

SPiR NetMonitor

Research on the Sociodemography of Internet Users in the Czech Republic

Medium title:

TOTAL

Month:

April 2011

Basic information	
The size of Internet population in the Czech Republic	6 081 691
Number of respondents	
Medium	N = 30 000
Total (for all measured media)	N = 30 000
RU(number)	5 941 812
Reach(%)	97.70
PV(number) (from Czech visitors)	6 907 207 074
PV(number) (from all visitors)	7 425 952 643
GRP (%)	113 573.79

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

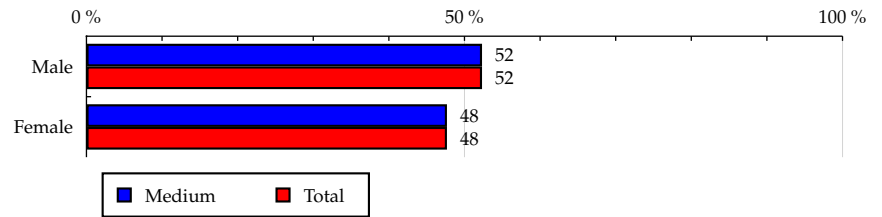
TOTAL

Table 1: Sex

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Male	52.32	3 108 458	97.70	52.14	3 601 737 200	113 203.91	100.00	52.32	3 108 458	52.14	3 601 737 200
Female	47.68	2 833 353	97.70	47.86	3 305 469 874	113 979.58	100.00	47.68	2 833 353	47.86	3 305 469 874

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

Chart 1: Sex by RU(%)



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

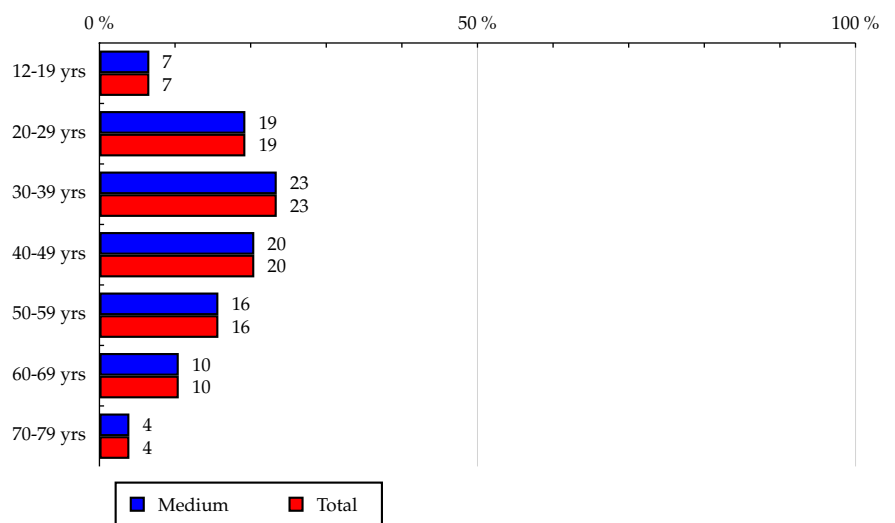
TOTAL

Table 2: Age

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
12-19 yrs	6.60	391 973	97.70	4.45	307 405 313	76 621.33	100.00	6.60	391 973	4.45	307 405 313
20-29 yrs	19.30	1 146 821	97.70	19.02	1 313 875 918	111 931.74	100.00	19.30	1 146 821	19.02	1 313 875 918
30-39 yrs	23.45	1 393 167	97.70	26.20	1 809 617 012	126 904.73	100.00	23.45	1 393 167	26.20	1 809 617 012
40-49 yrs	20.48	1 217 053	97.70	20.67	1 427 839 886	114 621.10	100.00	20.48	1 217 053	20.67	1 427 839 886
50-59 yrs	15.73	934 519	97.70	15.39	1 062 942 150	111 125.98	100.00	15.73	934 519	15.39	1 062 942 150
60-69 yrs	10.49	623 109	97.70	10.70	739 299 462	115 917.98	100.00	10.49	623 109	10.70	739 299 462
70-79 yrs	3.96	235 168	97.70	3.56	246 227 332	102 294.56	100.00	3.96	235 168	3.56	246 227 332

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

Chart 2: Age by RU(%)



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

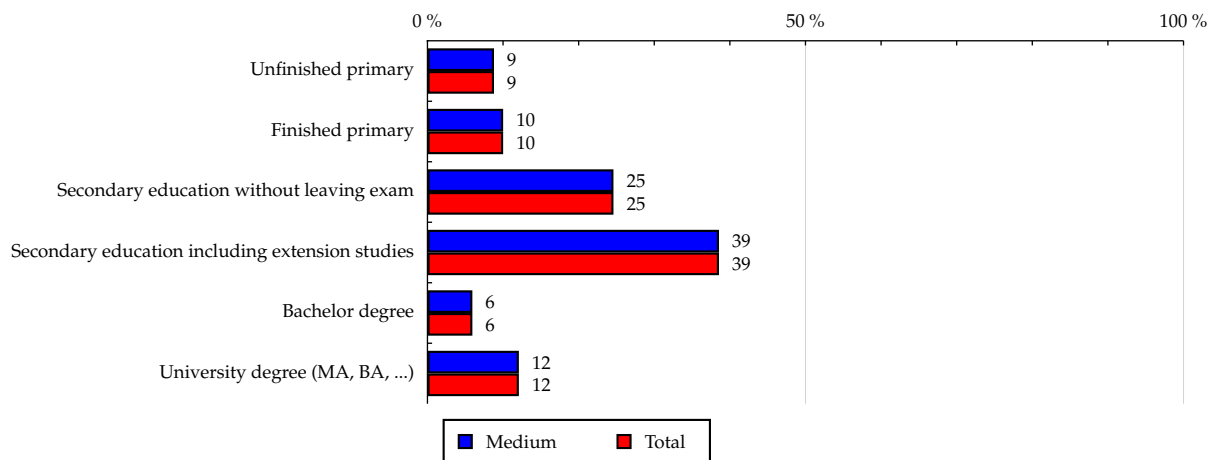
TOTAL

Table 3: Highest Education

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unfinished primary	8.80	523 107	97.70	6.06	418 852 471	78 228.51	100.00	8.80	523 107	6.06	418 852 471
Finished primary	10.01	594 586	97.70	10.41	718 950 189	118 134.83	100.00	10.01	594 586	10.41	718 950 189
Secondary education without leaving exam	24.60	1 461 439	97.70	28.63	1 977 655 604	132 210.06	100.00	24.60	1 461 439	28.63	1 977 655 604
Secondary education including extension studies	38.56	2 291 212	97.70	39.80	2 748 913 620	117 216.90	100.00	38.56	2 291 212	39.80	2 748 913 620
Bachelor degree	5.94	352 814	97.70	5.85	404 262 498	111 946.90	100.00	5.94	352 814	5.85	404 262 498
University degree (MA, BA, ...)	12.09	718 652	97.70	9.25	638 572 691	86 813.28	100.00	12.09	718 652	9.25	638 572 691

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

Chart 3: Highest Education by RU(%)



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

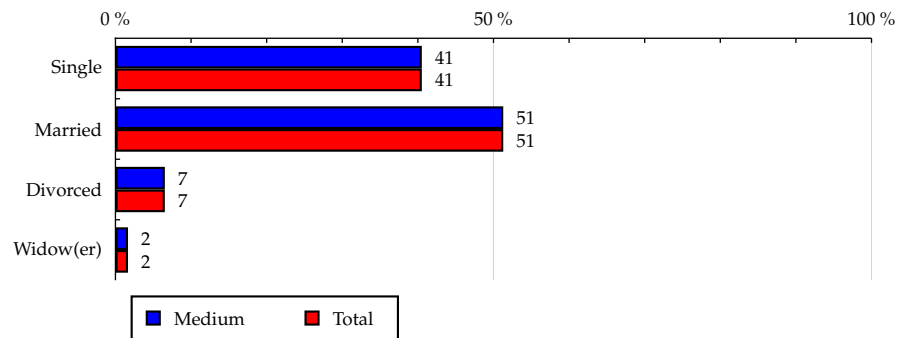
TOTAL

Table 4: Marital Status

	MEDIUM						TOTAL				
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Single	40.52	2 407 817	97.70	39.11	2 701 326 827	109 609.47	100.00	40.52	2 407 817	39.11	2 701 326 827
Married	51.29	3 047 768	97.70	52.08	3 597 067 350	115 308.46	100.00	51.29	3 047 768	52.08	3 597 067 350
Divorced	6.53	387 769	97.70	7.10	490 569 887	123 601.05	100.00	6.53	387 769	7.10	490 569 887
Widow(er)	1.66	98 456	97.70	1.71	118 243 009	117 334.37	100.00	1.66	98 456	1.71	118 243 009

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

Chart 4: Marital Status by RU(%)



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

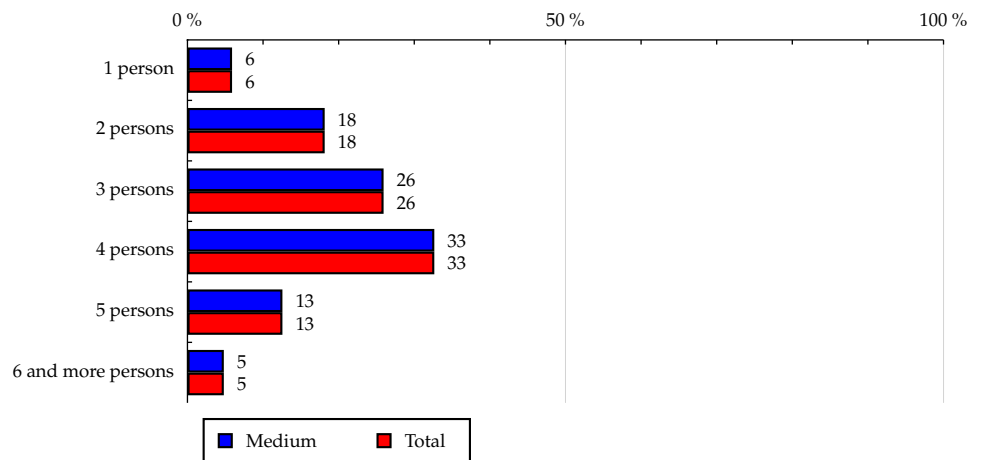
TOTAL

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	5.90	350 374	97.70	5.92	408 861 305	114 008.87	100.00	5.90	350 374	5.92	408 861 305
2 persons	18.15	1 078 394	97.70	18.82	1 299 748 893	117 754.20	100.00	18.15	1 078 394	18.82	1 299 748 893
3 persons	25.94	1 541 331	97.70	26.27	1 814 209 860	114 996.85	100.00	25.94	1 541 331	26.27	1 814 209 860
4 persons	32.65	1 939 734	97.70	32.09	2 216 298 804	111 629.92	100.00	32.65	1 939 734	32.09	2 216 298 804
5 persons	12.56	746 141	97.70	12.27	847 410 212	110 960.18	100.00	12.56	746 141	12.27	847 410 212
6 and more persons	4.81	285 836	97.70	4.64	320 678 000	109 609.07	100.00	4.81	285 836	4.64	320 678 000

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

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



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

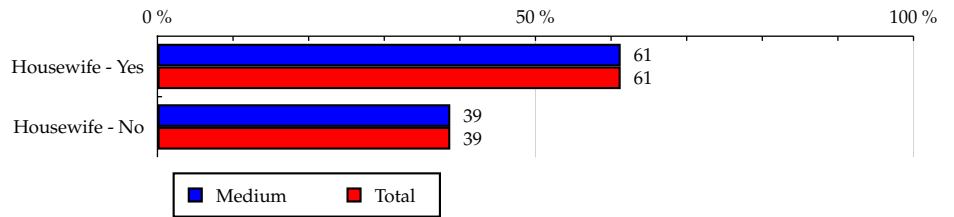
TOTAL

Table 6: Housewife

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Housewife - Yes	61.27	3 640 396	97.70	64.87	4 481 009 571	120 260.16	100.00	61.27	3 640 396	64.87	4 481 009 571
Housewife - No	38.73	2 301 415	97.70	35.13	2 426 197 503	102 997.24	100.00	38.73	2 301 415	35.13	2 426 197 503

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

Chart 6: Housewife by RU(%)



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

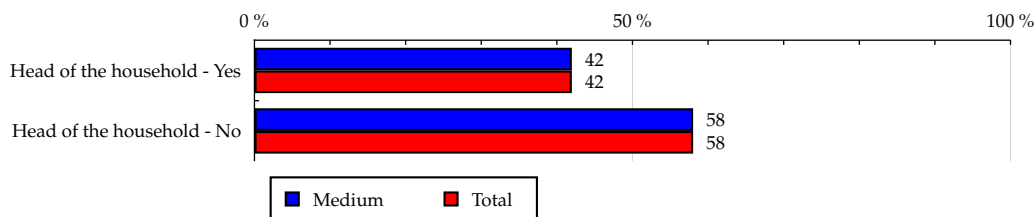
TOTAL

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	41.98	2 494 097	97.70	41.72	2 881 875 548	112 890.24	100.00	41.98	2 494 097	41.72	2 881 875 548
Head of the household - No	58.02	3 447 714	97.70	58.28	4 025 331 525	114 068.28	100.00	58.02	3 447 714	58.28	4 025 331 525

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

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



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

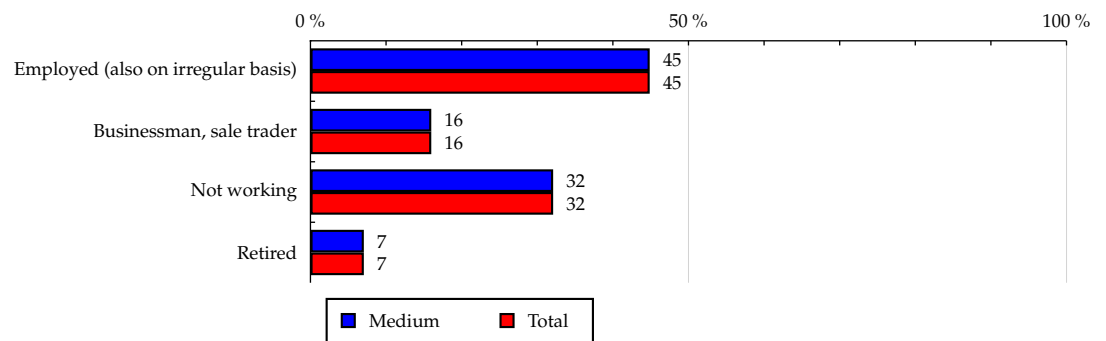
TOTAL

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)	44.87	2 665 821	97.70	44.80	3 094 635 811	113 415.66	100.00	44.87	2 665 821	44.80	3 094 635 811
Businessman, sale trader	15.98	949 447	97.70	15.52	1 071 690 897	110 279.13	100.00	15.98	949 447	15.52	1 071 690 897
Not working	32.10	1 907 343	97.70	31.19	2 154 318 921	110 350.84	100.00	32.10	1 907 343	31.19	2 154 318 921
Retired	7.06	419 199	97.70	8.49	586 561 446	136 705.80	100.00	7.06	419 199	8.49	586 561 446

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

Chart 8: Economic Activity by RU(%)



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

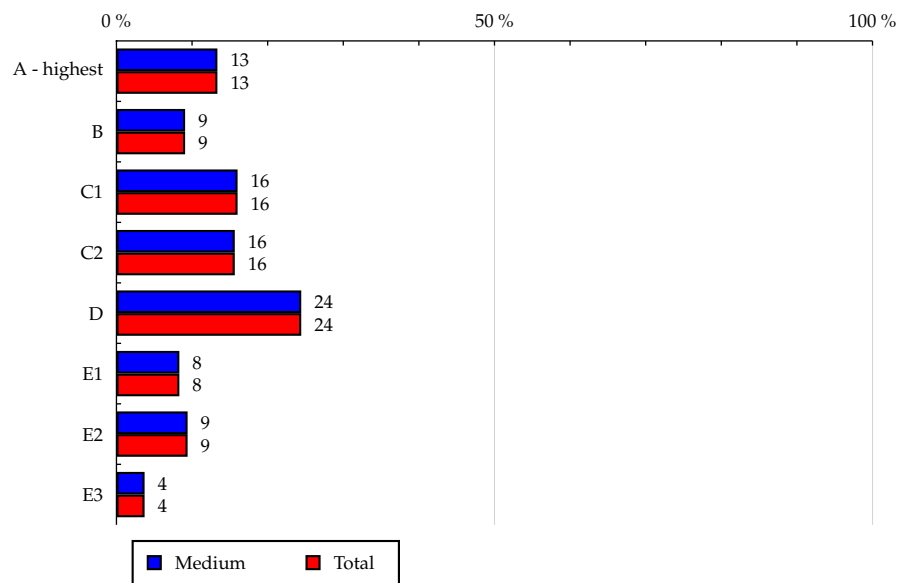
TOTAL

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	13.35	793 098	97.70	11.37	785 415 642	96 753.61	100.00	13.35	793 098	11.37	785 415 642
B	9.08	539 778	97.70	9.54	658 629 155	119 211.92	100.00	9.08	539 778	9.54	658 629 155
C1	16.02	951 701	97.70	16.54	1 142 205 616	117 256.80	100.00	16.02	951 701	16.54	1 142 205 616
C2	15.65	929 957	97.70	16.42	1 134 026 729	119 139.26	100.00	15.65	929 957	16.42	1 134 026 729
D	24.44	1 452 207	97.70	24.65	1 702 508 350	114 539.48	100.00	24.44	1 452 207	24.65	1 702 508 350
E1	8.32	494 527	97.70	8.51	587 874 833	116 141.90	100.00	8.32	494 527	8.51	587 874 833
E2	9.41	559 371	97.70	9.48	654 467 534	114 309.47	100.00	9.41	559 371	9.48	654 467 534
E3	3.72	221 169	97.70	3.50	242 079 214	106 936.54	100.00	3.72	221 169	3.50	242 079 214

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

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



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

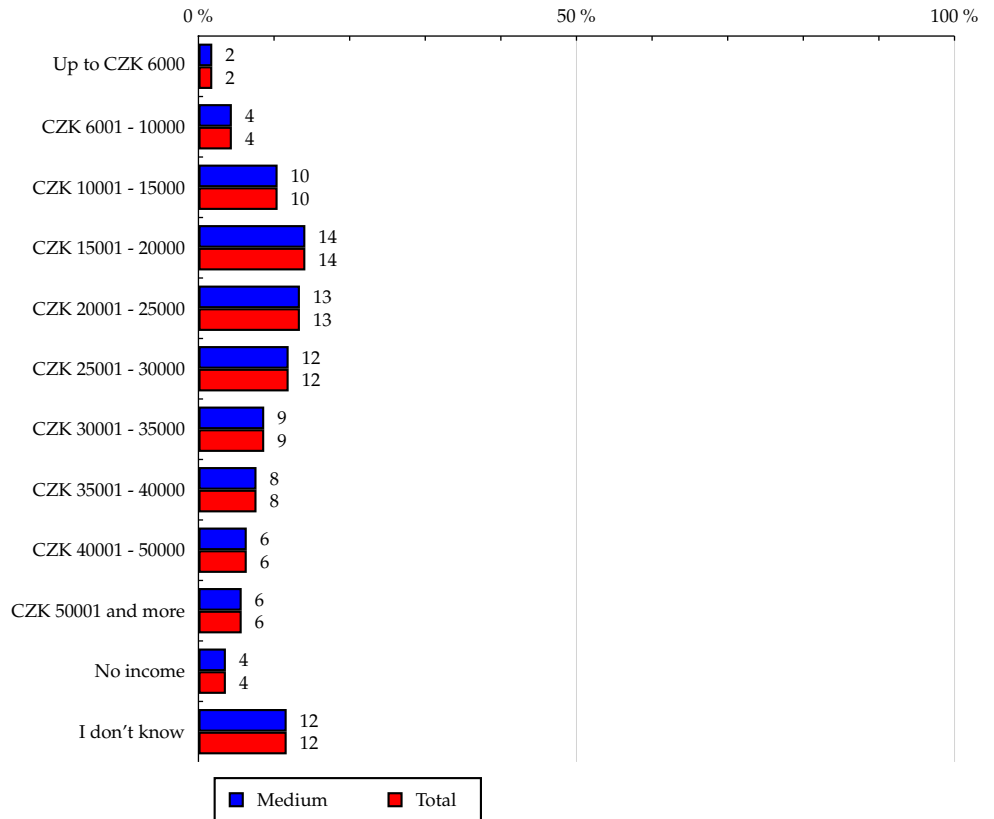
TOTAL

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	1.83	108 900	97.70	1.63	112 875 833	101 266.18	100.00	1.83	108 900	1.63	112 875 833
CZK 6001 - 10000	4.42	262 772	97.70	5.48	378 630 965	140 776.96	100.00	4.42	262 772	5.48	378 630 965
CZK 10001 - 15000	10.47	622 191	97.70	11.12	768 033 541	120 600.92	100.00	10.47	622 191	11.12	768 033 541
CZK 15001 - 20000	14.14	840 443	97.70	15.15	1 046 485 261	121 651.94	100.00	14.14	840 443	15.15	1 046 485 261
CZK 20001 - 25000	13.42	797 547	97.70	14.29	987 272 667	120 941.47	100.00	13.42	797 547	14.29	987 272 667
CZK 25001 - 30000	11.93	708 609	97.70	12.32	851 039 785	117 337.66	100.00	11.93	708 609	12.32	851 039 785
CZK 30001 - 35000	8.70	517 000	97.70	8.55	590 487 211	111 587.12	100.00	8.70	517 000	8.55	590 487 211
CZK 35001 - 40000	7.68	456 314	97.70	7.01	484 435 078	103 720.83	100.00	7.68	456 314	7.01	484 435 078
CZK 40001 - 50000	6.39	379 463	97.70	6.27	432 928 755	111 465.63	100.00	6.39	379 463	6.27	432 928 755
CZK 50001 and more	5.72	339 976	97.70	5.66	390 859 828	112 322.55	100.00	5.72	339 976	5.66	390 859 828
No income	3.63	215 474	97.70	2.46	169 893 520	77 032.85	100.00	3.63	215 474	2.46	169 893 520
I don't know	11.67	693 118	97.70	10.05	694 264 629	97 861.59	100.00	11.67	693 118	10.05	694 264 629

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

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



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

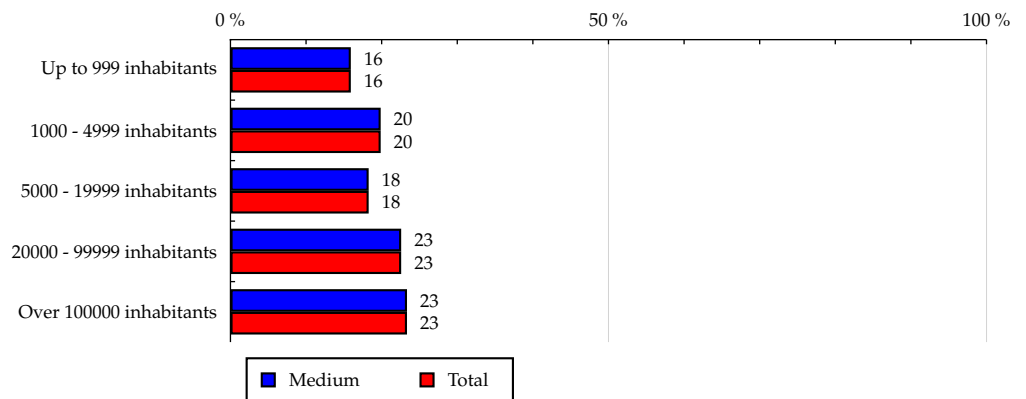
TOTAL

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	15.92	945 923	97.70	15.22	1 051 329 700	108 586.92	100.00	15.92	945 923	15.22	1 051 329 700
1000 - 4999 inhabitants	19.87	1 180 507	97.70	20.49	1 415 511 244	117 149.10	100.00	19.87	1 180 507	20.49	1 415 511 244
5000 - 19999 inhabitants	18.28	1 086 091	97.70	18.18	1 255 854 747	112 971.19	100.00	18.28	1 086 091	18.18	1 255 854 747
20000 - 99999 inhabitants	22.58	1 341 709	97.70	23.75	1 640 301 566	119 442.77	100.00	22.58	1 341 709	23.75	1 640 301 566
Over 100000 inhabitants	23.35	1 387 580	97.70	22.36	1 544 209 817	108 728.34	100.00	23.35	1 387 580	22.36	1 544 209 817

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

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



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

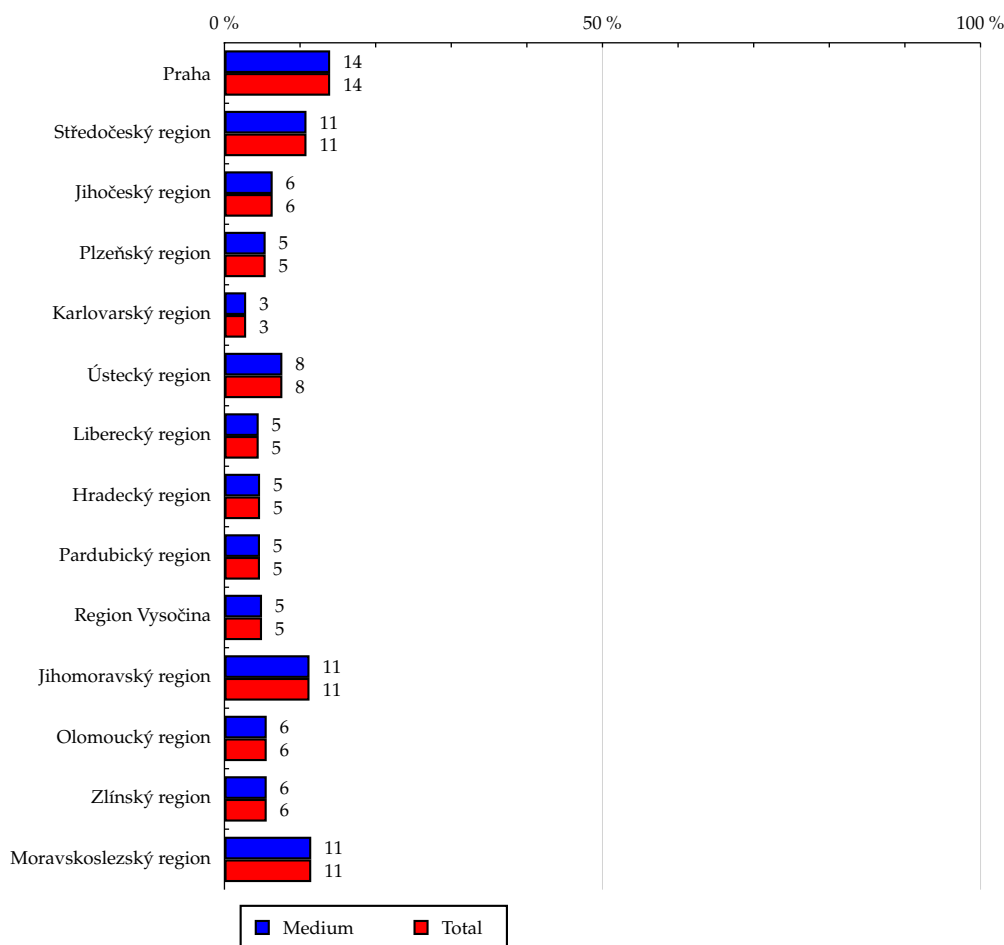
TOTAL

Table 12: Region

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Praha	13.98	830 424	97.70	12.74	879 710 469	103 498.58	100.00	13.98	830 424	12.74	879 710 469
Středočeský region	10.85	644 624	97.70	9.85	680 535 154	103 142.72	100.00	10.85	644 624	9.85	680 535 154
Jihočeský region	6.38	378 844	97.70	6.14	423 857 184	109 308.18	100.00	6.38	378 844	6.14	423 857 184
Plzeňský region	5.45	323 824	97.70	5.73	395 876 397	119 438.70	100.00	5.45	323 824	5.73	395 876 397
Karlovarský region	2.87	170 763	97.70	2.71	187 093 287	107 043.16	100.00	2.87	170 763	2.71	187 093 287
Ústecký region	7.66	455 139	97.70	8.20	566 331 773	121 568.59	100.00	7.66	455 139	8.20	566 331 773
Liberecký region	4.53	268 922	97.70	4.64	320 757 002	116 531.75	100.00	4.53	268 922	4.64	320 757 002
Hradecký region	4.71	279 616	97.70	4.26	294 587 803	102 930.97	100.00	4.71	279 616	4.26	294 587 803
Pardubický region	4.70	279 201	97.70	4.79	330 809 950	115 759.36	100.00	4.70	279 201	4.79	330 809 950
Region Vysočina	4.97	295 304	97.70	5.15	355 551 396	117 632.56	100.00	4.97	295 304	5.15	355 551 396
Jihomoravský region	11.25	668 746	97.70	11.65	804 930 277	117 595.62	100.00	11.25	668 746	11.65	804 930 277
Olomoucký region	5.59	332 321	97.70	6.05	418 208 121	122 950.18	100.00	5.59	332 321	6.05	418 208 121
Zlínský region	5.59	331 905	97.70	6.02	415 879 172	122 418.73	100.00	5.59	331 905	6.02	415 879 172
Moravskoslezský region	11.48	682 176	97.70	12.06	833 079 088	119 312.06	100.00	11.48	682 176	12.06	833 079 088

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

Chart 12: Region by RU(%)



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

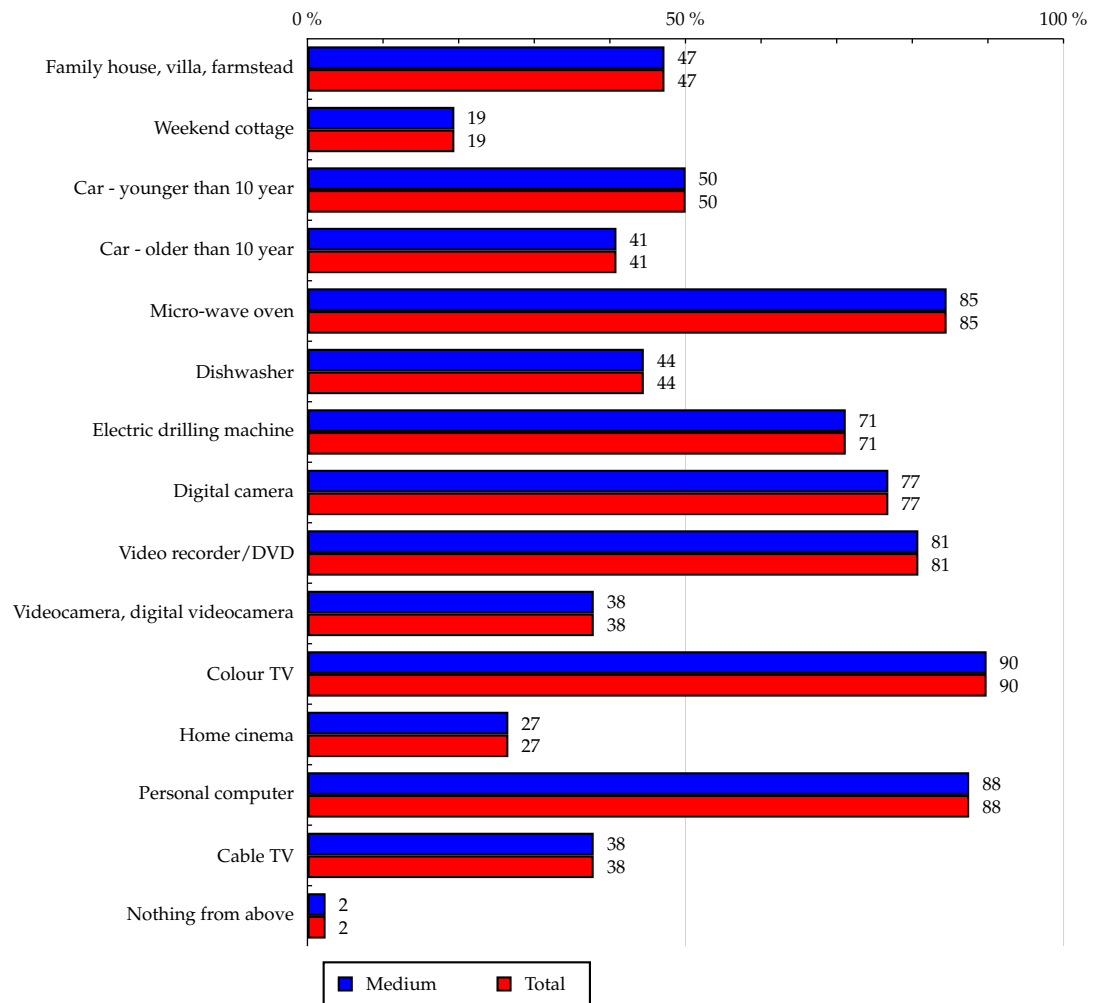
TOTAL

Table 13: Facilities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Family house, villa, farmstead	47.22	2 805 900	97.70	45.09	3 114 538 822	108 446.62	100.00	47.22	2 805 900	45.09	3 114 538 822
Weekend cottage	19.43	1 154 506	97.70	17.79	1 229 080 152	104 010.75	100.00	19.43	1 154 506	17.79	1 229 080 152
Car - younger than 10 year	50.02	2 972 177	97.70	46.34	3 200 855 996	105 216.99	100.00	50.02	2 972 177	46.34	3 200 855 996
Car - older than 10 year	40.87	2 428 621	97.70	43.09	2 976 642 957	119 746.14	100.00	40.87	2 428 621	43.09	2 976 642 957
Micro-wave oven	84.54	5 023 232	97.70	85.49	5 905 251 442	114 854.95	100.00	84.54	5 023 232	85.49	5 905 251 442
Dishwasher	44.49	2 643 441	97.70	41.11	2 839 829 046	104 958.35	100.00	44.49	2 643 441	41.11	2 839 829 046
Electric drilling machine	71.20	4 230 437	97.70	70.52	4 871 100 577	112 495.81	100.00	71.20	4 230 437	70.52	4 871 100 577
Digital camera	76.83	4 565 155	97.70	76.65	5 294 183 198	113 302.10	100.00	76.83	4 565 155	76.65	5 294 183 198
Video recorder/DVD	80.80	4 800 910	97.70	81.61	5 636 746 731	114 709.51	100.00	80.80	4 800 910	81.61	5 636 746 731
Videocamera, digital videocamera	37.87	2 249 951	97.70	35.91	2 480 636 257	107 717.07	100.00	37.87	2 249 951	35.91	2 480 636 257
Colour TV	89.83	5 337 679	97.70	90.81	6 272 538 604	114 811.50	100.00	89.83	5 337 679	90.81	6 272 538 604
Home cinema	26.57	1 578 765	97.70	27.38	1 891 014 217	117 023.16	100.00	26.57	1 578 765	27.38	1 891 014 217
Personal computer	87.52	5 200 225	97.70	88.30	6 098 794 339	114 581.99	100.00	87.52	5 200 225	88.30	6 098 794 339
Cable TV	37.86	2 249 331	97.70	39.04	2 696 779 442	117 134.95	100.00	37.86	2 249 331	39.04	2 696 779 442
Nothing from above	2.40	142 397	97.70	2.16	148 969 477	102 209.17	100.00	2.40	142 397	2.16	148 969 477

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

Chart 13: Facilities by RU(%)



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

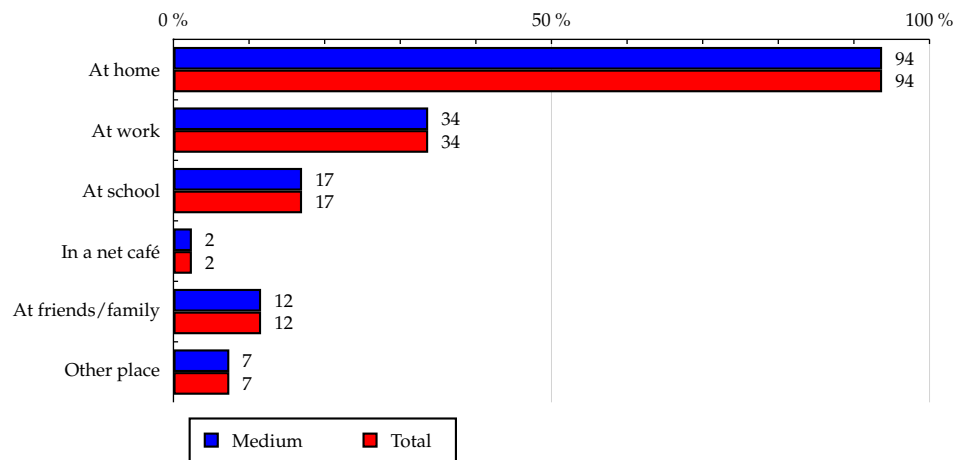
TOTAL

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	93.73	5 569 223	97.70	94.62	6 535 488 313	114 651.03	100.00	93.73	5 569 223	94.62	6 535 488 313
At work	33.69	2 001 950	97.70	30.30	2 093 168 643	102 151.65	100.00	33.69	2 001 950	30.30	2 093 168 643
At school	17.01	1 010 506	97.70	14.64	1 010 927 667	97 740.75	100.00	17.01	1 010 506	14.64	1 010 927 667
In a net café	2.44	145 168	97.70	2.11	145 696 544	98 055.59	100.00	2.44	145 168	2.11	145 696 544
At friends/family	11.59	688 736	97.70	10.67	737 164 902	104 569.70	100.00	11.59	688 736	10.67	737 164 902
Other place	7.39	439 115	97.70	6.52	450 348 497	100 199.35	100.00	7.39	439 115	6.52	450 348 497

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

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



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

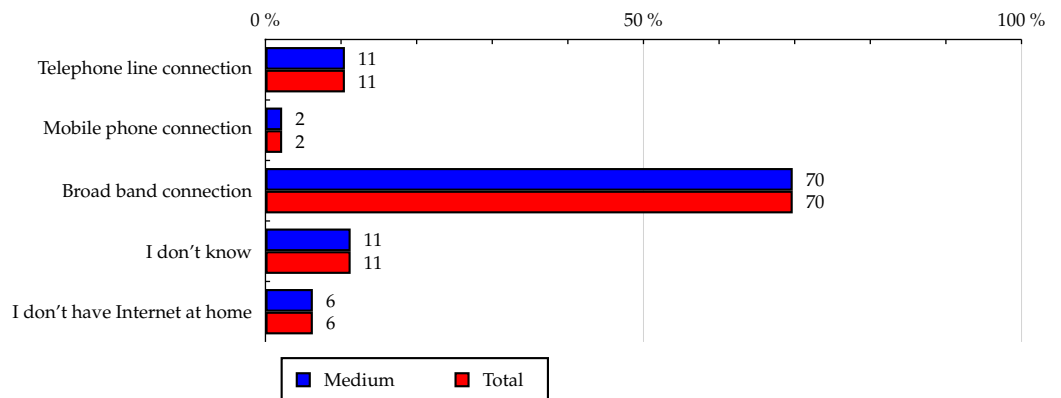
TOTAL

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	10.51	624 238	97.70	10.78	744 815 755	116 571.57	100.00	10.51	624 238	10.78	744 815 755
Mobile phone connection	2.21	131 136	97.70	2.04	141 137 551	105 151.39	100.00	2.21	131 136	2.04	141 137 551
Broad band connection	69.74	4 144 013	97.70	72.00	4 973 257 074	117 250.40	100.00	69.74	4 144 013	72.00	4 973 257 074
I don't know	11.27	669 835	97.70	9.79	676 277 933	98 639.66	100.00	11.27	669 835	9.79	676 277 933
I don't have Internet at home	6.27	372 588	97.70	5.38	371 718 760	97 471.94	100.00	6.27	372 588	5.38	371 718 760

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

Chart 15: Connection from Home by RU(%)



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

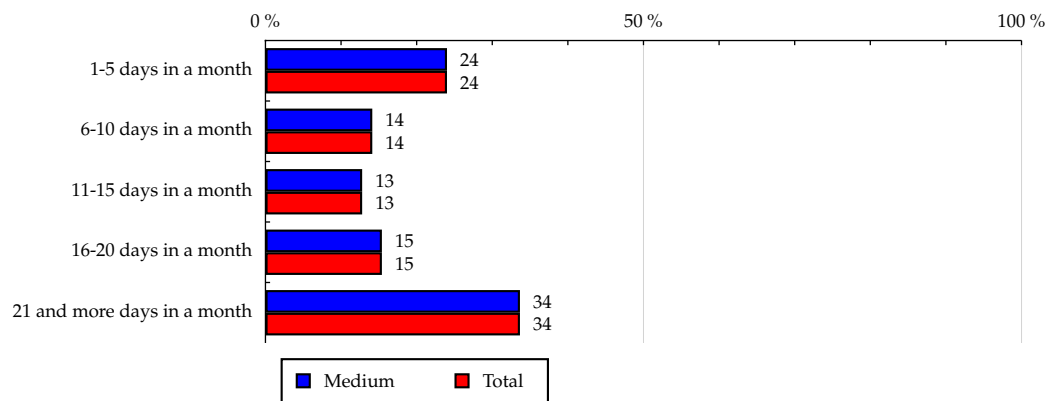
TOTAL

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	24.01	1 426 776	97.70	1.97	135 779 986	9 297.67	100.00	24.01	1 426 776	1.97	135 779 986
6-10 days in a month	14.13	839 782	97.70	3.57	246 871 291	28 720.90	100.00	14.13	839 782	3.57	246 871 291
11-15 days in a month	12.79	760 030	97.70	6.16	425 439 077	54 689.09	100.00	12.79	760 030	6.16	425 439 077
16-20 days in a month	15.40	915 145	97.70	15.29	1 056 417 250	112 781.99	100.00	15.40	915 145	15.29	1 056 417 250
21 and more days in a month	33.66	2 000 075	97.70	73.01	5 042 699 470	246 326.52	100.00	33.66	2 000 075	73.01	5 042 699 470

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

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



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

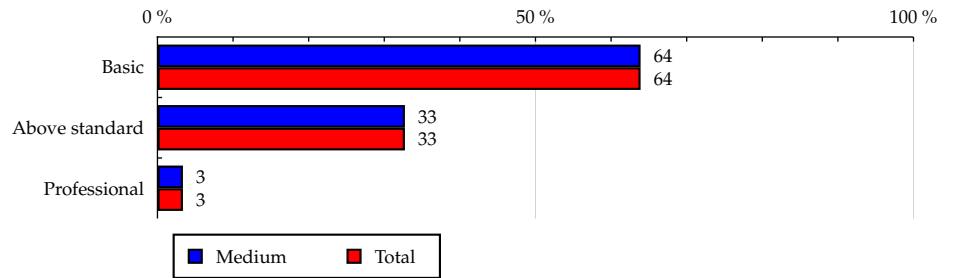
TOTAL

Table 17: IT Knowledge

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Basic	63.90	3 796 716	97.70	66.85	4 617 754 199	118 827.56	100.00	63.90	3 796 716	66.85	4 617 754 199
Above standard	32.73	1 944 607	97.70	30.41	2 100 628 640	105 538.75	100.00	32.73	1 944 607	30.41	2 100 628 640
Professional	3.37	200 488	97.70	2.73	188 824 235	92 016.01	100.00	3.37	200 488	2.73	188 824 235

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

Chart 17: IT Knowledge by RU(%)



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

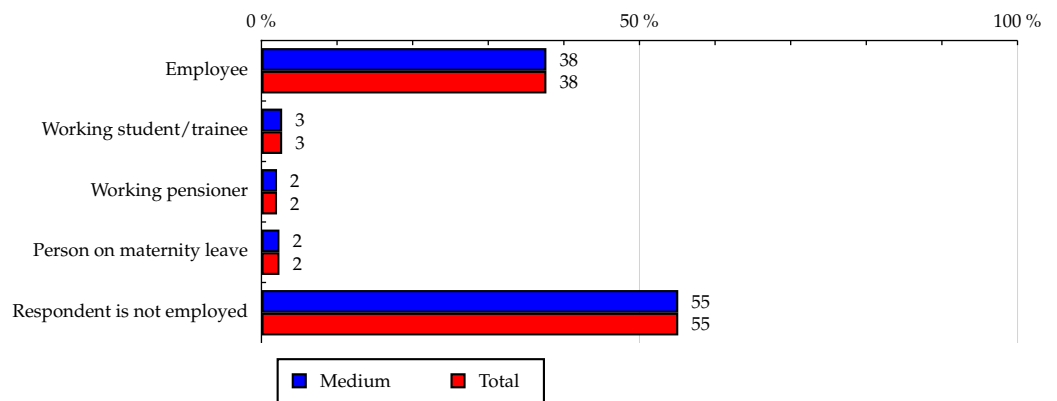
TOTAL

Table 18: Economically Active as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Employee	37.69	2 239 453	97.70	36.94	2 551 855 134	111 329.06	100.00	37.69	2 239 453	36.94	2 551 855 134
Working student/trainee	2.74	162 718	97.70	2.60	179 398 824	107 715.24	100.00	2.74	162 718	2.60	179 398 824
Working pensioner	2.06	122 110	97.70	2.25	155 420 899	124 351.28	100.00	2.06	122 110	2.25	155 420 899
Person on maternity leave	2.38	141 538	97.70	3.01	207 960 954	143 549.22	100.00	2.38	141 538	3.01	207 960 954
Respondent is not employed	55.13	3 275 990	97.70	55.20	3 812 571 263	113 702.47	100.00	55.13	3 275 990	55.20	3 812 571 263

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

Chart 18: Economically Active as by RU(%)



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

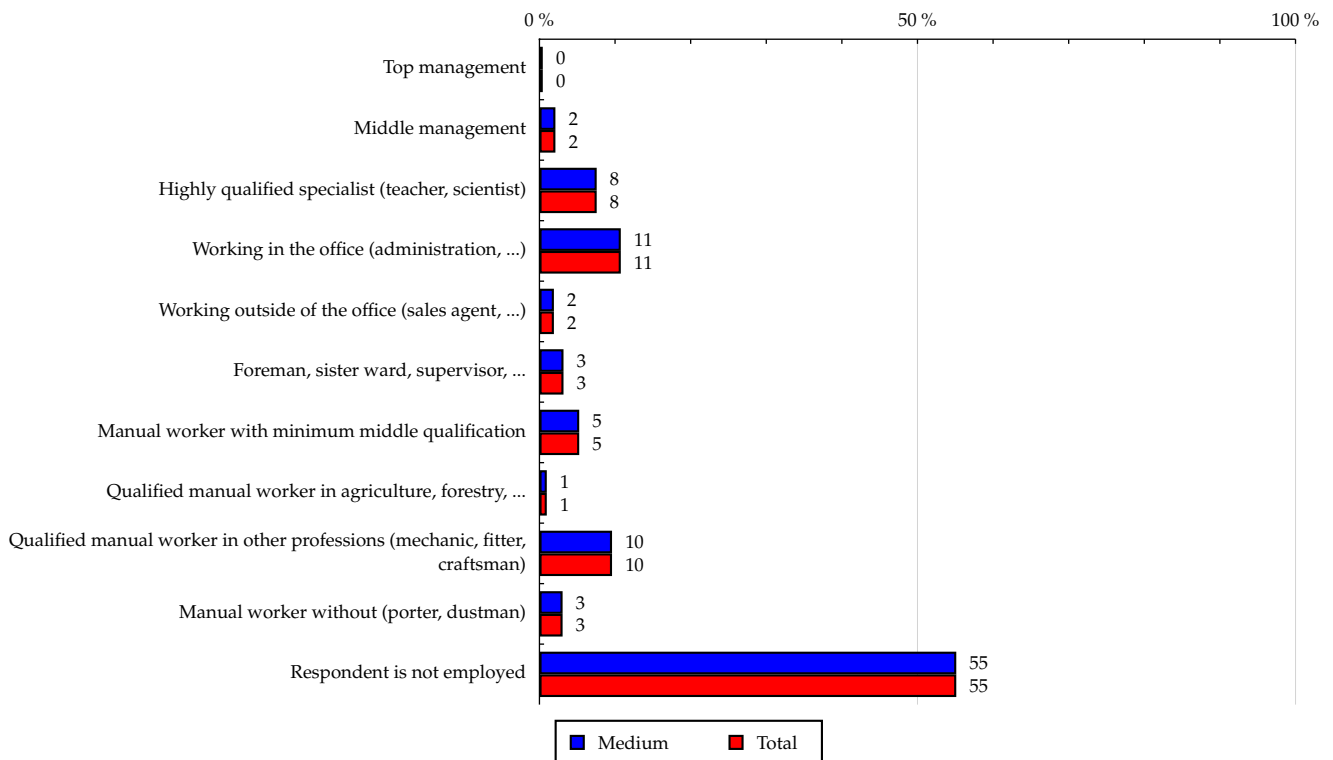
TOTAL

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	0.44	26 342	97.70	0.30	20 694 941	76 755.28	100.00	0.44	26 342	0.30	20 694 941
Middle management	2.11	125 119	97.70	2.03	140 522 011	109 726.91	100.00	2.11	125 119	2.03	140 522 011
Highly qualified specialist (teacher, scientist)	7.57	449 781	97.70	5.79	400 101 038	86 908.67	100.00	7.57	449 781	5.79	400 101 038
Working in the office (administration, ...)	10.76	639 608	97.70	10.98	758 191 568	115 813.44	100.00	10.76	639 608	10.98	758 191 568
Working outside of the office (sales agent, ...)	1.91	113 510	97.70	1.74	120 284 593	103 530.98	100.00	1.91	113 510	1.74	120 284 593
Foreman, sister ward, supervisor, ...	3.18	189 106	97.70	3.03	209 182 560	108 071.88	100.00	3.18	189 106	3.03	209 182 560
Manual worker with minimum middle qualification	5.26	312 545	97.70	5.31	366 440 043	114 547.11	100.00	5.26	312 545	5.31	366 440 043
Qualified manual worker in agriculture, forestry, ...	0.97	57 418	97.70	1.27	87 519 903	148 919.56	100.00	0.97	57 418	1.27	87 519 903
Qualified manual worker in other professions (mechanic, fitter, craftsman)	9.60	570 361	97.70	11.17	771 445 675	132 144.70	100.00	9.60	570 361	11.17	771 445 675
Manual worker without (porter, dustman)	3.06	182 027	97.70	3.19	220 253 479	118 217.07	100.00	3.06	182 027	3.19	220 253 479
Respondent is not employed	55.13	3 275 990	97.70	55.20	3 812 571 263	113 702.47	100.00	55.13	3 275 990	55.20	3 812 571 263

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

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



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

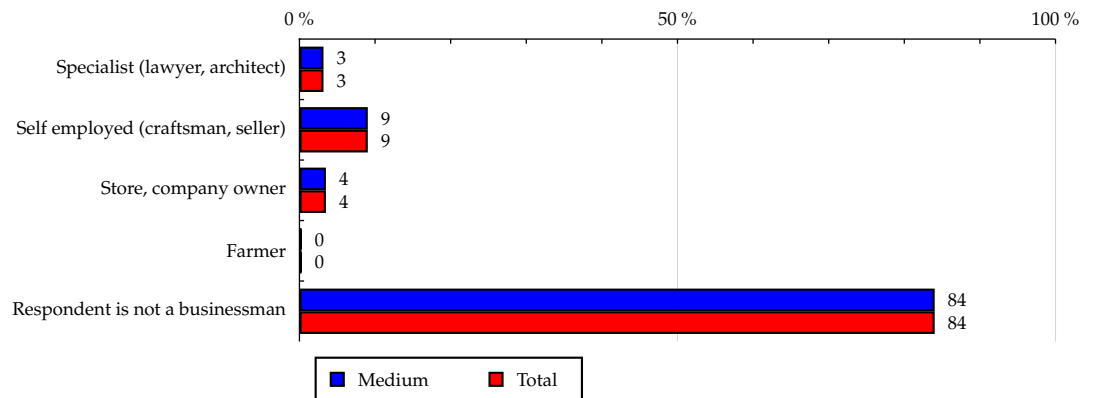
TOTAL

Table 20: Business Activities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Specialist (lawyer, architect)	3.18	188 909	97.70	2.40	165 623 165	85 656.90	100.00	3.18	188 909	2.40	165 623 165
Self employed (craftsman, seller)	9.04	537 033	97.70	9.46	653 536 034	118 894.70	100.00	9.04	537 033	9.46	653 536 034
Store, company owner	3.50	207 819	97.70	3.40	235 117 858	110 533.44	100.00	3.50	207 819	3.40	235 117 858
Farmer	0.26	15 684	97.70	0.25	17 413 840	108 472.43	100.00	0.26	15 684	0.25	17 413 840
Respondent is not a businessman	84.02	4 992 364	97.70	84.48	5 835 516 177	114 200.37	100.00	84.02	4 992 364	84.48	5 835 516 177

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

Chart 20: Business Activities by RU(%)



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

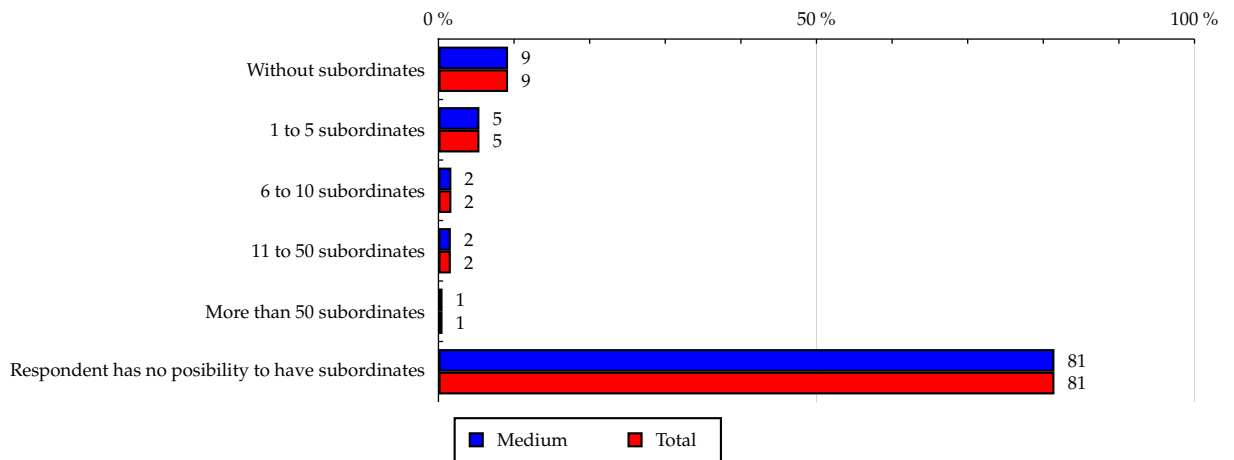
TOTAL

Table 21: Number of Subordinates

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Without subordinates	9.21	547 478	97.70	9.63	665 400 652	118 743.66	100.00	9.21	547 478	9.63	665 400 652
1 to 5 subordinates	5.42	322 083	97.70	5.03	347 742 204	105 483.17	100.00	5.42	322 083	5.03	347 742 204
6 to 10 subordinates	1.71	101 477	97.70	1.51	104 197 714	100 318.96	100.00	1.71	101 477	1.51	104 197 714
11 to 50 subordinates	1.64	97 526	97.70	1.32	91 171 972	91 333.90	100.00	1.64	97 526	1.32	91 171 972
More than 50 subordinates	0.54	32 342	97.70	0.35	24 395 306	73 694.20	100.00	0.54	32 342	0.35	24 395 306
Respondent has no possibility to have subordinates	81.47	4 840 903	97.70	82.15	5 674 299 225	114 519.75	100.00	81.47	4 840 903	82.15	5 674 299 225

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

Chart 21: Number of Subordinates by RU(%)



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

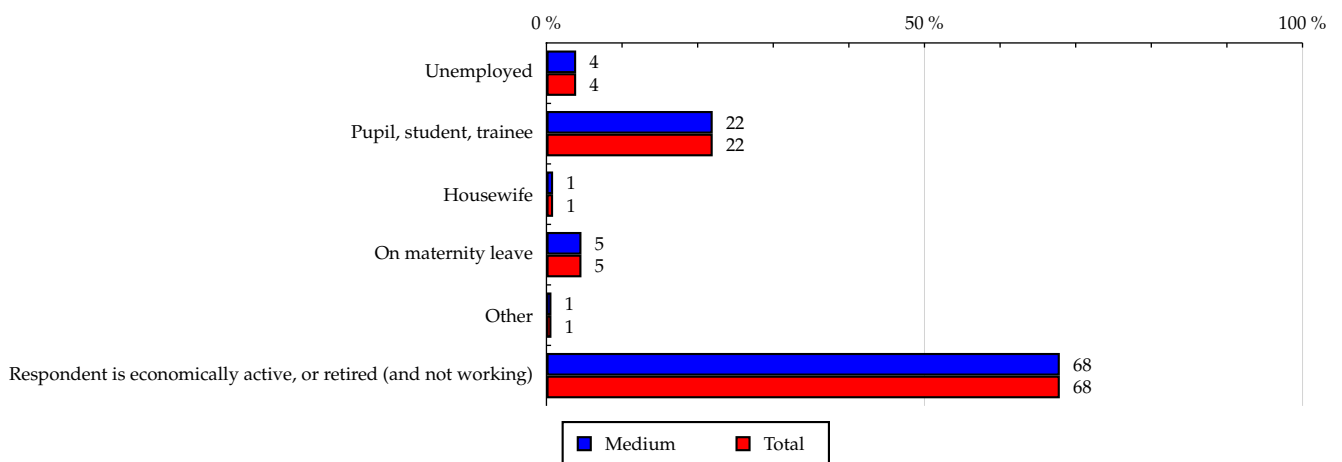
TOTAL

Table 22: Economically Inactive as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unemployed	3.93	233 593	97.70	4.57	315 865 868	132 110.44	100.00	3.93	233 593	4.57	315 865 868
Pupil, student, trainee	21.99	1 306 851	97.70	18.72	1 293 149 954	96 675.65	100.00	21.99	1 306 851	18.72	1 293 149 954
Housewife	0.88	52 569	97.70	1.33	91 565 205	170 174.06	100.00	0.88	52 569	1.33	91 565 205
On maternity leave	4.63	274 946	97.70	5.78	399 442 192	141 938.40	100.00	4.63	274 946	5.78	399 442 192
Other	0.66	39 382	97.70	0.79	54 295 702	134 696.51	100.00	0.66	39 382	0.79	54 295 702
Respondent is economically active, or retired (and not working)	67.90	4 034 468	97.70	68.81	4 752 888 153	115 097.48	100.00	67.90	4 034 468	68.81	4 752 888 153

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

Chart 22: Economically Inactive as by RU(%)



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

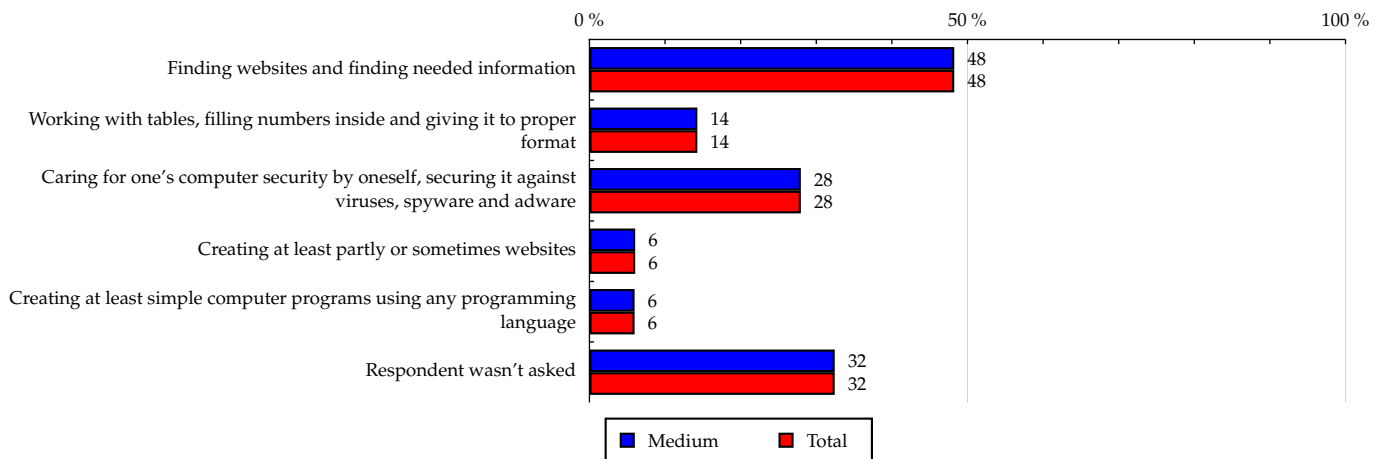
TOTAL

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	48.25	2 866 967	97.70	42.88	2 961 965 456	100 937.32	100.00	48.25	2 866 967	42.88	2 961 965 456
Working with tables, filling numbers inside and giving it to proper format	14.27	848 184	97.70	11.90	822 185 181	94 705.22	100.00	14.27	848 184	11.90	822 185 181
Caring for one's computer security by oneself, securing it against viruses, spyware and adware	27.96	1 661 116	97.70	27.38	1 891 434 961	111 246.36	100.00	27.96	1 661 116	27.38	1 891 434 961
Creating at least partly or sometimes websites	6.05	359 315	97.70	5.01	345 727 616	94 005.29	100.00	6.05	359 315	5.01	345 727 616
Creating at least simple computer programs using any programming language	5.97	354 880	97.70	5.49	379 506 075	104 479.61	100.00	5.97	354 880	5.49	379 506 075
Respondent wasn't asked	32.44	1 927 458	97.70	37.01	2 556 250 299	129 572.51	100.00	32.44	1 927 458	37.01	2 556 250 299

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

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



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

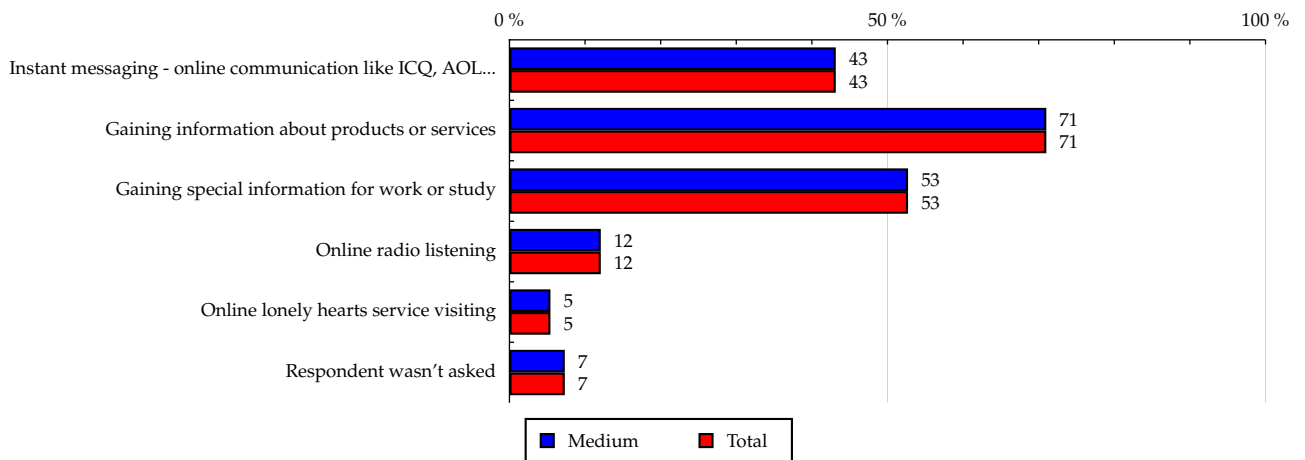
TOTAL

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...	43.16	2 564 526	97.70	42.15	2 911 376 970	110 913.84	100.00	43.16	2 564 526	42.15	2 911 376 970
Gaining information about products or services	71.01	4 219 533	97.70	73.12	5 050 393 837	116 937.92	100.00	71.01	4 219 533	73.12	5 050 393 837
Gaining special information for work or study	52.72	3 132 286	97.70	50.22	3 468 806 028	108 196.48	100.00	52.72	3 132 286	50.22	3 468 806 028
Online radio listening	12.08	717 696	97.70	10.30	711 749 163	96 890.41	100.00	12.08	717 696	10.30	711 749 163
Online lonely hearts service visiting	5.42	322 302	97.70	5.17	356 993 183	108 215.82	100.00	5.42	322 302	5.17	356 993 183
Respondent wasn't asked	7.32	434 924	97.70	8.00	552 780 991	124 174.84	100.00	7.32	434 924	8.00	552 780 991

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

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



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

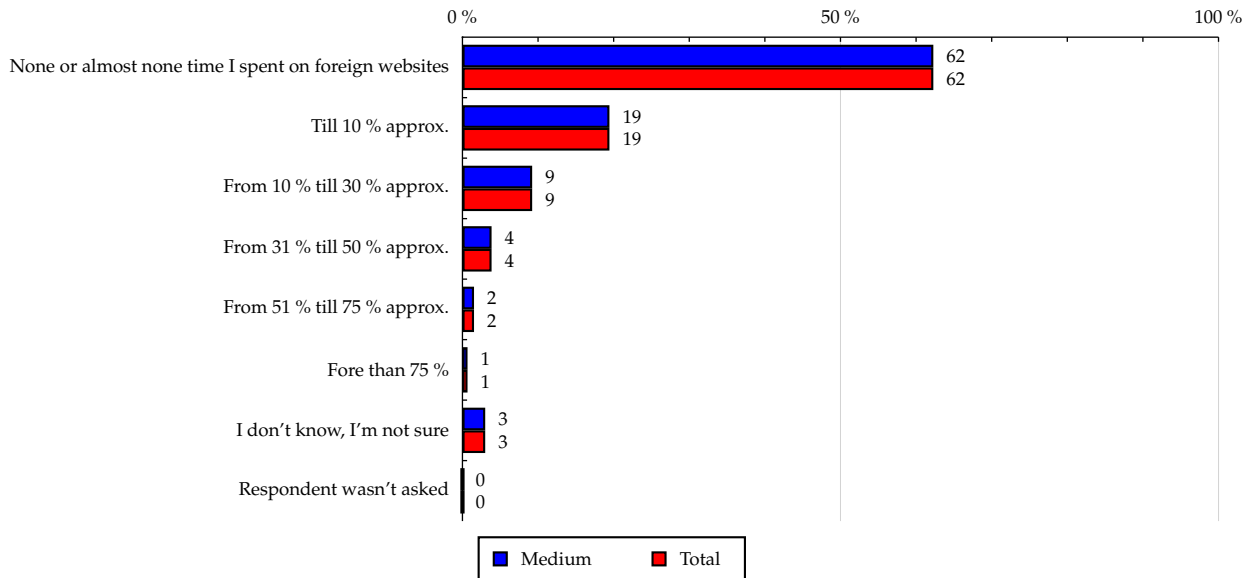
TOTAL

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	62.28	3 700 524	97.70	65.14	4 499 403 637	118 791.75	100.00	62.28	3 700 524	65.14	4 499 403 637
Till 10 % approx.	19.44	1 154 913	97.70	19.19	1 325 581 109	112 137.63	100.00	19.44	1 154 913	19.19	1 325 581 109
From 10 % till 30 % approx.	9.22	547 960	97.70	8.65	597 262 622	106 490.39	100.00	9.22	547 960	8.65	597 262 622
From 31 % till 50 % approx.	3.85	228 842	97.70	2.95	203 606 335	86 925.80	100.00	3.85	228 842	2.95	203 606 335
From 51 % till 75 % approx.	1.53	91 119	97.70	1.10	76 117 849	81 614.82	100.00	1.53	91 119	1.10	76 117 849
Fore than 75 %	0.67	39 867	97.70	0.46	32 097 752	78 658.46	100.00	0.67	39 867	0.46	32 097 752
I don't know, I'm not sure	3.01	178 583	97.70	2.51	173 137 770	94 720.87	100.00	3.01	178 583	2.51	173 137 770
Respondent wasn't asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



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