

Abstract

Title: Areál Nový rybník a veřejné mínění obyvatel Příbrami

Objectives: The aim of my diploma thesis is to use a public opinion research to find out the attitude of citizens living in Příbram for publicly discussed issues related to an Area called Nový rybník

Methods: For this work, a qualitative research method was used - survey questioning. To find out the opinions of the citizens of Příbram, a questionnaire was compiled, which was distributed in online as well as in physical form.

Results: On the basis of the conducted research, it was found that the perception of the area is generally viewed very positively by public and that the vast majority of the Příbram citizens visit the area at least once a year. The Příbram public has rather a negative attitude towards the entry of dogs into the area. A narrow majority of residents agree with the ban on drinking alcohol in the area. More than a half of Příbramans would have no problem paying the entrance fee to the complex.

Keywords: public opinion, Areál Nový rybník, Příbram, Sports facilities of the Příbram, questionnaire survey, quantitative research, electronic survey