

TAB 28 Innovation objectives by their importance for marketing innovations during 2006–2008

	Innovation objectives [1]											
	Increase or maintain market share				Introduce products to new customer groups				Introduce products to new geographic markets			
	High	Medium	Low	Not relevant	High	Medium	Low	Not relevant	High	Medium	Low	Not relevant
CZ TOTAL	50,9%	33,0%	8,1%	8,1%	28,0%	36,5%	16,3%	19,2%	11,4%	20,8%	23,0%	44,7%
By ownership												
national enterprises	47,7%	35,3%	8,4%	8,6%	25,8%	37,4%	15,0%	21,7%	11,6%	19,8%	21,4%	47,3%
foreign affiliates	64,5%	23,1%	6,6%	5,9%	37,4%	32,8%	21,7%	8,1%	10,7%	25,2%	30,3%	33,8%
By size-class												
small enterprises (10-49 empl.)	48,1%	34,0%	8,4%	9,5%	27,2%	35,6%	15,4%	21,8%	10,4%	19,1%	21,2%	49,3%
medium enterprises (50-249 empl.)	58,0%	30,5%	7,3%	4,2%	28,7%	39,3%	20,1%	11,9%	12,9%	26,0%	29,6%	31,5%
large enterprises (above 250 empl.)	62,3%	27,5%	6,1%	4,0%	36,4%	38,5%	15,1%	10,0%	19,7%	25,5%	23,9%	30,9%
By industries												
B Mining and quarrying	55,4%	32,0%	6,3%	6,3%	29,7%	33,0%	21,1%	16,2%	9,5%	22,1%	35,1%	33,4%
C Manufacturing	53,4%	31,5%	7,9%	7,2%	34,8%	37,5%	15,7%	12,0%	16,9%	26,2%	24,4%	32,5%
D Electricity, gas, steam and air conditioning supply	45,9%	45,3%	1,5%	7,3%	10,2%	50,6%	13,1%	26,1%	1,5%	17,1%	10,0%	71,5%
E Water supply; sewerage, waste management and remediation activities	44,4%	32,6%	7,4%	15,6%	7,4%	35,3%	23,8%	33,5%	2,7%	13,1%	21,3%	62,9%
F Construction	36,1%	48,0%	4,8%	11,0%	13,8%	35,3%	21,6%	29,3%	2,0%	13,1%	28,6%	56,2%
G Wholesale and retail trade; repair of motor vehicles and motorcycles	58,5%	28,7%	9,0%	3,8%	28,4%	35,5%	16,4%	19,6%	11,6%	19,7%	21,4%	47,2%
H Transportation and storage	37,5%	44,6%	11,5%	6,4%	14,8%	43,0%	8,3%	33,9%	3,8%	13,5%	17,7%	65,0%
I Accommodation and food service activities	54,1%	22,7%	1,6%	21,6%	23,5%	32,8%	16,3%	27,4%	2,6%	16,2%	17,5%	63,8%
J Information and communication	51,1%	34,2%	7,5%	7,3%	31,5%	45,6%	13,8%	9,0%	16,0%	22,1%	28,9%	33,0%
K Financial and insurance activities	62,0%	29,2%	0,7%	8,0%	39,2%	45,3%	10,9%	4,6%	3,5%	22,8%	16,9%	56,8%
L Real estate activities	24,1%	36,0%	2,7%	37,3%	8,4%	25,6%	12,8%	53,2%	8,9%	6,4%	7,0%	77,6%
M Professional, scientific and technical activities	42,0%	35,5%	9,1%	13,4%	31,4%	36,7%	14,4%	17,5%	11,8%	18,6%	27,8%	41,8%
N Administrative and support service activities	34,0%	28,4%	17,5%	20,1%	22,0%	22,3%	21,4%	34,2%	3,6%	20,1%	13,4%	62,9%
By regions NUTS 2												
Praha	56,4%	28,8%	8,8%	6,0%	29,8%	34,3%	18,4%	17,5%	12,3%	18,3%	25,2%	44,2%
Střední Čechy	49,3%	30,0%	10,8%	9,9%	21,9%	39,4%	13,7%	25,0%	11,8%	17,4%	24,4%	46,4%
Jihozápad	59,0%	23,6%	11,8%	5,6%	23,9%	40,2%	15,4%	20,6%	8,2%	15,0%	24,7%	52,0%
Severozápad	39,6%	44,6%	2,0%	13,8%	20,9%	43,4%	14,7%	21,0%	11,4%	15,8%	12,7%	60,1%
Severovýchod	52,7%	32,8%	9,1%	5,4%	40,8%	35,1%	13,0%	11,1%	18,5%	30,9%	15,4%	35,2%
Jihovýchod	51,9%	32,9%	5,9%	9,3%	29,7%	34,6%	19,1%	16,6%	9,0%	22,4%	30,2%	38,3%
Střední Morava	46,1%	35,3%	10,4%	8,2%	24,2%	31,1%	20,2%	24,5%	8,4%	18,1%	28,2%	45,2%
Moravskoslezsko	44,5%	40,8%	5,7%	8,9%	22,9%	41,0%	11,6%	24,6%	8,5%	25,1%	16,6%	49,8%

[1] Percentage of innovative enterprises with marketing innovation in the given group