

## LAE-CR-2010 research among decision makers

### Research offer

- Do you know which dailies are read by decision makers?
- Which servers do business people visit?
- Over how many investments do they have discretionary power in their jobs?
- How do these people plan investments in their companies?
- Which services do they plan to use?
- How do they communicate with customers?
- What are their private consumption habits and interests?



These and other questions can be answered by the research LAE-CR-2010.

- Surveying a sample of 2000 decision makers
- Research according to a methodology used in Germany
- Tens of product groups used in companies
- Time series from 2000

### Goals of the research

- The main goal is to describe the media behaviour of decision makers
- Another goal is to describe the consumption behaviour of companies, entrepreneurs, and authorities
- A supplementary goal is to characterise the consumption habits of decision makers
- The data are meant for the planning of B2B advertisements
- The data are used by publishers, media agencies, and providers of products and services for the business sector

### Price

The price depends on the type of output.

## We offer

- The sale of a standard report
- Special analyses
- Trends from 2000
- The standard report features the media behaviour of various groups of decision makers and the consumption behaviour of readers of various newspapers and periodicals
- The results are updated once every 2 years

## Themes

- Company – turnover, investment, capital, employees
- Press – circulation indicators for dailies, supplements and magazines
- Internet – popularity indicators for both general and specialised servers
- Purchasing intentions regarding products
- Plans regarding the utilisation of services
- Private consumption behaviour, leisure activities

## Main LAE target groups

- entrepreneurs with 3 or more employees with annual investments of over CZK 400,000
- college-educated freelance professionals with at least one employee and a turnover of over CZK 1.5 million
- managers, directors, and other executives of companies with more than 10 employees; level in hierarchy depending on the company
- qualified employees preparing supporting documentation for the decisions of senior managers
- public administration employees, level in hierarchy depending on the section of public administration, discretionary power over investments worth at least CZK 1 million a year

### If you are interested in the study, please contact us:

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