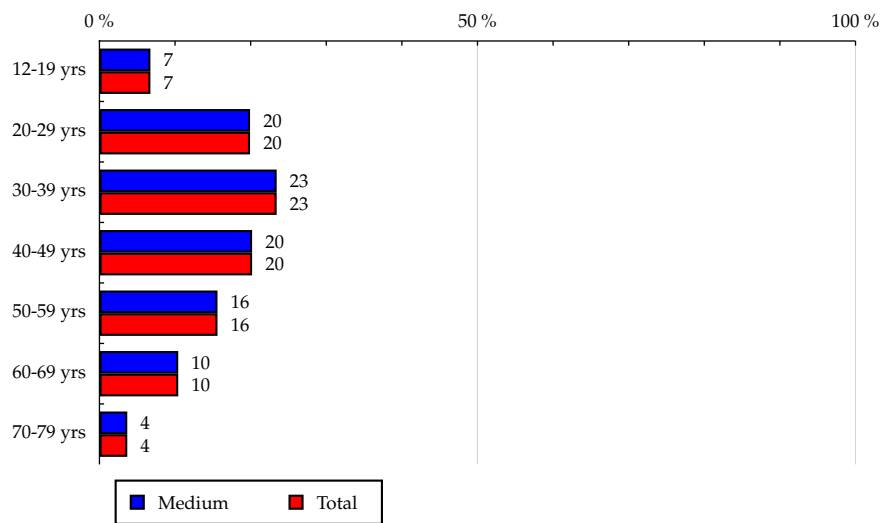
TOTAL

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	394 596	97.70	4.40	319 008 312	78 984.72	100.00	6.74	394 596	4.40	319 008 312
20-29 yrs	19.92	1 166 838	97.70	18.08	1 309 690 332	109 661.03	100.00	19.92	1 166 838	18.08	1 309 690 332
30-39 yrs	23.44	1 373 139	97.70	26.03	1 885 686 924	134 168.18	100.00	23.44	1 373 139	26.03	1 885 686 924
40-49 yrs	20.19	1 182 890	97.70	20.49	1 484 222 886	122 588.34	100.00	20.19	1 182 890	20.49	1 484 222 886
50-59 yrs	15.61	914 093	97.70	15.77	1 142 281 605	122 089.11	100.00	15.61	914 093	15.77	1 142 281 605
60-69 yrs	10.42	610 560	97.70	10.89	789 317 185	126 304.02	100.00	10.42	610 560	10.89	789 317 185
70-79 yrs	3.68	215 300	97.70	4.35	314 945 217	142 917.06	100.00	3.68	215 300	4.35	314 945 217

Source: NetMonitor – SPIR – Mediaresearch & Gemius, February 2011

Chart 2: Age by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, February 2011

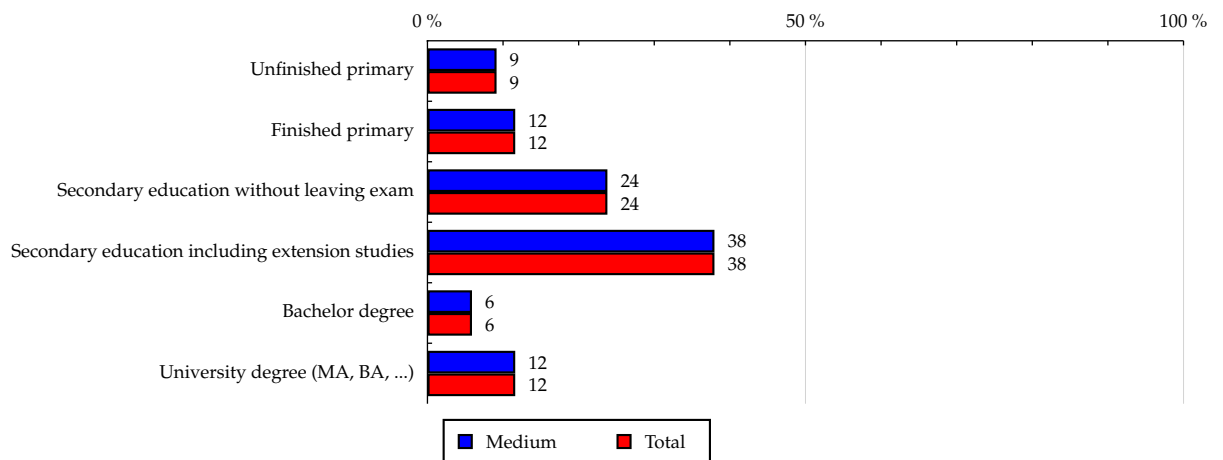
TOTAL

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	535 131	97.70	5.97	432 430 072	78 949.63	100.00	9.14	535 131	5.97	432 430 072
Finished primary	11.61	679 870	97.70	10.59	767 361 182	110 272.68	100.00	11.61	679 870	10.59	767 361 182
Secondary education without leaving exam	23.80	1 394 126	97.70	30.11	2 181 482 816	152 877.74	100.00	23.80	1 394 126	30.11	2 181 482 816
Secondary education including extension studies	37.96	2 223 420	97.70	38.91	2 818 996 668	123 870.42	100.00	37.96	2 223 420	38.91	2 818 996 668
Bachelor degree	5.89	344 942	97.70	5.65	409 166 020	115 890.27	100.00	5.89	344 942	5.65	409 166 020
University degree (MA, BA, ...)	11.61	679 929	97.70	8.77	635 715 703	91 346.87	100.00	11.61	679 929	8.77	635 715 703

Source: NetMonitor – SPIR – Mediaresearch & Gemius, February 2011

Chart 3: Highest Education by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, February 2011

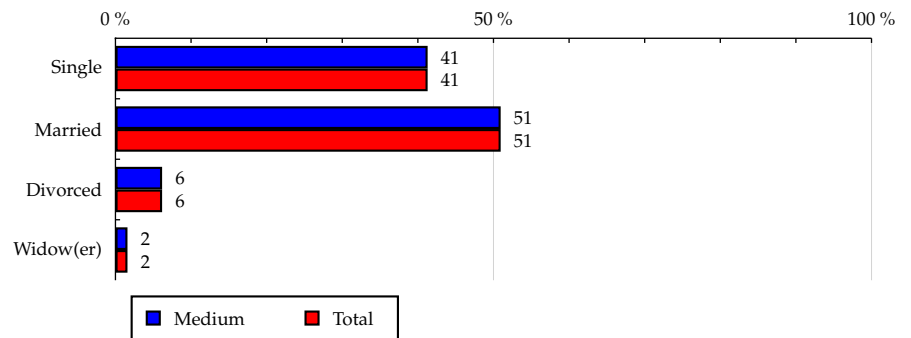
TOTAL

Table 4: Marital Status

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Single	41.29	2 418 784	97.70	38.30	2 775 113 521	112 092.93	100.00	41.29	2 418 784	38.30	2 775 113 521
Married	50.95	2 984 444	97.70	52.67	3 815 864 823	124 917.71	100.00	50.95	2 984 444	52.67	3 815 864 823
Divorced	6.17	361 302	97.70	7.22	523 144 168	141 463.52	100.00	6.17	361 302	7.22	523 144 168
Widow(er)	1.59	92 889	97.70	1.81	131 029 949	137 816.32	100.00	1.59	92 889	1.81	131 029 949

Source: NetMonitor – SPIR – Mediaresearch & Gemius, February 2011

Chart 4: Marital Status by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, February 2011

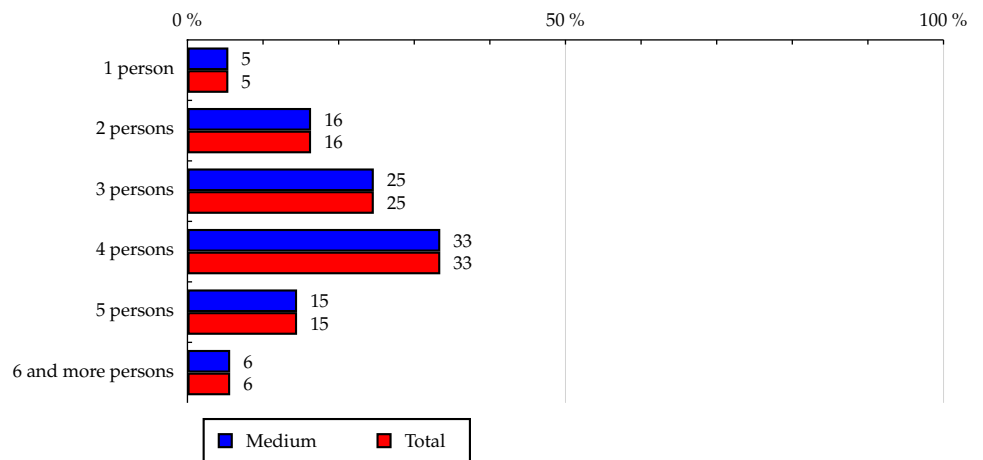
TOTAL

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	5.41	317 125	97.70	6.10	441 779 956	136 103.50	100.00	5.41	317 125	6.10	441 779 956
2 persons	16.35	957 497	97.70	18.56	1 345 055 635	137 245.14	100.00	16.35	957 497	18.56	1 345 055 635
3 persons	24.65	1 444 072	97.70	24.80	1 796 511 145	121 544.54	100.00	24.65	1 444 072	24.80	1 796 511 145
4 persons	33.44	1 958 722	97.70	31.92	2 312 485 135	115 345.50	100.00	33.44	1 958 722	31.92	2 312 485 135
5 persons	14.50	849 056	97.70	13.21	957 148 323	110 138.06	100.00	14.50	849 056	13.21	957 148 323
6 and more persons	5.65	330 946	97.70	5.41	392 172 267	115 774.75	100.00	5.65	330 946	5.41	392 172 267

Source: NetMonitor – SPIR – Mediaresearch & Gemius, February 2011

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, February 2011

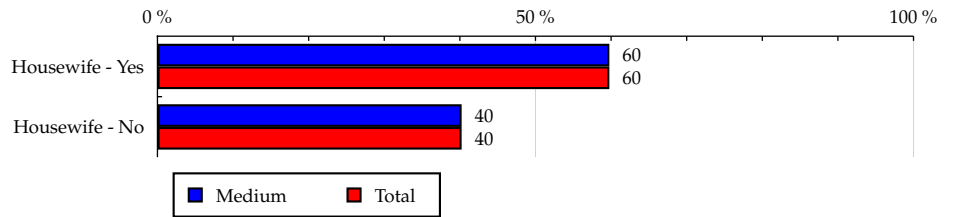
TOTAL

Table 6: Housewife

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Housewife - Yes	59.77	3 500 744	97.70	64.85	4 698 312 087	131 122.13	100.00	59.77	3 500 744	64.85	4 698 312 087
Housewife - No	40.23	2 356 676	97.70	35.15	2 546 840 374	105 583.58	100.00	40.23	2 356 676	35.15	2 546 840 374

Source: NetMonitor – SPIR – Mediaresearch & Gemius, February 2011

Chart 6: Housewife by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, February 2011

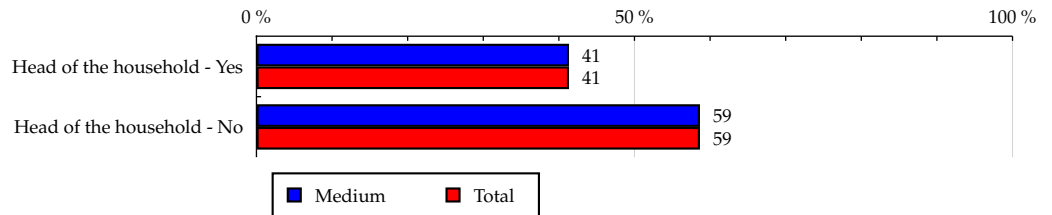
TOTAL

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	41.34	2 421 430	97.70	43.64	3 162 106 743	127 584.84	100.00	41.34	2 421 430	43.64	3 162 106 743
Head of the household - No	58.66	3 435 990	97.70	56.36	4 083 045 718	116 098.57	100.00	58.66	3 435 990	56.36	4 083 045 718

Source: NetMonitor – SPIR – Mediaresearch & Gemius, February 2011

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, February 2011

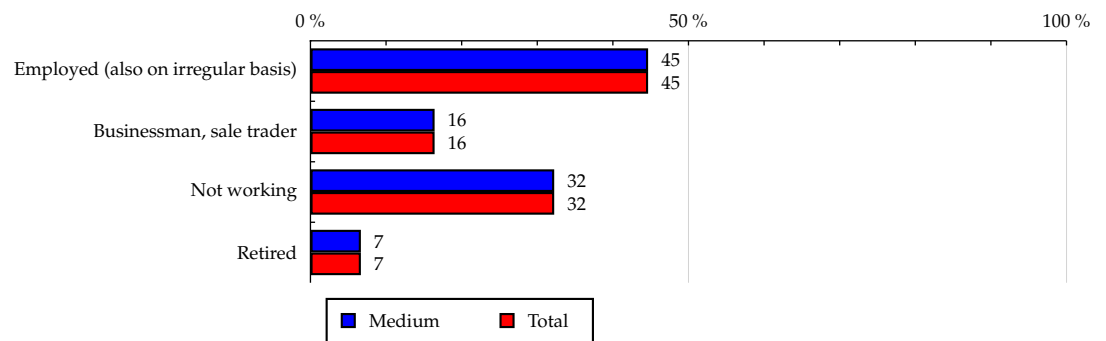
TOTAL

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)	44.66	2 615 962	97.70	45.65	3 307 620 592	123 531.79	100.00	44.66	2 615 962	45.65	3 307 620 592
Businessman, sale trader	16.42	962 037	97.70	16.04	1 162 223 305	118 029.97	100.00	16.42	962 037	16.04	1 162 223 305
Not working	32.24	1 888 655	97.70	29.34	2 125 853 798	109 970.25	100.00	32.24	1 888 655	29.34	2 125 853 798
Retired	6.67	390 765	97.70	8.96	649 454 765	162 377.90	100.00	6.67	390 765	8.96	649 454 765

Source: NetMonitor – SPIR – Mediaresearch & Gemius, February 2011

Chart 8: Economic Activity by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, February 2011

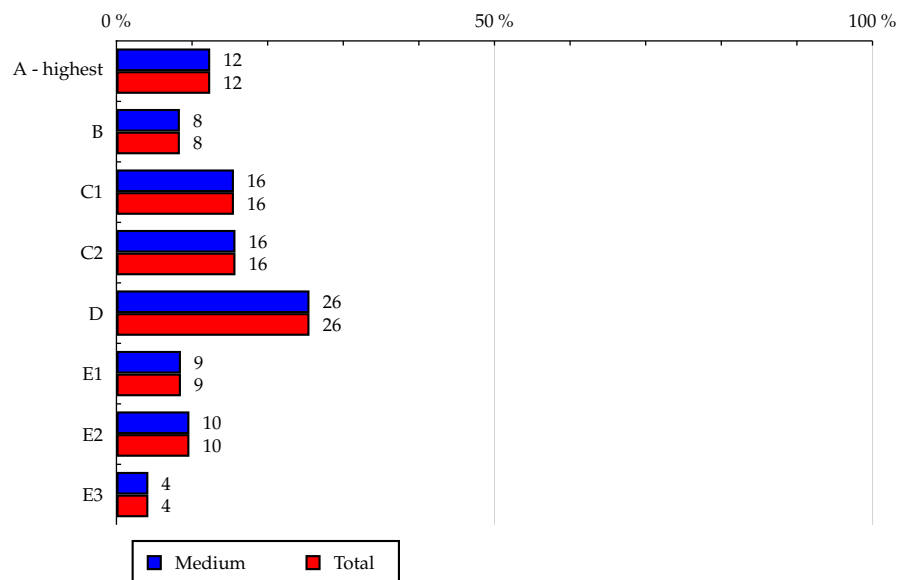
TOTAL

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	12.40	726 424	97.70	10.26	743 111 336	99 944.26	100.00	12.40	726 424	10.26	743 111 336
B	8.39	491 463	97.70	8.98	650 711 459	129 357.53	100.00	8.39	491 463	8.98	650 711 459
C1	15.54	910 462	97.70	15.59	1 129 802 056	121 236.91	100.00	15.54	910 462	15.59	1 129 802 056
C2	15.74	921 751	97.70	16.80	1 216 913 742	128 985.40	100.00	15.74	921 751	16.80	1 216 913 742
D	25.53	1 495 146	97.70	25.42	1 841 861 189	120 355.99	100.00	25.53	1 495 146	25.42	1 841 861 189
E1	8.53	499 420	97.70	9.82	711 296 348	139 148.61	100.00	8.53	499 420	9.82	711 296 348
E2	9.65	565 284	97.70	9.06	656 384 553	113 445.04	100.00	9.65	565 284	9.06	656 384 553
E3	4.22	247 466	97.70	4.07	295 071 778	116 494.47	100.00	4.22	247 466	4.07	295 071 778

Source: NetMonitor – SPIR – Mediaresearch & Gemius, February 2011

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, February 2011

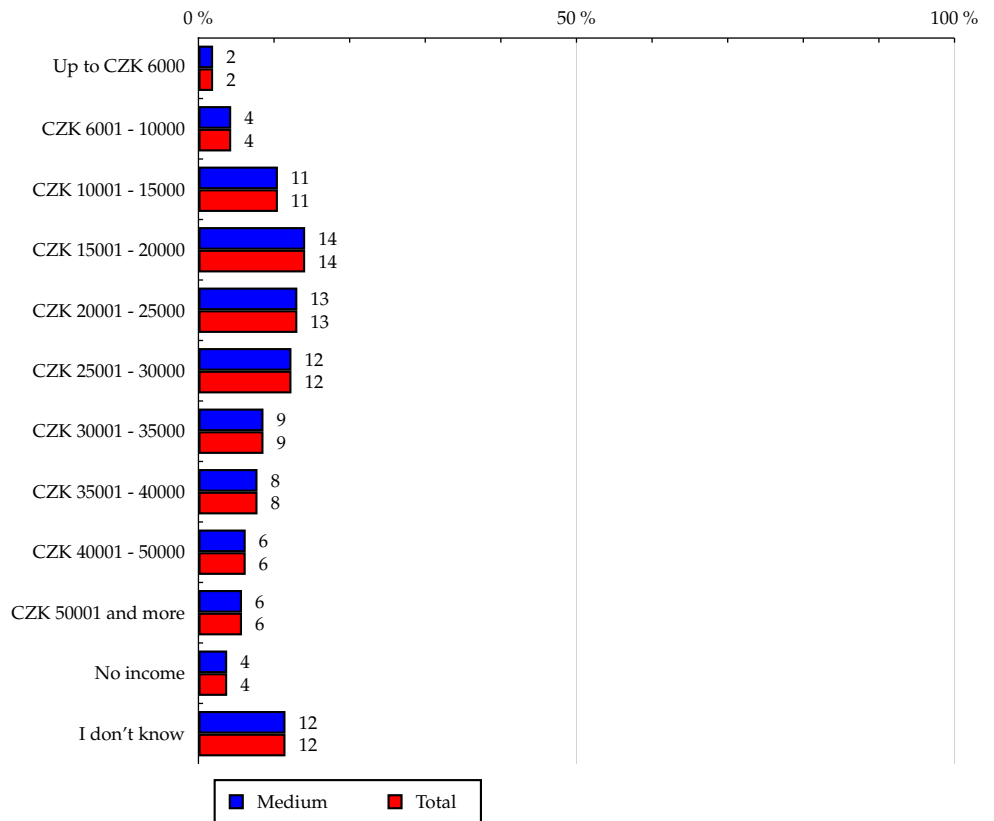
TOTAL

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	1.94	113 524	97.70	1.61	116 694 303	100 428.25	100.00	1.94	113 524	1.61	116 694 303
CZK 6001 - 10000	4.33	253 826	97.70	5.47	396 556 955	152 637.95	100.00	4.33	253 826	5.47	396 556 955
CZK 10001 - 15000	10.51	615 739	97.70	11.57	838 221 735	133 001.39	100.00	10.51	615 739	11.57	838 221 735
CZK 15001 - 20000	14.11	826 546	97.70	15.83	1 146 731 076	135 546.71	100.00	14.11	826 546	15.83	1 146 731 076
CZK 20001 - 25000	13.08	766 108	97.70	14.40	1 043 054 922	133 018.25	100.00	13.08	766 108	14.40	1 043 054 922
CZK 25001 - 30000	12.30	720 626	97.70	12.80	927 664 562	125 769.57	100.00	12.30	720 626	12.80	927 664 562
CZK 30001 - 35000	8.60	503 474	97.70	8.23	595 918 253	115 638.97	100.00	8.60	503 474	8.23	595 918 253
CZK 35001 - 40000	7.81	457 269	97.70	7.26	525 942 113	112 372.65	100.00	7.81	457 269	7.26	525 942 113
CZK 40001 - 50000	6.25	366 267	97.70	5.80	420 557 019	112 181.51	100.00	6.25	366 267	5.80	420 557 019
CZK 50001 and more	5.76	337 399	97.70	4.76	345 174 851	99 951.61	100.00	5.76	337 399	4.76	345 174 851
No income	3.80	222 587	97.70	2.51	181 746 676	79 773.94	100.00	3.80	222 587	2.51	181 746 676
I don't know	11.51	674 051	97.70	9.76	706 889 997	102 459.69	100.00	11.51	674 051	9.76	706 889 997

Source: NetMonitor – SPIR – Mediaresearch & Gemius, February 2011

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, February 2011

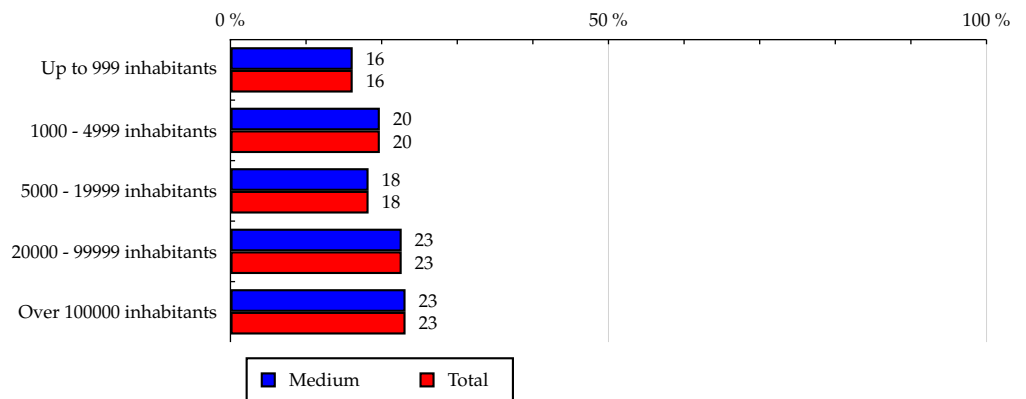
TOTAL

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	947 250	97.70	16.31	1 181 400 942	121 850.42	100.00	16.17	947 250	16.31	1 181 400 942
1000 - 4999 inhabitants	19.76	1 157 182	97.70	20.03	1 450 959 827	122 503.44	100.00	19.76	1 157 182	20.03	1 450 959 827
5000 - 19999 inhabitants	18.27	1 069 904	97.70	19.12	1 384 927 028	126 466.76	100.00	18.27	1 069 904	19.12	1 384 927 028
20000 - 99999 inhabitants	22.65	1 326 576	97.70	23.57	1 708 036 846	125 793.84	100.00	22.65	1 326 576	23.57	1 708 036 846
Over 100000 inhabitants	23.16	1 356 506	97.70	20.98	1 519 827 817	109 462.91	100.00	23.16	1 356 506	20.98	1 519 827 817

Source: NetMonitor – SPIR – Mediaresearch & Gemius, February 2011

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, February 2011

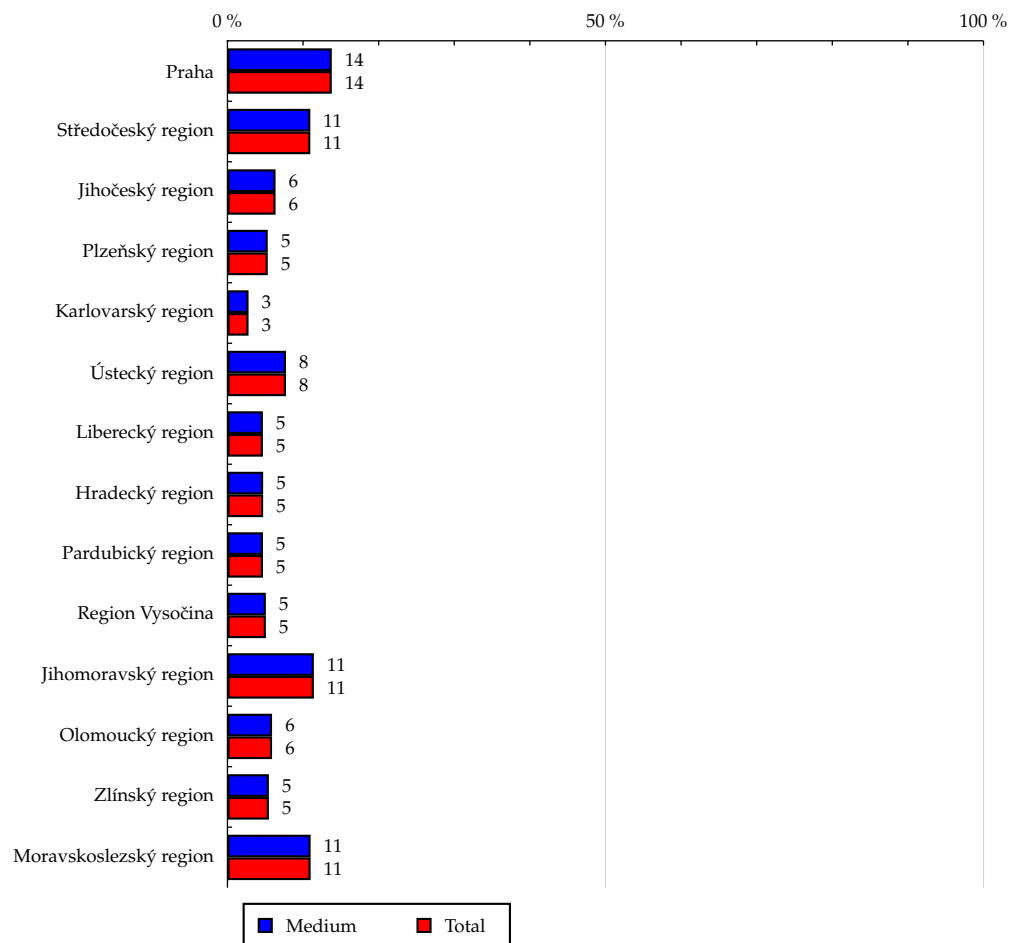
TOTAL

Table 12: Region

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Praha	13.80	808 201	97.70	12.39	897 887 560	108 541.83	100.00	13.80	808 201	12.39	897 887 560
Středočeský region	10.96	642 203	97.70	10.72	776 555 117	118 139.19	100.00	10.96	642 203	10.72	776 555 117
Jihočeský region	6.36	372 526	97.70	5.92	428 838 632	112 468.47	100.00	6.36	372 526	5.92	428 838 632
Plzeňský region	5.33	312 313	97.70	5.77	418 015 845	130 766.61	100.00	5.33	312 313	5.77	418 015 845
Karlovarský region	2.79	163 183	97.70	2.48	179 617 664	107 539.67	100.00	2.79	163 183	2.48	179 617 664
Ústecký region	7.74	453 243	97.70	7.90	572 561 623	123 419.81	100.00	7.74	453 243	7.90	572 561 623
Liberecký region	4.69	274 884	97.70	4.46	322 797 601	114 729.44	100.00	4.69	274 884	4.46	322 797 601
Hradecký region	4.72	276 700	97.70	4.92	356 131 762	125 746.50	100.00	4.72	276 700	4.92	356 131 762
Pardubický region	4.70	275 528	97.70	4.55	329 340 985	116 781.30	100.00	4.70	275 528	4.55	329 340 985
Region Vysočina	5.08	297 787	97.70	4.92	356 406 450	116 932.14	100.00	5.08	297 787	4.92	356 406 450
Jihomoravský region	11.43	669 441	97.70	11.30	818 978 497	119 523.87	100.00	11.43	669 441	11.30	818 978 497
Olomoucký region	5.90	345 642	97.70	6.59	477 520 717	134 976.94	100.00	5.90	345 642	6.59	477 520 717
Zlínský region	5.48	321 275	97.70	6.29	455 844 273	138 622.50	100.00	5.48	321 275	6.29	455 844 273
Moravskoslezský region	11.00	644 489	97.70	11.80	854 655 734	129 559.74	100.00	11.00	644 489	11.80	854 655 734

Source: NetMonitor – SPIR – Mediaresearch & Gemius, February 2011

Chart 12: Region by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, February 2011

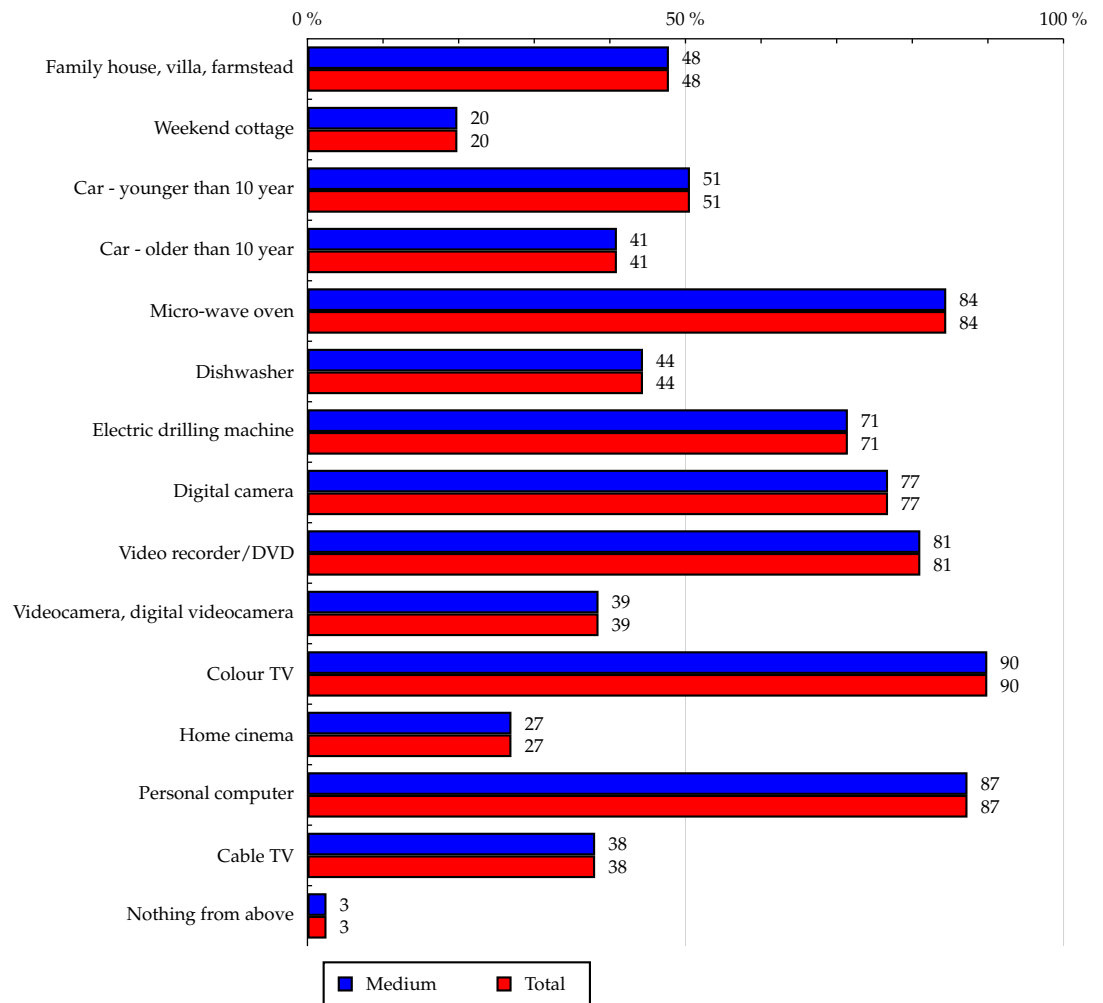
TOTAL

Table 13: Facilities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Family house, villa, farmstead	47.81	2 800 441	97.70	44.69	3 237 609 821	112 951.65	100.00	47.81	2 800 441	44.69	3 237 609 821
Weekend cottage	19.83	1 161 571	97.70	18.35	1 329 328 491	111 810.10	100.00	19.83	1 161 571	18.35	1 329 328 491
Car - younger than 10 year	50.59	2 963 300	97.70	46.41	3 362 217 958	110 852.32	100.00	50.59	2 963 300	46.41	3 362 217 958
Car - older than 10 year	40.93	2 397 573	97.70	43.09	3 122 114 102	127 224.72	100.00	40.93	2 397 573	43.09	3 122 114 102
Micro-wave oven	84.49	4 948 801	97.70	84.75	6 140 448 849	121 225.70	100.00	84.49	4 948 801	84.75	6 140 448 849
Dishwasher	44.38	2 599 235	97.70	39.42	2 856 257 551	107 360.95	100.00	44.38	2 599 235	39.42	2 856 257 551
Electric drilling machine	71.48	4 187 026	97.70	70.97	5 141 836 424	119 979.51	100.00	71.48	4 187 026	70.97	5 141 836 424
Digital camera	76.79	4 497 986	97.70	75.74	5 487 383 995	119 190.54	100.00	76.79	4 497 986	75.74	5 487 383 995
Video recorder/DVD	81.06	4 748 190	97.70	80.77	5 851 673 162	120 405.54	100.00	81.06	4 748 190	80.77	5 851 673 162
Videocamera, digital videocamera	38.50	2 254 995	97.70	35.77	2 591 313 431	112 271.30	100.00	38.50	2 254 995	35.77	2 591 313 431
Colour TV	89.92	5 267 114	97.70	90.93	6 587 986 171	122 200.92	100.00	89.92	5 267 114	90.93	6 587 986 171
Home cinema	26.98	1 580 168	97.70	28.51	2 065 546 760	127 710.35	100.00	26.98	1 580 168	28.51	2 065 546 760
Personal computer	87.30	5 113 450	97.70	87.94	6 371 109 207	121 729.42	100.00	87.30	5 113 450	87.94	6 371 109 207
Cable TV	38.05	2 228 633	97.70	38.50	2 789 084 712	122 269.35	100.00	38.05	2 228 633	38.50	2 789 084 712
Nothing from above	2.52	147 397	97.70	2.48	179 705 533	119 115.14	100.00	2.52	147 397	2.48	179 705 533

Source: NetMonitor – SPIR – Mediaresearch & Gemius, February 2011

Chart 13: Facilities by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, February 2011

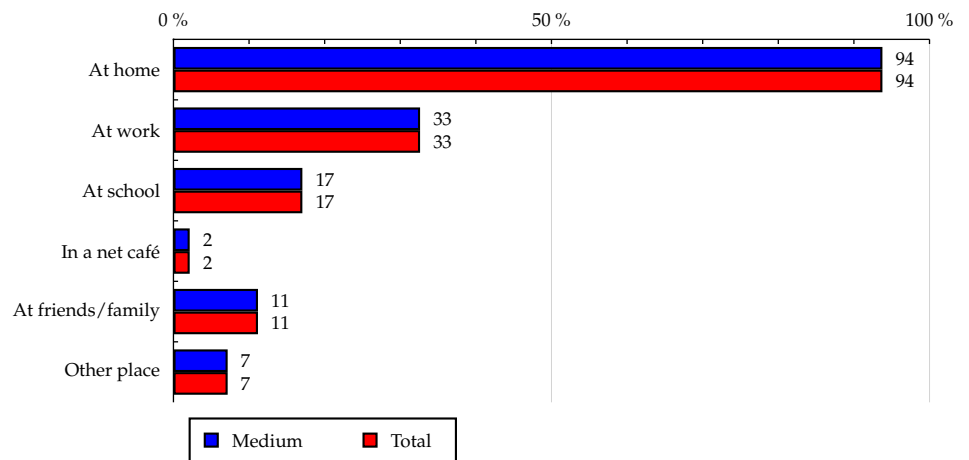
TOTAL

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	93.77	5 492 430	97.70	95.29	6 903 868 068	122 806.81	100.00	93.77	5 492 430	95.29	6 903 868 068
At work	32.62	1 910 611	97.70	27.46	1 989 538 592	101 735.97	100.00	32.62	1 910 611	27.46	1 989 538 592
At school	17.05	998 557	97.70	13.16	953 116 380	93 254.03	100.00	17.05	998 557	13.16	953 116 380
In a net café	2.15	125 750	97.70	1.77	127 949 576	99 408.81	100.00	2.15	125 750	1.77	127 949 576
At friends/family	11.18	654 980	97.70	9.35	677 560 237	101 068.17	100.00	11.18	654 980	9.35	677 560 237
Other place	7.17	420 096	97.70	6.35	460 279 853	107 045.14	100.00	7.17	420 096	6.35	460 279 853

Source: NetMonitor – SPIR – Mediaresearch & Gemius, February 2011

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, February 2011

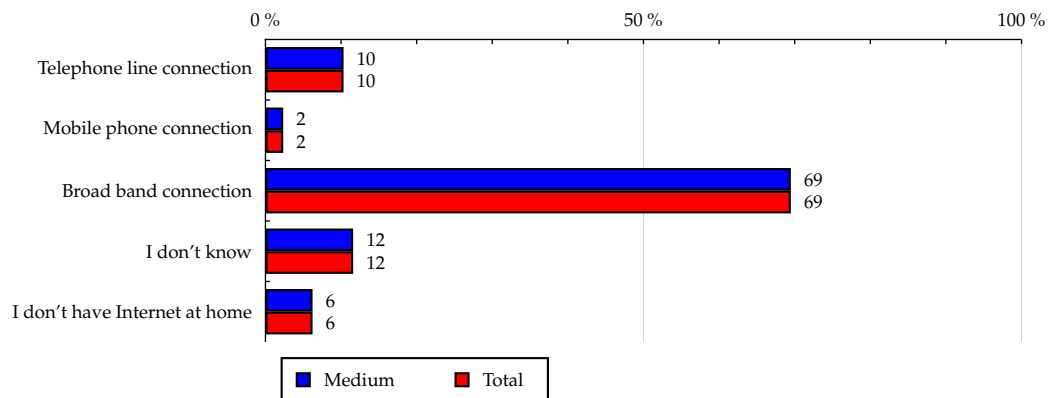
TOTAL

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	10.33	605 297	97.70	10.43	755 519 593	121 947.02	100.00	10.33	605 297	10.43	755 519 593
Mobile phone connection	2.35	137 784	97.70	1.93	140 103 037	99 344.05	100.00	2.35	137 784	1.93	140 103 037
Broad band connection	69.49	4 070 171	97.70	73.44	5 321 151 575	127 728.40	100.00	69.49	4 070 171	73.44	5 321 151 575
I don't know	11.60	679 176	97.70	9.48	687 093 863	98 838.89	100.00	11.60	679 176	9.48	687 093 863
I don't have Internet at home	6.23	364 990	97.70	4.71	341 284 393	91 354.48	100.00	6.23	364 990	4.71	341 284 393

Source: NetMonitor – SPIR – Mediaresearch & Gemius, February 2011

Chart 15: Connection from Home by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, February 2011

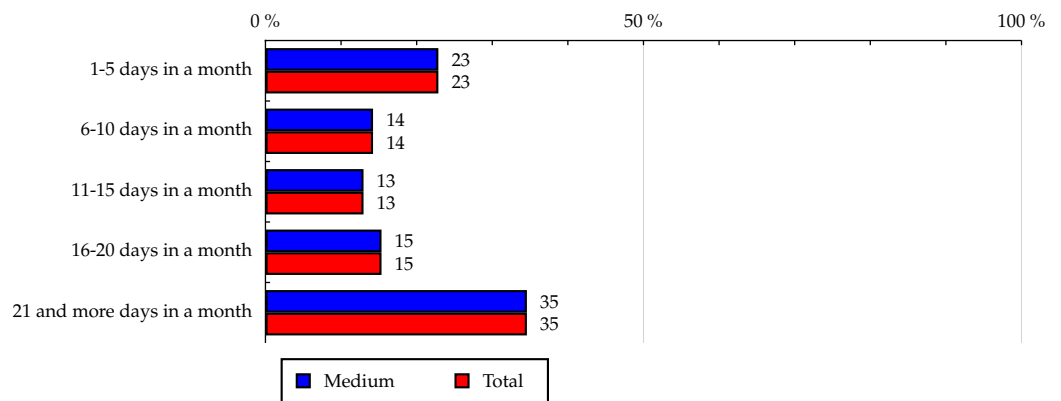
TOTAL

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	22.87	1 339 318	97.70	1.27	92 148 328	6 722.00	100.00	22.87	1 339 318	1.27	92 148 328
6-10 days in a month	14.23	833 353	97.70	3.30	239 033 493	28 023.61	100.00	14.23	833 353	3.30	239 033 493
11-15 days in a month	12.97	759 667	97.70	6.18	447 913 083	57 605.62	100.00	12.97	759 667	6.18	447 913 083
16-20 days in a month	15.35	899 312	97.70	14.56	1 054 624 210	114 572.88	100.00	15.35	899 312	14.56	1 054 624 210
21 and more days in a month	34.58	2 025 769	97.70	74.69	5 411 433 348	260 985.78	100.00	34.58	2 025 769	74.69	5 411 433 348

Source: NetMonitor – SPIR – Mediaresearch & Gemius, February 2011

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, February 2011

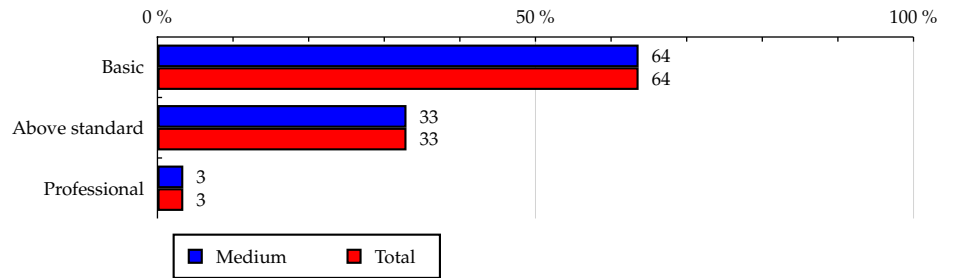
TOTAL

Table 17: IT Knowledge

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Basic	63.64	3 727 607	97.70	67.82	4 913 532 455	128 782.92	100.00	63.64	3 727 607	67.82	4 913 532 455
Above standard	32.94	1 929 293	97.70	29.69	2 151 028 178	108 928.74	100.00	32.94	1 929 293	29.69	2 151 028 178
Professional	3.42	200 520	97.70	2.49	180 591 829	87 990.05	100.00	3.42	200 520	2.49	180 591 829

Source: NetMonitor – SPIR – Mediaresearch & Gemius, February 2011

Chart 17: IT Knowledge by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, February 2011

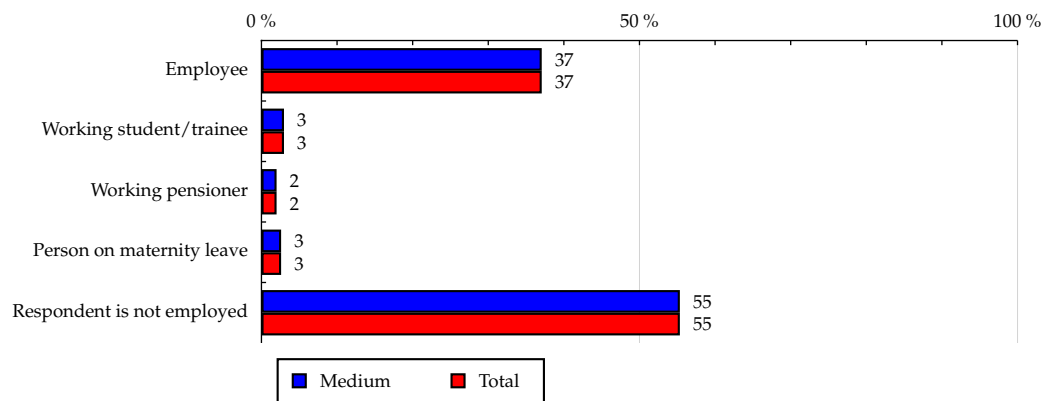
TOTAL

Table 18: Economically Active as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Employee	37.07	2 171 534	97.70	37.35	2 706 386 558	121 763.63	100.00	37.07	2 171 534	37.35	2 706 386 558
Working student/trainee	2.98	174 577	97.70	2.72	196 731 171	110 097.85	100.00	2.98	174 577	2.72	196 731 171
Working pensioner	2.00	117 324	97.70	2.40	174 091 343	144 971.72	100.00	2.00	117 324	2.40	174 091 343
Person on maternity leave	2.60	152 525	97.70	3.18	230 411 519	147 589.96	100.00	2.60	152 525	3.18	230 411 519
Respondent is not employed	55.34	3 241 458	97.70	54.35	3 937 531 869	118 680.18	100.00	55.34	3 241 458	54.35	3 937 531 869

Source: NetMonitor – SPIR – Mediaresearch & Gemius, February 2011

Chart 18: Economically Active as by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, February 2011

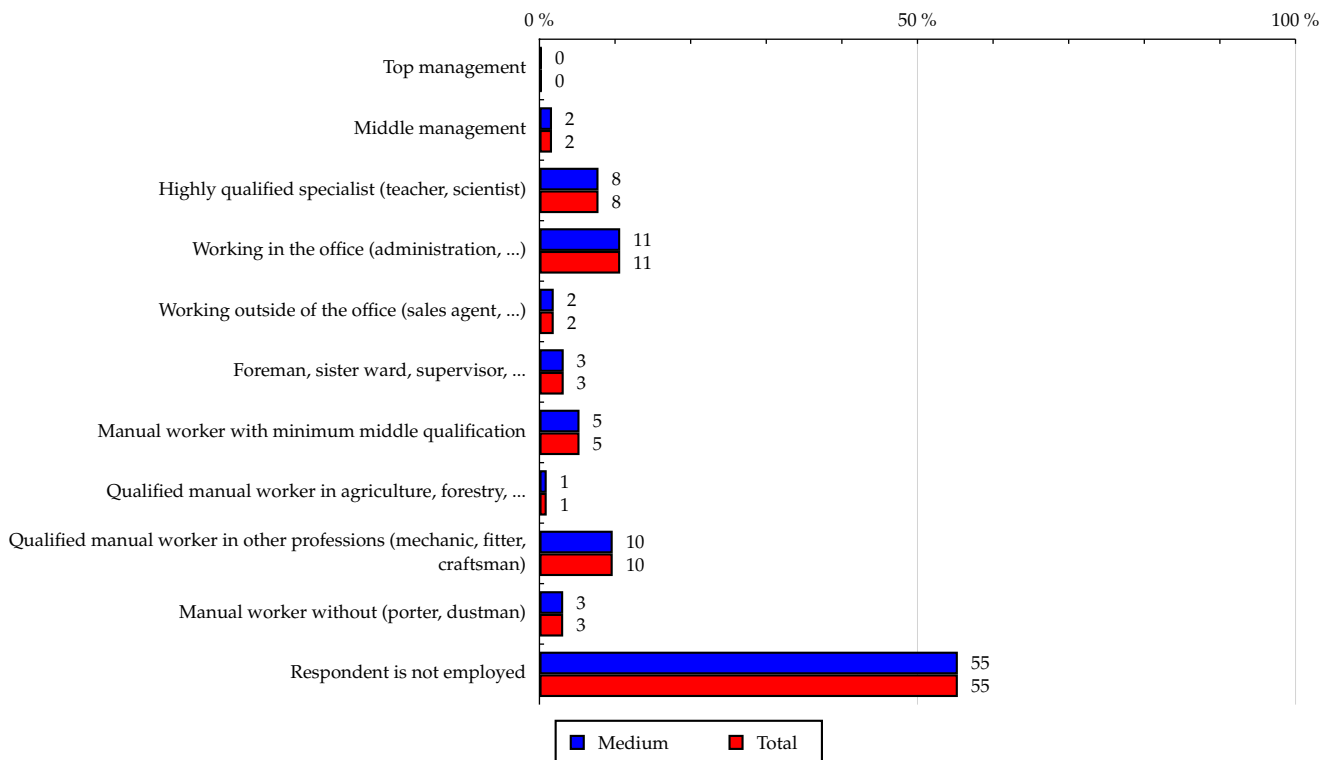
TOTAL

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	0.32	18 972	97.70	0.17	12 470 153	64 215.99	100.00	0.32	18 972	0.17	12 470 153
Middle management	1.66	97 102	97.70	1.45	104 858 585	105 503.33	100.00	1.66	97 102	1.45	104 858 585
Highly qualified specialist (teacher, scientist)	7.81	457 346	97.70	5.51	399 291 579	85 298.17	100.00	7.81	457 346	5.51	399 291 579
Working in the office (administration, ...)	10.68	625 635	97.70	10.14	734 724 301	114 735.46	100.00	10.68	625 635	10.14	734 724 301
Working outside of the office (sales agent, ...)	1.89	110 527	97.70	1.68	121 880 437	107 735.23	100.00	1.89	110 527	1.68	121 880 437
Foreman, sister ward, supervisor, ...	3.21	188 142	97.70	3.38	244 834 198	127 139.14	100.00	3.21	188 142	3.38	244 834 198
Manual worker with minimum middle qualification	5.30	310 419	97.70	5.93	429 551 389	135 194.98	100.00	5.30	310 419	5.93	429 551 389
Qualified manual worker in agriculture, forestry, ...	0.96	56 426	97.70	1.31	94 723 450	164 009.85	100.00	0.96	56 426	1.31	94 723 450
Qualified manual worker in other professions (mechanic, fitter, craftsman)	9.69	567 376	97.70	12.32	892 808 639	153 738.22	100.00	9.69	567 376	12.32	892 808 639
Manual worker without (porter, dustman)	3.14	184 013	97.70	3.76	272 477 862	144 669.52	100.00	3.14	184 013	3.76	272 477 862
Respondent is not employed	55.34	3 241 458	97.70	54.35	3 937 531 869	118 680.18	100.00	55.34	3 241 458	54.35	3 937 531 869

Source: NetMonitor – SPIR – Mediaresearch & Gemius, February 2011

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, February 2011

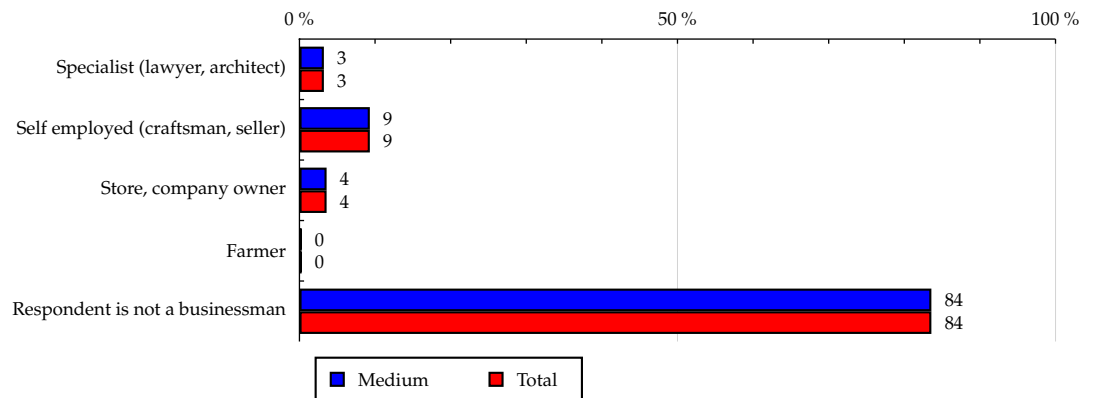
TOTAL

Table 20: Business Activities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Specialist (lawyer, architect)	3.23	189 260	97.70	2.32	167 913 906	86 680.64	100.00	3.23	189 260	2.32	167 913 906
Self employed (craftsman, seller)	9.31	545 495	97.70	10.21	739 595 039	132 463.96	100.00	9.31	545 495	10.21	739 595 039
Store, company owner	3.59	210 459	97.70	3.18	230 753 497	107 121.08	100.00	3.59	210 459	3.18	230 753 497
Farmer	0.29	16 822	97.70	0.33	23 960 864	139 155.35	100.00	0.29	16 822	0.33	23 960 864
Respondent is not a businessman	83.58	4 895 383	97.70	83.96	6 082 929 156	121 400.53	100.00	83.58	4 895 383	83.96	6 082 929 156

Source: NetMonitor – SPIR – Mediaresearch & Gemius, February 2011

Chart 20: Business Activities by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, February 2011

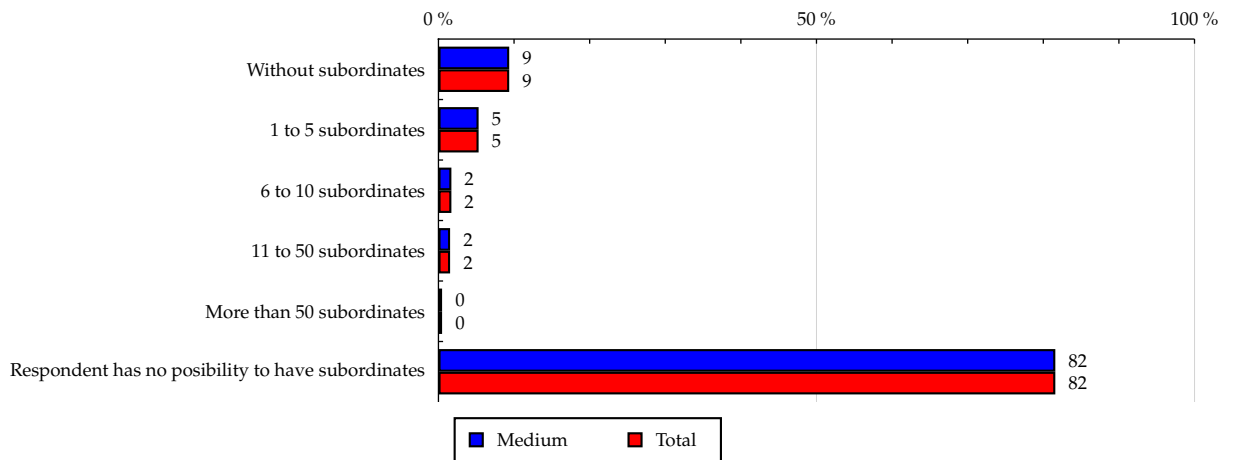
TOTAL

Table 21: Number of Subordinates

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Without subordinates	9.36	548 545	97.70	10.16	736 221 546	131 126.54	100.00	9.36	548 545	10.16	736 221 546
1 to 5 subordinates	5.31	311 251	97.70	4.67	338 024 540	106 103.80	100.00	5.31	311 251	4.67	338 024 540
6 to 10 subordinates	1.71	100 353	97.70	1.30	94 277 834	91 785.21	100.00	1.71	100 353	1.30	94 277 834
11 to 50 subordinates	1.54	89 997	97.70	1.25	90 265 284	97 990.24	100.00	1.54	89 997	1.25	90 265 284
More than 50 subordinates	0.48	27 964	97.70	0.29	20 762 840	72 540.03	100.00	0.48	27 964	0.29	20 762 840
Respondent has no possibility to have subordinates	81.59	4 779 308	97.70	82.34	5 965 600 418	121 950.53	100.00	81.59	4 779 308	82.34	5 965 600 418

Source: NetMonitor – SPIR – Mediaresearch & Gemius, February 2011

Chart 21: Number of Subordinates by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, February 2011

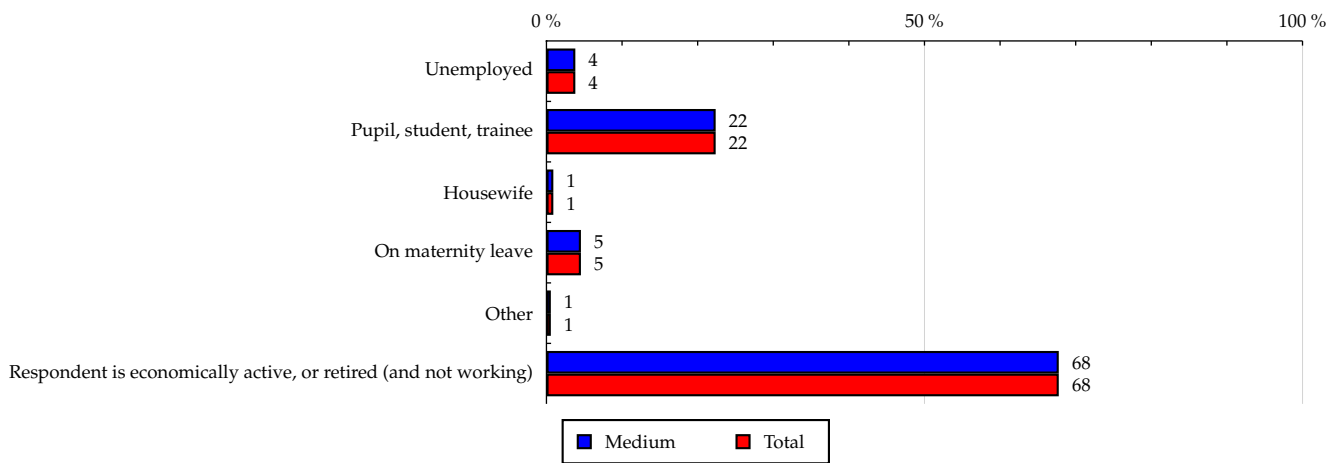
TOTAL

Table 22: Economically Inactive as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unemployed	3.82	223 489	97.70	4.28	310 356 331	135 674.20	100.00	3.82	223 489	4.28	310 356 331
Pupil, student, trainee	22.38	1 311 034	97.70	17.43	1 262 502 687	94 083.38	100.00	22.38	1 311 034	17.43	1 262 502 687
Housewife	0.91	53 197	97.70	1.33	96 578 662	177 372.40	100.00	0.91	53 197	1.33	96 578 662
On maternity leave	4.56	267 222	97.70	5.38	389 459 529	142 391.33	100.00	4.56	267 222	5.38	389 459 529
Other	0.58	33 711	97.70	0.92	66 956 589	194 048.24	100.00	0.58	33 711	0.92	66 956 589
Respondent is economically active, or retired (and not working)	67.76	3 968 765	97.70	70.66	5 119 298 663	126 022.94	100.00	67.76	3 968 765	70.66	5 119 298 663

Source: NetMonitor – SPIR – Mediaresearch & Gemius, February 2011

Chart 22: Economically Inactive as by RU(%)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, February 2011

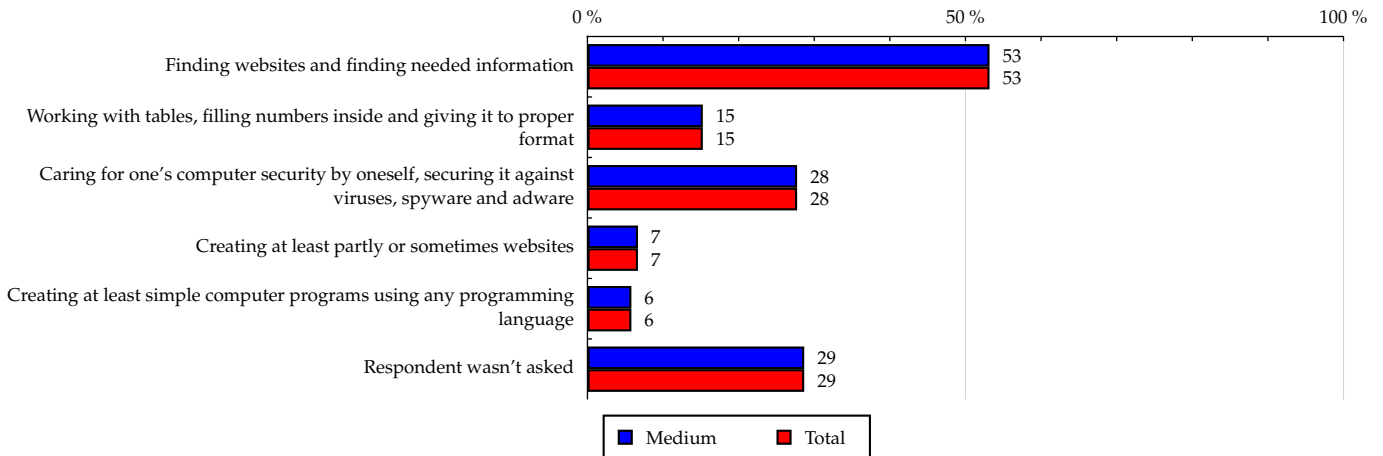
TOTAL

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	53.18	3 114 968	97.70	48.80	3 535 508 007	110 890.08	100.00	53.18	3 114 968	48.80	3 535 508 007
Working with tables, filling numbers inside and giving it to proper format	15.26	893 874	97.70	12.75	923 805 085	100 971.35	100.00	15.26	893 874	12.75	923 805 085
Caring for one's computer security by oneself, securing it against viruses, spyware and adware	27.73	1 624 045	97.70	29.16	2 112 503 444	127 084.85	100.00	27.73	1 624 045	29.16	2 112 503 444
Creating at least partly or sometimes websites	6.68	391 066	97.70	5.34	387 094 795	96 707.84	100.00	6.68	391 066	5.34	387 094 795
Creating at least simple computer programs using any programming language	5.81	340 301	97.70	4.83	350 274 608	100 563.20	100.00	5.81	340 301	4.83	350 274 608
Respondent wasn't asked	28.67	1 679 312	97.70	31.11	2 253 860 636	131 126.41	100.00	28.67	1 679 312	31.11	2 253 860 636

Source: NetMonitor – SPIR – Mediaresearch & Gemius, February 2011

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, February 2011

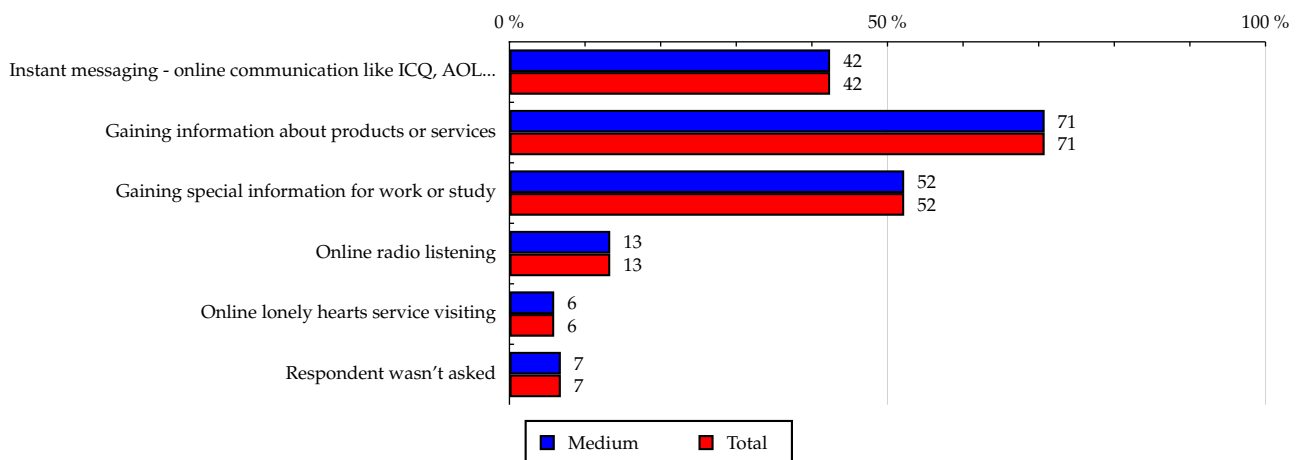
TOTAL

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...	42.41	2 484 141	97.70	40.45	2 930 982 233	115 274.01	100.00	42.41	2 484 141	40.45	2 930 982 233
Gaining information about products or services	70.79	4 146 461	97.70	73.19	5 303 034 706	124 951.50	100.00	70.79	4 146 461	73.19	5 303 034 706
Gaining special information for work or study	52.21	3 058 327	97.70	48.69	3 527 427 546	112 685.65	100.00	52.21	3 058 327	48.69	3 527 427 546
Online radio listening	13.33	780 993	97.70	11.60	840 182 791	105 104.43	100.00	13.33	780 993	11.60	840 182 791
Online lonely hearts service visiting	5.92	346 652	97.70	6.19	448 639 057	126 443.68	100.00	5.92	346 652	6.19	448 639 057
Respondent wasn't asked	6.80	398 136	97.70	7.17	519 755 074	127 544.22	100.00	6.80	398 136	7.17	519 755 074

Source: NetMonitor – SPIR – Mediaresearch & Gemius, February 2011

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, February 2011

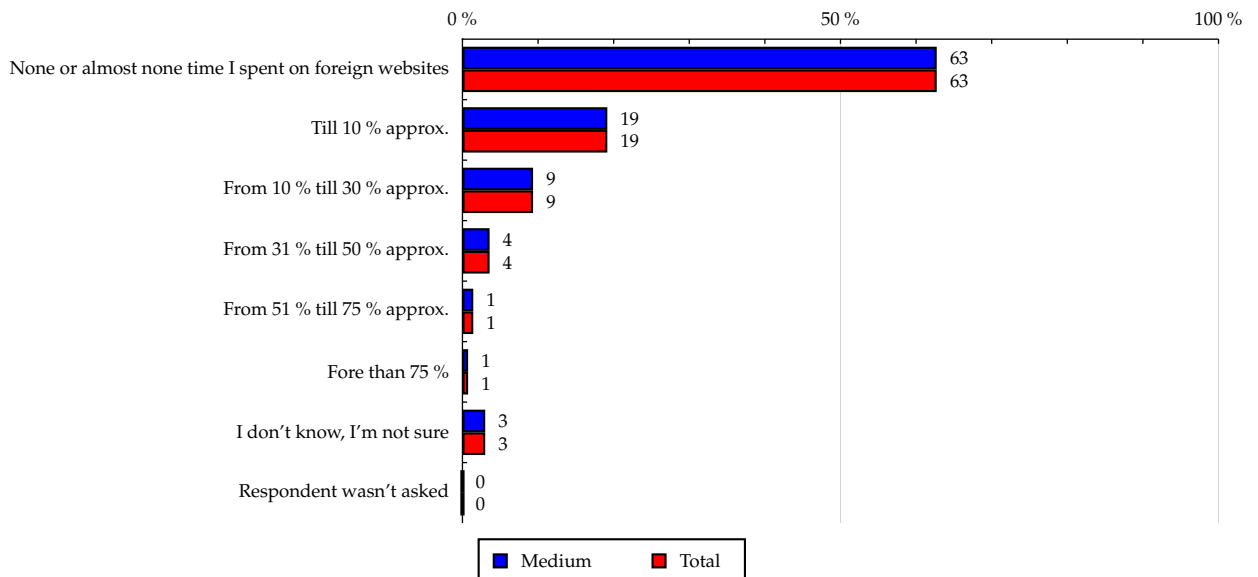
TOTAL

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	62.73	3 674 366	97.70	64.90	4 701 775 610	125 018.42	100.00	62.73	3 674 366	64.90	4 701 775 610
Till 10 % approx.	19.16	1 122 157	97.70	19.29	1 397 447 289	121 668.00	100.00	19.16	1 122 157	19.29	1 397 447 289
From 10 % till 30 % approx.	9.34	546 917	97.70	8.57	621 270 357	110 982.20	100.00	9.34	546 917	8.57	621 270 357
From 31 % till 50 % approx.	3.59	210 406	97.70	3.11	225 472 650	104 695.58	100.00	3.59	210 406	3.11	225 472 650
From 51 % till 75 % approx.	1.43	83 757	97.70	1.14	82 709 550	96 477.64	100.00	1.43	83 757	1.14	82 709 550
Fore than 75 %	0.75	43 703	97.70	0.51	37 280 455	83 341.90	100.00	0.75	43 703	0.51	37 280 455
I don't know, I'm not sure	3.01	176 112	97.70	2.47	179 196 551	99 411.02	100.00	3.01	176 112	2.47	179 196 551
Respondent wasn't asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

Source: NetMonitor – SPIR – Mediaresearch & Gemius, February 2011

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, February 2011

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".