

Media Project and Data Support

Research

- Do you know what newspapers and magazines people read?
- Do you know who reads a newspaper or magazine in which you would like to advertise?
- Which media do your potential clients follow?
- Which products do people buy, which services do they use?
- What activities do people devote time to?

These and other questions can be answered by the research Media Project and Data Support.

- Surveying a wide range of respondents
- Detailed information
- Hundreds of target groups
- Time series, trends

Goals of the research

- The main goal is to provide data about media ratings (press, radio, television) for advertisers.
- Another goal is to describe in detail the basic consumption behaviour in all main areas.
- To offer very detailed data for media agencies, producers, vendors and service providers.
- To analyse trends and changes in the behaviour of the Czech consumers.



Price

The price depends on the type of output and update frequency.

We offer

- the sale of standard reports about media behaviour
- the sale of standard analyses of a defined target group from all perspectives
- special analyses by request
- standard media reports – readership of newspapers and magazines by demographic groups, readers' demographic structure
- detailed analysis of a target group defined by you as regards its demographic structure, consumption and media behaviour and comparison with the whole population
- the possibility of including your own questions, the possibility of linking with other data, secondary analyses
- the results are available 4 times a year

Media Project and Data Support is a unique research using an extensive sample – results for 30,000 respondents a year. The research is closely monitored by national and international institutions. It offers information from all fundamental areas of people's lives.

Areas addressed in Media Project and Data Support

- readership of newspapers
- readership of newspaper supplements
- readership of magazines
- audience ratings of radio stations
- audience ratings of television programmes
- access to the Internet and its use
- daily activities
- leisure time activities
- income, purchase power, financial resources
- household equipment
- political orientation
- consumption of FMCG foods and beverages
- purchase behaviour (types of outlets, retail chains)
- consumption of FMCG dry goods and cosmetics
- purchase behaviour in relation to occasionally bought products
- planned purchase of durable goods
- intention to buy a car
- telecommunications
- bank products, credits
- insurance products
- product groups purchased online
- consumption attitudes



Contact us if you are interested in a study:

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