

**TAB 27 Implementation of marketing innovation in enterprises with non-technological innovation during 2006–2008**

	Enterprise introduced:							
	Significant changes to design or packing		New media and techniques for promoting		New methods for product placement		New methods of pricing goods or services	
	Number	% [1]	Number	% [1]	Number	% [1]	Number	% [1]
<b>CZ TOTAL</b>	<b>4 016</b>	<b>32,4%</b>	<b>9 432</b>	<b>76,0%</b>	<b>3 536</b>	<b>28,5%</b>	<b>5 332</b>	<b>43,0%</b>
<b>By ownership</b>								
national enterprises	2 909	28,9%	7 842	77,9%	2 793	27,7%	4 380	43,5%
foreign affiliates	1 106	47,3%	1 590	68,0%	743	31,8%	952	40,7%
<b>By size-class</b>								
small enterprises (10-49 empl.)	2 738	29,6%	7 190	77,8%	2 455	26,6%	3 921	42,5%
medium enterprises (50-249 empl.)	915	36,9%	1 752	70,7%	806	32,5%	1 136	45,9%
large enterprises (above 250 empl.)	363	52,4%	491	71,0%	275	39,8%	274	39,7%
<b>By industries</b>								
B Mining and quarrying	10	33,0%	19	59,9%	8	26,2%	21	67,1%
C Manufacturing	1 724	39,2%	3 078	70,0%	1 211	27,5%	1 876	42,7%
D Electricity, gas, steam and air conditioning supply	26	37,7%	42	61,5%	12	17,4%	27	39,7%
E Water supply; sewerage, waste management and remediation activities	22	19,9%	77	68,7%	20	18,3%	56	49,7%
F Construction	44	3,3%	1 141	85,4%	235	17,6%	511	38,3%
G Wholesale and retail trade; repair of motor vehicles and motorcycles	1 344	35,9%	2 849	76,0%	1 396	37,2%	1 615	43,1%
H Transportation and storage	142	24,9%	486	85,4%	106	18,6%	381	67,0%
I Accommodation and food service activities	199	42,7%	400	85,8%	140	30,1%	258	55,3%
J Information and communication	187	43,8%	323	75,6%	147	34,5%	154	36,1%
K Financial and insurance activities	53	38,4%	113	81,8%	58	41,9%	34	24,6%
L Real estate activities	11	14,5%	74	100,0%	13	17,1%	16	21,1%
M Professional, scientific and technical activities	164	26,9%	491	80,7%	108	17,8%	232	38,1%
N Administrative and support service activities	90	20,9%	339	78,8%	81	18,8%	151	35,1%
<b>By regions NUTS 2</b>								
Praha	932	36,0%	2 038	78,8%	779	30,1%	743	28,7%
Střední Čechy	416	30,0%	1 014	73,0%	459	33,0%	671	48,3%
Jihozápad	282	29,8%	750	79,3%	273	28,9%	410	43,3%
Severozápad	428	38,6%	757	68,3%	284	25,6%	577	52,0%
Severovýchod	652	36,9%	1 297	73,4%	583	33,0%	944	53,4%
Jihovýchod	777	34,8%	1 777	79,5%	642	28,7%	946	42,4%
Střední Morava	323	24,4%	1 048	79,4%	237	18,0%	461	35,0%
Moravskoslezsko	207	19,6%	751	71,2%	279	26,5%	580	55,0%

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