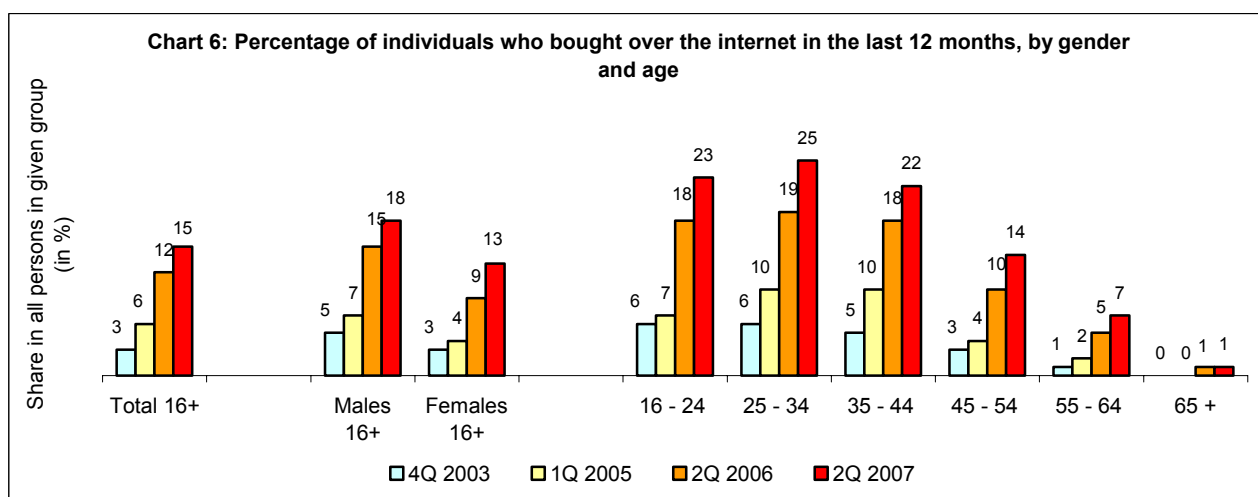


II.4. INTERNET COMMERCE

- 17% of individuals aged 16+ (1,52 mil. individuals) have ever bought/ordered goods/services over the internet.
- 15% of individuals aged 16+ (1,33 mil. individuals) bought/ordered goods/services over the internet in the last 12 months.
- Very popular is on-line shopping among individuals with university education (33% of individuals with university education bought over the internet in the last 12 months), among students (26% of students bought over the internet in the last 12 months) and individuals in the age group 25-34 (25%).
- 58% of all internet shoppers are men (in 2004 – 67% of all on-line shoppers were men). 33% of all on-line shoppers are persons aged 25-34, 23% persons aged 35-44 and 21% persons in the age group 16-24.
- The most popular goods/services bought/ordered over the internet are – tickets, electronics, services in travelling and accommodation, books, magazines and textbooks, domestic appliances, cosmetics.
- Men – in comparison with women - buy more often electronics, films and music, computer software and hardware. Women – in comparison with men – buy more often cosmetics and clothes.



Source: CZSO, 2007