

Donath Business & Media, Přítomnost and Lidové noviny
in cooperation with MRThink

What Are Czechs Like?

Opinions of Czech Students and Readers
of *Lidové noviny* and the Server Lidovky.cz
on Selected Questions about National
Identity

Final report
July–September 2012

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Introduction

The economy is in a recession, and dissatisfaction with domestic political events is growing in the society. Tense times are a test of civic attitudes and values. How does the current young generation perceive the concept of patriotism? What is their relationship to the country they live in? What developments are they afraid of? These questions were asked in a recent discussion with Martin Jan Stránský, a doctor, politician and publisher of the magazine *Přítomnost*, and became the inspiration for this project.

We decided to pose these questions to a group of students in secondary and higher education, and compare their attitudes with those of *Lidové noviny* readers. We chose this particular daily intentionally because it is the oldest Czech daily newspaper, and one with a tradition of patriotism. We approached the students through the server Primat.cz. The management of *Lidové noviny* allowed us to publish the questionnaire on the Lidovky.cz news site and announce it in the print edition.

Higher-education students and graduates formed majorities in both groups of respondents. Three-quarters of the group of students comprised higher-education students, whereas almost two-thirds of the readers of *Lidové noviny* had a university education. The obtained sets, however, markedly differ in terms of age and gender representation. Whereas among the students the strongest age group was 20-29 years, the respondents from *Lidové noviny* were older, and their structure is closer to the population curve. Two-thirds of the set of students were female, whereas men accounted for such a proportion at *Lidové noviny*.

A total of 5,212 students and 4,340 readers of *Lidové noviny* participated in the poll. Not all answered all questions; not all questions, however, were for all the respondents. We guided the parties through the questionnaire in accordance with how they answered the questions. The answers are an interesting probe into the attitudes of various generations toward the country they live in.

Authors of the survey

If you're not jumping, you aren't a Czech. Is that enough?

St. Wenceslas Day was raised to “Czech Statehood Day” at the turn of the millennium. In connection with this poll, this provides a good opportunity to think about the meaning of public holidays and our private perception of national identity. The public holiday — with the exception of those whose job it is — will most likely not really be celebrated by anyone. But everybody can think about their own relationship to the country we live in.

Whether it's a public holiday or not, what and why is celebrated? Not many people are interested in the answer; the most important factor is that it means a day off. Not many people will remember the saints who earned us the particular holiday through their life and work — with the exception of historians, statesmen, church leaders and a few reporters. Who would worry their head about such things on days of “deserved” rest?

This is typical for the manner in which we perceive our own country and how we identify with it as citizens. Our findings clearly show this: We're pragmatic. Many of us, especially the younger ones, would have no problem moving to another country. The Czech lands are our home primarily because our family and friends live here.

Yes, we can occasionally bring out the flags and jump about on the squares, when the ice-hockey or football team brings a medal back from a championship. At such moments, if you're not jumping, you're not the right type of Czech. Crowd chanting gives strength and a feeling of pride over something that others achieved in the nation's name. Is that enough?

After the celebrations of the victory of our sports idols, we usually pack up our flags, take the tricolor down and, when we meet up in the pub a couple of days later, moan about politics. It is this dissatisfaction with politicians that stands out in our research. Not that there aren't reasons to complain. This applies, however, to those who vote and those who don't.

Who among us places a hand on his or her heart when the national anthem plays? Who among us hangs out a red-and-white flag with a blue wedge on a public holiday or at any other time — as Americans, Scandinavians or the Dutch proudly do? National pride — patriotism, with respect for oneself and for the others — is normal in such nations. It is no coincidence that these are democracies that have worked well for a long period of time. The people there are in no way ashamed to proclaim their nationality, wherever they are, and they are not afraid that their nation will be dissolved in a globalized world.

This probably contains two possible views of the results of our poll. It's quite possible that when Masaryk's envisioned 50 years of democracy have passed, we will be prouder of our country and more certain of our patriotism. For this we will need a marked dose of luck, more than we had in the 20th century. But it won't happen by itself. It has to be more about us than about them. Everybody can bring his or her part to the table so that the quality of life is better here, so that politics angers us less, and, most importantly, so that we can be proud of our country, our language and the people we live here with. After all, this is our home. So let's pay some attention to it; let's put our own house in order, and let's be proud — not overly proud, but rather somewhat over time — of our country. In the end, we don't have a better one.

Michal Donath

Czech National Identity—the Public Answers

As far national identity is concerned for larger and democratically more developed countries such as England, France and Germany, their link to the European Union and the financial amounts they have put into it certainly have a large influence. But it's a little different for us. Can we imagine that, like them, we would put more money into the European Union budget than we get out of it? Throughout modern history, our small country fell victim time and again to stronger and more distant rulers, so, with a little exaggeration, we can claim that the current situation with a remote “ruler” in Brussels that allows us (this time freely) to play in our own sandpit easily fits in with our national psyche. Despite this, or perhaps because of this, the question of our national identity was and is often treated like a hot potato. It may be well-cooked, but you can't hold it in your hand that long — if somebody tries, in the best case they will end up dealing with culture, in the worst case it leads to empty nationalist populism, for example, the claims of current President Václav Klaus that the European Union is “endangering” us, without properly explaining how.

This is why the results of our poll on how we feel about being Czechs are important. The number of respondents and methodology of the research guarantees its credibility, but the group of respondents (students and *Lidové noviny* readers) does not completely reflect the entire Czech public. On the other hand, it is these two groups that represent the most important things: the nation's future and the current class of “informed citizens.”

The survey's results are, luckily, unsurprising. Overall, they are views that reflect the positives and negatives of the current state in a balanced way. We aren't proud but nor are we ashamed. Corruption really bothers us. We rate professionalism but think the government is worthless. Perhaps the most remarkable thing is that, most of all, we have a high regard for successful athletes. They certainly deserve our admiration, but it also shows that we lack role models and a hierarchy of appropriate values that reflect our successes in the fight for improvements in our actual life, not just the passing feelings of happiness from victories in sports arenas. In reality, however, we have never really gotten to know this path.

Martin Jan Stránský

publisher, journalist

About Identity in Social Networks

The socially important topic of national identity naturally belongs in the world of social media. At the same time as the polling started, DBM also created a Facebook page called “Země česká, domov můj?” (“The Czech land, my home?,” a title inspired by the national anthem). Its aim was to provide a platform for discussion with those who took part in the research or expressed an interest in the topic. Another reason was the attempt to bridge the almost three-month period between the start of the research and the publication of its results. In practice, it was done in such a manner that after completing the questionnaire, a respondent was sent directly to the Facebook page. In its first two weeks of operation, the page gained 362 fans and a total reach of more than 10,000 users.

New content was added to the page almost every day. It comprised images related to national identity, polls, current articles from the media on the topic of national identity and short videos. We were interested in expressions of national pride during the national anthem or displaying the flag, opinions on the anniversary of the Heydrich assassination, the image of Czechs in the world and views on the world of sports during Euro 2012 and the London Olympics.

We also created an album called “Patriotism in the Streets,” to which we uploaded photographs of particularly “national” works by Czech street artists. In all sections we invited users to hold a discussion, which we moderated. Fans’ activity included liking, commenting on and sharing articles and their own photographs representing national works.

Just like participating in the research, visitors to the Facebook page confirmed that the question of national identity is a live topic for many people at the moment. People sent links to interesting articles and their own photographs and got involved in the discussion.

Authors of the survey

You can find the page at: <https://www.facebook.com/ZemeCeskaDomovMuj>
or by reading the QR code.



About the Research

The aim of the survey was to map the opinions of selected groups of residents of the Czech Republic on questions concerning national identity and their relationship to their motherland and its leading figures. Students in secondary and higher education participated in the poll, together with readers of *Lidové noviny* or *Lidovky.cz*.

Asking Questions

The poll was performed by DBM through an Internet questionnaire on the SurveyMonkey.com platform using two different channels. A group of students was approached through the Primat.cz server, which is an umbrella for contact details for students in secondary and higher education who have registered with it. They were repeatedly asked to participate in the research in a targeted fashion, between June 3 and 18, 2012. The first 2,000 respondents were entered into a raffle to win an iPad.

Further questioning took place through *Lidovky.cz* on June 6–18 2012, when a link to the questionnaire was included, together with a topical editorial article and a request for participation in the research. In this case, it was a free poll, and the questionnaire could be freely completed by all readers. A descendent of the founders of this periodical and the current publisher of the electronic opinion periodical *Přítomnost*, MUDr. Martin Jan Stránský, asked readers to participate in the poll in an opinion piece published in *Lidové noviny*.

Respondents

The student portal Primat.cz approached approximately 200,000 students in secondary and higher education who have registered with it. A total of 5,212 respondents replied. A total of 4,340 respondents submitted their answers through *Lidovky.cz*.¹

Research done using this methodology influenced the representativeness of the data obtained, as it did not reach people who did not visit *Lidovky.cz* or who were not in the Primat.cz database. The size of the selected file, i.e. the total number of 9,552 replies, does not solve this problem.

Statement on Free Distribution

This study is hereby released for free distribution.
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¹ You can find detailed information about the structure of the set on page 35 of this report.

Main Findings

About Citizenship

Citizenship of the Czech Republic was cited as one of three options by 39.1% of students and 39.7% of Lidovky readers, of which as the first option 24.2% of students and 36.6% of Lidovky readers chose citizenship of the Czech Republic. For both groups, the most attractive citizenships were of Switzerland, the United Kingdom, the United States, Canada, France, Germany, Australia and Sweden. A regional comparison shows that Scandinavian countries are markedly popular. Only 4.1% of students and 5.7% of Lidovky readers expressed an interest in citizenship of Slovakia.

Respondents who chose citizenship other than that of the Czech Republic in first place most often said that there was a better political situation in the country in question (students 45.4%, Lidovky 43.9%). The perception of the political situation also proved an important factor in the formation of relations to the Czech Republic.

For students (75.6%) and Lidovky readers (61.6%) the majority reason to remain Czech citizens was the fact that they have family here.

The word “patriot” most frequently evokes pride (25.7% for students, 26.7% for Lidovky readers), followed by the relationship to their homeland, country and nation. For Lidovky readers, this term is more often thought of as an anachronism (8.4%) or linked with the National Revival (6.1%), although for students the associations are markedly less frequent (1.8% and 3.4%).

In the case of both sets, most respondents replied that they were neither proud of nor ashamed of the Czech Republic (students 40%, Lidovky 34%). The next most frequent reply was a slight favoring of pride (students 32%, Lidovky readers 30.7%). Whereas only 3.4% of students were very ashamed, 7.6% of Lidovky readers were ashamed.

Fears of Corruption

The biggest source of fears about future developments in the eyes of both groups of respondents was an increase in corruption in society (around 90%). Students, however, had a much greater fear of unemployment (84%), whereas for Lidovky readers (63%) it was the fourth most important factor. They both put the economic crisis in third place; for Lidovky readers, crime was a bigger topic than for students.

Patriotism—Is It a Sport?

With regard to the relatively frequent association of patriotism and sports, the questionnaire also included questions about watching sports broadcasts. Young people watch them relatively often — more than 60% replied in the affirmative, saying that they try to watch them; almost half of Lidovky readers answered positively. A fifth of students and 27% of Lidovky readers answered negatively.

Leading Czechs

What respondents appreciate about leading figures is their success, exceptionality and the promotion of the republic abroad, not the fact itself that they are Czechs and not at all that they have money.

A quarter of the students and a fifth of the Lidovky readers said that they see no countryman of whom they would be proud.

Professional athletes obtained the most votes in both groups of respondents. The figures were 86.8% for students and 85.3% for Lidovky readers. For Lidovky readers, they are closely followed

by cultural figures (82% and 81.3%), whereas political leaders are at the bottom of the rankings for both groups (70.2% for Lidovky readers, 57.0% for students).

Václav Havel is the most popular politician with both groups of respondents by a significant margin. The other positions were occupied by Czech presidents or current candidates for the office. Václav Klaus, T. G. Masaryk and Karel Schwarzenberg enjoy great respect. Miroslava Němcová is the leading woman.

Jaromír Jágr is the leading sportsman by a long way in both polls (students 25.3%, Lidovky readers 39.2%). In culture, students put Karel Gott first, whereas Lidovky readers have him down in third place behind Miloš Forman and Zdeněk Svěrák. Otto Wichterle, followed by Antonín Holý and Jaroslav Heyrovský, are the top scientists according to both groups of respondents.

Charles IV and T. G. Masaryk clearly dominate among historical figures. They are followed in both polls by John Comenius and Jan Hus.

Our Country in Europe and the World

Students mostly agreed that the Czech Republic should conduct its own policy and not be subordinate to the United States (70%) or the European Union (56%). Lidovky readers agreed less with such statements (not be subordinate to the U.S. 57% or EU 50%). Fifty-four percent of students and 59% of Lidovky readers agreed with the statement that large countries do not take Czechs seriously.

Most respondents in both groups were of the opinion that we should be members of the European Union (students 58%; Lidovky 72%), despite the fact that, in their opinion, the EU does not treat all countries the same (students 72%, Lidovky 77%). The view of students and Lidovky readers, however, differs in the assessment of undue German and Russian influence on the Czech Republic. Students are more worried about German influence, whereas Lidovky readers fear Russian influence more.

Which Citizenship Would They Like?

Question No. 1:

If you could choose from all the countries in the world and become a citizen of that country, which would you choose?

The respondents could give a total of three citizenships they would be interested in.

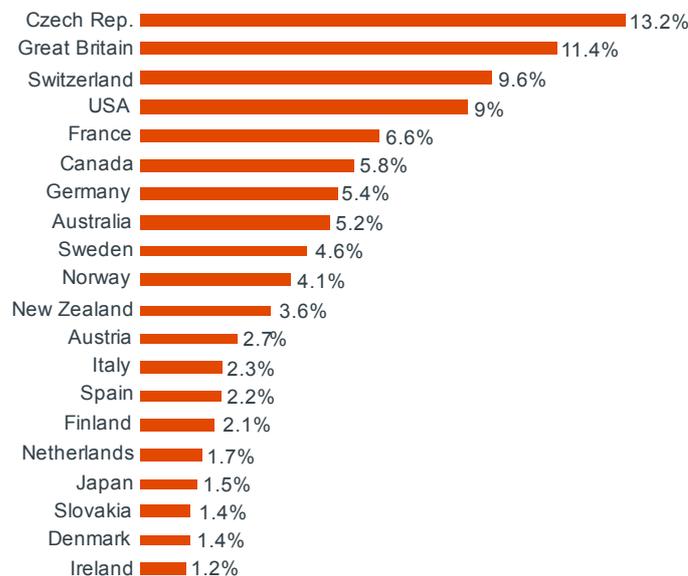
Citizenship of the Czech Republic, out of all the countries in the world, won with both students (13.2%) and Lidovky.cz readers (15.3%). It was given as one of three options by 39.1% of students and 39.7% of Lidovky readers, and 24.2% of students and 36.6% of Lidovky readers chose it as the first option. These numbers show that students more frequently preferred citizenship of other countries in first place.

Scandinavian Surprise

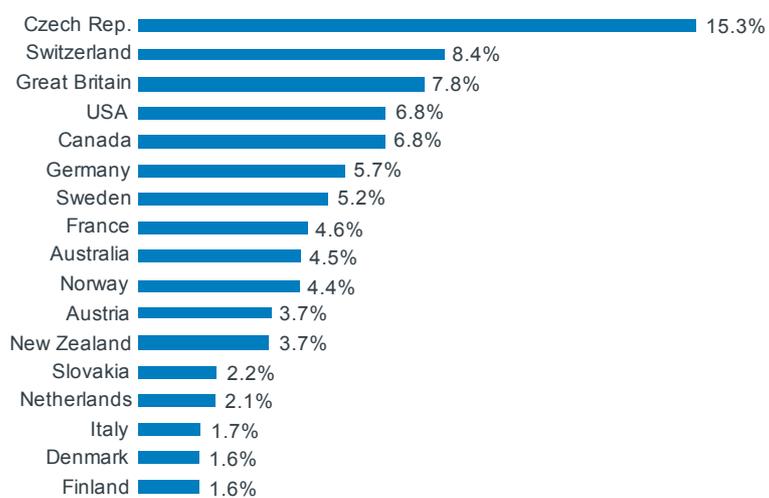
The graphs show that for both groups, the most attractive citizenships are of Switzerland, the United Kingdom, the United States, Canada, France, Germany, Australia and Sweden. A regional comparison is interesting; for example, Scandinavian countries, which are very popular, beat out countries in Southern Europe. Citizenship of neighboring German-speaking countries, i.e. Austria and Germany, got 9.4% of votes cast by LN respondents and 8.1% from students. There was little interest in Slovakia, which got 1.4% of student votes (i.e. 4.1% of students specified Slovak citizenship) and 2.2% from Lidovky readers (5.7% of Lidovky readers specified Slovak citizenship).

Interest in Asian, South American and African countries was low for both groups, as expected.

Students (total of 15,398 replies from 5,212 respondents)



Lidovky (total of 12,649 replies from 4,340 respondents)



Disgust with Politics

Question No. 2:

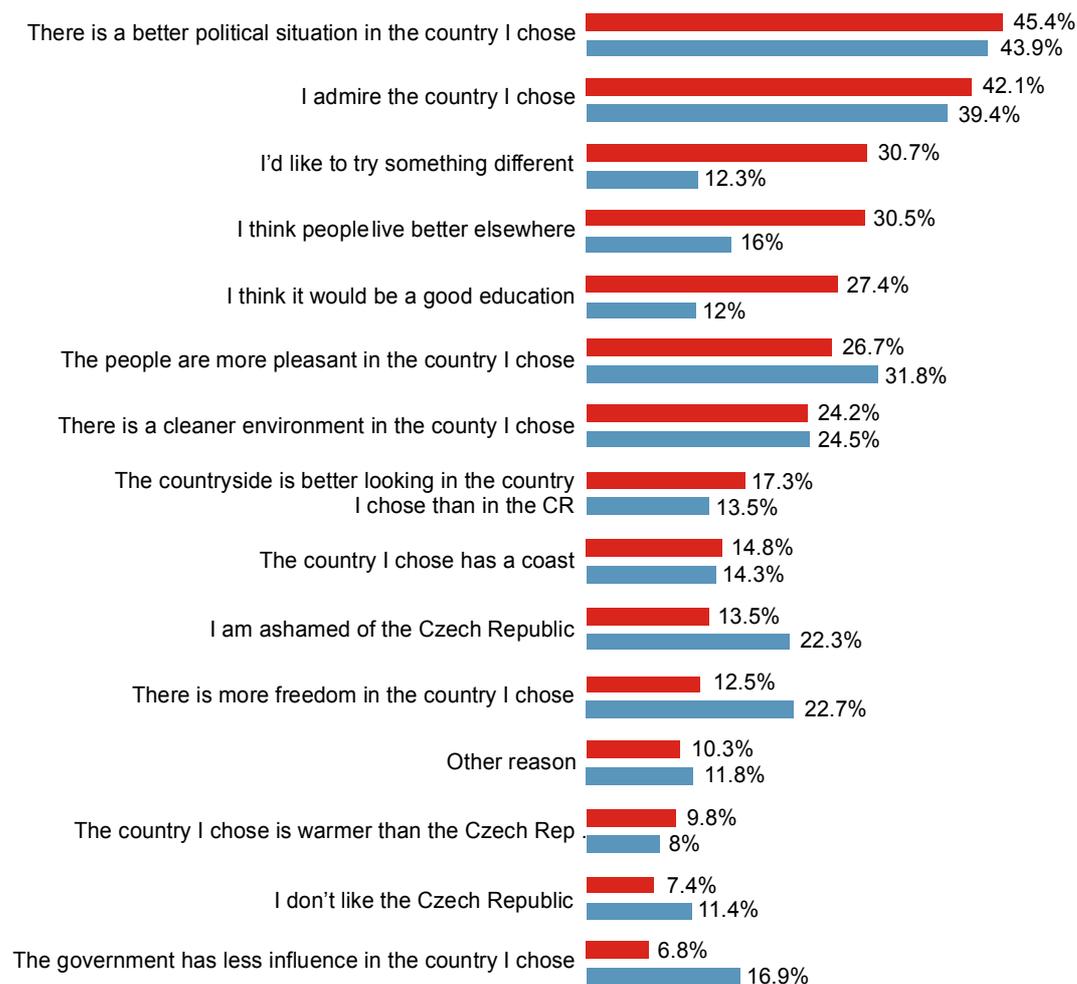
If you listed a country other than the Czech Republic in first place for the previous question, what was your reason?

Respondents could give the four reasons they thought were the most serious. Both sets gave the same most serious reason for choosing a country other than the Czech Republic: that there was a better political situation in the chosen country (students 45.4%, Lidovky 43.9%). The claim that they admire the country they chose was second.

Far more than students, Lidovky readers said their reason for choosing another country was a feeling of shame about the Czech Republic, more freedom in the chosen country or less influence of the state. They also more frequently thought that people in the country in question were more pleasant than Czechs.

The students more frequently replied “I’d like to try something new” or “It would be a better experience,” which is natural. The question is whether the answer “I think people elsewhere have a better quality of life” being in fourth place indicates a greater focus on consumption by young people, which appears in some other research.

Students (3,939 respondents)/**Lidovky** (2,831 respondents)



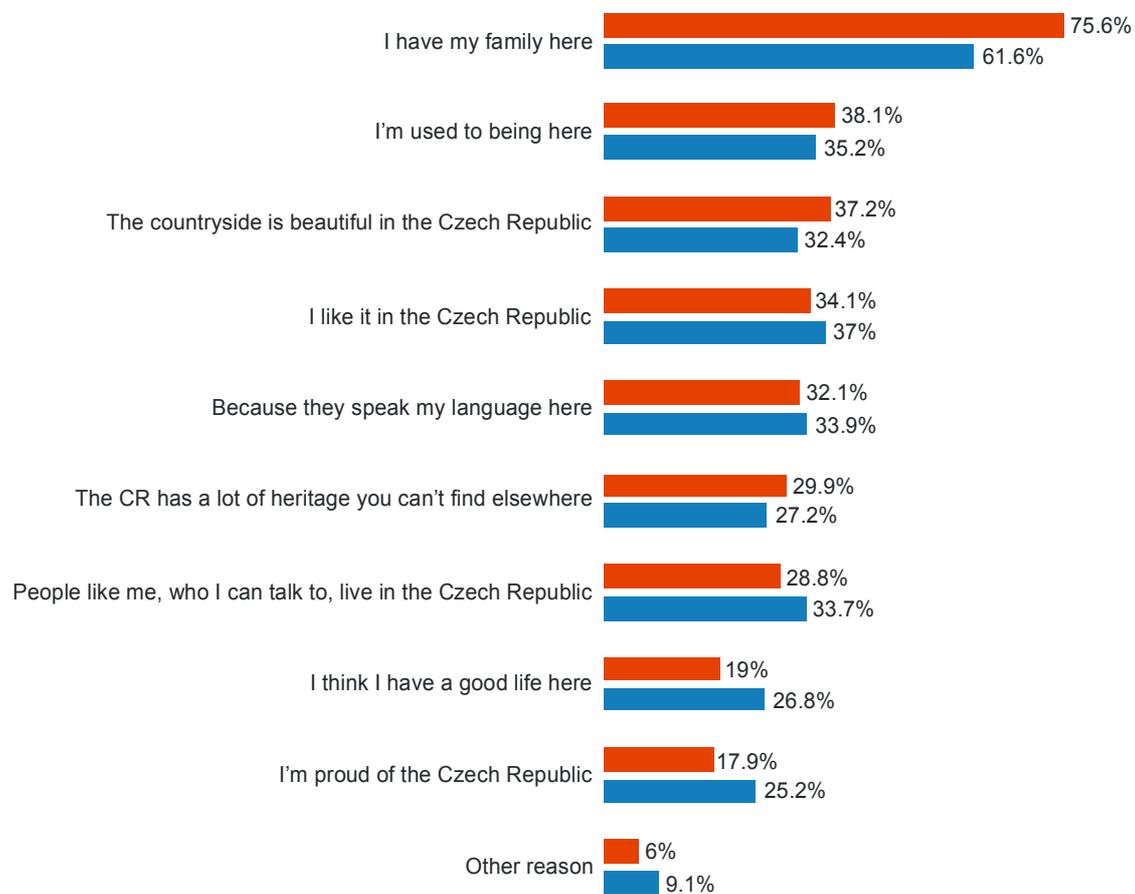
The Czech Republic, That's My Family

Question No. 3:

For what reason would you want to remain a citizen of the Czech Republic?

For this question the clearly dominating reason for both groups was family: This reason was given by three-quarters of students and almost two-thirds of Lidovky readers. Whereas Lidovky readers give as the second-strongest reason the fact that they like it in the Czech Republic, students put it in fourth. Language reasons are about the same strength for both groups. There is the question of whether the answer was not affected by the still-low level of knowledge of foreign languages by young people and the rest of the population, which is also shown by other research projects. Economic reasons were given fairly infrequently by both groups.

Students (5,091 respondents) **Lidovky** (4,164 respondents)



Patriotic Emotions and a Blast from the Past

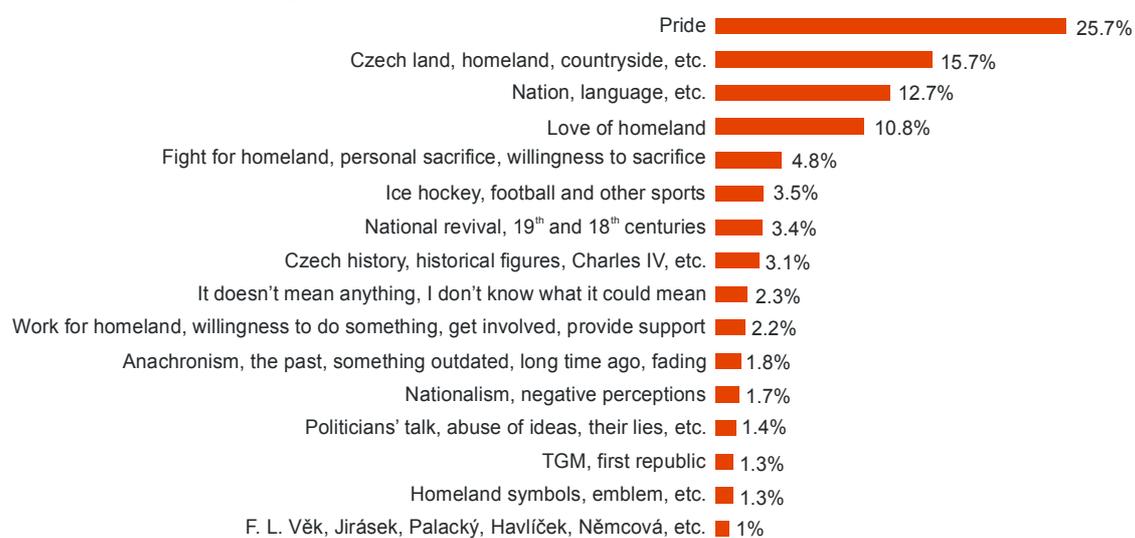
Question No. 4:

What do you think of when you hear the word 'patriot'?

The research's authors left this question open-ended and therefore ascertained what people associate with the term "patriot". The replies showed that "patriotism" is associated by both groups primarily with pride in one's country and also love of it, but for Lidovky readers, compared with the students, there was a much stronger group of those who linked patriotism with negative attitudes.

For the students there follow replies associating patriotism primarily with the land, the Czech Republic, its history and culture. A link with "language and nation" was less frequent.¹

Students (4,807 respondents)



'Patriotism is stupid' and a thing of the past?

Compared with students, Lidovky readers put in third place a group of negative answers viewing patriotism as an anachronism, something that is not appropriate today or something that is gradually disappearing. In fifth place there were replies of "nothing" expressing the fact that today patriotism has no meaning; in eighth place was the group of the harshest negative replies associating patriotism with stupidity, ridicule, uneasiness or stating that "Today it's stupid." Overall, these three negative answers got 17.9% from the group of Lidovky readers.

The group of such negative answers is markedly smaller for young people. There were 4.8% of them overall.

For students, the same as Lidovky readers, the association of patriotism with the National Revival was fairly frequent, both with the historical period and its leading figures (Palacký, Havlíček, Němcová) as well as literary works that concern that time (in particular, the television series *F. L. Věk*). Work, willingness to do something for your country, to stand up for and support the republic is another group of ways of understanding patriotism.

Another significant group of associations is the "fight for the homeland," the resistance, in context primarily the resistance in World War II, accented in particular toward the Heydrich assassination and the Czech airmen in the RAF, much less those in the USSR; also, markedly, the legionnaires, and to a much lesser extent the anti-communist resistance. There are also links

¹ These replies are, to a greater extent, linked to xenophobia, a rejection of multiculturalism, etc.

between patriotism and sports, but not only positive ones; a little less frequently there are critical reservations about fans and their “patriotism.”

When examining the first-mentioned association and all the aforementioned associations, it was found that the groups of replies and their order were very similar to what was put in first place.

Lidovky (3,835 respondents)



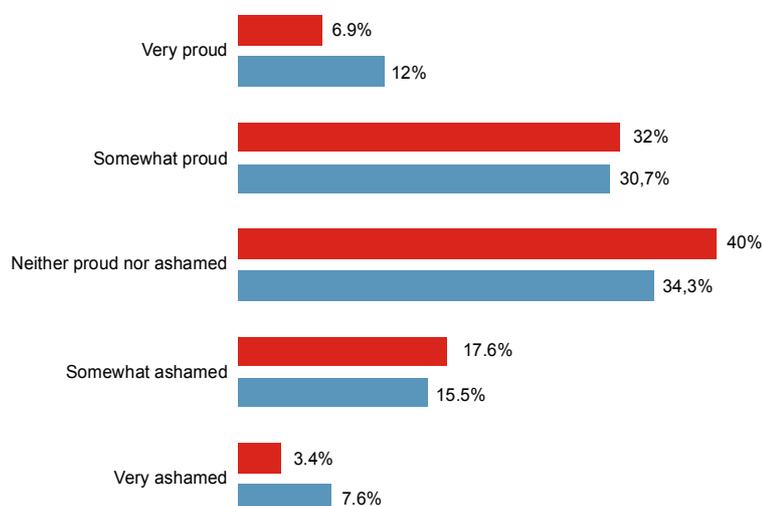
Most People Not Ashamed of the Republic

Question No. 5:

If you were to assess to what extent you are proud of the Czech Republic or ashamed of it, would you say that...

In the case of both sets, the most respondents replied that they were neither proud nor ashamed (students 40%, Lidovky 34%). The second most frequent answer was a tendency toward pride. Whereas only 3.4% of students were very ashamed, 7.6% of Lidovky readers were ashamed. There was a similar polarity in the second extreme question. There were just below 7% of very proud students and 12% very proud Lidovky readers. The occasional talk about civic skepticism and Czech self-flagellation was therefore not confirmed. Young people are, in line with expectations, somewhat more optimistic than older people.

Students (4,975 respondents), **Lidovky** (4,107 respondents)



The Centre for Public Opinion Research at the Sociology Institute of the Academy of Sciences of the Czech Republic (hereinafter “CPOR”) has been examining questions of pride in the Czech Republic over a long-term period. These are its findings:

	Very proud	Somewhat proud	Neither proud nor ashamed	Somewhat ashamed	Very ashamed
2001	10.5%	35.8%	43.2%	8.4%	2.1%
2005	15.6%	35.4%	42.7%	5.2%	1%
2007	16.3%	41.8%	35.7%	5.1%	1%
2009	18.8%	37.5%	38.5%	4.2%	1%

The CPOR data shows a long-term slight fall in feelings of pride in the Czech Republic and a slightly increasing feeling of shame. The results of our research show basically the same proportion of pride (around 40%) but almost twice the feeling of shame. It is very probable that this is related to trends in the Czech Republic in the past two years (the CVVM research is older), with the uncovering of corruption affairs in various places; less probable is the impact of the economic crisis, because that would have led to a general increase in “bad moods” and therefore a fall in feelings of pride. This, however, is not the case.

These ideas are confirmed by the replies to the following question — i.e. what we are worried about as far as the future is concerned. Corruption in society was a problem for 90% of those who replied to our research.

In 2009, when the Sociological Institute last asked this question, people gave significantly different reasons for why they were ashamed of the Czech Republic. For sure, it was a different question, but fears about politics, as long as they are not about a threat, a destabilizing tendency, will probably be closely related to what we are ashamed about. Politicians were in first place (40%), followed explicitly in second place by corruption and related problems (19%).

Fears of Corruption and Unemployment

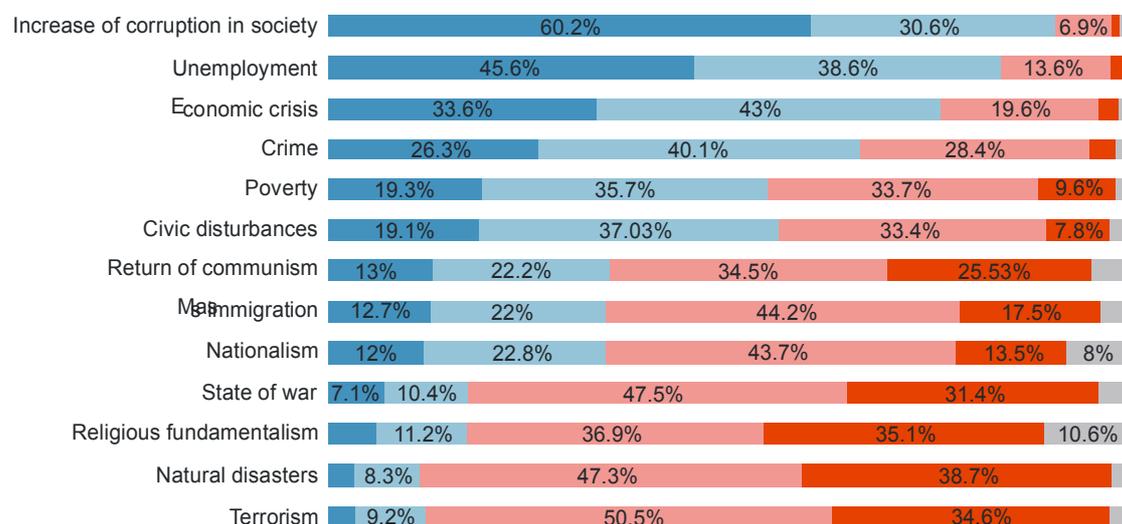
Question No. 6:

What are you worried about as far as concerns future developments in Czech society?

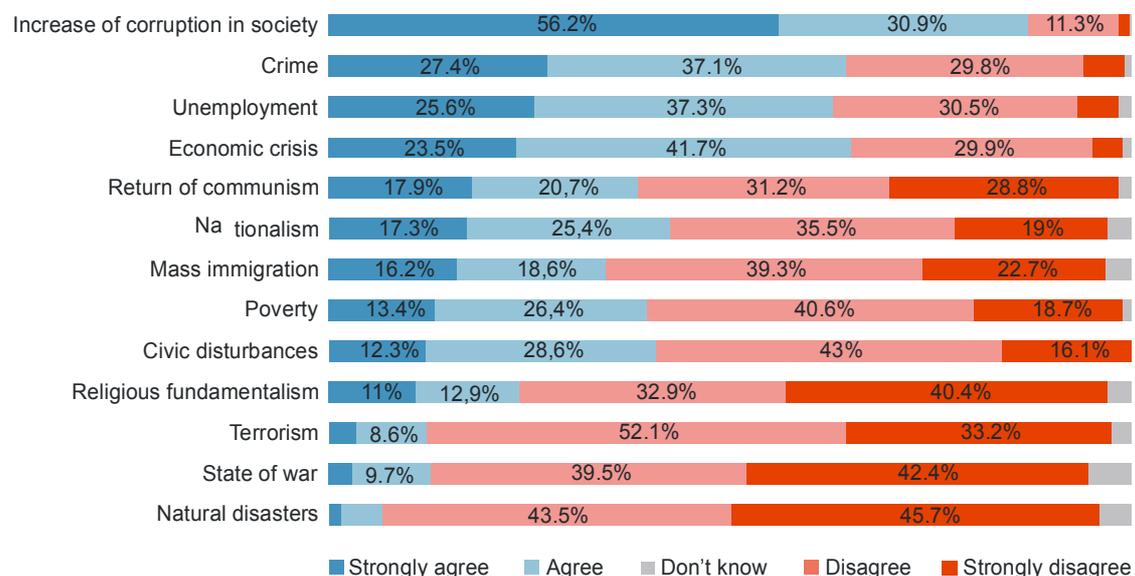
The biggest source of fears about future developments in the eyes of both groups of respondents is an increase in corruption in society (around 90% of positive replies). Students, however, had a much greater fear of unemployment (84%, the second-strongest factor), whereas for Lidovky readers (63%), that was the fourth most important factor. They both put the economic crisis in third place; for Lidovky readers, crime was a bigger issue than for students.

A third of students were worried about the return of communism, nationalism and immigrants. In comparison with Lidovky readers, they were a little more worried about nationalism and communism. Both sets were least worried, even though each of them gave them a different weight, about natural disasters, war, terrorism and religious fundamentalism.

Students (4,912 respondents)



Lidovky (4,058 respondents)



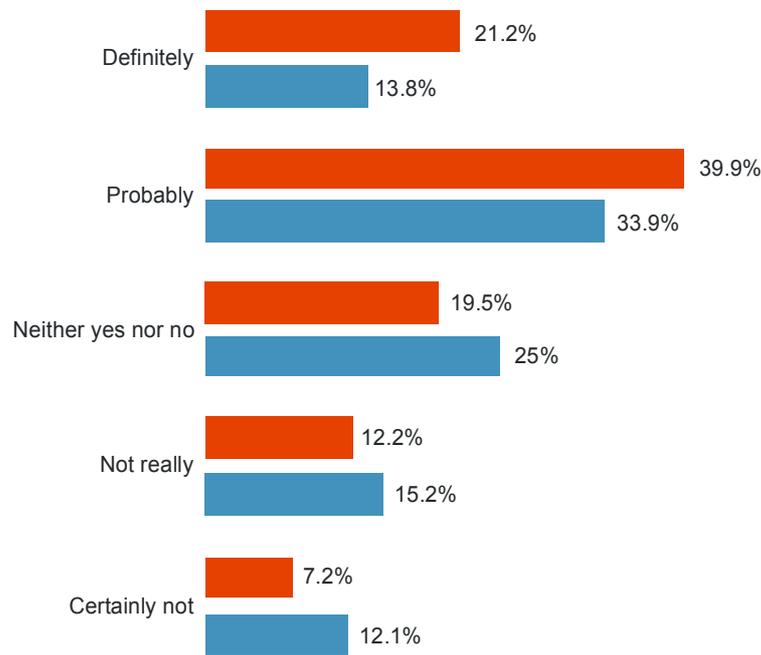
Who Supports Czech Sportsmen

Question No. 7:

If there is a sports event on television where Czech sportsmen are competing, do you try to watch it?

With regard to the relatively frequent association of patriotism and sports, the questionnaire also included questions about watching sports broadcasts. As we know, young people watch them relatively often; more than 60% replied in the affirmative that they try to watch them, while almost half of Lidovky readers answered positively. A fifth of students and more than a quarter of Lidovky readers answered negatively.

Students (4,908 respondents)/Lidovky (4,060 respondents)



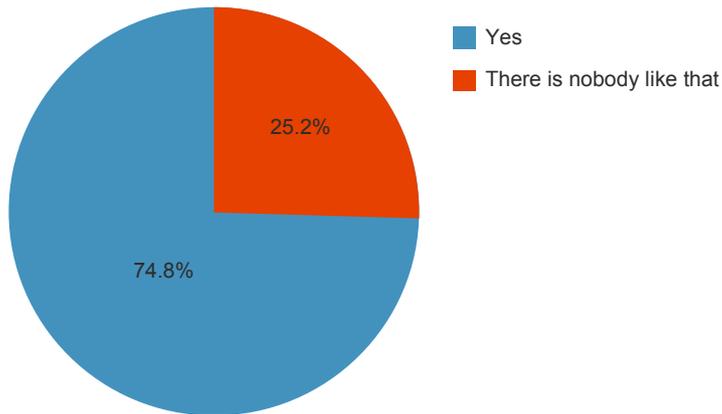
Do We Have Anyone To Be Proud Of?

Question No. 8:

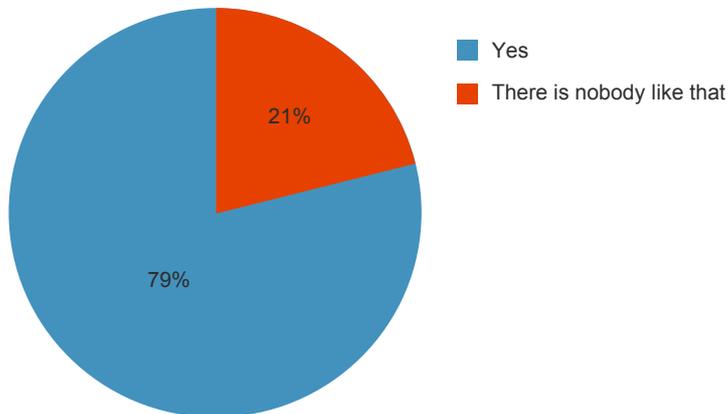
Is there a person in the Czech Republic you would say you are proud of?

A quarter of students (25.2%) stated that they don't see anyone to be proud of, although the large majority (74.8%) is aware of such person. Lidovky readers are even more aware of a person they can be proud of (79%).

Students (4,841 respondents)



Lidovky (3,980 respondents)



We Admire Professionalism

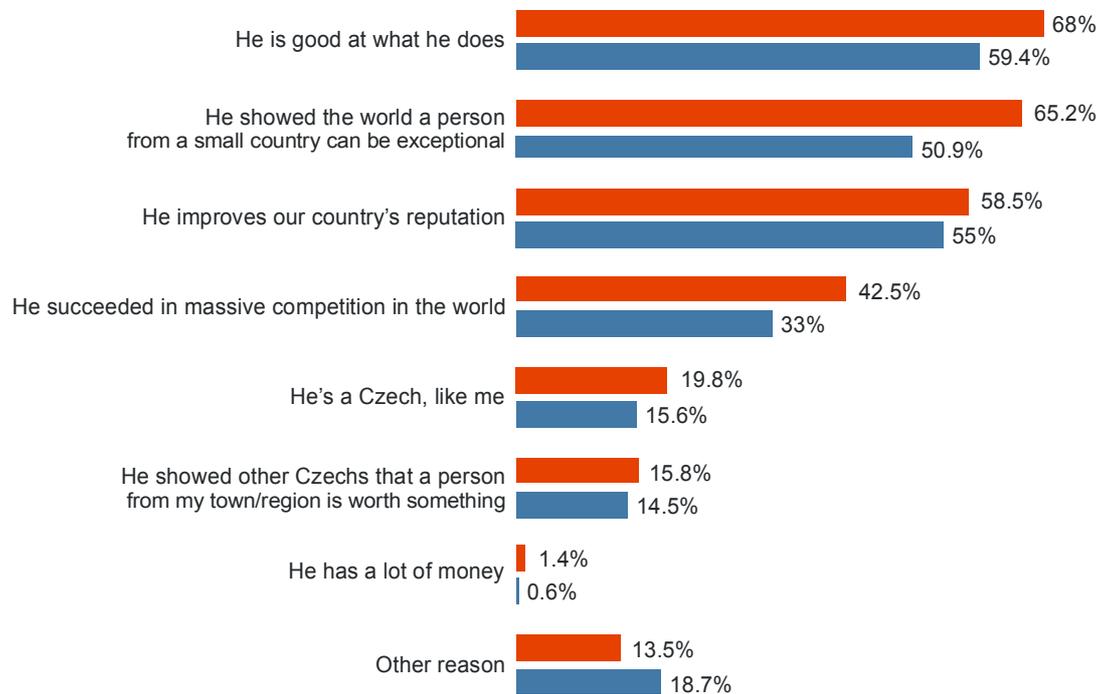
Question No. 9:

What do you admire the most about this person?

Before we deal directly with the various people, let's show what people appreciate in those they are proud of. Respondents appreciated success, exceptionality and the promotion of the republic abroad, not the fact itself that they are Czechs and not at all that they have money.

In the free answers, where respondents could give their reasons themselves, the respondents in both sets primarily emphasized moral values, honor, character and also hard work and results achieved.

Students (3,611 respondents) / **Lidovky** (3,130 respondents)



Sportsmen Score Points

Question No. 9:

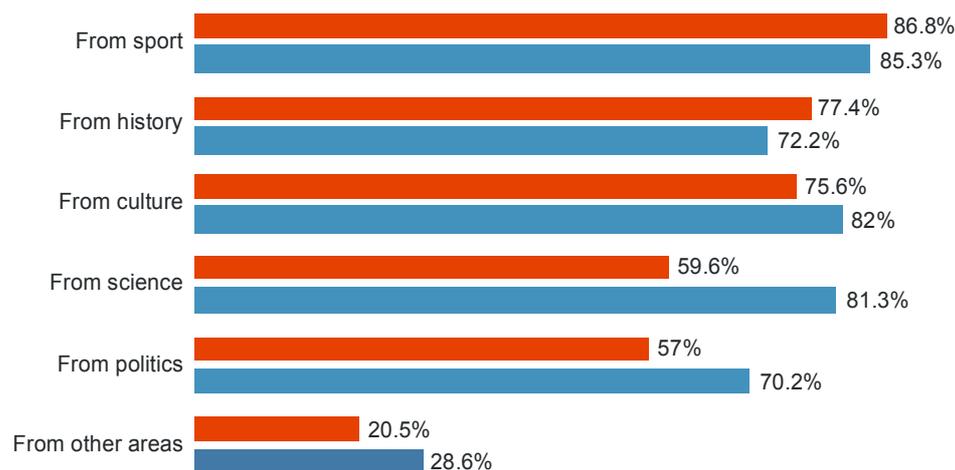
Of which figure from the following areas are you proud?

Sportsmen obtained the most votes in both groups of respondents. The figures were 86.8% for students and 85.3% for Lidovky readers. Students are then most proud of people from history (77.4%), culture (75.6%), science (59.6%) and politics (57.0%). Whereas in the field of science it could be because of a lack of knowledge, in the case of politics this is more a reflection of the opinion that there is nobody to be proud of. This order is different to the assessment of Lidovky readers, who, just behind sportsmen, have cultural (82%) and scientific (81.3%) figures.

Both groups of respondents differ in terms of the intensity of occurrence of people in the relevant areas. The biggest differences were for figures from science (81.3% for Lidovek readers, 59.6% for students) and politicians (70.2% for Lidovky readers, 57.0% for students).

Political figures are at the bottom of the rankings, but also provide people of which the respondents are proud. The questionnaire, however, in no way defined their era, so the replies do not reflect pride in current political elites. More is shown by the graph for the following question.

Students (3,295 respondents) / **Lidovky** (2,794 respondents)



Václav Havel Is the Star of Politics

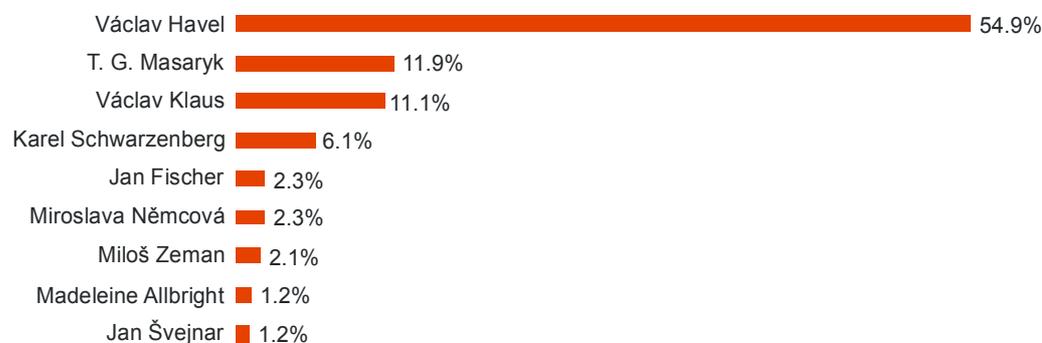
Question No. 10:

Which political figure are you proud of?

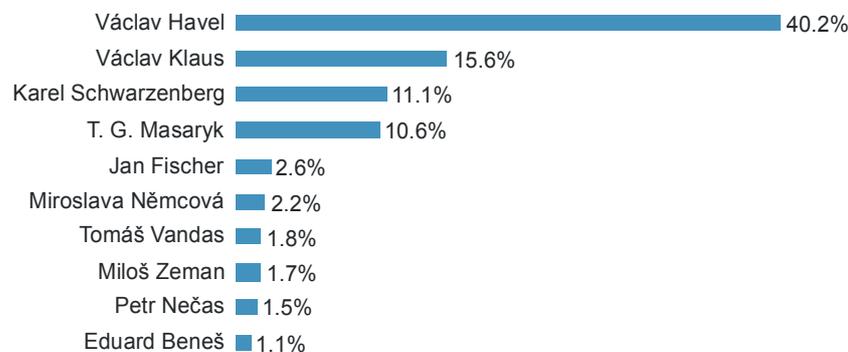
Václav Havel was most frequently named by both groups of respondents by a significant margin. The other positions were occupied by Czech presidents or current candidates for the office. Václav Klaus, T. G. Masaryk and Karel Schwarzenberg were also named. Miroslava Němcová was the first woman mentioned.

The chairman of the Workers Social Justice Party, Tomáš Vandas, came seventh in the Lidovky poll. The relatively high frequency of declared pride in him does not correspond to other research and is probably due to organized activity, i.e. targeted completion of his name in an open (freely available) questionnaire.

Students (1,877 respondents)



Lidovky (1,960 respondents)



Jaromír Jágr Way Ahead in Sports

Question No. 11:

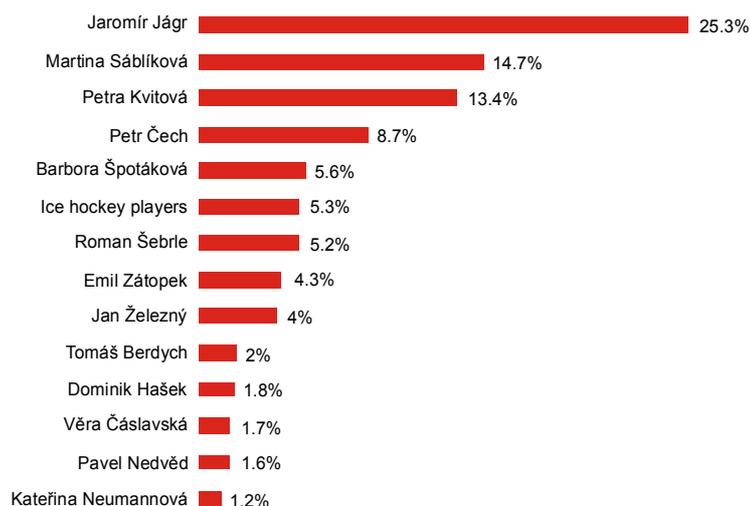
Which sports figure are you proud of?

In contrast to the other targeted questions for the naming of specific figures we are proud of, the replies concerning sportsmen stand out due to the small quantity of historical figures in Czech/Czechoslovak sport, and the poll is clearly dominated by contemporary sportsmen. Jaromír Jágr is the leading sportsman by a long way in both polls (students 25.3%, Lidovky readers 39.2%). The next three places in both polls were occupied by the same names, only in a different order. The names are Martina Sáblíková, Petra Kvitová and Petr Čech.

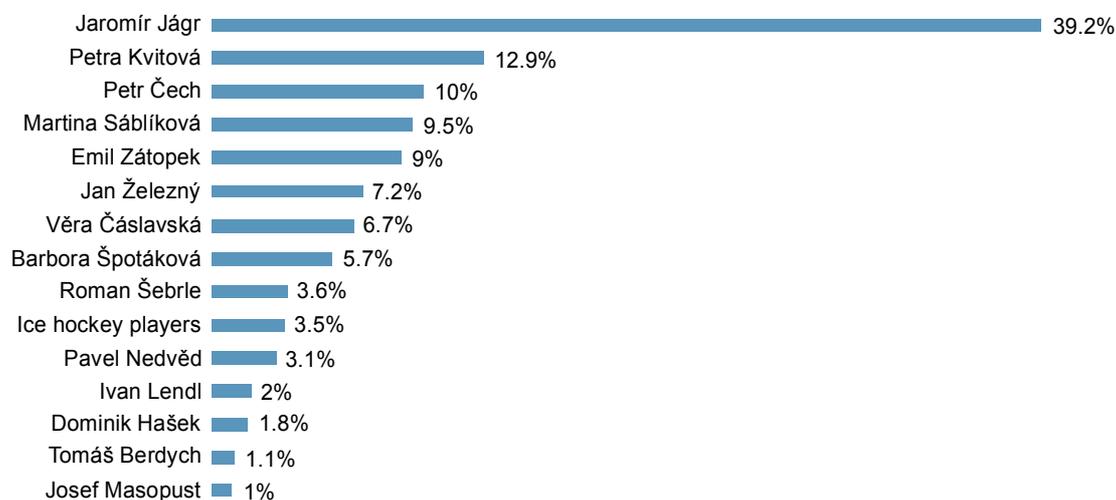
The leading “historical” sportsman is Emil Zátopek, followed by Věra Čáslavská. Lidovky respondents also mentioned Josef Masopust and Jíří Raška.

The relatively high position of Josef Vaňa in both polls clearly shows the importance of a strong story and personality in a sport that is not so popular. It is somewhat surprising that it reached young people. Ice-hockey players had a special position in both groups as a team, which interestingly differentiates the ice-hockey national team from its football counterpart.

Students (2,859 respondents)



Lidovky (2,272 respondents)



Gott, Forman and Svěrák Lead in Culture

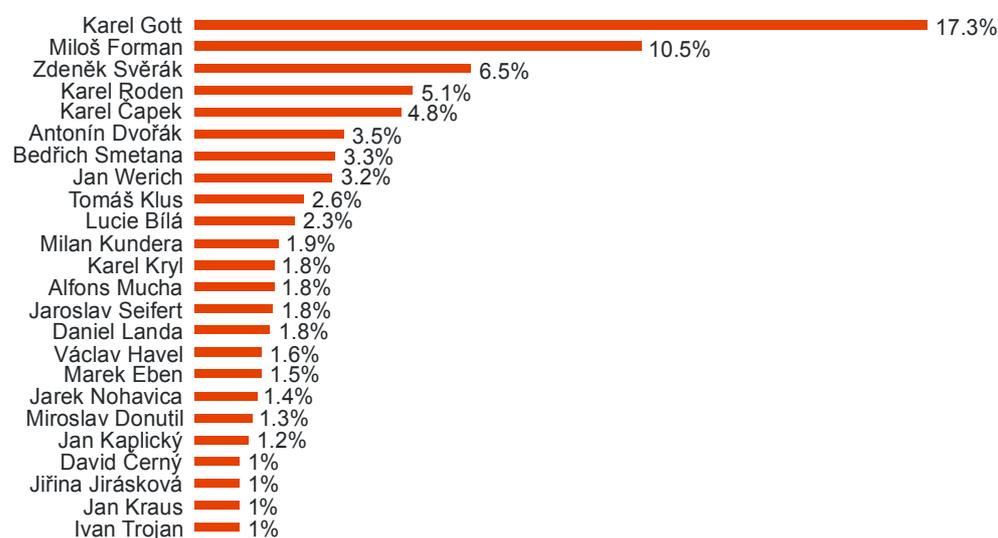
Question No. 12:

Which cultural figure are you proud of?

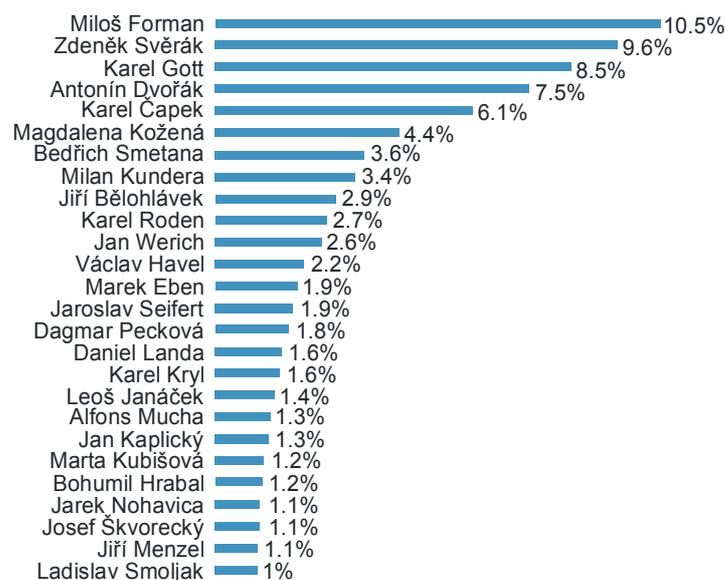
In culture, students put Karel Gott first, whereas Lidovky readers nominated him in third behind Miloš Forman and Zdeněk Svěrák. With the exception of classical music, respondents also named relatively few figures from older history.

Composers and interpreters of classical music, which we know has high prestige despite the public's lesser overall interest, did relatively well in both polls. Those named included Antonín Dvořák, Bedřich Smetana, Leoš Janáček, Magdaléna Kožená, Jiří Bělohlávek, Dagmar Pecková, Eva Urbanová, Gustav Mahler and Emma Destinová.

Students (2,492 respondents)



Lidovky (2,291 respondents)



Writers are another strong group, led by Karel Čapek but also including Jaroslav Seifert, Milan Kundera, Bohumil Hrabal, Václav Havel, Josef Škvorecký, Božena Němcová and others.

The lead figures from pop music are the aforementioned Karel Gott and then, a long way back, Tomáš Klus, Lucie Bílá, Karel Kryl, Daniel Landa, Jarek Nohavica, Marta Kubišová, Iva Bittová and others.

There are fewer people from art and architecture, which is represented by Alfons Mucha, Jan Kaplický, František Kupka and Josef Lada, of the living David Černý.

Leading Scientists: Wichterle, Holý, Heyrovský

Question No. 13:

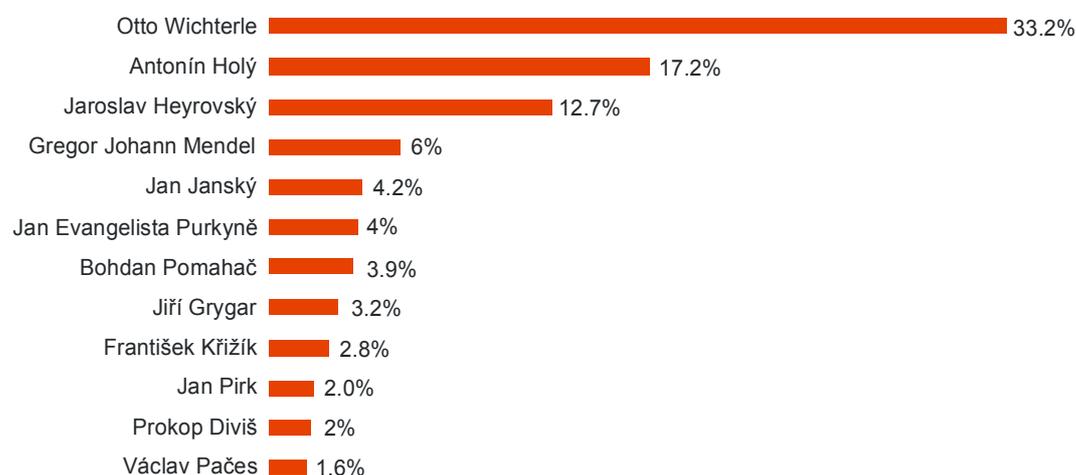
Which scientific figure are you proud of?

According to the absolute number of replies obtained to the question, there are a lot fewer well-known scientists, especially among students. Otto Wichterle, followed by Antonín Holý and Jaroslav Heyrovský, are the top scientists in both polls.

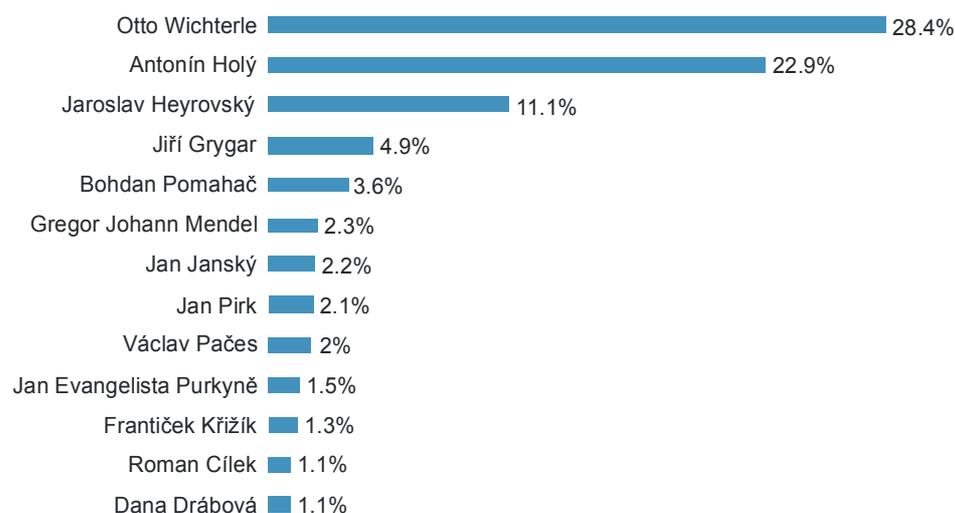
The students had a relatively strong group of doctors, certainly due to their greater media presence, including Bohdan Pomahač, Jan Pírko and Pavel Pařko. Overall, there was an unusually high share of historical figures compared with the other categories. This confirms that part of the knowledge is from school and not current media. They include Jaroslav Heyrovský, Řehoř Mendel, Jan Evangelista Purkyně, František Křižík, Jan Janský, Josef Ressel and others.

Dana Drábová was the top woman in both groups.

Students (1,964 respondents)



Lidovky (2,017 respondents)



Historical Figures: Charles IV and T. G. Masaryk

Question No. 14:

Which historical figure are you proud of?

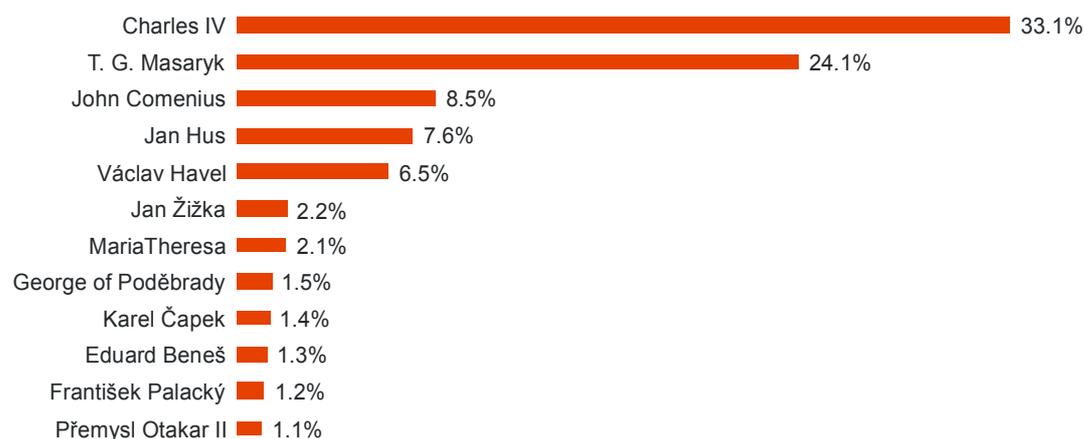
Charles IV and T. G. Masaryk clearly dominated this category, which is generally “driven” by older historical figures. The first two named in both polls are followed by John Comenius and Jan Hus.

Of the top eight, only Václav Havel lived in the last and this century.

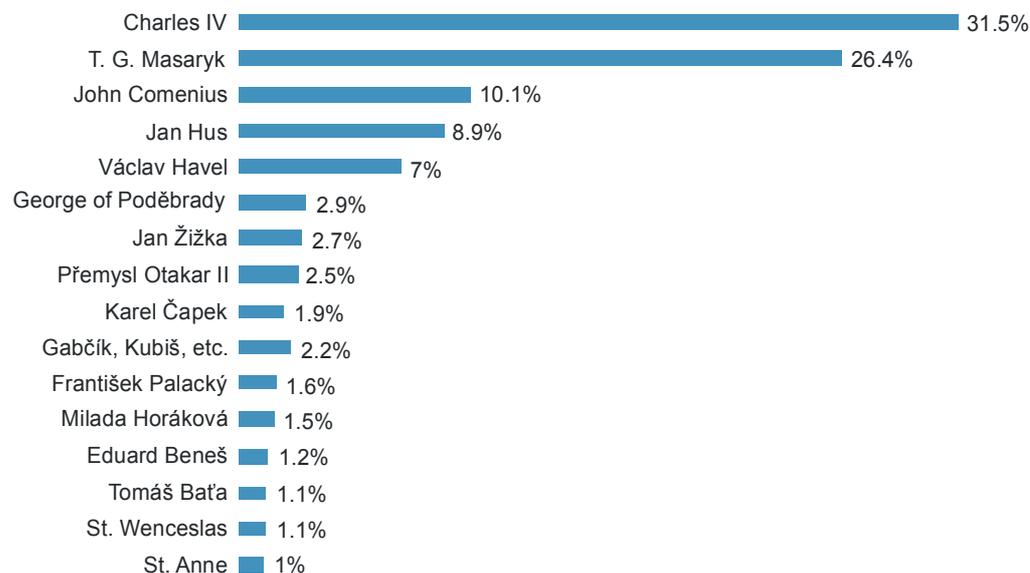
The relatively marked affiliation of Czechs with Hussitism is shown by the fact that three figures from that time are high in the rankings: Jan Hus, Jan Žižka and George of Poděbrady. This group is much stronger than the Czech saints, although St. Anne, St. Wenceslas and St. Adalbert appeared in both polls.

The only woman at the top was Milada Horáková (if we ignore the not-very-Czech Maria Theresa, who students named).

Students (2,551 respondents)



Lidovky (2,383 respondents)



The Czech Republic Is a Beautiful Country with an Unreliable Government

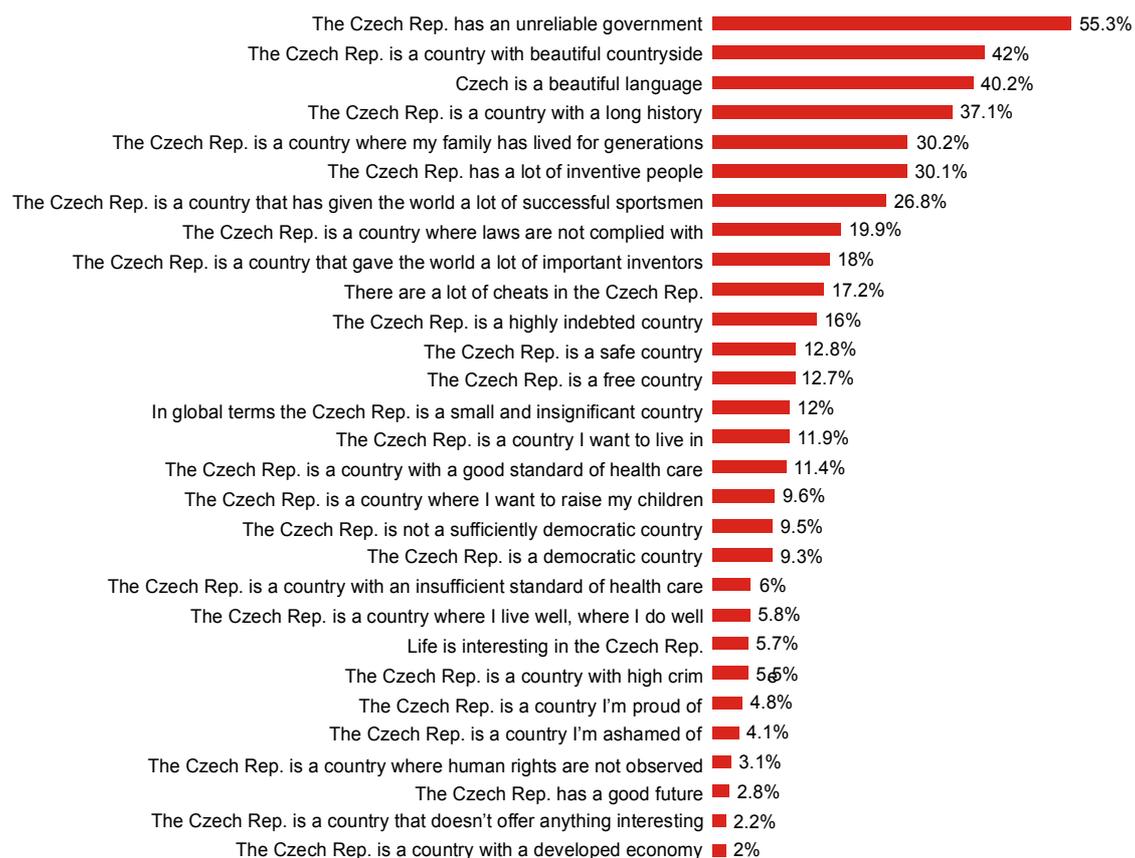
Question No. 15:

If you were to choose statements that capture your relationship to the Czech Republic, what would they be?

The respondents could choose a maximum of five replies from the statements on offer, which contained positive and negative statements.

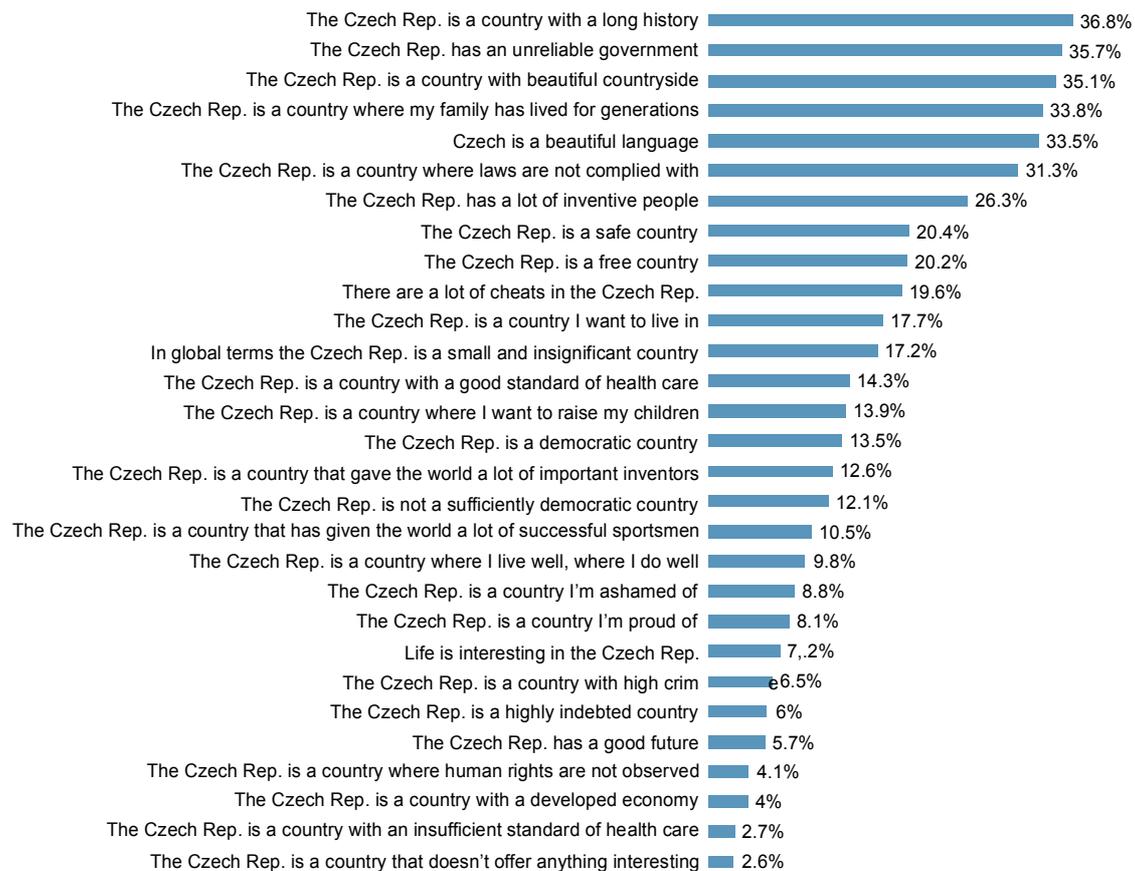
In first place, the students chose the unreliability of the Czech government (55.3%). The top 10 statements, however, include seven positive claims: The Czech Republic has beautiful countryside (42.0%); Czech is a beautiful language (40.2%); the Czech Republic is a country with a long history (37.1%); the Czech Republic is a country where my family has lived for generations (30.2%); the Czech Republic has a lot of inventive people (30.1%); the Czech Republic has given the world a lot of successful sportsmen (26.8%); the Czech Republic has given the world a lot of important inventions (18.0%). The remaining two negative claims concern non-compliance with laws (19.9%) and “there are a lot of cheats in the Czech Republic” (17.2%).

Students (4,752 respondents)



None of the statements obtained a simple majority of votes from Lidovky readers. The same as for students, three negative claims appeared among the first 10: the Czech Republic does not have a reliable government (35.7%), laws are not complied with here (31.3%) and there are a lot of cheats here (19.6%). On the positive statements there is agreement between both groups in five cases, even though different weights are allocated to them in some cases: The Czech Republic is a country with a long history (36.8%); the Czech Republic is a country with beautiful countryside (35.1%), the Czech Republic is a country where my family has lived for generations (33.8%); Czech is a beautiful language (33.5%); the Czech Republic has a lot of inventive people (30.1%). Whereas with students the top 10 included a positive assessment of the benefits of Czech sportsmen and inventors, for Lidovky readers the Czech Republic scored points as a safe (20.4%) and free (20.2%) country.

Lidovky (3,871 respondents)



Our Czechness in the Big World

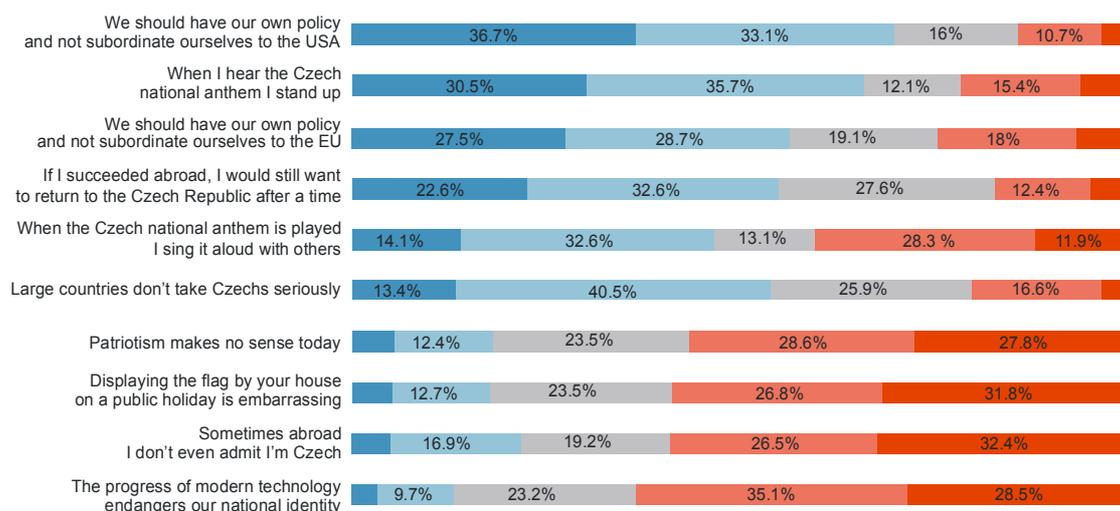
Question No. 16:

Do you agree that: ...

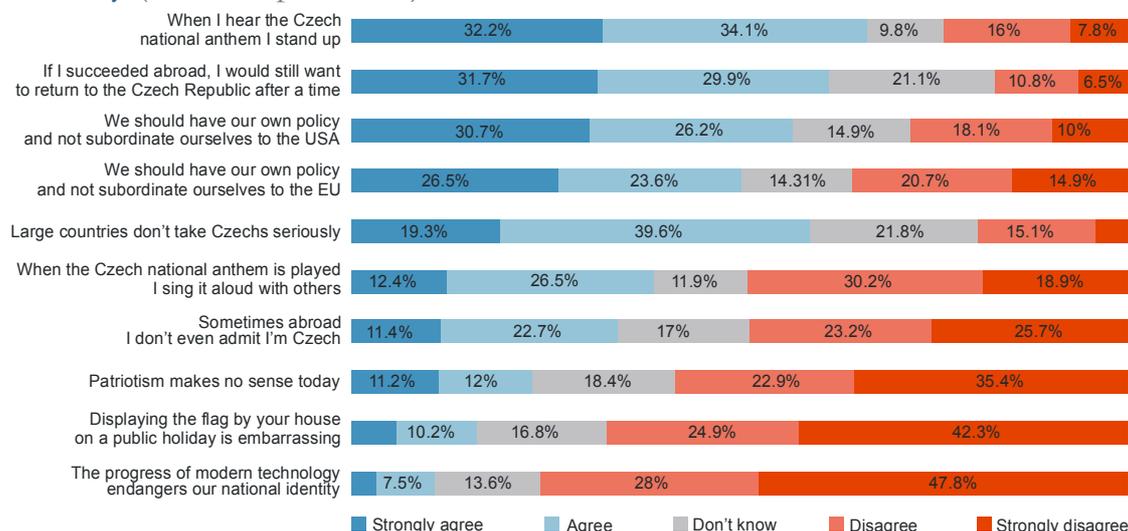
In two of the top three places, students agreed that the Czech Republic should have an independent policy and not subordinate itself to the United States (70%) or the European Union (56%). Lidovky readers agreed less with such statements (not be subordinate to the U.S. 57% or EU 50%). Fifty-four percent of students and 59% of Lidovky readers agreed with the statement that large countries don't take Czechs seriously.

The same as for the other questions, there is a positive relationship to the Czech Republic: More than half the students say that if they were successful abroad, they would like to return. This percentage is even higher for Lidovky readers (62%). Most people declare that they stand up when the national anthem is played (but less than half sing aloud). Despite the declared positive relationship to the country, almost 13% of students think it is embarrassing to display the national flag outside your house on a public holiday, and for 5% it is definitely embarrassing. Lidovky readers think similarly; more than 10% agree it is embarrassing and almost 6% strongly agree. Respondents replied to each sub-question independently.

Students (4,732 respondents)



Lidovky (3,862 respondents)



Czech Republic and Big Brothers

Question No. 17:

How do you perceive the Czech Republic's relationship to significant geopolitical players?

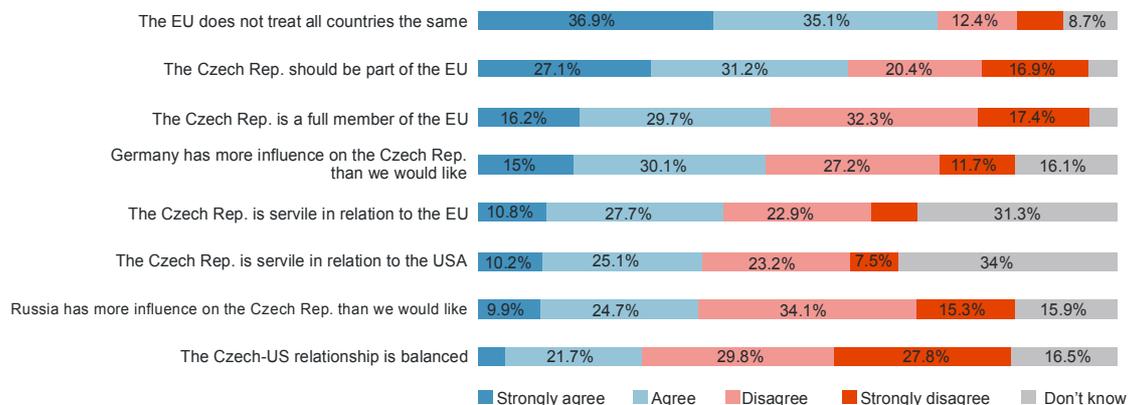
Most respondents from both groups were of the opinion that we should be members of the European Union (students: 58% agree and 37% disagree; Lidovky: 72% agree and 26% disagree), despite the fact that according to them the EU does not treat all countries the same (students: 72% agree and 19% disagree; Lidovky: 77% agree and 19.5% disagree). The view of students and Lidovky readers, however, differed in the assessment of undue German and Russian influence on the Czech Republic. Students are more worried about German influence, whereas Lidovky readers fear Russian influence more.

Opinions on whether we are a full member of the EU are split almost evenly: 45% of students think we are, and 49.6% think we are not. Of Lidovky readers, 50% think we are, and 48% think we are not. There is a similar disunity regarding the other items. According to 35% of students, the Czech Republic is servile to the United States, whereas 31% disagreed and almost a third don't know. Thirty-nine percent of students agreed with the statement that the Czech Republic is servile in relation to the EU, although 21% of them disagreed. Germany has a greater influence on the Czech Republic than we would want according to 45%, although 39% disagree.

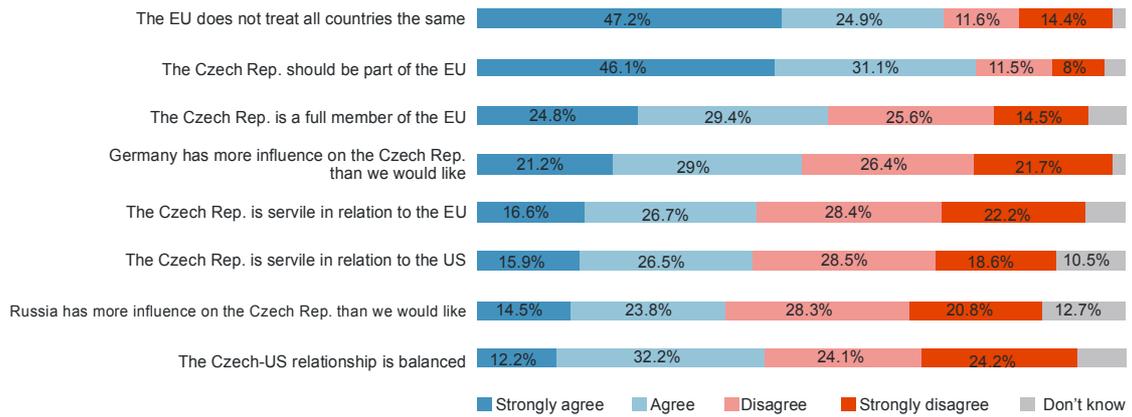
On the contrary, there is a slight disagreement with the statement "Russia has a greater influence on the Czech Republic than we would like" (35% agree, 49% disagree). And finally, there is a majority disagreement with the item "The U.S.-Czech Republic relationship is balanced" (26% agree, 58% disagree).

According to 42% of Lidovky readers, the Czech Republic is servile in relation to the EU, although 47% disagree. Forty-four percent agreed that the U.S.-Czech Republic relationship is balanced, although 48% of them disagreed. There is a slight disagreement with the statement "Russia has a greater influence on the Czech Republic than we would like" (54% agree, 40% disagree). On the contrary, there is a slight disagreement with the items: "The Czech Republic is servile in relation to the United States" (38% agree, and 49% disagree). Forty-three percent of Lidovky readers agreed with the statement that "Germany has a greater influence on the Czech Republic than we would like," whereas 51% disagreed. Respondents replied to each sub-question independently.

Students (4,685 respondents)



Lidovky (3,844 respondents)



Set Structure

The sets were quite different in terms of age. The set of students understandably comprised mostly people aged 20-29, and in the context of education, whereas three-quarters study in secondary or higher education, they were mostly in the bottom half of this age group; only about a sixth were older. The set of readers of the Lidovky.cz server had a structure closer to the population curve; a third of the people were aged up to 30, a quarter 30-39 and then the age proportion fell slightly, but more than 10% were aged over 60.

Age	Students	Lidovky
Up to 20	7.6%	4.1%
20-29	74.9%	28.3%
30-39	9.7%	26.7%
40-49	5.6%	17.0%
50-59	1.8%	11.9%
60 and over	0.5%	12.0%
	4696	3848

The two sets diverged in terms of gender; almost two-thirds of the students were girls, whereas more than two-thirds of the Lidovky readers are men.

Gender	Students	Lidovky
Men	38.8%	68.9%
Women	61.2%	31.1%
	4696	3832

Three-quarters of the set of students were in higher education, and a lower proportion was in secondary education; occasionally, there are people with completed secondary education. Some 22.5% have completed higher education, twice the population's average. The structure of people at the Lidovky.cz server was quite different and fundamentally different to population data. Most of the respondents had completed higher education and another 13% were studying in higher education. Overall, this means that almost two-thirds had higher education, i.e. several times more than in the population at large.

Education	Students	Lidovky
Primary	0.1%	1.6%
At secondary school	2.8%	2.7%
Secondary school	6.1%	30.6%
In higher education	68.5%	13.2%
Higher education	22.5%	51.9%
	4699	3848

People living in the Czech Republic dominated in both sets.

Where do they live?	Students	Lidovky
In the Czech Republic	97.7%	88.9%
Abroad	2.3%	11.1%
	4688	3830

Both sets were markedly urban. Lidovky readers were even mostly from big cities (which corresponds to the data about completed education). For students, the share of those who live in big cities was a little lower, but this is because they have a permanent address outside their higher education facility, so they copy the population data.

Size of place of residence	Students	Lidovky
Up to 1,999	17.0%	11.1%
2,000– 4,999	9.4%	6.6%
5,000– 19,999	16.5%	13.0%
20,000 – 99,999	20.5%	16.9%
100,000 and over	36.7%	52.4%
	4,695	3,836

Information about the authors

D|B|M partners in communications

Donath Business & Media has been active in public relations and public affairs in the Czech Republic and Slovakia since 1991. Over this time, the PR agency's services have been used by more than a hundred leading Czech, Slovak and international companies. The wide range of services provided primarily includes strategic communication advice, cross-communications, communications research, press services, including monitoring of printed and electronic media and analyses, and other services in the field of building the reputations of companies and individuals.



The advisory agency MRThink (Market Research Think) was founded in 2003. It offers comprehensive, specialized and independent advice on market research and marketing.

Research Partners

Prítomnost

Prítomnost is a political and cultural periodical. It follows on from the tradition of the pre-war *Prítomnost*, which Tomáš Garrigue Masaryk helped found in 1924. The magazine was always headed and written by leading Czech cultural and political figures. The first publisher was Jaroslav Stránský, whose grandson, Martin Jan Stránský, publishes the magazine today. Since 2010, *Prítomnost* and its English version *The New Presence* have been published in an electronic version.

Lidové noviny

Lidové noviny is the oldest Czech daily, founded in 1893. For a long time it has profiled itself as a quality national newspaper with a special interest in politics, business and culture. It is a daily for educated people. The Lidovky.cz server was established in 2000 as *Lidové noviny*'s news server, and since then it has carried constantly updated news for everyone who prefers transparency and easy orientation.

Primát

Primát is a student information portal that has been in operation since 2008 and is maintained by students from many higher-education facilities. Around 1,000 students visit it daily.

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