

# Public attitudes to study and work placements abroad

Research report, October 2018

Implemented by MEDIAN s.r.o. exclusively for the Centre for International  
Cooperation in Education



# Research methodology

**Sample size** 1033 respondents aged 18 and over

---

**Survey period** 26 September – 11 October 2018

---

**Data collection method** A combination of interviewing through an on-line panel (CAWI) and personal interviewing by trained interviewers using laptops (CAPI)

---

**Selection of respondents** Quota sampling

---

**Representativeness** The research is representative for the Czech Republic's population aged 18+ according to basic socio-demographic variables (region, age, gender, education, municipality size)

---

**Implemented and commissioned by** The independent research was implemented by MEDIAN s.r.o. (a member of SIMAR) exclusively for the Centre for International Cooperation in Education

# Sample structure

## Gender

---

|       |     |
|-------|-----|
| Men   | 49% |
| Women | 51% |

## Age group

|                   |     |
|-------------------|-----|
| 18–29 years       | 16% |
| 30–39 years       | 18% |
| 40–49 years       | 19% |
| 50–59 years       | 15% |
| 60–69 years       | 16% |
| 70–79 years       | 11% |
| 80 years and over | 5%  |

## Educational attainment

---

|  |     |
|--|-----|
| Primary  | 11% |
| Apprenticeship / Secondary school without School Leaving Certificate | 35% |
| Secondary school with School Leaving Certificate                     | 36% |
| University education   | 18% |

## Size of the place of residence

---

|                           |     |
|---------------------------|-----|
| Up to 999 residents       | 17% |
| 1 000–4 999 residents     | 22% |
| 5 000–19 999 residents    | 18% |
| 20 000–99 999 residents   | 21% |
| 100 000 or more residents | 22% |

## Region

---

|                   |     |
|-------------------|-----|
| Prague            | 12% |
| Central Bohemia   | 12% |
| South Bohemian    | 6%  |
| Plzeň             | 6%  |
| Karlovy Vary      | 3%  |
| Ústí nad Labem    | 8%  |
| Liberec           | 4%  |
| Hradec Králové    | 5%  |
| Pardubice         | 5%  |
| Vysočina          | 5%  |
| South Moravian    | 11% |
| Olomouc           | 6%  |
| Zlín              | 6%  |
| Moravian-Silesian | 11% |

# Top lines

---

# Travelling abroad is a good thing

Travelling abroad is a good thing according to 4/5 of the respondents, the vast majority of the others rate it as neutral.

1% of respondents considered it a bad thing

The following are significantly more likely to view travelling as a good thing:

- ✓ respondents with a higher education (secondary school with School Leaving Certificate or university)
- ✓ with a household income of over CZK 40 000
- ✓ persons who **have lived in a foreign country** and/or **completed a study or work period** abroad

**Nine out of ten (89%)** respondents agree with work **placements abroad for students of secondary vocational schools**

An even **greater share (94%)** of respondents **agree** with mobility abroad for **university students**, nearly two thirds responded definitely yes – this response was significantly more likely among

- ✓ respondents with a higher education (secondary school with School Leaving Certificate or university)
- ✓ with a household income of over CZK 55 000
- ✓ and those who have lived in a foreign country and/or completed a study or work period abroad

# Reasons for (no) interest

Most respondents cite the following among top three **reasons for participating** in international activities

- ✓ **to improve foreign language proficiency**  
cited by 79% of respondents overall, 38% put it in first place
- ✓ **to obtain study/practical knowledge / improve qualifications**  
cited by 55 % of respondents overall, 20 % put it in first place  
more likely by people aged 40–49, with children
- ✓ other most frequently cited reasons are **to learn independence**, take care of themselves, and **get to know people/customs** of other nationalities
- ✓ respondents who have **never lived in a foreign country** are significantly more likely to include **having fun / having a break** from duties among their top three reasons

The most frequently cited reasons for **lack of interest** are

- **lack of money** (59%, more likely secondary school graduates without School Leaving Certificate and those who have not completed a study or work period abroad)
- they cannot imagine **leaving their family** for a prolonged period (56%, more likely respondents aged 30–49, with higher education and with children)  
much less frequently
- **security situation** (30%, respondents with lower education)
- **poor awareness of the programmes available** (27%, mostly likely respondents with a university degree)

# Attitudes to travel

Most respondents agree with the following statements

❖ **Travellers should follow the rules of the local population.**

93%, more likely university graduates, those with children and those who have lived in a foreign country

❖ **While staying abroad, people learn to be independent.**

89%, more likely women and those who have lived in a foreign country

❖ **Participation in international study/work activities improves employment opportunities.**

78 %, more likely secondary school graduates with School Leaving Certificate and those who have lived in a foreign country

❖ **People travel abroad to gain better work/study opportunities in the future**

77%, with no significant differences

❖ **Travel is an opportunity to have fun.**

76%, more frequently respondents aged up to 39, university students and those who have completed a study or work period abroad

❖ **Successful people participate in study or work periods abroad.**

71%, more likely people with lower education

The statements that respondents **disagreed with the most** were

- **People do not go to work or study abroad due to concerns about their safety** (natural disasters, terrorism).
- **A study/work placement abroad helps mainly people from socially disadvantaged backgrounds.**

# Attitudes towards the European Union

Most respondents agree with the following statements

❖ **I appreciate the freedom of movement within the EU.**

77%, more likely those who are better educated and those who have lived in a foreign country and/or completed a study or work period abroad

❖ **I support international study and work periods within the EU.**

75%, more likely those who are better educated and those who have lived in a foreign country and/or completed a study or work period abroad

❖ **Accession to the EU has mainly benefited young people.**

54%, more likely people aged over 60, people with children and those who have completed a study or work period abroad

Half of the respondents agree with the statement

❖ **EU membership has resulted in the influx of foreigners and poor immigrants into our country.**

50%, more likely people aged over 60, with lower education, people with children and those who have not completed a study or work period abroad

People agree **the least** with the statements **Since joining the EU, the standard of living has declined and social conditions have deteriorated** (one fifth of respondents agree), and about one third of respondents agree with the statements **For people in the Czech Republic, EU membership brings more disadvantages than advantages** and **I am satisfied with the functioning of democracy in the Czech Republic**. For these questions, **30%** of the respondents indicated the response **Neither yes nor no**.



# Knowledge of scholarships and programmes

A quarter (26%) of respondents indicate **knowledge** of a specific study or work scholarship or programme. **The youngest respondents** aged up to 29 indicate the **greatest knowledge** (52%), which then decreases significantly with age.

A significantly higher knowledge is also indicated by

- ✓ respondents with **higher education** (knowledge indicated by 85% of current university students and 38% of secondary school students – however, please be aware of the small number of respondents in these categories!)
- ✓ residents of **the largest cities**
- ✓ respondents with a household **income of over CZK 32 000**
- ✓ respondents **living with their parents** or grandparents
- ✓ respondents without children
- ✓ respondents who have lived in a foreign country
- ✓ and, of course, respondents who have completed a study or work period abroad

**Erasmus and Erasmus+** were the most commonly cited (88% of those who indicated knowledge and 23% of all respondents).

# Centre for International Cooperation in Education and Erasmus+

**16% of respondents have heard about the Centre for International Cooperation in Education**, but they mostly responded “Yes, but I don’t know exactly what it does”. Better knowledge was reported by respondents with a university degree and people who have lived in a foreign country and/or completed a study or work period abroad.

In contrast, **52% of respondents have heard about Erasmus+**.

**Knowledge of the programme decreases with increasing age** (77% for respondents up to 29 years, 63% for respondents aged 30–39 years and 23% for the oldest respondents) and **increases with higher education attainment** (80% for respondents with a university degree and 97% for current university students).

Again, knowledge is higher in **the largest cities, higher income families, respondents without children** and those who have lived in a foreign country and/or completed a study or work period abroad.

The majority of those who have heard of the programme believe that **it can be used by students** (university 88%, primary or secondary school 51%), **primary/secondary school teachers** (34%) and **university employees** (30%). Use by primary/secondary school pupils and students is significantly more likely quoted by residents of cities with a population of 20 000 – 99 999, whereas in the largest cities this response is significantly below average (42%)

# Experience and reasons for travelling abroad

**60% of respondents have experience with a study or work period abroad**, this experience is significantly more often mediated by friends or schoolmates.

**Personal experience (they personally have travelled abroad) was reported by one tenth** of respondents, significantly more likely by

- ✓ respondents aged **up to 29 years**
- ✓ respondents **with a university degree**
- ✓ respondents from the **highest-income** families
- ✓ respondents **without children**

If respondents know someone who has completed a period abroad, in more than half of the cases (56%) this is a friend or an acquaintance.

**The top three reasons for participation** in a study or work placement are the same for both those who have completed a placement and those who have not, only their order differs (displayed according to the sum of the responses definitely yes + probably yes).

| Participants   |     | Non-participants                                       |     |
|--|-----|--|-----|
| Personal growth  | 85% | To improve a foreign language                          | 83% |
| To improve a foreign language                          | 84% | To improve my employment opportunities/work conditions | 71% |
| To improve my employment opportunities/work conditions | 67% | Personal growth  | 69% |
| To acquire new contacts                                | 65% | Economic benefits                                      | 66% |
| Opportunities for establishing cooperation             | 57% | To acquire new contacts                                | 63% |
| Economic benefits                                      | 54% | Opportunities for establishing cooperation             | 58% |

In assessing their study or work period abroad, respondents report mostly positive experience such as learning to cope with new situations, making new friends or learning to be independent. However, three quarters of the participants also agree with the statement “The period abroad was an adventure for me”.

# Interest in activities

**59% of respondents** show interest in at least one of the activities offered, 29% show no interest.

For all activities, **interest decreases with age** and mostly **increases with education** – except for educational periods, study abroad and sports activities abroad where respondents with primary education expressed greater interest than secondary school graduates without School Leaving Certificate.

In addition, **interest** more or less **increases with increasing household income**.

For all activities, a **greater interest** was reported by respondents **without children and those who have lived in a foreign country or completed a study or work period abroad**.

**Most often, respondents are interested in**

- ✓ Language stay
- ✓ Work experience/placement abroad
- ✓ Specialised seminar/conference
- ✓ Work abroad
- ✓ Educational period

**Current university students** expressed the **greatest interest in work experience or work placements abroad**, all university students reported interest in at least one activity.

**Current secondary school students** expressed **the greatest interest in educational periods and studying abroad**, fewer than one tenth of these 31 respondents were not interested in any activity.

# Obstacles to study or work placements abroad

The following are most often viewed as an **insuperable obstacle**

- **age** (I am too old – 28%)
- **poor foreign language proficiency** (21%)
- **lack of money** (18%)
- **health problems** (17%)

If we consider the sum of the responses insuperable obstacle + major obstacle, **poor foreign language proficiency ranks first with 60%**. This response was indicated by 37% of respondents aged 18–29 years and 45% of those aged 30–39 years. **University students** most often indicated **lack of time** and **secondary school students lack of money** (a half of the 31 respondents in either case).

For **women**, **lack of money** and **lack of family support** are a significantly greater obstacle than for men.

Other most frequently reported obstacles were looking after a child/children and separation from family or partner.

**Most often**, respondents travel abroad **for recreation, mainly to neighbouring countries** and other European countries. **Sports** and other leisure activities and **business travel are significantly more often reported by men** than women. Almost all types of travel **decline with age** and **increase with education**; in most cases, travelling abroad is more common among respondents who have lived in a foreign country or completed a study or work period abroad.

# Language skills and life of respondents abroad

Respondents report **the best skills** for the following languages

- **English** – 42% of respondents indicate at least a basic level.  
The response “No knowledge” is indicated more often by women, and it increases with age, decreases with education and is significantly more common among respondents without children and those who have not travelled abroad.
- **Russian** – 42% of respondents indicate at least a basic level.  
The response “No knowledge” is the most common among respondents aged 18–39 years and respondents with primary education.
- **German** – 32% of respondents indicate at least a basic level.  
The response “No knowledge” is more common among respondents aged over 50 years and respondents with lower education.  
German has the largest proportion of “Beginners”.

**12% of respondents have lived in a foreign country**, these include a significantly greater proportion of university-educated respondents (24%) compared to lower levels of education (about 10% for each category). No significant differences were found for other categories. For **one third** of those who have lived abroad, **at least one stay was longer than one year**.

# Analysis

---

# International student mobility

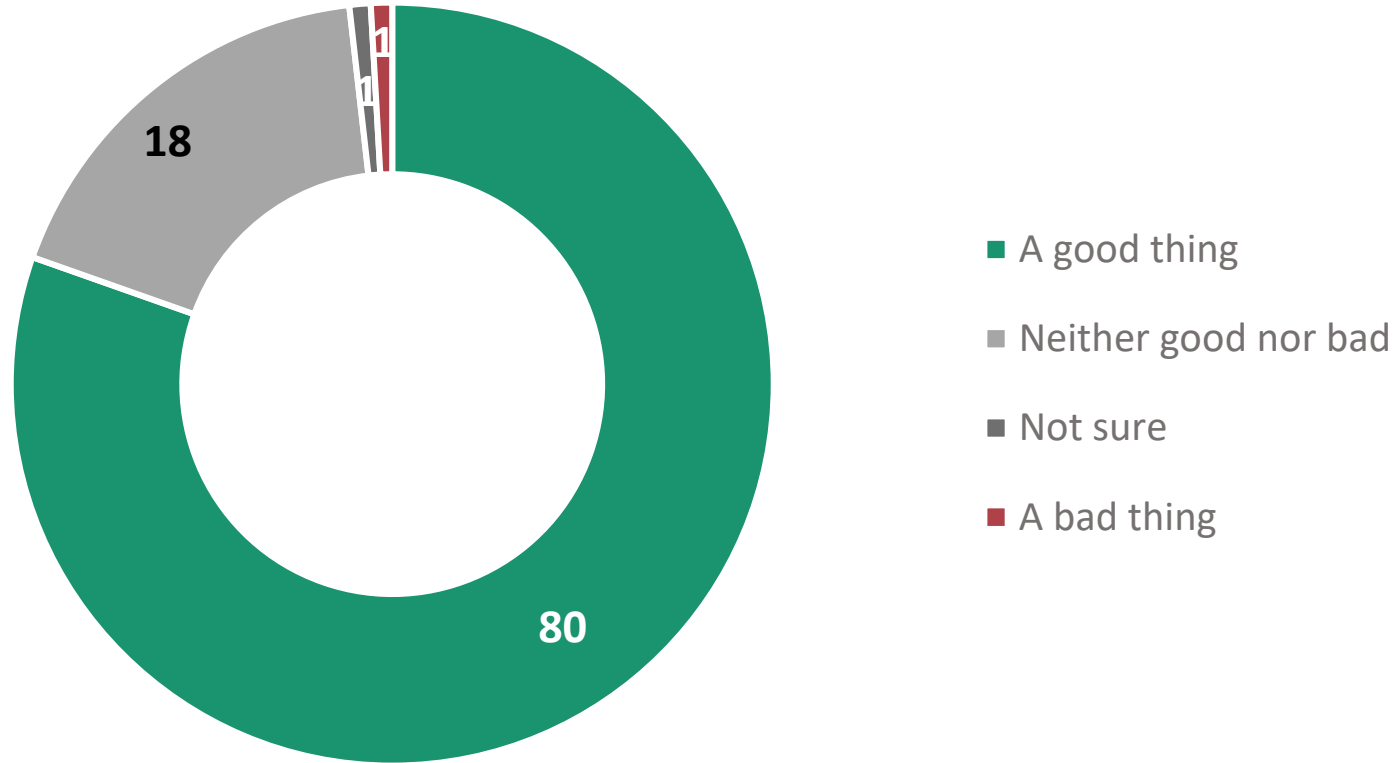
---



# Summary

- 81% of respondents consider travelling abroad to be a good thing; most of the rest (18%) consider it neither good nor bad. Travel is more likely considered a good thing by persons with School Leaving Certificate or higher education, persons with a net monthly household income of over CZK 40 000 and those who have lived in a foreign country themselves.
- Nine out of ten (89%) respondents agree with work periods for students of secondary technical schools, disagreement is significantly more common among men, persons with primary education and retired persons. Even more respondents (94%) agree with the travel abroad for university students, where nearly two thirds of all respondents chose the option *“Definitely yes”* (significantly more often those who have completed a study or work period abroad and those who have lived abroad). Yet again, disagreement with students’ travel abroad was significantly higher among respondents with primary education.
- Among the top three reasons for participating in international activities, most respondents indicate improvement of foreign language proficiency (79%) and obtaining study and practical knowledge (55%). Obtaining study and practical knowledge is significantly more often indicated as a reason by people who have children. Those who have never lived in a foreign country are significantly more likely to place having fun / having a break from duties among their top three reasons.
- More than half of respondents rank lack of money and the fact that people cannot imagine leaving their family for a prolonged period among the main reasons for lack of interest in international activities. The latter reason is predominant among people with School Leaving Certificate or higher education and those with children. Compared to university graduates, respondents with primary education are significantly more likely to rank the security situation and homesickness in the first place.

# Travelling abroad is

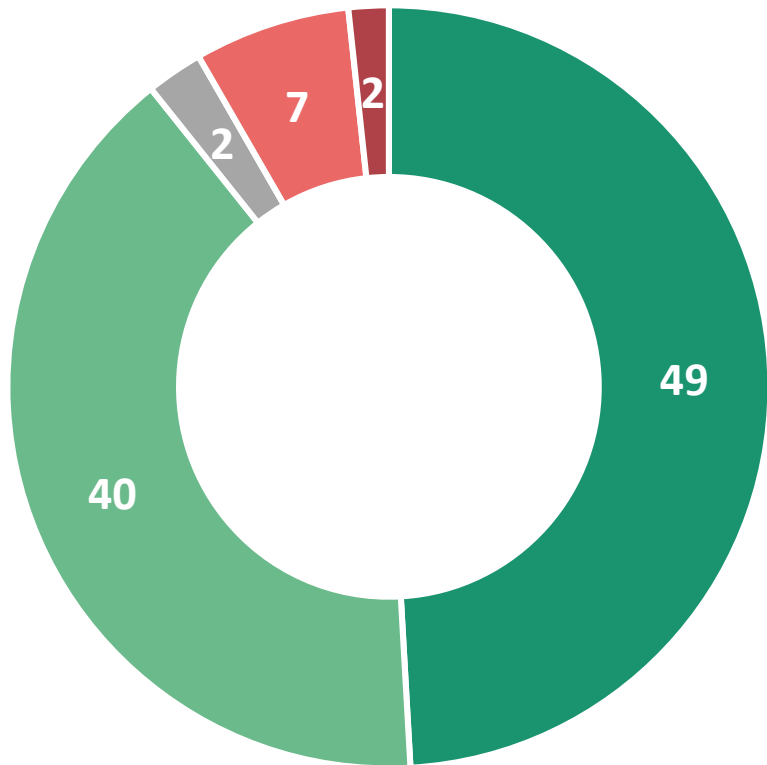


A01. Do you think travelling abroad is a good thing or a bad thing?

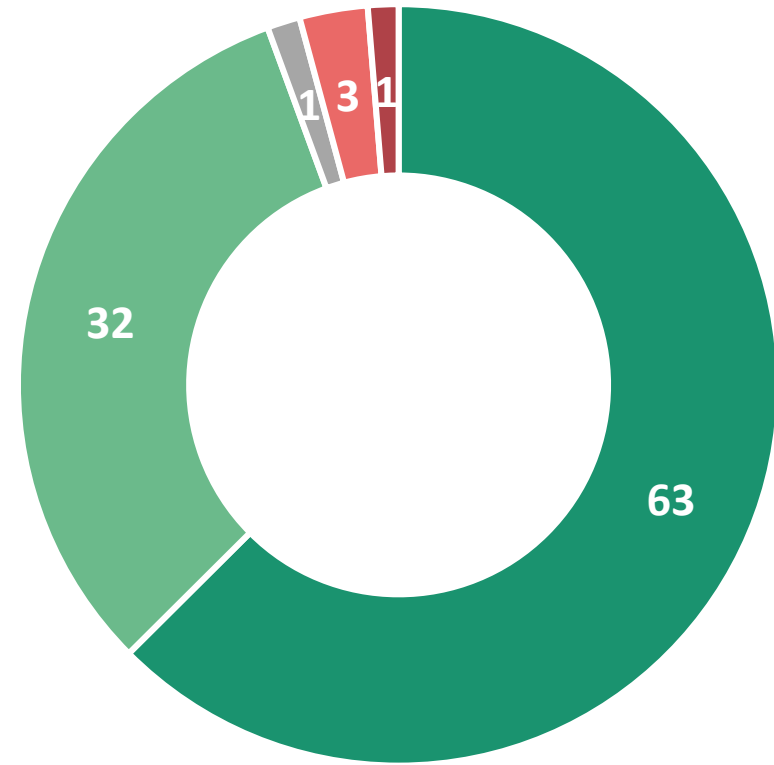
N = 1033, % of responses are displayed

# Should students travel abroad for placements

Students of secondary vocational schools



University students



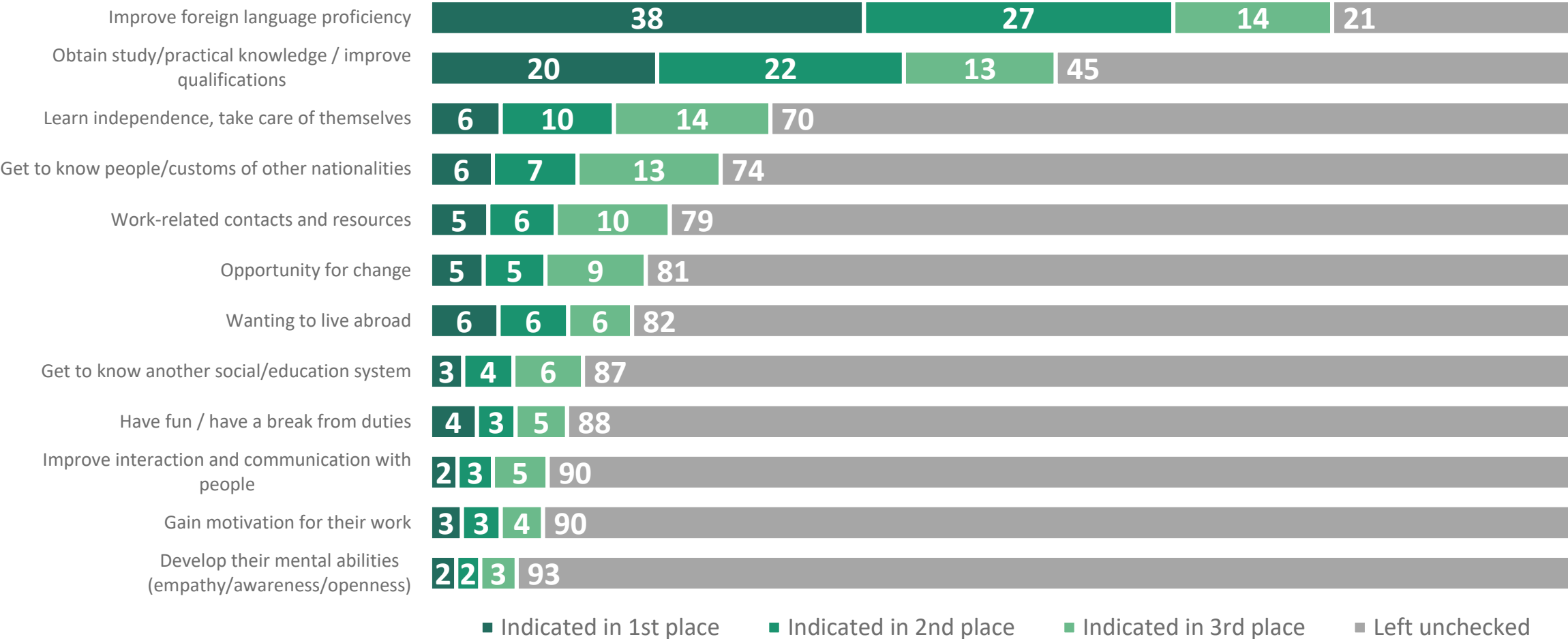
- Definitely yes
- Probably yes
- Not sure
- Probably no
- Definitely no

A02. Do you think that students of secondary vocational schools should travel for study/work placements abroad?

A03. Do you think that university students should travel for study/work placements abroad?

N = 1033, % of responses are displayed

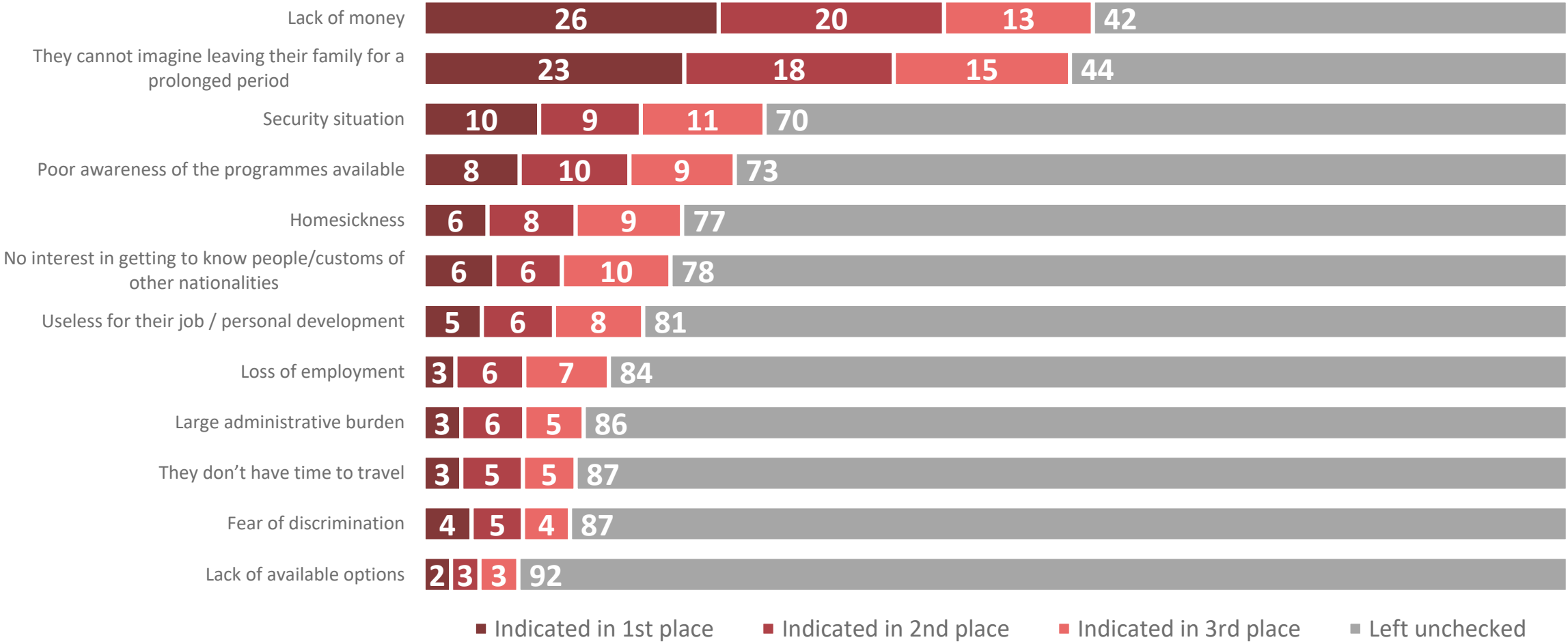
# Reasons for interest in international activities – in order of preference



A06. Please choose top 3 reasons why you think people participate in international activities:

N = 1033, % of responses are displayed (responses are ranked by overall count)

# Reasons for lack of interest in international activities – in order of preference



A07. And now, please choose top 3 reasons why you think people are not interested in international activities:

N = 1033, % of responses are displayed (responses are ranked by overall count)

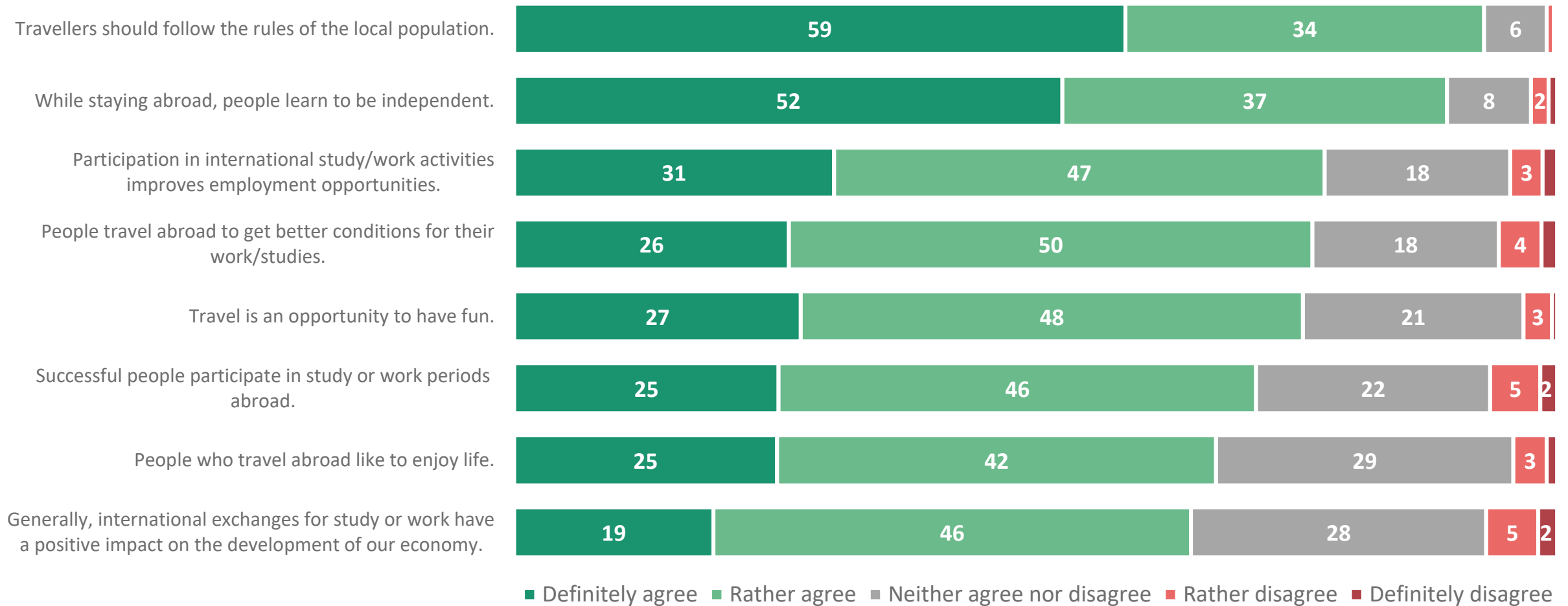
# Travelling abroad and EU membership

---

# Summary

- More than four fifths of people agree with the statements *“Travellers should follow the rules of the local population”* (93%) and *“While staying abroad, people learn to be independent”* (89%). The greatest disagreement was reported for the statement *“People do not go to work or study abroad due to concerns about their safety (natural disasters, terrorism)”* (40%) and *“A study/work placement abroad helps mainly people from socially disadvantaged backgrounds”* (36%).
- Women are significantly more likely to agree with the statement *“While staying abroad, people learn to be independent”*, and men with the statement *“A study or work period abroad does not guarantee better employment opportunities in the Czech Republic”*. The view that Czechs fail to make good use of their opportunities to travel abroad for work or study is more often held by respondents aged up to 39 years, people with higher education and people without children.
- Most respondents (77%) appreciate the freedom of movement within the EU and a similar proportion support international study and work periods within the EU. 35% of respondents agree and 34% disagree with the statement that, for people in the Czech Republic, EU membership brings more disadvantages than advantages. Disagreement with that statement is more common among men, persons with School Leaving Certificate or higher education and respondents who have no children.

# Travelling abroad (part 1)

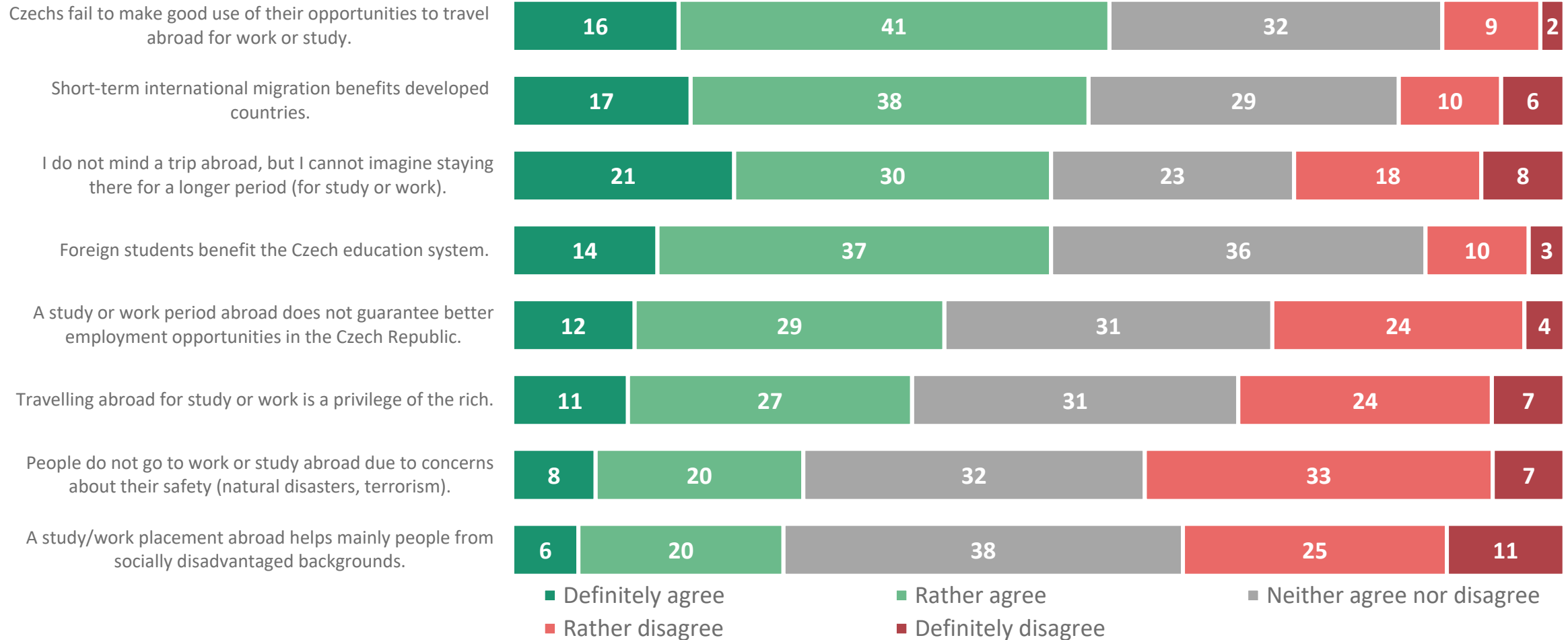


A04. Please indicate the extent to which you agree with the following statements:

N = 1033, % of responses are displayed (responses are ranked in order of the sum of the options Definitely agree + Probably agree)



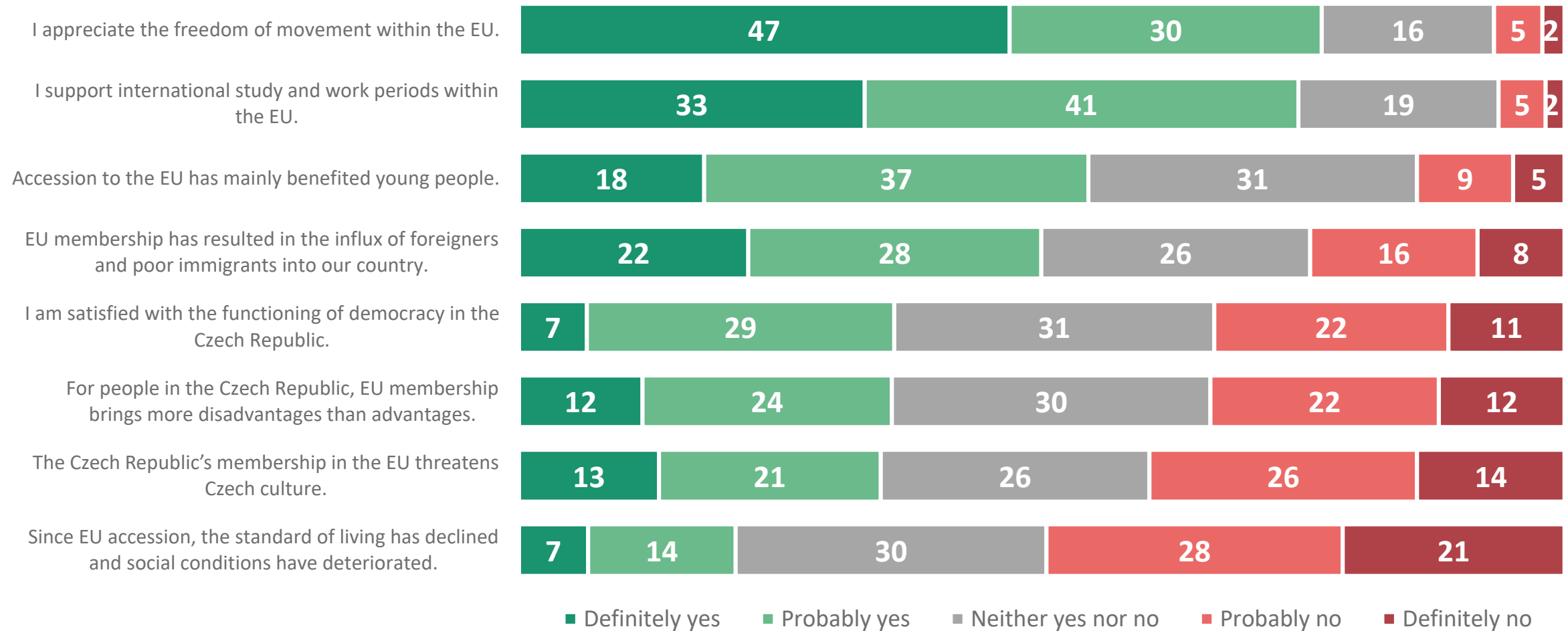
# Travelling abroad (part 2)



A04. Please indicate the extent to which you agree with the following statements:

N = 1033, % of responses are displayed (responses are ranked in order of the sum of the options Definitely agree + Probably agree)

# European Union and the Czech Republic



A05. Please indicate the extent to which you identify with the following statements regarding membership in the European Union:

N = 1033, % of responses are displayed (responses are ranked in order of the sum of the options Definitely yes + Probably yes)

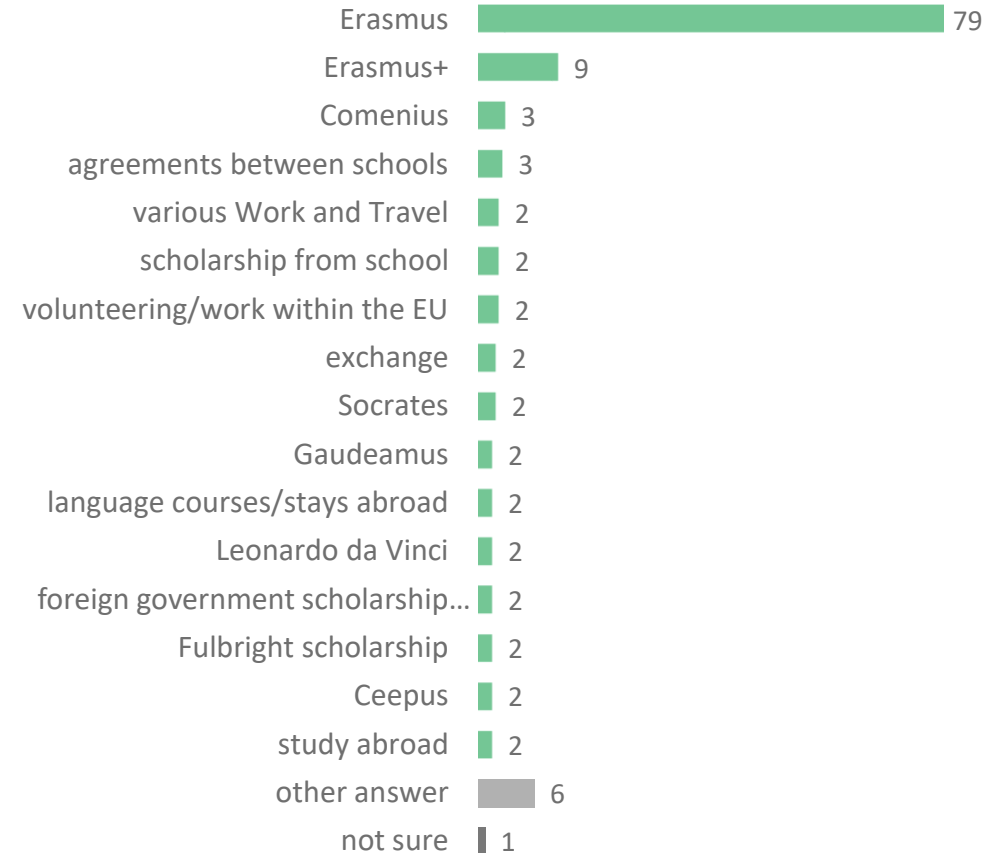
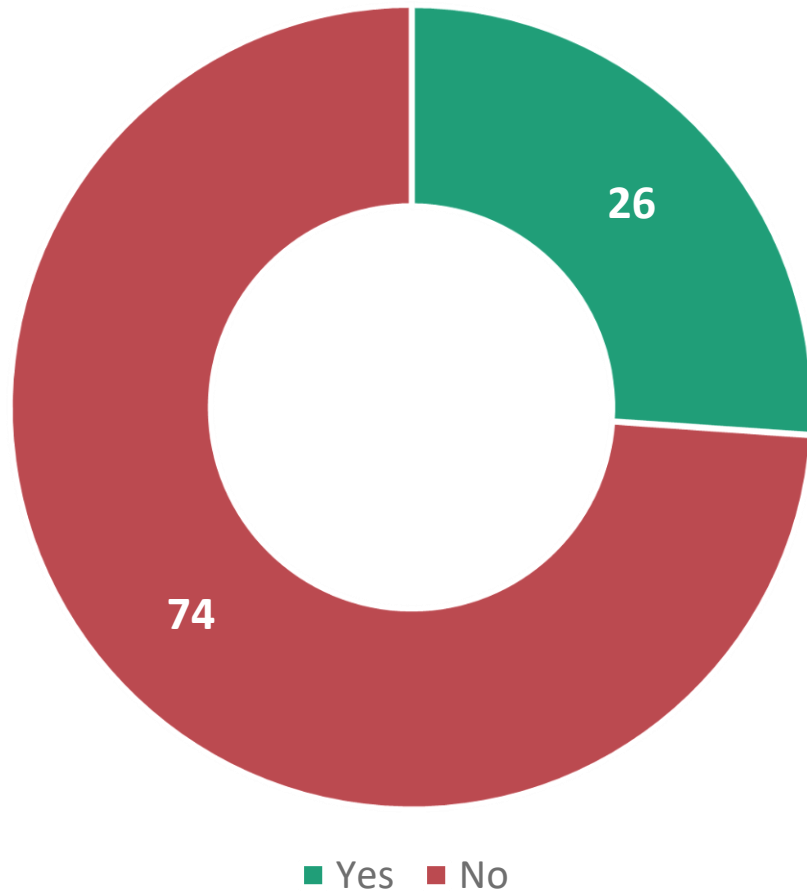
# **Knowledge of study and support programmes**

---

# Summary

- 26% of respondents indicated knowledge of specific study programmes; knowledge of study programmes is significantly better among respondents aged up to 29 years, those with a School Leaving Certificate or higher education, and people from cities with a population of more than 100 000. Those who said they knew a specific study programme most often named Erasmus (79%) – it was more often indicated by those who have not themselves completed a study period abroad. Those who have completed a study or work period abroad were more likely to indicate Erasmus+.
- 16% of respondents have heard about the Centre for International Cooperation in Education, but they mostly responded “Yes, but I don’t know exactly what it does”. Significantly better knowledge was reported by respondents with a university degree and people who have lived in a foreign country and/or completed a study or work period abroad. Only 4% of respondents declare that they know exactly what its activities are.
- In contrast, 52% of respondents have heard about Erasmus+. The majority of those who have heard of the programme believe that it can mainly be used by students (university students (88%), primary/secondary school students (51%)). Other rather frequent options were education workers, regardless of specialisation, and graduates. The fewest respondents believe that Erasmus+ can be used by the elderly and parents with children.

# Knowledge of scholarships and programmes



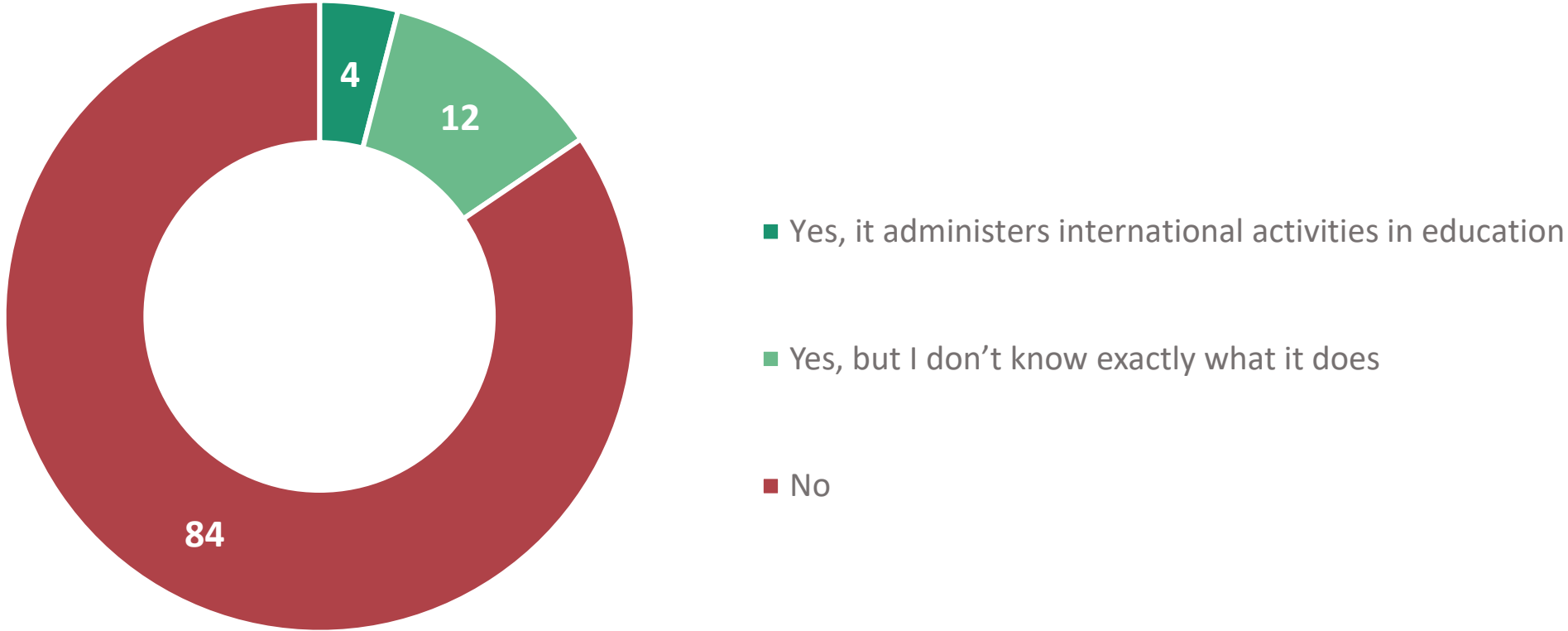
B01. Do you know any specific study/work scholarships or programmes?

B02. Please specify which study/work scholarships or programmes you know.

Chart 1: N = 1033, % of responses are displayed

Chart 2: n = 270 (those who know any scholarship or programme), % of responses are displayed (only responses that were indicated by at least 1.5% of respondents and displayed)

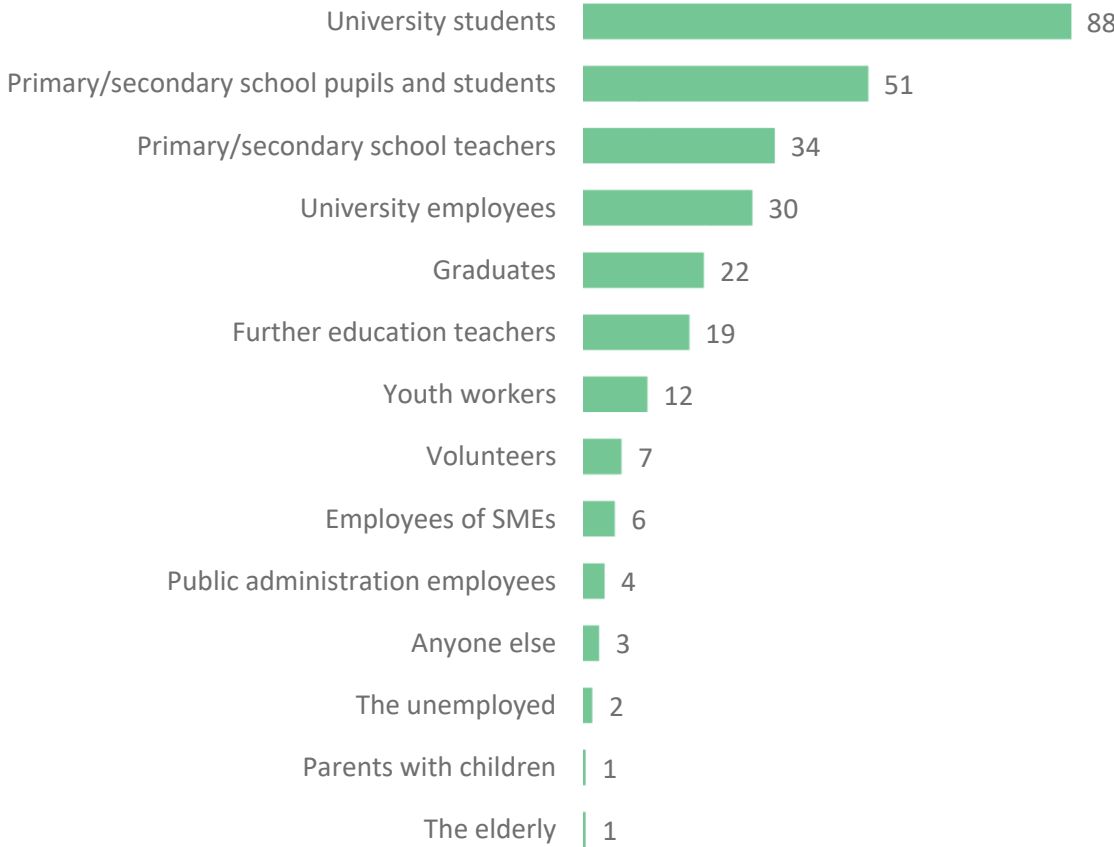
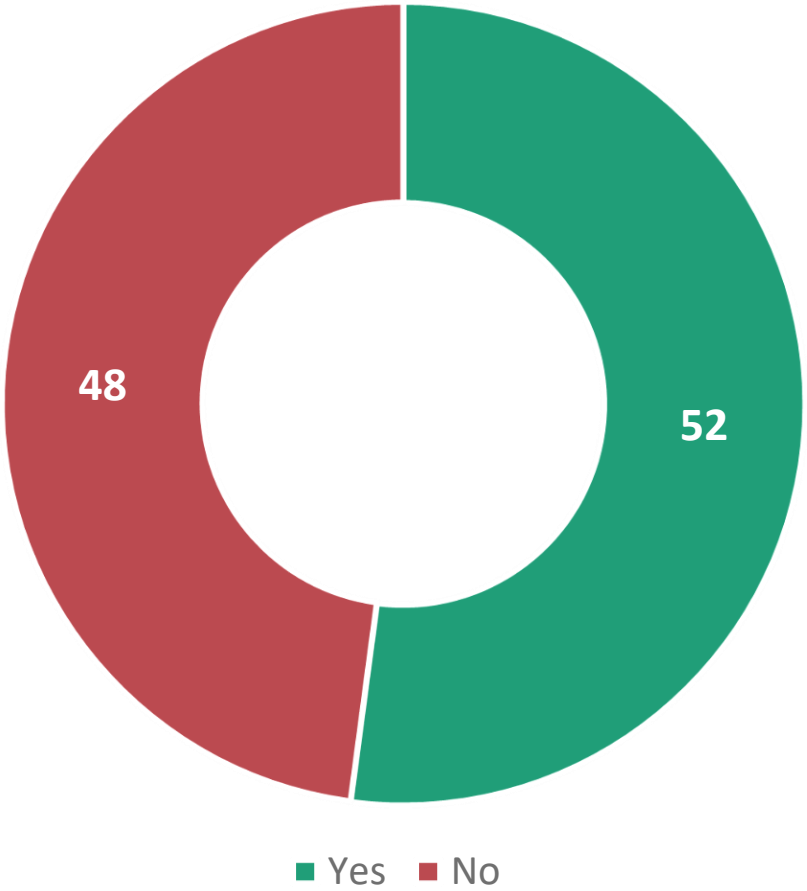
# Knowledge of the Centre for International Cooperation in Education



B03. Have you ever heard of the Centre for International Cooperation in Education, a semi-budgetary organisation under the Ministry of Education, Youth and Sports?

N = 1033, % of responses are displayed

# Knowledge of the Erasmus+ program and its target group



B04. Have you ever heard of the current European Union programme called Erasmus+?

B05. Who do you think may use the European Union’s Erasmus+ programme to support a study or work period abroad?

Chart 1: N = 1033, % of responses are displayed

Chart 2: n = 538 (those who said they have heard about Erasmus+), % of responses are displayed

# Experience with travelling abroad

---



# Summary

- 60% of respondents have experience with a study or work period abroad, this experience is significantly more often mediated by friends or schoolmates. Personal experience (they personally have travelled abroad) was reported by one tenth of respondents, significantly more likely by respondents aged up to 29 years, respondents with a university degree, respondents from the highest-income families and respondents without children. If respondents know someone who has completed a period abroad, in more than a half of the cases (56%) this is a friend or an acquaintance.
- The top three reasons why respondents would participate in a study or work placement are the same both for those who have completed a placement and those who have not, only their order differs. While participants in placements consider personal growth to be the most important (85% of responses were Definitely yes or Probably yes), the other part of the respondents see language improvement as the most important reason (83%). The third commonly cited reason is to improve one's work conditions.
- In assessing their study or work period abroad, respondents report mostly positive experience such as learning to cope with new situations, making new friends or learning to be independent. Men are significantly more likely to disagree with the statement "I never got used to my new location", while women often state neither yes nor no.

# Knowledge of a person who has completed a period abroad

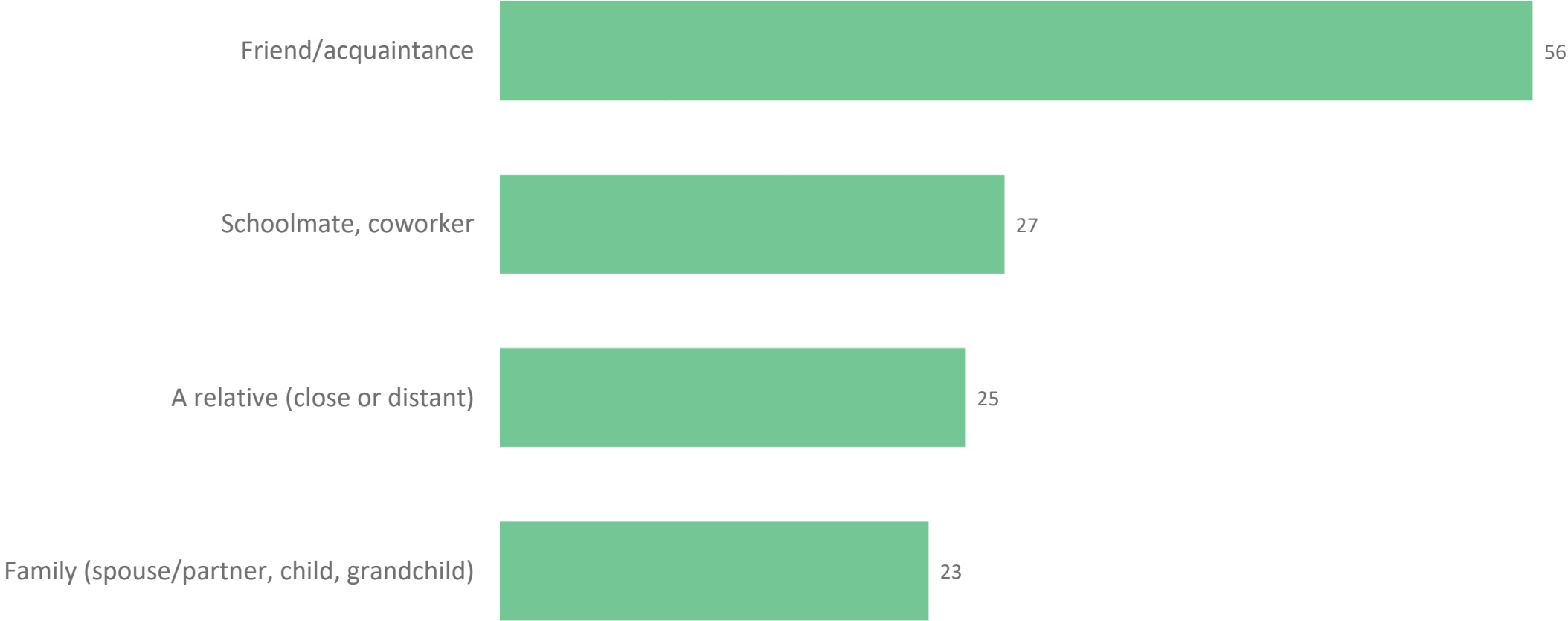


The sum does not add up to 100% because the respondents could indicate both themselves and friends

B06. Do you personally know someone who has completed a study or work period abroad? You can indicate multiple responses.

N = 1033, % of responses are displayed

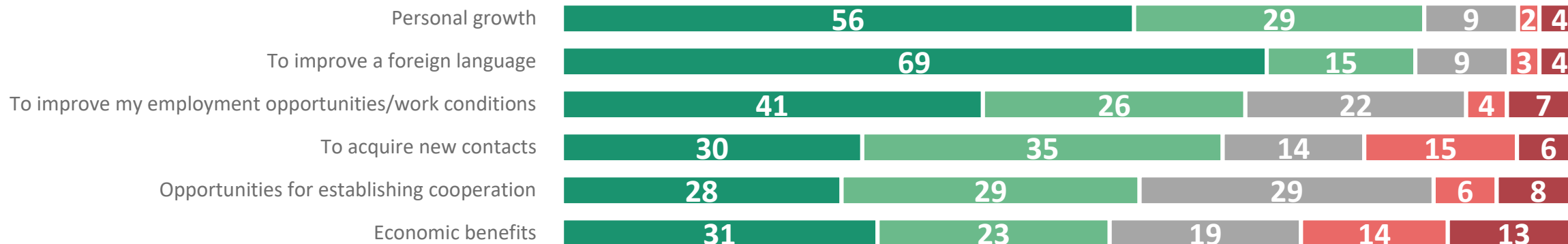
# People you know who have completed a period abroad



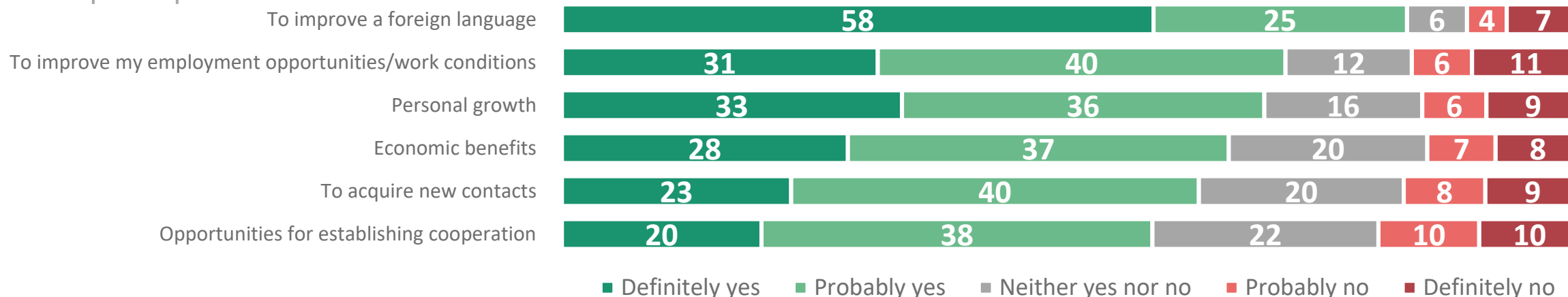
B07. Which of the people you know has completed a study or work period abroad? You can indicate multiple responses.  
N = 541 (those who said they knew someone who had completed a study or work period abroad), % of responses are displayed

# Reasons for participation

## Participants



## Non-participants



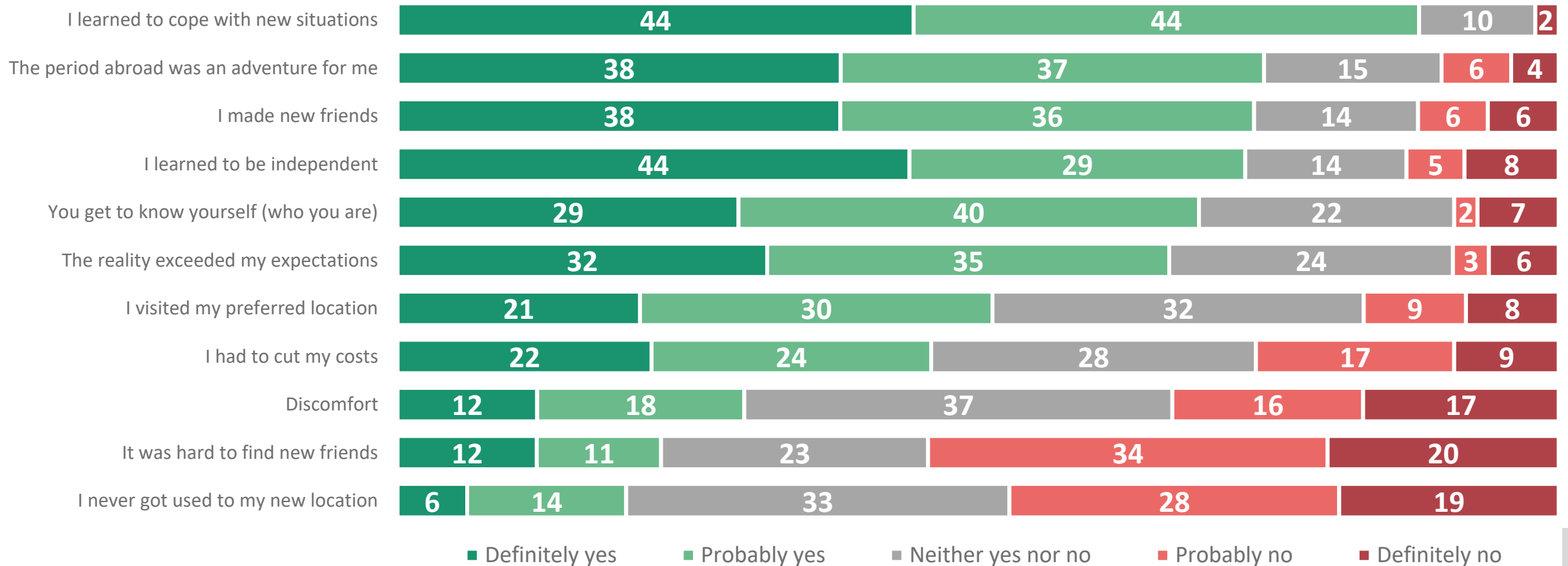
B08A. For what reasons did you specifically take part in a study or work placement?

B08B. For what reasons would you specifically take part in a study or work placement?

Chart 1: n = 100 (those who said they had participated in a placement), % of responses are displayed (responses are ranked in order of the sum of the options Definitely yes + Probably yes)

Chart 2: n = 933 (those who said they had not participated in a placement), % of responses are displayed (responses are ranked in order of the sum of the options Definitely yes + Probably yes)

# Assessment of experience after return



B09. How do you assess your experience after returning from a study or work period abroad?

n = 100 (those who said they had participated in a placement), % of responses are displayed (responses are ranked in order of the sum of the options Definitely yes + Probably yes)

MEDIAN

37

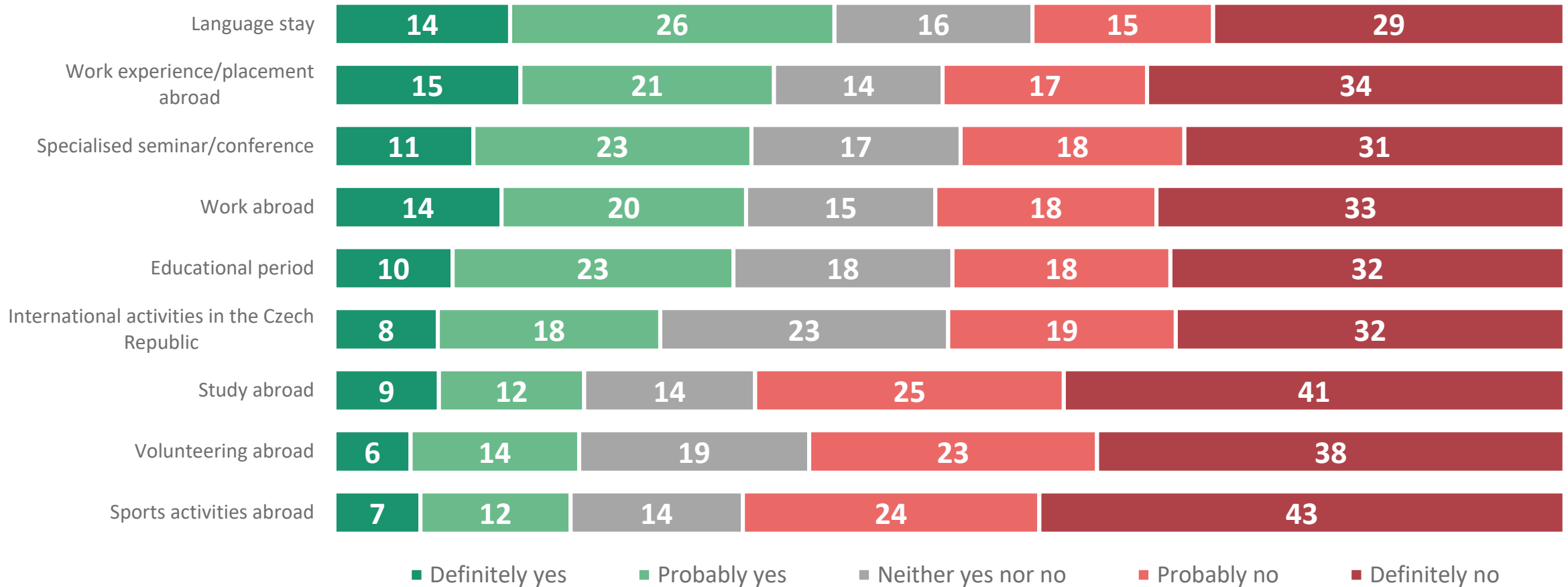
# **Interest in activities and obstacles to traveling**

---

# Summary

- 59% of respondents show interest in at least one of the activities offered. For all activities, interest decreases with age and mostly increases with education – except for educational periods, study abroad and sports activities abroad where respondents with primary education expressed greater interest than secondary school graduates without School Leaving Certificate. In addition, interest more or less increases with increasing household income. For all activities, a greater interest was reported by respondents without children and those who have lived in a foreign country or completed a study or work period abroad.
- Current university students expressed the greatest interest in work experience or work placements abroad, all university students reported interest in at least one activity. Current secondary school students expressed the greatest interest in educational periods and study abroad, fewer than one tenth of these 31 respondents were not interested in any activity.
- The factors that are most often viewed as an insuperable obstacle include age (I am too old – 28%), poor foreign language proficiency (21%), lack of money (18%) and health problems (17%). If we consider the sum of the responses insuperable obstacle + major obstacle, poor foreign language proficiency ranks first with 60%. This response was indicated by 37% of respondents aged 18–29 years and 45% of those aged 30–39 years. For women, lack of money and lack of family support are a greater obstacle than for men.
- Most often, respondents travel abroad for recreation, mainly to neighbouring countries and other European countries. Sports and other leisure activities and business travel are significantly more often reported by men than women. Almost all types of travel decline with age and increase with education; in most cases, travelling abroad is more common among respondents who have lived in a foreign country or completed a study or work period abroad.

# Interest in activities

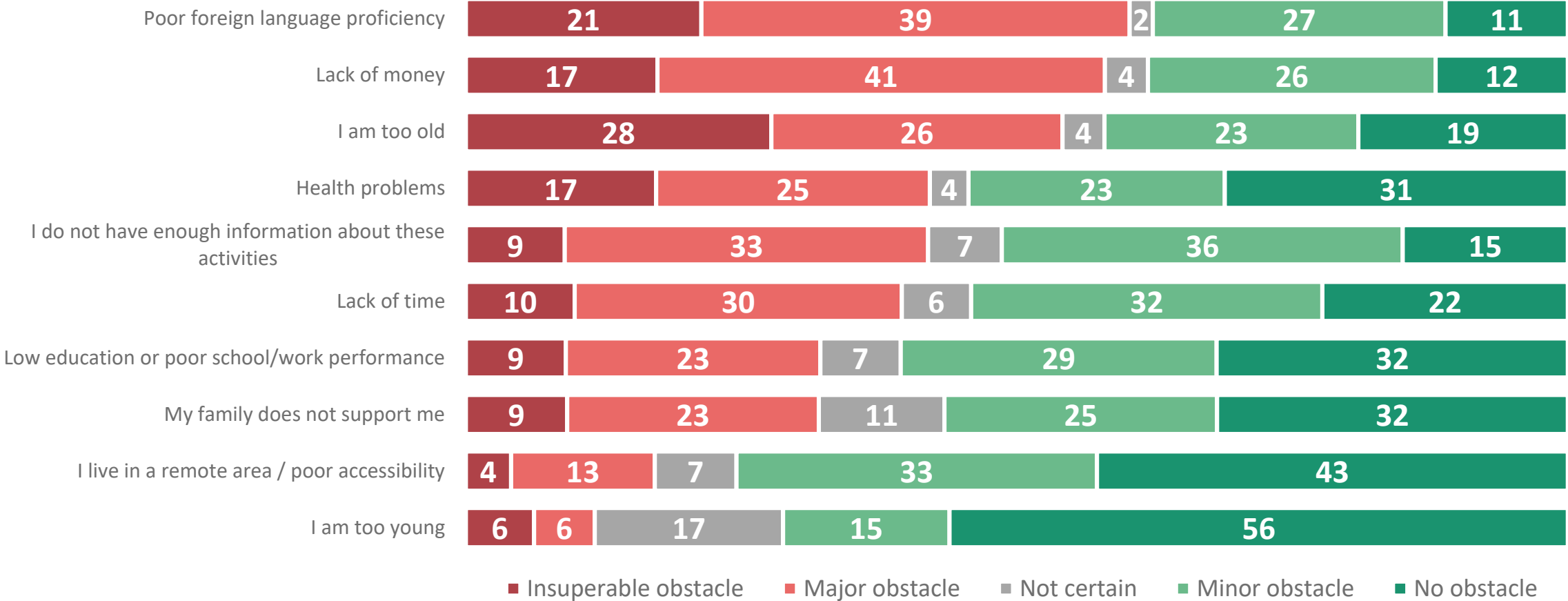


B11. Would you be interested in participating in any of the following activities in the future?

N = 1033, % of responses are displayed (responses are ranked in order of the sum of the options Definitely yes + Probably yes)



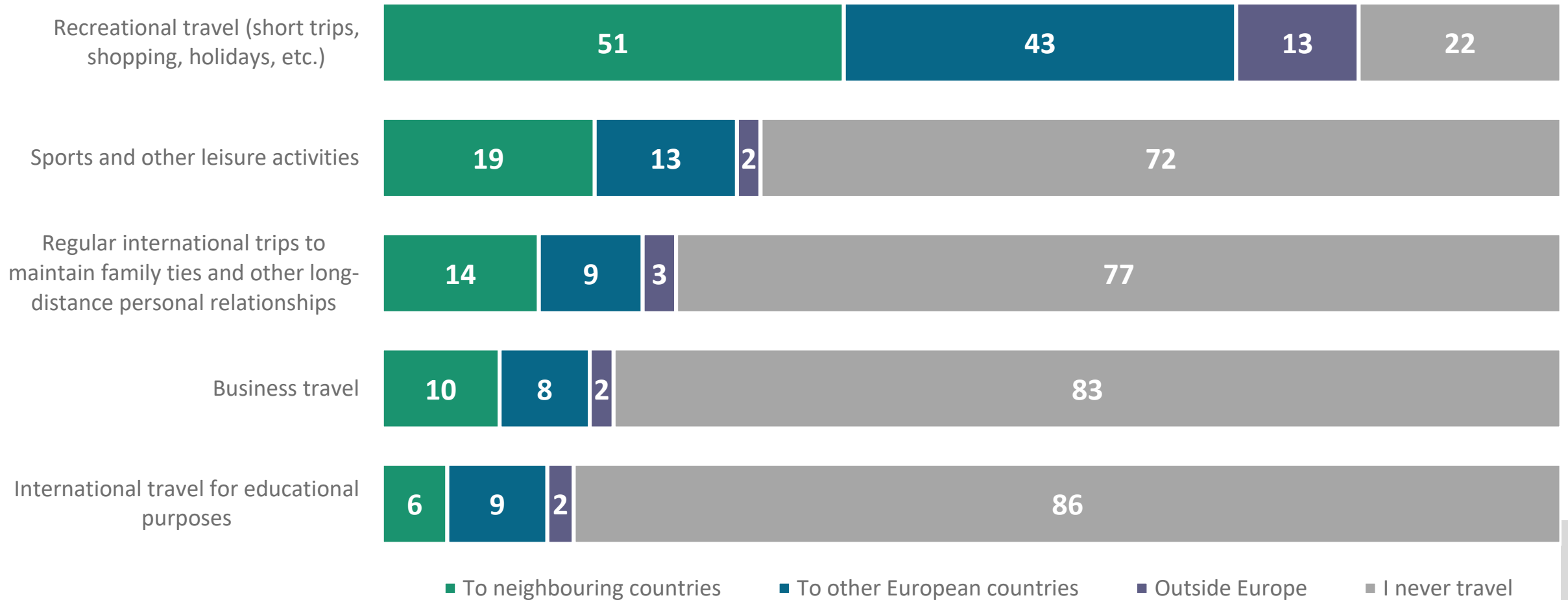
# Obstacles to placements abroad



B10. Please rate the following potential obstacles that you now find important when considering a study or work placement abroad.

N = 1033, % of responses are displayed (responses are ranked by the options Major obstacle + Insuperable obstacle)

# Form of stays abroad



B12. What form do your stays abroad take?

N = 1033, % of responses are displayed, (responses are ranked in order of the counts of visits to countries regardless of distance)

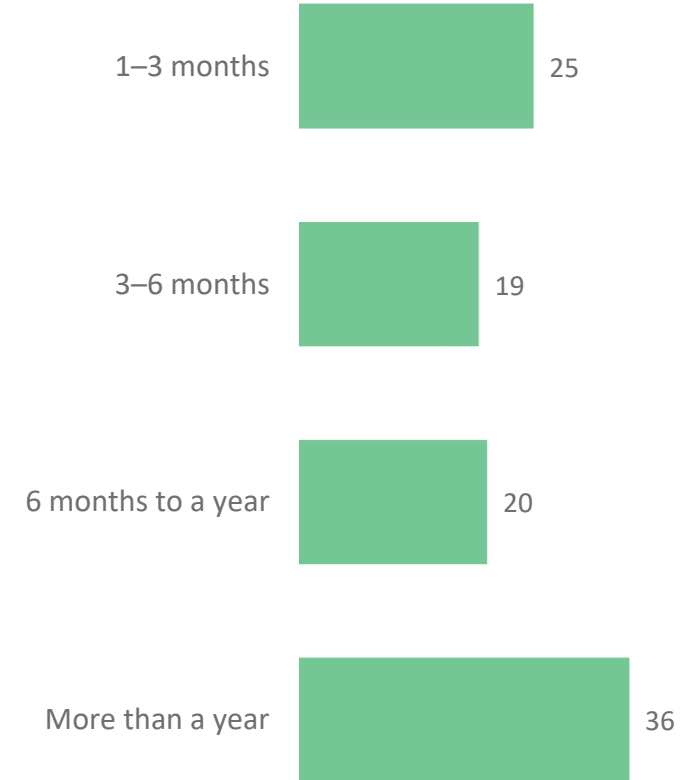
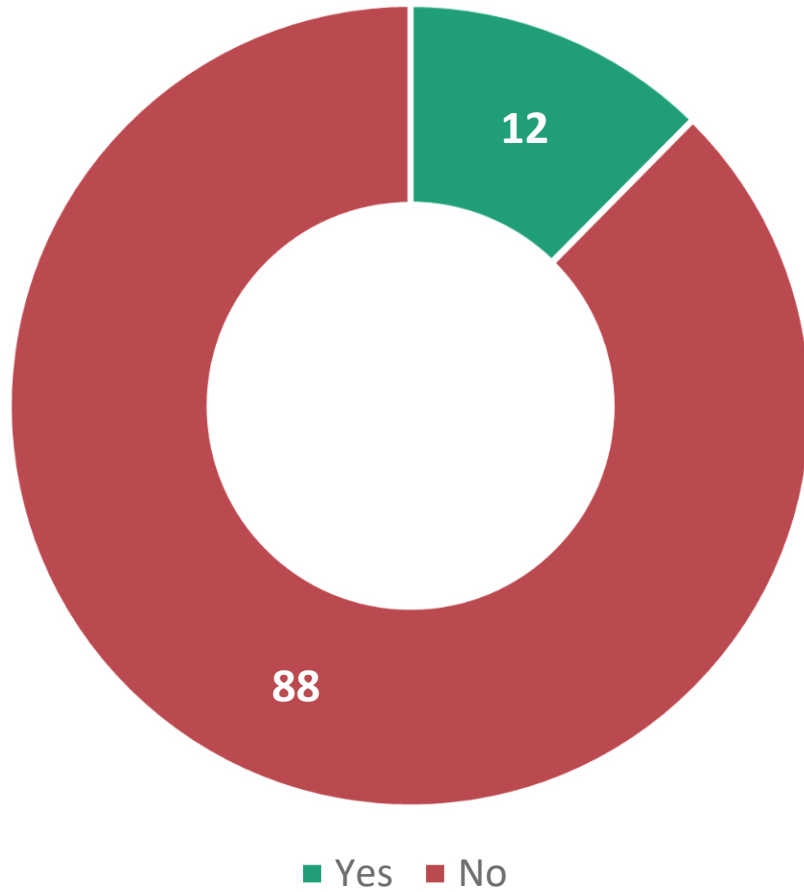
# **Life abroad, characteristics of the respondent**

---

# Summary

- 12% of respondents have lived in a foreign country, these include a significantly greater proportion of university-educated respondents (24%) compared to lower levels of education (about 10% for each category). For one third of those who have lived abroad, at least one stay was longer than one year.
- On average, respondents have the best knowledge of English, German and Russian. For English, the proportion of the response “No knowledge” within the different categories increases with age and the same tendency applies for decreasing education. On average, women (an average knowledge of 1.16) speak French better than men (an average knowledge of 1.08). Among the other foreign languages reported, the relatively more common ones were Slovak, Polish and Spanish.
- More than half of the people (60%) ranked in the more extroverted half of the scale (values 1–5). This is also consistent with the average personality assessment. The average is significantly lower (they more often describe themselves as extroverted) for women (4.97) than for men (5.34). The distribution of the values which the respondents used to characterise themselves significantly correlates with age, education, number of household members and net monthly household income. Those who have completed a study program themselves and those who have lived abroad are more likely to assess themselves with the limit value of the scale indicating stronger extroversion.

# A stay in a foreign country



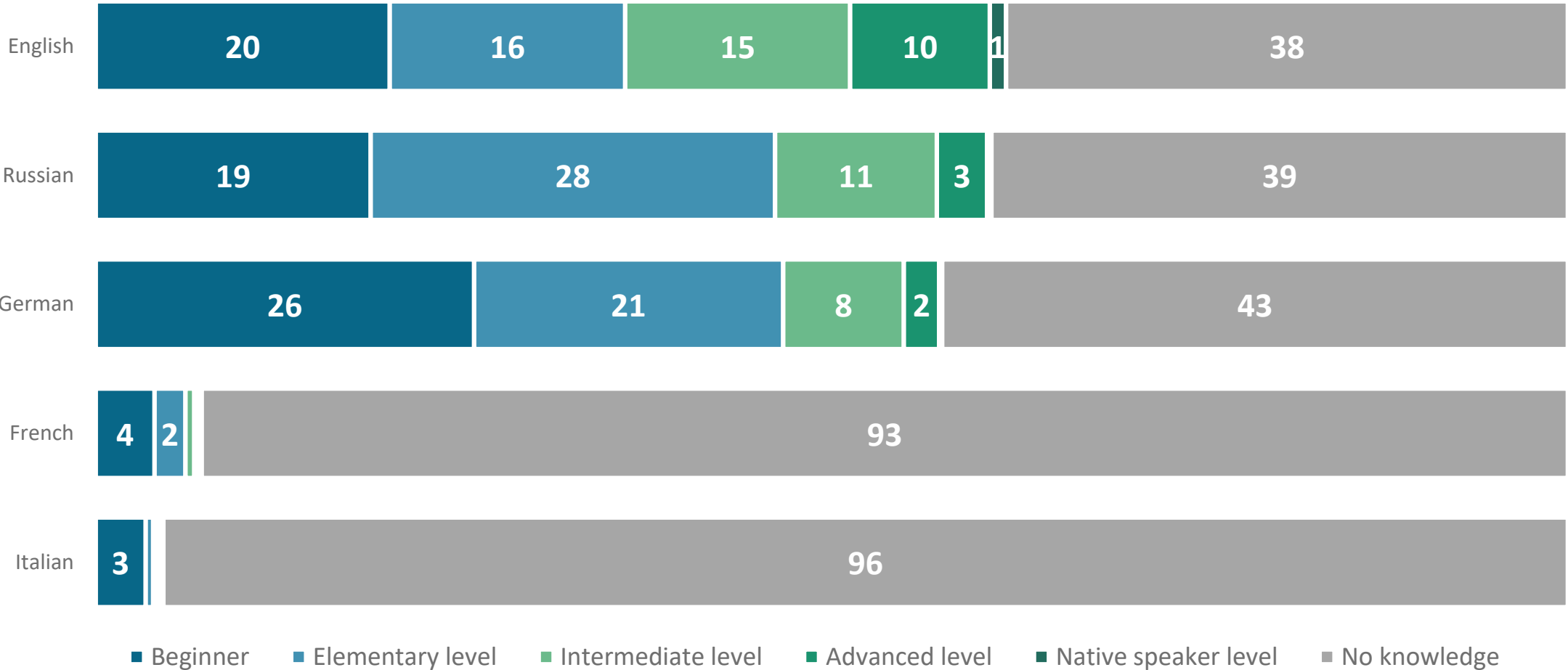
B13. Have you ever lived in a foreign country?

B14. How long was your longest stay?

Chart 1: N = 1033, % of responses are displayed

Chart 2: n = 128 (those who said they have lived abroad), % of responses are displayed

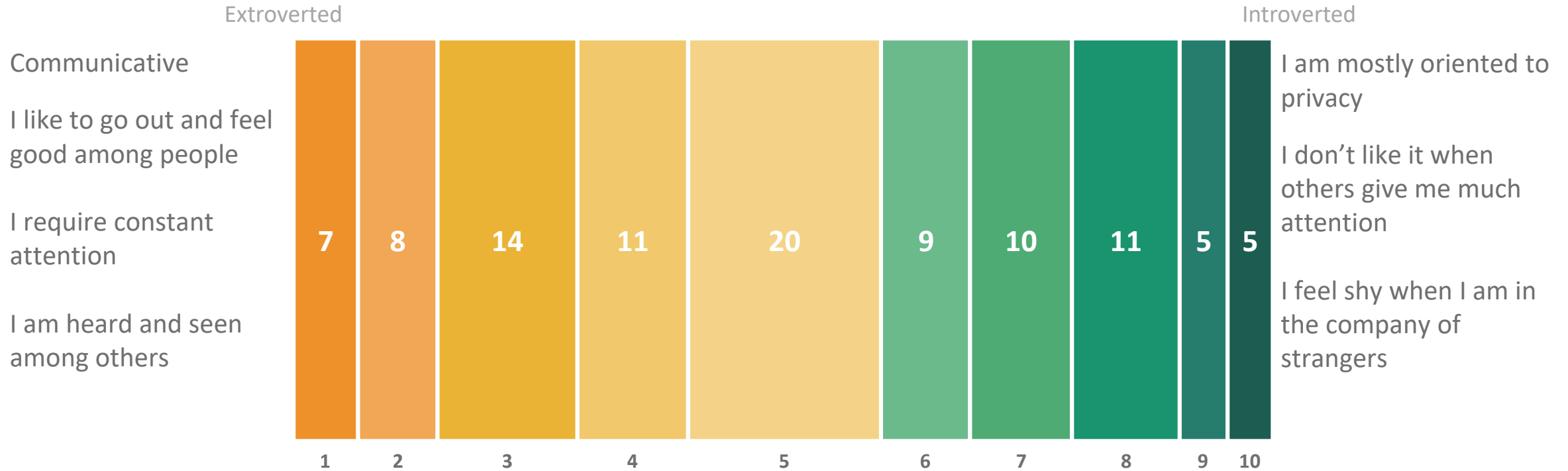
# Current knowledge of languages



B15. Please rate your current knowledge of languages

N = 1033, % of responses are displayed, (responses are ranked in order of the number of respondents speaking the language regardless of level)

# Personality self-assessment\*



The following code was used to report this response in the tables: 1+2+3 = extroverted, 8+9+10 = introverted.

B16. Would you describe yourself as someone who...

\* The assessment was done on a point scale where 1 = extrovert (left side of the axis) and 10 = introvert (right side of the axis)

N = 1033, % of responses are displayed

# M E D I A N

MEDIAN is an independent private company specialising in market, media and public opinion research & analytics and marketing software development.

The company has been in the market since 1993 and it implements all types of qualitative and quantitative market and public opinion research, including official media measurements and MML-TGI.

MEDIAN is a member of the following professional associations:

SIMAR

ESOMAR

TGI Network

American Marketing Association

contact

MEDIAN, s. r. o.  
Národních hrdinů 73  
190 12 Prague 9  
[www.median.cz](http://www.median.cz)  
225 301 111