

Table 28: Type of goods ordered over the Internet in the last 12 months for private purpose, 2nd quarter 2010

	Type of goods																																	
	film, music		books, magazines, e-books, e-learning materials		computer games		software other than games		toys		computer hardware		mobile phones		cameras		electronic equipment (TV, DVD, video, audio, MP3, etc.)		domestic appliances		cosmetics		medicine		coffee, fashion accessories		sports goods		food					
	thousand	% ¹⁾	thousand	% ¹⁾	thousand	% ¹⁾	thousand	% ¹⁾	thousand	% ¹⁾	thousand	% ¹⁾	thousand	% ¹⁾	thousand	% ¹⁾	thousand	% ¹⁾	thousand	% ¹⁾	thousand	% ¹⁾	thousand	% ¹⁾	thousand	% ¹⁾	thousand	% ¹⁾	thousand	% ¹⁾				
Total 16+	172.1	7.7	481.6	21.4	84.0	4.2	187.0	7.4	181.3	7.2	122.1	5.0	284.9	12.7	125.9	5.6	552.1	24.6	347.3	15.5	521.5	23.2	34.7	1.5	538.8	24.0	265.1	13.1	65.1	2.7				
Total 16-74	169.3	7.6	476.4	21.3	84.0	4.2	186.2	7.5	181.3	7.2	120.9	5.8	282.1	12.6	122.6	5.5	547.5	24.5	342.8	15.5	516.1	23.2	34.7	1.5	537.5	24.0	264.5	13.2	65.1	2.7				
Sex																																		
males	122.8	10.2	241.6	20.1	80.4	6.7	141.3	11.8	50.1	4.2	106.5	8.9	193.9	16.1	104.5	8.7	396.2	33.1	193.8	16.3	109.8	8.1	10.5	0.9	168.8	14.0	194.0	16.1	16.0	1.3				
females	49.3	4.7	240.0	23.0	3.6	1.5	25.7	2.5	111.3	10.6	26.2	2.5	91.0	8.7	21.4	2.0	155.9	14.7	153.5	14.5	411.7	30.4	24.2	2.3	371.0	35.5	101.1	9.7	44.1	4.2				
Age groups																																		
16-24	41.8	9.0	143.7	31.1	34.5	7.5	41.7	9.0	7.8	1.7	33.9	7.3	76.0	18.9	16.1	4.1	96.5	21.3	14.6	3.2	105.2	22.7			150.5	32.8	97.2	21.0	9.5	2.0				
25-34	70.0	9.5	125.0	19.9	35.7	4.8	60.3	5.4	89.6	12.1	55.6	7.2	103.5	14.0	47.6	6.4	178.9	24.2	110.7	15.0	170.3	23.0	6.4	0.9	209.8	26.4	107.7	14.6	20.1	2.7				
35-44	42.7	7.9	115.3	21.3	16.4	3.0	26.9	5.0	50.2	9.8	14.8	3.7	82.1	11.5	25.6	4.7	138.8	24.2	98.3	18.4	145.8	21.0	14.8	2.7	109.8	20.1	33.9	10.0	12.1	2.2				
45-54	11.6	3.8	62.4	20.6	5.3	1.8	25.2	8.3					16.0	5.3	30.0	9.9	21.7	7.2	99.5	32.8	88.1	26.4	44.4	4.4	86.8	22.0	14.7	30.8	16.1	10.9	3.8			
55-64			2.5	14.5			5.8	3.7	8.5	5.5	6.3	4.1	8.5	5.4	6.8	4.4	35.1	22.6	31.0	19.9	26.2	16.9			20.0	12.9	5.1	3.3	6.7	4.3				
65-74			7.7	22.7							5.2																							
75+			5.2	53.5																														
Education (25+)																																		
basic									9.8	25.3															8.5	22.4			13.3	32.4				
secondary without matura examination	32.7	7.6	42.0	9.7	21.0	4.9	16.6	3.8	31.9	7.4	13.4	3.1	58.7	13.8	15.6	3.6	109.5	24.7	79.1	18.3	88.0	19.3	7.2	1.7	99.1	23.0	55.5	12.9						
secondary with matura examination	53.9	8.5	158.1	19.2	32.8	4.0	62.8	7.6	70.5	8.6	47.9	5.8	97.9	11.8	43.9	5.3	197.3	24.0	139.3	18.9	238.1	29.0	20.7	2.5	196.9	23.9	84.7	10.3	29.7	3.6				
tertiary	43.8	8.9	334.8	27.4			44.6	8.1	41.5	8.4	35.8	7.3	47.1	9.8	46.0	8.4	145.1	20.5	110.7	22.5	130.7	20.3			91.0	16.5	162.0	13.2	14.2	2.9				
Employment status																																		
employed	121.2	7.7	285.2	18.1	58.0	3.7	121.5	7.7	85.1	5.6	88.6	5.6	202.9	12.8	109.3	8.9	439.3	27.8	282.2	17.9	352.6	23.3	26.0	1.6	329.7	20.9	191.0	15.1	43.8	2.8				
manual workers	30.8	7.2	41.8	9.9	20.9	6.4	28.3	8.7	27.8	6.8	13.8	3.2	89.2	18.4	22.2	5.3	125.1	20.6	67.2	15.9	145.0	15.9	6.9	1.5	85.0	22.3	86.8	10.8	5.6	1.3				
non-manual workers	96.8	7.8	243.5	21.0	31.1	2.7	93.2	8.1	61.3	5.3	75.0	6.5	133.4	11.5	87.1	7.5	314.2	27.1	215.0	18.8	208.1	28.8	19.4	1.7	243.7	21.1	124.4	10.7	38.0	3.3				
unemployed	7.8	9.8	6.2	7.9	6.7	8.5							9.1	11.5	8.7		15.2	19.3	6.1	7.7	19.7	25.0			20.3	25.7								
inactive	48.1	7.3	189.2	24.4	29.3	6.0	43.3	7.4	67.3	11.5	39.7	8.8	73.2	12.5	14.1	2.4	97.4	18.6	60.1	12.1	149.2	20.4	8.8	1.5	148.8	32.3	100.0	17.0	16.3	2.8				
Specific groups																																		
students	30.2	8.8	139.2	40.6	28.0	7.6	31.7	9.2	6.1	1.8	29.7	8.5	58.6	17.1	7.7	2.2	62.2	18.1	8.1	2.4	80.2	23.4			110.5	32.2	77.6	22.6	7.8	2.3				
retired			17.8	22.8			5.7	1.2			7.8	10.0	5.6	7.1	6.0	7.6	15.8	20.2	18.2	23.2	14.6	18.8				13.8	17.6							
Population																																		
under 15000	40.6	6.8	105.8	17.6	19.5	3.3	28.8	4.8	60.3	10.2	17.0	2.9	73.9	12.4	27.9	4.7	129.2	20.7	93.2	15.5	125.9	21.2	11.2	1.9	141.9	23.9	79.9	13.5	9.7	1.6				
2 000-49 999	33.9	7.8	145.0	19.6	16.4	3.8	20.8	5.0	20.1	6.2	25.6	5.8	58.9	13.6	23.6	5.4	109.7	24.3	64.3	14.8	100.7	24.6			105.3	24.3	81.2	13.8	7.5	1.7				
50 000-49 999	36.2	7.7	93.4	18.8	18.3	3.9	25.6	5.4	47.5	10.0	20.8	4.4	56.5	12.0	32.3	6.8	101.9	21.6	51.0	10.8	108.6	22.5	10.5	2.2	130.2	27.5	60.9	12.9	11.5	2.4				
50 000 and more	61.4	8.2	197.9	26.5	39.8	5.5	89.8	12.0	26.4	3.5	69.8	9.4	95.8	12.8	42.1	5.6	221.3	29.7	139.9	18.6	182.3	24.4	8.6	1.1	162.5	21.6	103.1	13.8	31.4	4.2				

Source: Czech Statistical Office, 2010

¹⁾ As a % of individuals in a given socio-demographic group who purchased goods or services over the internet in the last 12 months