

SPiR NetMonitor

Research on the Sociodemography of Internet Users in the Czech Republic

Medium title:

TOTAL

Month:

May 2011

Basic information	
The size of Internet population in the Czech Republic	6 085 213
Number of respondents	
Medium	N = 30 000
Total (for all measured media)	N = 30 000
RU(number)	5 945 253
Reach(%)	97.70
PV(number) (from Czech visitors)	7 170 927 388
PV(number) (from all visitors)	7 719 358 402
GRP (%)	117 841.85

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

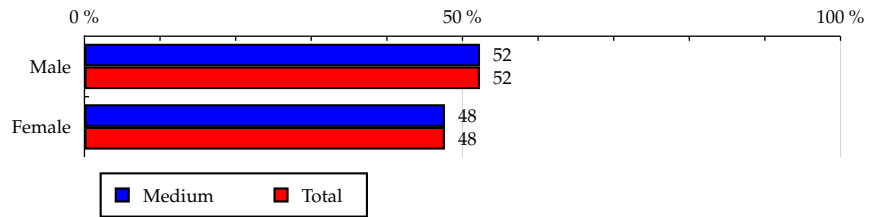
TOTAL

Table 1: Sex

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Male	52.32	3 110 260	97.70	52.67	3 776 964 966	118 642.61	100.00	52.32	3 110 260	52.67	3 776 964 966
Female	47.68	2 834 992	97.70	47.33	3 393 962 422	116 963.33	100.00	47.68	2 834 992	47.33	3 393 962 422

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

Chart 1: Sex by RU(%)



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

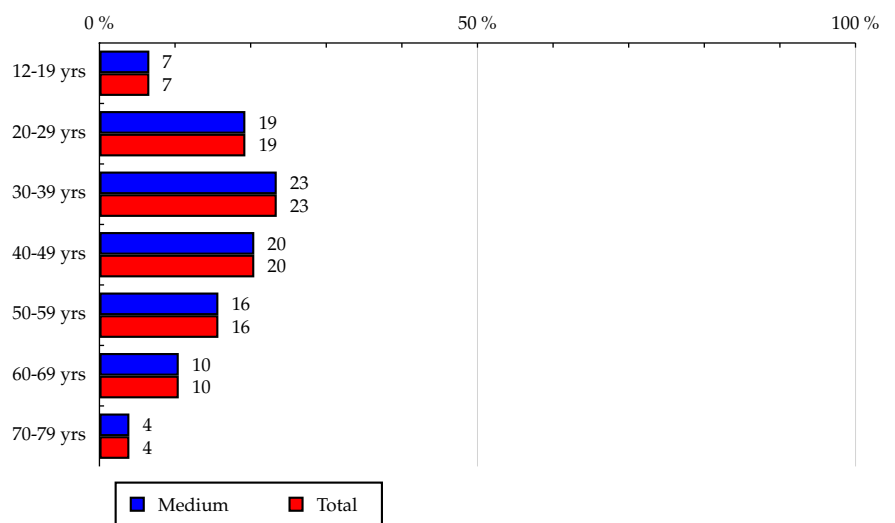
TOTAL

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	392 200	97.70	3.71	265 842 499	66 223.32	100.00	6.60	392 200	3.71	265 842 499
20-29 yrs	19.30	1 147 485	97.70	20.08	1 439 926 312	122 599.23	100.00	19.30	1 147 485	20.08	1 439 926 312
30-39 yrs	23.45	1 393 975	97.70	26.59	1 906 597 433	133 628.31	100.00	23.45	1 393 975	26.59	1 906 597 433
40-49 yrs	20.48	1 217 758	97.70	20.20	1 448 474 251	116 210.20	100.00	20.48	1 217 758	20.20	1 448 474 251
50-59 yrs	15.73	935 060	97.70	15.12	1 084 479 819	113 312.08	100.00	15.73	935 060	15.12	1 084 479 819
60-69 yrs	10.49	623 469	97.70	10.68	765 797 593	120 003.30	100.00	10.49	623 469	10.68	765 797 593
70-79 yrs	3.96	235 303	97.70	3.62	259 809 481	107 875.16	100.00	3.96	235 303	3.62	259 809 481

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

Chart 2: Age by RU(%)



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

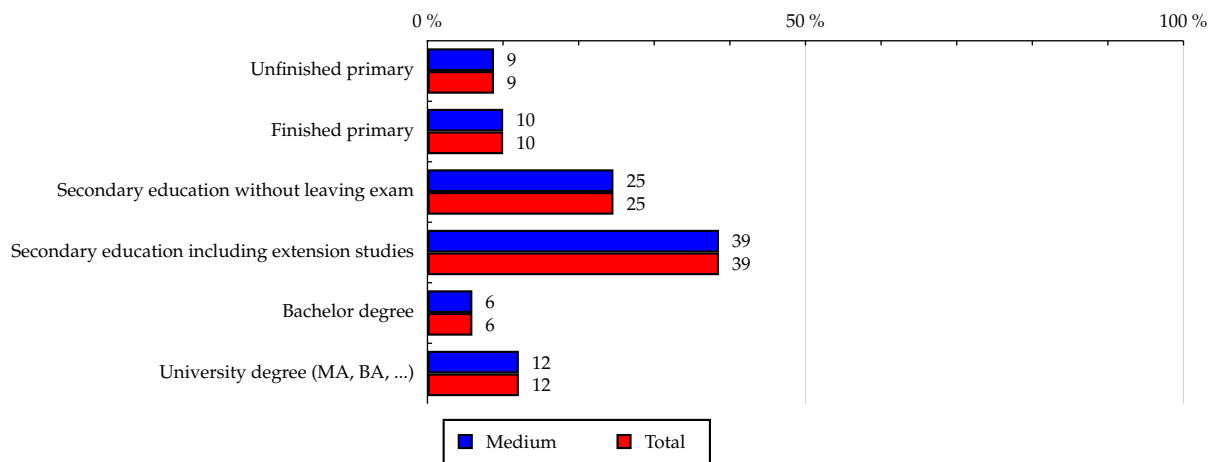
TOTAL

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	523 410	97.70	5.27	377 735 725	70 508.27	100.00	8.80	523 410	5.27	377 735 725
Finished primary	10.01	594 931	97.70	10.23	733 602 479	120 472.72	100.00	10.01	594 931	10.23	733 602 479
Secondary education without leaving exam	24.60	1 462 285	97.70	29.04	2 082 769 599	139 156.52	100.00	24.60	1 462 285	29.04	2 082 769 599
Secondary education including extension studies	38.56	2 292 538	97.70	39.50	2 832 742 910	120 721.60	100.00	38.56	2 292 538	39.50	2 832 742 910
Bachelor degree	5.94	353 019	97.70	6.50	465 819 470	128 918.16	100.00	5.94	353 019	6.50	465 819 470
University degree (MA, BA, ...)	12.09	719 067	97.70	9.46	678 257 205	92 155.07	100.00	12.09	719 067	9.46	678 257 205

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

Chart 3: Highest Education by RU(%)



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

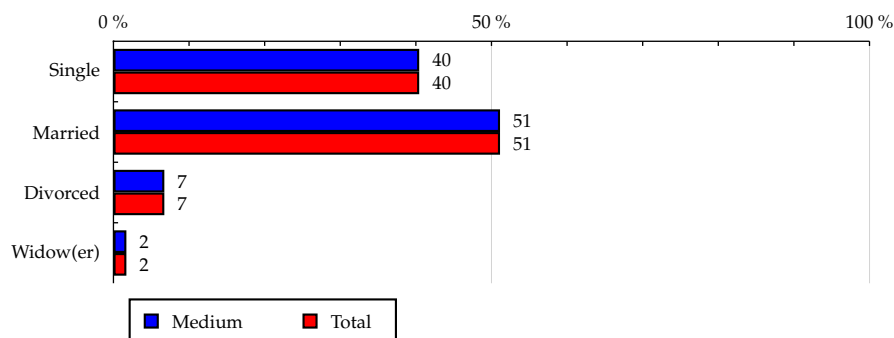
TOTAL

Table 4: Marital Status

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Single	40.44	2 404 137	97.70	39.98	2 866 654 833	116 495.90	100.00	40.44	2 404 137	39.98	2 866 654 833
Married	51.13	3 039 723	97.70	50.82	3 644 242 803	117 129.89	100.00	51.13	3 039 723	50.82	3 644 242 803
Divorced	6.73	399 979	97.70	7.50	537 964 492	131 404.65	100.00	6.73	399 979	7.50	537 964 492
Widow(er)	1.71	101 412	97.70	1.70	122 065 259	117 597.03	100.00	1.71	101 412	1.70	122 065 259

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

Chart 4: Marital Status by RU(%)



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

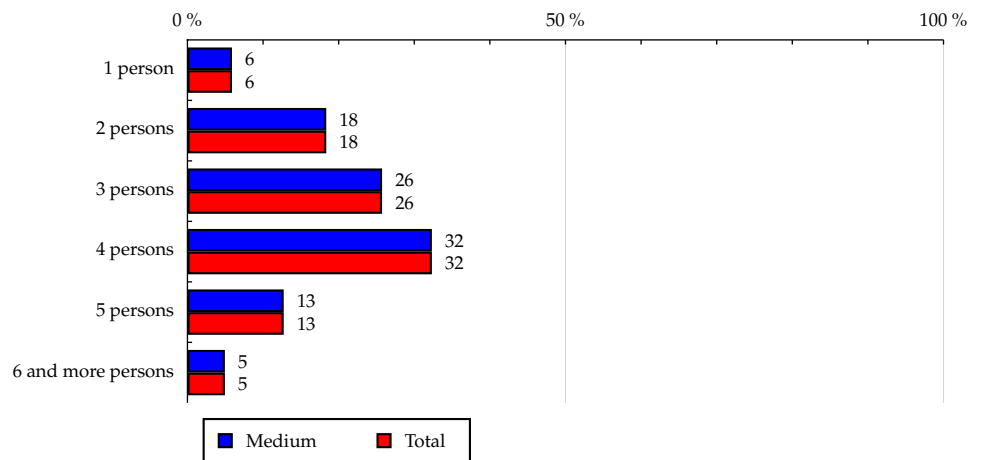
TOTAL

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	5.89	349 939	97.70	6.20	444 790 314	124 181.66	100.00	5.89	349 939	6.20	444 790 314
2 persons	18.36	1 091 750	97.70	19.61	1 405 874 881	125 810.77	100.00	18.36	1 091 750	19.61	1 405 874 881
3 persons	25.74	1 530 162	97.70	26.32	1 887 665 215	120 526.31	100.00	25.74	1 530 162	26.32	1 887 665 215
4 persons	32.33	1 922 065	97.70	31.33	2 246 568 084	114 194.67	100.00	32.33	1 922 065	31.33	2 246 568 084
5 persons	12.73	756 990	97.70	11.81	847 057 172	109 324.38	100.00	12.73	756 990	11.81	847 057 172
6 and more persons	4.95	294 344	97.70	4.73	338 971 723	112 512.89	100.00	4.95	294 344	4.73	338 971 723

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

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



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

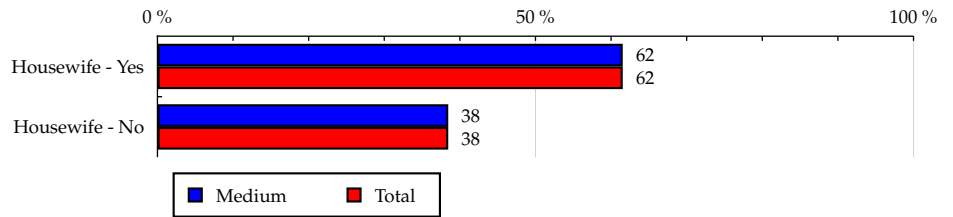
TOTAL

Table 6: Housewife

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Housewife - Yes	61.54	3 658 972	97.70	64.39	4 617 572 309	123 296.05	100.00	61.54	3 658 972	64.39	4 617 572 309
Housewife - No	38.46	2 286 280	97.70	35.61	2 553 355 080	109 112.92	100.00	38.46	2 286 280	35.61	2 553 355 080

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

Chart 6: Housewife by RU(%)



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

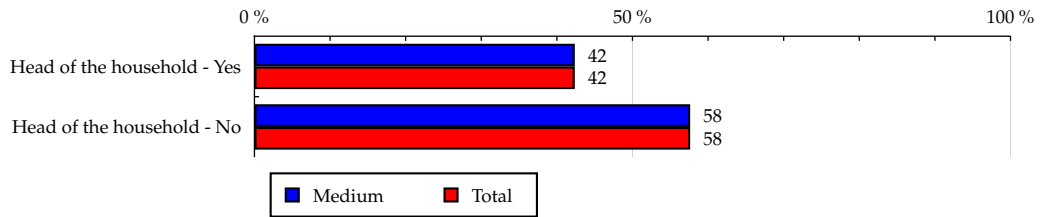
TOTAL

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	42.37	2 518 963	97.70	42.18	3 024 655 827	117 313.68	100.00	42.37	2 518 963	42.18	3 024 655 827
Head of the household - No	57.63	3 426 289	97.70	57.82	4 146 271 561	118 230.14	100.00	57.63	3 426 289	57.82	4 146 271 561

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

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



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

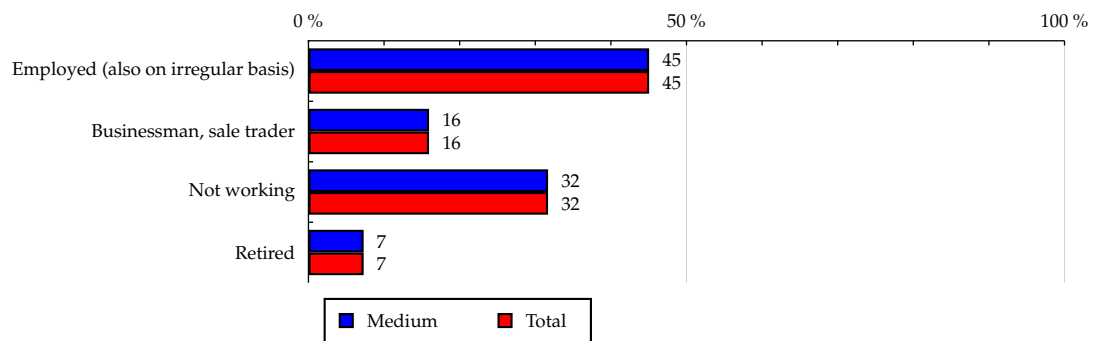
TOTAL

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)	45.06	2 679 189	97.70	45.37	3 253 307 013	118 635.90	100.00	45.06	2 679 189	45.37	3 253 307 013
Businessman, sale trader	15.95	948 064	97.70	14.83	1 063 802 405	109 627.06	100.00	15.95	948 064	14.83	1 063 802 405
Not working	31.69	1 884 130	97.70	31.30	2 244 585 032	116 391.05	100.00	31.69	1 884 130	31.30	2 244 585 032
Retired	7.30	433 868	97.70	8.50	609 232 938	137 189.20	100.00	7.30	433 868	8.50	609 232 938

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

Chart 8: Economic Activity by RU(%)



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

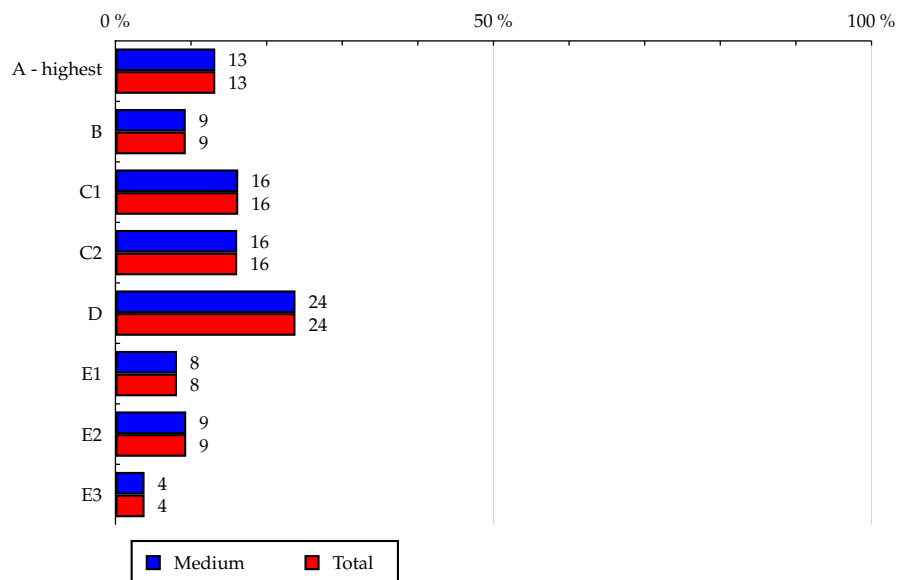
TOTAL

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	13.20	784 624	97.70	11.73	840 890 002	104 706.05	100.00	13.20	784 624	11.73	840 890 002
B	9.30	552 885	97.70	9.66	692 419 829	122 357.02	100.00	9.30	552 885	9.66	692 419 829
C1	16.24	965 392	97.70	16.50	1 183 047 594	119 727.22	100.00	16.24	965 392	16.50	1 183 047 594
C2	16.10	956 914	97.70	17.75	1 272 997 433	129 971.76	100.00	16.10	956 914	17.75	1 272 997 433
D	23.81	1 415 488	97.70	22.98	1 647 938 893	113 744.23	100.00	23.81	1 415 488	22.98	1 647 938 893
E1	8.14	484 240	97.70	8.77	629 057 312	126 918.21	100.00	8.14	484 240	8.77	629 057 312
E2	9.36	556 523	97.70	9.02	646 963 428	113 577.02	100.00	9.36	556 523	9.02	646 963 428
E3	3.85	229 183	97.70	3.59	257 612 896	109 819.22	100.00	3.85	229 183	3.59	257 612 896

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

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



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

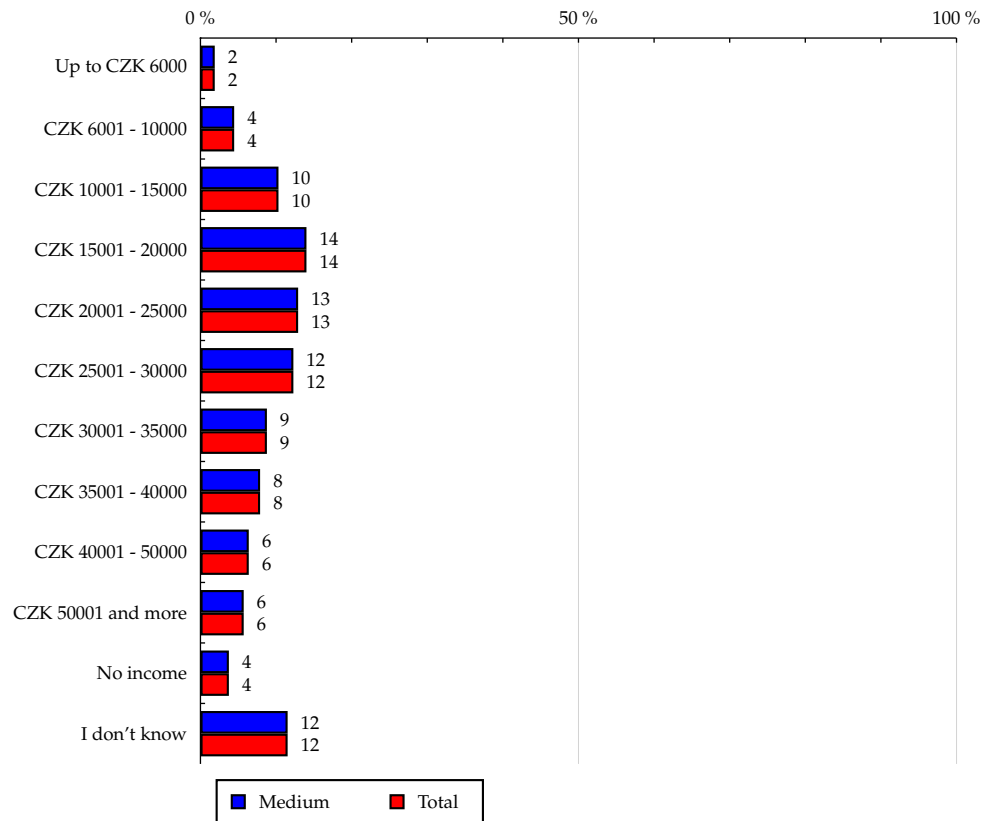
TOTAL

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	1.89	112 659	97.70	1.64	117 871 131	102 219.45	100.00	1.89	112 659	1.64	117 871 131
CZK 6001 - 10000	4.46	264 948	97.70	5.91	424 032 518	156 362.61	100.00	4.46	264 948	5.91	424 032 518
CZK 10001 - 15000	10.32	613 833	97.70	10.66	764 537 197	121 686.61	100.00	10.32	613 833	10.66	764 537 197
CZK 15001 - 20000	14.02	833 532	97.70	14.60	1 047 286 418	122 754.49	100.00	14.02	833 532	14.60	1 047 286 418
CZK 20001 - 25000	12.92	768 137	97.70	13.92	998 041 271	126 941.68	100.00	12.92	768 137	13.92	998 041 271
CZK 25001 - 30000	12.29	730 943	97.70	12.51	896 754 805	119 862.77	100.00	12.29	730 943	12.51	896 754 805
CZK 30001 - 35000	8.79	522 820	97.70	8.07	578 588 254	108 121.47	100.00	8.79	522 820	8.07	578 588 254
CZK 35001 - 40000	7.89	469 244	97.70	7.76	556 246 249	115 814.33	100.00	7.89	469 244	7.76	556 246 249
CZK 40001 - 50000	6.39	380 141	97.70	6.26	448 933 603	115 380.19	100.00	6.39	380 141	6.26	448 933 603
CZK 50001 and more	5.72	340 232	97.70	5.40	387 098 911	111 158.14	100.00	5.72	340 232	5.40	387 098 911
No income	3.76	223 565	97.70	2.81	201 286 930	87 963.88	100.00	3.76	223 565	2.81	201 286 930
I don't know	11.53	685 193	97.70	10.46	750 250 101	106 976.18	100.00	11.53	685 193	10.46	750 250 101

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

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



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

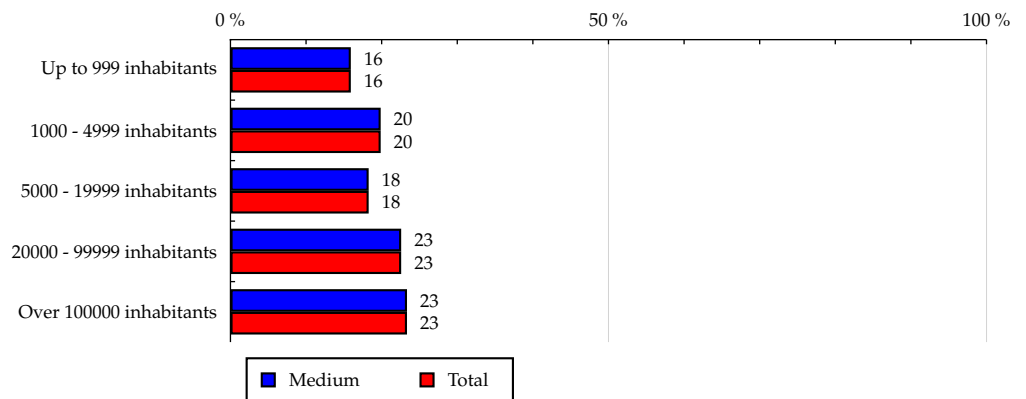
TOTAL

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	946 471	97.70	14.66	1 050 958 914	108 485.74	100.00	15.92	946 471	14.66	1 050 958 914
1000 - 4999 inhabitants	19.87	1 181 191	97.70	19.87	1 425 207 215	117 883.28	100.00	19.87	1 181 191	19.87	1 425 207 215
5000 - 19999 inhabitants	18.28	1 086 721	97.70	18.71	1 341 407 973	120 597.17	100.00	18.28	1 086 721	18.71	1 341 407 973
20000 - 99999 inhabitants	22.58	1 342 486	97.70	23.53	1 687 461 296	122 805.70	100.00	22.58	1 342 486	23.53	1 687 461 296
Over 100000 inhabitants	23.35	1 388 381	97.70	23.23	1 665 891 990	117 228.31	100.00	23.35	1 388 381	23.23	1 665 891 990

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

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



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

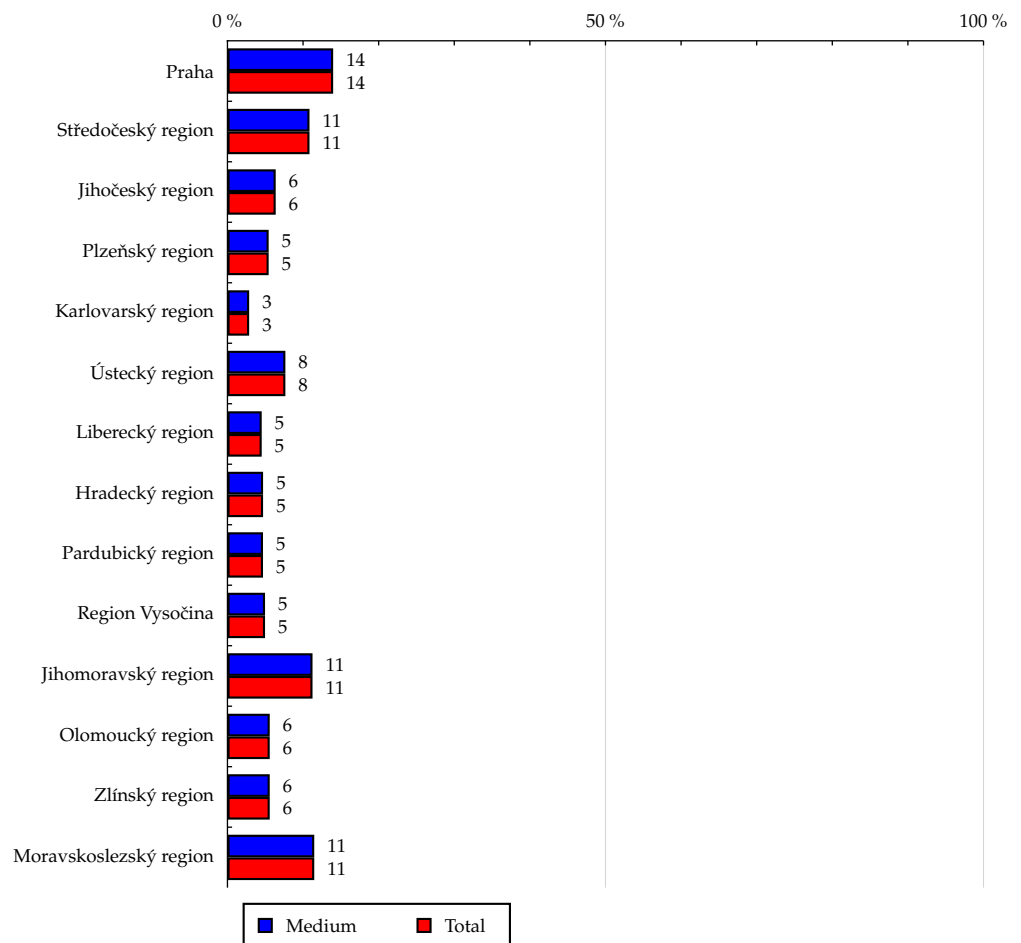
TOTAL

Table 12: Region

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Praha	13.98	830 904	97.70	13.05	935 619 750	110 012.73	100.00	13.98	830 904	13.05	935 619 750
Středočeský region	10.85	644 996	97.70	10.45	749 069 581	113 464.38	100.00	10.85	644 996	10.45	749 069 581
Jihočeský region	6.38	379 064	97.70	6.36	456 166 802	117 572.20	100.00	6.38	379 064	6.36	456 166 802
Plzeňský region	5.45	324 012	97.70	5.45	390 744 835	117 822.07	100.00	5.45	324 012	5.45	390 744 835
Karlovarský region	2.87	170 862	97.70	2.81	201 770 248	115 373.46	100.00	2.87	170 862	2.81	201 770 248
Ústecký region	7.66	455 402	97.70	7.96	570 580 134	122 409.78	100.00	7.66	455 402	7.96	570 580 134
Liberecký region	4.53	269 078	97.70	4.39	314 452 615	114 175.14	100.00	4.53	269 078	4.39	314 452 615
Hradecký region	4.71	279 779	97.70	4.60	329 877 947	115 194.73	100.00	4.71	279 779	4.60	329 877 947
Pardubický region	4.70	279 363	97.70	4.68	335 818 635	117 443.86	100.00	4.70	279 363	4.68	335 818 635
Region Vysočina	4.97	295 475	97.70	4.45	319 315 436	105 582.90	100.00	4.97	295 475	4.45	319 315 436
Jihomoravský region	11.25	669 133	97.70	11.31	811 187 857	118 441.26	100.00	11.25	669 133	11.31	811 187 857
Olomoucký region	5.59	332 514	97.70	5.71	409 423 412	120 297.66	100.00	5.59	332 514	5.71	409 423 412
Zlínský region	5.59	332 096	97.70	6.24	447 358 616	131 608.96	100.00	5.59	332 096	6.24	447 358 616
Moravskoslezský region	11.48	682 571	97.70	12.54	899 541 520	128 756.11	100.00	11.48	682 571	12.54	899 541 520

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

Chart 12: Region by RU(%)



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

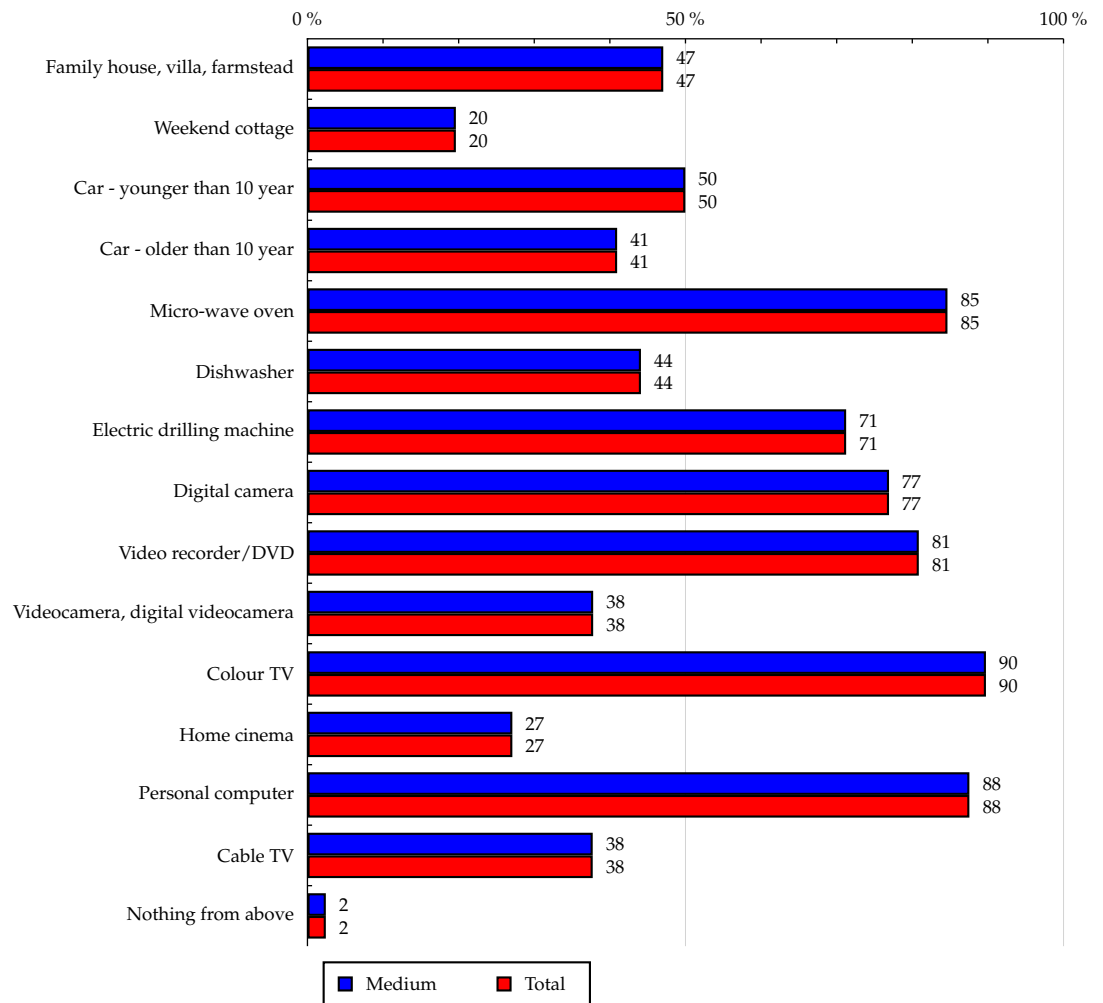
TOTAL

Table 13: Facilities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Family house, villa, farmstead	47.06	2 797 939	97.70	44.82	3 213 887 059	112 224.30	100.00	47.06	2 797 939	44.82	3 213 887 059
Weekend cottage	19.63	1 166 897	97.70	17.72	1 270 427 658	106 368.22	100.00	19.63	1 166 897	17.72	1 270 427 658
Car - younger than 10 year	49.98	2 971 730	97.70	46.40	3 327 600 771	109 399.77	100.00	49.98	2 971 730	46.40	3 327 600 771
Car - older than 10 year	40.96	2 435 046	97.70	42.14	3 021 897 087	121 245.85	100.00	40.96	2 435 046	42.14	3 021 897 087
Micro-wave oven	84.65	5 032 688	97.70	85.27	6 114 686 662	118 704.91	100.00	84.65	5 032 688	85.27	6 114 686 662
Dishwasher	44.11	2 622 585	97.70	40.56	2 908 770 457	108 361.34	100.00	44.11	2 622 585	40.56	2 908 770 457
Electric drilling machine	71.25	4 236 132	97.70	70.22	5 035 768 973	116 142.40	100.00	71.25	4 236 132	70.22	5 035 768 973
Digital camera	76.92	4 572 955	97.70	76.67	5 498 253 959	117 468.76	100.00	76.92	4 572 955	76.67	5 498 253 959
Video recorder/DVD	80.86	4 807 335	97.70	80.95	5 805 099 541	117 977.67	100.00	80.86	4 807 335	80.95	5 805 099 541
Videocamera, digital videocamera	37.79	2 246 498	97.70	35.31	2 532 215 938	110 125.83	100.00	37.79	2 246 498	35.31	2 532 215 938
Colour TV	89.74	5 335 444	97.70	90.53	6 491 936 959	118 877.11	100.00	89.74	5 335 444	90.53	6 491 936 959
Home cinema	27.10	1 610 887	97.70	27.52	1 973 535 046	119 694.53	100.00	27.10	1 610 887	27.52	1 973 535 046
Personal computer	87.55	5 205 236	97.70	88.33	6 333 973 612	118 885.90	100.00	87.55	5 205 236	88.33	6 333 973 612
Cable TV	37.73	2 243 123	97.70	38.56	2 765 097 303	120 434.72	100.00	37.73	2 243 123	38.56	2 765 097 303
Nothing from above	2.43	144 656	97.70	2.33	166 943 635	112 752.35	100.00	2.43	144 656	2.33	166 943 635

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

Chart 13: Facilities by RU(%)



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

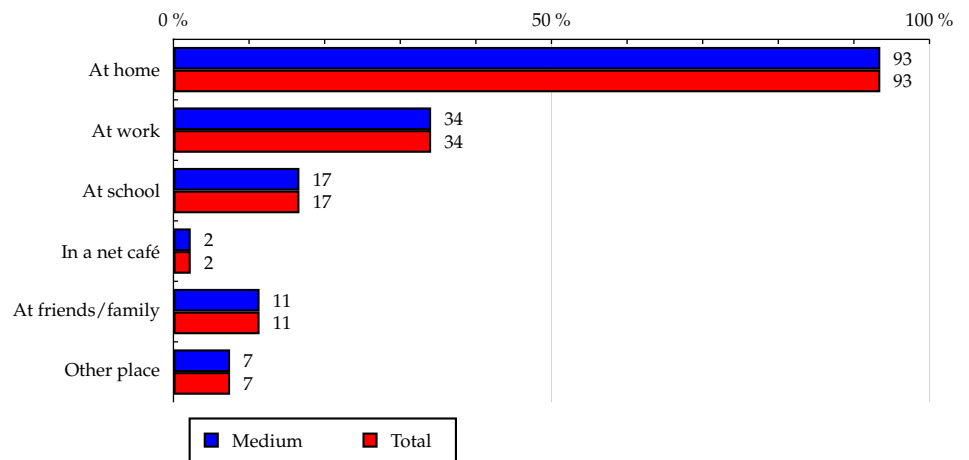
TOTAL

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	93.49	5 557 942	97.70	94.28	6 761 092 729	118 849.51	100.00	93.49	5 557 942	94.28	6 761 092 729
At work	34.08	2 026 207	97.70	30.76	2 205 495 419	106 344.91	100.00	34.08	2 026 207	30.76	2 205 495 419
At school	16.66	990 383	97.70	14.84	1 063 809 055	104 943.30	100.00	16.66	990 383	14.84	1 063 809 055
In a net café	2.29	136 198	97.70	2.17	155 350 736	111 438.67	100.00	2.29	136 198	2.17	155 350 736
At friends/family	11.39	677 450	97.70	10.66	764 697 146	110 282.40	100.00	11.39	677 450	10.66	764 697 146
Other place	7.49	445 186	97.70	6.73	482 833 020	105 961.79	100.00	7.49	445 186	6.73	482 833 020

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

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



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

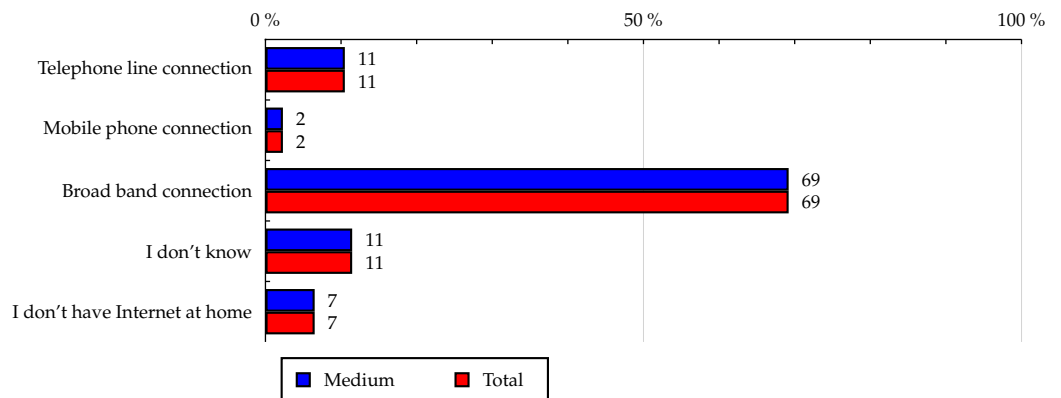
TOTAL

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	10.50	624 459	97.70	10.50	753 159 235	117 835.69	100.00	10.50	624 459	10.50	753 159 235
Mobile phone connection	2.31	137 194	97.70	1.72	123 312 961	87 814.30	100.00	2.31	137 194	1.72	123 312 961
Broad band connection	69.20	4 114 322	97.70	72.62	5 207 711 385	123 663.97	100.00	69.20	4 114 322	72.62	5 207 711 385
I don't know	11.47	681 965	97.70	9.44	676 909 148	96 975.60	100.00	11.47	681 965	9.44	676 909 148
I don't have Internet at home	6.51	387 310	97.70	5.72	409 834 659	103 381.74	100.00	6.51	387 310	5.72	409 834 659

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

Chart 15: Connection from Home by RU(%)



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

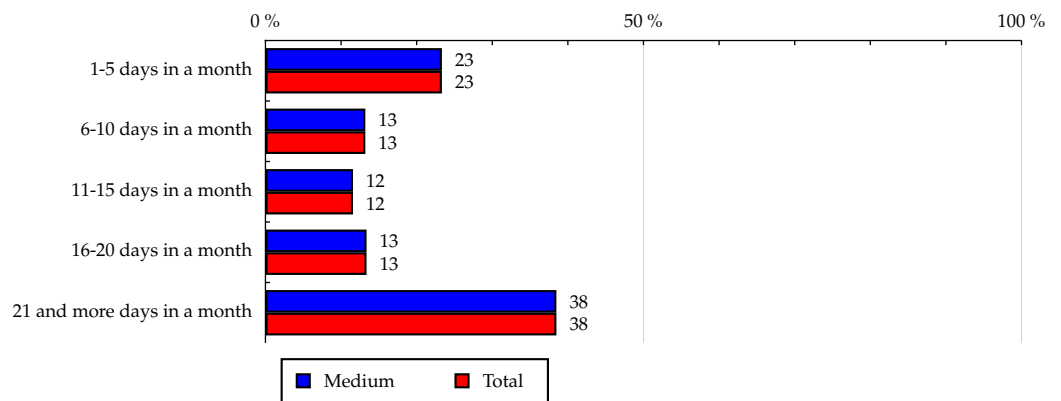
TOTAL

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	23.34	1 387 887	97.70	1.39	99 332 595	6 992.50	100.00	23.34	1 387 887	1.39	99 332 595
6-10 days in a month	13.21	785 624	97.70	3.15	226 196 499	28 129.72	100.00	13.21	785 624	3.15	226 196 499
11-15 days in a month	11.58	688 664	97.70	5.14	368 708 131	52 308.20	100.00	11.58	688 664	5.14	368 708 131
16-20 days in a month	13.37	795 173	97.70	10.89	780 850 361	95 940.15	100.00	13.37	795 173	10.89	780 850 361
21 and more days in a month	38.48	2 287 903	97.70	79.43	5 695 839 801	243 228.59	100.00	38.48	2 287 903	79.43	5 695 839 801

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

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



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

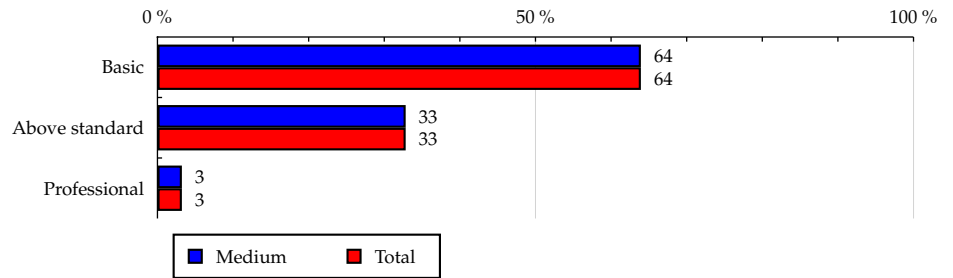
TOTAL

Table 17: IT Knowledge

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Basic	63.94	3 801 430	97.70	66.08	4 738 848 481	121 792.42	100.00	63.94	3 801 430	66.08	4 738 848 481
Above standard	32.83	1 951 814	97.70	31.22	2 239 103 162	112 080.52	100.00	32.83	1 951 814	31.22	2 239 103 162
Professional	3.23	192 007	97.70	2.69	192 975 745	98 192.57	100.00	3.23	192 007	2.69	192 975 745

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

Chart 17: IT Knowledge by RU(%)



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

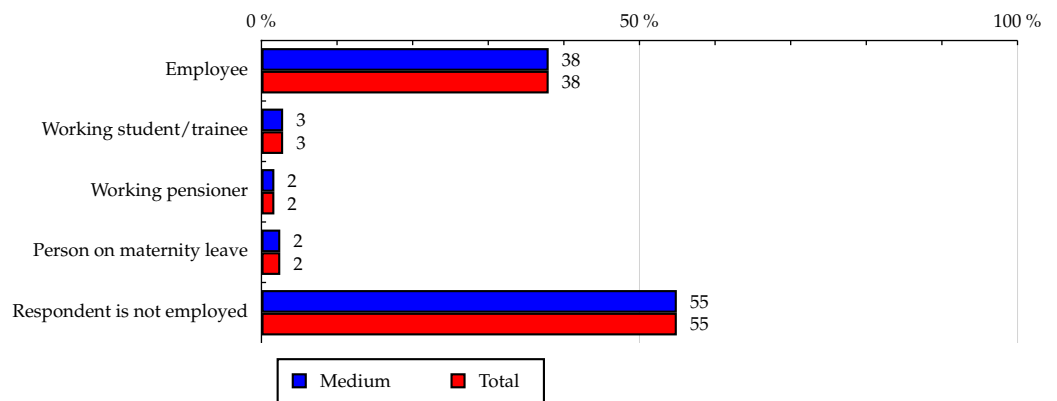
TOTAL

Table 18: Economically Active as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Employee	37.99	2 258 752	97.70	37.50	2 689 283 092	116 322.16	100.00	37.99	2 258 752	37.50	2 689 283 092
Working student/trainee	2.87	170 711	97.70	2.79	199 821 341	114 360.04	100.00	2.87	170 711	2.79	199 821 341
Working pensioner	1.71	101 473	97.70	2.04	146 612 742	141 160.12	100.00	1.71	101 473	2.04	146 612 742
Person on maternity leave	2.49	148 252	97.70	3.03	217 589 838	143 394.28	100.00	2.49	148 252	3.03	217 589 838
Respondent is not employed	54.94	3 266 063	97.70	54.63	3 917 620 375	117 190.47	100.00	54.94	3 266 063	54.63	3 917 620 375

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

Chart 18: Economically Active as by RU(%)



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

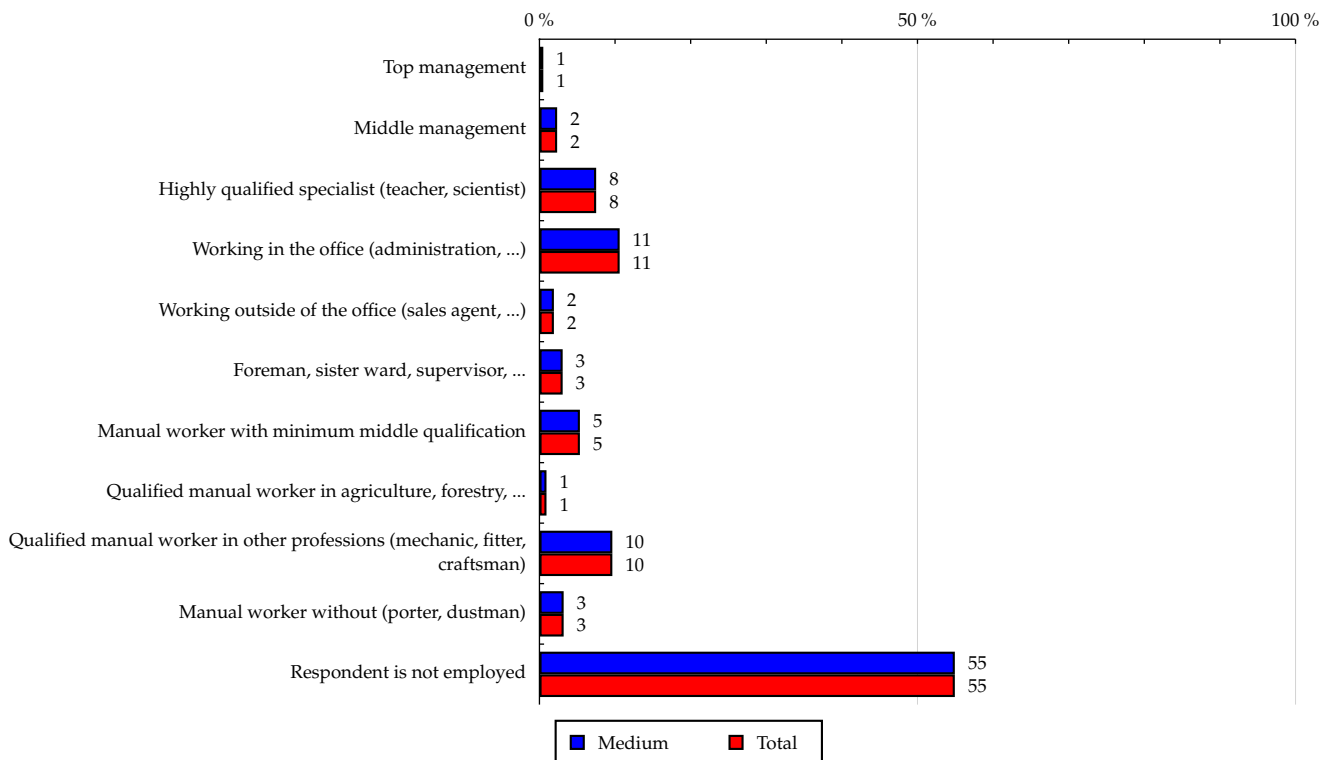
TOTAL

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	0.51	30 603	97.70	0.36	26 022 269	83 075.97	100.00	0.51	30 603	0.36	26 022 269
Middle management	2.34	138 843	97.70	2.28	163 340 482	114 937.79	100.00	2.34	138 843	2.28	163 340 482
Highly qualified specialist (teacher, scientist)	7.50	445 950	97.70	5.71	409 745 155	89 768.02	100.00	7.50	445 950	5.71	409 745 155
Working in the office (administration, ...)	10.61	630 721	97.70	11.17	801 241 055	124 113.79	100.00	10.61	630 721	11.17	801 241 055
Working outside of the office (sales agent, ...)	1.91	113 396	97.70	2.01	143 871 560	123 956.49	100.00	1.91	113 396	2.01	143 871 560
Foreman, sister ward, supervisor, ...	3.07	182 470	97.70	2.87	206 013 728	110 305.66	100.00	3.07	182 470	2.87	206 013 728
Manual worker with minimum middle qualification	5.35	318 344	97.70	5.54	397 534 577	122 003.53	100.00	5.35	318 344	5.54	397 534 577
Qualified manual worker in agriculture, forestry, ...	0.93	55 484	97.70	1.00	71 774 171	126 384.09	100.00	0.93	55 484	1.00	71 774 171
Qualified manual worker in other professions (mechanic, fitter, craftsman)	9.64	572 992	97.70	11.18	801 449 377	136 653.79	100.00	9.64	572 992	11.18	801 449 377
Manual worker without (porter, dustman)	3.20	190 382	97.70	3.24	232 314 641	119 218.58	100.00	3.20	190 382	3.24	232 314 641
Respondent is not employed	54.94	3 266 063	97.70	54.63	3 917 620 375	117 190.47	100.00	54.94	3 266 063	54.63	3 917 620 375

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

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



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

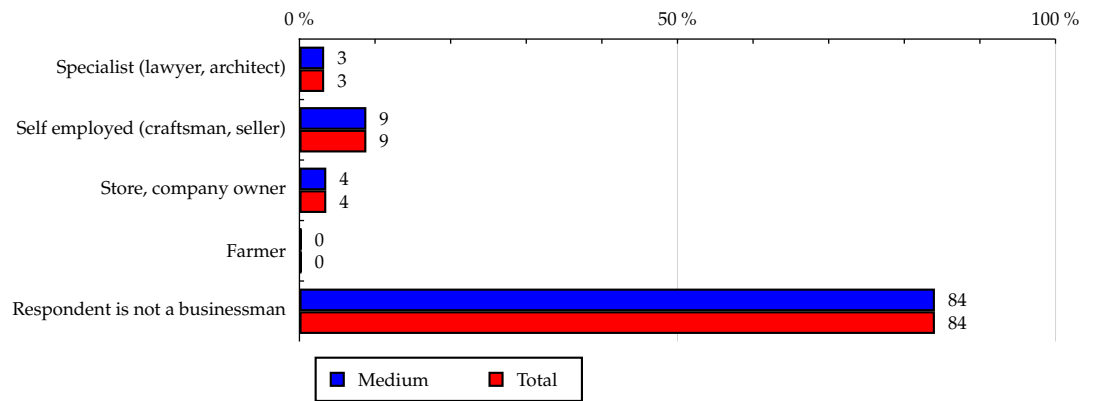
TOTAL

Table 20: Business Activities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Specialist (lawyer, architect)	3.27	194 498	97.70	2.43	174 343 317	87 575.65	100.00	3.27	194 498	2.43	174 343 317
Self employed (craftsman, seller)	8.85	526 124	97.70	9.10	652 327 107	121 135.58	100.00	8.85	526 124	9.10	652 327 107
Store, company owner	3.55	211 244	97.70	3.06	219 378 981	101 462.00	100.00	3.55	211 244	3.06	219 378 981
Farmer	0.27	16 196	97.70	0.25	17 753 000	107 088.46	100.00	0.27	16 196	0.25	17 753 000
Respondent is not a businessman	84.05	4 997 188	97.70	85.17	6 107 124 983	119 400.35	100.00	84.05	4 997 188	85.17	6 107 124 983

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

Chart 20: Business Activities by RU(%)



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

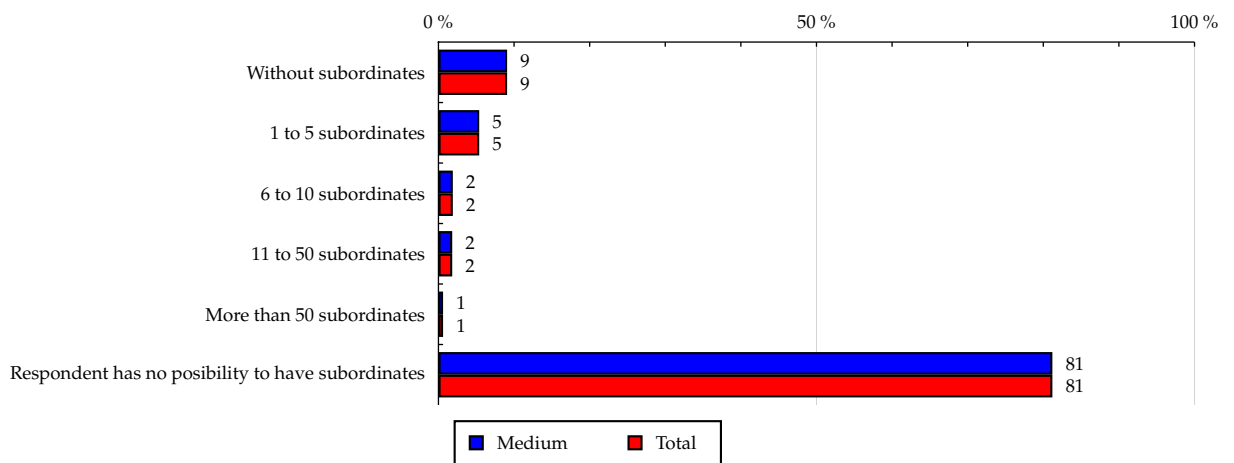
TOTAL

Table 21: Number of Subordinates

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Without subordinates	9.08	539 553	97.70	9.30	667 197 178	120 813.09	100.00	9.08	539 553	9.30	667 197 178
1 to 5 subordinates	5.39	320 247	97.70	4.80	344 475 205	105 091.35	100.00	5.39	320 247	4.80	344 475 205
6 to 10 subordinates	1.90	113 165	97.70	1.49	106 492 174	91 939.01	100.00	1.90	113 165	1.49	106 492 174
11 to 50 subordinates	1.82	108 498	97.70	1.50	107 207 784	96 537.98	100.00	1.82	108 498	1.50	107 207 784
More than 50 subordinates	0.61	36 046	97.70	0.39	27 792 814	75 329.73	100.00	0.61	36 046	0.39	27 792 814
Respondent has no possibility to have subordinates	81.20	4 827 742	97.70	82.52	5 917 762 233	119 758.95	100.00	81.20	4 827 742	82.52	5 917 762 233

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

Chart 21: Number of Subordinates by RU(%)



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

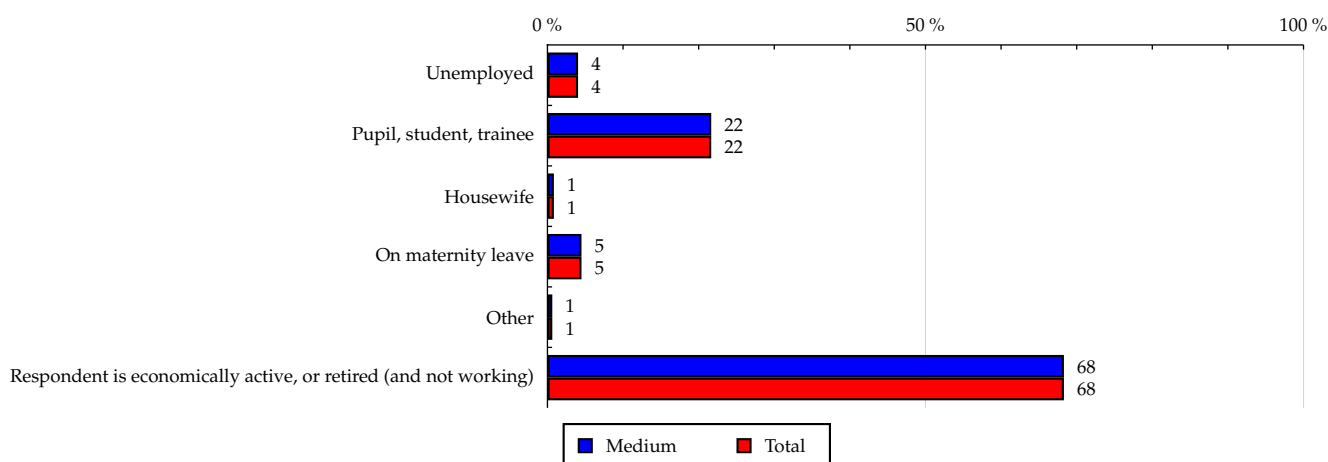
TOTAL

Table 22: Economically Inactive as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unemployed	4.05	240 545	97.70	4.79	343 526 294	139 526.47	100.00	4.05	240 545	4.79	343 526 294
Pupil, student, trainee	21.66	1 287 692	97.70	19.16	1 373 873 775	104 238.73	100.00	21.66	1 287 692	19.16	1 373 873 775
Housewife	0.85	50 260	97.70	1.12	80 249 549	155 994.40	100.00	0.85	50 260	1.12	80 249 549
On maternity leave	4.50	267 765	97.70	5.48	393 153 175	143 450.61	100.00	4.50	267 765	5.48	393 153 175
Other	0.64	37 866	97.70	0.75	53 782 239	138 765.46	100.00	0.64	37 866	0.75	53 782 239
Respondent is economically active, or retired (and not working)	68.31	4 061 122	97.70	68.70	4 926 342 357	118 514.93	100.00	68.31	4 061 122	68.70	4 926 342 357

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

Chart 22: Economically Inactive as by RU(%)



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

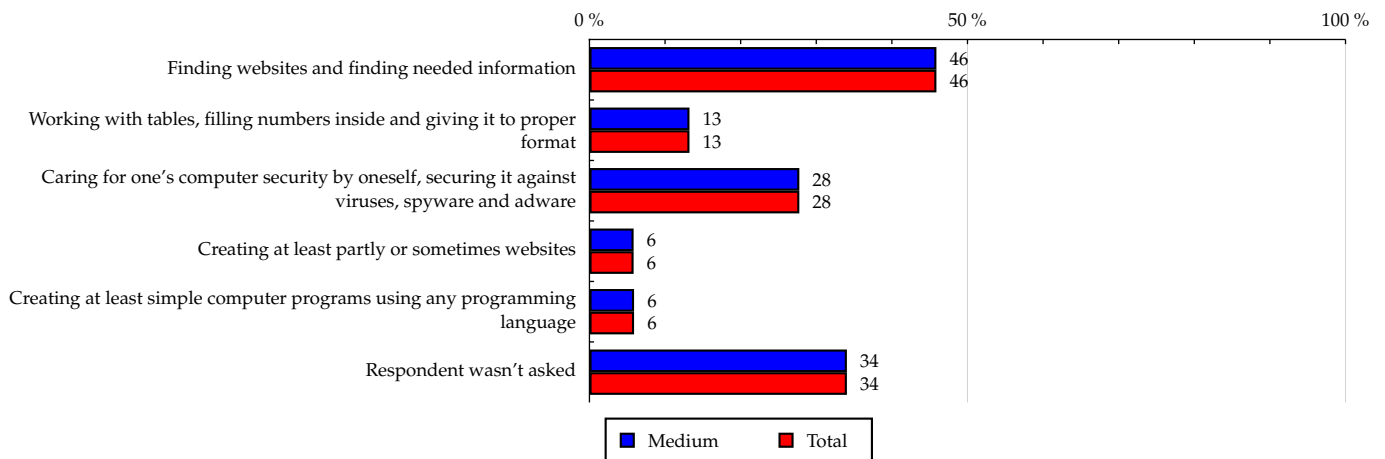
TOTAL

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	45.89	2 728 053	97.70	40.19	2 882 024 992	103 214.21	100.00	45.89	2 728 053	40.19	2 882 024 992
Working with tables, filling numbers inside and giving it to proper format	13.23	786 693	97.70	10.88	780 246 276	96 899.30	100.00	13.23	786 693	10.88	780 246 276
Caring for one's computer security by oneself, securing it against viruses, spyware and adware	27.76	1 650 161	97.70	29.22	2 095 302 301	124 055.12	100.00	27.76	1 650 161	29.22	2 095 302 301
Creating at least partly or sometimes websites	5.84	347 278	97.70	4.70	337 053 929	94 823.50	100.00	5.84	347 278	4.70	337 053 929
Creating at least simple computer programs using any programming language	5.90	350 656	97.70	5.85	419 559 244	116 897.57	100.00	5.90	350 656	5.85	419 559 244
Respondent wasn't asked	34.05	2 024 166	97.70	37.01	2 653 674 897	128 084.34	100.00	34.05	2 024 166	37.01	2 653 674 897

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

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



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

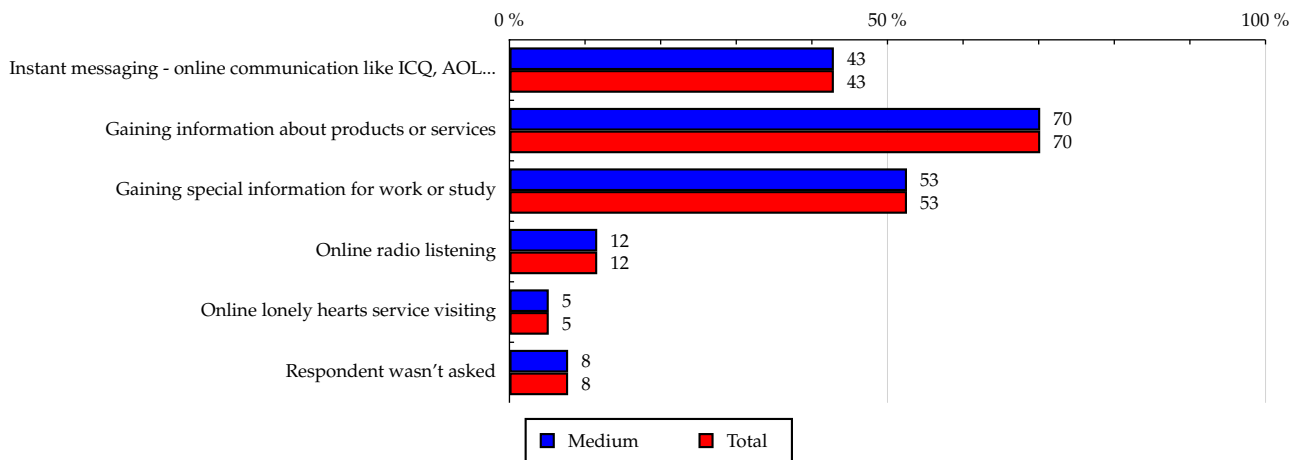
TOTAL

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...	42.91	2 551 051	97.70	43.21	3 098 281 060	118 657.74	100.00	42.91	2 551 051	43.21	3 098 281 060
Gaining information about products or services	70.20	4 173 724	97.70	73.10	5 241 975 320	122 705.99	100.00	70.20	4 173 724	73.10	5 241 975 320
Gaining special information for work or study	52.58	3 126 142	97.70	51.80	3 714 854 472	116 098.76	100.00	52.58	3 126 142	51.80	3 714 854 472
Online radio listening	11.61	690 353	97.70	9.65	692 208 963	97 962.54	100.00	11.61	690 353	9.65	692 208 963
Online lonely hearts service visiting	5.20	309 354	97.70	4.69	336 490 093	106 269.93	100.00	5.20	309 354	4.69	336 490 093
Respondent wasn't asked	7.76	461 328	97.70	7.99	573 269 322	121 406.79	100.00	7.76	461 328	7.99	573 269 322

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

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



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

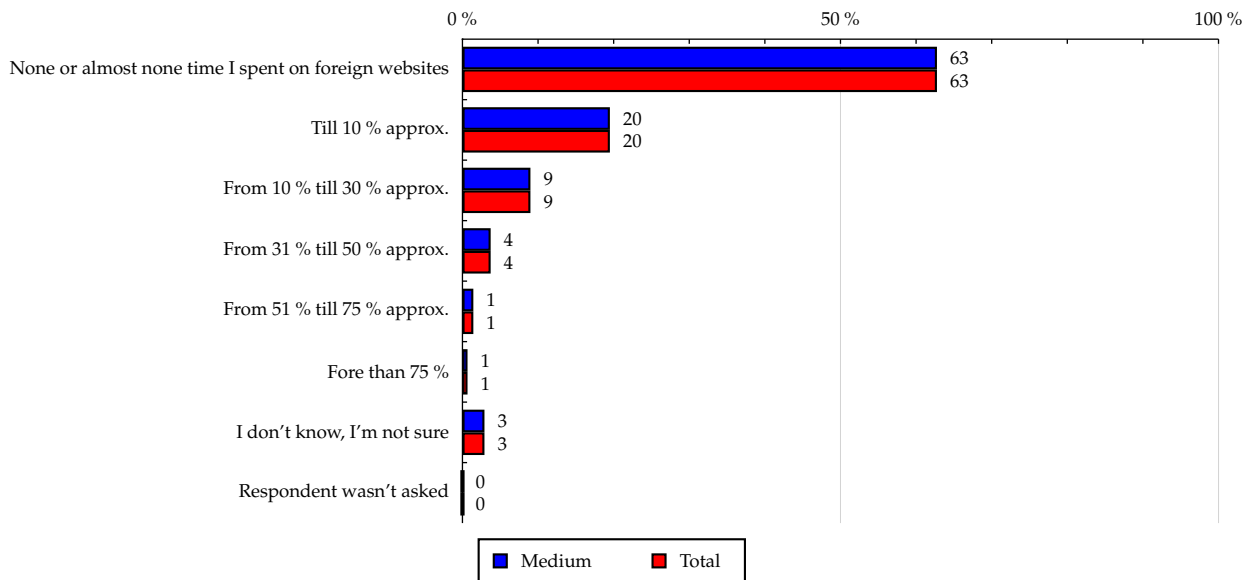
TOTAL

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	62.76	3 731 346	97.70	63.47	4 551 213 811	119 167.05	100.00	62.76	3 731 346	63.47	4 551 213 811
Till 10 % approx.	19.50	1 159 029	97.70	20.19	1 447 820 917	122 043.53	100.00	19.50	1 159 029	20.19	1 447 820 917
From 10 % till 30 % approx.	8.99	534 655	97.70	8.89	637 803 517	116 548.64	100.00	8.99	534 655	8.89	637 803 517
From 31 % till 50 % approx.	3.73	221 667	97.70	3.32	237 992 493	104 895.45	100.00	3.73	221 667	3.32	237 992 493
From 51 % till 75 % approx.	1.44	85 479	97.70	1.07	76 984 650	87 990.74	100.00	1.44	85 479	1.07	76 984 650
Fore than 75 %	0.67	39 935	97.70	0.54	38 610 060	94 456.97	100.00	0.67	39 935	0.54	38 610 060
I don't know, I'm not sure	2.91	173 138	97.70	2.52	180 501 940	101 855.17	100.00	2.91	173 138	2.52	180 501 940
Respondent wasn't asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



Source: NetMonitor – SPIR – Mediaresearch & Gemius, May 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

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

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".