

Table 28: Individuals purchasing on the Internet (on-line shoppers), 2nd quarter 2013

	Individuals purchasing on the Internet (on-line shoppers) in the last 12 month					
	total			purchasing at discount portal		
	thousand	% ¹⁾	% ²⁾	v tis.	% ¹⁾	% ³⁾
Total 16+	2 957,7	34,4	48,9	1 832,7	21,3	62,0
Gender						
males	1 475,7	35,6	48,7	962,8	23,2	65,2
females	1 482,0	33,4	49,2	869,9	19,6	58,7
Age group						
16–24 let	555,3	53,9	55,6	311,4	30,2	56,1
25–34 let	844,2	58,3	63,5	481,8	33,3	57,1
35–44 let	773,6	46,9	51,5	504,1	30,6	65,2
45–54 let	425,0	32,4	39,9	285,6	21,8	67,2
55–64 let	280,8	19,8	34,1	195,2	13,8	69,5
65–74 let	70,6	6,7	24,5	49,5	4,7	70,1
75+	8,3	1,2	20,1	5,1	0,7	61,2
Highest education level (aged 25+)						
primary	43,0	5,4	26,5	24,0	3,0	56,0
lower secondary	633,5	21,3	36,7	416,3	14,0	65,7
upper secondary	1 052,3	41,4	51,6	668,0	26,3	63,5
tertiary	607,5	53,8	59,7	370,2	32,8	60,9
Employment status						
employed	2 134,1	44,7	50,7	1 340,3	28,1	62,8
unemployed	92,7	27,9	42,5	60,9	18,4	65,7
students	396,9	54,4	55,0	224,0	30,7	56,4
retired	135,4	6,2	26,3	100,5	4,6	74,3

¹⁾ As a % of total number of individuals in a given socio-demographic group

²⁾ As a % of total number of Internet users in a given socio-demographic group

³⁾ As a % of total number of individuals who bought or ordered goods or services over the Internet in the last 12 months

Source: Czech Statistical Office, 2013