

Czech Republic Research among Decision Makers (LAE-CR-2008)

The project LAE-CR-2008 is in its fifth year of ongoing behavioural research into the media usage patterns of a target group of decision-makers. As a result, it also provides an in-depth analysis of this target group.

Among the target group rank: directors, top management, top executives, entrepreneurs with at least 3 employees, independent higher specialists, qualified employees, and top executives in public administration.

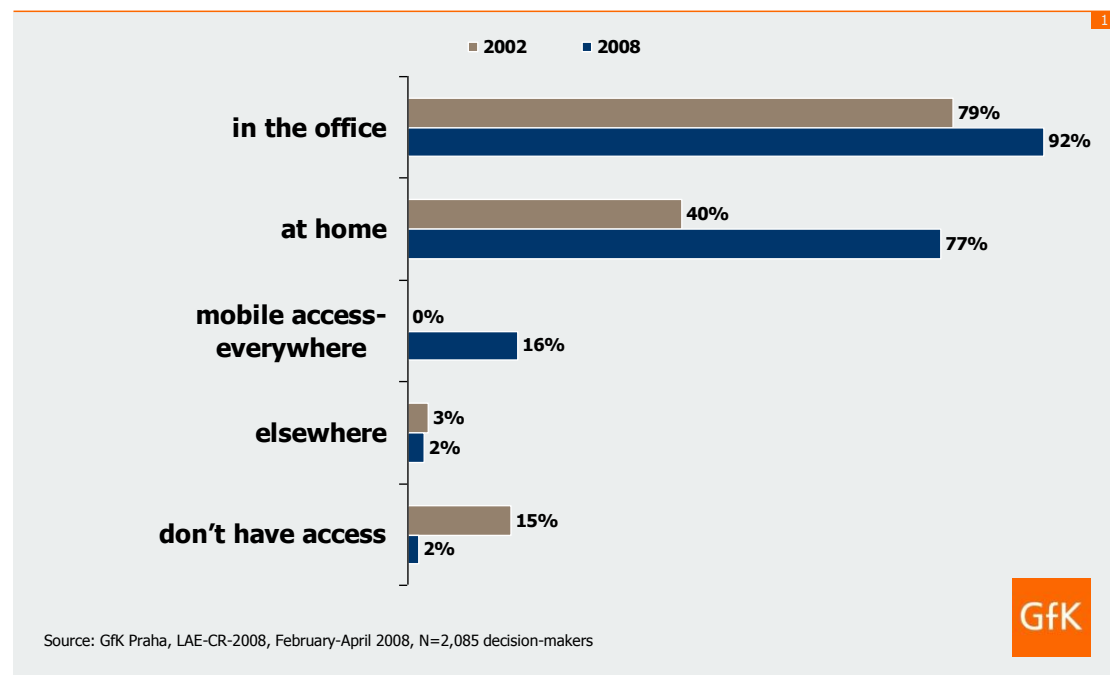
One of the significant features of this group is in its innovative behaviour and attitudes, including a faster adaptation to technical and technological developments. We also recorded their dynamic approach to utilising the internet both at home and in the office as being typical for this group. First of all, let us examine where and to what degree these individuals can access the internet as compared to the situation six years ago.

GfK Custom Research

LAE-CR-2008

2008

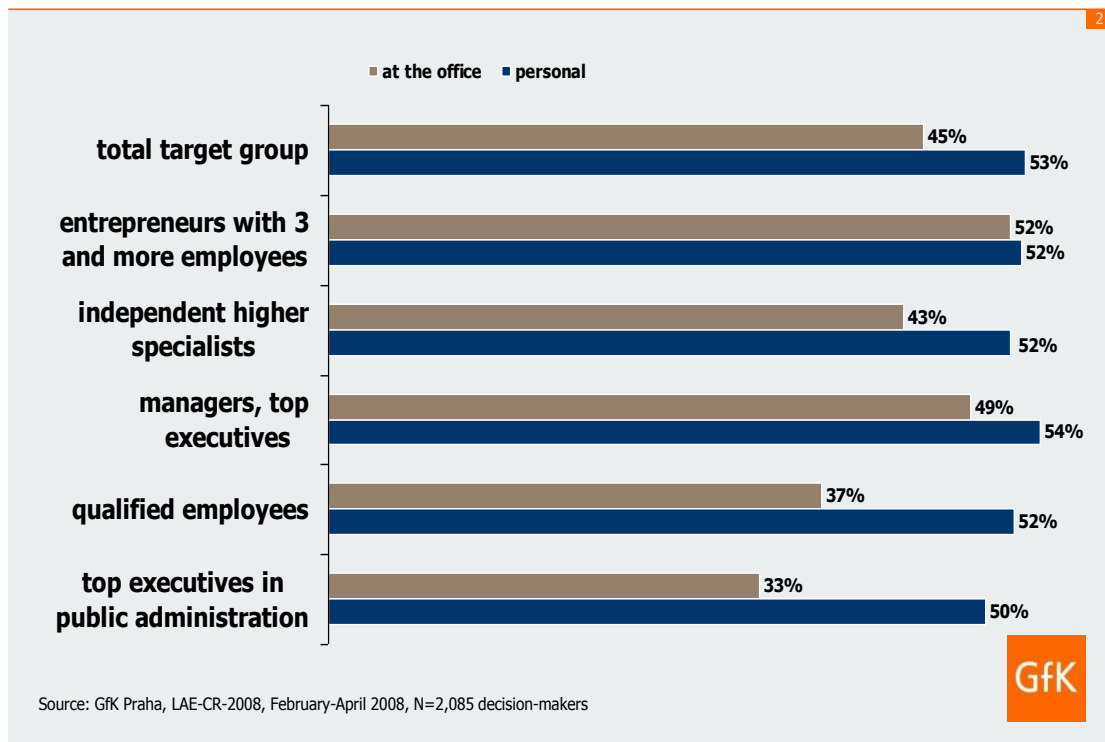
Access to the Internet in comparison to the situation six years ago



We will now show some of the data collected and demonstrate to what extent this target group uses the internet for shopping, and how the internet is used for shopping by its individual sub-groups.

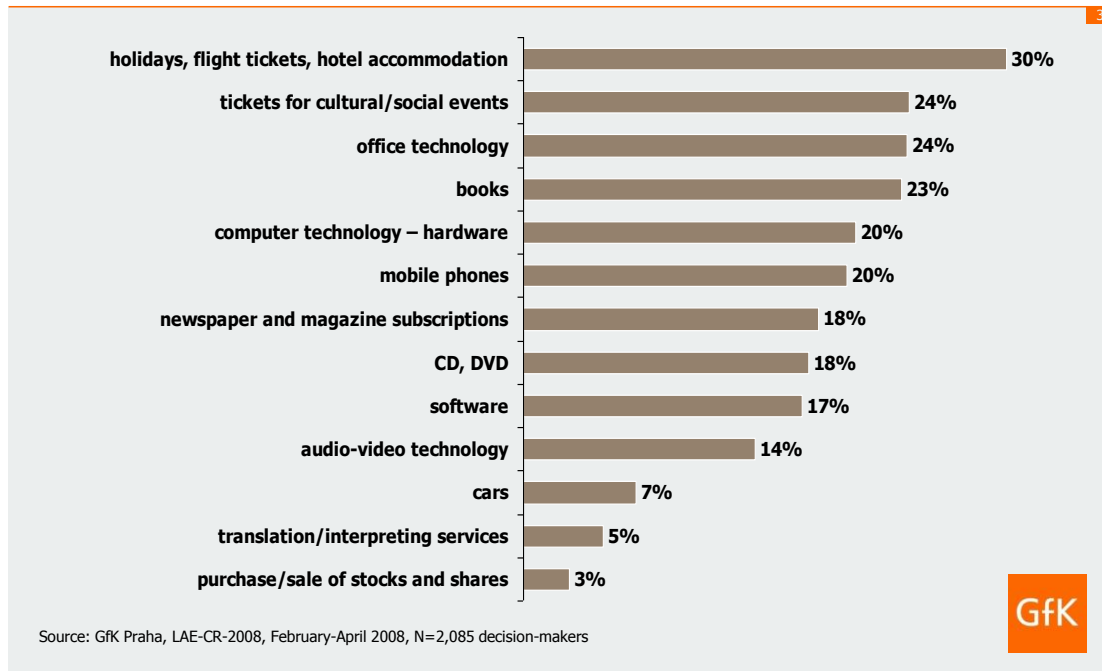
In response to the question "Have you used the internet for purchasing goods for business or personal purposes?" 41% of respondents gave a positive answer for business purposes and 41% said yes to personal purposes.

Usage of the Internet for purchasing goods for business or personal purposes



With regard to purchasing for private purposes, all decision-makers behaved similarly, whereas for business purchasing there are more significant differences. In comparison to past trends, entrepreneurs exceeded managers. Public sector employees are least likely to shop for business purposes on-line.

Top products purchased on-line



The top ranking products purchased are holidays, flight tickets, hotel accommodation, books, office technology and computer technology, both hardware and software. Respondents also anticipate further use of on-line shopping in the future.

The research was carried by the company GfK Praha between February and April 2008 and was commissioned by the Czech Publishers Association. A sample of 2,085 decision-makers was used.

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