

Touching the Hearts of Czech and Slovak Youth



A Research Study of 2nd and 3rd Year Czech and Slovak Secondary School Students

For Křesťanská Akademie Mladých (KAM), Josiah Venture, and The Maclellan Foundation

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r e s e a r c h

Abstract

Josiah Venture is a Christian ministry in Central Europe that longs to see a movement of God among youth that connects these young people into the local church and transforms the society in which they live. The general means by which they seek to fulfill this vision is to equip leaders among the youth to do Great Commission work through the local church.

Key questions for the near term strategy of the ministry are where to focus ministry efforts to engage and disciple youth and to better understand the condition of the local youth so that the local church can be better equipped to reach their own context. A research project sponsored by the MacLellan Foundation was initiated in January 2011 to answer these questions for the KAM ministry in Czech and for future work of Josiah Venture in Slovakia.

The ministry's Target audience is defined as secondary school students that believe that Jesus is God's Son and the Bible is not currently a part of their life but they express interest in learning more about it. The concentration of the Target audience varies widely over the Czech Republic and Slovakia ranging from 49% of the student population in Bardejov to no measurable Target segment in Jablonec nad Nisou. The highest concentrations of the Target segment in the Czech Republic can be found in Český Těšín, Třebíč, Valašské Meziříčí, and Vsetín which all have 10% to 20% concentrations of the Target segment among secondary school students. The highest concentrations of the Target segment in Slovakia can be found in Bardejov, Prešov, Trnava, and Žilina which all have 25% to 50% concentrations of the Target segment among secondary school students. In general, the concentration of the Target segment is higher in Slovakia than in the Czech Republic.

Unfulfilled happiness was the greatest need among students across both nations. The hunger for happiness is slightly higher in Slovakia than in the Czech Republic where students indicated that it is a more important need and that they are less fulfilled in this area compared to Czech students. The hunger for happiness is also greater among female students and the Target segment compared to the typical Czech student due to the statistically higher level of importance placed on this need.

Students look primarily to their most personal human relationships to fulfill the need for happiness while looking to God to fulfill this need is rarely indicated. The fact that God does not seem to fall in the same category as parents and friends may indicate a deeper belief that God is truly impersonal and cannot be related to in the same sense as a father, mother, friend, or lover. Students that seek their primary fulfillment of happiness outside of close personal relationships are consistently less fulfilled. This is most notable with students that seek happiness in drugs and alcohol where the low scores for fulfillment and importance indicate a high degree of indifference among this group.

The study also indicates that the unfulfilled desire being loved is also a key need: particularly among female students. It can be generalized that males are more indifferent to being loved- unfulfilled autonomy is much more important to them.

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Background

Josiah Venture is a Christian ministry in Central Europe that longs to see a movement of God among the youth where they minister that connects these young people into the local church and transforms the society in which they live. The general means by which they seek to fulfill this vision is through equipping leaders among the youth to do Great Commission work through the local church.

One specific strategy to accomplish this vision is the Exit 316 television series and follow-up tour being used by Josiah Venture Czech Republic (Křesťanská Akademie Mladých, or KAM). This television series has achieved significant popularity in the Czech Republic by raising awareness of life and spiritual issues in a narrative that connects with the youth. The ministry then has a follow-up tour in which they cooperate with local churches to disciple and train local youth into Great Commission leaders. The success of the program has encouraged Josiah Venture to plan on exporting this program into neighboring nations such as Slovakia.

Key questions for the near term strategy of the ministry is where to focus ministry efforts to engage and disciple youth and to better understand the condition of the local youth so that the local church can be better equipped to reach their own context. A research project was initiated in January 2011 to answer these questions for the KAM ministry in Czech Republic and for future work of Josiah Venture in Slovakia.

Study Goals

The first key question for this research study is where to focus ministry efforts to engage and disciple youth. The ministry needs an answer to this question to know where to prioritize ministry efforts in the Czech Republic and in Slovakia. KAM has identified a Target group profile of students which they believe are ripe for evangelism and discipleship towards leadership in the Church. The attributes of this Target segment are:

- They believe that there is spiritual reality
- They believe that God exists and they are interested in Him.
- They believe that Jesus Christ is the Son of God and the Savior of the world
- They are interested in knowing more about the Bible BUT the Bible is not currently an integral part of their life.

This Target segment can be contrasted with two other segments. The first additional segment is called *Nominal*. These are students who affiliate with the church culturally but do not have a desire for further growth. The attributes of the Nominal segment are:

- They identify themselves as belonging to either the Roman Catholic or other Christian faith
- The Bible is not a part of their life and there is no interest in reading it further

The third segment in the study is the *Evangelical*. These would represent students who already show attributes of students that have been reached by the church and ministry:

- They believe that Jesus Christ is the Son of God and the Savior of the world
- The Bible is currently an integral part of their life

The primary hypothesis to prove is that the Target audience that Josiah Venture seeks to minister to is not homogenously spread across Czech and Slovakia. Rather, the belief is that there are specific cities that have a significantly higher concentrations of this Target audience.

A secondary means of prioritizing where to focus ministry efforts is to consider where the youth are the *hugriest* for God to meet the desires of their heart. This is tied to the second key question which is how to engage the youth where they minister in an effective and relevant way. The youth of Czech and Slovakia struggle with the same heart issues common to all human culture and seek both appropriate and inappropriate solutions to these heart issues in meaningful ways. The research study focuses on five of these heart needs, the importance and fulfillment of these needs among the youth, and how they are currently meeting these needs. The five needs of focus are:

- Happiness
- Autonomy

- Being Loved and Accepted
- Freedom from Guilt
- Life Purpose

The secondary hypothesis is that there are different degrees of fulfillment and importance of these needs based on gender, geography, and segmentation as described above. Knowing this answer would guide the ministry to the geographies and particular student types that could be in the greatest need of a relationship with Christ as a solution to deeper needs of their hearts.

In brief, the goal of the study can be framed as trying to answer two key questions:

- 1) **Where do we go?** (knowing where the Target audience is concentrated and knowing where there are greatest unmet needs).
- 2) **How do we go?** (knowing how to connect with youth in each location in a meaningful way that addresses the unfulfilled needs of their hearts).

Key Conclusions, Strategic Action, and the C3 Process

This research study reveals many facts about the ministry context of Josiah Venture in Slovakia and the Czech Republic. Ten key conclusions revealed by the research:

- The highest concentrations of the Target segment in the Czech Republic can be found in Český Těšín, Třebíč, Valašské Meziříčí, and Vsetín which all have 10% to 20% concentrations of the Target segment among secondary school students.
- The highest concentrations of the Target segment in Slovakia can be found in Bardejov, Prešov, Trnava, and Žilina which all have 25% to 50% concentrations of the Target segment among secondary school students.
- Larger portions of both the Target and Evangelical segments are found in Gymnasia.
- When given the option to indicate that the church is a credible institution, only 15% of Slovak students indicated that it is. Less than 10% of Czech students indicated that the church is a credible institution.
- A majority of secondary students in the Czech Republic do not identify with any religious affiliation while the majority of students in Slovakia identify themselves as Roman Catholic.
- Unfulfilled happiness is the greatest need among students across both nations: particularly female students and the Target segment compared to the typical Czech student. This is due to the statistically higher level of importance placed on this need by these two groups.
- Students look primarily to their most personal human relationships to fulfill the need for happiness while looking to God to fulfill this need is rarely indicated. The fact that God does not seem to fall in the same category as parents and friends may indicate a deeper belief that God is truly impersonal and cannot be related to in the same sense as a father, mother, friend, or lover.
- The study also indicates that the unfulfilled desire of being loved is also a key need: particularly among female students.
- It can be generalized that males are more indifferent to being loved- unfulfilled autonomy is much more important to them.
- Finding Freedom from Guilt and Purpose are not as important to secondary school students with fulfillment scores consistently matching and exceeding the importance scores for this need.

Strategic action is born from the confluence of three key factors: the particular calling of the ministry, the capabilities of the ministry, and the context of the situation. This is referred to as the C₃ strategic matrix. Discovering the answers to the following five questions are recommended in the development of effective actions steps:

- 1) How would Josiah Venture's calling to transform Czech and Slovak society by equipping leaders among the youth to do Great Commission work through the local church be best expressed in light of the ten key results from this research?
- 2) What does meeting the unfulfilled needs of Happiness, Being Loved, and Autonomy among youth look like in light of Josiah Venture's mission?
- 3) What internal resources are needed to reach cities with high portions of the Target segment?
- 4) What types of partnerships should be fostered in cities with high portions of the Target segment?
- 5) Is Josiah Venture equipped to disciple young leaders to look to God and His Son to fulfill their deepest needs and to lead other students to look to God for fulfillment in a similar way?

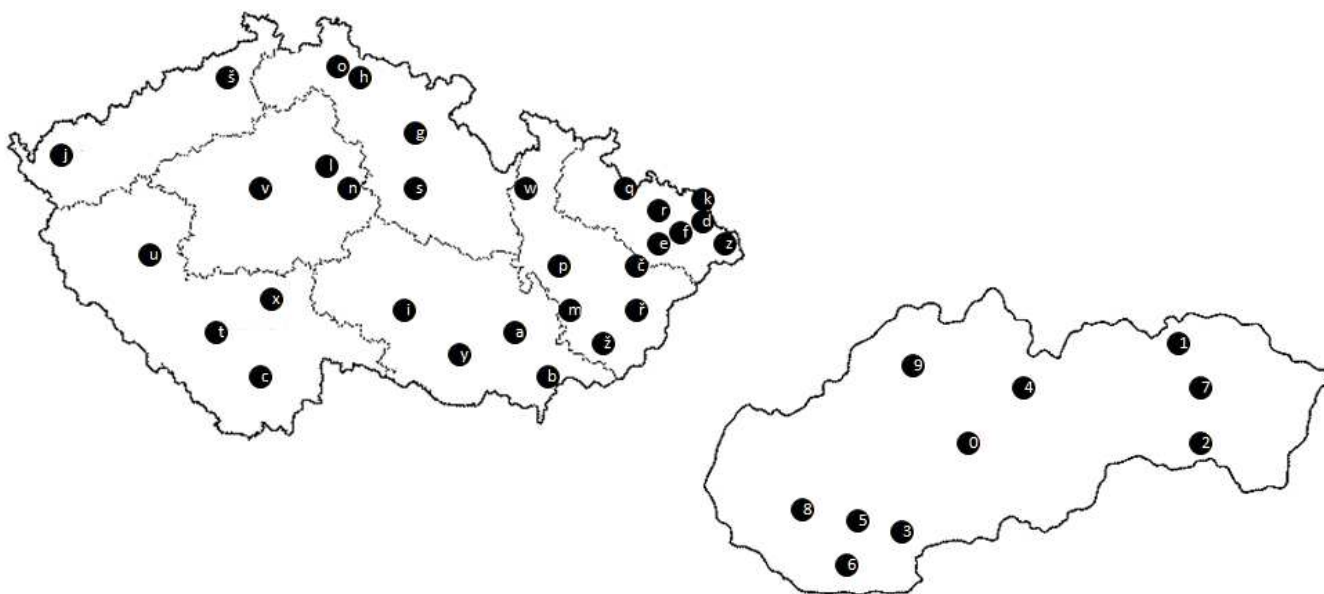
Study Methodology

General Design

The method used to answer the key questions of this study is a mass survey among 2nd and 3rd year students in Czech and Slovakia. The focus on these particular years addresses the fact that half of all secondary school students would belong to this category and that the students in these years- those in the midst of the process of secondary schooling- represent the most typical views of secondary school students.

The study was administered over 6 weeks in the spring of 2011 in 30 specified Czech cities and in 10 specified Slovak cities representing key areas that the ministry would consider engagement in the near future. These cities are (letters correspond to the map on the following page):

a- Brno	o- Liberec	ř- Vsetín
b- Břeclav	p- Olomouc	ž- Zlín
c- České Budějovice	q- Opava	0 - Banská Bystrica
d- Český Těšín	r- Ostrava	1- Bardejov
e- Frýdek Místek	s- Pardubice	2- Košice
f- Havířov	t- Písek	3- Levice
g- Hradec Králové	u- Plzeň	4- Liptovský Mikuláš
h -Jablonec nad Nisou	v- Praha	5-Nitra
i- Jihlava	w- Šumperk	6-Nové Zámky
j- Karlovy Vary	x- Tábor	7 -Prešov
k- Karviná	y- Třebíč	8 -Trnava
l- Kolín	z- Třinec	9- Žilina
m- Kroměříž	š- Ústí nad Labem	
n- Kutná Hora	č- Valašské Meziříčí	



The study was designed to get an equal number of respondents from each of three types of schools in each city: *practical schools* (praktické školy), *gymnasias*, and *vocational schools* (střední odborné školy). In order to get a representative sample, the study was designed to survey at least 35 students from each type of school in each city. Furthermore, the total sample size from each city was designed to reflect the population size of each city. In other words, the smallest sample size from each city would be 105 students (35 from each type of school). A total of 179 schools participated in this survey and a complete list of the schools in the Czech Republic can be found in Appendix A of this report.

The survey was designed to be brief so that it could be easily administered by field staff. As a result the survey was only 34 questions long with no open ended answers required. The research firm FOCUS¹ was contracted to administer the survey and collect the data in each of the schools.

¹ FOCUS-Centrum pro sociální a marketingovou analýzu, spol. s r.o., Vrchlického sad 4, Brno, 602 00

Answering the question: Where to Go?

Answering the first question of the study (“Where to go?”) requires identifying whether or not a respondent is a member of the Target audience. This is determined based on the responses to five particular questions in the survey. The first requirement is for the respondent to indicate “a” on the survey to the following question:

Do you think that there is more than a visible material world?

- a. Yes**
- b. No
- c. I don’t know, I have never thought about it

Answering this in the affirmative indicates a belief in the spiritual world. In addition, the respondent must answer “e” to the following survey question:

Which of the following attitudes is the closest to you?

- a. I do not care about God, I don’t think of these things
- b. There’s no God
- c. There is something over us, but I do not know how to call it
- d. There is a God, but I do not care about him
- e. There is a God and I am interested in him**

The next indicating question is found below and the respondent must answer “f” to indicate that they are a member of the Target audience:

Which statement best describes your opinion of Jesus Christ

- a. I don’t care
- b. He’s a fable- he never really existed
- c. Religious fanatic
- d. Important man from history
- e. Spiritual teacher
- f. The son of God and Savior of the world**
- g. Something else – write

The final indicating question below must be answered either “b” or “d” indicating an interest in learning more from the Bible:

Which statement expresses your attitude to Bible the best?

- a. I have not read it and I do not plan to do so
- b. I have not read it but I would like to read someday**
- c. I have read some parts but it did not interest me
- d. I have read some parts and it did interest me**
- e. Bible is a part of my life, I read it often

The combination of these answers indicates a Target respondent- someone who believes in the spiritual world, is interested in a God that exists, believes that Jesus is His son and the Savior of the world, and while the Bible is not

currently a part of their life they do want to know more from it. Locations with larger percentages of respondents belonging to this segment would be priorities for ministry engagement for KAM.

This Target segment is contrasted in this study with the Nominal segment. Respondents answering “b” or “c” to the first question below and “a” or “c” to the second question below are considered a part of this *Nominal* segment.

Which of these religions do You follow?

- a. None
- b. ***Roman catholic***
- c. ***Another Christian – write***
- d. Another Non-Christian – write

Which statement expresses your attitude to Bible the best?

- a. ***I have not read it and I do not plan to do so***
- b. I have not read it but I would like to read someday
- c. ***I have read some parts but it did not interest me***
- d. I have read some parts and it did interest me
- e. Bible is a part of my life, I read it often

In other words, a member of the Nominal segment is a professing member of a Christian religion; however, they express no desire to engage the Bible. This contrast is important in that the ministry of KAM is looking for students who do much more than profess religious affiliation, but want to grow more in their faith through Biblical discipleship.

The final segment considered in this study is called the Evangelical segment. In a sense, this group represents the belief/behavior group that they desire to move members of the Target segment to. Members of this group answered “f” to the first question below and “e” to the second question.

Which statement best describes your opinion of Jesus Christ

- a. I don’t care
- b. He’s a fable- he never really existed
- c. Religious fanatic
- d. Important man from history
- e. Spiritual teacher
- f. ***The son of God and Savior of the world***
- g. Something else – write

Which statement expresses your attitude to Bible the best?

- a. I have not read it and I do not plan to do so
- b. I have not read it but I would like to read someday
- c. I have read some parts but it did not interest me
- d. I have read some parts and it did interest me
- e. ***Bible is a part of my life, I read it often***

Answering the question: How to Go?

The issue of how to engage the Target population is more complicated and involves a more intensive type of analysis. The five heart needs considered in this analysis are:

- The desire for happiness: referred to “Happiness” throughout this report
- The desire for personal freedom or autonomy: referred to “Autonomy” throughout this report
- The desire to be loved and accepted for who they are: referred to “Being Loved” throughout this report
- The desire to be free from guilt and shame: referred to “Freedom from Guilt” throughout this report
- The desire to have purpose in life: referred to “Purpose” throughout this report

Each of the heart needs was evaluated by a triplet of questions. The first question asked the respondent to rate their current fulfillment of that need on a scale of 1 to 7. For example:

How “happy” do you feel now? Mark on the scale

1	2	3	4	5	6	7
<i>I feel absolutely unhappy</i>					<i>I feel completely Happy</i>	

These scores are referred to as “fulfillment” for each of the heart needs. It needs to be noted that the fulfillment of freedom from guilt is calculated by subtracting the score for guilt from 8 to yield a similar score on a 1 to 7 scale. The second question of each triplet asks the respondent to rate how important this heart need is for them. For example:

How important for you is it to live a happy life? Mark on the scale

1	2	3	4	5	6	7
<i>Not at all</i>					<i>that’s the most important thing</i>	

These scores are referred to as “importance” for each of the heart needs. Measuring the importance of these needs is crucial for analysis. Without it the ministry would be mislead to focus on needs that may be irrelevant to the students in this study.

The third question in each triplet asks the respondent to indicate the top three things that they go to to find fulfillment for their need. For example:

Select three things that make you feel happy and mark them 1, 2 and 3

Respondents were given the choice of 8 to 12 options for each of the five needs plus the additional option of filling in something else. For each of the five needs the respondents are always given the options of Family, Friends, Boyfriends/girlfriends, and God. In addition to these common four, respondents were also given these additional options for fulfilling their needs.

For Happiness:

- Drugs or alcohol
- Sex
- Reading books, watching movies, theatre seeing, music listening
- Hobbies, other activities of interest
- Traveling
- Sport
- Boyfriend/ girlfriend
- My pet

For Autonomy:

- Money
- Internet
- Traveling
- My Youth
- Art, music, theatre
- Free time
- Education, knowledge

For Being Loved:

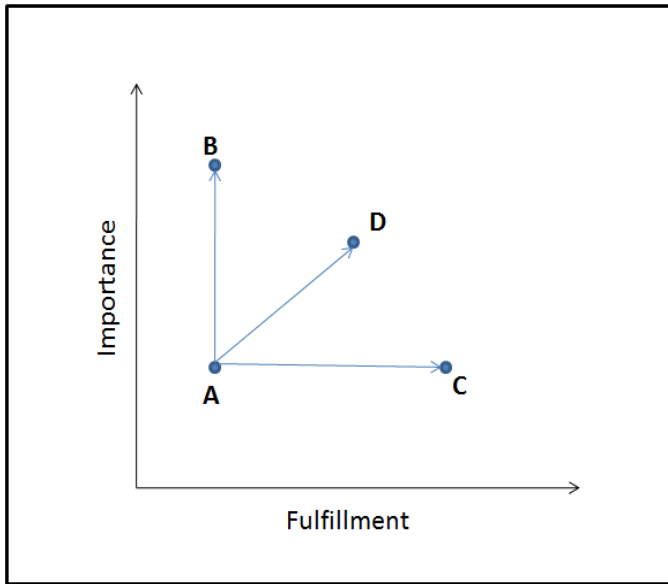
- Sex
- Money
- Sport or studying successes
- Social networking activities
- Attractive Looks
- Popularity, the positive attention of many people
- Gifts I get

For Freedom from Guilt:

- Drugs or alcohol
- Entertainment: Television, movies, music, or internet, Video games
- Physical activity, sport or exercise
- Apology

For Purpose:

- Work
- Success
- Entertainment
- Health
- Science
- Philosophy
- Fate, destiny
- Self-sacrifice for someone or something



Throughout the analysis of this study, the first two measurements are frequently shown together on a Fulfillment-Importance graph like the one shown to the left. This representation can be useful when comparing needs, segments, and means of fulfilling needs. For example, on the graph to the left both needs A and B are equally fulfilled; however, the respondents indicate that need B is more important to them than need A. As a result, it would be strategically more important to focus on B than A. On this same graph, need A and C are equally important but C is more fulfilled. As a result it would be strategically more important to focus on A than C. Need D is both more fulfilled and more important than need A.

To better compare the results of the study, a metric known “hunger” is also used. Generally speaking, this calculated

measurement indicates how hungry or desperate respondents are to see this need met. It is calculated as the difference between the importance and fulfillment of a need multiplied by the importance of that same need.

$$\text{HUNGER} = \text{IMPORTANCE} \times (\text{IMPORTANCE} - \text{FULFILLMENT})$$

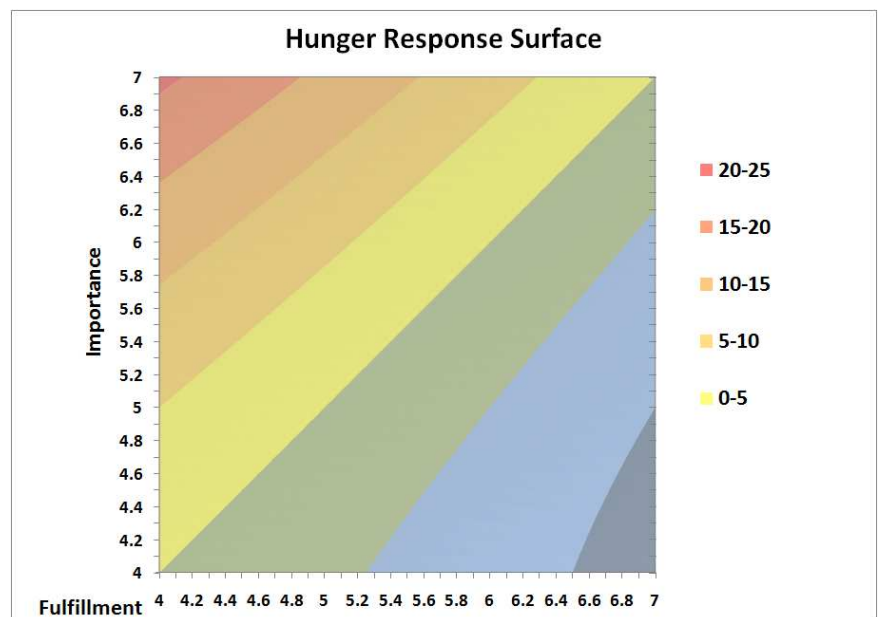
For example, suppose that need A is rated as a 4 fulfillment and a 5 importance. This would mean that the hunger score for A is $5 \times (5 - 4) = 5$. Compare this to a need B rated as a 4 fulfillment and a 7 importance. This would mean that the hunger score for B is $7 \times (7 - 4) = 21$. Therefore the hunger for need B is much greater ($21 > 5$).

Now suppose a need C which is rated as a 6 fulfillment and a 5 importance. This would mean that the hunger score for C is $5 \times (5 - 6) = -5$. In other words, there is no hunger for need C- particularly when compared to need A.

As a final example, suppose a need D which is rated as a 6 fulfillment and a 7 importance. This would mean that the hunger score for D is $7 \times (7 - 6) = 7$: a hunger score that is only slightly larger than need A.

Applying this hunger formula across the Fulfillment-Importance graph creates the response surface shown to the right. Note that the hunger scores across the diagonal (points 4 – 4, 4.2 – 4.2, etc) will have hunger scores of zero. All points to the left of this line would represent some degree of hunger while all points to the right represent a lack of it.

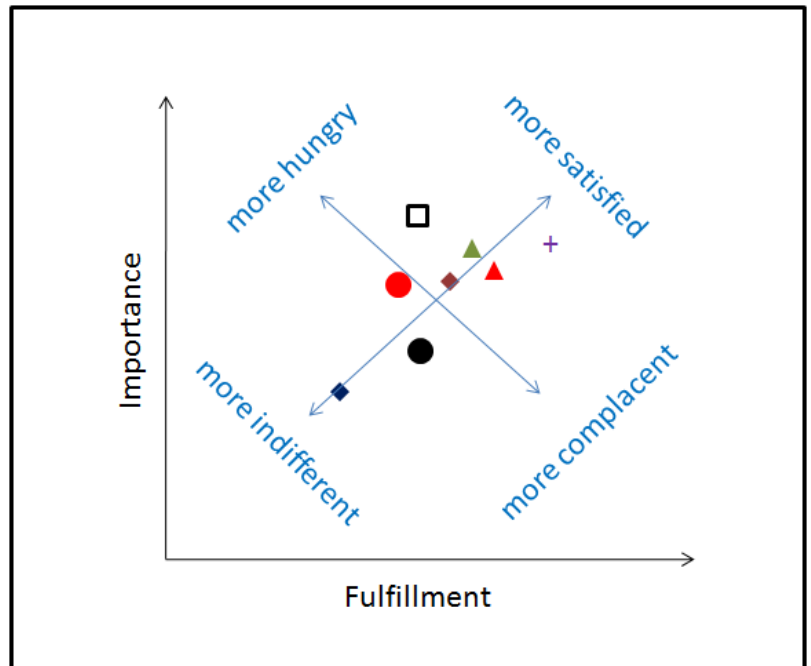
This approach can enable a visual comparison between a segment’s response to various needs. This metric is an invention devised for the analysis of this study and does not represent an absolute scale. As such, it should only be employed as a relative



measure within the same piece of research.

The following general rules can be used for a relative comparison between points on a Fulfillment-Importance chart. The chart to the left helps illustrate these rules.

- 1) If a second point is above and to the right of the first point, then the second point describes a need that is both more important and more fulfilled. This second point on the graph would be “more satisfied” than the first.
- 2) If a second point is below and to the right of the first point, then the second point describes a need that is less important and but more fulfilled. This second point on the graph would be “more complacent” than the first.
- 3) If a second point is below and to the left of the first point, then the second point describes a need that is both less important and less fulfilled. This second point on the graph would be “more indifferent” than the first.



- 4) If a second point is above and to the left of the first point, then the second point describes a need that is more important but less fulfilled. This second point on the graph would be “more hungry” than the first.

Generally speaking, points that are “more hungry” represent greater ministry opportunities than other points in that the respondent are more aware of an unfulfilled need in their life.

A Deeper Understanding of the Target Segment, Nominals, and Evangelicals

The survey also contains numerous questions to give a better insight into the demography and beliefs of each of the three segments considered in this study beyond the qualifying questions previously discussed.

Perhaps the most important question asked follows on the triplet of questions on the need for purpose.

What would you say about purpose of your life?

- a. *I do not know, I do not care*
- b. *I have no purpose of life, there is no reason to search for it*
- c. *I am searching for it, but still haven't found it*
- d. *I have found my life purpose. And it is(write)*

Answering “c” to this question would indicate openness for strategic engagement by the ministry.

Another important question in the survey to indicate openness to strategic engagement concerns actual spiritual experience.

Have you ever had an experience that's far beyond a "common understanding of the world?"

- a. Yes
- b. No

There are no additional qualifiers to further discern if the experience has been positive or negative, Christian or occult. Nevertheless, it is believed that actual spiritual experience indicates openness to engagement on spiritual issues. These respondents would require no convincing that there is a spiritual world.

Another important aspect to understand about each of the segments is their spiritual affiliation and view of the church. Both the Czech Republic and Slovakia are traditional Christian societies with more than a thousand years of history in the context of Christendom. The view of the church and church culture can be a powerful aspect to understand when engaging each of the segments considered in this study. The principal question to consider is that of religious affiliation.

Which of these religions do you follow?

- a. None
- b. Roman Catholic
- c. Another Christian – write
- d. Another Non-christian – write

The next set of questions in the survey directly addresses issues raised in previous research across Europe that indicate that the view of the church is in decline. This is important to understand for strategic engagement in both nations of this study. Ministries working to connect youth with the local church must understand the credibility of the church among students.

(FOR CZECH REPUBLIC) Prior research indicates that the church is among the least trusted institutions in the Czech Republic. Please, mark the statement that expresses your opinion the best

- a. Churches are not trusted for sexual scandals of some priests
- b. Churches teach rules they do not obey
- c. Churches are not trusted because they are interested only in property and political authority
- d. Churches miss real needs of contemporary people and society
- e. Churches "brain wash" believers and limit their freedom
- f. Churches are not trusted for the violence in the name of the Church in history and nowadays
- g. I do not agree, the church is a trustworthy institution
- h. Another opinion – write

(FOR SLOVAKIA) Research indicates a fall of church credibility in some countries. Please, mark the statement that expresses your opinion the best

- a. Churches are not trusted for sexual scandals of some priests
- b. Churches teach rules they do not obey
- c. Churches are not trusted, because they are interested only in property and political authority
- d. Churches miss real needs of contemporary people and society
- e. Churches "brain wash" believers and limit their freedom
- f. Churches are not trusted for the violence in the name of the Church in history and nowadays
- g. I do not agree, church is a trustworthy institution
- h. Another opinion – write

Why do you think people attend church? Choose max 3 opinions

- a. They are desperate and weak and need a help
- b. They are uneducated and someone fooled them
- c. They fulfill their religious obligation
- d. They use to do it for tradition
- e. They need a fellowship of other people
- f. To get closer to God and reach to salvation
- g. Another opinion – write

Because of the close tie of the traditional church, history, and national identity, an additional question was asked concerning a specific Christian figure that prior research indicates would have a high degree of respect in each society in this study.

(FOR CZECH REPUBLIC) Prior research indicates that the most important spiritual persons to Czech youth are Jan Hus and Jesus Christ. Which statement best describes your opinion of Jan Hus

- a. I don't care
- b. Religious fanatic who injured the church
- c. Freedom fighter
- d. National Hero
- e. Important spiritual leader
- f. Something else – write

(FOR SLOVAKIA) Prior research indicates that the most important spiritual persons to Czech youth are previous Pope John Paul II and Jesus Christ. Which statement best describes your opinion of John Paul II?

- a. I don't care
- b. Religious fanatic
- c. Leader of the world's biggest religious organization
- d. International hero who contributed to the fall of communism
- e. Important spiritual leader
- f. Something else – write

A final set of questions are asked in the survey to better understand the family practices of the respondent as it relates to the background of their parents and the religious practices of their parents.

Your mother's education level?

- a. Primary school
- b. Vocational school / with or without graduation
- c. High school
- d. "Professional school" / bachelor degree, "diplomed specialist degree"
- e. University
- f. I have no Mother

Your father's education level?

- a. Primary school*
- b. Vocational school / with or without graduation*
- c. High school*
- d. "Professional school" / bachelor degree, "diplomed specialist degree"*
- e. University*
- f. I have no Father*

Your Mother's religion?

- a. No religion*
- b. Roman Catholic*
- c. Other Christian*
- d. Other non-christian*
- e. I have no Mother*

Your Father's religion?

- a. No religion*
- b. Roman Catholic*
- c. Other Christian*
- d. Other non-christian*
- e. I have no Father*

Does your Mother attend church meetings?

- a. Never*
- b. Once a Year*
- c. Once a month*
- d. Regularly*
- e. I have no Mother*

Does your Father attend church meetings?

- a. Never*
- b. Once a Year*
- c. Once a month*
- d. Regularly*
- e. I have no Father*

Students completing this survey and, more importantly, secondary school students that are being reached through Christian ministry are still living at home and are under significant influence of their parents. Understanding the educational and religious backgrounds of their homes is absolutely crucial.

The complete survey used in this research can be found in Appendix B.

A Note on Weighting

Research studies such as this will often employ weighting of the final data so that the published results represent a balance that reflects demographic realities. To achieve this, analysts will add multipliers to responses meaning that some respondents will count more than other respondents. It is the opinion of Clarity Research that this provides biased and postentially misleading results. As a result, no data weighting is used in the analysis of this study. Instead actual numbers of demographic segments (such as male and female) are provided for complete transparency and clearer results.

General Results

Sample Distribution

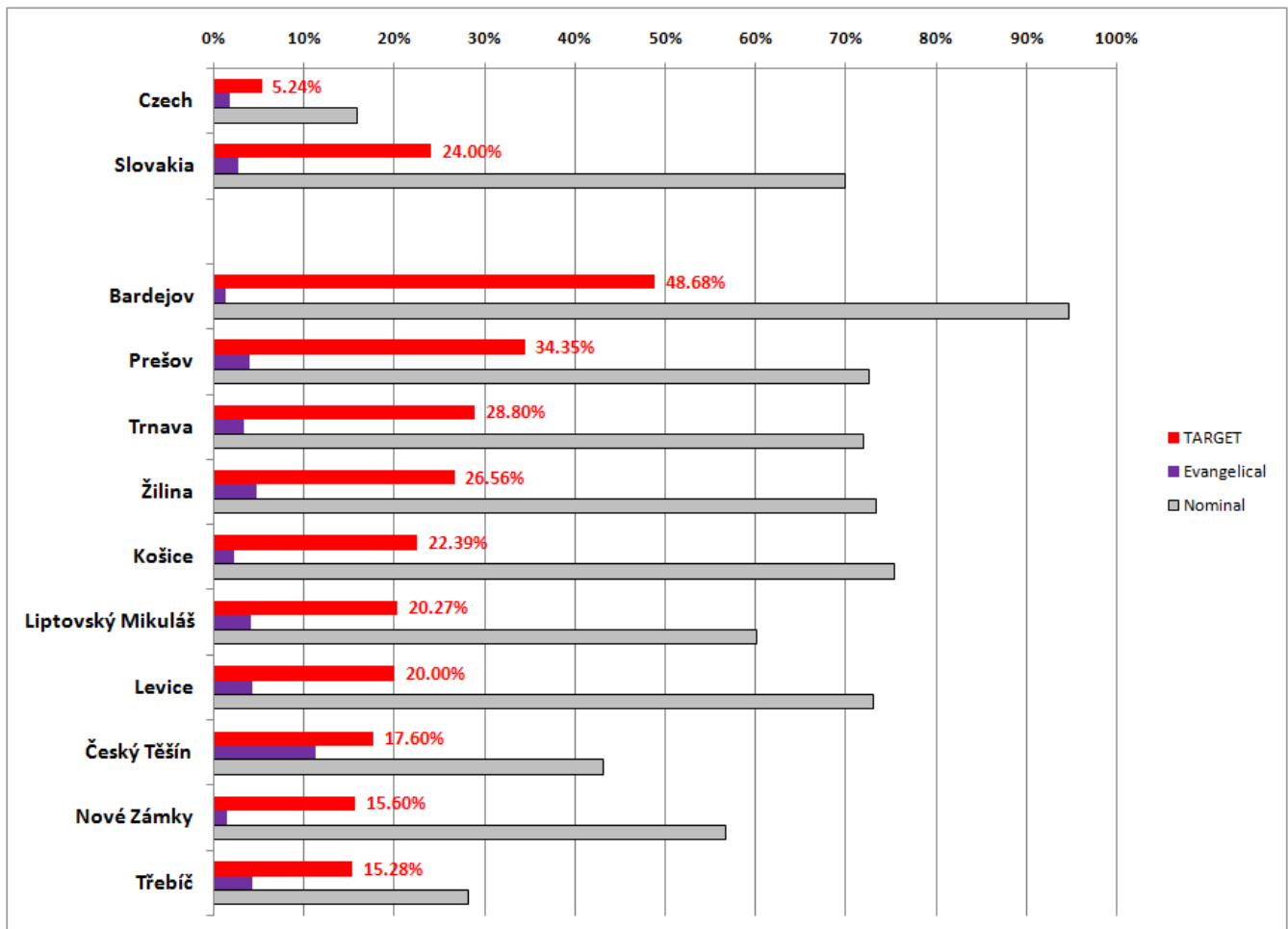
A total of 8290 students completed the survey for this research study: 6911 students in the Czech Republic and 1379 students in Slovakia.

- Male: 43.7% (44.1% in Czech and 41.6% in Slovakia)
- Female: 56.3% (55.9% in Czech and 58.4% in Slovakia)
- Practical Schools: 26.0%
- Gymnasias: 34.7%
- Vocational Schools: 39.3%

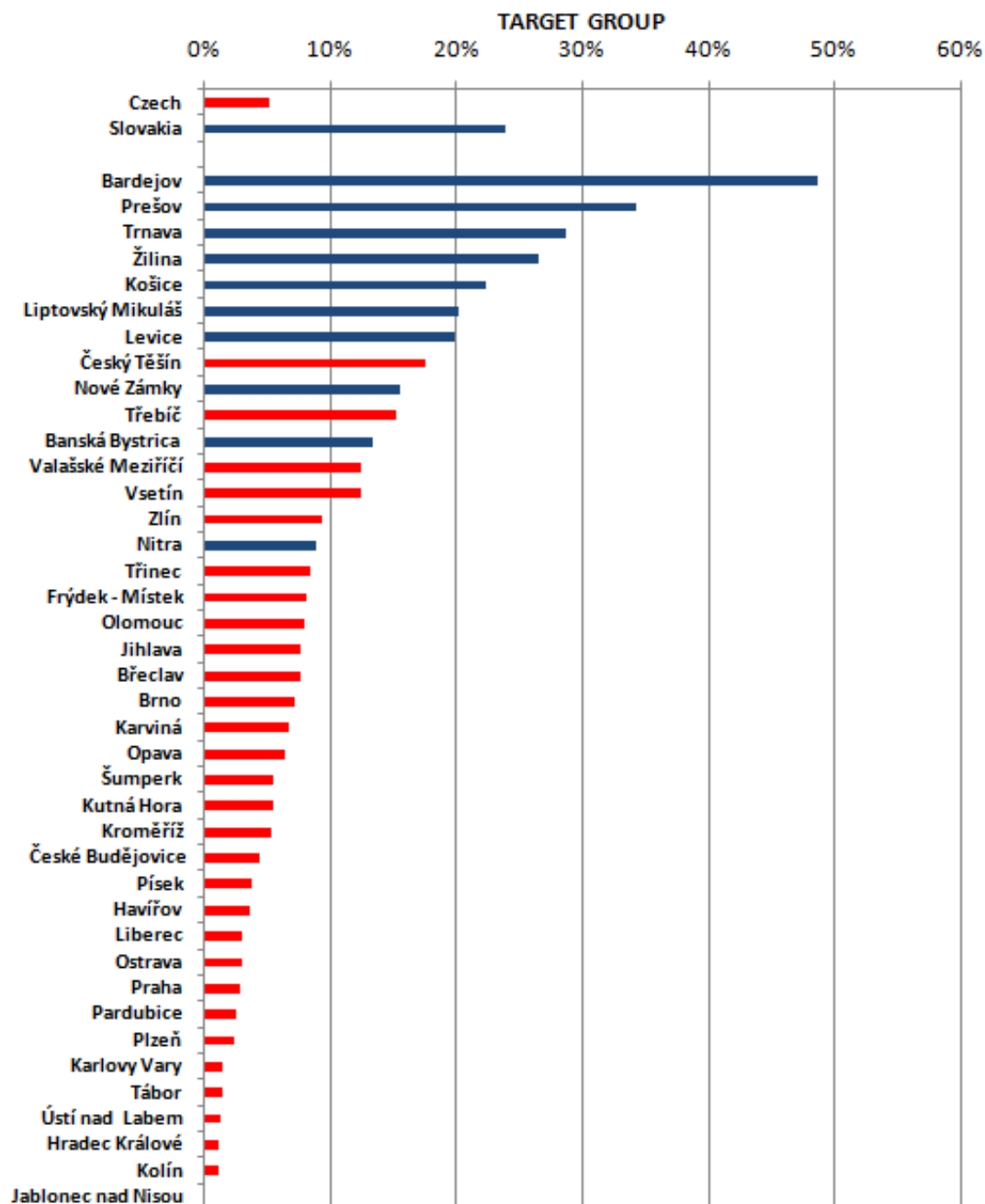
Specific sample numbers and sample segment numbers for each of the cities in this study can be found in the City Results section of the report. This section will focus on the results as they apply to the Czech Republic and Slovakia.

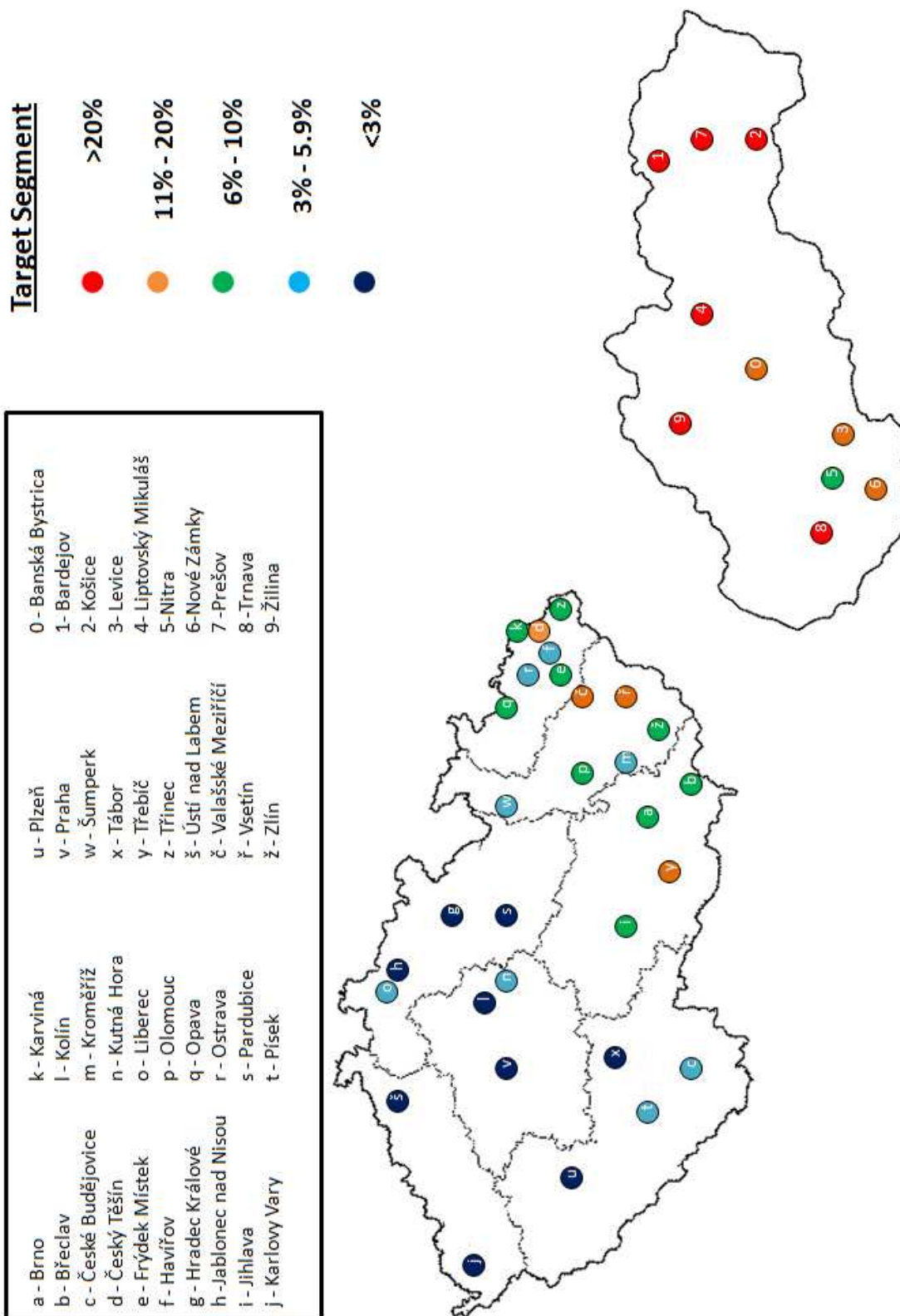
Where to Go

The study indicates that there are notable differences in the distribution of the Target segment between the nations and cities of this study. The portion of the secondary school populations for the Target, Nominal, and Evangelical segments are shown in the table below for the 10 cities with the largest portion of the Target segment. The margin of error for this statistic is 1%.



The table below lists the portion of the Target group for all of the cities considered in this study while the map on the following page shows the geographic dispersion of the Target segment. Interestingly, there is a seeming correlation between longitude and the concentration of the Target segment. In other words, as one travels from east to west one would expect to find a diminishing proportion of the Target segment. While it would be ludicrous to presume causality related to longitude, it is reasonable to presume that this geographic correlation is a likely result of historical and cultural issues. In other words, the concentration of the Target group is highest in Slovakia and diminishes as one considers Silesia, Moravia, and is generally the lowest in Bohemia. A reasonable understanding of this issue would require additional research.





More detailed bar charts of the segment distributions may be found in appendix C and in the city results section of this report.

Target Segment, Nominals, and Evangelicals

The research indicates that nearly a quarter of the student population in Slovakia belongs to the Target segment. This is notable compared to the fact that just over 5% of Czech students belong to this segment. In addition, larger portions of the Slovak student population belong to the Evangelical and Nominal segments. It can be safely generalized that as far as secondary students are concerned, Slovakia is a much more religious nation than the Czech Republic.

Segments	Czech	Slovakia
Target	5.2%	24.0%
Evangelical	1.7%	2.6%
Nominal	15.8%	69.9%

The research also indicates that larger portions of both the Target and Evangelical segments are found in Gymnasia than in Practical schools while the distribution of the Nominal segment matches the general distribution of all students in this study. The strategic implication would be a focus on ministry efforts on Gymnasia.

Schools	Target	Nominal	Evangelical	ALL Students
Practical	22%	28%	21%	26%
Gymnasia	41%	34%	49%	35%
Vocational	37%	38%	30%	39%

Gender	Target	Nominal	Evangelical	ALL Students
Male	37.4%	38.8%	38.5%	43.7%
Female	62.6%	61.2%	61.5%	56.3%

All three segments considered in this study are slightly more female than male. Generally speaking, the female secondary school students are more religious than their male counter-parts.

The religious distribution of each of the three segments considered also varies from the typical distribution found in Slovakia or Czech. In general, a majority of secondary students in the Czech Republic do not identify with any religious affiliation while the majority of students in Slovakia identify themselves as Roman Catholic. A majority of each of the three segments in this study also identify themselves as Roman Catholic. Interestingly, more than 10% of the students in the Evangelical segment would consider themselves to be outside of both the Roman Catholic Church and the Christian church in general. Additional research would need to occur to better understand this peculiarity.

Creed	Target	Nominal	Evangelical	Czech	Slovakia
None	7.5%	0.0%	5.2%	76.7%	25.9%
Roman Catholic Church	73.9%	79.0%	55.5%	13.1%	60.5%
Other Christian	17.9%	21.0%	34.2%	4.7%	12.4%
Other	0.7%	0.0%	5.2%	5.6%	1.2%

Students in both the Czech Republic and Slovakia indicate that the church lacks credibility. When given the option to indicate that the church is a credible institution, only 15% of Slovak students indicated that it was. Less than 10% of

Czech students indicated that the church is a credible institution. A larger portion of respondents from the Target and Nominal segments indicated that the church was credible (39% Target and 24% Nominal) but it was not a majority in either case. Only a majority of the Evangelical segment indicated that the church is credible. But even among this segment it was only indicated as credible by 53% of the students surveyed. The church clearly has a significant credibility problem in these nations.

Most students surveyed indicate that people attend church out of religious obligation, tradition, and to get closer to God. The reason of getting closer to God is strongest amongst both the Target and Evangelical segments.

Reasons Others Attend Church	Target	Nominal	Evangelical	Czech	Slovakia
They are desperate and weak and need a help	26%	30%	26%	38%	39%
They are uneducated and someone fooled them	1%	4%	5%	15%	11%
They fulfill their religious obligation	57%	55%	40%	53%	58%
They use to do it for tradition	39%	43%	37%	47%	57%
They need a fellowship of other people	17%	17%	29%	17%	17%
To get closer to God and reach to salvation	89%	73%	84%	58%	69%

A majority of students in this study both believe in the spiritual world and have had a spiritual experience. These numbers are even more remarkable among the Target and Evangelical segments where nearly two out of every three students in the Target segment and more than four out of five students in the Evangelical segment indicated that they have actually had an experience beyond what is explainable by the physical laws of nature.

The Spiritual World	Target	Nominal	Evangelical	Czech	Slovakia
Believe in it	100.0%	74.6%	93.6%	59.3%	71.4%
Have experienced it	66.8%	60.4%	82.7%	55.8%	61.0%

The religious background of the student's parents closely matches those of the students themselves. A majority of the parents of Czech students do not have a religious affiliation while a majority of the parents of Slovak students are Roman Catholic. In each case, the mothers are more likely to be religious than the fathers.

Parent's Religion	Target		Nominal		Evangelical		Czech		Slovakia	
	Mother	Father	Mother	Father	Mother	Father	Mother	Father	Mother	Father
No religion	7.4%	16.7%	9.9%	18.6%	10.9%	12.2%	70.6%	72.3%	15.2%	19.5%
Roman Catholic	74.6%	63.9%	71.5%	62.7%	49.4%	48.1%	17.1%	13.6%	70.3%	64.9%
Other Christian	16.0%	13.3%	16.0%	12.6%	31.4%	28.2%	7.2%	5.4%	12.8%	10.4%
Other non-Christian	0.6%	0.9%	0.9%	0.9%	2.6%	3.2%	2.0%	1.5%	0.5%	0.9%
I have no Mother/Father	0.7%	3.8%	1.3%	4.4%	5.8%	8.3%	2.2%	5.9%	1.1%	4.1%

This same pattern follows in that a majority of the parents of students in the Target and Nominal segments are Roman Catholic and that about 1/3 of the parents of students in the Evangelical segment belong to another Christian religion.

The most interesting statistic in this table is the unusually high rate of motherlessness and fatherlessness among the students of the Evangelical segment. Correlation and hypotheses of causality could be speculated from these numbers; however, additional research would be required before conclusive statements could be made.

Parent's Church Attendance	Target		Nominal		Evangelical		Czech		Slovakia	
	Mother	Father	Mother	Father	Mother	Father	Mother	Father	Mother	Father
Never	19.2%	29.6%	29.0%	39.9%	9.6%	17.9%	73.7%	75.2%	37.7%	46.9%
Once a Year	21.2%	23.4%	30.2%	27.5%	11.5%	8.3%	14.3%	10.9%	24.1%	23.6%
Once a month	12.6%	7.8%	11.4%	8.3%	10.9%	12.8%	2.7%	2.1%	10.2%	7.9%
Regularly	44.7%	33.0%	27.1%	18.5%	62.2%	51.3%	6.1%	4.7%	26.3%	16.6%

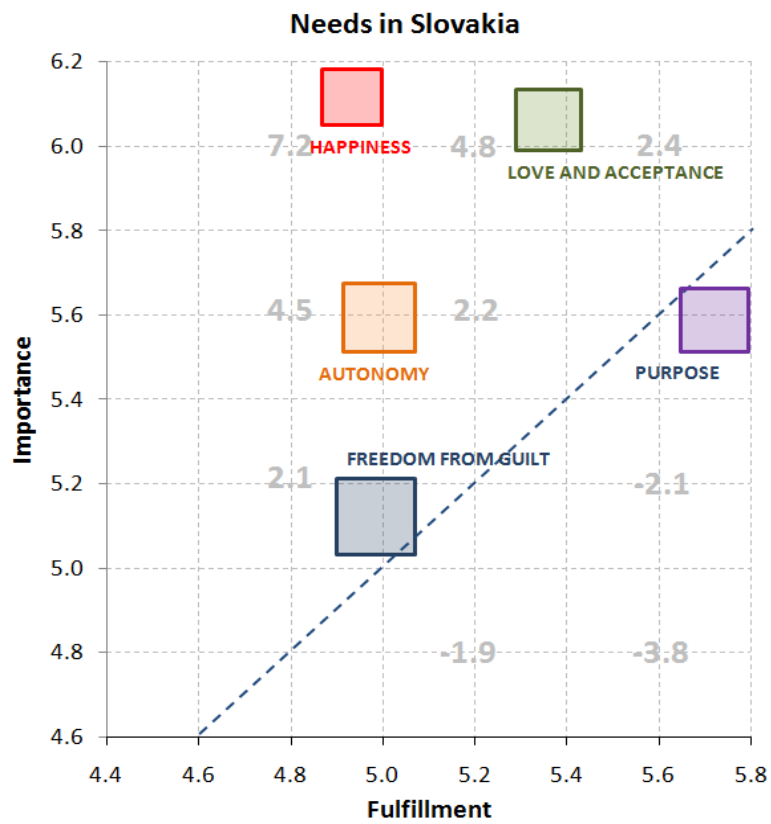
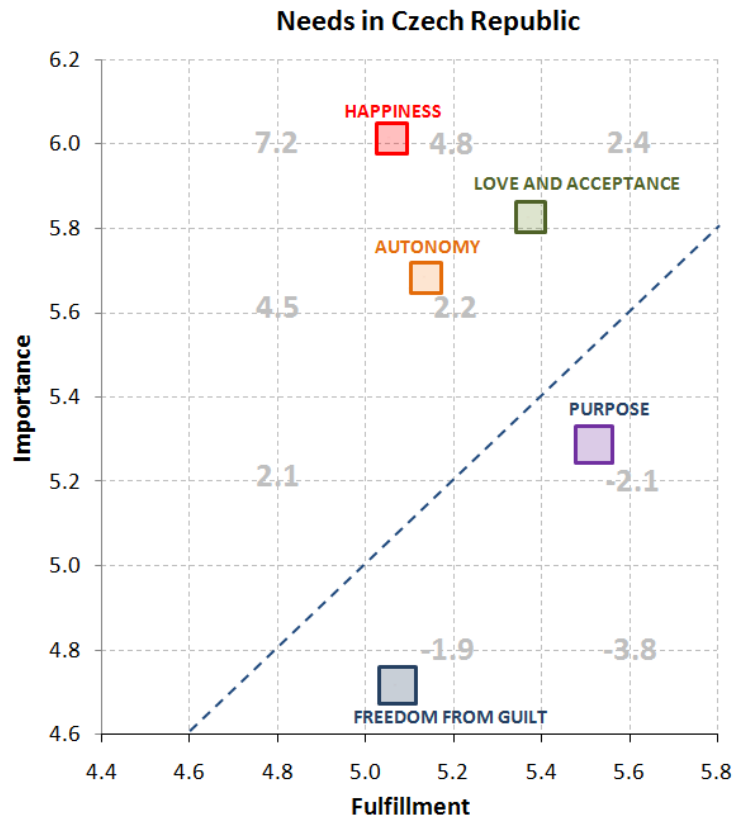
The religious activities of the parents also reflect the outlook of the students in each of the segments in this study. Most Czech parents never attend church while most Slovak parents attend church at least once a year, but probably not regularly. Parents of students in the Nominal segment also behave similarly- attending church at least annually but not regularly. On the other hand, a majority of the mothers of students in the Target segment attend church at least once per month. For parents of students in the Evangelical segment, a majority of both mothers and fathers attend regularly.

How to Go: Fulfilling the Deeper Needs of Students

Significant differences were measured in this study concerning heart needs- their fulfillment, importance, and how they are met. As a result, the hunger values for each of these five needs vary significantly between nations, segments, and genders.

HUNGER	Czech	Slovak	Target	Nominal	Evangelical	Male	Female
Happiness	5.80	7.41	6.90	6.83	3.29	5.17	6.78
Autonomy	3.15	3.58	3.45	3.05	3.04	3.33	3.14
Loved	2.69	4.28	4.69	3.95	3.45	1.37	4.29
Free of Guilt	-1.64	0.53	4.45	1.55	6.45	-2.42	-0.36
Purpose	-1.16	-0.86	-0.08	-0.51	-0.77	-2.12	-0.25

The graphs on the following page demonstrate the fulfillment and importance values for each need in the Czech Republic and in Slovakia. The boxes for each of the needs indicate the upper and lower confidence intervals of fulfillment and importance at 95% confidence. In both cases, the need for happiness is indicated as the most important and least fulfilled need in this study. Autonomy and being loved were also areas of hunger for both nations in general. In the case of Slovakia, freedom from guilt was a more important need and indicates a hunger that does not exist in the Czech Republic. In the case of both nations, a hunger for purpose probably does not generally exist.



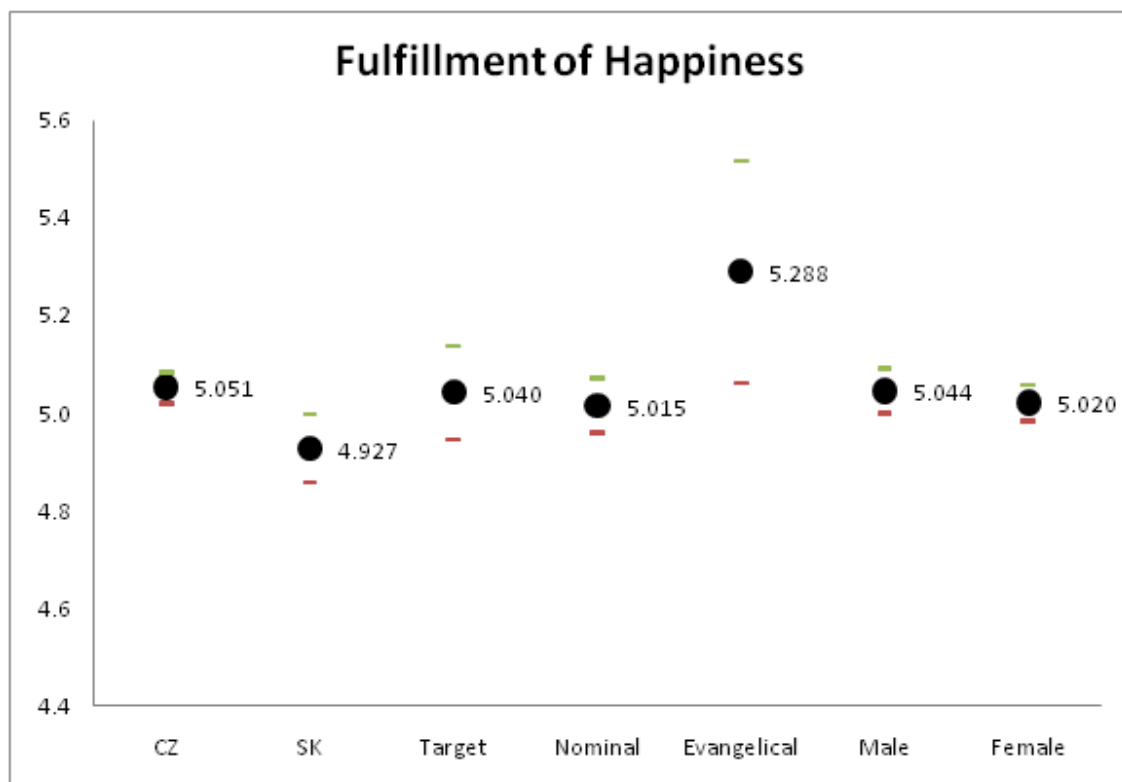
Happiness

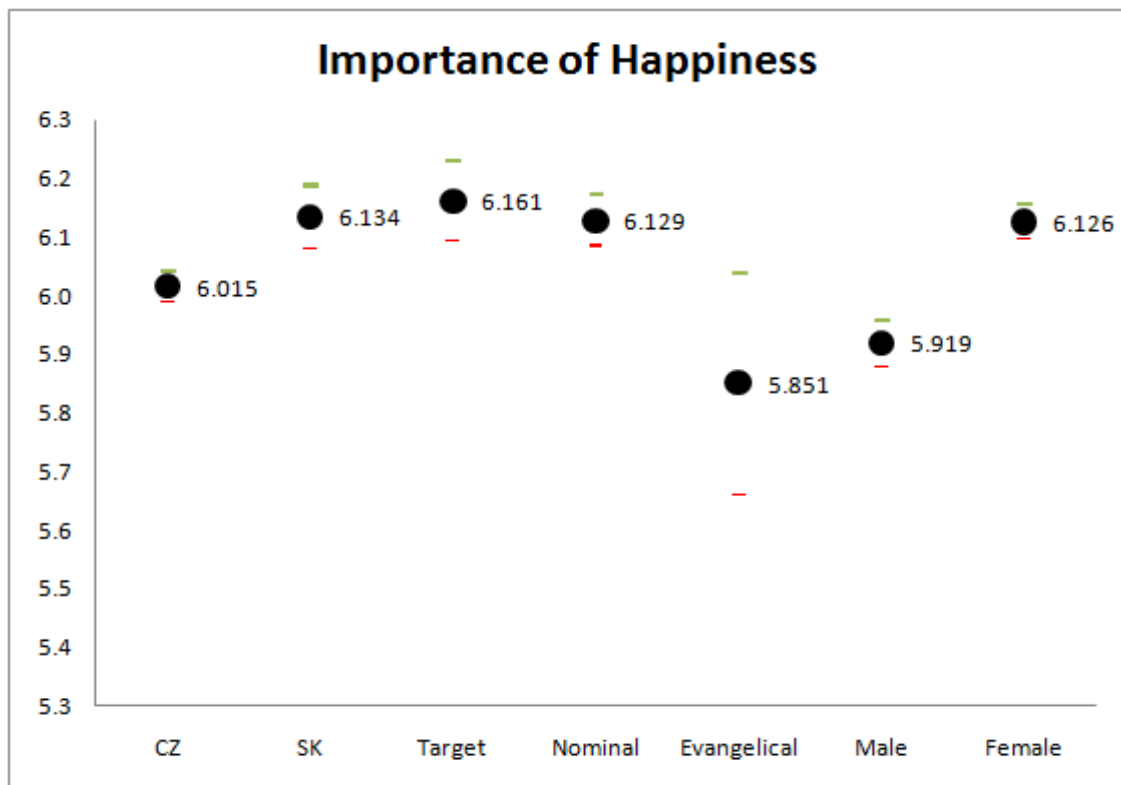
Happiness is the area of greatest hunger measured in this study. The two graphs below show the individual fulfillment and importance scores for happiness by nation, segment, and gender. The actual average value is shown by each data point and the upper confidence limit for each is indicated by a green dash while the lower confidence interval is indicated by a red dash. Observing the range of confidence limits for each data point should facilitate the identification of significant differences between nations, segments, and genders.

Hunger for happiness is significantly higher in Slovakia than in the Czech Republic. The simple reason for this is that the data indicates that the Slovak students are statistically less fulfilled in happiness than Czech student while at the same time they place a statistically higher value on the importance of happiness in their lives.

Though the fulfillment of happiness is higher among the Evangelical segment it is not statistically higher. However, students from the Targets and Nominal segments rank personal happiness as statistically more important than their Evangelical counterpart and even more so than Czech students in general. As a result, it can be concluded that the hunger for happiness is greater among the Target segment and Nominals when compared to their Evangelical counterparts.

Male and female students indicated similar fulfillment of happiness in this study. However, female students rank the importance of personal happiness much higher than their male counterparts. As a result, the hunger for personal happiness is statistically higher among females when compared to males.





This study asks the respondents to indicate what they look to to fulfill their need for happiness- ranking them first, second, and third most important. The study finds that students look primarily to their family and then their friends as their first and second choices to fulfill their needs for happiness. Boyfriends and girlfriends are key among numerous third options for meeting the need for happiness. Looking to God to fulfill happiness was rarely chosen by the students taking the survey.

It is interesting to note that students look primarily to their most personal human relationships to fulfill the need for happiness. The fact that God does not fall in the same category as parents and friends may indicate a deeper belief that God is truly impersonal and cannot be related to in the same sense as a father, mother, friend, or lover.

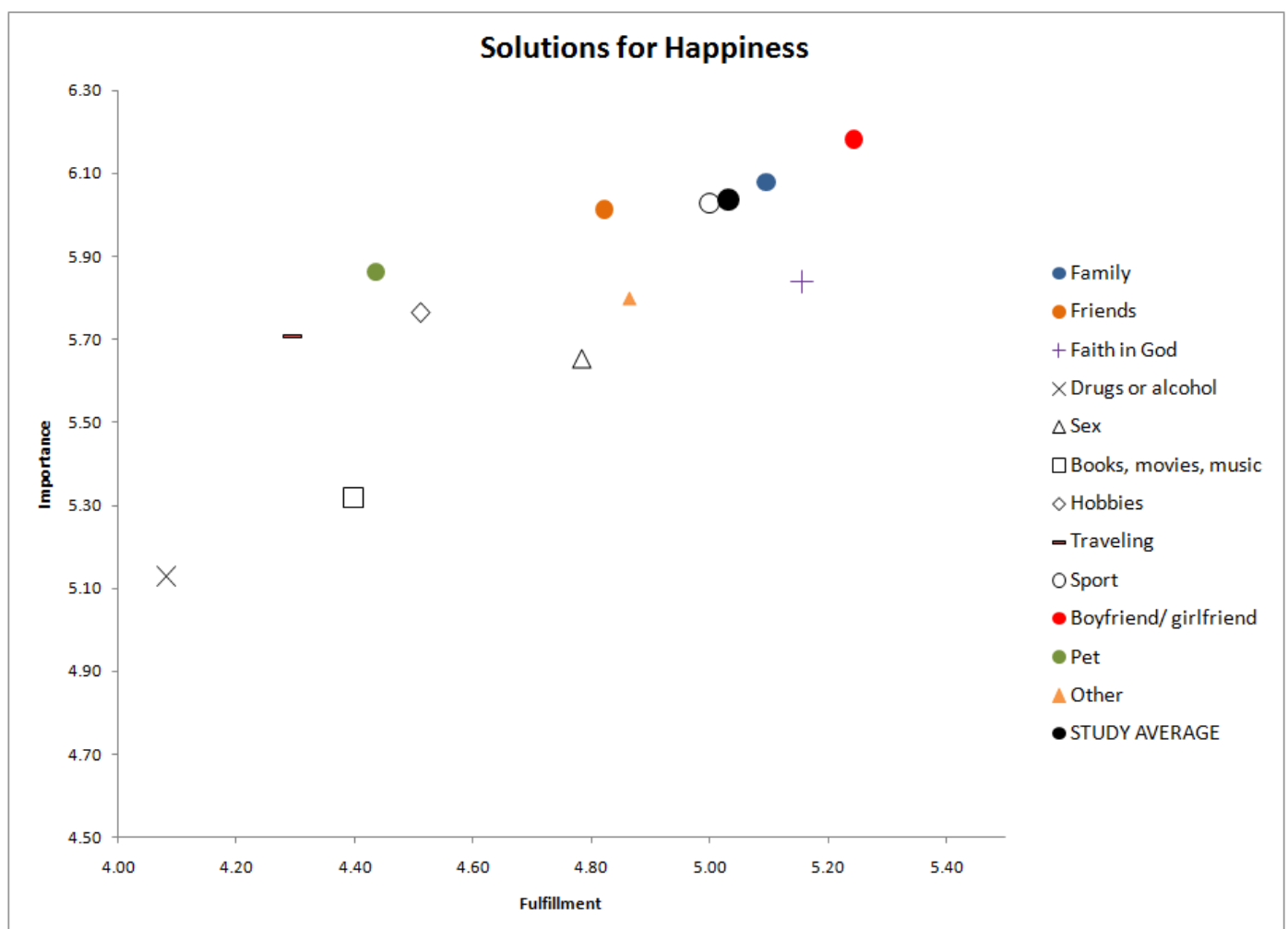
The following charts show the frequency of each solution for happiness as a first, second, or third choice.



There are noticeable differences in effectiveness for each of the solutions in meeting the need for happiness. The graph below illustrates the relative scores for fulfillment and importance provided by students who indicated each solution as the primary source for fulfilling this need. In other words, students who indicated that family was the primary source for fulfilling this need gave an average fulfillment score of 5.1 and an average importance score of 6.1.

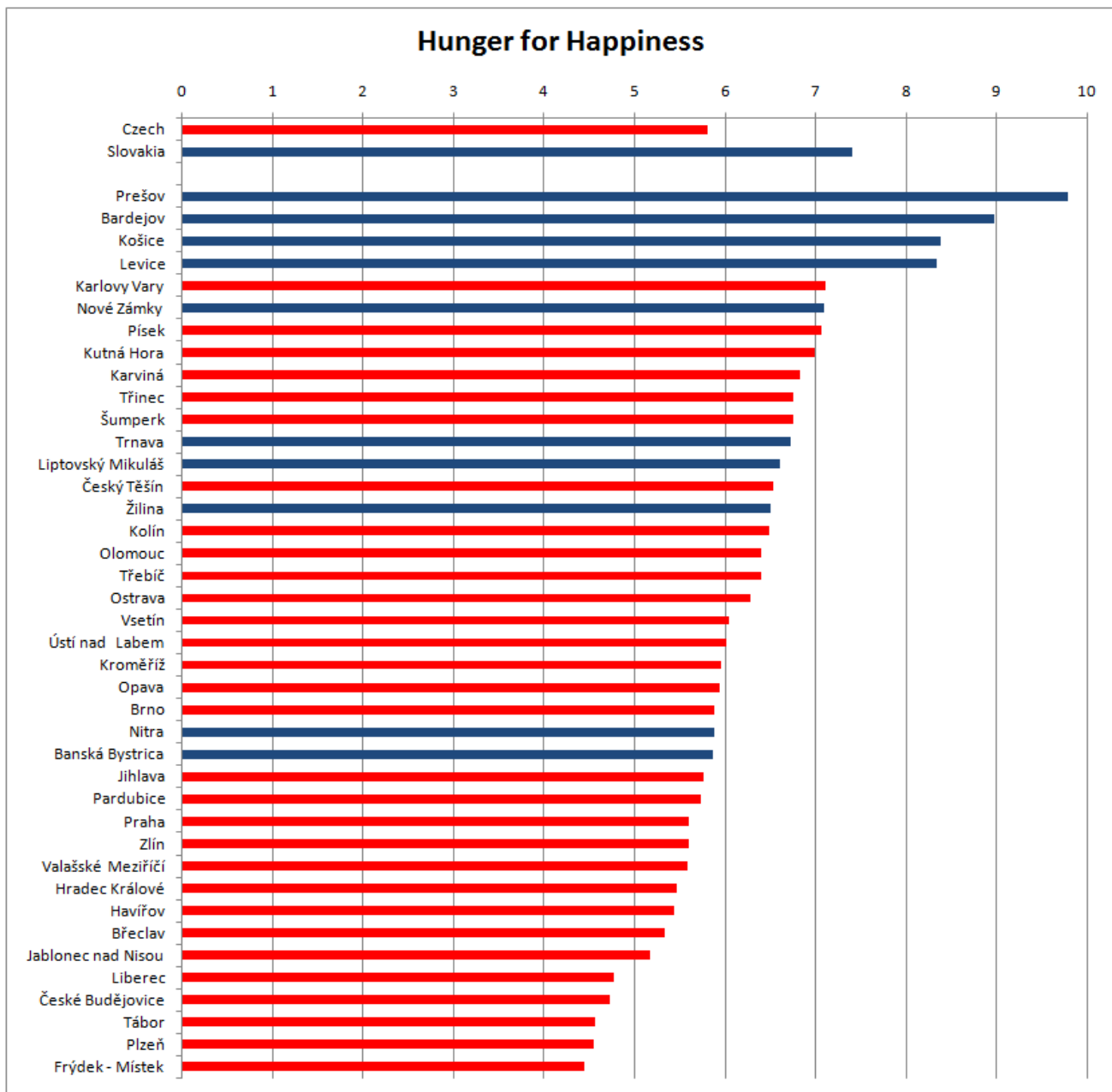
When considering the data in this light, it is interesting to note that students looking to God are among the most fulfilled in terms of happiness- similar to students choosing family and their boyfriends/girlfriends. A key difference is that those looking to God to fulfill this need find its fulfillment less important than typical students in this study.

Students that seek their primary fulfillment of happiness outside of close personal relationships are consistently less fulfilled. This is most notable with students that seek happiness in drugs and alcohol. The low scores for fulfillment and importance indicates a high degree of indifference among this group.

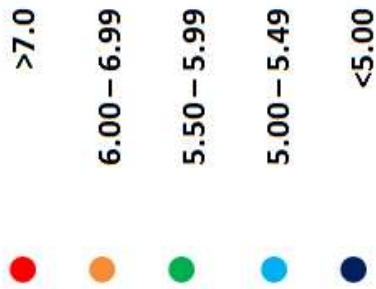


In terms of geographic dispersion on the need for happiness, there appears to be two groups of cities that express a higher hunger for happiness. The first group has the cities of eastern Slovakia: Prešov, Bardejov, and Košice. The second group is in southern Slovakia: Levice and Nové Zámky. Two cities of interest that seem to lie well outside of this pattern are Karolvy Vary and Písek in Bohemia.

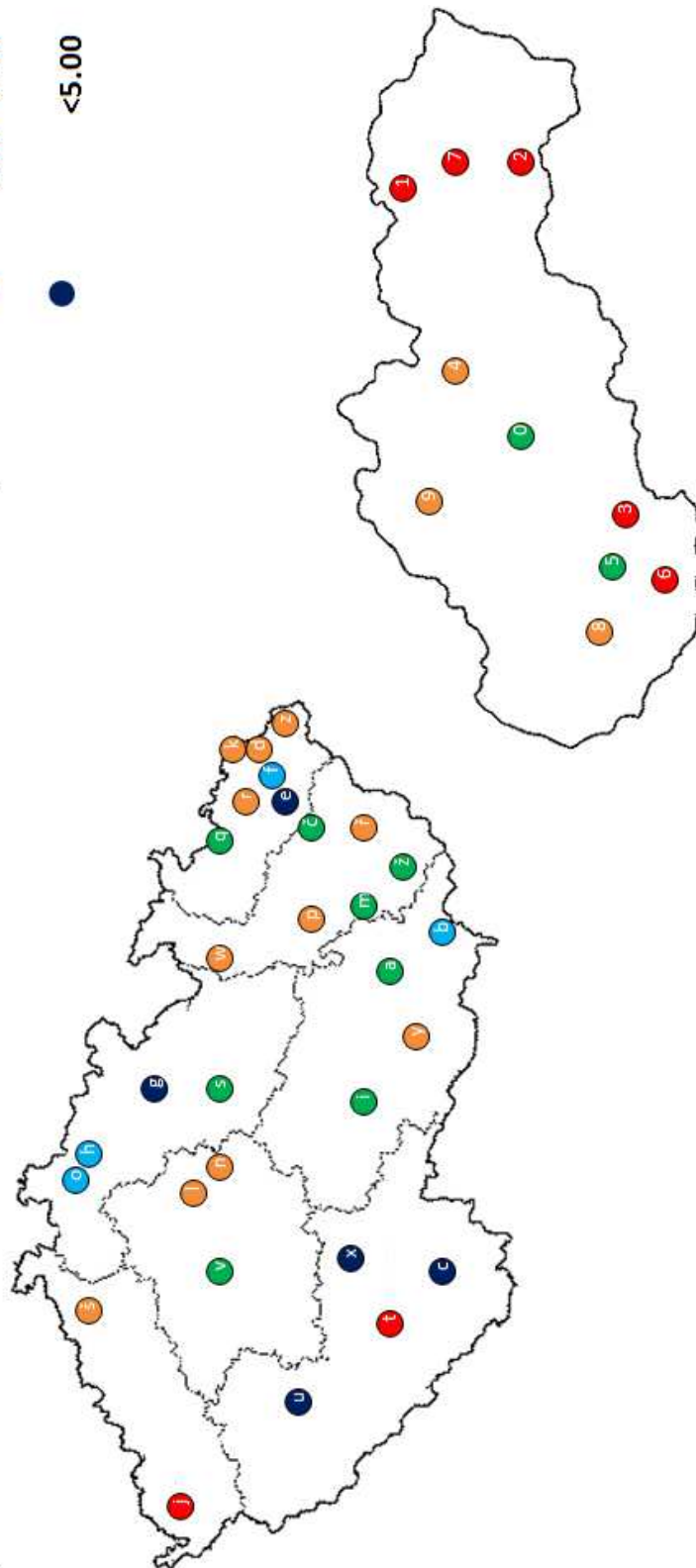
The chart below lists the hunger scores for each nation and city considered in this study. The following page has a map that shows the geographic dispersion of the hunger scores for happiness.



HUNGER FOR HAPPINESS



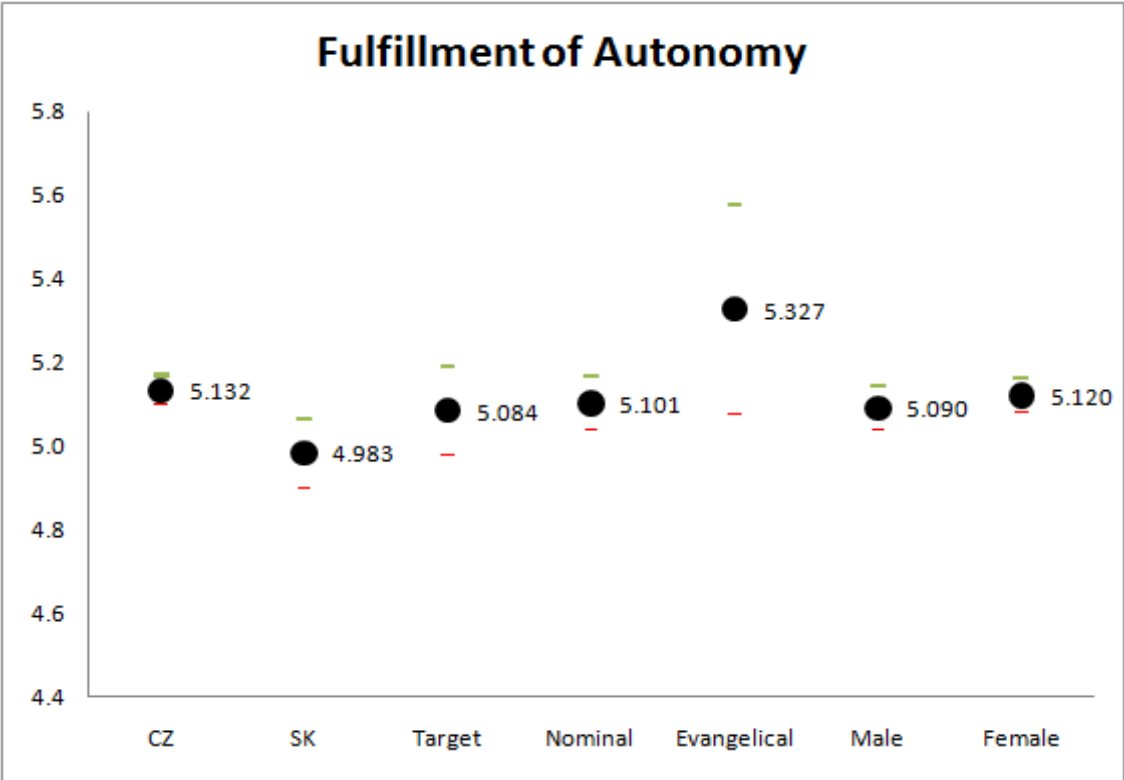
a - Brno	k - Karviná	u - Plzeň	0 - Banská Bystrica
b - Břeclav	l - Kolín	v - Praha	1 - Bardejov
c - České Budějovice	m - Kroměříž	w - Šumperk	2 - Košice
d - Český Těšín	n - Kutná Hora	x - Tábor	3 - Levice
e - Frýdek Místek	o - Liberec	y - Třebíč	4 - Liptovský Mikuláš
f - Havířov	p - Olomouc	z - Třinec	5 - Nitra
g - Hradec Králové	q - Opava	ž - Ústí nad Labem	6 - Nové Zámky
h - Jablonec nad Nisou	r - Ostrava	č - Valašské Meziříčí	7 - Prešov
i - Jihlava	s - Pardubice	ř - Vsetín	8 - Trnava
j - Karlovy Vary	t - Písek	ž - Zlín	9 - Žilina

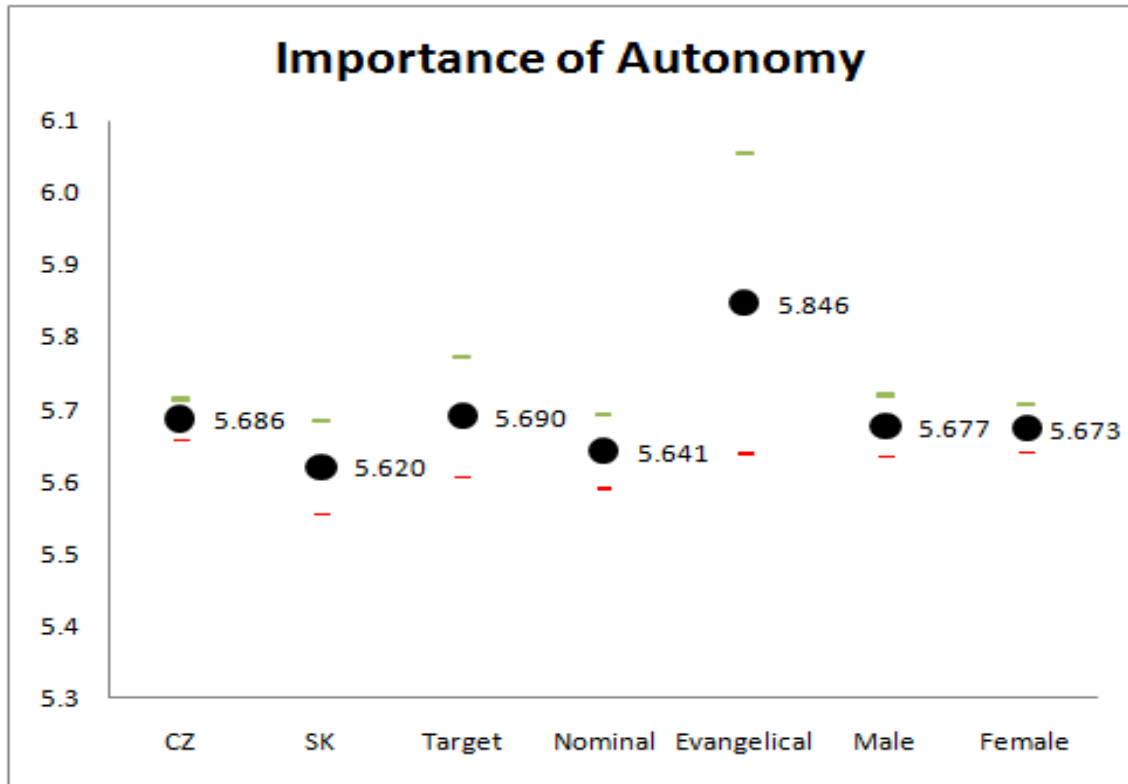


Autonomy

The need for personal freedom – autonomy- is an area of hunger for students in both the Czech Republic and Slovakia. The graphs below show the individual fulfillment and importance scores for autonomy by nation, segment, and gender. The actual average value is shown by each data point and the upper confidence limit for each is indicated by a green dash while the lower confidence interval is indicated by a red dash. Observing the range of confidence limits for each data point should facilitate the identification of significant differences between nations, segments, and genders.

The hunger for autonomy is greater in Slovakia compared to the Czech Republic. While the importance for autonomy is similar between the two nations, the fulfillment of autonomy in Slovakia is statistically lower. The hunger for autonomy between the segments and genders is similar with statistically equivalent scores for fulfillment and importance.

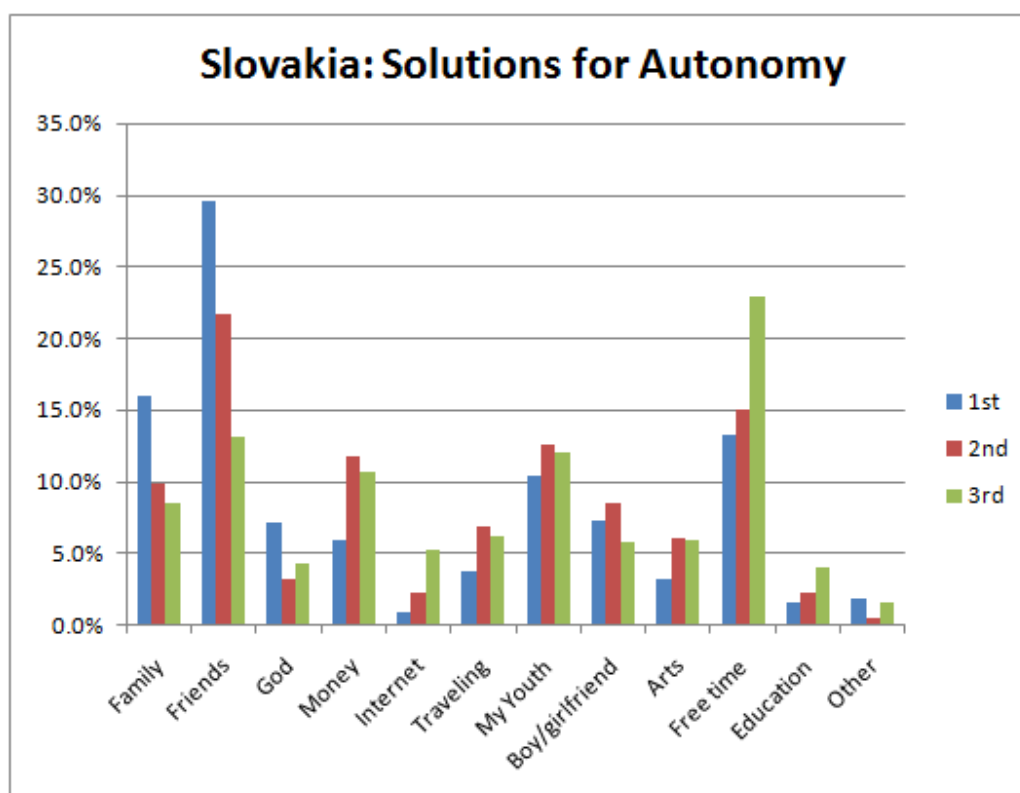
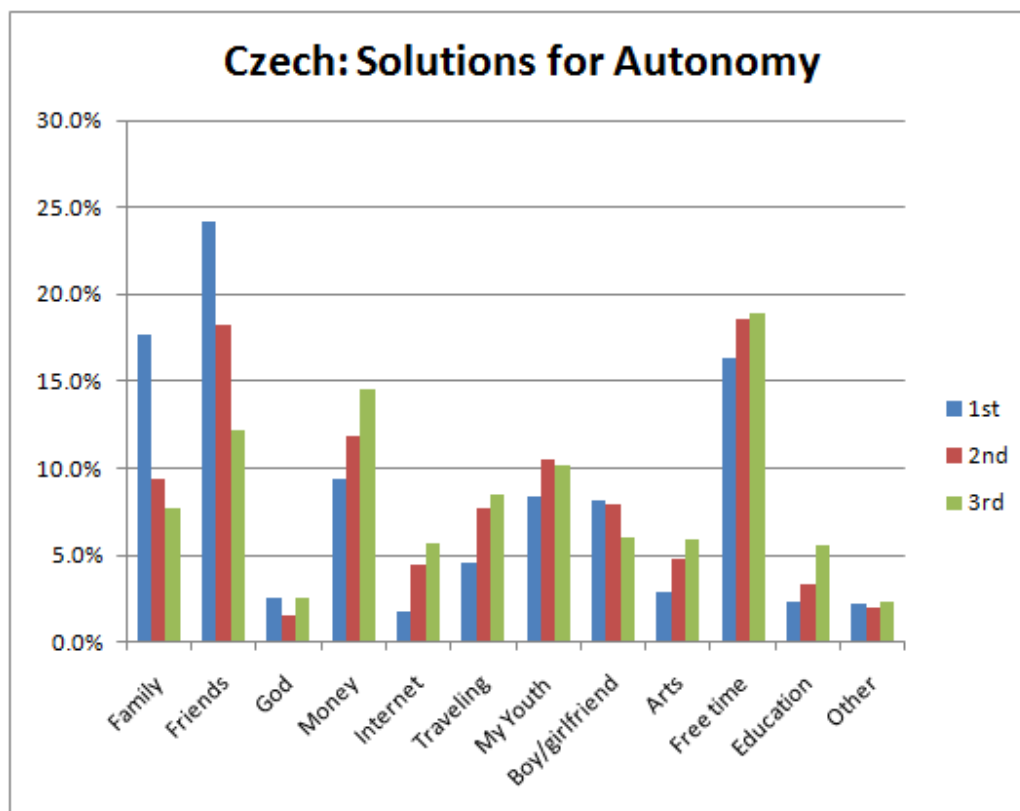




This study asks the respondents to indicate what they look to to fulfill their need for autonomy- ranking them first, second, and third most important in meeting this need. The study finds that students look primarily to their friends and family as primary solutions for autonomy. Common secondary and tertiary sources of autonomy are friends, free-time, money, and their youth.

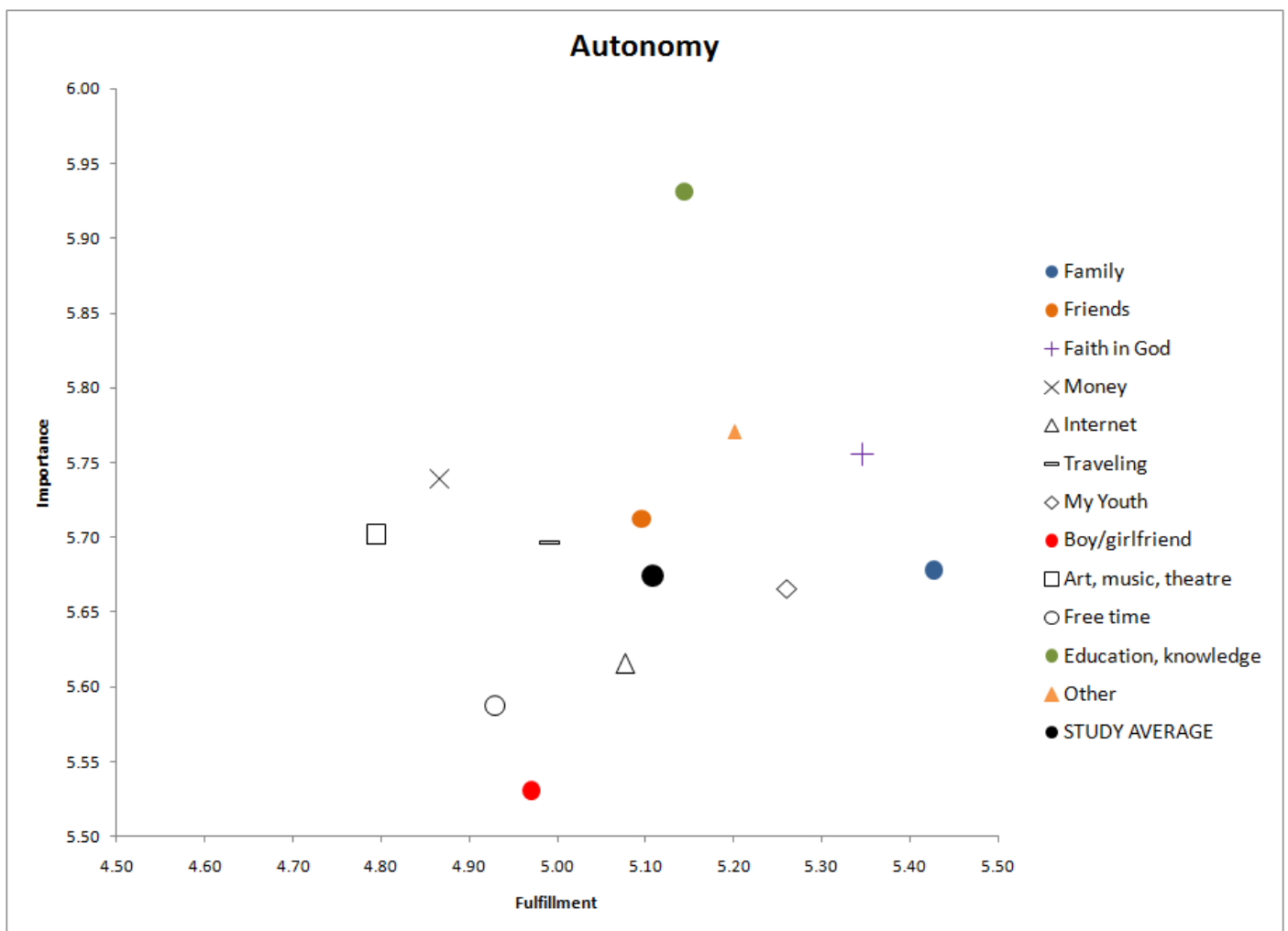
Secondary school students are often in years of transition. While they commonly look to parents to fulfill some key needs such as happiness, they are looking to relationships outside of the nuclear family and to empowering solutions such as money and free-time that could enhance differentiation from parents. Further research would be needed to gain a deeper understanding of this hypothesis.

The following charts show the frequency of each solution for happiness as a first, second, or third choice.

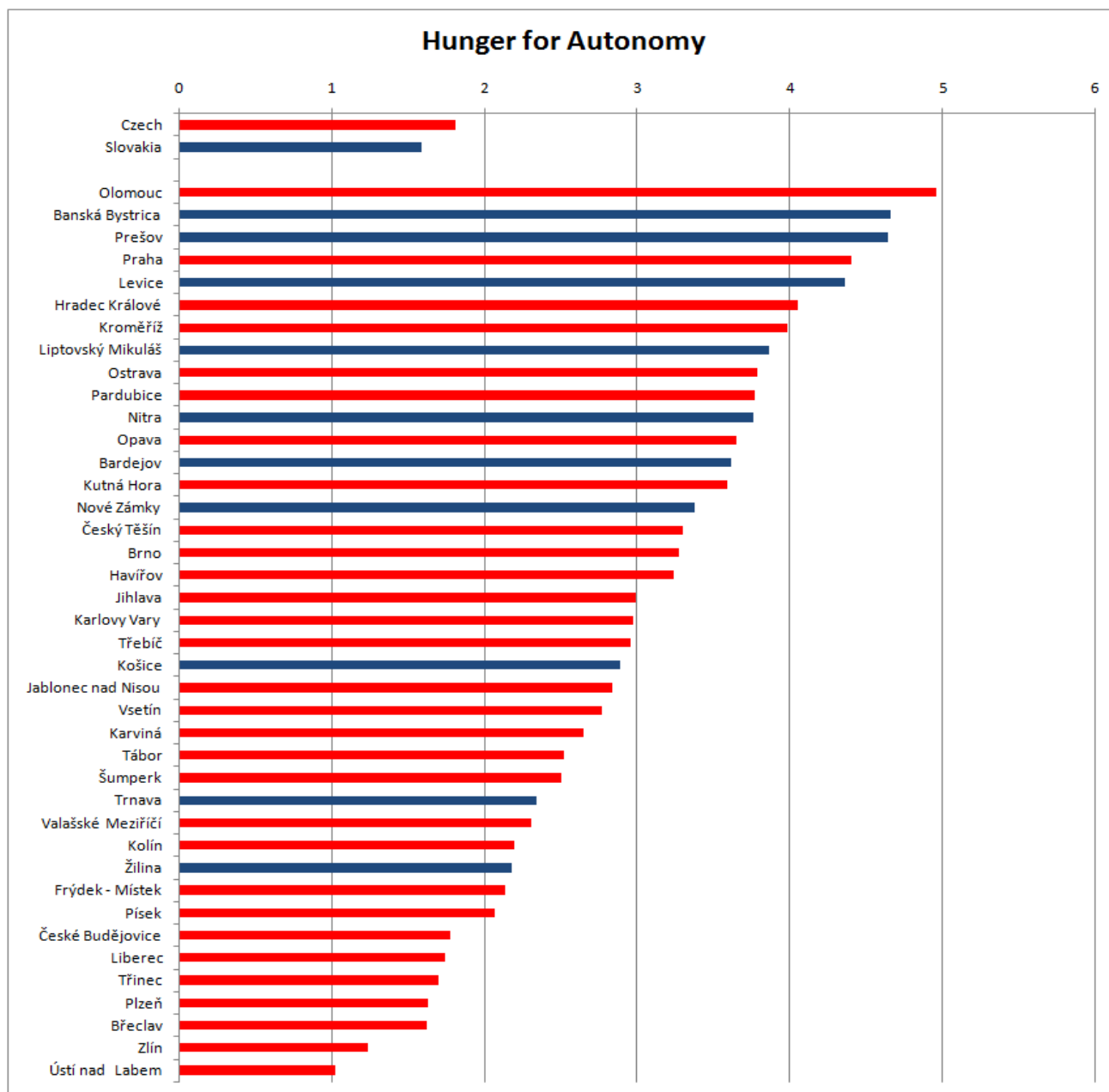


There are noticeable differences in effectiveness for each of the solutions in meeting the need for autonomy. The graph below illustrates the relative scores for fulfillment and importance provided by students who indicated each solution as the primary source for fulfilling this need.

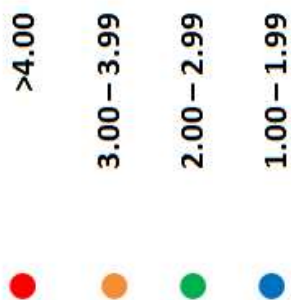
When considering the data in this light, it is interesting to note that students looking to family and God are among the most fulfilled in terms of autonomy. This seems counter-intuitive and certainly merits further explanation. Students that look to knowledge and education to fulfill their need for autonomy consider personal freedom much more important than other students while students looking to their boyfriends and girlfriends find autonomy much less important. Students that look to money and the arts to fulfill their need for autonomy are among the least fulfilled in this area.



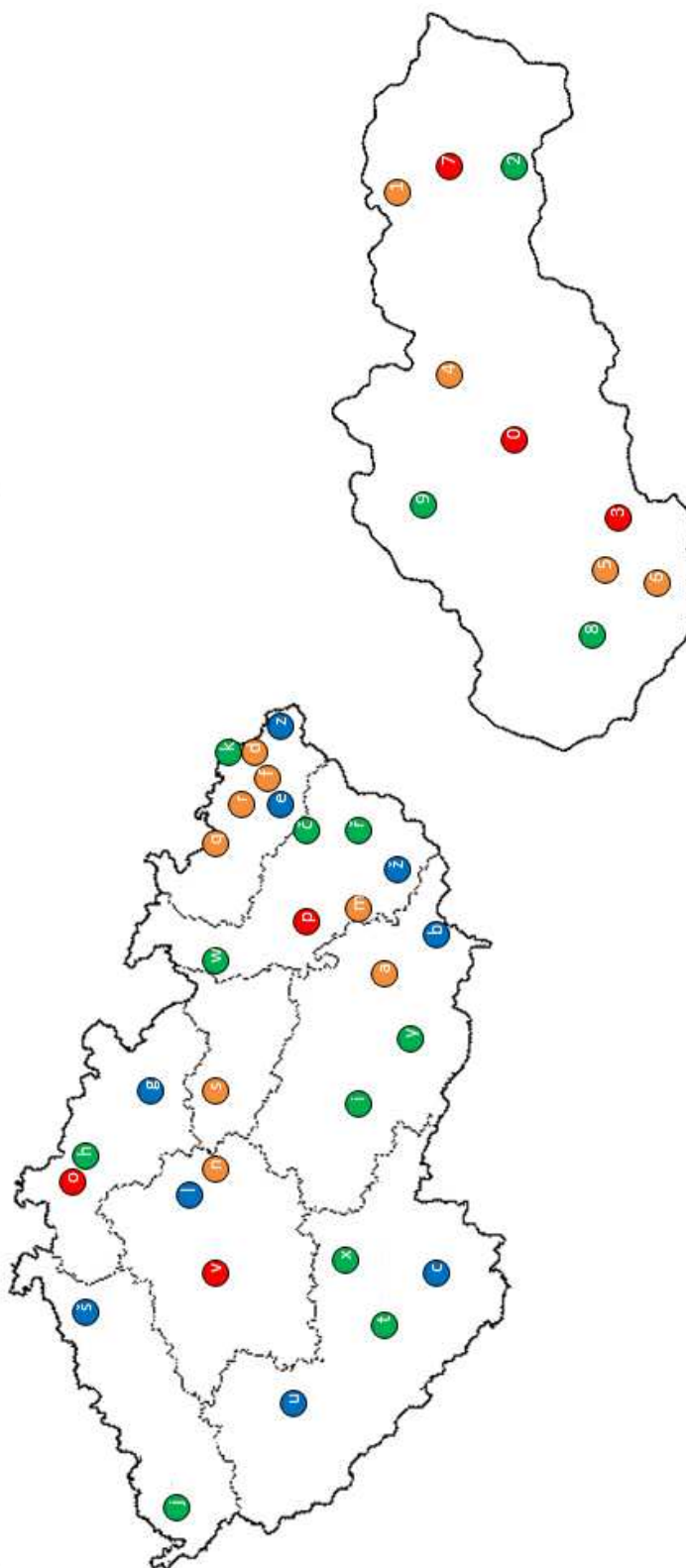
There are no obvious patterns for the geographic dispersion for the need of personal freedom. The chart below lists the hunger scores for each nation and city considered in this study. The following page has a map that shows the geographic dispersion of the hunger scores for autonomy.



HUNGER FOR AUTOMONY



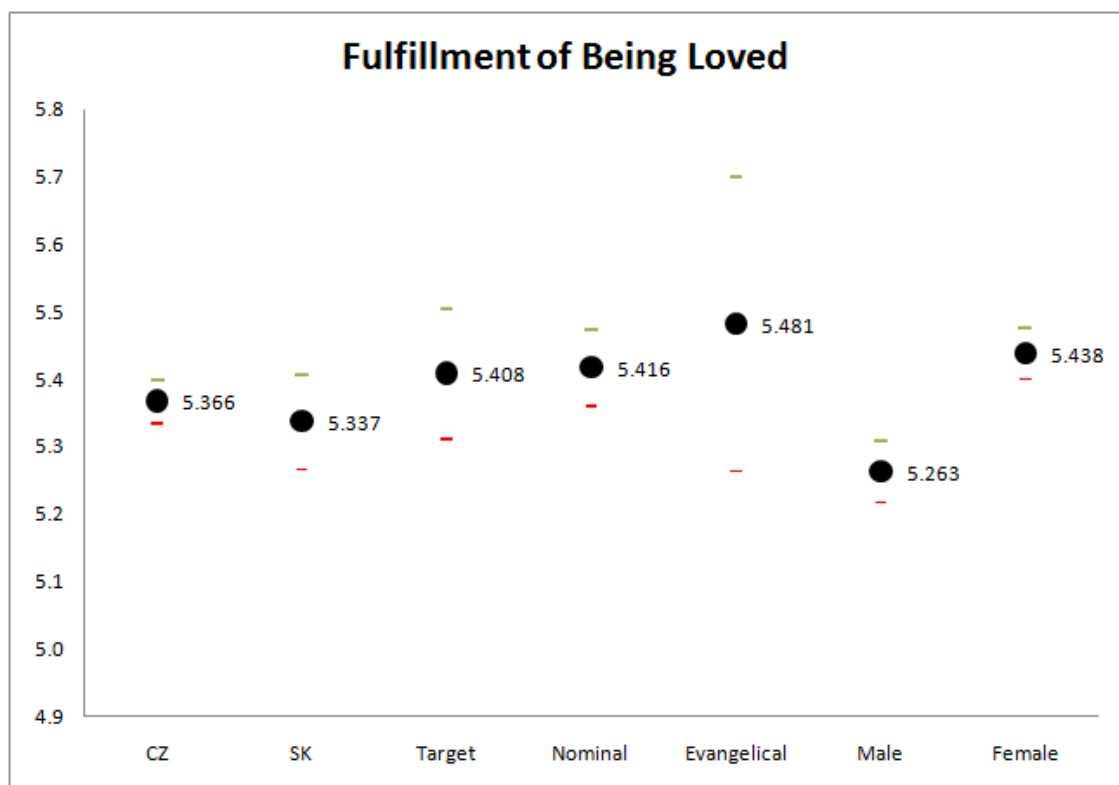
a - Brno	k - Karviná	0 - Banská Bystrica
b - Břeclav	l - Kolín	1 - Bardejov
c - České Budějovice	m - Kroměříž	2 - Košice
d - Český Těšín	n - Kutná Hora	3 - Levice
e - Frýdek Místek	o - Liberec	4 - Liptovský Mikuláš
f - Havířov	p - Olomouc	5 - Nitra
g - Hradec Králové	q - Opava	6 - Nové Zámky
h - Jablonec nad Nisou	r - Ostrava	7 - Prešov
i - Jihlava	s - Pardubice	8 - Trnava
j - Karlovy Vary	t - Písek	9 - Žilina
	u - Plzeň	
	v - Praha	
	w - Šumperk	
	x - Tábor	
	y - Třebíč	
	z - Třinec	
	ž - Ústí nad Labem	
	č - Valašské Meziříčí	
	ř - Vsetín	
	ž - Zlín	

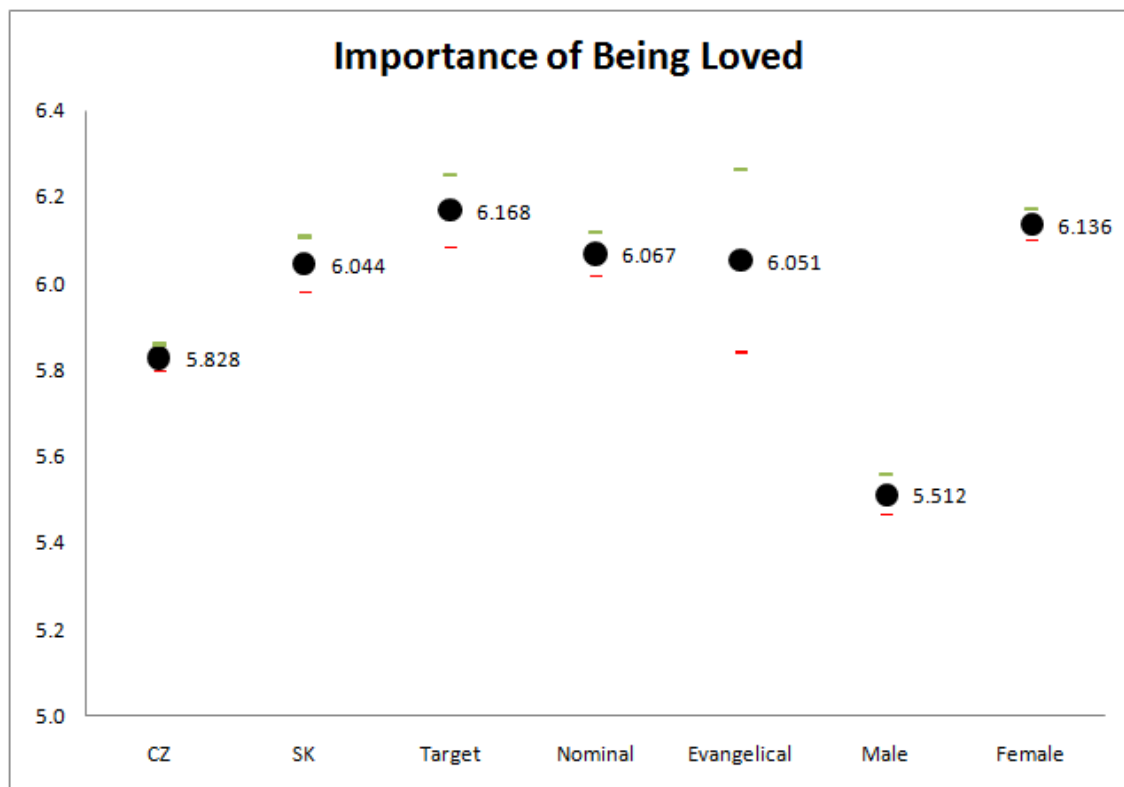


Love and Acceptance

The need for love and acceptance is also a notable hunger in this study- even more so among students in Slovakia. The graphs below show the individual fulfillment and importance scores for being loved by nation, segment, and gender. The actual average value is shown by each data point and the upper confidence limit for each is indicated by a green dash while the lower confidence interval is indicated by a red dash. Observing the range of confidence limits for each data point should facilitate the identification of significant differences between nations, segments, and genders.

The hunger for being loved is much greater among secondary school students in Slovakia than in the Czech Republic since being loved is statistically more important to these students. The hunger for being loved is also notably greater among female students compared to male students. Female respondents in this survey indicate that being loved is more important and that this need is more fulfilled compared to their male colleagues. It can be generalized that males are more indifferent to being loved- autonomy is much more important to them. There are no notable differences in the need to be loved between the Target segment, Nominals, and Evangelicals.

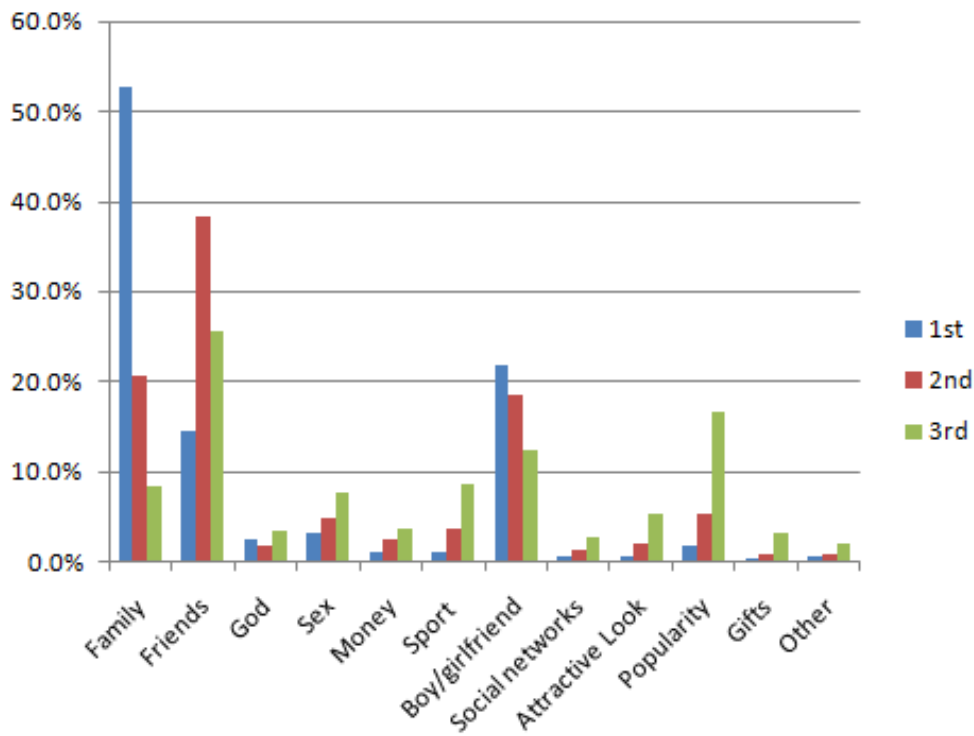




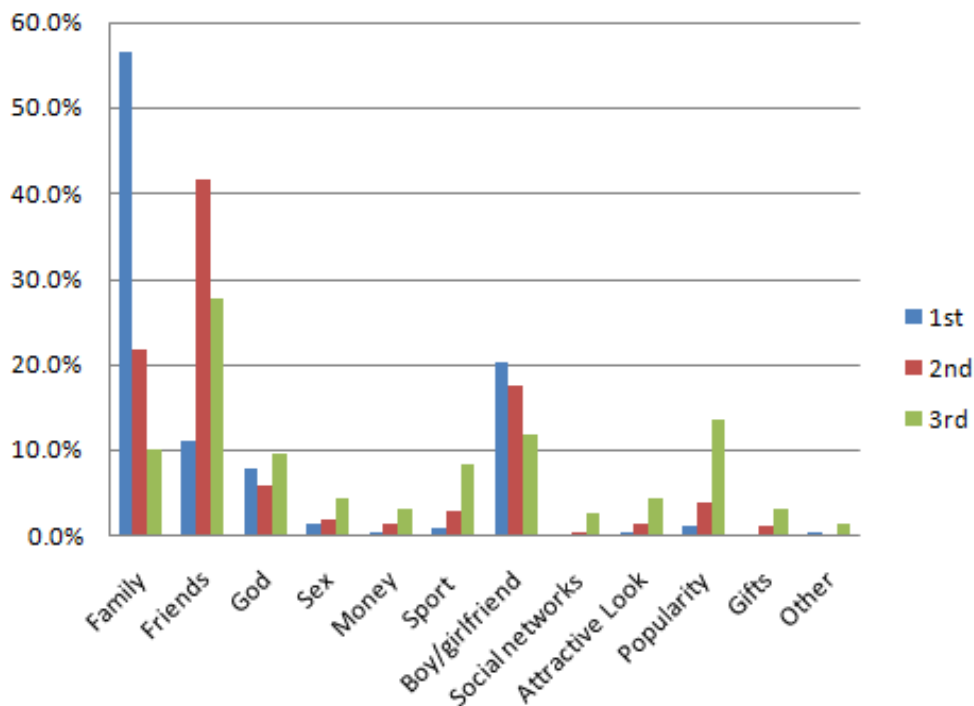
This study asks the respondents to indicate what they look to to fulfill their need for being loved- ranking them first, second, and third most important in meeting this need. The study finds that students look to their family as a primary solution to this need. Common secondary and tertiary sources for being loved are friends, boyfriends and girlfriends, and popularity. Finding love and acceptance from God is not common among secondary school students.

The following charts show the frequency of each solution for happiness as a first, second, or third choice.

Czech: Solutions for Being Loved

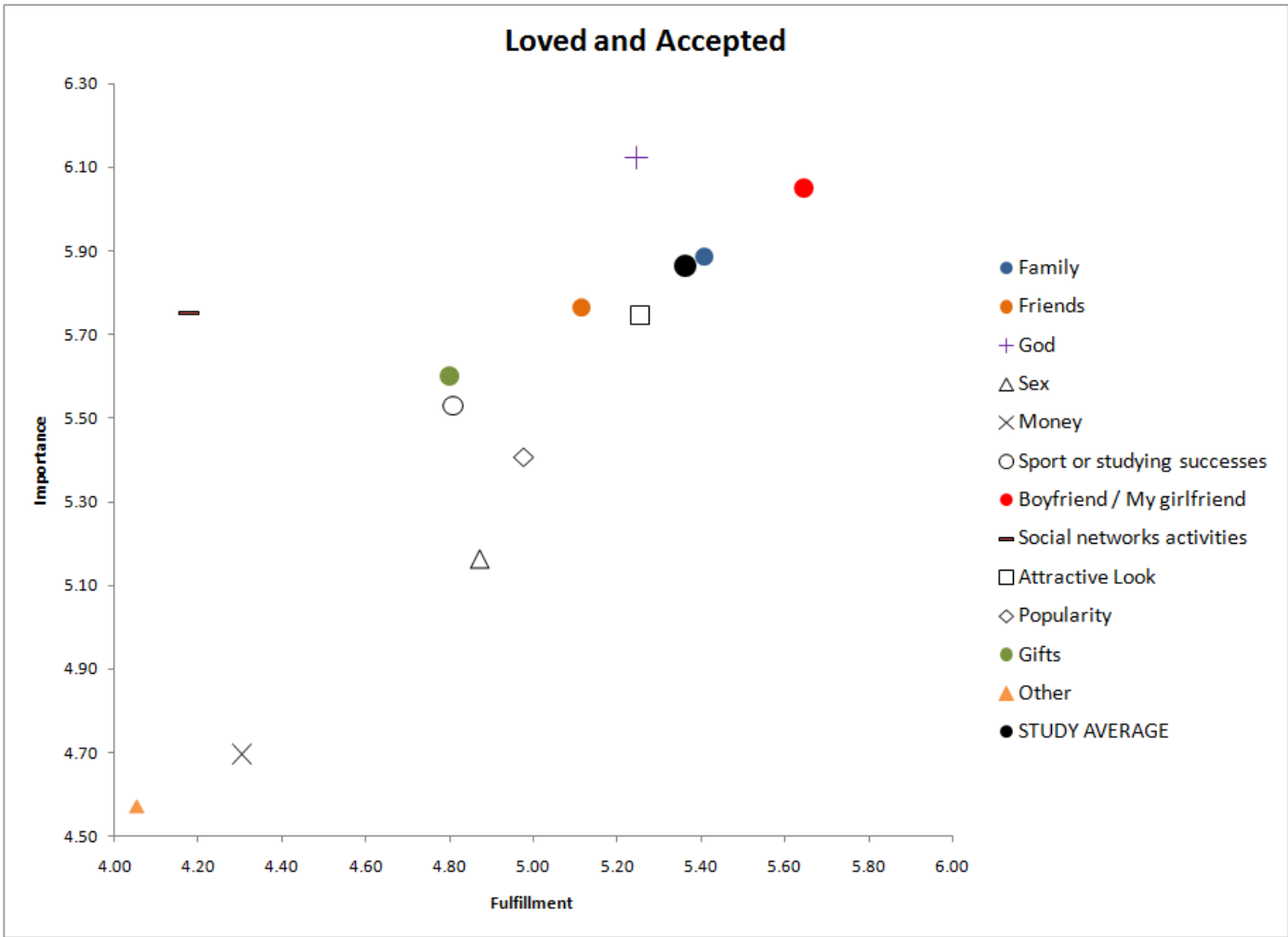


Slovakia: Solutions for Being Loved

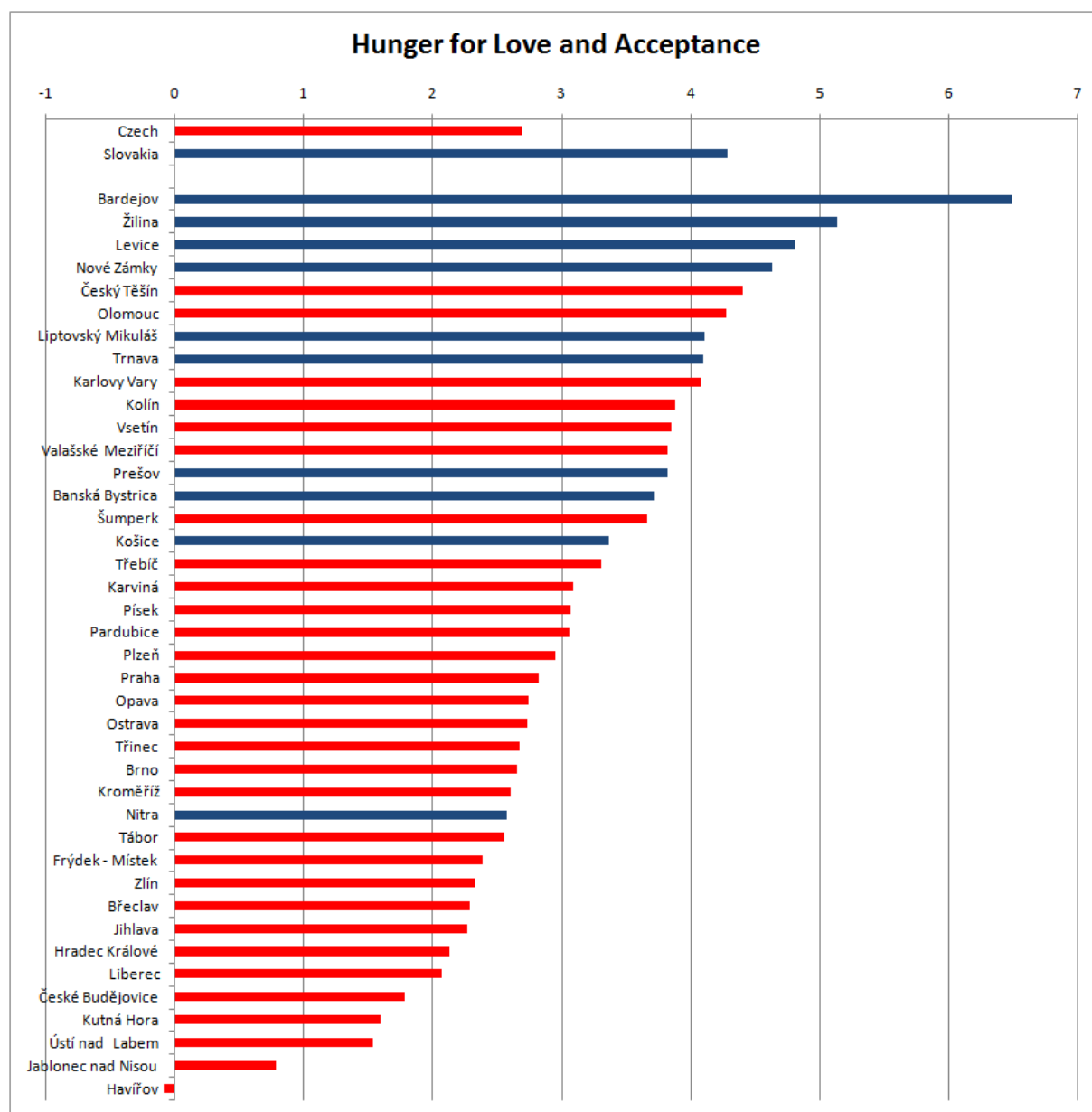


There are noticeable differences in effectiveness for each of the solutions in meeting the need for being loved. The graph below illustrates the relative scores for fulfillment and importance provided by students who indicated each solution as the primary source for fulfilling this need.

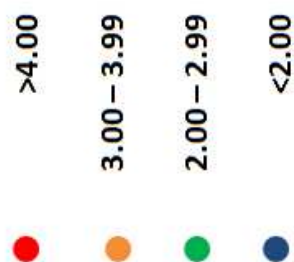
It is interesting to note that students looking to family and boyfriends/girlfriends feel the most loved and accepted. Students who look to God have a typical sense of feeling loved and accepted; however, they consider this need more importance than students that look to other sources for fulfillment. Students seeking love and acceptance from social networking activities rank it as a very high need while they are among the least fulfilled: this group is hungry for love and acceptance. It is important to note that students looking to sex and money as a source of love and acceptance are the most indifferent to this need- it is less important to them and the indicate that they are less fulfilled.



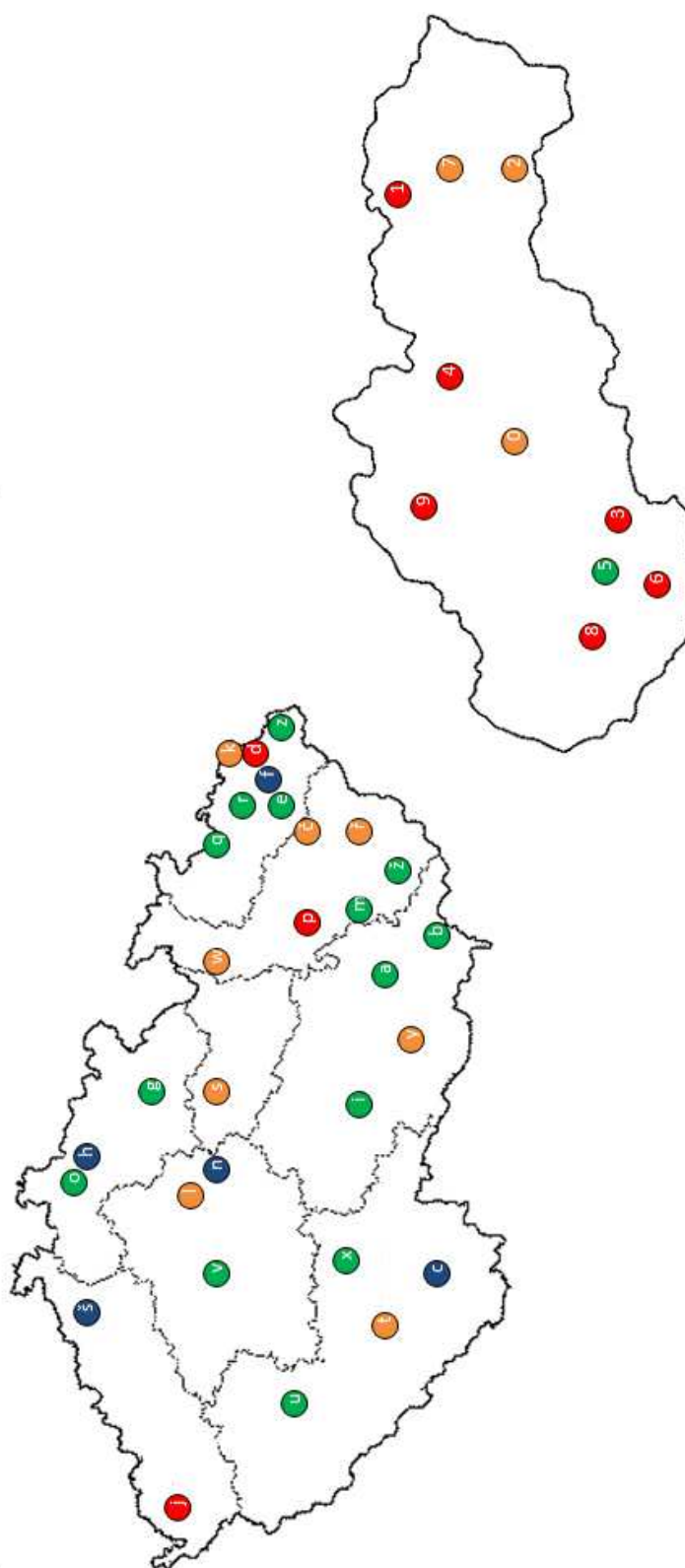
There are no obvious patterns for the geographic dispersion for the need of love and acceptance. The chart below lists the hunger scores for each nation and city considered in this study. The following page has a map that shows the geographic dispersion of the hunger scores for being loved.



HUNGER TO BE LOVED



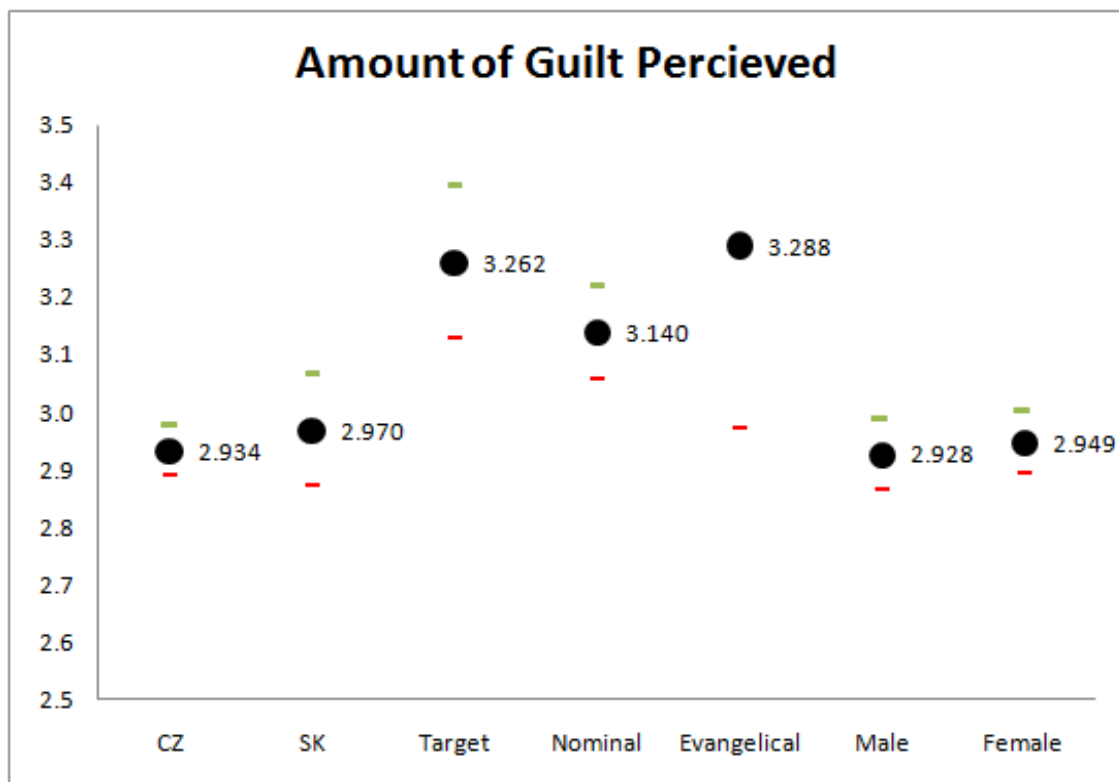
a - Brno	k - Karviná	0 - Banská Bystrica
b - Břeclav	l - Kolín	1 - Bardejov
c - České Budějovice	m - Kroměříž	2 - Košice
d - Český Těšín	n - Kutná Hora	3 - Levice
e - Frýdek Místek	o - Liberec	4 - Liptovský Mikuláš
f - Havířov	p - Olomouc	5 - Nitra
g - Hradec Králové	q - Opava	6 - Nové Zámky
h - Jablonec nad Nisou	r - Ostrava	7 - Prešov
i - Jihlava	s - Pardubice	8 - Trnava
j - Karlovy Vary	t - Písek	9 - Žilina
u - Plzeň		
v - Praha		
w - Šumperk		
x - Tábor		
y - Třebíč		
z - Třinec		
ž - Ústí nad Labem		
č - Valašské Meziříčí		
ř - Vsetín		
ž - Zlín		

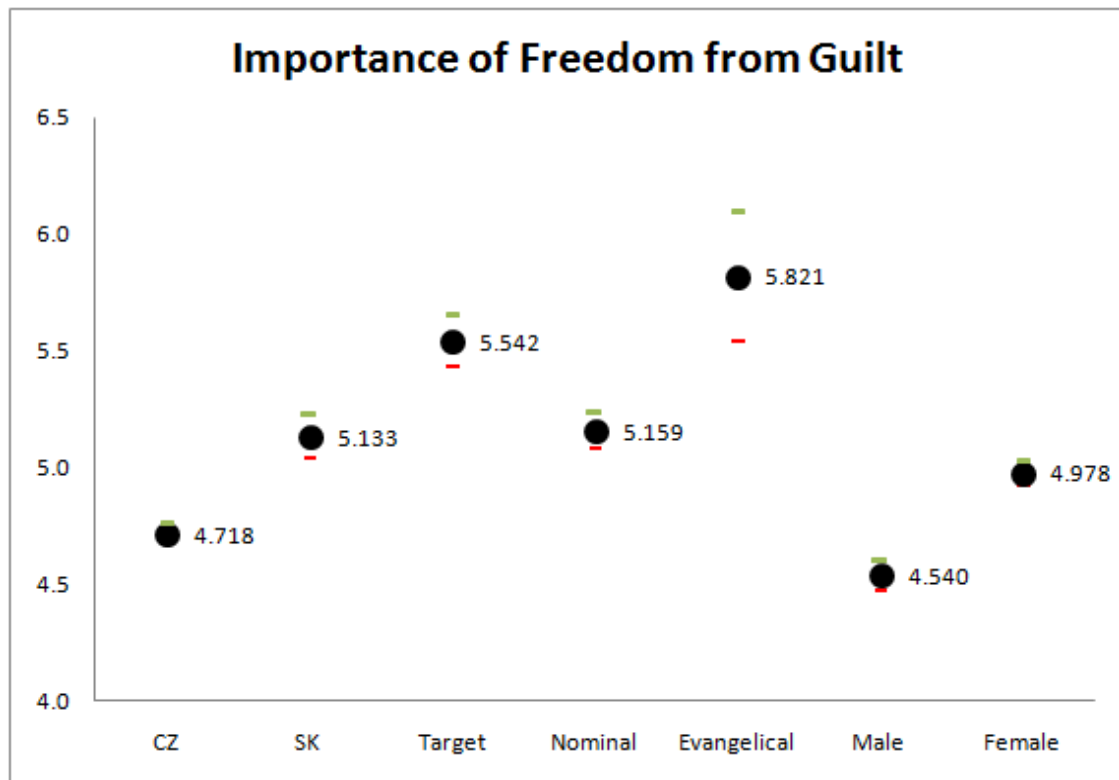


Freedom from Guilt

There is interesting variation around the need for freedom from guilt in terms of nation, segment, and gender. The graphs below show the individual fulfillment and importance scores for each of these categories. The actual average value is shown by each data point and the upper confidence limit for each is indicated by a green dash while the lower confidence interval is indicated by a red dash. Observing the range of confidence limits for each data point should facilitate the identification of significant differences between nations, segments, and genders.

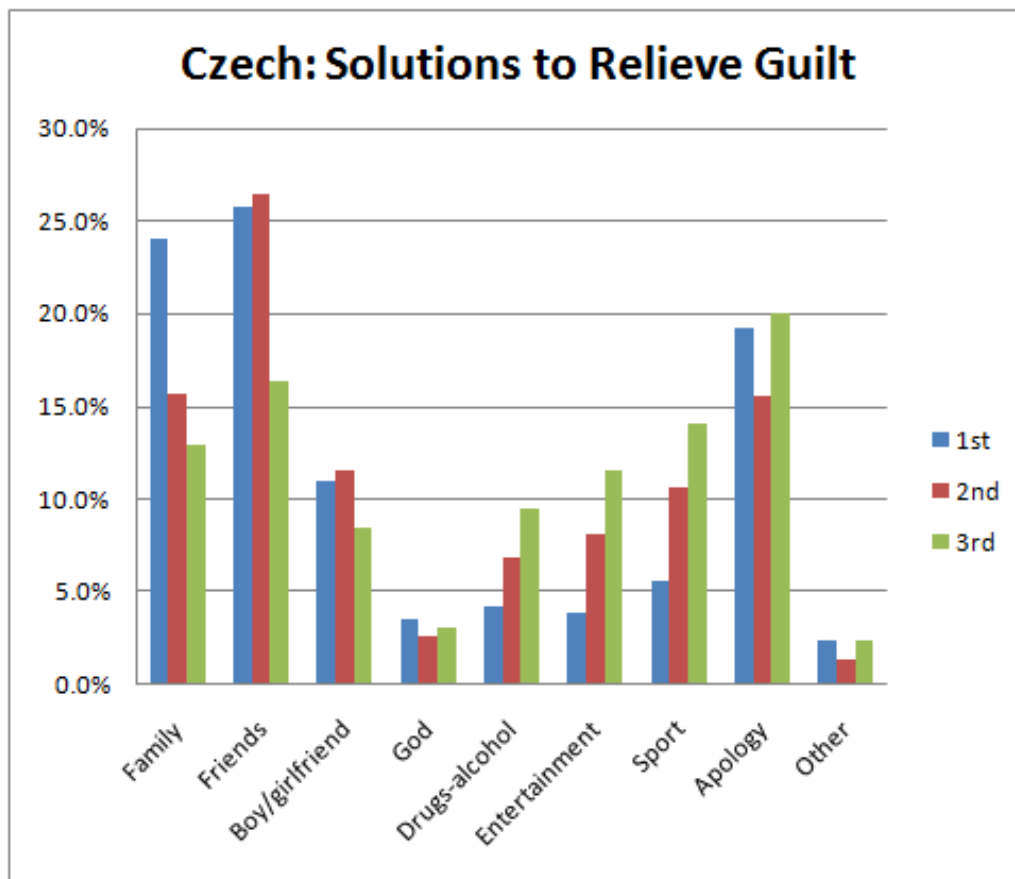
There is a slight hunger to be free from guilt among students in Slovakia that is absent from students in Czech. While students from both nations express a similar amount of guilt, the Slovak students consider freedom from guilt as more important to them than Czech students. There are also interesting differences among the segments where the Target group and Evangelicals have a greater longing to be free from guilt than their Nominal peers. This is due to the statistically greater importance that these two segments place on finding freedom from guilt. Both males and females as groups are complacent concerning freedom from guilt with female students placing a statistically higher importance on the issue.





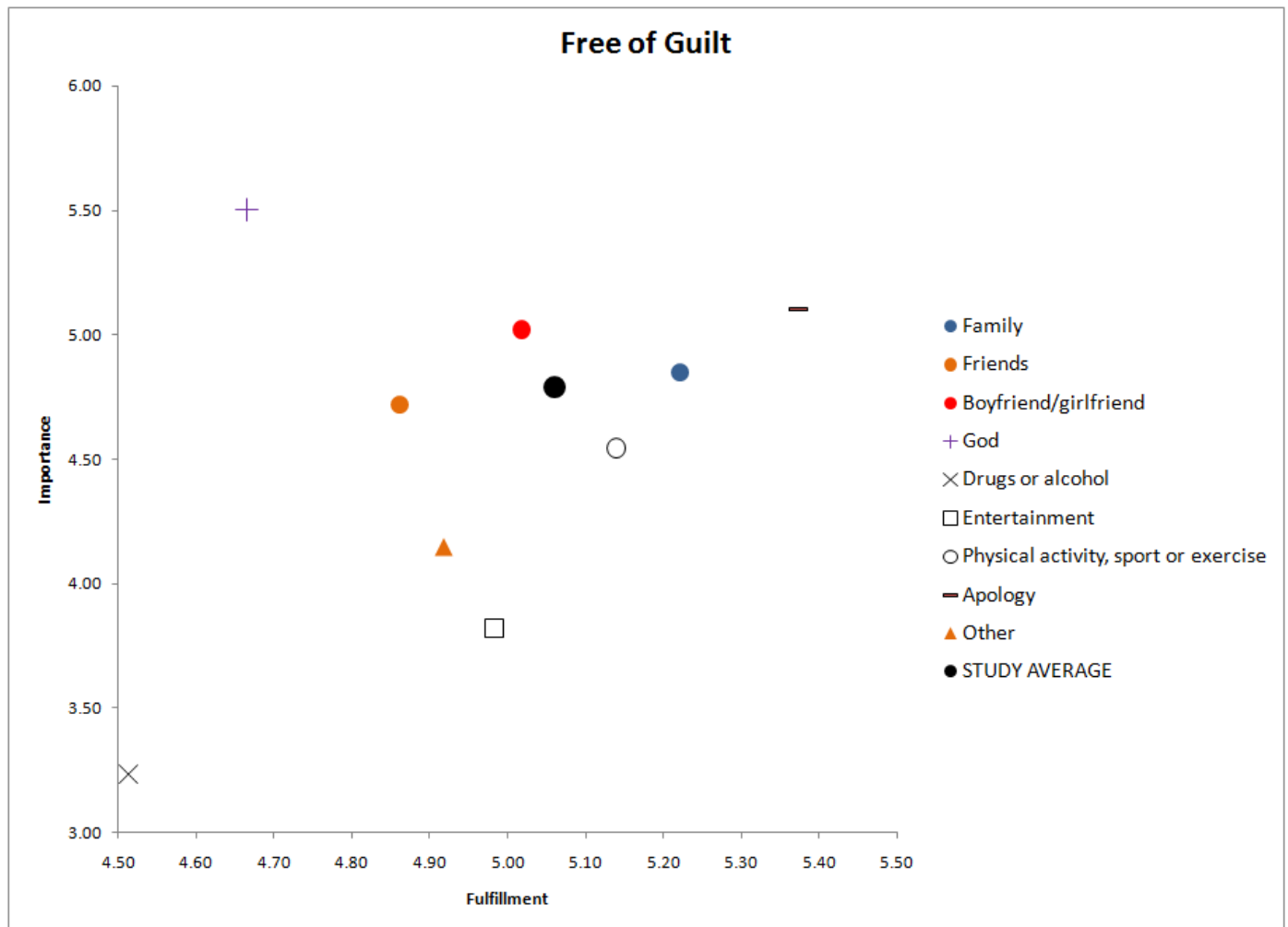
This study asks the respondents to indicate what they look to to fulfill their desire to be free of guilt- ranking them first, second, and third most important in meeting this need. The study finds that students look primarily to their family and friends is a primary solution to this need. Common secondary and tertiary sources to find freedom from guilt are apologies (taking personal responsibility), boyfriends/girlfriends, sports, and entertainment. God was a rare solution for Czech students but a noticeably common one for students in Slovakia. This likely correlates to the more religious nature of the students in Slovakia where there is a higher percentage of Roman Catholicism. Additional research would need to be performed to confirm this hypothesis.

The following charts show the frequency of each solution for happiness as a first, second, or third choice.



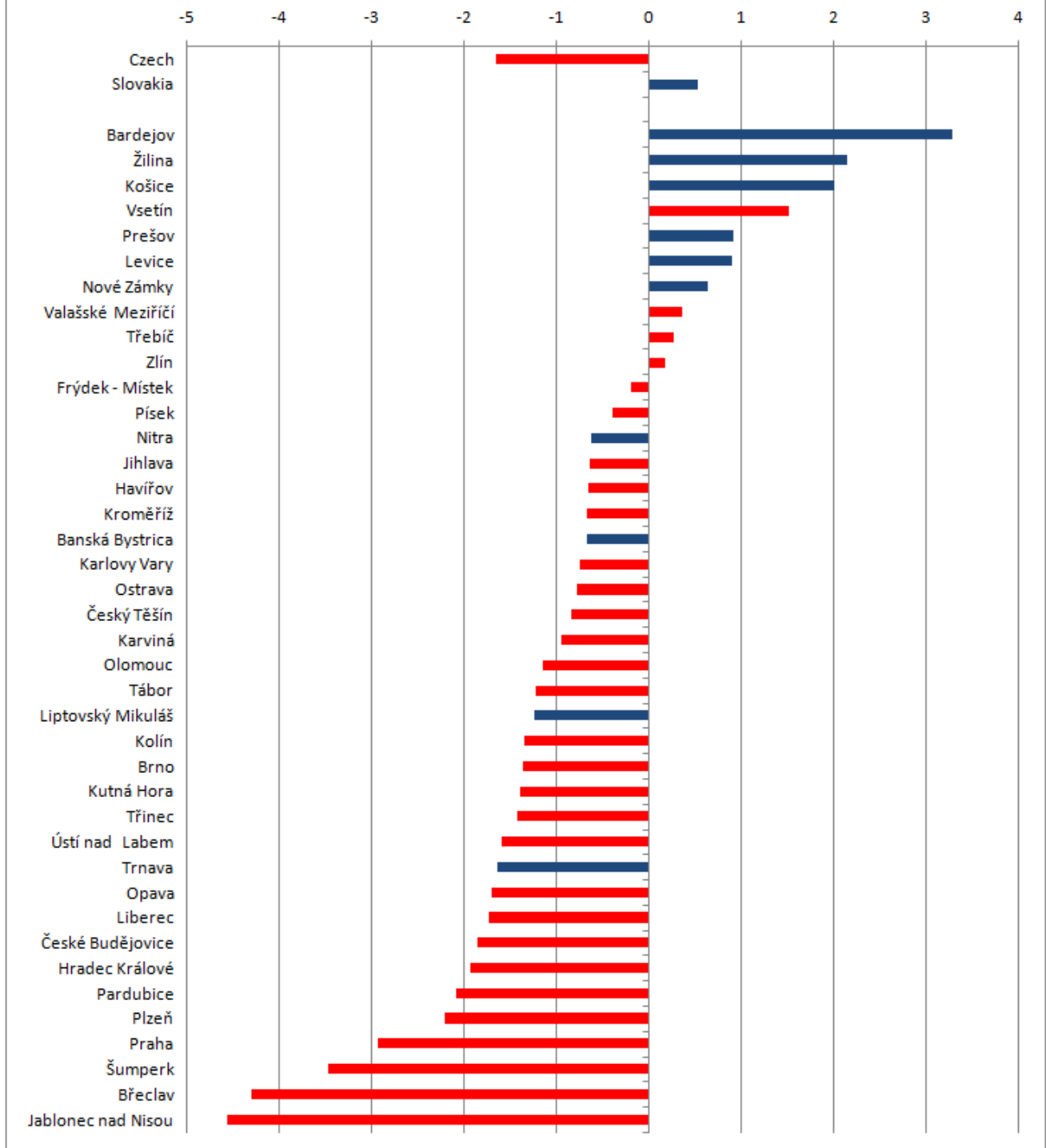
There are noticeable differences in effectiveness for each of the solutions in meeting the desire to be free of guilt. The graph below illustrates the relative scores for fulfillment and importance provided by students who indicated each solution as the primary source for fulfilling this need.

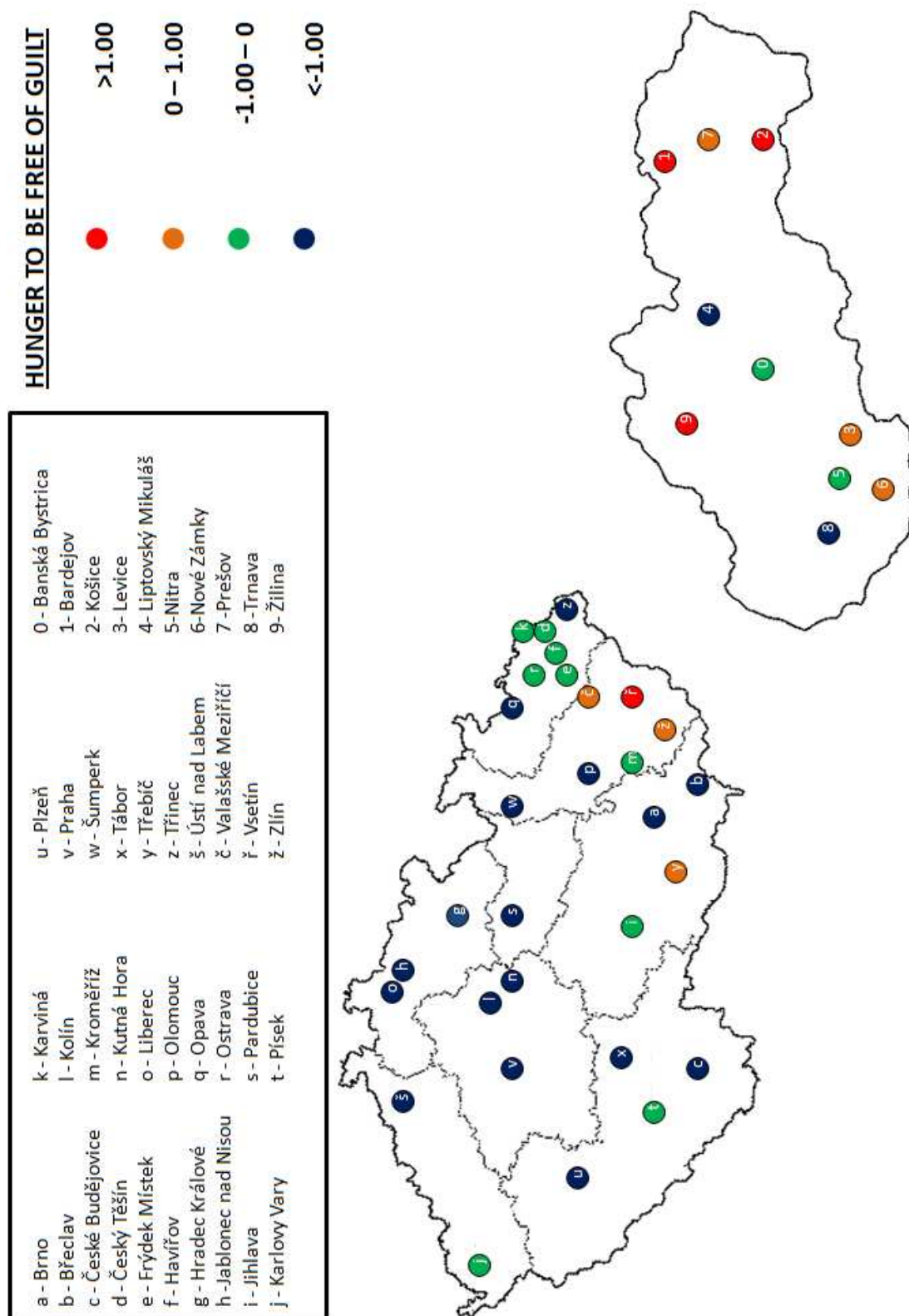
When considering the data in this light, it is interesting to note that students looking to an apology- taking personal responsibility- find the greatest relief from guilt. Those taking personal responsibility also find freedom from guilt as an important need. It is alarming to note that those looking to God to find freedom from guilt rank this desire as more important than all other groups yet they are among the least fulfilled. Further research is needed to understand why students looking to God for relief from guilt are among the hungriest to experience it. Students looking to drugs and alcohol to find relief from guilt are very indifferent to this need- it is unfulfilled and unimportant to them.



Generally speaking, towns with students longing to experience freedom from guilt are found in Slovakia and Moravia. This is illustrated on the graph below and on the map on the following page. It should be noted that most of the towns surveyed do not have a measured and calculated hunger to find freedom from guilt.

Hunger for Freedom from Guilt

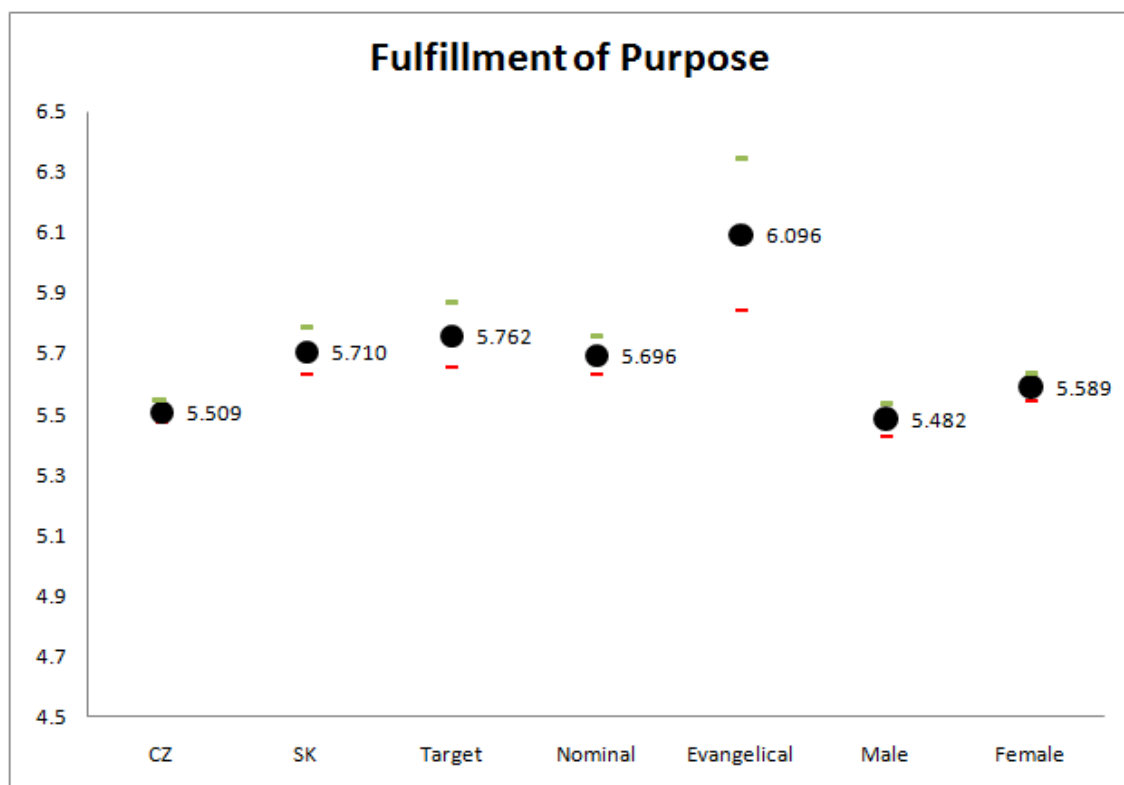


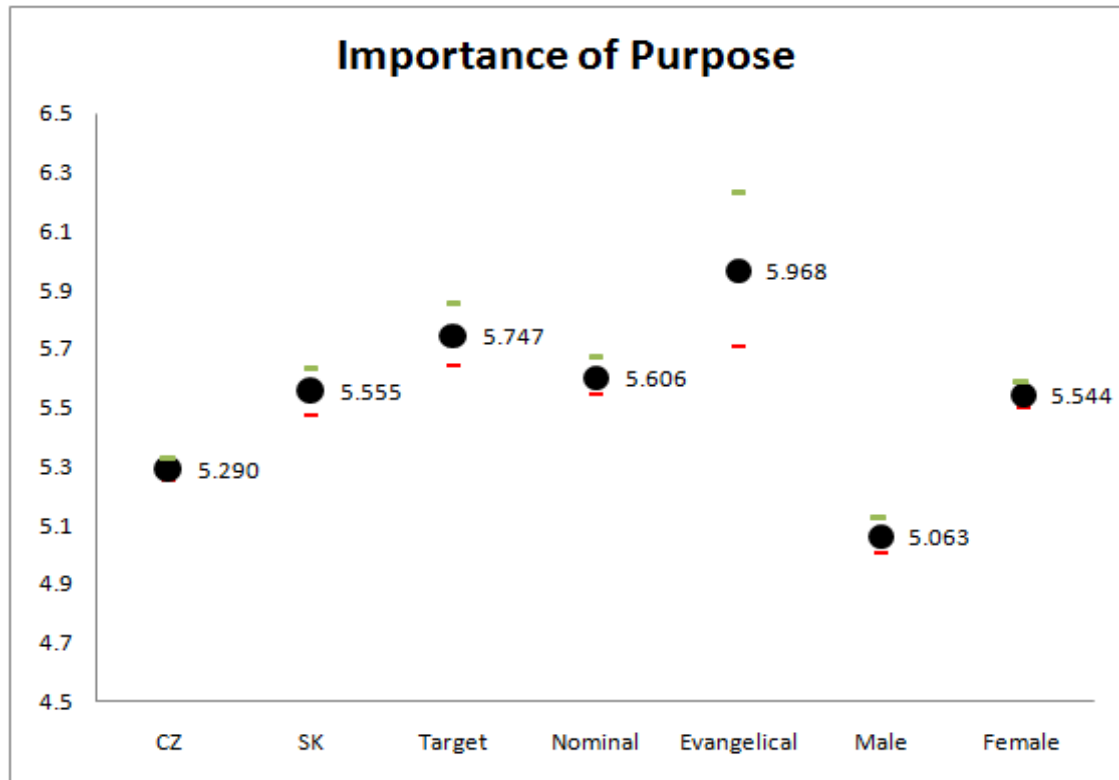


Purpose

There was no hunger indicated for purpose when considering nations, segments, or gender. The fulfillment ranking consistently exceeds the importance of this need. The graphs below show the individual fulfillment and importance scores for purpose by nation, segment, and gender. The actual average value is shown by each data point and the upper confidence limit for each is indicated by a green dash while the lower confidence interval is indicated by a red dash. Observing the range of confidence limits for each data point should facilitate the identification of significant differences between nations, segments, and genders.

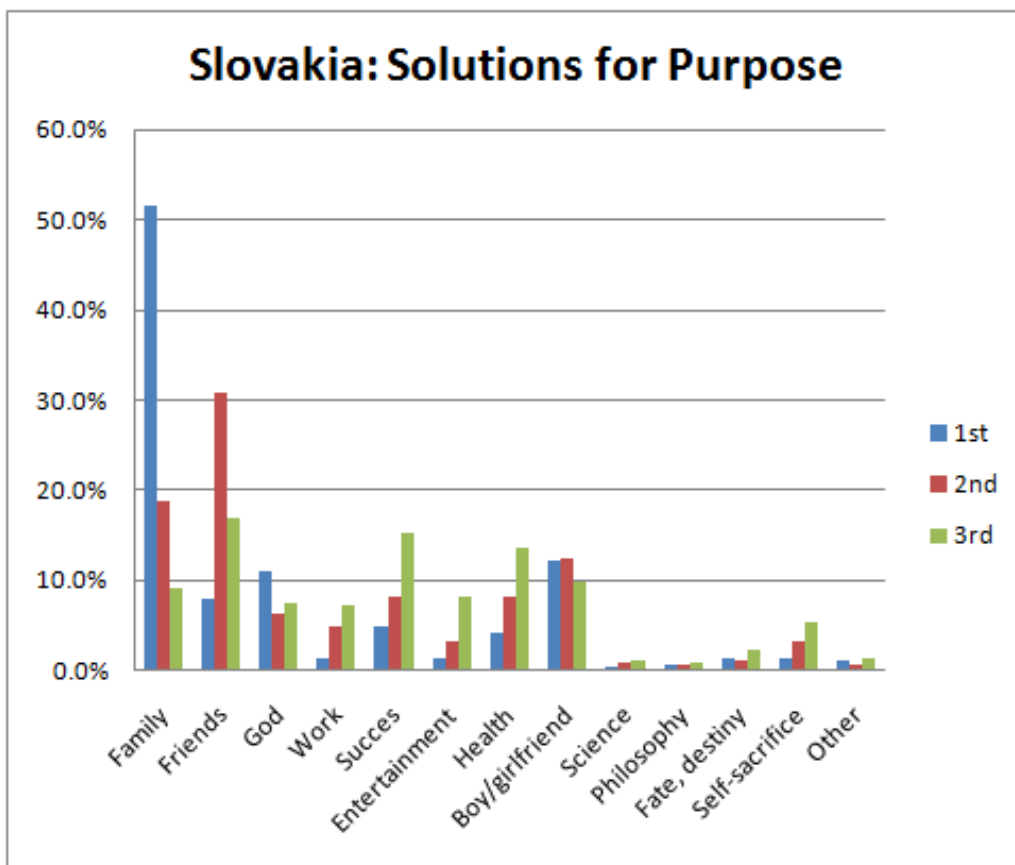
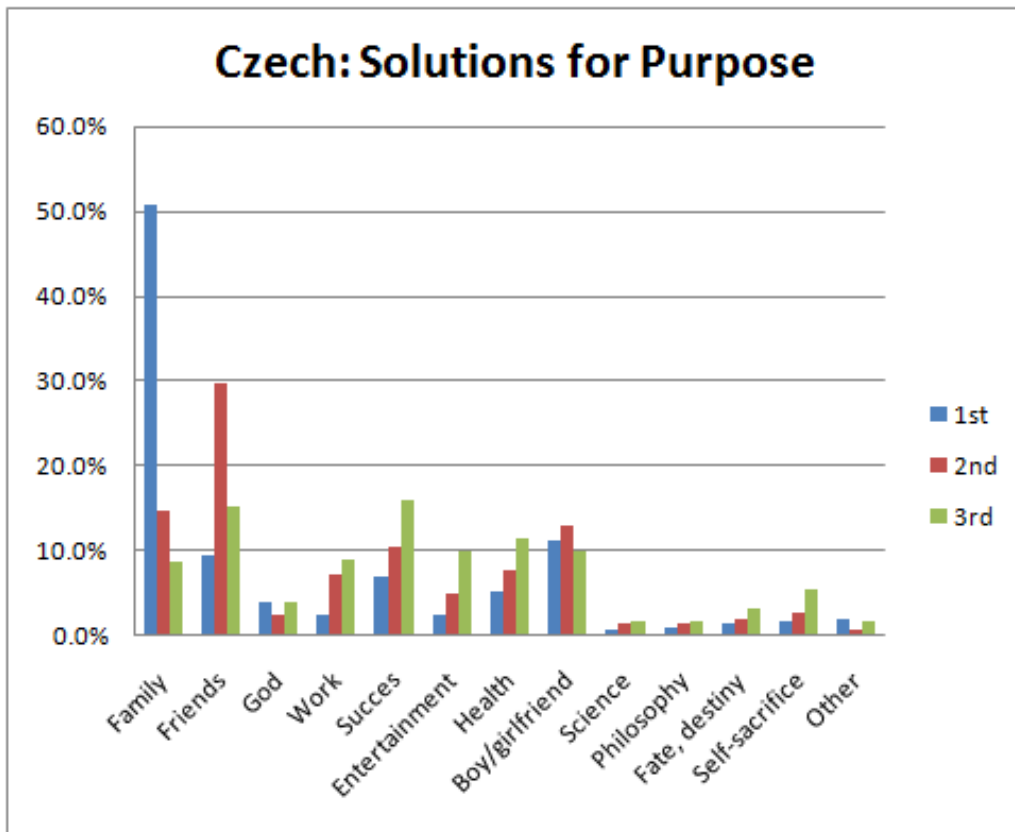
Students in Slovakia consider the need for purpose more fulfilled and more important than their Czech counterparts. Similarly, Evangelicals consider that their life purpose is more fulfilled and more important than those in the Nominal segment. Females also consider their life purpose more fulfilled and more important than male students. It is important to note that in all of these cases that the fulfillment values consistently exceed the importance values. Generally speaking, the students in every category are indifferent to the need for purpose when compared to the other needs measured in this study.





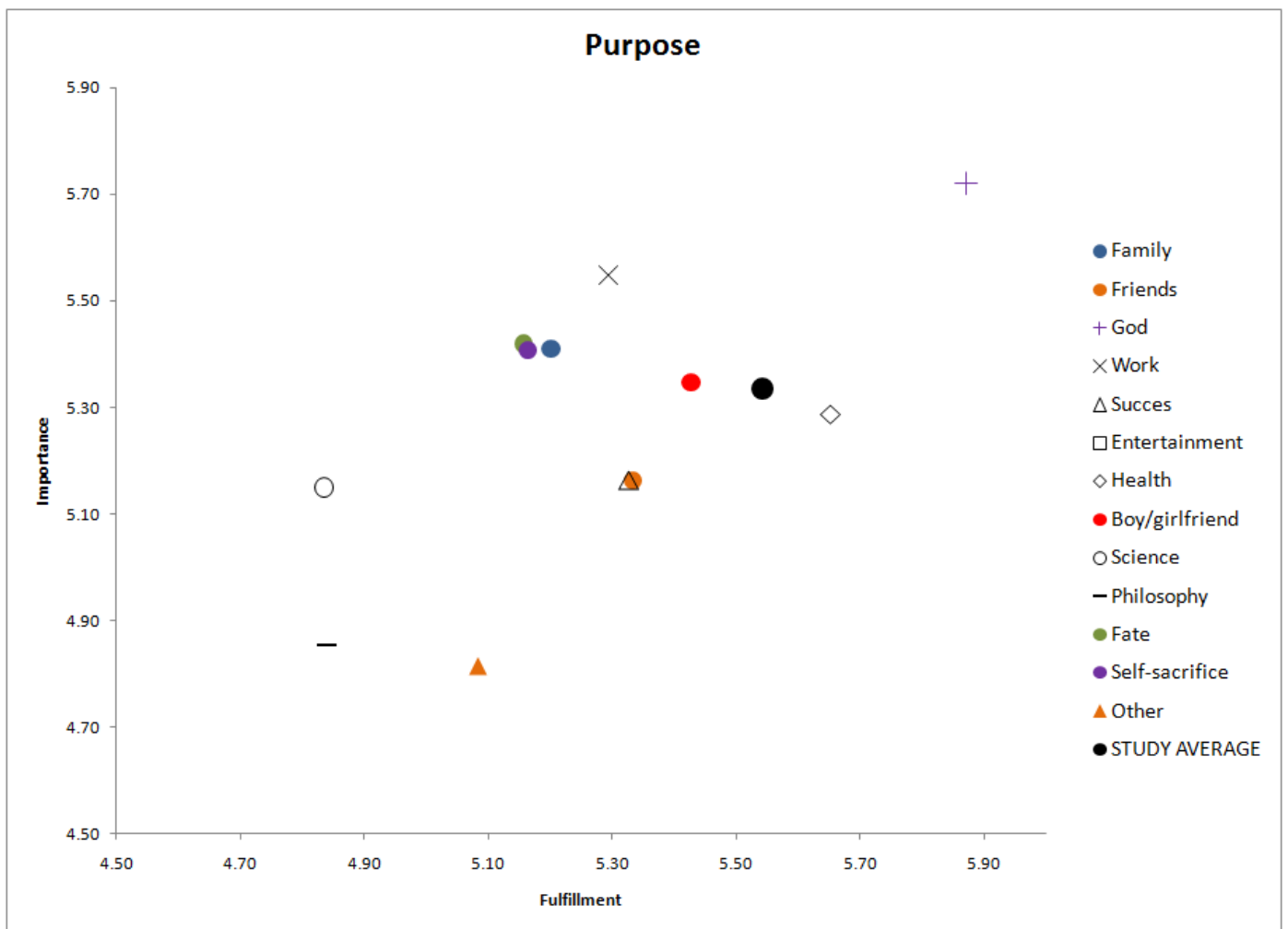
This study asks the respondents to indicate what they look to fulfill their need for purpose- ranking them first, second, and third most important in meeting this need. The study finds that students look primarily to their family as a solution to this need. The most common secondary source for purpose among the student is their friends. Common tertiary sources of autonomy are boyfriends and girlfriends, health, entertainment, success, and work. Looking to God for purpose was not common, but nevertheless more common in Slovakia than in the Czech Republic.

The following charts show the frequency of each solution for happiness as a first, second, or third choice.



There are some interesting differences in effectiveness for each of the solutions in meeting the desire to have purpose. The graph below illustrates the relative scores for fulfillment and importance provided by students who indicated each solution as the primary source for fulfilling this need.

It is encouraging that students looking primarily to God for purpose consider purpose more important and more fulfilled when compared to students looking to other sources. It is very interesting to contrast this with students looking primarily to science and philosophy for purpose. These students are more indifferent to purpose and are less fulfilled than the rest of their peers.

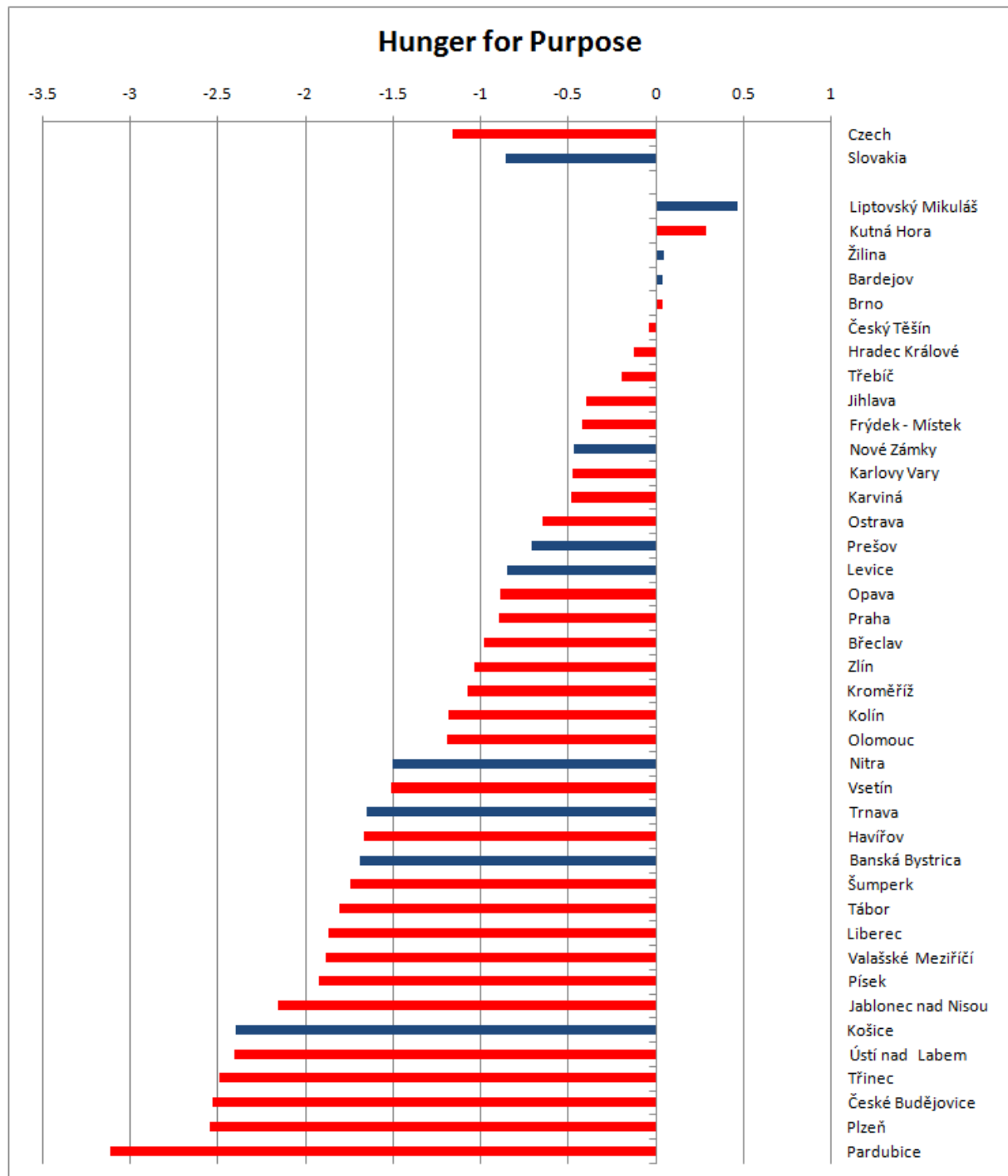


A unique follow-up question concerning the need for purpose was to ask the students what they felt the about the meaning of life. These results are found on the table below.

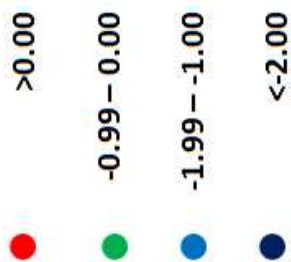
Meaning	Czech	Slovak	Target	Nominal	Evangelical	Male	Female
Don't know-don't care	20.8%	10.7%	5.4%	11.9%	1.9%	23.9%	15.4%
Life is meaningless	3.2%	2.2%	1.6%	2.8%	2.6%	3.9%	2.4%
Looking but not finding	53.0%	60.4%	63.2%	60.8%	29.9%	50.2%	57.4%
Have found	22.9%	26.6%	29.8%	24.6%	65.6%	21.9%	24.8%

A majority of students across all categories indicate that they are seeking life meaning but have not found it. The comforting exception to this is that a majority of Evangelicals claim to have found life meaning. Very few students across all categories indicated that life is meaningless.

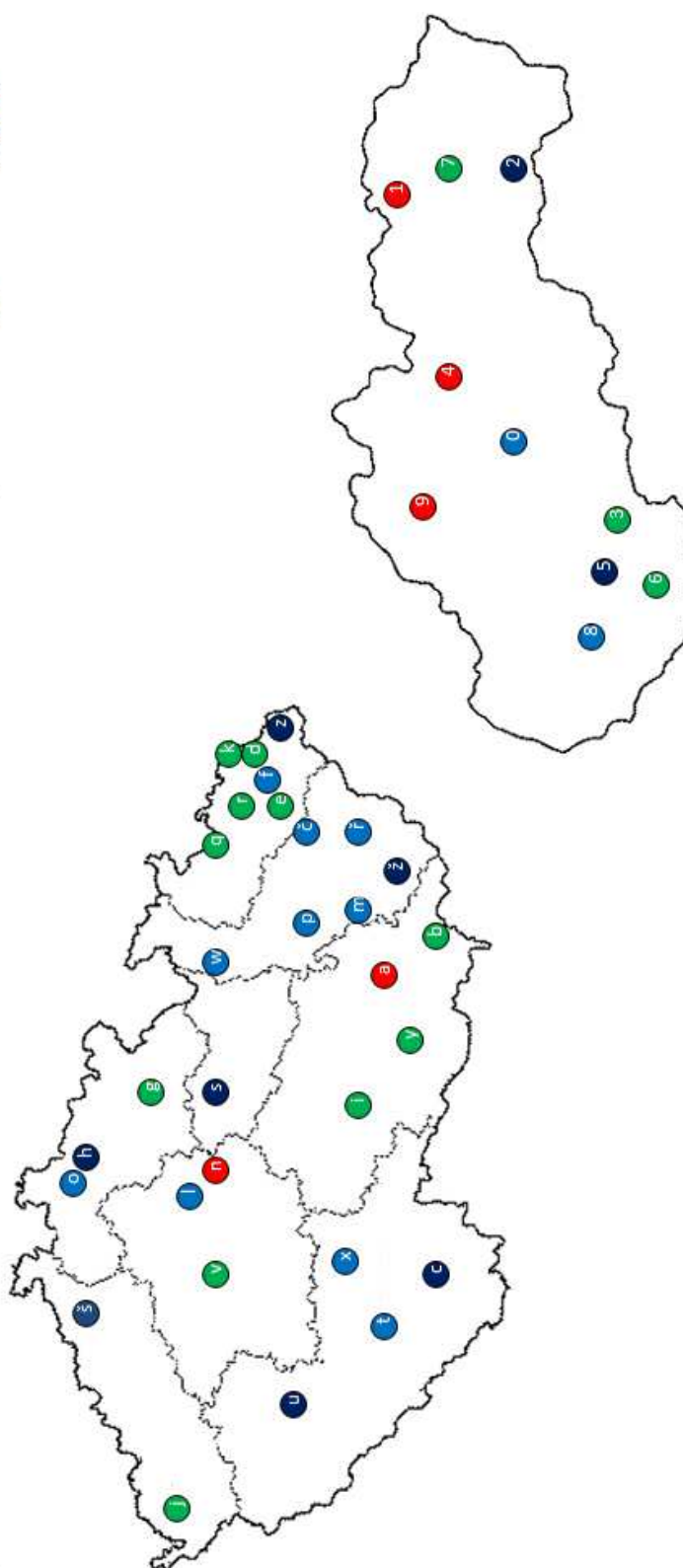
Only five towns in this study have a calculated hunger for purpose: Liptoský Mikuláš, Kutná Hora, Žilina, Bardejov, and Brno. This is illustrated on the graph below and on the map on the following page.



HUNGER FOR PURPOSE



a - Brno	k - Karviná	u - Plzeň	0 - Banská Bystrica
b - Břeclav	l - Kolín	v - Praha	1 - Bardejov
c - České Budějovice	m - Kroměříž	w - Šumperk	2 - Košice
d - Český Těšín	n - Kutná Hora	x - Tábor	3 - Levice
e - Frýdek Místek	o - Liberec	y - Třebíč	4 - Liptovský Mikuláš
f - Havířov	p - Olomouc	z - Třinec	5 - Nitra
g - Hradec Králové	q - Opava	š - Ústí nad Labem	6 - Nové Zámky
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i - Jihlava	s - Pardubice	ř - Vsetín	8 - Trnava
j - Karlovy Vary	t - Písek	ž - Zlín	9 - Žilina



City Results

The following section provides more detailed data for each of the cities covered in this research study. This section is intended to be used a la cart as a tool to help local churches engage the youth in their particular geography.

In many cases the sample of particular groups or segments (such as Evangelicals) is too small to provide an honest statistic. When this is the case, the statistics for that particular segment is simply left blank. Actual sample sizes from each segment in the towns in this study are indicated at the beginning of each town section.

Below is an explanation of the format for each of the cities in this report using a sample town named “Příklad”.

<COAT OF ARMS>

P Ř Í K L A D

<MAP>

SAMPLE: TOTAL (N) = total number of 2nd and 3rd year students surveyed in this town	
Schools <ul style="list-style-type: none"> Name of school (type of school) = number of students surveyed from this school 	
Gender <ul style="list-style-type: none"> Male = number of male students from this town that took the survey Female = number of female students from this town that took the survey 	Beliefs <ul style="list-style-type: none"> Evangelical = number of students from this town that believe Jesus is Son of God and Savior of the world AND the Bible is part of their life and they read it often (their percentage of the sample), their percentage in the nation surveyed Nominals = number of students from this town that indicated that they are Catholic OR Other Christian AND the Bible is NOT part of their life and they read it often, their percentage in the nation surveyed TARGET = the number of students from this town that indicated that they believe Jesus is Son of God and Savior of the world AND believe God exists and is important to them AND believe that there is more than the material world AND are interested in the Bible, their percentage in the nation surveyed, and the rank as percentage of population compared to all other towns in the survey.

NOTE: For Praha only, the data for “Czech” represents all national data excluding the data from Praha.

NOTE: Data for Target and Nominal segments will be omitted for many cities since the sample is typically too small

THE CHURCH AND SPIRITUALITY

Creed	Příklad	Male	Female	Target	Nominal	Czech
None	The percentage of students surveyed that identified their religion as the corresponding column on the right. Red boxes indicate a notable value relative to the national number or other numbers on the table and is typically explained in the strategic notes at the end.					
Roman Catholic Church						
Other Christian						
Other non-Christian						

View of Church	Příklad	Male	Female	Target	Nominal	Czech
Church is Credible	The percentage of students indicating that the church is a credible institution					
People attend to get close to God	The percentage of students indicating that people attend church to get closer to God					

Spiritual World	Příklad	Male	Female	Target	Nominal	Czech
Believe in the spiritual world	The percentage of students believing in the spiritual world					
Experienced the spiritual world	The percentage of students who have ever had a spiritual experience					

HUNGER FOR UNMET NEEDS

Need	Příklad	Male	Female	Target	Nominal	Czech
Happiness	Hunger score (rank in the survey out of the 40 towns surveyed)	Hunger score for each group in this town.				
Autonomy						
Being Loved						
Free of Guilt						
Purpose						

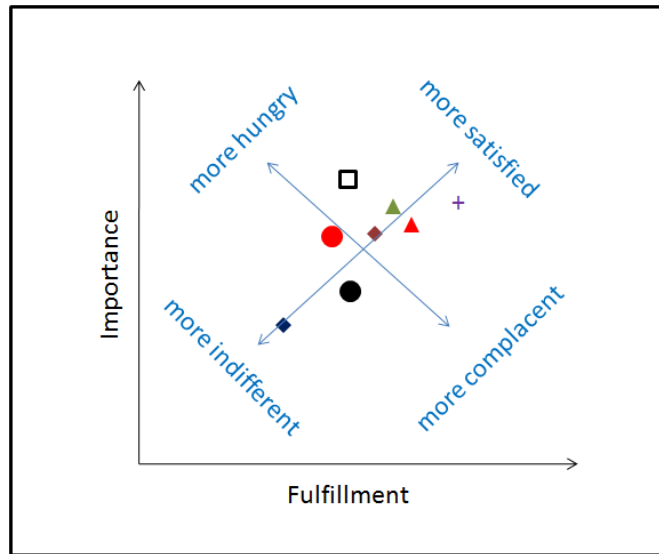
Hunger score = (Importance (1-7) – Fulfillment (1-7)) * Importance (1-7)

Where students seek fulfillment for “NEED”

	Příklad	Male	Female	Target	Nominal	Czech
#1	The most cited source among the top three sources to fulfill this need (percentage of students indicating this source among the top three)					
#2	The second most cited source among the top three sources to fulfill this need (percentage of students indicating this source among the top three)					
#3	The third most cited source among the top three sources to fulfill this need (percentage of students indicating this source among the top three)					
GOD	The percentage of students looking to faith in God to fulfill this need (the ranking of faith in God when compared to other sources of fulfillment)					

Meaning of Life	Příklad	Male	Female	Target	Nominal	Czech Republic
Don't know-don't care	The percentage of each student type that indicates the view on the left as the meaning of life.					
Life is meaningless						
Looking but not finding						
Have found						

● Total ◆ Male ◆ Female ● Target □ Nominal + Evangelical ▲ CZ ▲ SK



STRATEGIC NOTES

Broad notes and interpretations of the data on the general openness to the gospel and how to effectively engage this community.



B A N S K Á B Y S T R I C A



SAMPLE: TOTAL (N) = 141

Schools

- (vocational) = 42
- (practical) = 50
- (gymnasium) = 49

Gender

- Male = 81
- Female = 60

Segments

- Evangelical = 2 (1.4%), Slovak Rep = 2.6%
- Nominals = 73 (51.8%), Slovak Rep = 69.9%
- TARGET = 19 (13.5%), Slovak Rep = 24.0%% (#9)

THE CHURCH AND SPIRITUALITY

Creed	B. Bystrica	Male	Female	Target	Nominal	Slovak
None	44.0%	40.7%	48.3%		0.0%	25.9%
Roman Catholic Church	47.5%	50.6%	43.3%		87.7%	60.5%
Other Christian	6.4%	6.2%	6.7%		12.3%	12.4%
Other non-Christian	2.1%	2.5%	1.7%		0.0%	1.2%

View of Church	B. Bystrica	Male	Female	Target	Nominal	Slovak
Church is Credible	9.9%	11.1%	8.3%		15.1%	15.3%
Attend to get close to God	56.0%	53.1%	60.0%		78.1%	62.2%

Spiritual World	B. Bystrica	Male	Female	Target	Nominal	Slovak
Believe in the spiritual world	71.6%	71.6%	71.7%		80.8%	71.4%
Experienced the spiritual world	63.8%	59.3%	70.0%		58.9%	61.0%

HUNGER FOR UNMET NEEDS

Need	B. Bystrica	Male	Female	Target	Nominal	Slovak
Happiness	5.86 (#26)	4.87	7.30		5.63	7.41
Autonomy	4.66 (#2)	4.18	5.34		3.11	3.58
Being Loved	3.72 (#14)	3.17	4.52		3.31	4.28
Free of Guilt	-0.68 (#17)	-0.71	-0.63		2.89	0.53
Purpose	-1.69 (#28)	-2.42	-0.58		-0.70	-0.86

Value in parentheses indicates the rank of this city in needs among the 40 cities in the survey

Where students seek fulfillment for HAPPINESS

	Banská Bystrica	Male	Female	Target	Nominal	Slovak
#1	Family (92.9%)	Family (93.8%)	Family (91.7%)		Family (89.0%)	Family (90.7%)
#2	Friends (82.3%)	Friends (81.5%)	Friends (83.3%)		Friends (80.2%)	Friends (75.2%)
#3	Boy/Girlfriend (38.3%)	Boy/Girlfriend (32.1%)	Boy/Girlfriend (46.7%)		Boy/Girlfriend (35.6%)	Boy/Girlfriend (39.7%)
GOD	14.2% (#6)	17.3% (#5)	10.0% (#7)		21.9% (#4)	22.3% (#4)

Where students seek fulfillment for AUTONOMY

	Banská Bystrica	Male	Female	Target	Nominal	Slovak
#1	Friends (67.4%)	Friends (61.7%)	Friends (75.0%)		Friends (68.5%)	Friends (64.2%)
#2	Youth (42.6%)	Free-time (45.7%)	Youth (50.0%)		Youth (45.2%)	Free-time (51.0%)
#3	Free-time (41.1%)	Family (43.2%)	Free-time (35.0%)		Free-time (39.7%)	Youth (34.9%)
GOD	11.3% (#9)	13.6% (#8)	8.3% (#9)		16.4% (#6)	14.4% (#9)

Where students seek fulfillment for BEING LOVED

	Banská Bystrica	Male	Female	Target	Nominal	Slovak
#1	Family (91.5%)	Family (88.9%)	Family (95.0%)		Family (80.8%)	Family (88.2%)
#2	Friends (87.2%)	Friends (83.9%)	Friends (91.7%)		Friends (57.5%)	Friends (80.3%)
#3	Boy/girlfriends (47.5%)	Boy/girlfriends (44.4%)	Boy/girlfriends (51.7%)		Boy/girlfriends (32.9%)	Boy/girlfriends (49.5%)
GOD	17.0% (#4)	22.2% (#4)	10.0% (#6)		11.0% (#4)	23.1% (#4)

Where students seek fulfillment for FREEDOM FROM GUILT

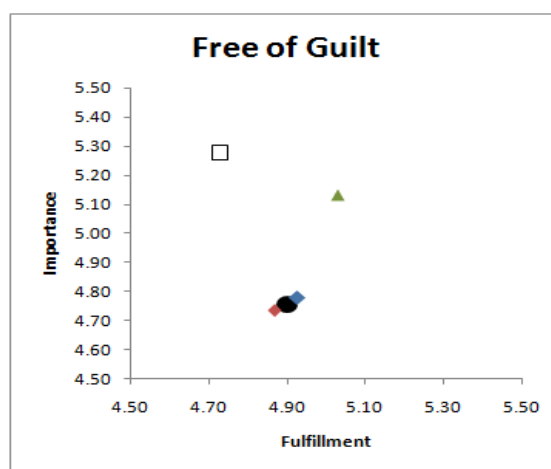
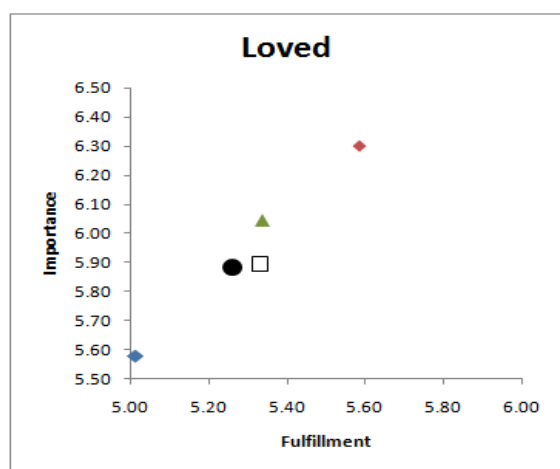
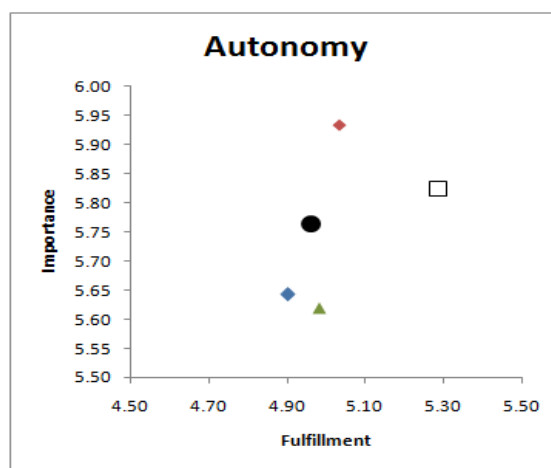
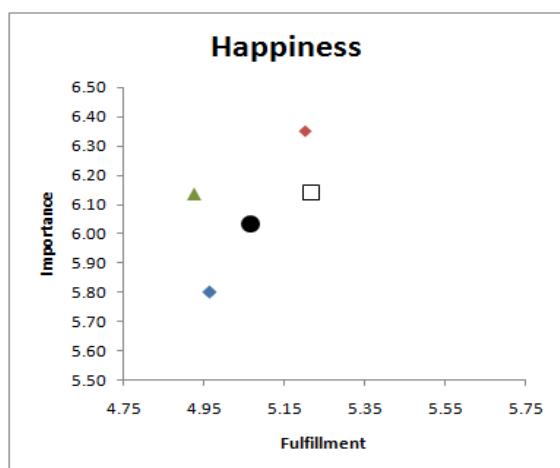
	Banská Bystrica	Male	Female	Target	Nominal	Slovak
#1	Friends (70.2%)	Friends (72.8%)	Friends (78.3%)		Friends (79.4%)	Friends (68.7%)
#2	Family (60.3%)	Family (61.7%)	Family (58.3%)		Family (65.7%)	Apologies (56.1%)
#3	Apologies (44.0%)	Sport+Apologies (33.3%)	Apologies (58.3%)		Apologies (43.8%)	Family (55.4%)
GOD	17.7% (#7)	17.7% (#7)	16.7% (#7)		26.0% (#5)	29.5% (#4)

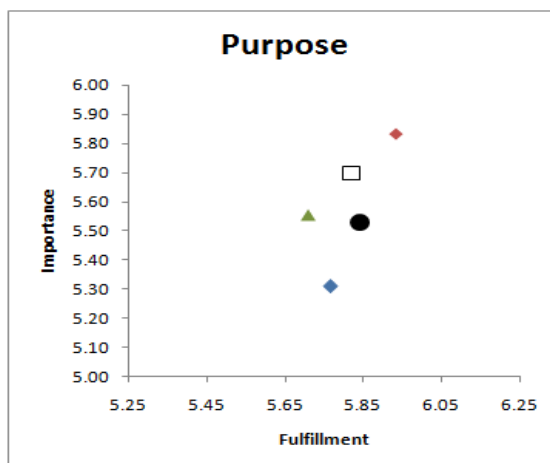
Where students seek fulfillment for PURPOSE

	Banská Bystrica	Male	Female	Target	Nominal	Slovak
#1	Family (80.8%)	Family (77.8%)	Family (85.0%)		Family (76.7%)	Family (79.5%)
#2	Friends (63.1%)	Friends (63.0%)	Friends (63.3%)		Friends (64.4%)	Friends (55.7%)
#3	Boy/girlfriends (39.0%)	Boy/girlfriends (40.7%)	Boy/girlfriends (36.7%)		Boy/girlfriends (24.7%)	Boy/girlfriends (34.4%)
GOD	15.6% (#6)	18.5% (#6)	11.7% (#6)		15.6% (#4)	25.1% (#6)

Meaning of Life	B. Bystrica	Male	Female	Target	Nominal	Slovak
Don't know-don't care	9.2%	12.3%	5.0%		6.8%	10.7%
Life is meaningless	1.4%	1.2%	1.7%		1.4%	2.2%
Looking but not finding	66.7%	60.5%	75.0%		71.2%	60.4%
Have found	22.7%	25.9%	18.3%		20.5%	26.6%

● Total ◆ Male ◆ Female ● Target □ Nominal + Evangelical ▲ CZ ▲ SK





STRATEGIC NOTES

Banská Bystrica has a smaller Target audience than the rest of Slovakia. The students surveyed indicated less religious affiliation and believe that the church is not credible than the rest of their surveyed peers in Slovakia.

To strategically reach the students of this community, it is recommended to engage students in the area(s) of the greatest hunger. Banská Bystrica is among the hungriest cities in this study in terms of Autonomy where the students in the survey look primarily to their friends to fulfill this need.



B A R D E J O V



SAMPLE: TOTAL (N) = 152	
Schools <ul style="list-style-type: none"> (vocational) = 50 (practical) = 54 (gymnasium) = 48 	
Gender <ul style="list-style-type: none"> Male = 46 Female = 106 	Segments <ul style="list-style-type: none"> Evangelical = 2 (1.3%), Slovak Rep = 2.6% Nominals = 144 (94.7%), Slovak Rep = 69.9% TARGET = 74 (48.7%), Slovak Rep = 24.0%% (#1)

THE CHURCH AND SPIRITUALITY

Creed	Bardejov	Male	Female	Target	Nominal	Slovak
None	3.9%	10.9%	0.9%	0.0%	0.0%	25.9%
Roman Catholic Church	71.7%	73.9%	70.8%	81.1%	74.3%	60.5%
Other Christian	24.3%	15.2%	28.3%	18.9%	25.7%	12.4%
Other non-Christian	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%

View of Church	Bardejov	Male	Female	Target	Nominal	Slovak
Church is Credible	27.0%	28.3%	26.4%	35.1%	27.8%	15.3%
People attend to get close to God	80.3%	63.0%	87.7%	91.9%	82.6%	62.2%

Spiritual World	Bardejov	Male	Female	Target	Nominal	Slovak
Believe in the spiritual world	77.6%	73.9%	79.2%	100.0%	78.5%	71.4%
Experienced the spiritual world	55.9%	63.0%	52.8%	55.4%	56.3%	61.0%

HUNGER FOR UNMET NEEDS

Need	Bardejov	Male	Female	Target	Nominal	Slovak
Happiness	8.97 (#2)	9.87	8.57	8.49	9.00	7.41
Autonomy	3.61 (#13)	5.19	2.97	2.11	3.50	3.58
Being Loved	6.49 (#1)	5.82	6.78	8.21	6.61	4.28
Free of Guilt	3.28 (#1)	3.53	3.16	4.48	3.76	0.53
Purpose	0.04 (#4)	0.25	-0.06	-1.10	0.00	-0.86

Value in parentheses indicates the rank of this city in needs among the 40 cities in the survey

Where students seek fulfillment for HAPPINESS

	Bardejov	Male	Female	Target	Nominal	Slovak
#1	Family (94.1%)	Family (89.1%)	Family (96.2%)	Family (93.3%)	Family (94.4%)	Family (90.7%)
#2	Friends (78.9%)	Friends (78.9%)	Friends (80.2%)	God (73.3%)	Friends (78.5%)	Friends (75.2%)
#3	God (51.3%)	Boy/Girlfriend (39.1%)	God (57.6%)	Friends (72.0%)	God (52.1%)	Boy/Girlfriend (39.7%)
GOD		37.0% (#4)				22.3% (#4)

Where students seek fulfillment for AUTONOMY

	Bardejov	Male	Female	Target	Nominal	Slovak
#1	Friends (73.7%)	Friends (69.6%)	Friends (75.5%)	Friends (71.6%)	Friends (75.0%)	Friends (64.2%)
#2	Free-time (46.7%)	Free-time (41.3%)	Free-time (49.1%)	Free-time (48.6%)	Free-time (47.2%)	Free-time (51.0%)
#3	Youth (38.1%)	Family (41.3%)	Youth (38.7%)	God (40.5%)	Youth (37.5%)	Youth (34.9%)
GOD	27.0% (#5)	23.9% (#6)	28.3% (#5)		27.1% (#5)	14.4% (#9)

Where students seek fulfillment for BEING LOVED

	Bardejov	Male	Female	Target	Nominal	Slovak
#1	Family (94.7%)	Family (93.5%)	Family (95.3%)	Family (97.3%)	Family (85.4%)	Family (88.2%)
#2	Friends (77.6%)	Friends (78.3%)	Friends (77.4%)	Friends (73.0%)	Friends (45.1%)	Friends (80.3%)
#3	God (50%)	God (41.3%)	God (53.8%)	God (66.2%)	Boy/girlfriends (31.9%)	Boy/girlfriends (49.5%)
GOD					29.2% (#4)	23.1% (#4)

Where students seek fulfillment for FREEDOM FROM GUILT

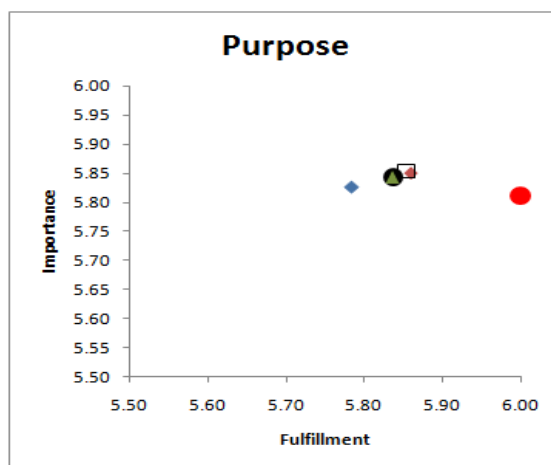
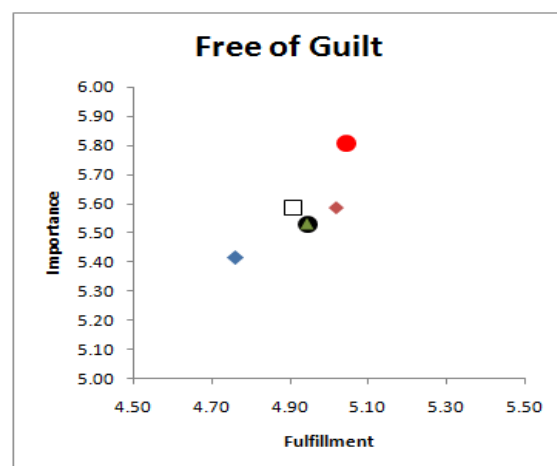
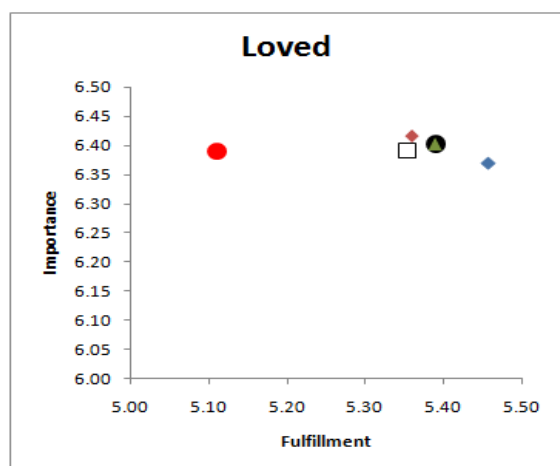
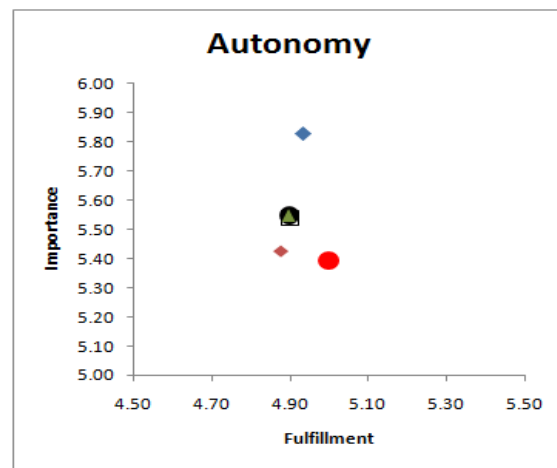
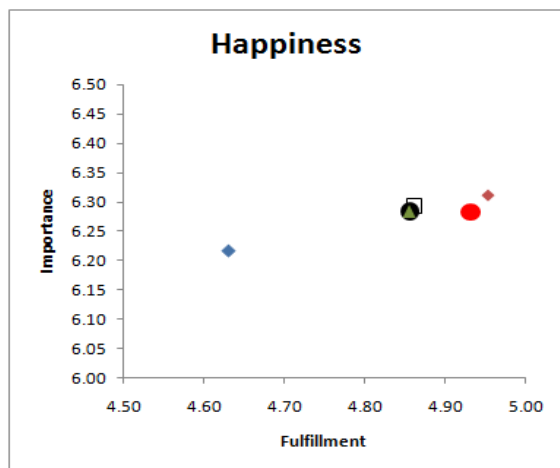
	Bardejov	Male	Female	Target	Nominal	Slovak
#1	Friends (67.1%)	Friends (65.2%)	Friends (67.9%)	God (79.7%)	Friends (68.1%)	Friends (68.7%)
#2	Apologies (60.5%)	Apologies (54.3%)	God (65.1%)	Friends (66.2%)	Apologies (60.4%)	Apologies (56.1%)
#3	God (57.9%)	Family (54.3%)	Apologies (63.2%)	Family (56.8%)	God (59.7%)	Family (55.4%)
GOD		41.3% (#4)				29.5% (#4)

Where students seek fulfillment for PURPOSE

	Bardejov	Male	Female	Target	Nominal	Slovak
#1	Family (79.6%)	Family (79.1%)	Family (82.1%)	Family (82.4%)	Family (79.9%)	Family (79.5%)
#2	Friends (52.6%)	Friends (54.3%)	God (54.7%)	God (68.9%)	Friends (52.8%)	Friends (55.7%)
#3	God (50.0%)	Boy/girlfriends (39.1%)	Friends (51.9%)	Friends (41.9%)	God (51.4%)	Boy/girlfriends (34.4%)
GOD		39.1% (#3)				25.1% (#6)

Meaning of Life	Bardejov	Male	Female	Target	Nominal	Slovak
Don't know-don't care	5.9%	6.5%	5.7%	1.4%	4.9%	10.7%
Life is meaningless	2.0%	0.0%	2.8%	2.7%	2.1%	2.2%
Looking but not finding	59.9%	50.0%	64.2%	62.2%	61.1%	60.4%
Have found	32.2%	43.5%	27.4%	33.8%	31.9%	26.6%

● Total ◆ Male ◆ Female ● Target □ Nominal + Evangelical ▲ CZ ▲ SK



STRATEGIC NOTES

NOTE: The sample from Bardejov is largely female (more than twice as many females than males make up the survey sample). As a result the overall analysis for Bardejov will show a bias towards female responses. However, in the case of this city, the differences between the male and female responses are less than typical for other cities in this study.

Bardejov has the largest Target group for Slovakia and for the entire study with nearly half of the student population believing that Jesus is God and desiring to know more about the Bible. More than 95% of the students indicated that they were either Catholic or other Christian with almost 1/3 of them indicating “other Christian”. It is not surprising that a significant portion of these students indicated that the church is credible.

To strategically reach the students of this community, it is recommended to engage students in the area(s) of the greatest hunger. Bardejov is among the “hungriest” cities studied in terms of Happiness, Being Loved, Freedom from Guilt, and Purpose. Faith in God is among the top three means of meeting these four needs among more than half of the students surveyed. Bardejov is ripe.



B Ř E C L A V



SAMPLE: TOTAL (N) = 118

Schools

- Gymnázium, Břeclav, Sady 28. října 1 = 50
- Soukromá SOŠ Břeclav, s.r.o. = 47
- Soukromá SPŠ Břeclav, s.r.o. Cultus = 21

Gender

- Male = 42
- Female = 76

Segments

- Evangelical = 1 (0.8%), Czech Rep = 1.7%
- Nominals = 20 (16.9%), Czech Rep = 15.8%
- TARGET = 9 (7.6%), Czech Rep = 5.2% (#20)

THE CHURCH AND SPIRITUALITY

Creed	Břeclav	Male	Female	Target	Nominal	Czech
None	77.1%	73.8%	78.9%			76.7%
Roman Catholic Church	16.1%	16.7%	15.8%			13.1%
Other Christian	2.5%	0.0%	3.9%			4.7%
Other non-Christian	4.2%	9.5%	1.3%			5.6%

View of Church	Břeclav	Male	Female	Target	Nominal	Czech
Church is Credible	10.2%	0.0%	15.8%			9.0%
People attend to get close to God	49.2%	47.6%	50.0%			51.7%

Spiritual World	Břeclav	Male	Female	Target	Nominal	Czech
Believe in the spiritual world	60.2%	59.5%	60.5%			59.3%
Experienced the spiritual world	44.1%	50.0%	40.8%			55.8%

HUNGER FOR UNMET NEEDS

Need	Břeclav	Male	Female	Target	Nominal	Czech
Happiness	5.33 (#34)	4.59	5.75			5.80
Autonomy	1.62 (#38)	2.31	1.25			3.15
Being Loved	2.28 (#32)	0.40	3.46			2.69
Free of Guilt	-4.29 (#39)	-2.38	-5.26			-1.64

Purpose	-0.98 (#19)	-2.59	0.16	-1.16
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Value in parentheses indicates the rank of this city in needs among the 40 cities in the survey

Where students seek fulfillment for HAPPINESS

	Břeclav	Male	Female	Target	Nominal	Czech
#1	Family (75.7%)	Family (76.2%)	Family (81.6%)			Family (82.8%)
#2	Friends (75.4%)	Friends (73.8%)	Friends (76.3%)			Friends (73.8%)
#3	Boy/girlfriend (52.5%)	Boy/girlfriend (33.3%)	Boy/girlfriend (63.2%)			Boy/girlfriend (42.2%)
GOD	5.9% (#10)	4.8% (#9)	6.6% (#9)			7.1% (#10)

Where students seek fulfillment for AUTONOMY

	Břeclav	Male	Female	Target	Nominal	Czech
#1	Freetime (55.9%)	Freetime (61.9%)	Friends (56.6%)			Friends (54.4%)
#2	Friends (55.1%)	Friends (52.4%)	Freetime (52.6%)			Freetime (53.8%)
#3	Family (37.3%)	Youth (35.7%)	Family (39.5%)			Money (35.5%)
GOD	4.2% (LAST)	4.8% (LAST)	3.9% (LAST)			6.4% (#11)

Where students seek fulfillment for BEING LOVED

	Břeclav	Male	Female	Target	Nominal	Czech
#1	Family (87.3%)	Family (83.3%)	Friends (90.8%)			Family (81.5%)
#2	Friends (86.4%)	Friends (78.6%)	Family (89.5%)			Friends (78.2%)
#3	Boy/girlfriend (60.2%)	Boy/girlfriend (47.6%)	Boy/girlfriend (67.1%)			Boy/girlfriend (52.3%)
GOD	3.4% (#10)	4.8% (#8)	2.6% (#9)			7.4% (#8)

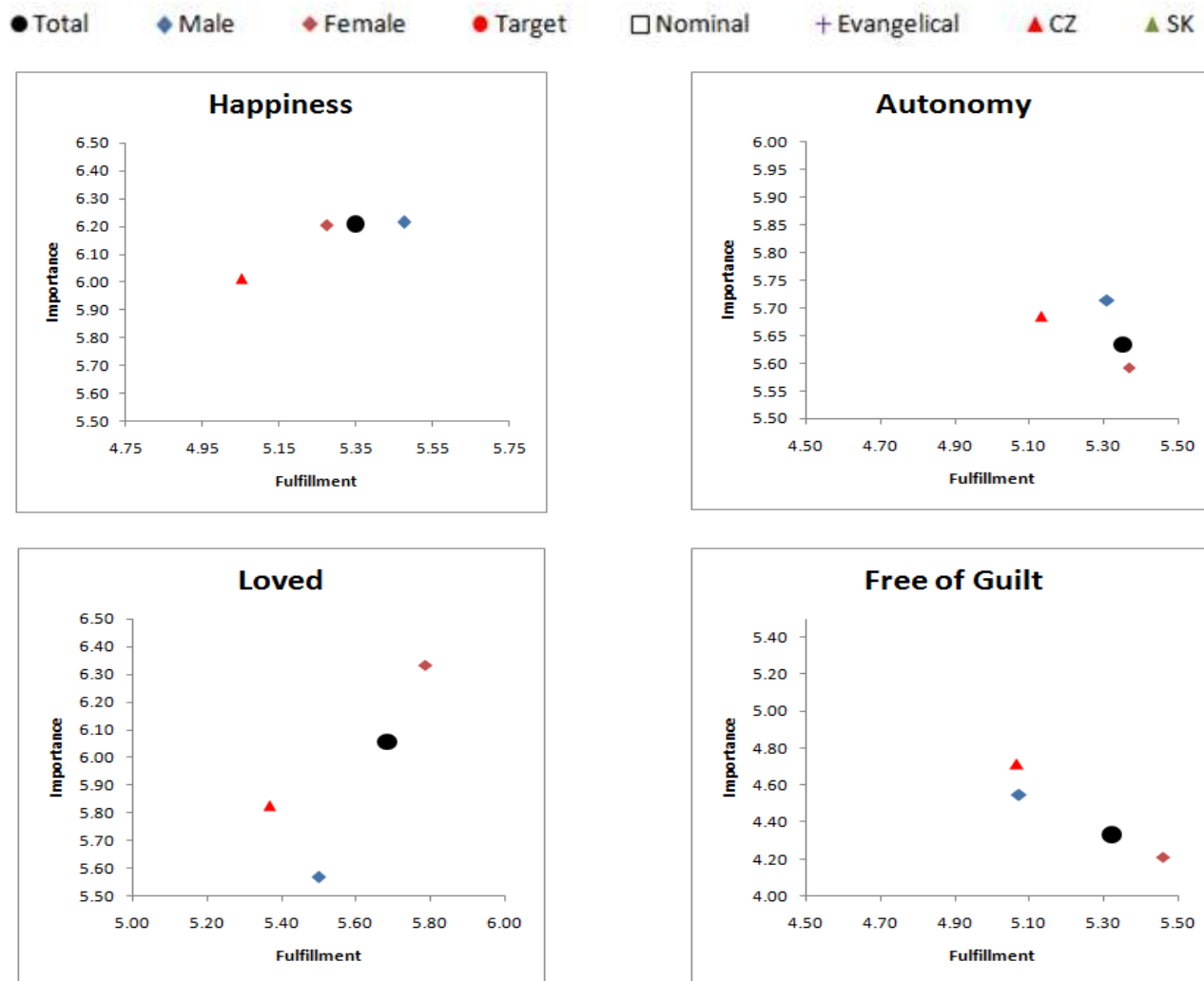
Where students seek fulfillment for FREEDOM FROM GUILT

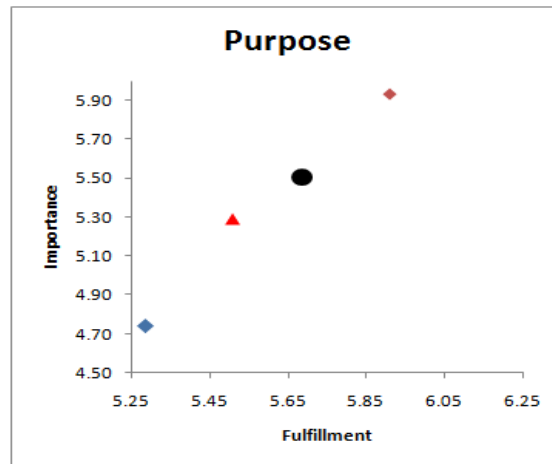
	Břeclav	Male	Female	Target	Nominal	Czech
#1	Friends (68.6%)	Friends (69.1%)	Friends (68.4%)			Friends (68.5%)
#2	Apology (50.0%)	Sport (50.0%)	Apology (59.2%)			Apology (54.8%)
#3	Family (46.6%)	Family (45.2%)	Family (47.4%)			Family (52.6%)
GOD	10.2% (LAST)	7.1% (LAST)	11.8% (#7)			9.2% (#8)

Where students seek fulfillment for PURPOSE

	Břeclav	Male	Female	Target	Nominal	Czech
#1	Family (73.7%)	Family (57.1%)	Family (82.9%)			Family (74.2%)
#2	Friends (51.7%)	Success (47.6%)	Friends (59.2%)			Friends (54.6%)

#3	Boy/girlfriends (47.5%)	Friends (38.1%)	Boy/girlfriends (53.9%)			Boy/girlfriends (34.3%)
GOD	12.7% (#7)	12.7% (#7)	12.7% (#7)			10.4% (#7)
Meaning of Life	Břeclav	Male	Female	Target	Nominal	Czech
Don't know-don't care	25.4%	26.2%	25.0%			20.8%
Life is meaningless	3.4%	7.1%	1.3%			3.2%
Looking but not finding	54.2%	45.2%	59.2%			53.0%
Have found	16.9%	21.4%	14.5%			22.9%





STRATEGIC NOTES

Břeclav has Target segment that is similar in size compared to all other Czech cities in this study. To strategically reach the students of this community, it is recommended to engage students in the area(s) of the greatest hunger. The greatest hunger among the students of Břeclav is Happiness. Like most Czech students, the youth surveyed look to friends and family to fulfill this need.



B R N O



SAMPLE: TOTAL (N) = 476

Schools

- Gymnázium, Brno, Slovanské náměstí 7 = 61
- Gymnázium Hády, s.r.o. = 38
- Střední zdravotnická škola Evangelické = 40
- Gymnázium Brno, tř.kpt.Jaroše 14, rozp. = 54
- Církevní střední zdravotnická škola s.r.o. = 48
- Střední průmyslová škola elektrotechnická = 51
- Integrovaná střední škola automobilní = 44
- SOŠ Emila Holuba, s.r.o.= 33
- Střední odborná škola a Střední odborné=38

Gender

- Male = 244
- Female = 232

Segments

- Evangelical= 9 (1.9%), Czech Rep = 1.7%
- Nominals = 81 (17.0%), Czech Rep = 15.8%
- TARGET = 34 (7.1%), Czech Rep = 5.2% (#21)

THE CHURCH AND SPIRITUALITY

Creed	Brno	Male	Female	Target	Nominal	Czech
None	75.1%	74.1%	76.1%	11.8%	0.0%	76.7%
Roman Catholic Church	16.5%	13.2%	20.0%	73.5%	87.7%	13.1%
Other Christian	2.5%	2.9%	2.2%	14.7%	12.3%	4.7%
Other non-Christian	5.9%	9.9%	1.7%	0.0%	0.0%	5.6%

View of Church	Brno	Male	Female	Target	Nominal	Czech
Church is Credible	12.2%	9.4%	15.1%	52.9%	39.5%	9.0%
People attend to get close to God	53.8%	49.6%	58.2%	88.2%	80.2%	51.7%

Spiritual World	Brno	Male	Female	Target	Nominal	Czech
Believe in the spiritual world	58.6%	57.4%	59.9%	100.0%	80.2%	59.3%
Experienced the spiritual world	57.1%	56.1%	58.2%	64.7%	61.7%	55.8%

HUNGER FOR UNMET NEEDS

Need	Brno	Male	Female	Target	Nominal	Czech
Happiness	5.88 (#24)	5.70	6.08	3.72	5.20	5.80
Autonomy	3.27 (#17)	4.24	2.28	1.67	1.46	3.15
Being Loved	2.65 (#26)	1.96	3.44	4.43	3.03	2.69
Free of Guilt	-1.36 (#26)	-1.87	-0.81	9.12	2.42	-1.64

Purpose	0.03 (#5)	-0.57	0.70	3.03	0.56	-1.16
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Value in parentheses indicates the rank of this city in needs among the 40 cities in the survey

Where students seek fulfillment for HAPPINESS

	Brno	Male	Female	Target	Nominal	Czech
#1	Family (83.0%)	Family (77.9%)	Family (88.4%)	Family (94.3%)	Family (90.1%)	Family (82.8%)
#2	Friends (72.9%)	Friends (69.3%)	Friends (76.7%)	Friends (60.0%)	Friends (66.7%)	Friends (73.8%)
#3	Boy/girlfriend (42.0%)	Boy/girlfriend (36.1%)	Boy/girlfriend (48.3%)	God (40.0%)	Boy/girlfriend (49.4%)	Boy/girlfriend (42.2%)
GOD	8.0% (#9)	7.0% (#9)	9.0% (#9)		19.7% (#4)	7.1% (#10)

Where students seek fulfillment for AUTONOMY

	Brno	Male	Female	Target	Nominal	Czech
#1	Freetime (56.3%)	Freetime (57.0%)	Freetime (55.6%)	Freetime (61.8%)	Freetime (54.3%)	Friends (54.4%)
#2	Friends (50.0%)	Friends (48.4%)	Friends (51.7%)	Family (47.1%)	Friends (45.7%)	Freetime (53.8%)
#3	Money (36.3%)	Money (37.7%)	Money (34.9%)	Friends (44.1%)	Family (43.2%)	Money (35.5%)
GOD	8.0% (#11)	9.4% (#10)	6.5% (#11)	38.2% (#4)	18.5% (#8)	6.4% (#11)

Where students seek fulfillment for BEING LOVED

	Brno	Male	Female	Target	Nominal	Czech
#1	Family (79.2%)	Friends (74.6%)	Family (84.5%)	Family (79.4%)	Family (76.5%)	Family (81.5%)
#2	Friends (78.6%)	Family (74.2%)	Friends (82.8%)	Friends (73.5%)	Boy/girlfriend (46.1%)	Friends (78.2%)
#3	Boy/girlfriend (52.3%)	Boy/girlfriend (45.5%)	Boy/girlfriend (59.5%)	Boy/girlfriend (55.9%)	Friends (44.4%)	Boy/girlfriend (52.3%)
GOD	8.2% (#8)	9.0% (#8)	7.3% (#7)	47.1% (#4)	13.6% (#4)	7.4% (#8)

Where students seek fulfillment for FREEDOM FROM GUILT

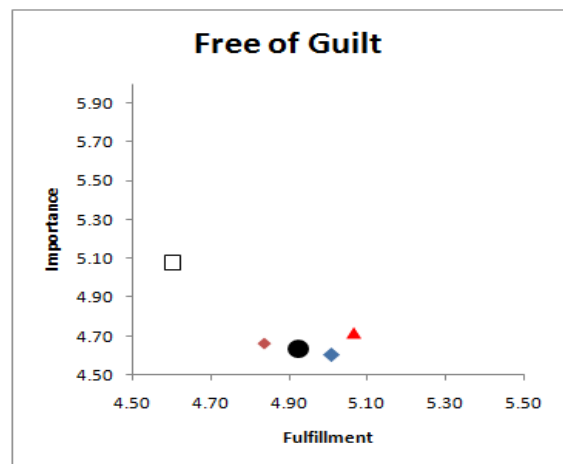
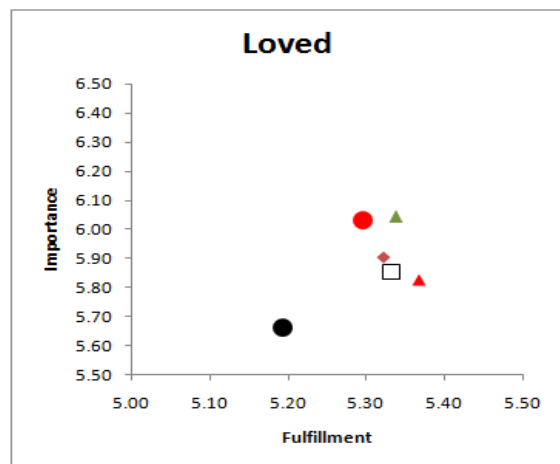
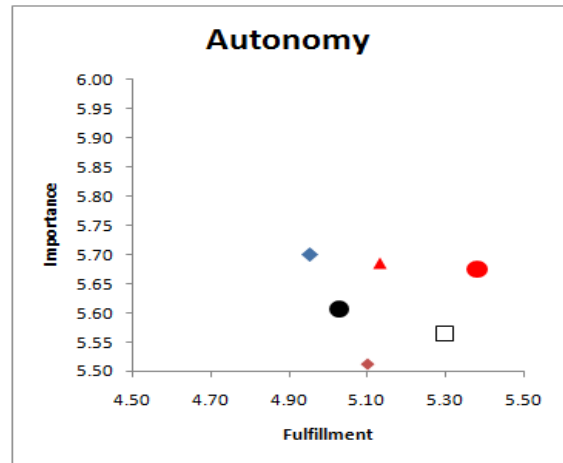
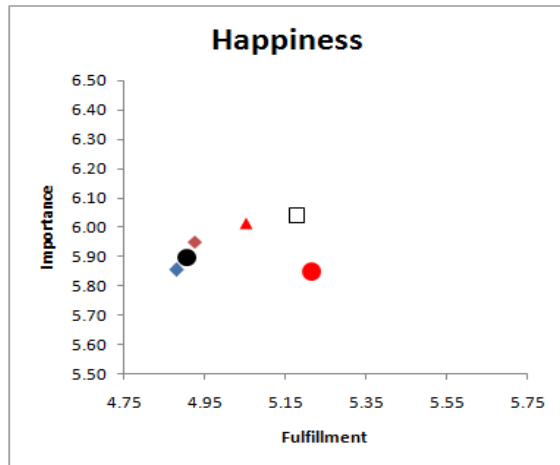
	Brno	Male	Female	Target	Nominal	Czech
#1	Friends (65.6%)	Friends (63.1%)	Friends (68.1%)	God (61.8%)	Family (64.2%)	Friends (68.5%)
#2	Apology (55.0%)	Apology (48.4%)	Apology (62.1%)	Friends (52.9%)	Friends (56.8%)	Apology (54.8%)
#3	Family (50.6%)	Family (52.1%)	Family (49.1%)	Family (52.9%)	Apology (51.8%)	Family (52.6%)
GOD	11.3% (#8)	11.1% (#8)	11.6% (#8)		28.4% (#5)	9.2% (#8)

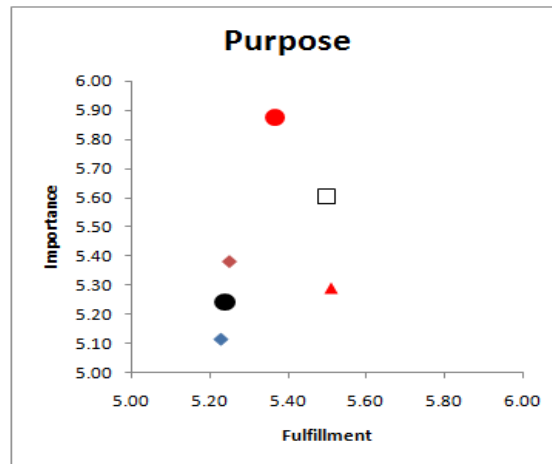
Where students seek fulfillment for PURPOSE

	Brno	Male	Female	Target	Nominal	Czech
#1	Family (76.0%)	Family (72.1%)	Family (80.2%)	Family (73.5%)	Family (86.4%)	Family (74.2%)
#2	Friends (53.4%)	Friends (54.5%)	Friends (52.2%)	God (55.9%)	Friends (49.4%)	Friends (54.6%)

#3	Boy/girlfriends (37.6%)	Boy/girlfriends (37.7%)	Boy/girlfriends (37.5%)	Friends (47.1%)	Boy/girlfriends (35.8%)	Boy/girlfriend s (34.3%)
GOD	11.6% (#8)	11.5% (#8)	11.6% (#8)		32.1% (#5)	10.4% (#7)
Meaning of Life	Brno	Male	Female	Target	Nominal	Czech
Don't know-don't care	20.9%	23.0%	18.6%	6.1%	13.8%	20.8%
Life is meaningless	3.2%	3.7%	2.6%	3.0%	1.3%	3.2%
Looking but not finding	57.4%	55.6%	59.3%	60.6%	67.5%	53.0%
Have found	18.6%	17.7%	19.5%	30.3%	17.5%	22.9%

● Total ◆ Male ◆ Female ● Target □ Nominal + Evangelical ▲ CZ ▲ SK





STRATEGIC NOTES

Brno has Target segment that is similar in size compared to all other Czech cities in this study and is nearly $\frac{3}{4}$ Roman Catholic. Furthermore, more than $\frac{1}{2}$ of the Target segment believes that the church is credible. Nearly $\frac{1}{3}$ of the Target audience also indicates that they have already found life purpose while just 6.1% indicated that they do not care about life purpose (compared to 20.8% of Czech students in this survey).

To strategically reach the students of this community, it is recommended to engage students in the area(s) of the greatest hunger. The greatest hunger among the students of Brno is Happiness. Like most Czech students, the youth surveyed look to friends and family to fulfill this need. It is also notable that the female students have a hunger for Purpose as well. These students also look to friends and family to fulfill purpose.



Č E S K É B U D Ě J O V I C E



SAMPLE: TOTAL (N) = 275

Schools

- EDUCAnet - gymnázium a SOŠ České = 35
- Obchodní akademie = 41
- SZŠ a VOŠ zdravotnická =44
- Gymnázium olympijských nadějí =54
- SPŠ stavební, České Budějovice = 49
- VOŠ, SPŠ automobilní a technická = 52

Gender

- Male = 151
- Female = 124

Segments

- Evangelical = 4 (1.5%), Czech Rep = 1.7%
- Nominals = 39 (14.2%), Czech Rep = 15.8%
- TARGET = 12 (4.4%), Czech Rep = 5.2%% (#27)

THE CHURCH AND SPIRITUALITY

Creed	Č. Budějovice	Male	Female	Target	Nominal	Czech
None	80.5%	79.3%	82.0%		0.0%	76.7%
Roman Catholic Church	12.1%	11.3%	13.1%		79.5%	13.1%
Other Christian	2.9%	1.3%	4.9%		20.5%	4.7%
Other non-Christian	4.4%	8.0%	0.0%		0.0%	5.6%

View of Church	Č. Budějovice	Male	Female	Target	Nominal	Czech
Church is Credible	7.6%	8.6%	6.5%		30.8%	9.0%
People attend to get close to God	50.2%	46.4%	54.8%		71.8%	51.7%

Spiritual World	Č. Budějovice	Male	Female	Target	Nominal	Czech
Believe in the spiritual world	59.6%	57.6%	62.1%		71.8%	59.3%
Experienced the spiritual world	48.4%	50.3%	46.0%		61.5%	55.8%

HUNGER FOR UNMET NEEDS

Need	Č. Budějovice	Male	Female	Target	Nominal	Czech
Happiness	6.07 (#37)	5.17	6.90		6.83	5.80
Autonomy	3.22 (#34)	3.33	3.14		0.56	3.15
Being Loved	2.95 (#36)	1.37	4.29		2.47	2.69
Free of Guilt	-1.31 (#33)	-2.42	-0.36		4.24	-1.64
Purpose	-1.11 (#38)	-2.12	-0.25		-0.88	-1.16

Value in parentheses indicates the rank of this city in needs among the 40 cities in the survey

Where students seek fulfillment for HAPPINESS

	České Budějovice	Male	Female	Target	Nominal	Czech
#1	Family (85.1%)	Family (80.1%)	Family (91.1%)		Family (89.7%)	Family (82.8%)
#2	Friends (68.0%)	Friends (64.9%)	Friends (71.8%)		Friends (61.5%)	Friends (73.8%)
#3	Boy/girlfriend (50.9%)	Sport+Boy/girlfriend (39.7%)	Boy/girlfriend (64.5%)		Boy/girlfriend (56.4%)	Boy/girlfriend (42.2%)
GOD	4.0% (#11)	4.6% (#10)	3.2% (#11)		7.7% (#9)	7.1% (#10)

Where students seek fulfillment for AUTONOMY

	České Budějovice	Male	Female	Target	Nominal	Czech
#1	Freetime (56.4%)	Freetime (53.6%)	Freetime (59.7%)		Freetime (51.3%)	Friends (54.4%)
#2	Friends (53.1%)	Friends (53.0%)	Friends (53.2%)		Friends (48.7%)	Freetime (53.8%)
#3	Family (40.4%)	Family (42.4%)	Family (37.9%)		Family (41.0%)	Money (35.5%)
GOD	3.6% (LAST)	5.3% (#11)	1.6% (LAST)		10.3% (#8)	6.4% (#11)

Where students seek fulfillment for BEING LOVED

	České Budějovice	Male	Female	Target	Nominal	Czech
#1	Family (88.2%)	Family (77.5%)	Family (87.9%)		Family (74.4%)	Family (81.5%)
#2	Friends (77.2%)	Friends (74.2%)	Friends (83.1%)		Friends (48.7%)	Friends (78.2%)
#3	Boy/girlfriend (57.1%)	Boy/girlfriend (46.4%)	Boy/girlfriend (70.2%)		Boy/girlfriend (45.6%)	Boy/girlfriend (52.3%)
GOD	4.0% (#9)	6.6% (#8)	0.8% (LAST)		5.1% (#6)	7.4% (#8)

Where students seek fulfillment for FREEDOM FROM GUILT

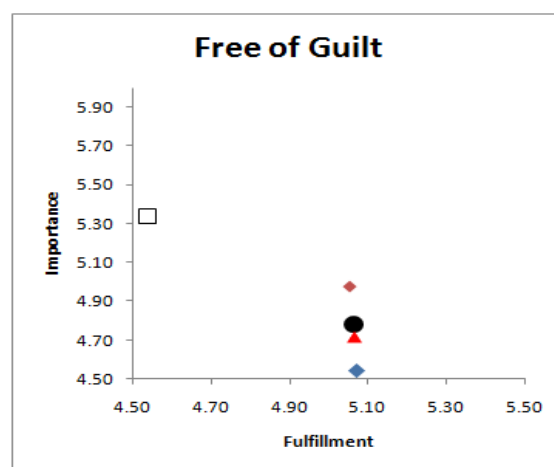
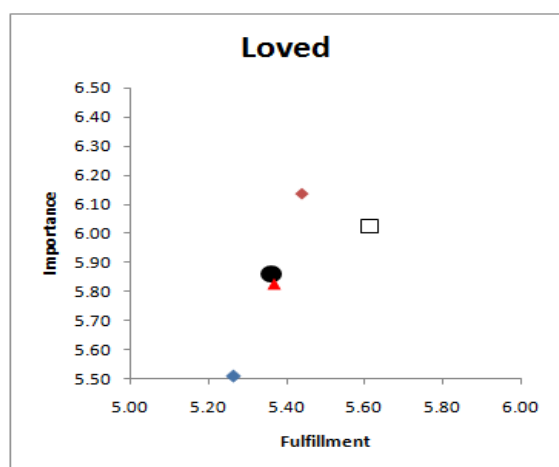
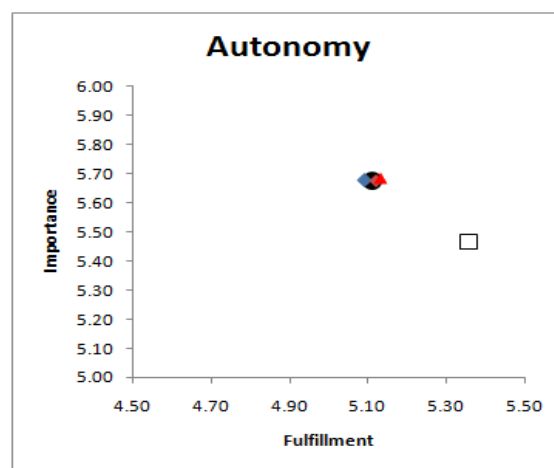
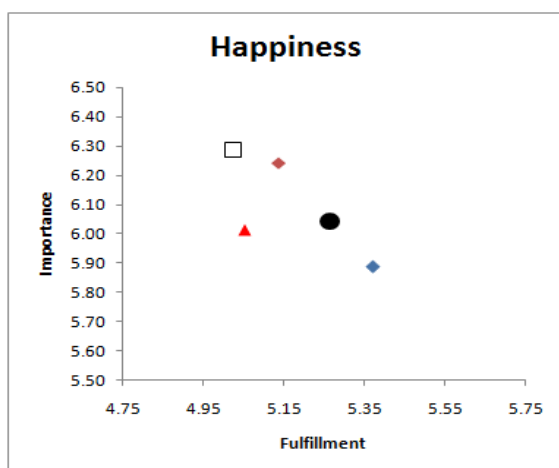
	České Budějovice	Male	Female	Target	Nominal	Czech
#1	Friends (66.6%)	Friends (66.9%)	Apology (67.7%)		Family (59.0%)	Friends (68.5%)
#2	Family (55.6%)	Family (53.6%)	Friends (66.1%)		Apology (53.8%)	Apology (54.8%)
#3	Apology (53.1%)	Apology (41.1%)	Family (58.1%)		Friends (48.7%)	Family (52.6%)
GOD	4.4% (LAST)	5.3% (LAST)	3.2% (LAST)		18.0% (#7)	9.2% (#8)

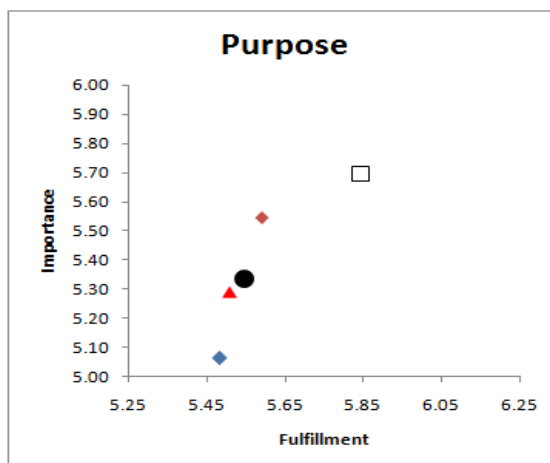
Where students seek fulfillment for PURPOSE

	České Budějovice	Male	Female	Target	Nominal	Czech
#1	Family (76.4%)	Family (72.8%)	Family (80.6%)		Family (76.9%)	Family (74.2%)
#2	Friends (56.0%)	Friends (52.3%)	Friends (60.5%)		Boy/girlfriends (48.7%)	Friends (54.6%)
#3	Boy/girlfriends (41.1%)	Boy/girlfriends (37.7%)	Boy/girlfriends (45.2%)		Friends (46.1%)	Boy/girlfriends (34.3%)
GOD	4.7% (#9)	6.0% (#9)	3.2% (#10)		7.7% (#9)	10.4% (#7)

Meaning of Life	České Budějovice	Male	Female	Target	Nominal	Czech
Don't know-don't care	24.4%	27.5%	20.7%		19.4%	20.8%
Life is meaningless	3.0%	3.4%	2.5%		2.8%	3.2%
Looking but not finding	44.8%	41.6%	48.8%		55.6%	53.0%
Have found	27.8%	27.5%	28.1%		22.2%	22.9%

● Total ◆ Male ◆ Female ● Target □ Nominal + Evangelical ▲ CZ ▲ SK





STRATEGIC NOTES

České Budějovice has Target segment that is similar in size and spiritual views compared to all other Czech cities in this study.

To strategically reach the students of this community, it is recommended to engage students in the area(s) of the greatest hunger. The greatest hunger among the students of České Budějovice is Happiness. Like most Czech students, the youth surveyed look to friends and family to fulfill this need. The females surveyed also indicate a hunger for Being Loved where they also look to immediate relationships to fulfill this need.



Č E S K Ý T Ě Š Í N



SAMPLE: TOTAL (N) = 125

Schools

- Obchodní akademie, Český Těšín, Sokola = 54
- Střední zemědělská škola = 32
- Gimnazjum z Polskim Językiem Nauczania = 39

Gender

- Male = 31
- Female = 94

Segments

- Evangelical = 14 (11.2%), Czech Rep = 1.7%
- Nominals = 54 (43.2%), Czech Rep = 15.8%
- TARGET = 22 (17.6%), Czech Rep = 5.2% (#8)

THE CHURCH AND SPIRITUALITY

Creed	Český Těšín	Male	Female	Target	Nominal	Czech
None	40.3%		38.7%		0.0%	76.7%
Roman Catholic Church	25.8%		26.9%		48.1%	13.1%
Other Christian	29.0%		30.1%		51.9%	4.7%
Other non-Christian	4.8%		4.3%		0.0%	5.6%

View of Church	Český Těšín	Male	Female	Target	Nominal	Czech
Church is Credible	22.4%		22.3%		27.8%	9.0%
People attend to get close to God	64.8%		69.1%		75.9%	51.7%

Spiritual World	Český Těšín	Male	Female	Target	Nominal	Czech
Believe in the spiritual world	67.2%		67.0%		70.4%	59.3%
Experienced the spiritual world	62.4%		63.8%		70.4%	55.8%

HUNGER FOR UNMET NEEDS

Need	Český Těšín	Male	Female	Target	Nominal	Czech
Happiness	6.53 (#14)		7.56		5.92	5.80
Autonomy	3.30 (#16)		3.60		2.43	3.15
Being Loved	4.40 (#5)		5.09		5.42	2.69
Free of Guilt	-0.85 (#20)		-1.92		1.32	-1.64
Purpose	-0.05 (#6)		0.25		0.32	-1.16

Value in parentheses indicates the rank of this city in needs among the 40 cities in the survey

Where students seek fulfillment for HAPPINESS

	Český Těšín	Male	Female	Target	Nominal	Czech
#1	Family (84.0%)		Family (84.0%)		Family (88.9%)	Family (82.8%)
#2	Friends (76.8%)		Friends (81.9%)		Friends (68.5%)	Friends (73.8%)
#3	Boy/girlfriend (35.2%)		Boy/girlfriend (35.1%)		Boy/girlfriend (37.0%)	Boy/girlfriend (42.2%)
GOD	27.2% (#4)		27.7% (#4)		33.3% (#4)	7.1% (#10)

Where students seek fulfillment for AUTONOMY

	Český Těšín	Male	Female	Target	Nominal	Czech
#1	Freetime (58.4%)		Freetime (55.3%)		Freetime (59.3%)	Friends (54.4%)
#2	Friends (55.2%)		Friends (54.3%)		Friends (55.6%)	Freetime (53.8%)
#3	Youth (33.6%)		Youth (37.2%)		Family (38.9%)	Money (35.5%)
GOD	20.0% (#7)		19.1% (#7)		20.4% (#7)	6.4% (#11)

Where students seek fulfillment for BEING LOVED

	Český Těšín	Male	Female	Target	Nominal	Czech
#1	Family (89.6%)		Family (90.4%)		Family (87.0%)	Family (81.5%)
#2	Friends (83.2%)		Friends (85.1%)		Friends (55.6%)	Friends (78.2%)
#3	Boy/girlfriend (46.4%)		Boy/girlfriend (45.7%)		Boy/girlfriend (33.3%)	Boy/girlfriend (52.3%)
GOD	29.6% (#4)		30.8% (#4)		18.5% (#4)	7.4% (#8)

Where students seek fulfillment for FREEDOM FROM GUILT

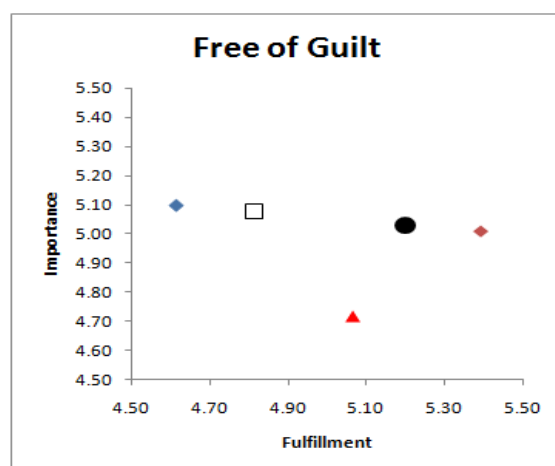
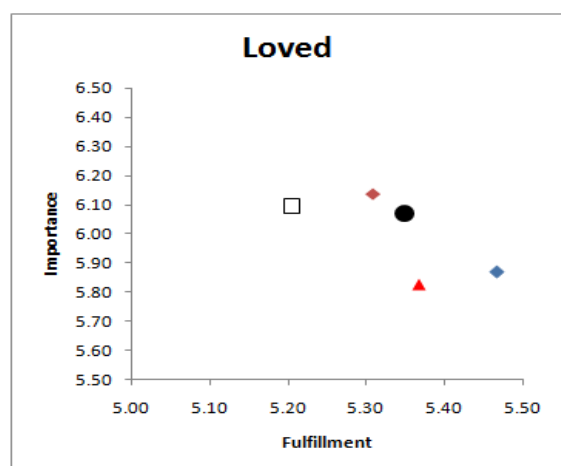
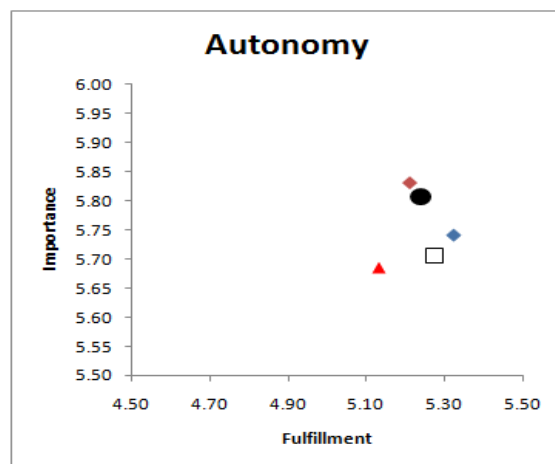
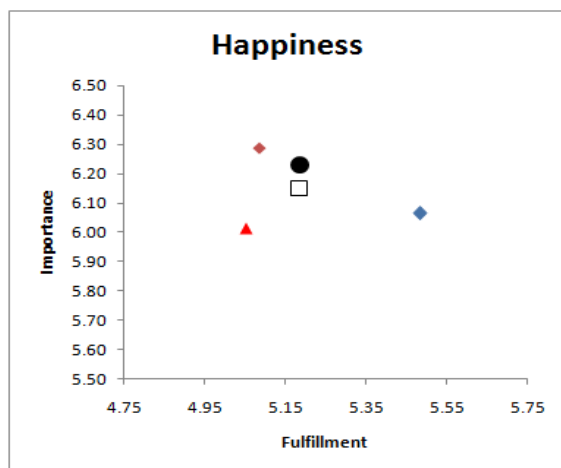
	Český Těšín	Male	Female	Target	Nominal	Czech
#1	Friends (61.6%)		Friends (67.0%)		Friends (72.2%)	Friends (68.5%)
#2	Apology (56.0%)		Apology (61.7%)		Apology (61.1%)	Apology (54.8%)
#3	Family (49.6%)		Family (44.7%)		Family (50.0%)	Family (52.6%)
GOD	31.2% (#4)		30.8% (#4)		35.2% (#4)	9.2% (#8)

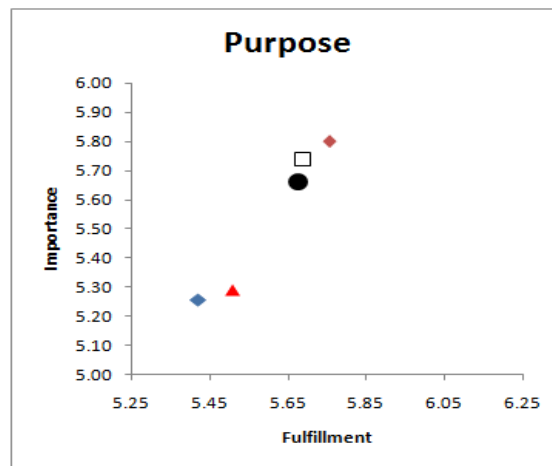
Where students seek fulfillment for PURPOSE

	Český Těšín	Male	Female	Target	Nominal	Czech
#1	Family (71.2%)		Family (68.1%)		Family (85.2%)	Family (74.2%)
#2	Friends (50.4%)		Friends (53.2%)		Friends (59.3%)	Friends (54.6%)
#3	Success (33.6%)		Success (34.0%)		God (38.9%)	Boy/girlfriends (34.3%)
GOD	10.4% (#7)		31.9% (#4)			10.4% (#7)

Meaning of Life	Český Těšín	Male	Female	Target	Nominal	Czech
Don't know-don't care	14.5%		12.9%		11.3%	20.8%
Life is meaningless	0.8%		1.1%		0.0%	3.2%
Looking but not finding	53.2%		53.8%		60.4%	53.0%
Have found	31.5%		32.3%		28.3%	22.9%

● Total ◆ Male ◆ Female ● Target □ Nominal + Evangelical ▲ CZ ▲ SK





STRATEGIC NOTES

NOTE: The sample of female students from Český Těšín is overwhelmingly larger than the male sample and the size of the male sample is too small for detailed analysis. Therefore, only a detailed analysis of the female segment is shown and the analysis of Český Těšín should be considered biased towards the female sample.

Český Těšín has the largest Target percentage of the Target segment compared to all other Czech cities in this study. More than half of the students surveyed identified themselves with a Christian religion compared to less than 25% for their Czech peers in other cities. Nearly a quarter of the female students surveyed believe that the church is credible compared to just 9% of Czech students who believe the same.

To strategically reach the students of this community, it is recommended to engage students in the area(s) of the greatest hunger. Český Těšín is among the hungriest cities in this study for Being Loved. The students of Český Těšín look to their personal relationships to fulfill this need.



FRÝDEK MÍSTEK



SAMPLE: TOTAL (N) = 160

Schools

- Čtyřleté a osmileté gymnázium, s.r.o. = 48
- Střední škola oděvní a obchodně = 59
- Obchodní akademie, Frýdek-Místek = 53

Gender

- Male = 60
- Female = 100

Segments

- Evangelical = 3 (1.9%), Czech Rep = 1.7%
- Nominals = 30 (18.8%), Czech Rep = 15.8%
- TARGET = 13 (8.1%), Czech Rep = 5.2%% (#17)

THE CHURCH AND SPIRITUALITY

Creed	Frýdek-Místek	Male	Female	Target	Nominal	Czech
None	74.7%	79.7%	71.7%			76.7%
Roman Catholic Church	13.9%	8.5%	17.2%			13.1%
Other Christian	7.0%	3.4%	9.1%			4.7%
Other non-Christian	4.4%	8.5%	2.0%			5.6%

View of Church	Frýdek-Místek	Male	Female	Target	Nominal	Czech
Church is Credible	13.8%	5.0%	19.0%			9.0%
People attend to get close to God	65.0%	55.0%	71.0%			51.7%

Spiritual World	Frýdek-Místek	Male	Female	Target	Nominal	Czech
Believe in the spiritual world	59.4%	65.0%	56.0%			59.3%
Experienced the spiritual world	47.5%	46.7%	48.0%			55.8%

HUNGER FOR UNMET NEEDS

Need	Frýdek-Místek	Male	Female	Target	Nominal	Czech
Happiness	4.45 (#40)	3.40	5.09			5.80
Autonomy	2.13 (#32)	2.11	2.15			3.15
Being Loved	2.38 (#30)	-0.83	4.50			2.69
Free of Guilt	-0.19 (#11)	-3.50	1.94			-1.64
Purpose	-0.42 (#10)	-0.62	-0.29			-1.16

Value in parentheses indicates the rank of this city in needs among the 40 cities in the survey

Where students seek fulfillment for HAPPINESS

	Frýdek-Místek	Male	Female	Target	Nominal	Czech
#1	Family (86.5%)	Family (81.7%)	Family (90.0%)			Family (82.8%)
#2	Friends (73.5%)	Friends (78.3%)	Friends (71.0%)			Friends (73.8%)
#3	Boy/girlfriend (45.6%)	Sport+Boy/girlfriend (31.7%)	Boy/girlfriend (54.0%)			Boy/girlfriend (42.2%)
GOD	8.7% (#8)	8.7% (#8)	8.7% (#8)			7.1% (#10)

Where students seek fulfillment for AUTONOMY

	Frýdek-Místek	Male	Female	Target	Nominal	Czech
#1	Friends (61.9%)	Friends (61.7%)	Friends (62.0%)			Friends (54.4%)
#2	Freetime (49.4%)	Freetime (50.0%)	Freetime (49.0%)			Freetime (53.8%)
#3	Family (39.4%)	Money (35.0%)	Family (43.0%)			Money (35.5%)
GOD	6.8% (#10)	6.7% (#10)	7.0% (#10)			6.4% (#11)

Where students seek fulfillment for BEING LOVED

	Frýdek-Místek	Male	Female	Target	Nominal	Czech
#1	Family (86.2%)	Friends (88.3%)	Family (89.0%)			Family (81.5%)
#2	Friends (83.1%)	Family (81.7%)	Friends (80.0%)			Friends (78.2%)
#3	Boy/girlfriend (55.0%)	Boy/girlfriend (45.0%)	Boy/girlfriend (61.0%)			Boy/girlfriend (52.3%)
GOD	4.4% (#11)	0% (LAST)	7.0% (#6)			7.4% (#8)

Where students seek fulfillment for FREEDOM FROM GUILT

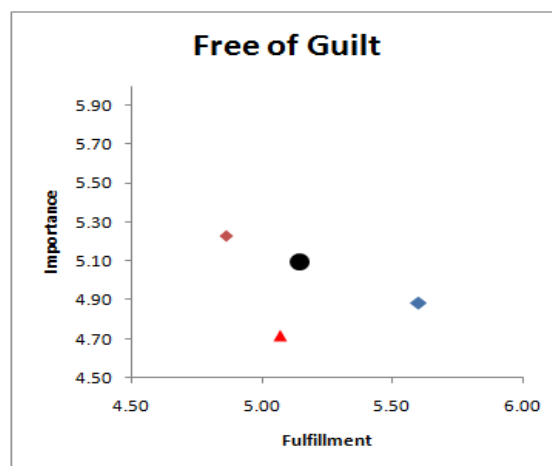
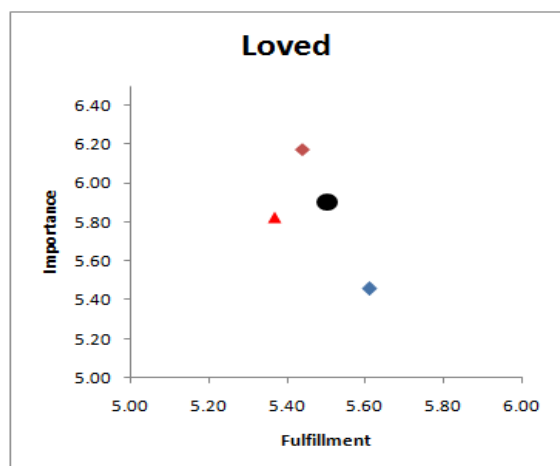
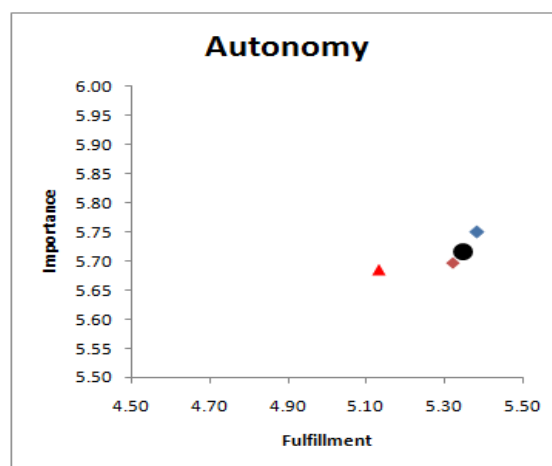
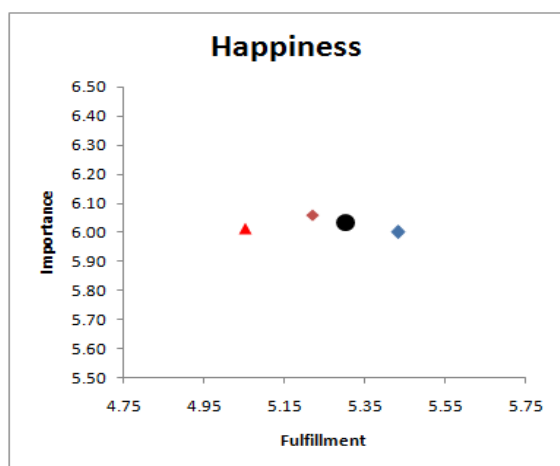
	Frýdek-Místek	Male	Female	Target	Nominal	Czech
#1	Friends (73.1%)	Friends (78.3.1%)	Friends (70.0%)			Friends (68.5%)
#2	Apology (58.7%)	Family (63.3%)	Apology (68.0%)			Apology (54.8%)
#3	Family (57.5%)	Apology (43.3%)	Family (54.0%)			Family (52.6%)
GOD	8.7% (#8)	1.7% (LAST)	13.0% (#7)			9.2% (#8)

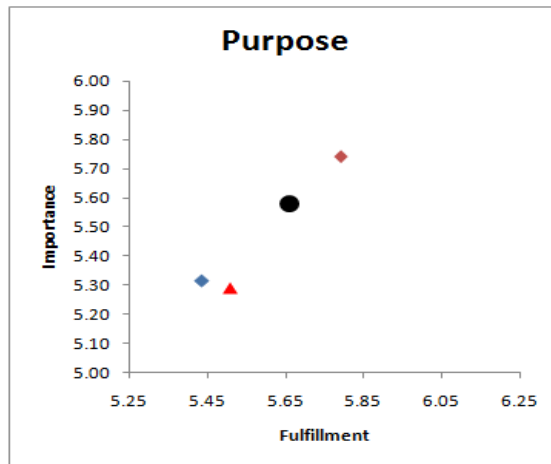
Where students seek fulfillment for PURPOSE

	Frýdek-Místek	Male	Female	Target	Nominal	Czech
#1	Family (81.2%)	Family (73.3%)	Family (86.0%)			Family (74.2%)
#2	Friends (54.4%)	Friends (60.0%)	Friends (51.0%)			Friends (54.6%)
#3	Boy/girlfriends (36.9%)	Boy/girlfriends (35.0%)	Health (40.0%)			Boy/girlfriends (34.3%)
GOD	13.1% (#7)	15.0% (#7)	12.0% (#7)			10.4% (#7)

Meaning of Life	Frýdek-Místek	Male	Female	Target	Nominal	Czech
Don't know-don't care	25.2%	23.3%	26.3%			20.8%
Life is meaningless	1.9%	0.0%	3.0%			3.2%
Looking but not finding	49.7%	55.0%	46.5%			53.0%
Have found	23.3%	21.7%	24.2%			22.9%

● Total ◆ Male ◆ Female ● Target □ Nominal + Evangelical ▲ CZ ▲ SK





STRATEGIC NOTES

Frýdek-Místek has Target segment that is similar in size compared to all other Czech cities in this study. More female students in this sample indicated that they were Catholic or other Christian than is typical for students in this study and the male students in the same city..

To strategically reach the students of this community, it is recommended to engage students in the area(s) of the greatest hunger. The greatest hunger among the students of Frýdek-Místek is Happiness. Like most Czech students, the youth surveyed look to friends and family to fulfill this need.



H A V Í Ř O V



SAMPLE: TOTAL (N) = 188

Schools

- Střední škola řemesel a služeb = 47
- Gymnázium = 48
- Hotelová škola a Obchodní akademie = 47
- SPŠ Stavební = 46

Gender

- Male = 109
- Female = 79

Segments

- Evangelical = 1 (0.5%), Czech Rep = 1.7%
- Nominals = 30 (16.0%), Czech Rep = 15.8%
- TARGET = 7 (3.7%), Czech Rep = 5.2% (#29)

THE CHURCH AND SPIRITUALITY

Creed	Havířov	Male	Female	Target	Nominal	Czech
None	77.0%	76.1%	78.2%			76.7%
Roman Catholic Church	7.5%	9.2%	5.1%			13.1%
Other Christian	9.6%	10.1%	9.0%			4.7%
Other non-Christian	5.9%	4.6%	7.7%			5.6%

View of Church	Havířov	Male	Female	Target	Nominal	Czech
Church is Credible	11.2%	10.1%	12.7%			9.0%
People attend to get close to God	40.4%	38.5%	43.0%			51.7%

Spiritual World	Havířov	Male	Female	Target	Nominal	Czech
Believe in the spiritual world	55.9%	60.6%	49.4%			59.3%
Experienced the spiritual world	53.2%	56.0%	49.4%			55.8%

HUNGER FOR UNMET NEEDS

Need	Havířov	Male	Female	Target	Nominal	Czech
Happiness	5.43 (#33)	4.12	7.40			5.80
Autonomy	3.24 (#18)	2.90	3.70			3.15
Being Loved	-0.09 (#40)	-0.80	0.97			2.69
Free of Guilt	-0.65 (#15)	-1.91	1.31			-1.64

Purpose	-1.67 (#27)	-2.73	0.00			-1.16
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Value in parentheses indicates the rank of this city in needs among the 40 cities in the survey

Where students seek fulfillment for HAPPINESS

	Haviřov	Male	Female	Target	Nominal	Czech
#1	Family (83.5%)	Family (78.9%)	Family (89.9%)			Family (82.8%)
#2	Friends (76.6%)	Friends (67.0%)	Friends (89.9%)			Friends (73.8%)
#3	Boy/girlfriend (37.8%)	Sex (27.5%)	Boy/girlfriend (58.2%)			Boy/girlfriend (42.2%)
GOD	5.8% (#10)	5.5% (#11)	6.3% (#9)			7.1% (#10)

Where students seek fulfillment for AUTONOMY

	Haviřov	Male	Female	Target	Nominal	Czech
#1	Friends (53.7%)	Freetime (51.4%)	Friends (65.8%)			Friends (54.4%)
#2	Freetime (48.9%)	Friends (44.9%)	Freetime (45.6%)			Freetime (53.8%)
#3	Family (35.6%)	Money (37.6%)	Family (39.2%)			Money (35.5%)
GOD	4.8% (LAST)	5.5% (LAST)	3.8% (LAST)			6.4% (#11)

Where students seek fulfillment for BEING LOVED

	Haviřov	Male	Female	Target	Nominal	Czech
#1	Friends (81.9%)	Friends (79.8%)	Friends (84.8%)			Family (81.5%)
#2	Family (74.5%)	Family (68.8%)	Family (82.3%)			Friends (78.2%)
#3	Boy/girlfriend (48.4%)	Boy/girlfriend (36.7%)	Boy/girlfriend (64.6%)			Boy/girlfriend (52.3%)
GOD	6.4% (#9)	6.4% (#10)	6.3% (#7)			7.4% (#8)

Where students seek fulfillment for FREEDOM FROM GUILT

	Haviřov	Male	Female	Target	Nominal	Czech
#1	Friends (71.3%)	Friends (70.6%)	Friends (72.1%)			Friends (68.5%)
#2	Family (49.5%)	Family (48.6%)	Boy/Girlfriend (54.4%)			Apology (54.8%)
#3	Apology (44.1%)	Apology (40.4%)	Family (50.6%)			Family (52.6%)
GOD	10.6% (#8)	9.2% (#8)	12.7% (#8)			9.2% (#8)

Where students seek fulfillment for PURPOSE

	Haviřov	Male	Female	Target	Nominal	Czech
#1	Family (68.6%)	Family (57.8%)	Family (83.5%)			Family (74.2%)
#2	Friends (54.6%)	Friends (47.7%)	Friends (64.6%)			Friends (54.6%)
#3	Success (33.0%)	Success (36.7%)	Success (33.0%)			Boy/girlfriends (34.3%)

GOD	9.6% (#9)	10.1% (#12)	8.9% (#8)	10.4% (#7)
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Meaning of Life	Havířov	Male	Female	Target	Nominal	Czech
Don't know-don't care	18.5%	21.0%	15.2%			20.8%
Life is meaningless	7.1%	10.5%	2.5%			3.2%
Looking but not finding	51.6%	48.6%	55.7%			53.0%
Have found	22.8%	20.0%	26.6%			22.9%

● Total

◆ Male

◆ Female

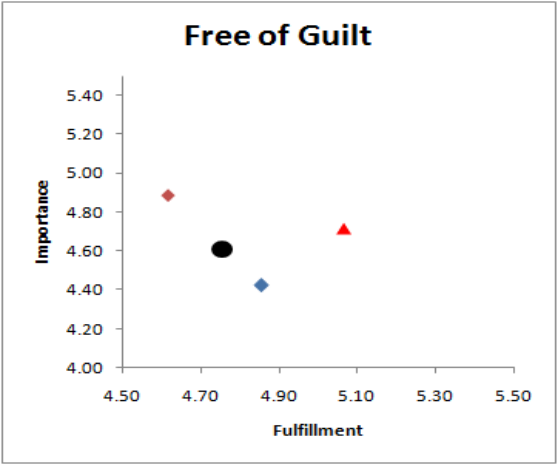
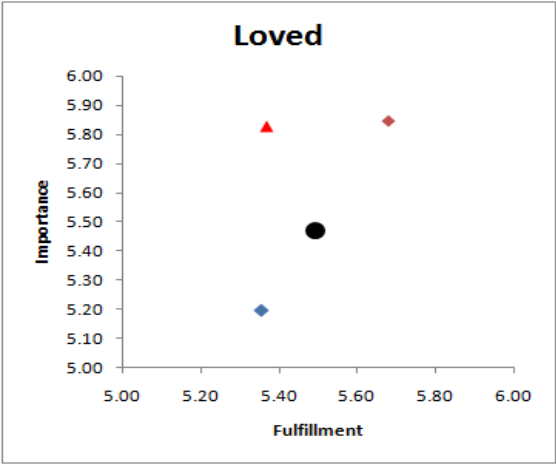
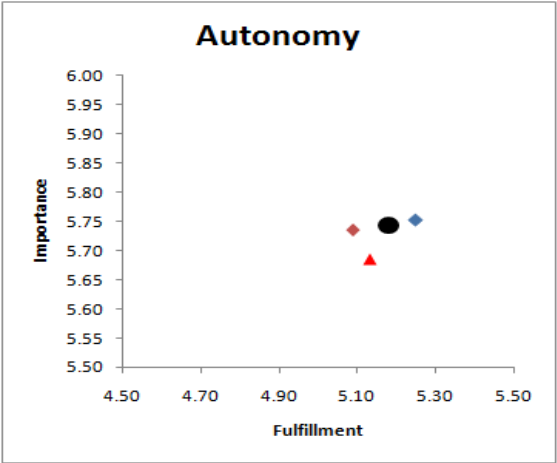
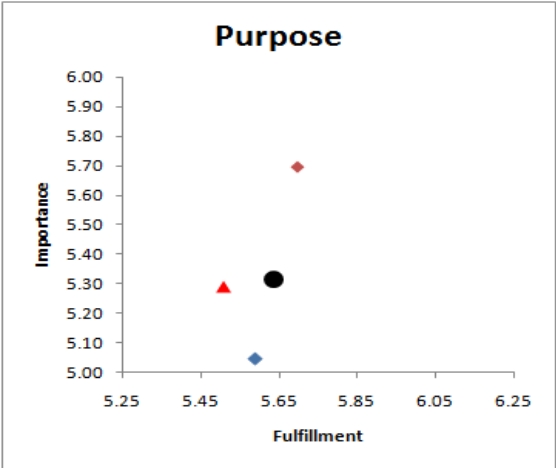
● Target

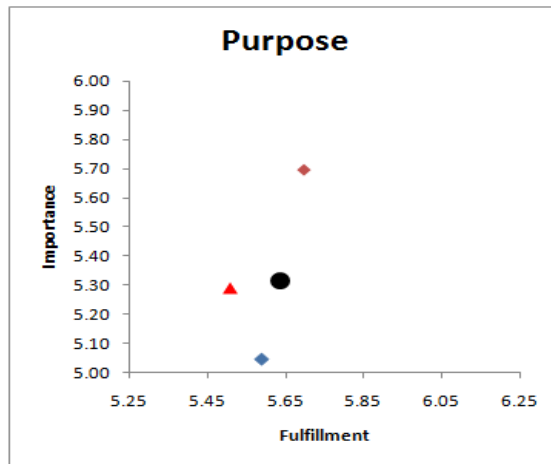
□ Nominal

+ Evangelical

▲ CZ

▲ SK





STRATEGIC NOTES

Havířov has Target segment that is smaller in size compared to all other Czech cities in this study. In general, the students surveyed are less likely to be Catholic and more likely to be “other Christian” than their Czech peers. Less than ½ of the females surveyed believe in the spiritual world and more than 10% of the males surveyed believe that life is meaningless.

To strategically reach the students of this community, it is recommended to engage students in the area(s) of the greatest hunger. The greatest hunger among the students of Havířov is Happiness. Like most Czech students, the youth surveyed look to friends and family to fulfill this need. In addition, almost 1/3 of the males surveyed look to sex to fulfill this need. The females surveyed also indicate a hunger to be Free of Guilt_where they also look to immediate relationships to fulfill this need.



H R A D E C K R Á L O V É



SAMPLE: TOTAL (N) = 170

Schools:

- SOŠ a SOU, Hradec Králové, Vocelova 1338 = 47
- SOŠ a SOU, Hradec Králové, Hradební 1029 = 46
- SOŠ veterinární, Hradec Králové = 51
- Česko-anglické gymnasium = 26

Gender

- Male = 95
- Female = 75

Segments

- Evangelical = 1 (0.6%), Czech Rep = 1.7%
- Nominals = 14 (8.2%), Czech Rep = 15.8%
- TARGET = 2 (1.2%), Czech Rep = 5.2% (#38)

THE CHURCH AND SPIRITUALITY

Creed	Hradec Králové	Male	Female	Target	Nominal	Czech
None	84.9%	82.8%	87.7%			76.7%
Roman Catholic Church	4.2%	4.3%	4.1%			13.1%
Other Christian	4.8%	5.4%	4.1%			4.7%
Other non-Christian	6.0%	7.5%	4.1%			5.6%

View of Church	Hradec Králové	Male	Female	Target	Nominal	Czech
Church is Credible	5.9%	6.3%	5.3%			10.1%
People attend to get close to God	40.6%	29.5%	54.7%			58.4%

Spiritual World	Hradec Králové	Male	Female	Target	Nominal	Czech
Believe in the spiritual world	58.2%	47.4%	72.0%			59.6%
Experienced the spiritual world	62.4%	62.1%	62.7%			56.2%

HUNGER FOR UNMET NEEDS

Need	Hradec Králové	Male	Female	Target	Nominal	Other Czech
Happiness	5.47 (#32)	4.30	7.01			5.80
Autonomy	4.05 (#6)	3.26	5.09			3.08
Being Loved	2.12 (#34)	0.67	4.18			2.69
Free of Guilt	-1.92 (#34)	-4.10	1.30			-1.64

Purpose	-0.13 (#7)	-0.32	0.15	-1.16
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Value in parentheses indicates the rank of this city in needs among the 40 cities in the survey

Where students seek fulfillment for HAPPINESS

	Hradec Králové	Male	Female	Target	Nominal	Czech
#1	Family (79.4%)	Family (75.8%)	Family (84.0%)			Family (83.8%)
#2	Friends (67.1%)	Friends (64.2%)	Friends (70.7%)			Friends (72.8%)
#3	Boy/girlfriends (42.3%)	Boy/girlfriends (34.7%)	Boy/girlfriends (52.0%)			Boy/girlfriends (42.2%)
GOD	1.8% (LAST)	3.2% (#11)	0.0% (LAST)			7.1% (#10)

Where students seek fulfillment for AUTONOMY

	Hradec Králové	Male	Female	Target	Nominal	Czech
#1	Friends (58.2%)	Friends (57.9%)	Friends (58.7%)			Friends (54.4%)
#2	Free-time (53.5%)	Free-time (54.7%)	Free-time (52.0%)			Free-time (53.8%)
#3	Family (44.7%)	Money (45.3%)	Family (45.3%)			Money (35.5%)
GOD	4.7% (LAST)	5.3% (#11)	4.0% (#11)			6.4% (#11)

Where students seek fulfillment for BEING LOVED

	Hradec Králové	Male	Female	Target	Nominal	Czech
#1	Family (81.8%)	Family (78.9%)	Family (85.3%)			Family (81.5%)
#2	Friends (71.8%)	Friends (74.7%)	Friends (84.0%)			Friends (78.2%)
#3	Boy/girlfriends (54.7%)	Boy/girlfriends (45.3%)	Boy/girlfriends (66.7%)			Boy/girlfriends (52.3%)
GOD	3.5% (#10)	6.3% (#9)	0.0% (LAST)			7.4% (#8)

Where students seek fulfillment for FREEDOM FROM GUILT

	Hradec Králové	Male	Female	Target	Nominal	Czech
#1	Friends (76.5%)	Friends (77.9%)	Friends (74.7%)			Friends (68.5%)
#2	Family (52.3%)	Family (47.4%)	Family (58.7%)			Apologies (54.8%)
#3	Apologies (43.5%)	Apologies (35.8%)	Apologies (53.3%)			Family (52.6%)
GOD	4.7% (LAST)	6.3% (#8)	2.7% (LAST)			9.2% (#8)

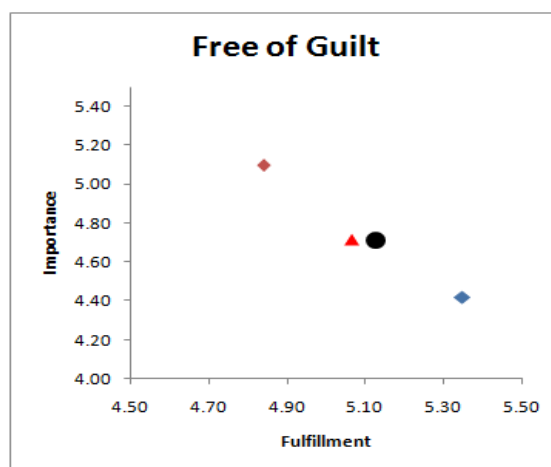
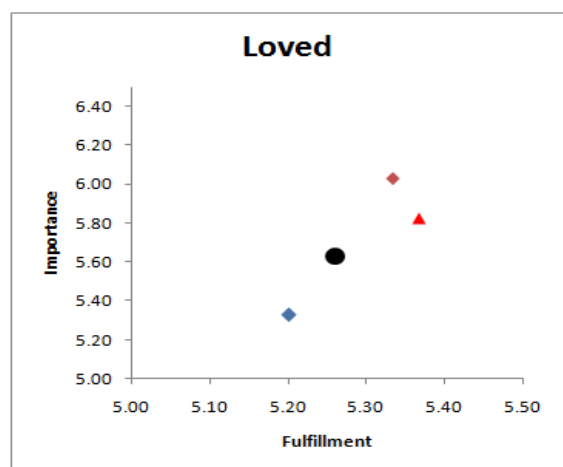
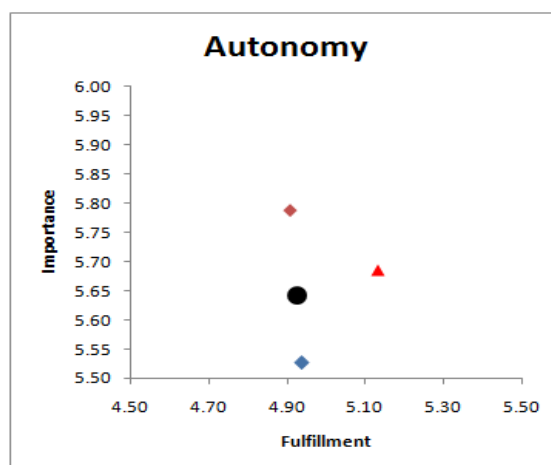
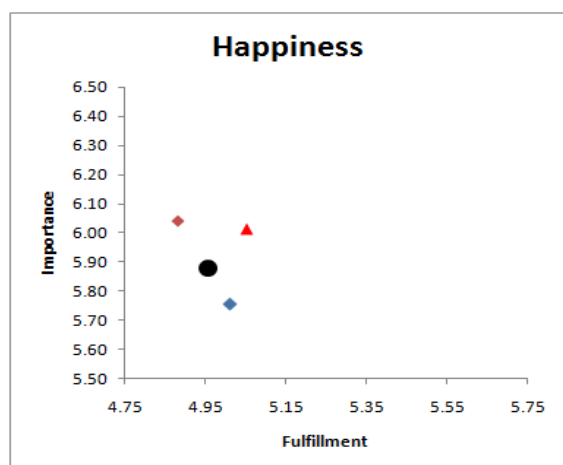
Where students seek fulfillment for PURPOSE

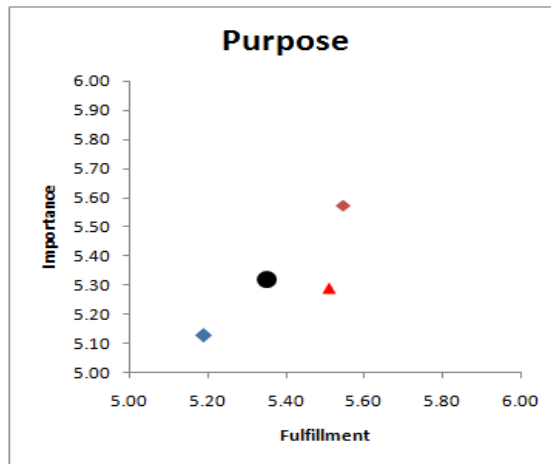
	Hradec Králové	Male	Female	Target	Nominal	Czech
#1	Family (71.2%)	Family (67.4%)	Family (76.0%)			Family (74.2%)
#2	Friends (58.8%)	Friends (63.2%)	Friends (53.3%)			Friends (54.6%)
#3	Success (38.5%)	Success (34.7%)	Success (38.7%)			Boy/girlfriends (34.3%)

GOD	6.5% (#10)	7.4% (#8)	5.3% (#10)	10.4% (#8)
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Meaning of Life	Hradec Králové	Male	Female	Target	Nominal	Czech
Don't know-don't care	24.4%	32.3%	14.7%			20.8%
Life is meaningless	2.4%	3.2%	1.3%			3.2%
Looking but not finding	52.4%	48.4*%	57.3%			53.0%
Have found	20.8%	16.1%	26.7%			22.9%

● Total ◆ Male ◆ Female ● Target □ Nominal + Evangelical ▲ CZ ▲ SK





STRATEGIC NOTES

The city of Hradec Králové has a smaller Target segment than most other Czech towns surveyed with a less than normal segment of students affiliating with Catholicism.

To strategically reach the students of this community, it is recommended to engage students in the area(s) of the greatest hunger. Like most students surveyed, the students of Hradec Králové have a “hunger” for Happiness and look to friends and family to fulfill these needs. In addition, the female students have a hunger for Autonomy, Being Loved, and Freedom from Guilt. Like most Czech students, they look to Friends and family to fulfill these needs.



J A B L O N E C N A D N I S O U



SAMPLE: TOTAL (N) = 140

Schools:

- Soukromá obchodní akademie Soapa, s.r.o. = 36
- SPŠ technická, Jablonec nad Nisou = 51
- Gymnázium a Sportovní gymnázium, přísp. = 53

Gender

- Male = 84
- Female = 56

Segments

- Evangelical = 0 (0.0%), Czech Rep = 1.7%
- Nominals = 4 (2.9%), Czech Rep = 15.8%
- TARGET = 0 (0.0%), Czech Rep = 5.2% (#40)

THE CHURCH AND SPIRITUALITY

Creed	Jablonec	Male	Female	Target	Nominal	Czech
None	92.1%	91.7%	92.9%			76.7%
Roman Catholic Church	2.1%	0.0%	5.4%			13.1%
Other Christian	1.4%	2.4%	0.0%			4.7%
Other non-Christian	4.3%	6.0%	1.8%			5.6%

View of Church	Jablonec	Male	Female	Target	Nominal	Czech
Church is Credible	3.6%	3.6%	3.6%			10.1%
People attend to get close to God	36.4%	32.1%	42.9%			58.4%

Spiritual World	Jablonec	Male	Female	Target	Nominal	Czech
Believe in the spiritual world	50.7%	41.7%	64.3%			59.6%
Experienced the spiritual world	55.7%	56.0%	55.4%			56.2%

HUNGER FOR UNMET NEEDS

Need	Jablonec	Male	Female	Target	Nominal	Other Czech
Happiness	5.17 (#35)	5.30	4.99			5.80
Autonomy	2.83 (#23)	3.77	1.50			3.08
Being Loved	0.78 (#39)	0.47	1.30			2.69
Free of Guilt	-4.55 (#40)	-5.69	-2.56			-1.64

Purpose	-2.16 (#34)	-2.55	-1.55	-1.16
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Value in parentheses indicates the rank of this city in needs among the 40 cities in the survey

Where students seek fulfillment for HAPPINESS

	Jablonec	Male	Female	Target	Nominal	Czech
#1	Family (80.0%)	Family (75.0%)	Family (87.5%)			Family (83.8%)
#2	Friends (66.4%)	Friends (66.7%)	Friends (66.1%)			Friends (72.8%)
#3	Boy/girlfriends (40.0%)	Sport (32.1%)	Boy/girlfriends (53.6%)			Boy/girlfriends (42.2%)
GOD	5.7% (LAST)	7.1% (#9)	3.6% (LAST)			7.1% (#10)

Where students seek fulfillment for AUTONOMY

	Jablonec	Male	Female	Target	Nominal	Czech
#1	Friends (58.6%)	Friends (60.7%)	Friends (55.4%)			Friends (54.4%)
#2	Free-time (49.3%)	Free-time (51.2%)	Free-time (46.4%)			Free-time (53.8%)
#3	Money (39.3%)	Money (46.4%)	Family (37.5%)			Money (35.5%)
GOD	6.4% (LAST)	8.3% (#10)	3.6% (LAST)			6.4% (#11)

Where students seek fulfillment for BEING LOVED

	Jablonec	Male	Female	Target	Nominal	Czech
#1	Family (78.6%)	Family (73.8%)	Family (85.7%)			Family (81.5%)
#2	Friends (74.3%)	Friends (71.4%)	Friends (78.6%)			Friends (78.2%)
#3	Boy/girlfriends (50.0%)	Boy/girlfriends (40.5%)	Boy/girlfriends (64.3%)			Boy/girlfriends (52.3%)
GOD	5.0% (#9)	7.1% (#8)	1.8% (#9)			7.4% (#8)

Where students seek fulfillment for FREEDOM FROM GUILT

	Jablonec	Male	Female	Target	Nominal	Czech
#1	Friends (63.6%)	Friends (65.5%)	Friends (60.7%)			Friends (68.5%)
#2	Family (57.9%)	Family (57.1%)	Family (58.9%)			Apologies (54.8%)
#3	Apologies (47.9%)	Apologies (40.5%)	Apologies (58.9%)			Family (52.6%)
GOD	4.3% (LAST)	5.9% (#8)	1.8% (LAST)			9.2% (#8)

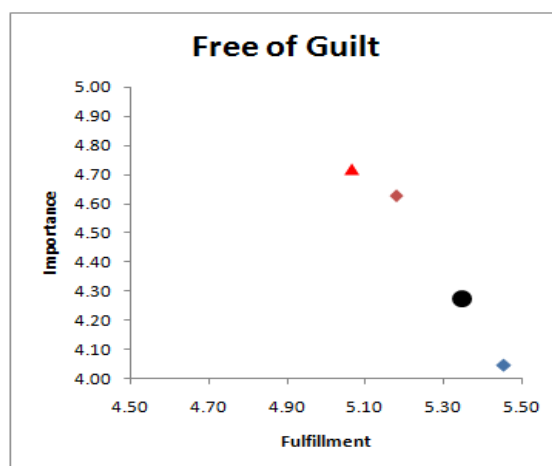
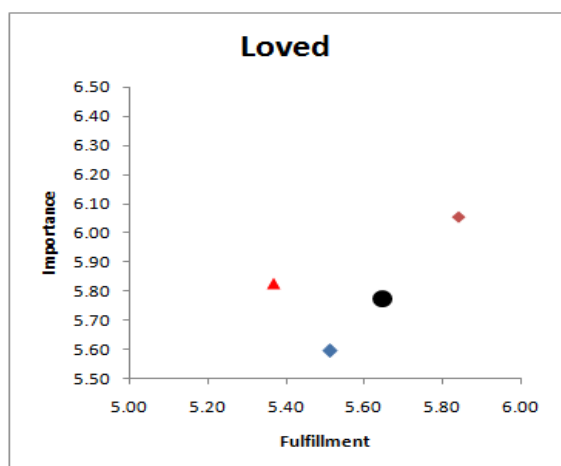
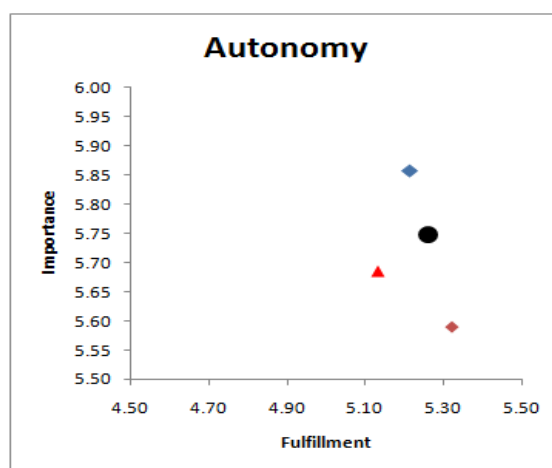
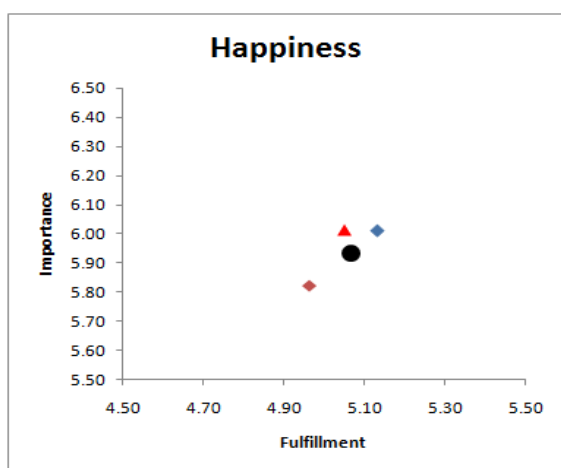
Where students seek fulfillment for PURPOSE

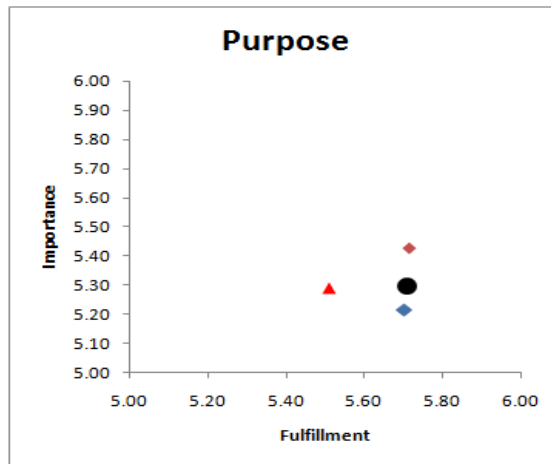
	Jablonec	Male	Female	Target	Nominal	Czech
#1	Family (67.9%)	Family (63.1%)	Family (75.0%)			Family (74.2%)
#2	Friends (48.6%)	Friends (51.2%)	Friends (44.6%)			Friends (54.6%)
#3	Success (41.4%)	Success (44.1%)	Boy/girlfriends (37.5%)			Boy/girlfriends (34.3%)

GOD	7.9% (#9)	9.5% (#9)	2.1% (#11)	10.4% (#8)
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Meaning of Life	Jablonec	Male	Female	Target	Nominal	Czech
Don't know-don't care	25.0%	28.6%	19.6%			20.8%
Life is meaningless	1.4%	1.2%	1.8%			3.2%
Looking but not finding	44.3%	39.3%	51.8%			53.0%
Have found	29.3%	31.0%	26.8%			22.9%

● Total ◆ Male ◆ Female ● Target □ Nominal + Evangelical ▲ CZ ▲ SK

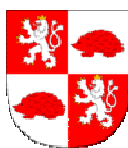




STRATEGIC NOTES

There is no measurable Target segment in the city of Jablonec nad Nisou and more than 90% of the students surveyed indicated that they have no religious affiliation. More students indicated affiliation with another non-Christian religion than Christianity (including Catholicism). More than 95% of the students surveyed believe that the church is not credible and less than half of the male students believe in a spiritual reality or are actively looking for a life purpose. Overall, Jablonec nad Nisou is the least open city in this survey.

To strategically reach the students of this community, it is recommended to engage students in the area(s) of the greatest hunger. Like most students surveyed, the students of Jablonec nad Nisou have a “hunger” for Happiness and look to friends and family to fulfill these needs. In addition, nearly 1/3 of male look to sport to fulfill this need.



J I H L A V A



SAMPLE: TOTAL (N) = 260	
Schools <ul style="list-style-type: none"> Gymnázium Jihlava = 55 Střední škola automobilní Jihlava = 52 Travis - Střední škola veřejnoprávní = 58 střední zdravotnická škola = 51 obchodní akademie a jazyková škola = 44 	
Gender <ul style="list-style-type: none"> Male = 118 Female = 142 	Segments <ul style="list-style-type: none"> Evangelical = 7 (2.7%), Czech Rep = 1.7% Nominals = 53 (20.4%), Czech Rep = 15.8% TARGET = 20 (7.7%), Czech Rep = 5.2% (#19)

THE CHURCH AND SPIRITUALITY

Creed	Jihlava	Male	Female	Target	Nominal	Czech
None	71.6%	67.2%	75.2%		0.0%	76.7%
Roman Catholic Church	19.1%	17.2%	20.6%		84.9%	13.1%
Other Christian	3.5%	5.2%	2.1%		15.1%	4.7%
Other non-Christian	5.8%	10.3%	2.1%		0.0%	5.6%

View of Church	Jihlava	Male	Female	Target	Nominal	Czech
Church is Credible	9.2%	7.6%	10.6%		28.3%	9.0%
People attend to get close to God	56.5%	46.6%	64.8%		73.6%	51.7%

Spiritual World	Jihlava	Male	Female	Target	Nominal	Czech
Believe in the spiritual world	60.8%	54.2%	66.2%		77.4%	59.3%
Experienced the spiritual world	55.8%	64.4%	48.6%		52.8%	55.8%

HUNGER FOR UNMET NEEDS

Need	Jihlava	Male	Female	Target	Nominal	Czech
Happiness	5.76 (#27)	5.24	6.20		2.07	5.80
Autonomy	2.99 (#19)	3.63	2.47		2.92	3.15
Being Loved	2.27 (#33)	-0.75	5.28		1.52	2.69
Free of Guilt	-0.63 (#14)	-0.54	-0.72		1.00	-1.64

Purpose	-0.40 (#9)	-1.21	0.32	0.21	-1.16
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Value in parentheses indicates the rank of this city in needs among the 40 cities in the survey

Where students seek fulfillment for HAPPINESS

	Jihlava	Male	Female	Target	Nominal	Czech
#1	Family (89.2%)	Family (85.6%)	Family (92.2%)		Family (100.0%)	Family (82.8%)
#2	Friends (76.1%)	Friends (69.5%)	Friends (81.7%)		Friends (81.1%)	Friends (73.8%)
#3	Boy/girlfriend (44.2%)	Boy/girlfriend (39.8%)	Boy/girlfriend (47.9%)		Boy/girlfriend (39.6%)	Boy/girlfriend (42.2%)
GOD	6.5% (#9)	7.6% (#9)	5.6 (#9)		18.9% (#5)	7.1% (#10)

Where students seek fulfillment for AUTONOMY

	Jihlava	Male	Female	Target	Nominal	Czech
#1	Friends (57.7%)	Friends (53.4%)	Friends (61.3%)		Friends (62.2%)	Friends (54.4%)
#2	Freetime (54.2%)	Freetime (53.4%)	Freetime (54.9%)		Freetime (56.6%)	Freetime (53.8%)
#3	Money+Youth (33.1%)	Family (38.1%)	Youth (42.2%)		Family (37.7%)	Money (35.5%)
GOD	5.8% (LAST)	5.1% (LAST)	6.3% (#10)		15.1% (#8)	6.4% (#11)

Where students seek fulfillment for BEING LOVED

	Jihlava	Male	Female	Target	Nominal	Czech
#1	Family (85.8%)	Family (83.9%)	Family (87.3%)		Family (90.6%)	Family (81.5%)
#2	Friends (75.8%)	Friends (66.9%)	Friends (83.1%)		Friends (47.2%)	Friends (78.2%)
#3	Boy/girlfriend (53.8%)	Boy/girlfriend (51.7%)	Boy/girlfriend (55.6%)		Boy/girlfriend (41.5%)	Boy/girlfriend (52.3%)
GOD	6.9% (#7)	7.6% (#8)	6.3% (#8)		7.5% (#4)	7.4% (#8)

Where students seek fulfillment for FREEDOM FROM GUILT

	Jihlava	Male	Female	Target	Nominal	Czech
#1	Friends (71.1%)	Friends (62.7%)	Friends (78.2%)		Friends (75.5%)	Friends (68.5%)
#2	Apology (55.4%)	Family (50.8%)	Apology (69.0%)		Family (58.5%)	Apology (54.8%)
#3	Family (53.1%)	Apology (39.0%)	Family (54.9%)		Apology (54.7%)	Family (52.6%)
GOD	8.8% (#8)	11.8% (#8)	6.3% (#8)		20.7% (#6)	9.2% (#8)

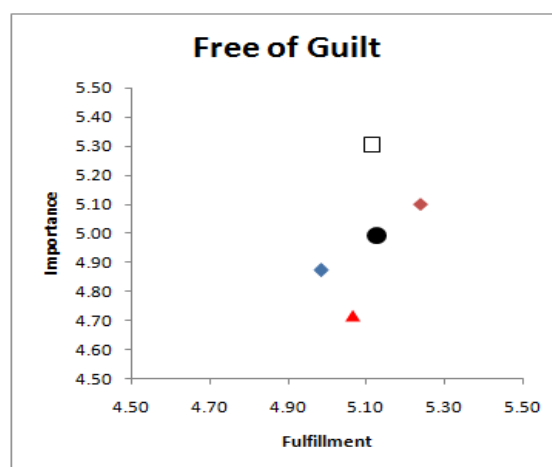
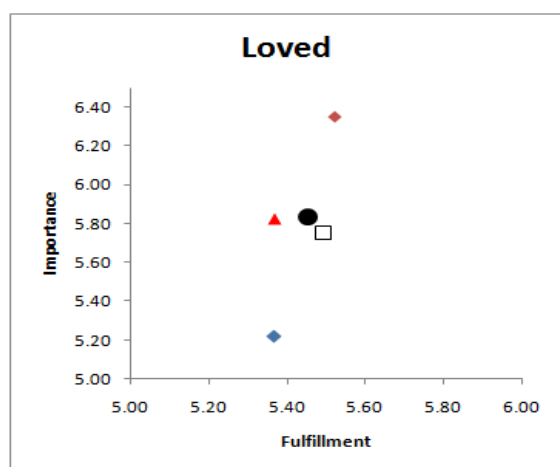
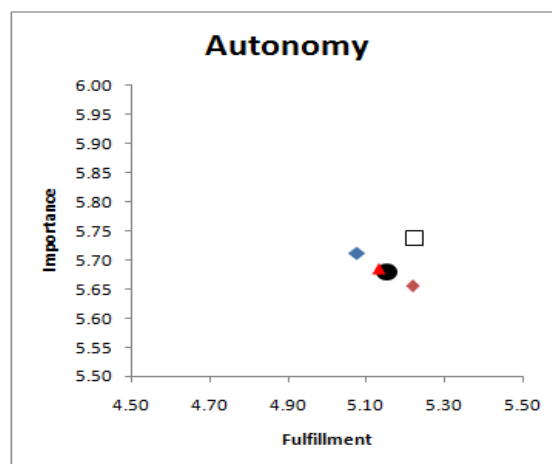
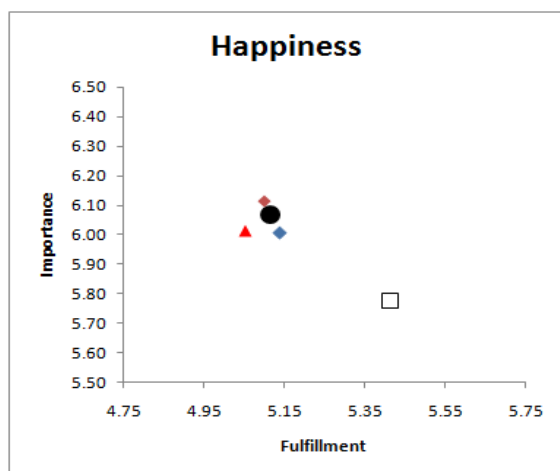
Where students seek fulfillment for PURPOSE

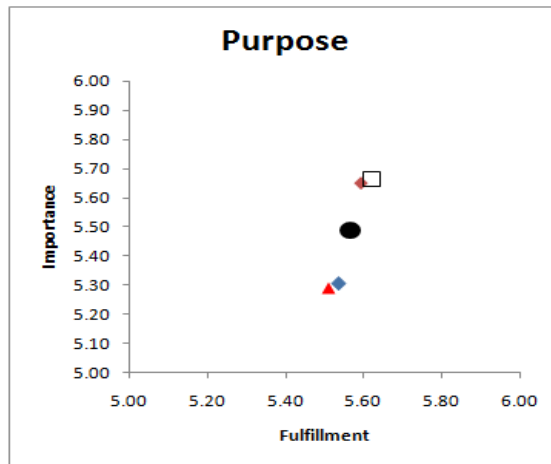
	Jihlava	Male	Female	Target	Nominal	Czech
#1	Family (76.1%)	Family (69.5%)	Family (81.7%)		Family (77.4%)	Family (74.2%)
#2	Friends (62.7%)	Friends (63.6%)	Friends (62.0%)		Friends (58.5%)	Friends (54.6%)
#3	Boy/girlfriends (36.1%)	Boy/girlfriends (35.6%)	Boy/girlfriends (36.6%)		Boy/girlfriends (32.1%)	Boy/girlfriends (34.3%)

GOD	13.5% (#7)	14.4% (#7)	12.7% (#8)	26.4% (#5)	10.4% (#7)
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Meaning of Life	Jihlava	Male	Female	Target	Nominal	Czech
Don't know-don't care	18.1%	22.9%	14.1%		17.0%	20.8%
Life is meaningless	4.2%	4.2%	4.2%		3.8%	3.2%
Looking but not finding	53.5%	44.9%	60.6%		62.3%	53.0%
Have found	24.2%	28.0%	21.1%		17.0%	22.9%

● Total ◆ Male ◆ Female ● Target □ Nominal + Evangelical ▲ CZ ▲ SK





STRATEGIC NOTES

Jihlava has Target segment that is similar in size compared to all other Czech cities in this study. Interestingly, more than 10% of the male students surveyed indicate that they belong to another non-Christian religion.

To strategically reach the students of this community, it is recommended to engage students in the area(s) of the greatest hunger. The greatest hunger among the students of Jihlava is Happiness. Like most Czech students, the youth surveyed look to friends and family to fulfill this need.



KARLOVY VARY



SAMPLE: TOTAL (N) = 131

Schools:

- Soukromá obchodní akademie Podnikatel = 36
- Střední pedagogická škola = 60
- SOŠ Karlovy Vary, s.r.o. = 35

Gender

- Male = 63
- Female = 68

Segments

- Evangelical = 0 (0.0%), Czech Rep = 1.7%
- Nominals = 14 (10.7%), Czech Rep = 15.8%
- TARGET = 2 (1.5%), Czech Rep = 5.2% (#35)

THE CHURCH AND SPIRITUALITY

Creed	Karlovy Vary	Male	Female	Target	Nominal	Czech
None	80.9%	82.5%	79.4%			76.7%
Roman Catholic Church	6.1%	4.8%	7.4%			13.1%
Other Christian	5.3%	3.2%	7.4%			4.7%
Other non-Christian	7.6%	9.5%	5.9%			5.6%

View of Church	Karlovy Vary	Male	Female	Target	Nominal	Czech
Church is Credible	5.3%	4.8%	5.9%			10.1%
People attend to get close to God	52.7%	49.2%	55.9%			58.4%

Spiritual World	Karlovy Vary	Male	Female	Target	Nominal	Czech
Believe in the spiritual world	59.5%	58.7%	60.3%			59.6%
Experienced the spiritual world	61.8%	65.1%	58.8%			56.2%

HUNGER FOR UNMET NEEDS

Need	Karlovy Vary	Male	Female	Target	Nominal	Other Czech
Happiness	7.11 (#5)	6.34	7.85			5.80
Autonomy	2.98 (#20)	3.58	2.44			3.08
Being Loved	4.07 (#9)	3.58	4.53			2.69
Free of Guilt	-0.75 (#18)	-1.97	0.45			-1.64

Purpose	-0.48 (#12)	-1.09	0.12		-1.16
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Value in parentheses indicates the rank of this city in needs among the 40 cities in the survey

Where students seek fulfillment for HAPPINESS

	Karlovy Vary	Male	Female	Target	Nominal	Czech
#1	Family (88.6%)	Family (87.3%)	Family (89.7%)			Family (83.8%)
#2	Friends (71.8%)	Friends (73.0%)	Friends (70.6%)			Friends (72.8%)
#3	Boy/girlfriends (45.0%)	Boy/girlfriends (38.1%)	Boy/girlfriends (51.5%)			Boy/girlfriends (42.2%)
GOD	4.6% (LAST)	6.3% (#8)	2.9% (LAST)			7.1% (#10)

Where students seek fulfillment for AUTONOMY

	Karlovy Vary	Male	Female	Target	Nominal	Czech
#1	Friends (55.7%)	Friends (50.4%)	Free-time (58.8%)			Friends (54.4%)
#2	Free-time (48.8%)	Family (50.8%)	Friends (57.3%)			Free-time (53.8%)
#3	Family (41.2%)	Free-time (38.1%)	Family (32.3%)			Money (35.5%)
GOD	6.1% (LAST)	7.9% (#11)	4.4% (LAST)			6.4% (#11)

Where students seek fulfillment for BEING LOVED

	Karlovy Vary	Male	Female	Target	Nominal	Czech
#1	Family (85.5%)	Family (79.4%)	Family (91.2%)			Family (81.5%)
#2	Friends (77.1%)	Friends (69.8%)	Friends (83.8%)			Friends (78.2%)
#3	Boy/girlfriends (60.3%)	Boy/girlfriends (58.7%)	Boy/girlfriends (61.8%)			Boy/girlfriends (52.3%)
GOD	3.8% (#10)	4.8% (#10)	2.9% (LAST)			7.4% (#8)

Where students seek fulfillment for FREEDOM FROM GUILT

	Karlovy Vary	Male	Female	Target	Nominal	Czech
#1	Friends (71.0%)	Friends (71.4%)	Friends (70.6%)			Friends (68.5%)
#2	Family (57.2%)	Family (66.7%)	Apologies (64.7%)			Apologies (54.8%)
#3	Apologies (51.1%)	Boy/girlfriend (42.9%)	Family (48.5%)			Family (52.6%)
GOD	6.1% (#8)	6.3% (LAST)	5.9% (#8)			9.2% (#8)

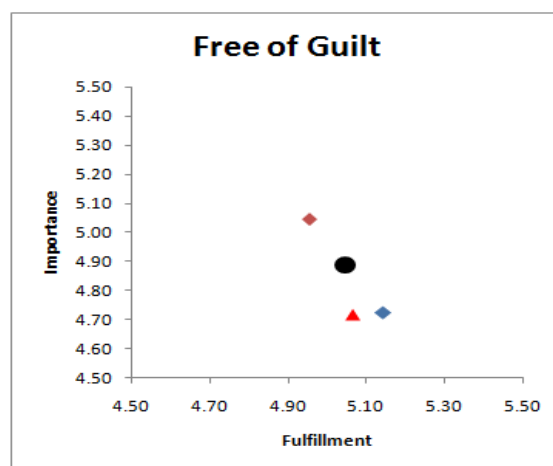
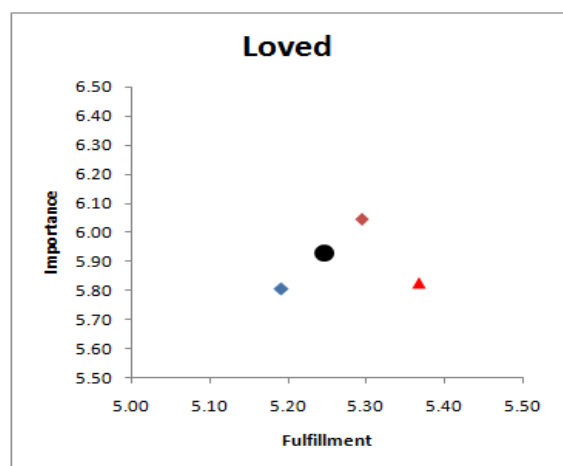
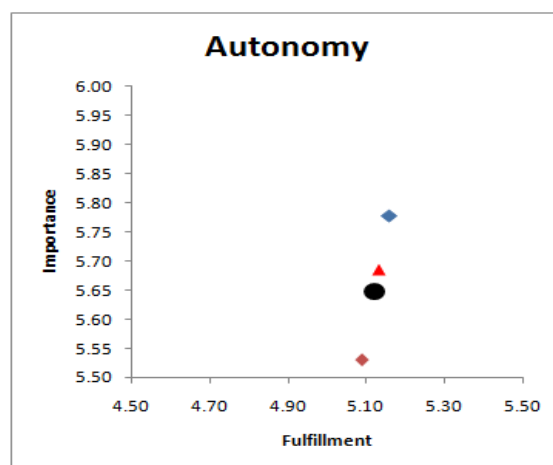
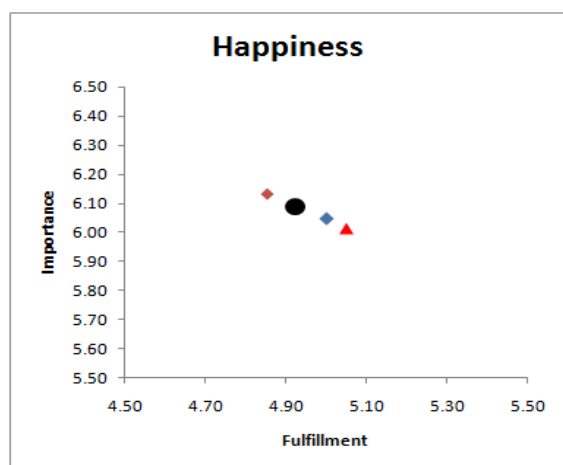
Where students seek fulfillment for PURPOSE

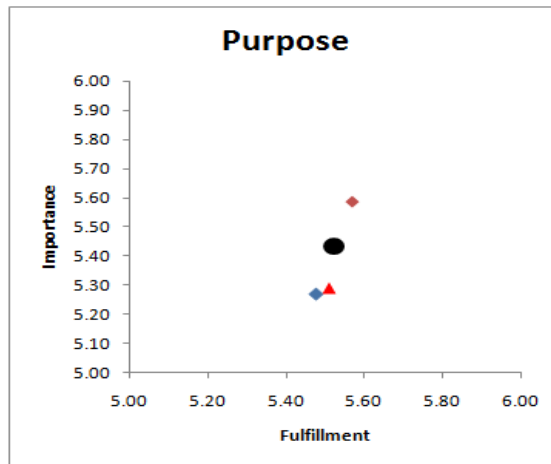
	Karlovy Vary	Male	Female	Target	Nominal	Czech
#1	Family (74.8%)	Family (68.2%)	Family (80.9%)			Family (74.2%)
#2	Friends (55.7%)	Friends (54.0%)	Friends (57.3%)			Friends (54.6%)
#3	Boy/girlfriends (36.6%)	Success (46.0%)	Boy/girlfriends (35.3%)			Boy/girlfriends (34.3%)

GOD	8.4% (#10)	11.1% (#7)	5.9% (#9)	10.4% (#8)
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Meaning of Life	Karlovy Vary	Male	Female	Target	Nominal	Czech
Don't know-don't care	10.0%	11.1%	9.0%			20.8%
Life is meaningless	3.8%	6.3%	1.5%			3.2%
Looking but not finding	54.6%	47.6%	61.2%			53.0%
Have found	31.5%	34.9%	28.4%			22.9%

● Total ◆ Male ◆ Female ● Target □ Nominal + Evangelical ▲ CZ ▲ SK





STRATEGIC NOTES

The city of Karlovy Vary has a smaller Target segment than most other Czech towns surveyed and the portion of students indicating that they are Catholic is also smaller. Skepticism is particularly high as only 5.3% of the surveyed students indicated that the church is credible. 35% of males surveyed go on to indicated that they have already found life purpose while more than 65% of female students indicate that they are seeking life purpose but have not found it.

To strategically reach the students of this community, it is recommended to engage students in the area(s) of the greatest hunger. The students of Karlovy Vary are among the “hungriest” surveyed in terms of Happiness and Being Loved. Like most Czech students, the youth surveyed look to friends and family to fulfill these needs. In addition, female students surveyed indicate a hunger for being Free of Guilt and having Purpose where, like other Czech students, they look to their immediate relationships and personal apologies to fulfill these needs.



K A R V I N Á



SAMPLE: TOTAL (N) = 176

Schools

- Střední škola techniky a služeb = 36
- SOŠ ochrany osob a majetku, s.r.o. = 34
- Gymnázium = 69
- střední zdravotnická škola = 37

Gender

- Male = 70
- Female = 106

Segments

- Evangelical = 3 (1.7%), Czech Rep = 1.7%
- Nominals = 30 (17.0%), Czech Rep = 15.8%
- TARGET = 12 (6.8%), Czech Rep = 5.2% (#22)

THE CHURCH AND SPIRITUALITY

Creed	Karviná	Male	Female	Target	Nominal	Czech
None	77.1%	75.4%	78.3%			76.7%
Roman Catholic Church	14.3%	15.9%	13.2%			13.1%
Other Christian	5.1%	1.4%	7.5%			4.7%
Other non-Christian	3.4%	7.2%	0.9%			5.6%

View of Church	Karviná	Male	Female	Target	Nominal	Czech
Church is Credible	10.8%	10.0%	11.3%			9.0%
People attend to get close to God	54.5%	51.4%	56.6%			51.7%

Spiritual World	Karviná	Male	Female	Target	Nominal	Czech
Believe in the spiritual world	58.5%	42.9%	68.9%			59.3%
Experienced the spiritual world	55.1%	54.3%	55.7%			55.8%

HUNGER FOR UNMET NEEDS

Need	Karviná	Male	Female	Target	Nominal	Czech
Happiness	6.83 (#9)	6.03	7.37			5.80
Autonomy	2.65 (#25)	2.61	2.68			3.15
Being Loved	3.08 (#18)	1.20	4.47			2.69
Free of Guilt	-0.95 (#21)	-2.36	0.20			-1.64

Purpose	-0.48 (#13)	-1.88	0.56		-1.16
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Value in parentheses indicates the rank of this city in needs among the 40 cities in the survey

Where students seek fulfillment for HAPPINESS

	Karviná	Male	Female	Target	Nominal	Czech
#1	Family (84.7%)	Family (75.7%)	Family (90.6%)			Family (82.8%)
#2	Friends (72.2%)	Friends (68.6%)	Friends (74.5%)			Friends (73.8%)
#3	Boy/girlfriend (42.1%)	Boy/girlfriend (34.3%)	Boy/girlfriend (47.2%)			Boy/girlfriend (42.2%)
GOD	9.1% (#11)	8.6% (#10)	9.4% (#7)			7.1% (#10)

Where students seek fulfillment for AUTONOMY

	Karviná	Male	Female	Target	Nominal	Czech
#1	Friends (58.5%)	Friends (54.3%)	Friends (61.3%)			Friends (54.4%)
#2	Freetime (55.1%)	Freetime (50.0%)	Freetime (58.5%)			Freetime (53.8%)
#3	Money (37.5%)	Money (44.3%)	Family (37.7%)			Money (35.5%)
GOD	4.0% (#11)	4.3% (LAST)	3.8% (#11)			6.4% (#11)

Where students seek fulfillment for BEING LOVED

	Karviná	Male	Female	Target	Nominal	Czech
#1	Family (81.8%)	Family (71.4%)	Family (88.7%)			Family (81.5%)
#2	Friends (76.1%)	Friends (65.7%)	Friends (83.0%)			Friends (78.2%)
#3	Boy/girlfriend (55.7%)	Boy/girlfriend (42.9%)	Boy/girlfriend (64.1%)			Boy/girlfriend (52.3%)
GOD	6.8% (#9)	7.1% (#10)	6.6% (#7)			7.4% (#8)

Where students seek fulfillment for FREEDOM FROM GUILT

	Karviná	Male	Female	Target	Nominal	Czech
#1	Friends (70.4%)	Family (64.3%)	Friends (75.5%)			Friends (68.5%)
#2	Family (65.3%)	Friends (62.9%)	Family (66.0%)			Apology (54.8%)
#3	Apology (52.8%)	Apology (41.4%)	Apology (60.4%)			Family (52.6%)
GOD	8.5% (#8)	7.1% (#8)	9.4% (#8)			9.2% (#8)

Where students seek fulfillment for PURPOSE

	Karviná	Male	Female	Target	Nominal	Czech
#1	Family (77.3%)	Family (70.0%)	Family (82.1%)			Family (74.2%)
#2	Friends (51.7%)	Friends (48.6%)	Friends (53.8%)			Friends (54.6%)
#3	Boy/girlfriends (33.5%)	Success (45.7%)	Boy/girlfriends (37.7%)			Boy/girlfriends (34.3%)

GOD	9.7% (#9)	7.1% (#9)	9.7% (#9)	10.4% (#7)
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Meaning of Life	Karviná	Male	Female	Target	Nominal	Czech
Don't know-don't care	15.3%	20.0%	12.3%			20.8%
Life is meaningless	3.4%	5.7%	1.9%			3.2%
Looking but not finding	61.4%	57.1%	64.2%			53.0%
Have found	19.9%	17.1%	21.7%			22.9%

● Total

◆ Male

◆ Female

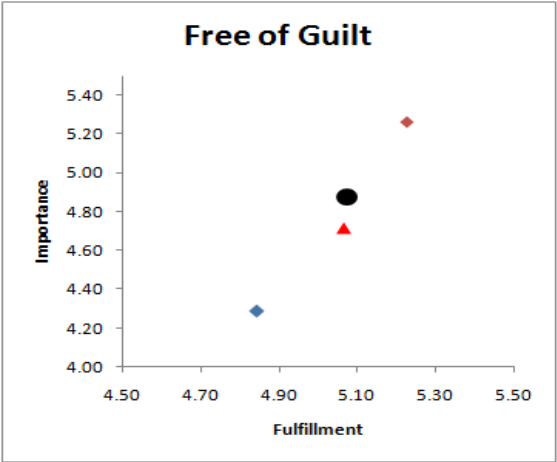
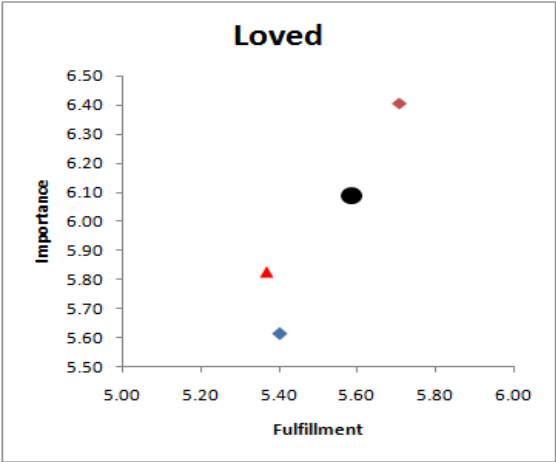
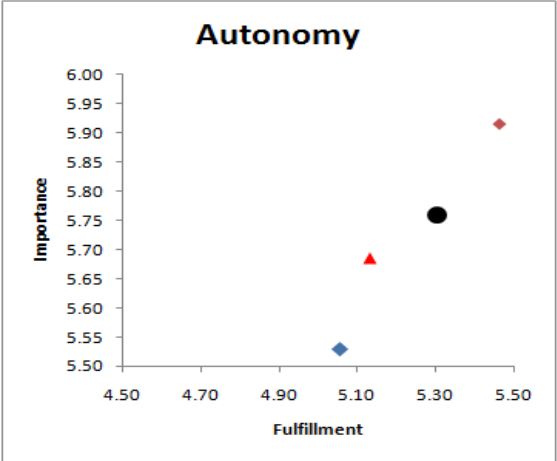
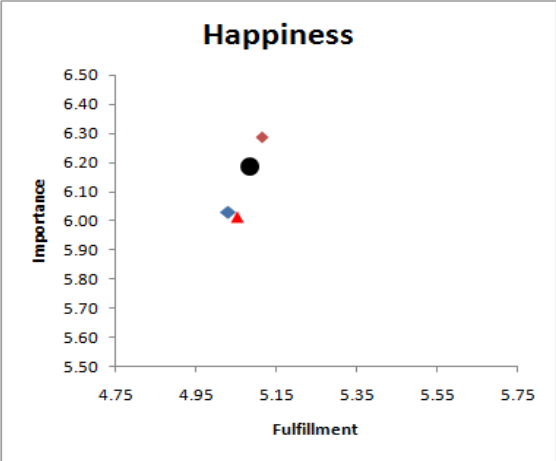
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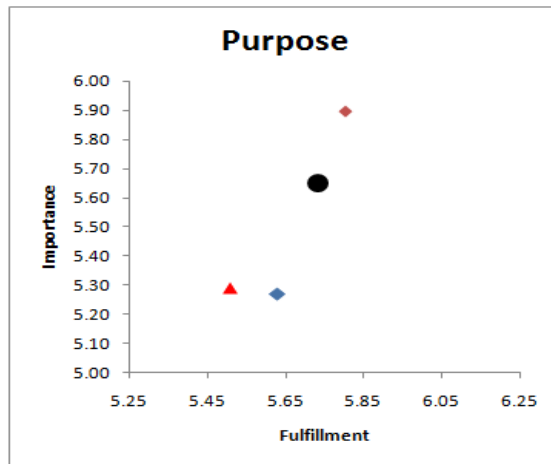
□ Nominal

+ Evangelical

▲ CZ

▲ SK





STRATEGIC NOTES

Karviná has Target segment that is similar in size and spiritual views compared to all other Czech cities in this study. The one key difference is that the males surveyed are more skeptical of the spiritual world than their Czech peers.

To strategically reach the students of this community, it is recommended to engage students in the area(s) of the greatest hunger. The greatest hunger among the students of Karviná is Happiness. Like most Czech students, the youth surveyed look to friends and family to fulfill this need. It is also notable that the female students have a hunger for Being Loved and Purpose as well. These students also look to friends and family to fulfill purpose.



K O L Í N



SAMPLE: TOTAL (N) = 170

Schools:

- Střední zdravotnická škola a VOŠ = 37
- Obchodní akademie, Kolín IV = 48
- SOŠ Informatiky a spojů = 39
- Střední škola obchodní, Kolín IV = 46

Gender

- Male = 75
- Female = 95

Segments

- Evangelical = 0 (0.0%), Czech Rep = 1.7%
- Nominals = 12 (7.1%), Czech Rep = 15.8%
- TARGET = 2 (1.2%), Czech Rep = 5.2% (#39)

THE CHURCH AND SPIRITUALITY

Creed	Kolín	Male	Female	Target	Nominal	Czech
None	87.6%	84.0%	90.5%			76.7%
Roman Catholic Church	2.9%	4.0%	2.1%			13.1%
Other Christian	4.1%	2.7%	5.3%			4.7%
Other non-Christian	5.3%	9.3%	2.1%			5.6%

View of Church	Kolín	Male	Female	Target	Nominal	Czech
Church is Credible	2.9%	2.7%	3.2%			10.1%
People attend to get close to God	54.1%	38.7%	66.3%			58.4%

Spiritual World	Kolín	Male	Female	Target	Nominal	Czech
Believe in the spiritual world	52.4%	50.7%	53.7%			59.6%
Experienced the spiritual world	53.5%	53.3%	53.7%			56.2%

HUNGER FOR UNMET NEEDS

Need	Kolín	Male	Female	Target	Nominal	Other Czech
Happiness	6.48	5.08	7.62			5.80
Autonomy	2.20	2.14	2.25			3.08
Being Loved	3.87	1.97	5.52			2.69
Free of Guilt	-1.35	-1.89	-0.85			-1.64

Purpose	-1.19	-1.16	-1.22	-1.16
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Value in parentheses indicates the rank of this city in needs among the 40 cities in the survey

Where students seek fulfillment for HAPPINESS

	Kolín	Male	Female	Target	Nominal	Czech
#1	Family (89.4%)	Family (84.0%)	Family (93.7%)			Family (83.8%)
#2	Friends (74.1%)	Friends (72.0%)	Friends (75.8%)			Friends (72.8%)
#3	Boy/girlfriends (37.6%)	Boy/girlfriends (32.0%)	Boy/girlfriends (42.1%)			Boy/girlfriends (42.2%)
GOD	3.5% (LAST)	5.2% (#8)	2.1% (LAST)			7.1% (#10)

Where students seek fulfillment for AUTONOMY

	Kolín	Male	Female	Target	Nominal	Czech
#1	Friends (59.4%)	Friends (61.3%)	Free-time (60.0%)			Friends (54.4%)
#2	Free-time (52.9%)	Family (53.3%)	Friends (57.9%)			Free-time (53.8%)
#3	Family (44.7%)	Free-time (44.0%)	Family (37.9%)			Money (35.5%)
GOD	1.8% (LAST)	2.7% (LAST)	1.1% (LAST)			6.4% (#11)

Where students seek fulfillment for BEING LOVED

	Kolín	Male	Female	Target	Nominal	Czech
#1	Family (83.5%)	Family (76.0%)	Family (89.5%)			Family (81.5%)
#2	Friends (77.6%)	Friends (73.3%)	Friends (81.0%)			Friends (78.2%)
#3	Boy/girlfriends (44.7%)	Boy/girlfriends (33.3%)	Boy/girlfriends (53.7%)			Boy/girlfriends (52.3%)
GOD	3.5% (#11)	8.0% (#9)	0.0% (LAST)			7.4% (#8)

Where students seek fulfillment for FREEDOM FROM GUILT

	Kolín	Male	Female	Target	Nominal	Czech
#1	Friends (75.3%)	Friends (72.0%)	Friends (77.9%)			Friends (68.5%)
#2	Family (64.7%)	Family (56.0%)	Family (71.6%)			Apologies (54.8%)
#3	Apologies (55.3%)	Apologies (38.7%)	Apologies (68.4%)			Family (52.6%)
GOD	4.7% (LAST)	9.3% (LAST)	1.1% (LAST)			9.2% (#8)

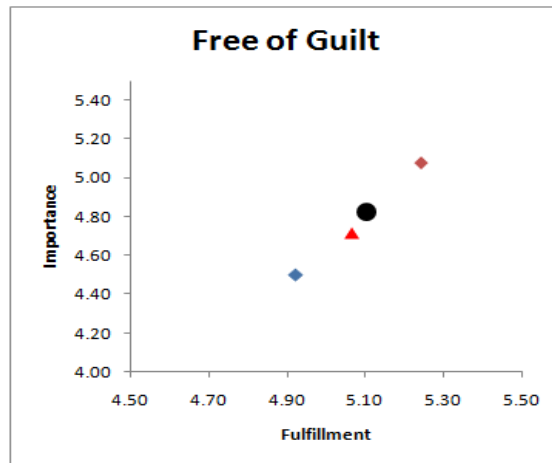
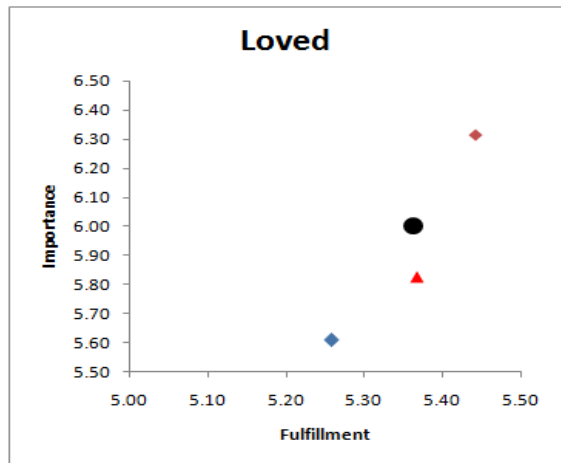
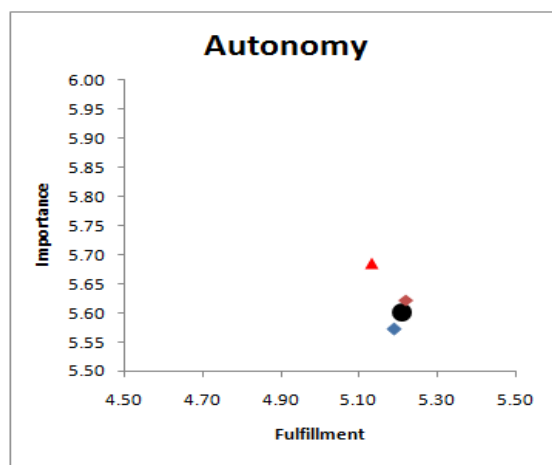
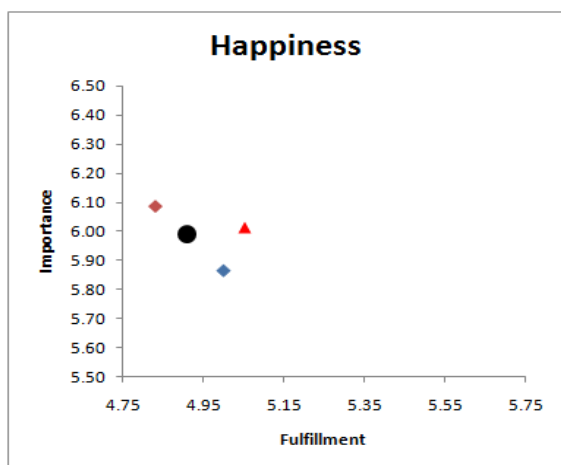
Where students seek fulfillment for PURPOSE

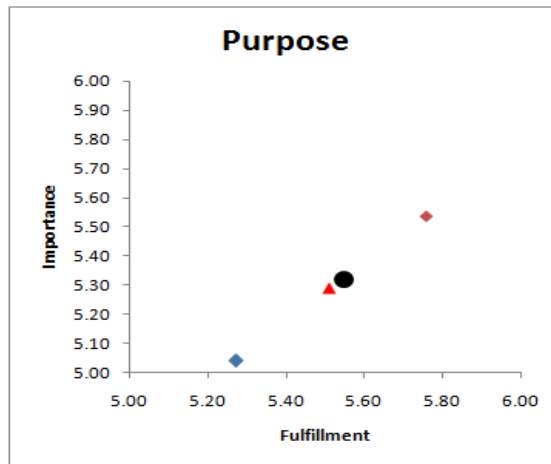
	Kolín	Male	Female	Target	Nominal	Czech
#1	Family (82.9%)	Family (76.0%)	Family (88.4%)			Family (74.2%)
#2	Friends (52.4%)	Friends (57.3%)	Friends (49.5%)			Friends (54.6%)
#3	Boy/girlfriends (37.1%)	Success (38.7%)	Success (38.9%)			Boy/girlfriends (34.3%)

GOD	3.5% (#11)	5.3% (#10)	2.1% (#11)	10.4% (#8)
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Meaning of Life	Kolín	Male	Female	Target	Nominal	Czech
Don't know-don't care	23.2%	34.2%	14.7%			20.8%
Life is meaningless	1.8%	4.1%	0.0%			3.2%
Looking but not finding	53.6%	38.4%	65.3%			53.0%
Have found	21.4%	23.3%	20.0%			22.9%

● Total ◆ Male ◆ Female ● Target □ Nominal + Evangelical ▲ CZ ▲ SK





STRATEGIC NOTES

The city of Kolín has a smaller Target segment than most other Czech towns surveyed with a less than normal segment of students affiliating with Catholicism. In addition, more than 95% of these students in also indicate that the church is not credible. Mpre than 1/3 of the male students indicate that they do not care about finding life purpose and less than 40% of these male students indicate that that they are trying to find life purpose- which is unusually low.

To strategically reach the students of this community, it is recommended to engage students in the area(s) of the greatest hunger. Like most students surveyed, the students of Kolín have a “hunger” for Happiness and look to friends and family to fulfill these needs. In addition, the female students have a hunger for Being Loved where they look to friends and family to fulfill this need.



K O Š I C E



SAMPLE: TOTAL (N) = 134	
School <ul style="list-style-type: none"> (vocational) = 37 (practical) = 50 (gymnasium) = 47 	
Gender <ul style="list-style-type: none"> Male = 51 Female = 83 	Segments <ul style="list-style-type: none"> Evangelical = 3 (2.2%), Slovak Rep = 2.6% Nominals = 101 (75.4%), Slovak Rep = 69.9% TARGET = 30 (22.4%), Slovak Rep = 24.0% (#2)

THE CHURCH AND SPIRITUALITY

Creed	Košice	Male	Female	Target	Nominal	Slovak
None	18.7%	23.5%	15.7%		0.0%	25.9%
Roman Catholic Church	64.2%	60.8%	66.3%		84.2%	60.5%
Other Christian	13.4%	11.8%	14.5%		15.8%	12.4%
Other non-Christian	3.7%	3.9%	3.6%		0.0%	1.2%

View of Church	Košice	Male	Female	Target	Nominal	Slovak
Church is Credible	11.9%	9.8%	13.3%		13.9%	15.3%
People attend to get close to God	66.4%	64.7%	67.5%		72.3%	62.2%

Spiritual World	Košice	Male	Female	Target	Nominal	Slovak
Believe in the spiritual world	70.9%	58.8%	78.3%		71.3%	71.4%
Experienced the spiritual world	62.7%	60.8%	63.9%		56.4%	61.0%

HUNGER FOR UNMET NEEDS

Need	Košice	Male	Female	Target	Nominal	Slovak
Happiness	8.38 (#3)	8.90	8.07		8.58	7.41
Autonomy	2.89 (#22)	4.61	1.90		2.80	3.58
Being Loved	3.36 (#16)	0.00	5.62		3.82	4.28
Free of Guilt	2.01 (#3)	0.53	2.91		3.13	0.53
Purpose	-2.40 (#35)	-3.19	-1.93		-2.29	-0.86

Value in parentheses indicates the rank of this city in needs among the 40 cities in the survey

Where students seek fulfillment for HAPPINESS

	Košice	Male	Female	Target	Nominal	Slovak
#1	Family (89.6%)	Family (86.3%)	Family (91.6%)		Family (96.0%)	Family (90.7%)
#2	Friends (61.9%)	Friends (52.9%)	Friends (67.5%)		Friends (61.4%)	Friends (75.2%)
#3	Boy/Girlfriend (46.3%)	Boy/Girlfriend (45.1%)	Boy/Girlfriend (47.0%)		Boy/Girlfriend (49.5%)	Boy/Girlfriend (39.7%)
GOD	26.9% (#4)	23.5% (#5)	28.9% (#4)		28.7% (#4)	22.3% (#4)

Where students seek fulfillment for AUTONOMY

	Košice	Male	Female	Target	Nominal	Slovak
#1	Friends (50.7%)	Friends (51.0%)	Friends (50.6%)		Friends (51.5%)	Friends (64.2)%
#2	Free-time (47.0%)	Free-time (49.0%)	Free-time (45.8%)		Free-time (47.5%)	Free-time (51.0%)
#3	Family (37.1%)	Family (31.4%)	Family (37.3%)		Family (36.6%)	Youth (34.9%)
GOD	20.9% (#8)	21.6% (#8)	20.5% (#8)		22.8% (#7)	14.4% (#9)

Where students seek fulfillment for BEING LOVED

	Košice	Male	Female	Target	Nominal	Slovak
#1	Family (91.8%)	Family (88.2%)	Family (94.0%)		Family (86.1%)	Family (88.2%)
#2	Friends (71.6%)	Friends (64.7%)	Friends (75.9%)		Boy/girlfriends (47.5%)	Friends (80.3%)
#3	Boy/girlfriends (59.7%)	Boy/girlfriends (62.7%)	Boy/girlfriends (57.8%)		Friends (40.6%)	Boy/girlfriends (49.5%)
GOD	23.1% (#4)	23.5% (#4)	22.9% (#4)		13.9% (#4)	23.1% (#4)

Where students seek fulfillment for FREEDOM FROM GUILT

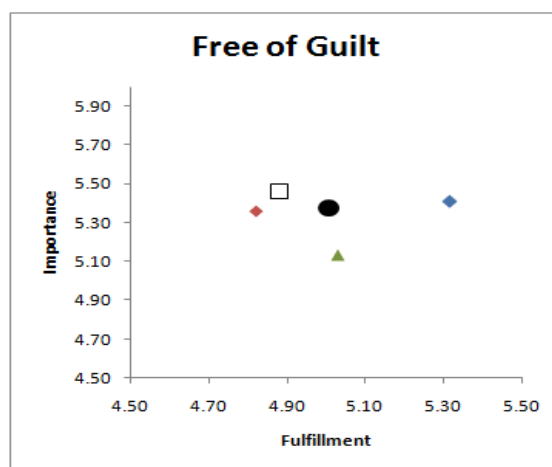
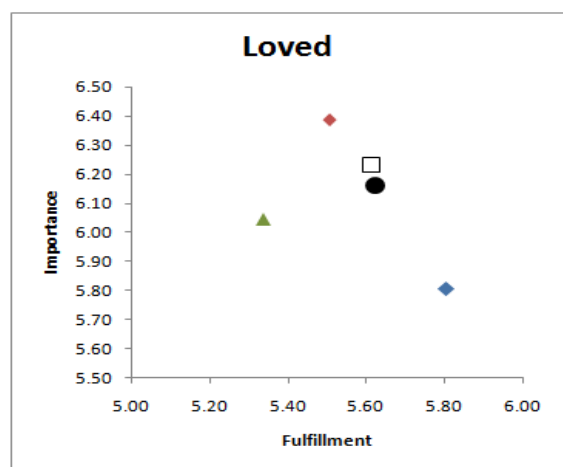
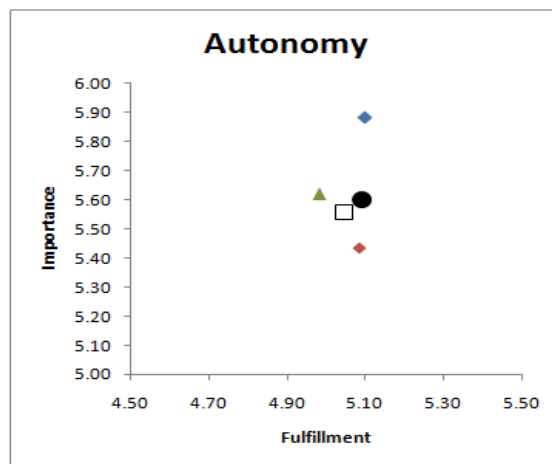
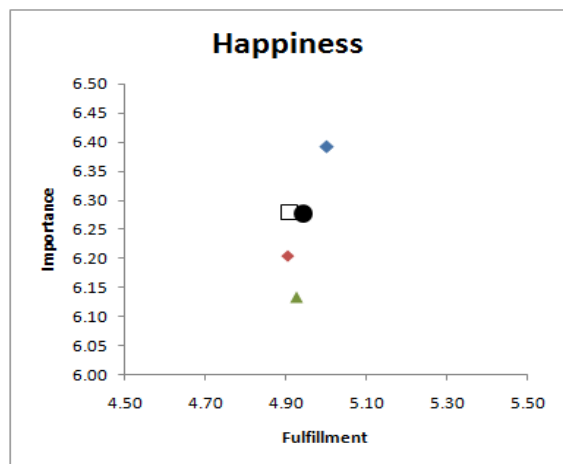
	Košice	Male	Female	Target	Nominal	Slovak
#1	Friends (65.7%)	Family (64.7%)	Friends (69.9%)		Family (69.3%)	Friends (68.7%)
#2	Family (61.2%)	Friends (58.8%)	Apologies (67.5%)		Friends (62.4%)	Apologies (56.1%)
#3	Apologies (57.5%)	Boy/Girlfriend (43.1%)	Family (59.0%)		Apologies (57.4%)	Family (55.4%)
GOD	37.3% (#5)	35.3% (#5)	38.6% (#5)		42.6% (#4)	29.5% (#4)

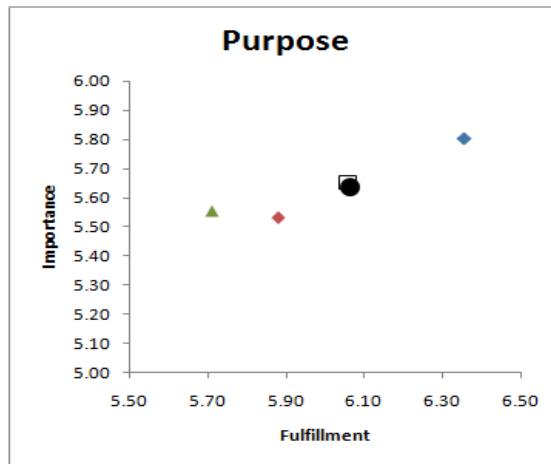
Where students seek fulfillment for PURPOSE

	Košice	Male	Female	Target	Nominal	Slovak
#1	Family (83.6%)	Family (82.3%)	Family (84.3%)		Family (85.1%)	Family (79.5%)
#2	Friends (42.5%)	Friends (41.2%)	Friends (43.4%)		Friends (39.6%)	Friends (55.7%)
#3	Boy/girlfriends (35.8%)	Boy/girlfriends (35.3%)	Boy/girlfriends (36.1%)		Boy/girlfriends (34.6%)	Boy/girlfriends (34.4%)
GOD	29.1% (#4)	25.5% (#5)	31.3% (#4)		32.7% (#4)	25.1% (#6)

Meaning of Life	Košice	Male	Female	Target	Nominal	Slovak
Don't know-don't care	8.2%	11.8%	6.0%		6.9%	10.7%
Life is meaningless	1.5%	2.0%	1.2%		1.0%	2.2%
Looking but not finding	56.7%	52.9%	59.0%		59.4%	60.4%
Have found	33.6%	33.3%	33.7%		32.7%	26.6%

● Total ◆ Male ◆ Female ● Target □ Nominal + Evangelical ▲ CZ ▲ SK





STRATEGIC NOTES

Košice has the fifth largest Target group population for Slovakia and for the entire study. Their religious experience and perspective matches that of Slovak students surveyed in general.

To strategically reach the students of this community, it is recommended to engage students in the area(s) of the greatest hunger. Košice is among the “hungriest” cities studied in terms of Happiness and Freedom from Guilt- particularly female students. The students surveyed currently look to friends and family to fulfill these needs.



K R O M Ě Ř Í Ž



SAMPLE: TOTAL (N) = 185

Schools

- SOŠ - PaedDr. Stratil, s.r.o. = 40
- SOŠ a SOU, Kroměříž = 45
- Střední škola - Centrum odborné přípravy = 44
- VOŠ potravinářská a SPŠ mlékárenská = 56

Gender

- Male = 95
- Female = 90

Segments

- Evangelical = 0 (0%), Czech Rep = 1.7%
- Nominals = 43 (23.2%), Czech Rep = 15.8%
- TARGET = 10 (5.4%), Czech Rep = 5.2% (#26)

THE CHURCH AND SPIRITUALITY

Creed	Kroměříž	Male	Female	Target	Nominal	Czech
None	73.4%	73.7%	73.0%		0.0%	76.7%
Roman Catholic Church	16.8%	16.8%	16.9%		69.8%	13.1%
Other Christian	7.1%	5.3%	9.0%		30.2%	4.7%
Other non-Christian	2.7%	4.2%	1.1%		0.0%	5.6%

View of Church	Kroměříž	Male	Female	Target	Nominal	Czech
Church is Credible	13.0%	10.5%	15.6%		41.9%	9.0%
People attend to get close to God	51.4%	43.2%	60.0%		69.8%	51.7%

Spiritual World	Kroměříž	Male	Female	Target	Nominal	Czech
Believe in the spiritual world	56.8%	51.6%	62.2%		67.4%	59.3%
Experienced the spiritual world	56.8%	58.9%	54.4%		58.1%	55.8%

HUNGER FOR UNMET NEEDS

Need	Kroměříž	Male	Female	Target	Nominal	Czech
Happiness	5.95 (#22)	6.18	5.71		6.02	5.80
Autonomy	3.98 (#7)	5.66	2.28		6.08	3.15
Being Loved	2.60 (#27)	2.06	3.20		3.68	2.69
Free of Guilt	-0.66 (#16)	-1.99	0.90		-1.09	-1.64

Purpose	-1.07 (#21)	-0.85	-1.32	-1.03	-1.16
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Value in parentheses indicates the rank of this city in needs among the 40 cities in the survey

Where students seek fulfillment for HAPPINESS

	Kroměříž	Male	Female	Target	Nominal	Czech
#1	Family (87.6%)	Family (86.3%)	Family (88.9%)		Family (83.7%)	Family (82.8%)
#2	Friends (73.0%)	Friends (71.6%)	Friends (74.4%)		Friends (74.4%)	Friends (73.8%)
#3	Boy/girlfriend (42.7%)	Boy/girlfriend (29.5%)	Boy/girlfriend (56.7%)		Boy/girlfriend (34.9%)	Boy/girlfriend (42.2%)
GOD	6.5% (#10)	8.4% (#9)	4.4% (#9)		13.9% (#8)	7.1% (#10)

Where students seek fulfillment for AUTONOMY

	Kroměříž	Male	Female	Target	Nominal	Czech
#1	Friends (61.1%)	Freetime (61.1%)	Friends (63.3%)		Friends (60.5%)	Friends (54.4%)
#2	Freetime (55.1%)	Friends (58.9%)	Freetime (48.9%)		Freetime (51.1%)	Freetime (53.8%)
#3	Family (42.7%)	Family (47.4%)	Family (37.8%)		Family (41.9%)	Money (35.5%)
GOD	5.4% (#10)	8.4% (#9)	2.2% (#11)		11.6% (#9)	6.4% (#11)

Where students seek fulfillment for BEING LOVED

	Kroměříž	Male	Female	Target	Nominal	Czech
#1	Family (83.2%)	Family (77.9%)	Family (88.9%)		Family (72.1%)	Family (81.5%)
#2	Friends (77.3%)	Friends (71.6%)	Friends (83.3%)		Friends (53.5%)	Friends (78.2%)
#3	Boy/girlfriend (58.4%)	Boy/girlfriend (49.5%)	Boy/girlfriend (67.8%)		Boy/girlfriend (46.5%)	Boy/girlfriend (52.3%)
GOD	8.4% (#7)	10.5% (#7)	5.6% (#8)		4.6% (#6)	7.4% (#8)

Where students seek fulfillment for FREEDOM FROM GUILT

	Kroměříž	Male	Female	Target	Nominal	Czech
#1	Friends (73.5%)	Friends (67.4%)	Friends (80.0%)		Friends (79.1%)	Friends (68.5%)
#2	Family (53.5%)	Family (56.8%)	Apology (58.9%)		Family (51.2%)	Apology (54.8%)
#3	Apology (45.4%)	Sport (36.8%)	Family (50.0%)		Apology (44.2%)	Family (52.6%)
GOD	8.1% (#8)	8.4% (#8)	7.8% (#8)		20.9% (#7)	9.2% (#8)

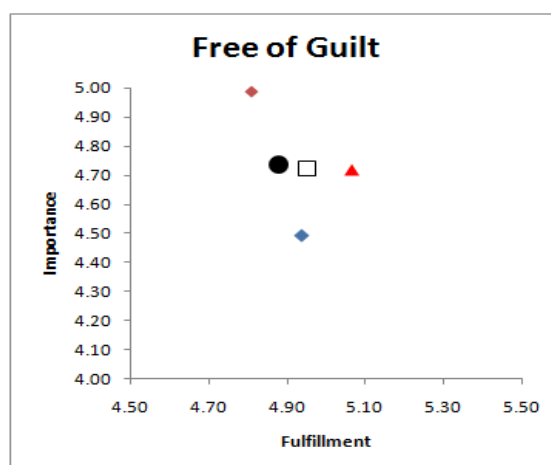
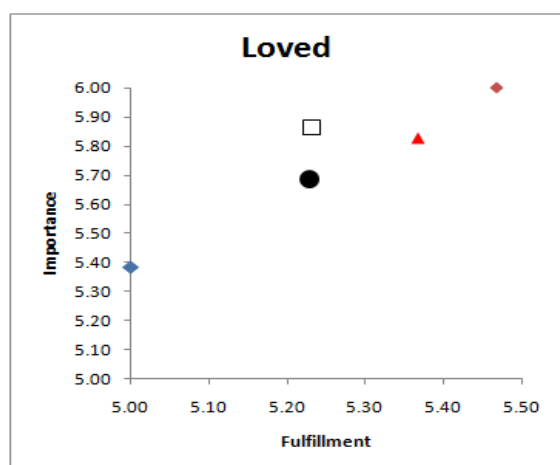
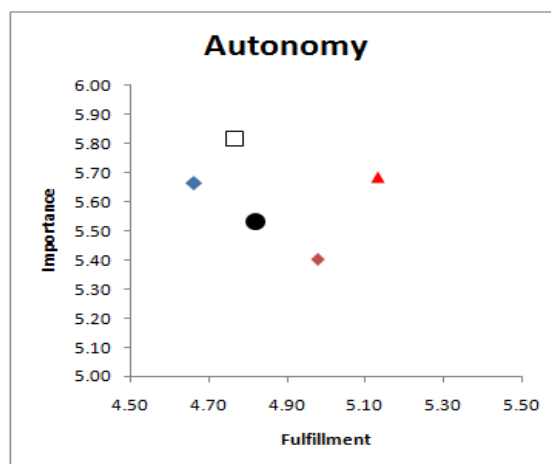
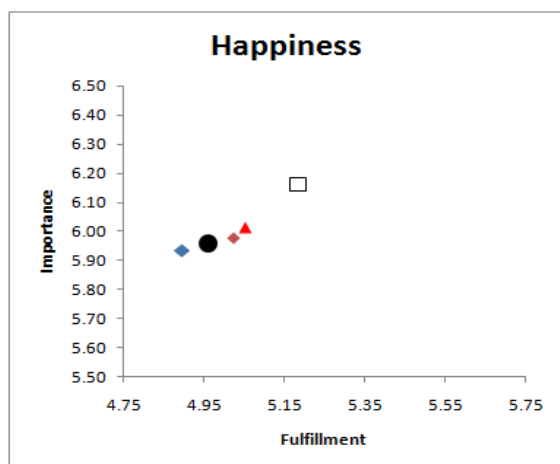
Where students seek fulfillment for PURPOSE

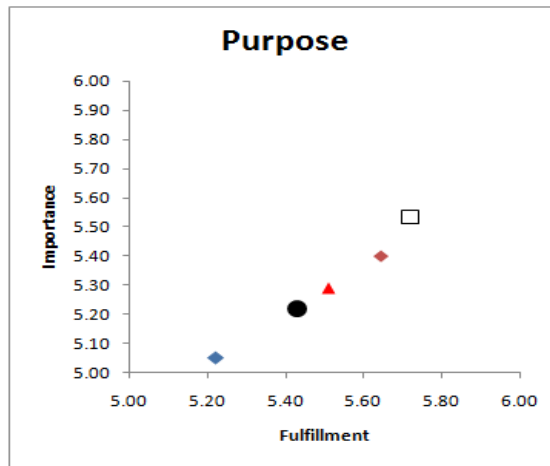
	Kroměříž	Male	Female	Target	Nominal	Czech
#1	Family (73.5%)	Family (71.6%)	Family (75.6%)		Family (69.8%)	Family (74.2%)
#2	Friends (59.5%)	Friends (57.9%)	Friends (61.1%)		Friends (55.8%)	Friends (54.6%)
#3	Boy/girlfriends (35.7%)	Boy/girlfriends (31.6%)	Boy/girlfriends (40.0%)		Boy/girlfriends (37.2%)	Boy/girlfriends (34.3%)

GOD	9.2% (#8)	11.6% (#8)	6.7% (#9)	23.3% (#6)	10.4% (#7)
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Meaning of Life	Kroměříž	Male	Female	Target	Nominal	Czech
Don't know-don't care	18.9%	23.2%	14.4%			20.8%
Life is meaningless	2.7%	5.3%	0.0%			3.2%
Looking but not finding	51.4%	52.6%	50.0%			53.0%
Have found	27.0%	18.9%	35.6%			22.9%

● Total ◆ Male ◆ Female ● Target □ Nominal + Evangelical ▲ CZ ▲ SK





STRATEGIC NOTES

Kroměříž has Target segment that is similar in size and spiritual views compared to all other Czech cities in this study. To strategically reach the students of this community, it is recommended to engage students in the area(s) of the greatest hunger. The greatest hunger among the students of Kroměříž is Happiness. Like most Czech students, the youth surveyed look to friends and family to fulfill this need. The females surveyed also indicate a hunger for Being Loved and Freedom from Guilt where they also look to immediate relationships to fulfill this need.



KUTNÁ HORA



SAMPLE: TOTAL (N) = 92

Schools

- VOŠ, SPŠ a Jazyková škola s právem. = 43
- Gymnázium Jiřího Ortena = 49

Gender

- Male = 58
- Female = 34

Segments

- Evangelical = 0 (0%), Czech Rep = 1.7%
- Nominals = 9 (9,80%), Czech Rep = 15.8%
- TARGET = 5 (5.4%), Czech Rep = 5.2% (#23)

THE CHURCH AND SPIRITUALITY

Creed	Kutná Hora	Male	Female	Target	Nominal	Czech
None	84.8%	82.8%	88.2%			76.7%
Roman Catholic Church	8.7%	8.6%	8.8%			13.1%
Other Christian	2.2%	1.7%	2.9%			4.7%
Other non-Christian	4.3%	6.9%	0.0%			5.6%

View of Church	Kutná Hora	Male	Female	Target	Nominal	Czech
Church is Credible	6.5%	3.4%	11.8%			9.0%
People attend to get close to God	50.0%	48.3%	52.9%			51.7%

Spiritual World	Kutná Hora	Male	Female	Target	Nominal	Czech
Believe in the spiritual world	47.8%	43.1%	55.9%			59.3%
Experienced the spiritual world	55.4%	51.7%	61.8%			55.8%

HUNGER FOR UNMET NEEDS

Need	Kutná Hora	Male	Female	Target	Nominal	Czech
Happiness	6.99 (#8)	4.97	10.70			5.80
Autonomy	3.59 (#14)	3.63	3.52			3.15
Being Loved	1.59 (#37)	-0.71	6.32			2.69
Free of Guilt	-1.39 (#27)	-1.99	-0.30			-1.64
Purpose	0.29 (#2)	-1.67	4.01			-1.16

Value in parentheses indicates the rank of this city in needs among the 40 cities in the survey

Where students seek fulfillment for HAPPINESS

	Kutná Hora	Male	Female	Target	Nominal	Czech
#1	Family (79.3%)	Family (75.9%)	Friends (88.2%)			Family (82.8%)
#2	Friends (72.8%)	Friends (63.8%)	Family (85.3%)			Friends (73.8%)
#3	Boy/girlfriend (40.2%)	Boy/girlfriend (43.1%)	Boy/girlfriend (35.3%)			Boy/girlfriend (42.2%)
GOD	3.3% (LAST)	3.4% (LAST)	2.9% (#10)			7.1% (#10)

Where students seek fulfillment for AUTONOMY

	Kutná Hora	Male	Female	Target	Nominal	Czech
#1	Freetime (59.8%)	Freetime (68.3%)	Friends (64.7%)			Friends (54.4%)
#2	Friends (53.3%)	Friends (46.6%)	Freetime (52.9%)			Freetime (53.8%)
#3	Money (35.0%)	Money (36.2%)	Money+Family (41.2%)			Money (35.5%)
GOD	3.3% (LAST)	3.4% (LAST)	2.9% (#11)			6.4% (#11)

Where students seek fulfillment for BEING LOVED

	Kutná Hora	Male	Female	Target	Nominal	Czech
#1	Family (79.3%)	Family (75.9%)	Family (85.3%)			Family (81.5%)
#2	Friends (72.8%)	Friends (65.5%)	Friends (85.3%)			Friends (78.2%)
#3	Boy/girlfriend (47.8%)	Boy/girlfriend (46.6%)	Boy/girlfriend (50.0%)			Boy/girlfriend (52.3%)
GOD	6.5% (#10)	6.9% (#8)	5.9% (#8)			7.4% (#8)

Where students seek fulfillment for FREEDOM FROM GUILT

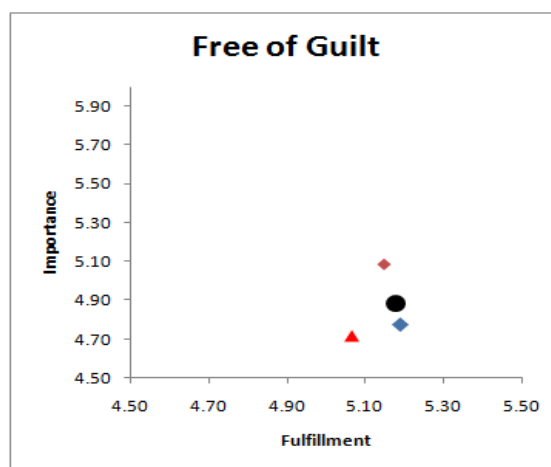
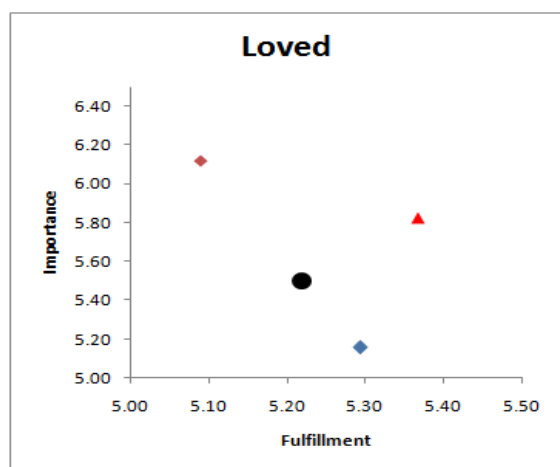
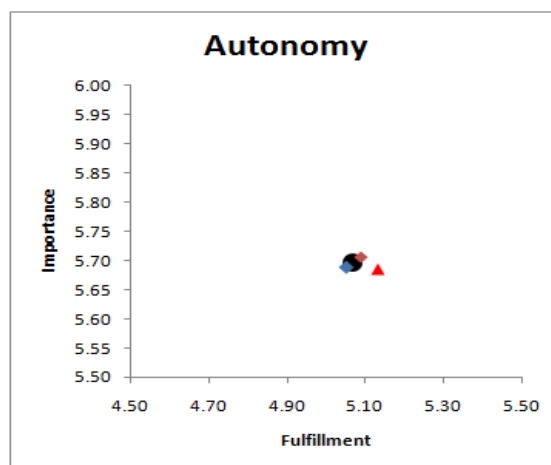
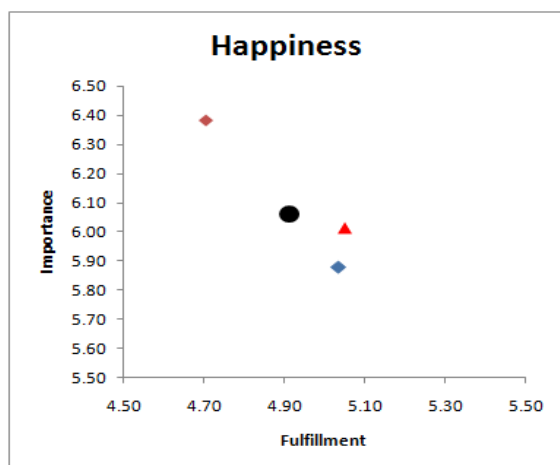
	Kutná Hora	Male	Female	Target	Nominal	Czech
#1	Friends (73.9%)	Friends (70.7%)	Friends (79.4%)			Friends (68.5%)
#2	Family (52.2%)	Family (48.3%)	Apology (67.6%)			Apology (54.8%)
#3	Apology (44.6%)	Boy/girlfriend (37.9%)	Family (58.8%)			Family (52.6%)
GOD	8.7% (#8)	6.9% (#8)	5.9% (#7)			9.2% (#8)

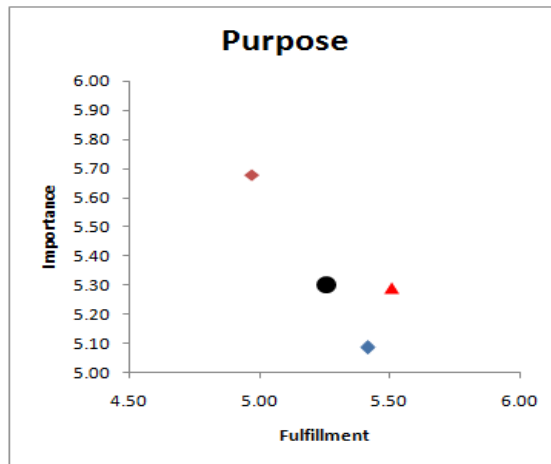
Where students seek fulfillment for PURPOSE

	Kutná Hora	Male	Female	Target	Nominal	Czech
#1	Family (72.8%)	Family (70.7%)	Family (76.5%)			Family (74.2%)
#2	Friends (68.5%)	Friends (69.0%)	Friends (67.7%)			Friends (54.6%)
#3	Boy/girlfriends (41.3%)	Boy/girlfriends (39.7%)	Boy/girlfriends (44.1%)			Boy/girlfriends (34.3%)
GOD	6.5% (#8)	5.2% (#10)	8.8% (#7)			10.4% (#7)

Meaning of Life	Kutná Hora	Male	Female	Target	Nominal	Czech
Don't know-don't care	20.7%	27.6%	8.8%			20.8%
Life is meaningless	3.3%	0.0%	8.8%			3.2%
Looking but not finding	62.0%	56.9%	70.6%			53.0%
Have found	14.1%	15.5%	11.8%			22.9%

● Total ◆ Male ◆ Female ● Target □ Nominal + Evangelical ▲ CZ ▲ SK





STRATEGIC NOTES

Kutná Hora has Target segment that is similar in size and spiritual views compared to all other Czech cities in this study. The males surveyed are particularly skeptical compared to their Czech peers with less than half of them believing in the spiritual world and only 3.4% believing that the church is credible.

To strategically reach the students of this community, it is recommended to engage students in the area(s) of the greatest hunger. The greatest hunger among the students of Kutná Hora is Happiness- particularly among females. Like most Czech students, the youth surveyed look to friends and family to fulfill this need. The females surveyed also indicate a hunger for Purpose where they also look to immediate relationships to fulfill this need. This is particularly important for reaching this city because more than 60% of the females surveyed are looking for life purpose and have not found it.



LEVICE



SAMPLE: TOTAL (N) = 145	
Schools <ul style="list-style-type: none"> (vocational) = 48 (practical) = 48 (gymnasium) = 49 	
Gender <ul style="list-style-type: none"> Male = 38 Female = 107 	Segments <ul style="list-style-type: none"> Evangelical = 6 (4.1%), Slovak Rep = 2.6% Nominals = 106 (73.1%), Slovak Rep = 69.9% TARGET = 29 (20.0%), Slovak Rep = 24.0%% (#7)

THE CHURCH AND SPIRITUALITY

Creed	Levice	Male	Female	Target	Nominal	Slovak
None		23.7%	21.5%		0.0%	25.9%
Roman Catholic Church		65.8%	67.3%		86.8%	60.5%
Other Christian		10.5%	10.3%		13.2%	12.4%
Other non-Christian		0.0%	0.9%		0.0%	1.2%

View of Church	Levice	Male	Female	Target	Nominal	Slovak
Church is Credible		23.7%	20.6%		22.6%	15.3%
People attend to get close to God		57.9%	59.8%		65.1%	62.2%

Spiritual World	Levice	Male	Female	Target	Nominal	Slovak
Believe in the spiritual world		65.8%	74.8%		70.8%	71.4%
Experienced the spiritual world		42.1%	57.9%		51.9%	61.0%

HUNGER FOR UNMET NEEDS

Need	Levice	Male	Female	Target	Nominal	Slovak
Happiness	8.33(#4)	8.39	8.31		8.26	7.41
Autonomy	4.35(#5)	3.54	4.64		3.88	3.58
Being Loved	4.80(#3)	4.09	5.07		4.15	4.28
Free of Guilt	0.90(#6)	-1.11	1.73		1.34	0.53
Purpose	-0.85(#16)	-1.76	-0.48		-0.85	-0.86

Value in parentheses indicates the rank of this city in needs among the 40 cities in the survey

Where students seek fulfillment for HAPPINESS

Levice	Male	Female	Target	Nominal	Slovak
#1	Family (84.2%)	Family (89.7%)		Family (88.7%)	Family (90.7%)
#2	Friends (65.8%)	Friends (74.8%)		Friends (73.6%)	Friends (75.2%)
#3	Hobbies (39.5%)	Boy/Girlfriend (46.7%)		Boy/Girlfriend (42.4%)	Boy/Girlfriend (39.7%)
GOD	18.4% (#6)	16.8% (#4)		17.0% (#5)	22.3% (#4)

Where students seek fulfillment for AUTONOMY

Levice	Male	Female	Target	Nominal	Slovak
#1	Free-time (60.5%)	Friends (59.8%)		Friends (55.7%)	Friends (64.2%)
#2	Friends (52.6%)	Free-time (43.9%)		Free-time (49.1%)	Free-time (51.0%)
#3	Family+Money (34.2%)	Youth (42.1%)		Youth (39.6%)	Youth (34.9%)
GOD	15.8% (#7)	13.1% (#9)		13.2% (#9)	14.4% (#9)

Where students seek fulfillment for BEING LOVED

Levice	Male	Female	Target	Nominal	Slovak
#1	Family (73.7%)	Family (84.1%)		Family (72.6%)	Family (88.2%)
#2	Friends (65.8%)	Friends (81.3%)		Friends (51.9%)	Friends (80.3%)
#3	Boy/girlfriends (47.4%)	Boy/girlfriends (57.0%)		Boy/girlfriends (42.4%)	Boy/girlfriends (49.5%)
GOD	13.2% (#7)	15.9% (#5)		10.4% (#4)	23.1% (#4)

Where students seek fulfillment for FREEDOM FROM GUILT

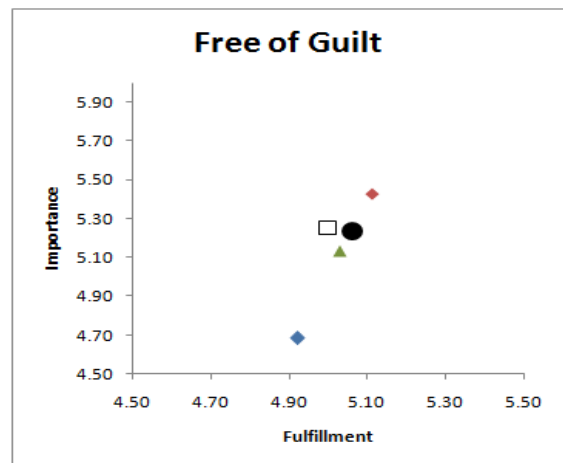
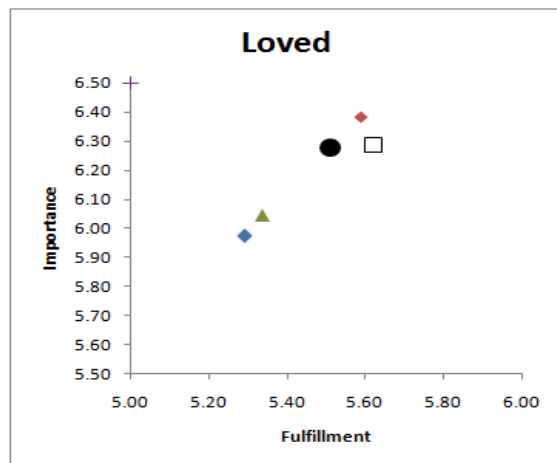
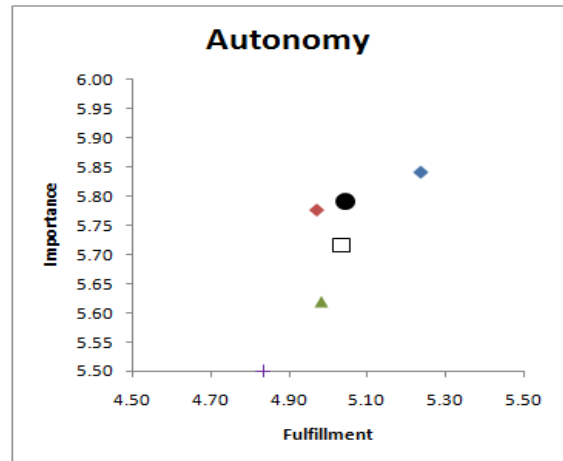
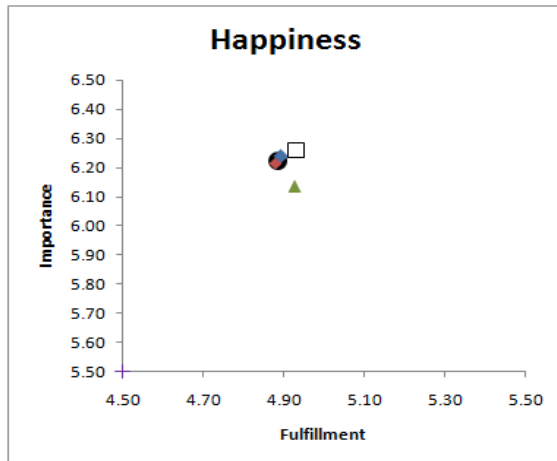
Levice	Male	Female	Target	Nominal	Slovak
#1	Friends (55.3%)	Friends (72.0%)		Friends (65.1%)	Friends (68.7%)
#2	Family (52.6%)	Apologies (61.7%)		Apologies (58.5%)	Apologies (56.1%)
#3	Apologies (44.7%)	Family (54.2%)		Family (50.9%)	Family (55.4%)
GOD	31.6% (#4)	37.4% (#4)		31.1% (#5)	29.5% (#4)

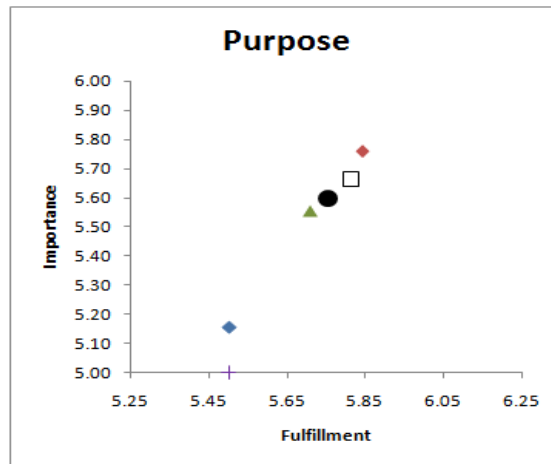
Where students seek fulfillment for PURPOSE

Levice	Male	Female	Target	Nominal	Slovak
#1	Family (65.8%)	Family (85.1%)		Family (78.3%)	Family (79.5%)
#2	Friends (60.5%)	Friends (49.5%)		Friends (58.3%)	Friends (55.7%)
#3	Success	Boy/girlfriends		Boy/girlfriends	Boy/girlfriends

	(36.8%)	(36.4%)		(39.6%)	(34.4%)	
GOD	7.9% (#9)	18.7% (#6)		17.0% (#7)	25.1% (#6)	
Meaning of Life	Levice	Male	Female	Target	Nominal	Slovak
Don't know-don't care		13.2%	4.7%		8.5%	10.7%
Life is meaningless		2.6%	5.6%		6.6%	2.2%
Looking but not finding		73.7%	57.9%		58.5%	60.4%
Have found		10.5%	31.8%		26.4%	26.6%

● Total ◆ Male ◆ Female ● Target □ Nominal + Evangelical ▲ CZ ▲ SK





STRATEGIC NOTES

NOTE: The sample of female students from Levice is overwhelmingly larger than the male sample. However, each of these samples is statistically large enough to stand alone for analysis. Therefore, an overall analysis for Levice is replaced by individual analyses of each gender sample in this city.

Levice has a Target group that is typical for Slovakia with students from both the male and female samples having similar spiritual views to their peers throughout Slovakia. Nearly 2/3 of the male sample indicate that they are looking for life purpose, almost 1/3 of the female sample believe that they have already discovered life purpose.

To strategically reach the students of this community, it is recommended to engage students in the area(s) of the greatest hunger. Levice is among the hungriest cities in this study in terms of Happiness, Autonomy, and Being Loved. This is particularly notable among the female sample from Levice. Both the male and female sample look primarily to personal relationships to fulfill their needs for Happiness and Being Loved. However, nearly 40% of the male sample look to hobbies for fulfillment of happiness. Also notable is that more than 1/3 of the male sample look to money as a fulfillment for autonomy.



LIBEREC



SAMPLE: TOTAL (N) = 164

Schools

- SPŠ stavební, Liberec 1, Sokolovské (vocational) = 58
- Gymnázium F.X.Šaldy, Liberec 11 (gymnasium) = 46
- Výchovně vzdělávací družstvo (practical) = 60

Gender

- Male = 80
- Female = 84

Segments

- Evangelical = 3 (1.8%), Czech Rep = 1.7%
- Nominals = 12 (7.3%), Czech Rep = 15.8%
- TARGET = 5 (3.0%), Czech Rep = 5.2% (#30)

THE CHURCH AND SPIRITUALITY

Creed	Liberec	Male	Female	Target	Nominal	Czech
None	83.5%	81.3%	85.7%			76.7%
Roman Catholic Church	4.9%	5.0%	4.8%			13.1%
Other Christian	4.9%	3.8%	6.0%			4.7%
Other non-Christian	6.7%	10.0%	3.6%			5.6%

View of Church	Liberec	Male	Female	Target	Nominal	Czech
Church is Credible	4.3%	5.0%	3.6%			10.1%
People attend to get close to God	50.6%	50.0%	51.2%			58.4%

Spiritual World	Liberec	Male	Female	Target	Nominal	Czech
Believe in the spiritual world	68.3%	67.5%	69.0%			59.6%
Experienced the spiritual world	56.7%	56.3%	57.1%			56.2%

HUNGER FOR UNMET NEEDS

Need	Liberec	Male	Female	Target	Nominal	Czech
Happiness	4.77 (#36)	4.99	4.54			5.80
Autonomy	1.75 (#35)	1.46	2.03			3.08
Being Loved	2.07(#35)	2.05	2.09			2.69
Free of Guilt	-1.73 (#32)	-2.39	-1.05			-1.64
Purpose	-1.86 (#31)	-2.23	-1.48			-1.16

Value in parentheses indicates the rank of this city in needs among the 40 cities in the survey

Where students seek fulfillment for HAPPINESS

	Liberec	Male	Female	Target	Nominal	Czech
#1	Family (81.1%)	Family (73.7%)	Family (88.1%)			Family (83.8%)
#2	Friends (70.1%)	Friends (55.0%)	Friends (84.5%)			Friends (72.8%)
#3	Boy/girlfriends (45.7%)	Boy/girlfriends (36.2%)	Boy/girlfriends (54.8%)			Boy/girlfriends (42.2%)
GOD	9.8% (#9)	11.2% (#9)	8.3% (#7)			7.1% (#10)

Where students seek fulfillment for AUTONOMY

	Liberec	Male	Female	Target	Nominal	Czech
#1	Friends (54.3%)	Friends (51.2%)	Friends (57.1%)			Friends (54.4%)
#2	Free-time (49.4%)	Free-time (46.2%)	Free-time (52.4%)			Free-time (53.8%)
#3	Money (30.5%)	Money (36.2%)	My Youth (35.7%)			Money (35.5%)
GOD	5.5% (LAST)	7.5% (LAST)	3.6% (LAST)			6.4% (#11)

Where students seek fulfillment for BEING LOVED

	Liberec	Male	Female	Target	Nominal	Czech
#1	Family (85.4%)	Family (81.2%)	Family (89.3%)			Family (81.5%)
#2	Friends (80.5%)	Friends (76.2%)	Friends (84.5%)			Friends (78.2%)
#3	Boy/girlfriends (56.1%)	Boy/girlfriends (50%)	Boy/girlfriends (61.9%)			Boy/girlfriends (52.3%)
GOD	6.1% (#8)	7.5% (#8)	4.8% (#7)			7.4% (#8)

Where students seek fulfillment for FREEDOM FROM GUILT

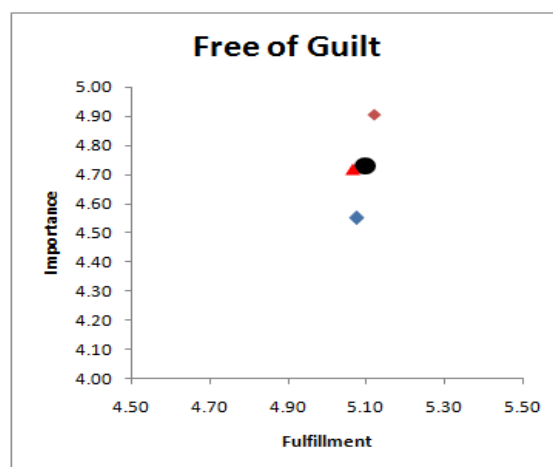
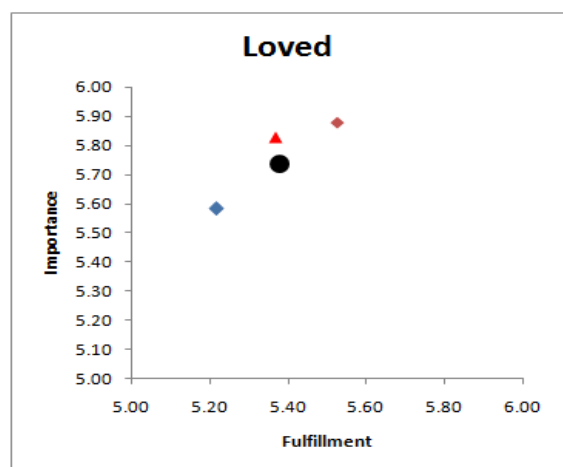
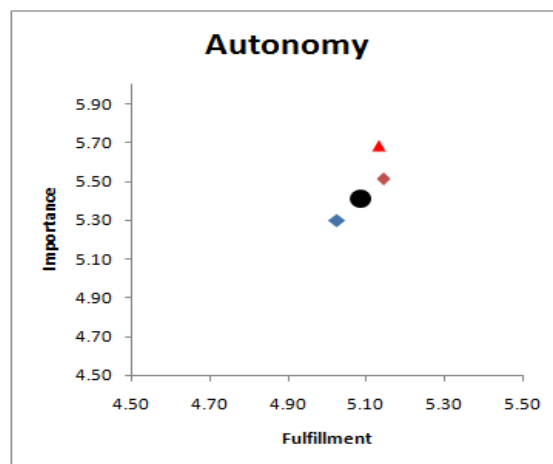
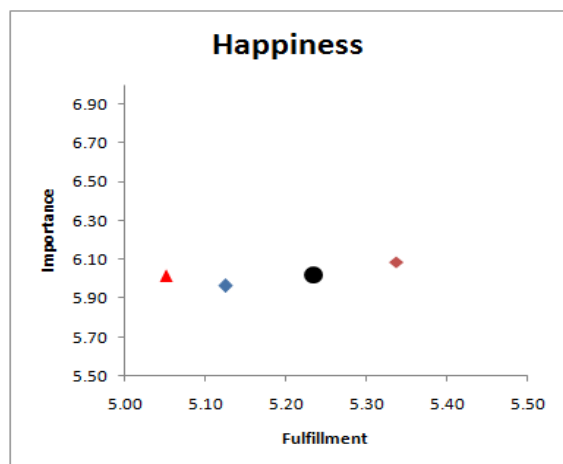
	Liberec	Male	Female	Target	Nominal	Czech
#1	Friends (65.8%)	Friends (60.0%)	Friends (71.4%)			Friends (68.5%)
#2	Apologies (59.8%)	Family (56.2%)	Apologies (70.2%)			Apologies (54.8%)
#3	Family (53.1%)	Apologies (48.7%)	Family (50.0%)			Family (52.6%)
GOD	9.8% (#8)	13.7% (#8)	5.9% (LAST)			9.2% (#8)

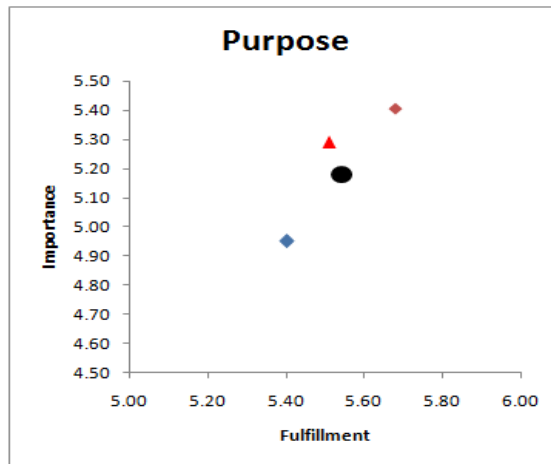
Where students seek fulfillment for PURPOSE

	Liberec	Male	Female	Target	Nominal	Czech
#1	Family (74.4%)	Family (68.7%)	Family (79.8%)			Family (74.2%)
#2	Friends (56.7%)	Boy/girlfriends (43.7%)	Friends (70.2%)			Friends (54.6%)
#3	Boy/girlfriends (40.8%)	Friends (42.5%)	Boy/girlfriends (38.1%)			Boy/girlfriends (34.3%)
GOD	11.0% (#8)	12.5% (#8)	9.5% (#8)			10.4% (#8)

Meaning of Life	Liberec	Male	Female	Target	Nominal	Czech
Don't know-don't care	20.9%	20.3%	21.4%	0.0%	8.3%	20.8%
Life is meaningless	1.2%	2.5%	0.0%	0.0%	0.0%	3.2%
Looking but not finding	50.9%	53.2%	48.8%	80.0%	75.0%	53.0%
Have found	27.0%	24.1%	29.8%	20.0%	16.7%	22.9%

● Total ◆ Male ◆ Female ● Target □ Nominal + Evangelical ▲ CZ ▲ SK





STRATEGIC NOTES

The 2nd and 3rd year students of Liberec are particularly irreligious, skeptical of the church, and satisfied with their current spiritual state. The portion of Catholic students is less than 5% compared to more than 13% for the nation. Furthermore, less than 5% of the students believe that the church is credible compared to 10% of the Czech Republic. While there is a stronger than average belief in the spiritual world (68.7%) the portion of students seeking life purpose is lower than the national average. Overall, Liberec is less open for gospel engagement than the rest of the nation.

To strategically reach the students of this community, it is recommended to engage students in the area(s) of the greatest hunger. As it is with the rest of the nation, discipling students to look to Jesus as the fulfillment of Happiness would meet the greatest felt need. The female students of Liberec look to God less than their male peers and the rest of the student population of Czech.



L I P T O V S K Ý M I K U L Á Š



SAMPLE: TOTAL (N) = 148	
Schools <ul style="list-style-type: none">(vocational) = 49(practical) = 49(gymnasium) = 50	
Gender <ul style="list-style-type: none">Male = 77Female = 71	Segments <ul style="list-style-type: none">Evangelica = 6 (4.1%), Slovak Rep = 2.6%Nominals = 89 (60.1%), Slovak Rep = 69.9%TARGET = 30 (20.3%), Slovak Rep = 24.0%% (#6)

THE CHURCH AND SPIRITUALITY

Creed	L. Mikuláš	Male	Female	Target	Nominal	Slovak
None	34.5%	23.4%	46.5%		0.0%	25.9%
Roman Catholic Church	42.6%	53.2%	31.0%		67.4%	60.5%
Other Christian	22.3%	22.1%	22.5%		32.6%	12.4%
Other non-Christian	0.7%	1.3%	0.0%		0.0%	1.2%

View of Church	L. Mikuláš	Male	Female	Target	Nominal	Slovak
Church is Credible	11.5%	18.2%	4.2%		14.6%	15.3%
People attend to get close to God	61.5%	66.2%	56.3%		74.2%	62.2%

Spiritual World	L. Mikuláš	Male	Female	Target	Nominal	Slovak
Believe in the spiritual world	64.9%	67.5%	62.0%		70.8%	71.4%
Experienced the spiritual world	64.9%	62.3%	67.6%		59.6%	61.0%

HUNGER FOR UNMET NEEDS

Need	L. Mikuláš	Male	Female	Target	Nominal	Slovak
Happiness	6.61 (#13)	4.83	8.53		6.01	7.41
Autonomy	3.86 (#8)	3.74	3.97		4.28	3.58
Being Loved	4.10 (#7)	3.49	4.76		4.64	4.28
Free of Guilt	-1.24 (#24)	-2.17	-0.15		-0.70	0.53
Purpose	0.46 (#1)	-0.45	1.44		0.33	-0.86

Value in parentheses indicates the rank of this city in needs among the 40 cities in the survey

Where students seek fulfillment for HAPPINESS

	L. Mikuláš	Male	Female	Target	Nominal	Slovak
#1	Family (89.9%)	Family (88.3%)	Family (91.6%)		Family (95.5%)	Family (90.7%)
#2	Friends (74.3%)	Friends (71.4)	Friends (77.5%)		Friends (70.8%)	Friends (75.2%)
#3	Boy/Girlfriend (33.8%)	Boy/Girlfriend (24.6%)	Boy/Girlfriend (43.7%)		Boy/Girlfriend (32.6%)	Boy/Girlfriend (39.7%)
GOD	16.9% (#5)	23.4% (#4)	9.9% (#7)		18.0% (#5)	22.3% (#4)

Where students seek fulfillment for AUTONOMY

	L. Mikuláš	Male	Female	Target	Nominal	Slovak
#1	Friends (64.2)%	Friends (62.3)%	Friends (66.2)%		Friends (65.2)%	Friends (64.2)%
#2	Free-time (52.7%)	Free-time (50.6%)	Free-time (54.9%)		Free-time (49.4%)	Free-time (51.0%)
#3	Money (35.8%)	Family (39.0%)	Money (33.8%)		Money (36.0%)	Youth (34.9%)
GOD	11.5% (#9)	14.3% (#7)	8.4% (#10)		11.2% (#9)	14.4% (#9)

Where students seek fulfillment for BEING LOVED

	L. Mikuláš	Male	Female	Target	Nominal	Slovak
#1	Family (88.5%)	Family (81.8%)	Family (95.8%)		Family (80.9%)	Family (88.2%)
#2	Friends (79.7%)	Friends (77.9%)	Friends (81.7%)		Friends (56.2%)	Friends (80.3%)
#3	Boy/girlfriends (46.2%)	Boy/girlfriends (33.8%)	Boy/girlfriends (60.6%)		Boy/girlfriends (32.6%)	Boy/girlfriends (49.5%)
GOD	18.2% (#5)	24.7% (#5)	11.3% (#5)		13.5% (#4)	23.1% (#4)

Where students seek fulfillment for FREEDOM FROM GUILT

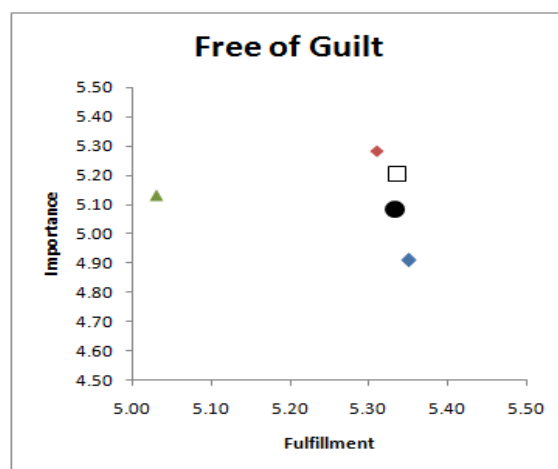
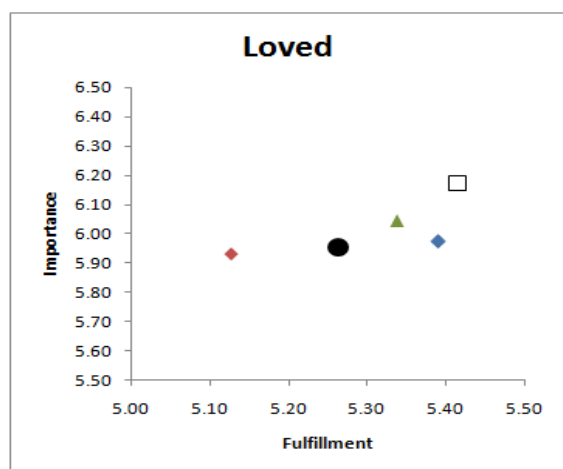
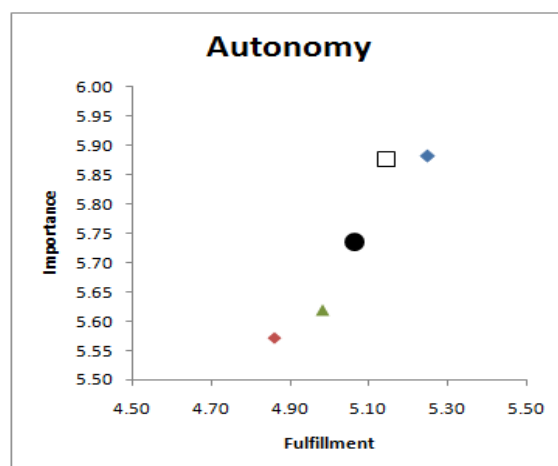
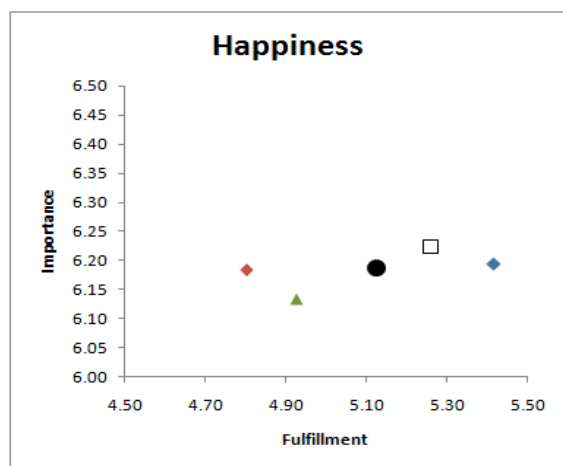
	L. Mikuláš	Male	Female	Target	Nominal	Slovak
#1	Friends (73.6%)	Friends (77.9%)	Friends (69.0%)		Friends (78.6%)	Friends (68.7%)
#2	Family (60.1%)	Family (58.4%)	Family (62.0%)		Family (66.3%)	Apologies (56.1%)
#3	Apologies (43.9%)	Apologies (37.7%)	Apologies (50.7%)		Apologies (41.6%)	Family (55.4%)
GOD	20.3% (#6)	26.0% (#5)	14.1% (#7)		24.7% (#6)	29.5% (#4)

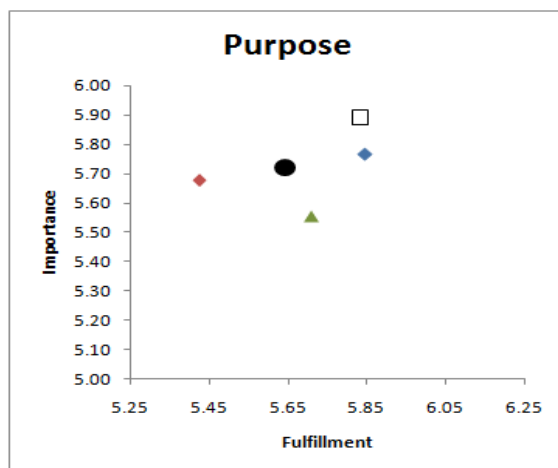
Where students seek fulfillment for PURPOSE

	L. Mikuláš	Male	Female	Target	Nominal	Slovak
#1	Family (80.4%)	Family (79.2%)	Family (81.7%)		Family (79.8%)	Family (79.5%)
#2	Friends (63.5%)	Friends (62.3%)	Friends (64.8%)		Friends (59.6%)	Friends (55.7%)
#3	Boy/girlfriends (33.1%)	Boy/girlfriends (29.9%)	Boy/girlfriends (36.6%)		Boy/girlfriends (27.0%)	Boy/girlfriends (34.4%)
GOD	21.6% (#6)	24.7% (#4)	18.3% (#5)		25.1% (#4)	25.1% (#6)

Meaning of Life	L. Mikuláš	Male	Female	Target	Nominal	Slovak
Don't know-don't care	11.5%	9.1%	14.1%		9.0%	10.7%
Life is meaningless	2.7%	2.6%	2.8%		2.2%	2.2%
Looking but not finding	58.1%	61.0%	54.9%		66.3%	60.4%
Have found	27.7%	27.3%	28.2%		22.5%	26.6%

● Total ◆ Male ◆ Female ● Target □ Nominal + Evangelical ▲ CZ ▲ SK





STRATEGIC NOTES

Liptovský Mikuláš has a large Target group and an unusually large portion of non-Catholic Christians: 22.3% compared to 12.4% for Slovakia. More than 95% of the female students surveyed believe that the church is not trustworthy.

To strategically reach the students of this community, it is recommended to engage students in the area(s) of the greatest hunger. Liptovský Mikuláš is the “hungriest” city studied in terms of Purpose. Like most Slovak students, they are looking primarily to family and friends to fulfill this need. The hunger for Autonomy and Being Loved were even higher. While these students are also looking primarily to family and friends to fulfill this need as well, more than 1/3 of the students surveyed also looked to money to fulfill their need for autonomy.



N I T R A



SAMPLE: TOTAL (N) = 134	
Schools <ul style="list-style-type: none"> (vocational) = 45 (practical) = 41 (gymnasium) = 48 	
Gender <ul style="list-style-type: none"> Male = 90 Female = 44 	Segments <ul style="list-style-type: none"> Evangelical = 0 (0%), Slovak Rep = 2.6% Nominals = 92 (73.1%), Slovak Rep = 69.9% TARGET = 12 (9.0%), Slovak Rep = 24.0%% (#15)

THE CHURCH AND SPIRITUALITY

Creed	Nitra	Male	Female	Target	Nominal	Slovak
None		27.8%	32.6%		0.0%	25.9%
Roman Catholic Church		64.4%	53.5%		87.0%	60.5%
Other Christian		6.7%	14.0%		13.0%	12.4%
Other non-Christian		1.1%	0.0%		0.0%	1.2%

View of Church	Nitra	Male	Female	Target	Nominal	Slovak
Church is Credible		5.6%	2.3%		5.4%	15.3%
People attend to get close to God		45.6%	40.9%		51.1%	62.2%

Spiritual World	Nitra	Male	Female	Target	Nominal	Slovak
Believe in the spiritual world		55.6%	86.4%		67.4%	71.4%
Experienced the spiritual world		51.1%	70.5%		60.9%	61.0%

HUNGER FOR UNMET NEEDS

Need	Nitra	Male	Female	Target	Nominal	Slovak
Happiness	5.87(#25)	5.87	8.42		8.11	7.41
Autonomy	3.76(#11)	3.76	2.65		3.83	3.58
Being Loved	2.57(#28)	2.57	1.25		4.25	4.28
Free of Guilt	-0.63(#13)	-0.63	-1.87		9.50	0.53
Purpose	-1.5(#24)	-1.50	-2.37		-4.58	-0.86

Value in parentheses indicates the rank of this city in needs among the 40 cities in the survey

Where students seek fulfillment for HAPPINESS

Nitra	Male	Female	Target	Nominal	Slovak
#1	Family (90.0%)	Family (88.6%)		Family (91.3%)	Family (90.7%)
#2	Friends (82.2%)	Friends (84.1%)		Friends (84.8%)	Friends (75.2%)
#3	Boy/Girlfriend (35.6%)	Boy/Girlfriend (50.0%)		Boy/Girlfriend (37.0%)	Boy/Girlfriend (39.7%)
GOD	7.8% (#6)	6.8% (#7)		8.7% (#7)	22.3% (#4)

Where students seek fulfillment for AUTONOMY

Nitra	Male	Female	Target	Nominal	Slovak
#1	Free-time (65.6%)	Friends (75.0%)		Friends (71.7%)	Friends (64.2%)
#2	Friends (64.4%)	Free-time (54.5%)		Free-time (64.1%)	Free-time (51.0%)
#3	Money (43.3%)	Youth (38.6%)		Family+Money (32.6%)	Youth (34.9%)
GOD	3.3% (LAST)	6.8% (#10)		5.4% (#11)	14.4% (#9)

Where students seek fulfillment for BEING LOVED

Nitra	Male	Female	Target	Nominal	Slovak
#1	Family (92.2%)	Friends (88.6%)		Family (73.9%)	Family (88.2%)
#2	Friends (91.1%)	Family (81.8%)		Friends (73.9%)	Friends (80.3%)
#3	Boy/girlfriends (43.3%)	Boy/girlfriends (52.3%)		Boy/girlfriends (32.6%)	Boy/girlfriends (49.5%)
GOD	5.6% (#8)	11.4% (#6)		4.3% (#5)	23.1% (#4)

Where students seek fulfillment for FREEDOM FROM GUILT

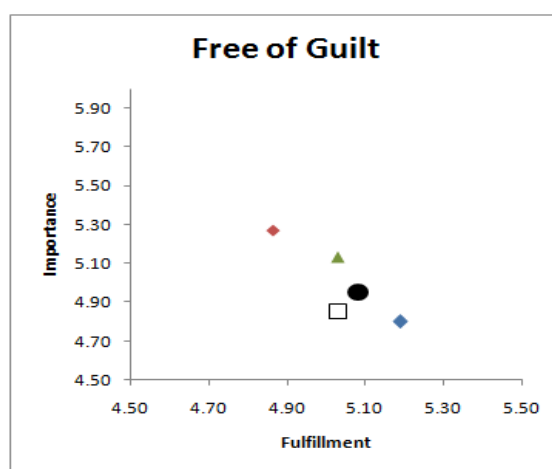
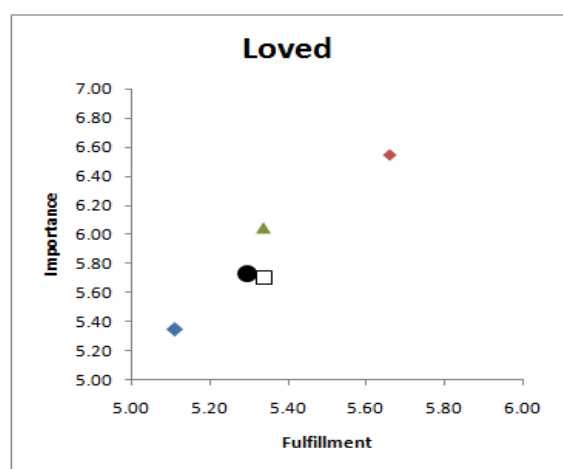
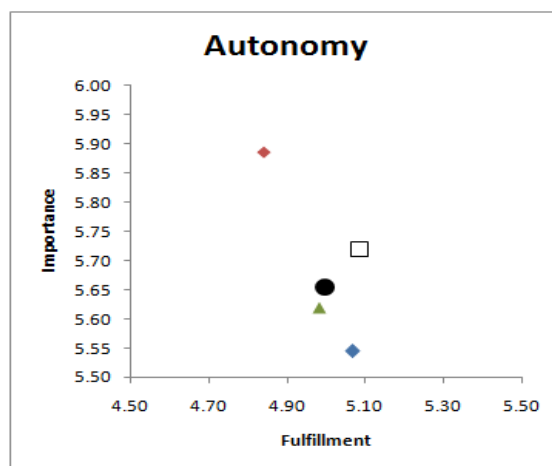
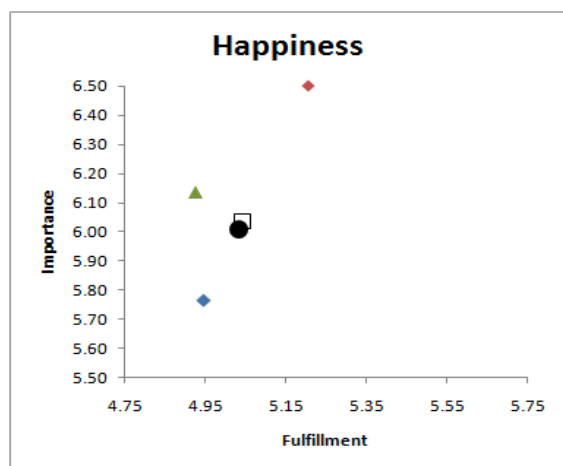
Nitra	Male	Female	Target	Nominal	Slovak
#1	Friends (71.1%)	Friends (72.7%)		Friends (76.1%)	Friends (68.7%)
#2	Apologies (58.9%)	Apologies (61.4%)		Apologies (63.0%)	Apologies (56.1%)
#3	Family (56.7%)	Family (50.0%)		Family (54.3%)	Family (55.4%)
GOD	11.1% (#8)	20.4% (#6)		17.4% (#7)	29.5% (#4)

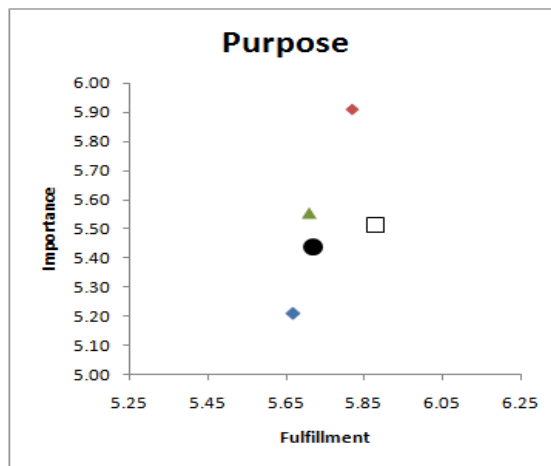
Where students seek fulfillment for PURPOSE

Nitra	Male	Female	Target	Nominal	Slovak
#1	Family (77.8%)	Family (72.7%)		Family (76.1%)	Family (79.5%)
#2	Friends (61.1%)	Friends (72.7%)		Friends (65.2%)	Friends (55.7%)
#3	Boy/girlfriends (37.8%)	Boy/girlfriends (38.6%)		Boy/girlfriends (33.7%)	Boy/girlfriends (34.4%)
GOD	10.0% (#7)	18.2% (#6)		16.3% (#6)	25.1% (#6)

Meaning of Life	Nitra	Male	Female	Target	Nominal	Slovak
Don't know-don't care		22.2%	15.9%		18.5%	10.7%
Life is meaningless		3.3%	2.3%		3.3%	2.2%
Looking but not finding		61.1%	43.2%		59.8%	60.4%
Have found		13.3%	38.6%		18.5%	26.6%

● Total ◆ Male ◆ Female ● Target □ Nominal + Evangelical ▲ CZ ▲ SK





STRATEGIC NOTES

NOTE: The sample of male students from Nitra is overwhelmingly larger than the female sample. However, each of these samples is statistically large enough to stand alone for analysis. Therefore, an overall analysis for Nitra is replaced by individual analyses of each gender sample in this city.

Nitra has a Target group that is typical for Slovakia but with about 95% of the students from both the male and female segments believing that the church is not credible. The male students of this sample are more indifferent to finding life purpose than their Slovak peers and less than half of the female student surveyed indicated that they were seeking life purpose but not finding. Compared to the rest of Slovakia, Nitra is less open for Gospel engagement.

To strategically reach the students of this community, it is recommended to engage students in the area(s) of the greatest hunger. Nitra has a higher than typical hunger for Autonomy and while most students look to free-time and friendships to meet this need, almost half of the males surveyed also look to money for fulfillment.



NOVÉ ZÁMKY



SAMPLE: TOTAL (N) = 141	
Schools <ul style="list-style-type: none">(vocational) = 47(practical) = 48(gymnasium) = 46	
Gender <ul style="list-style-type: none">Male = 51Female = 90	Segments <ul style="list-style-type: none">Evangelical = 2 (1.4%), Slovak Rep = 2.6%Nominals = 80 (56.7%), Slovak Rep = 69.9%TARGET = 22 (15.6%), Slovak Rep = 24.0%% (#9)

THE CHURCH AND SPIRITUALITY

Creed	Nové Zámky	Male	Female	Target	Nominal	Slovak
None	40.7%	52.0%	34.4%		0.0%	25.9%
Roman Catholic Church	47.9%	40.0%	52.2%		83.8%	60.5%
Other Christian	10.0%	4.0%	13.3%		16.3%	12.4%
Other non-Christian	1.4%	4.0%	0.0%		0.0%	1.2%

View of Church	Nové Zámky	Male	Female	Target	Nominal	Slovak
Church is Credible	8.5%	9.8%	7.8%		12.5%	15.3%
People attend to get close to God	65.2%	41.2%	78.9%		81.3%	62.2%

Spiritual World	Nové Zámky	Male	Female	Target	Nominal	Slovak
Believe in the spiritual world	70.2%	58.8%	76.7%		77.5%	71.4%
Experienced the spiritual world	61.7%	62.7%	61.1%		63.8%	61.0%

HUNGER FOR UNMET NEEDS

Need	Nové Zámky	Male	Female	Target	Nominal	Slovak
Happiness	7.09 (#6)	5.14	8.25		8.35	7.41
Autonomy	3.38 (#15)	3.74	3.17		2.39	3.58
Being Loved	4.63 (#4)	1.52	6.61		5.03	4.28
Free of Guilt	0.64 (#7)	-2.55	2.74		1.72	0.53
Purpose	-0.46 (#11)	-2.18	0.55		-1.04	-0.86

Value in parentheses indicates the rank of this city in needs among the 40 cities in the survey

Where students seek fulfillment for HAPPINESS

	Nové Zámky	Male	Female	Target	Nominal	Slovak
#1	Family (94.3%)	Family (90.2%)	Family (96.7%)		Family (95.0%)	Family (90.7%)
#2	Friends (73.8%)	Friends (70.6%)	Friends (75.6%)		Friends (76.2%)	Friends (75.2%)
#3	Boy/Girlfriend (49.6%)	Boy/Girlfriend (41.2%)	Boy/Girlfriend (54.4%)		Boy/Girlfriend (53.7%)	Boy/Girlfriend (39.7%)
GOD	7.1% (#9)	3.9% (LAST)	8.9% (#7)		8.7% (#7)	22.3% (#4)

Where students seek fulfillment for AUTONOMY

	Nové Zámky	Male	Female	Target	Nominal	Slovak
#1	Friends (66.0)%	Friends (74.9)%	Free-time (64.4%)		Friends (63.7)%	Friends (64.2)%
#2	Free-time (61.0%)	Free-time (54.9%)	Friends (61.1)%		Free-time (57.5%)	Free-time (51.0%)
#3	Youth (39.0%)	Money+Youth (31.4%)	Youth (43.3%)		Youth (41.2%)	Youth (34.9%)
GOD	5.0% (#11)	5.0% (#11)	5.6% (#11)		5.0% (#11)	14.4% (#9)

Where students seek fulfillment for BEING LOVED

	Nové Zámky	Male	Female	Target	Nominal	Slovak
#1	Family (89.4%)	Friends (84.3%)	Family (94.4%)		Family (85.0%)	Family (88.2%)
#2	Friends (85.1%)	Family (80.4%)	Friends (85.6%)		Friends (47.5%)	Friends (80.3%)
#3	Boy/girlfriends (57.4%)	Boy/girlfriends (43.1%)	Boy/girlfriends (65.6%)		Boy/girlfriends (47.5%)	Boy/girlfriends (49.5%)
GOD	7.1% (#7)	5.9% (#7)	7.8% (#5)		5.0% (#6)	23.1% (#4)

Where students seek fulfillment for FREEDOM FROM GUILT

	Nové Zámky	Male	Female	Target	Nominal	Slovak
#1	Friends (67.4%)	Friends (66.7%)	Apologies (75.6%)		Friends (62.5%)	Friends (68.7%)
#2	Apologies (66.7%)	Apologies (58.8%)	Friends (67.8%)		Apologies (71.2%)	Apologies (56.1%)
#3	Family (58.2%)	Family (51.0%)	Family (57.8%)		Family (57.5%)	Family (55.4%)
GOD	16.3% (#5)	9.8% (#8)	20.0% (#6)		25.0% (#5)	29.5% (#4)

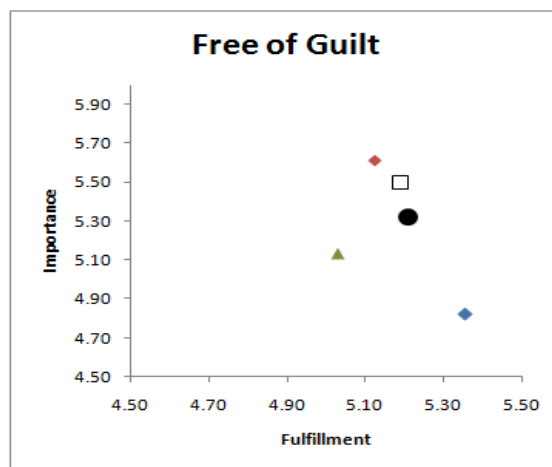
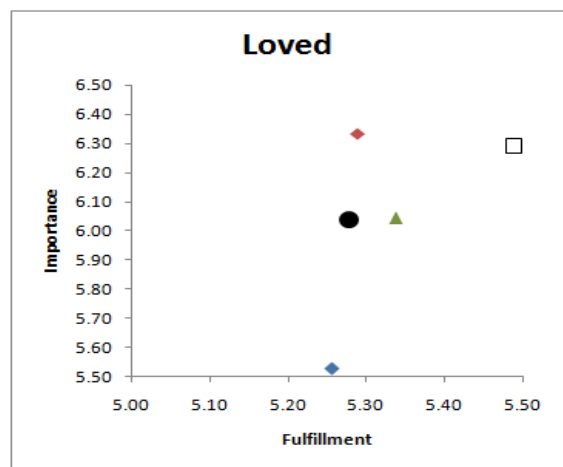
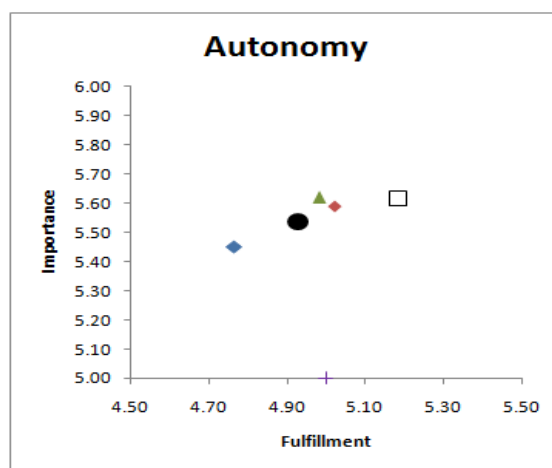
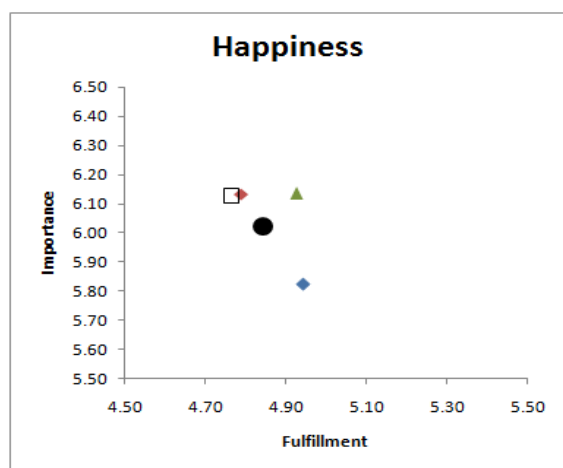
Where students seek fulfillment for PURPOSE

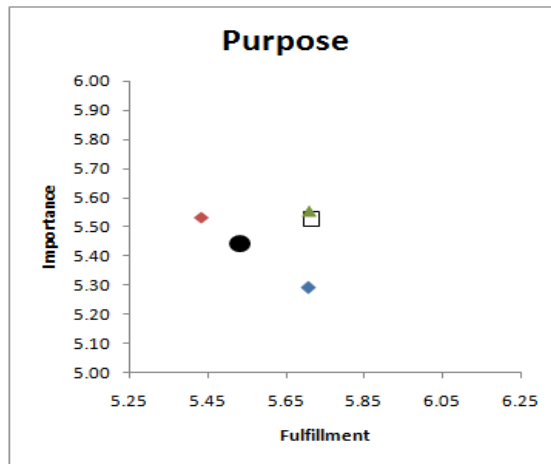
	Nové Zámky	Male	Female	Target	Nominal	Slovak
#1	Family (83.0%)	Family (70.6%)	Family (90.0%)		Family (87.5%)	Family (79.5%)
#2	Friends (58.2%)	Friends (58.8%)	Friends (57.8%)		Friends (53.7%)	Friends (55.7%)
#3	Boy/girlfriends (37.6%)	Success (41.2%)	Health+ Boy/girlfriends (38.9%)		Boy/girlfriends (40.0%)	Boy/girlfriends (34.4%)

GOD	7.1% (#9)	5.9% (#9)	7.1% (#9)	7.5% (#7)	25.1% (#6)
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Meaning of Life	Nové Zámky	Male	Female	Target	Nominal	Slovak
Don't know-don't care	12.9%	16.0%	11.1%		10.0%	10.7%
Life is meaningless	0.7%	2.0%	0.0%		0.0%	2.2%
Looking but not finding	64.3%	54.0%	70.0%		67.5%	60.4%
Have found	22.1%	28.0%	18.9%		22.5%	26.6%

● Total ◆ Male ◆ Female ● Target □ Nominal + Evangelical ▲ CZ ▲ SK





STRATEGIC NOTES

Nové Zámky has a slightly smaller Target audience than the rest of Slovakia. More than half of the males surveyed have no religious affiliation and less than 10% of the students sampled believe that the church is credible.

To strategically reach the students of this community, it is recommended to engage students in the area(s) of the greatest hunger. Nové Zámky is among the hungriest cities in this study in terms of Happiness and Being Loved-particularly the female sample for the need of Being Loved. This female segment in the study looks primarily to personal relationships to fulfill this need.



OLOMOUČ



SAMPLE: TOTAL (N) = 177

Schools

- Střední škola polytechnická, Olomouc. = 35
- Gymnázium = 53
- Střední škola logistiky a chemie = 52
- Konzervatoř evangelické akademie = 37

Gender

- Male = 70
- Female = 107

Segments

- Evangelical = 5 (2.8%), Czech Rep = 1.7%
- Nominals = 29 (16.4%), Czech Rep = 15.8%
- TARGET = 14 (7.9%), Czech Rep = 5.2% (#18)

THE CHURCH AND SPIRITUALITY

Creed	Olomouc	Male	Female	Target	Nominal	Czech
None	79.9%	85.5%	76.2%			76.7%
Roman Catholic Church	19.5%	14.5%	22.9%			13.1%
Other Christian	0.0%	0.0%	0.0%			4.7%
Other non-Christian	0.6%	0.0%	1.0%			5.6%

View of Church	Olomouc	Male	Female	Target	Nominal	Czech
Church is Credible	8.5%	8.6%	8.4%			9.0%
People attend to get close to God	51.4%	40.0%	58.9%			51.7%

Spiritual World	Olomouc	Male	Female	Target	Nominal	Czech
Believe in the spiritual world	56.5%	52.9%	58.9%			59.3%
Experienced the spiritual world	44.6%	35.7%	50.5%			55.8%

HUNGER FOR UNMET NEEDS

Need	Olomouc	Male	Female	Target	Nominal	Czech
Happiness	6.40 (#17)	5.35	7.12			5.80
Autonomy	4.96 (#1)	8.12	2.94			3.15
Being Loved	4.27 (#6)	2.73	5.42			2.69
Free of Guilt	-1.14 (#22)	-3.80	0.94			-1.64

Purpose	-1.19 (#23)	-2.71	0.05	-1.16
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Value in parentheses indicates the rank of this city in needs among the 40 cities in the survey

Where students seek fulfillment for HAPPINESS

	Olomouc	Male	Female	Target	Nominal	Czech
#1	Family (81.4%)	Family (84.3%)	Family (86.0%)			Family (82.8%)
#2	Friends (79.7%)	Friends (74.3%)	Friends (76.6%)			Friends (73.8%)
#3	Boy/girlfriend (43.5%)	Boy/girlfriend (41.4%)	Boy/girlfriend (44.9%)			Boy/girlfriend (42.2%)
GOD	6.8% (#9)	8.6% (#8)	5.6% (#10)			7.1% (#10)

Where students seek fulfillment for AUTONOMY

	Olomouc	Male	Female	Target	Nominal	Czech
#1	Friends (57.6%)	Friends (52.8%)	Friends (60.7%)			Friends (54.4%)
#2	Freetime (47.5%)	Freetime (45.7%)	Freetime (48.6%)			Freetime (53.8%)
#3	Money (36.7%)	Money (45.7%)	Money (30.8%)			Money (35.5%)
GOD	7.9% (#11)	12.9% (#9)	4.7% (#11)			6.4% (#11)

Where students seek fulfillment for BEING LOVED

	Olomouc	Male	Female	Target	Nominal	Czech
#1	Family (88.7%)	Family (90.0%)	Family (87.8%)			Family (81.5%)
#2	Friends (87.0%)	Friends (85.7%)	Friends (87.8%)			Friends (78.2%)
#3	Boy/girlfriend (49.1%)	Boy/girlfriend (47.1%)	Boy/girlfriend (50.5%)			Boy/girlfriend (52.3%)
GOD	7.3% (#9)	8.6% (#7)	6.5% (#9)			7.4% (#8)

Where students seek fulfillment for FREEDOM FROM GUILT

	Olomouc	Male	Female	Target	Nominal	Czech
#1	Friends (74.0%)	Friends (74.3%)	Friends (73.8%)			Friends (68.5%)
#2	Apology (64.4%)	Apology (62.9%)	Apology (65.4%)			Apology (54.8%)
#3	Family (61.6%)	Family (55.7%)	Family (65.4%)			Family (52.6%)
GOD	31.6% (#4)	7.1% (LAST)	9.3% (#7)			9.2% (#8)

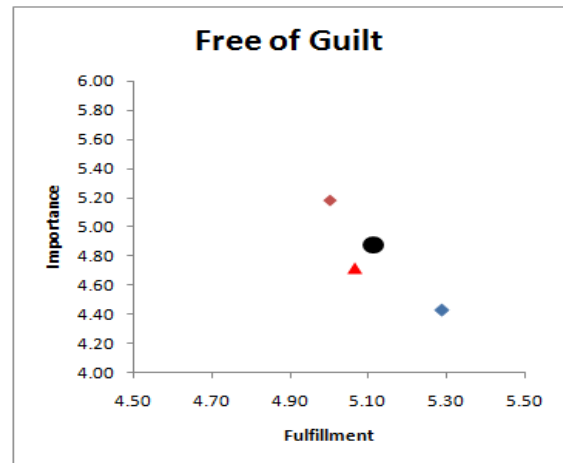
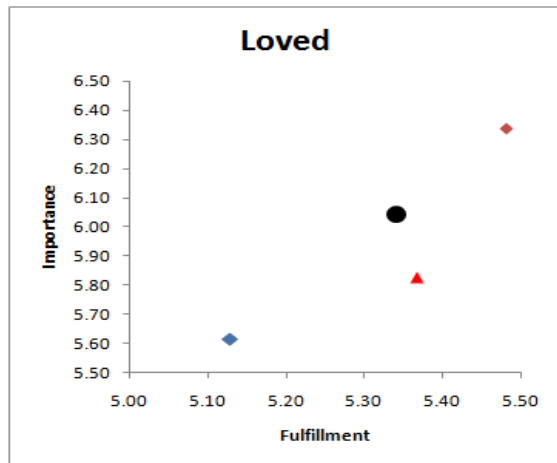
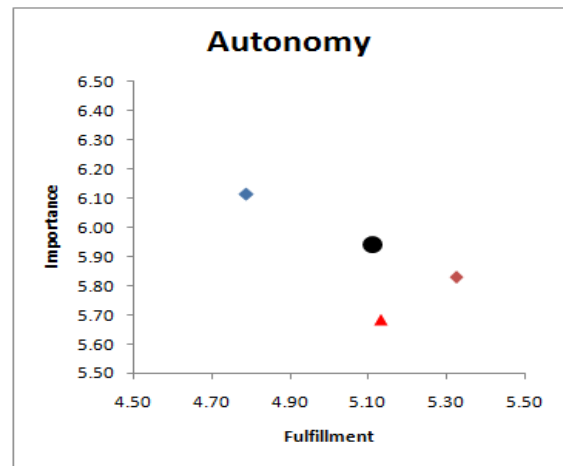
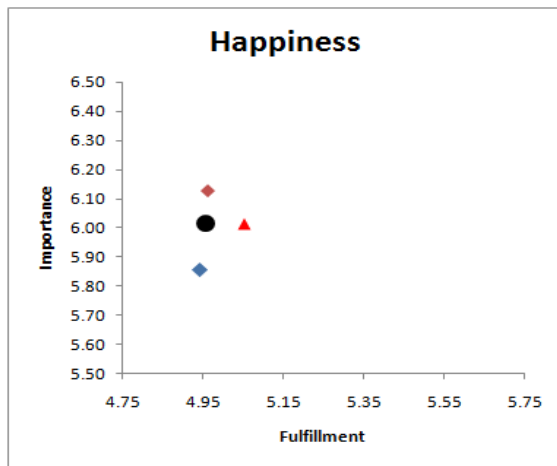
Where students seek fulfillment for PURPOSE

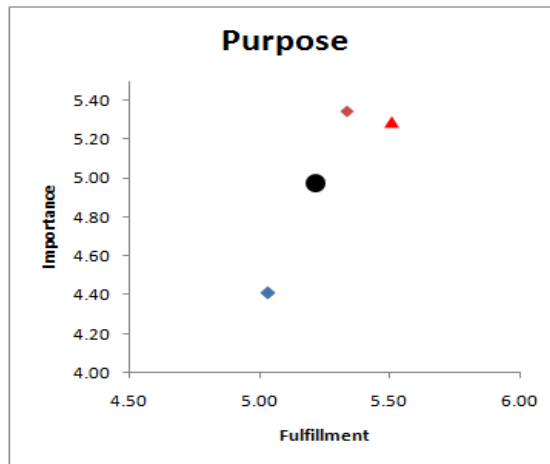
	Olomouc	Male	Female	Target	Nominal	Czech
#1	Family (76.3%)	Family (65.7%)	Family (83.2%)			Family (74.2%)
#2	Friends (56.5%)	Friends (48.6%)	Friends (61.7%)			Friends (54.6%)
#3	Boy/girlfriends (33.3%)	Success (41.4%)	Health + Boy/girlfriends			Boy/girlfriends (34.3%)

			(32.7%)	
GOD	12.4% (#7)	15.7% (#7)	12.4% (#7)	10.4% (#7)

Meaning of Life	Olomouc	Male	Female	Target	Nominal	Czech
Don't know-don't care	22.0%	30.0%	16.5%			20.8%
Life is meaningless	5.2%	7.1%	3.9%			3.2%
Looking but not finding	51.4%	44.3%	56.3%			53.0%
Have found	21.4%	18.6%	23.3%			22.9%

● Total ◆ Male ◆ Female ● Target □ Nominal + Evangelical ▲ CZ ▲ SK





STRATEGIC NOTES

Olomouc has Target segment that is similar in size compared to all other Czech cities in this study. Interestingly, nearly 1/3 of the male students surveyed are disinterested in finding life purpose compared to just 16.5% of the female students surveyed.

To strategically reach the students of this community, it is recommended to engage students in the area(s) of the greatest hunger. The greatest hunger among the students of Olomouc is Happiness and Autonomy. Like most Czech students, the youth surveyed look to friends and family to fulfill the need for Happiness and to friends, free-time, and money to fulfill their need for autonomy.



OPAVA



SAMPLE: TOTAL (N) = 328

Schools

- Slezské gymnázium, Opava, příspě.org. = 40
- Mendelovo Gymnázium = 49
- OA = 62
- SPŠ Stavební = 58
- Střední škola poštovních a logistických = 51
- Vyšší odborná škola a hotelová škola Opava = 68

Gender

- Male = 127
- Female = 201

Segments

- Evangelical = 5 (1.5%), Czech Rep = 1.7%
- Nominals = 95 (29.0%), Czech Rep = 15.8%
- TARGET = 21 (6.4%), Czech Rep = 5.2% (#23)

THE CHURCH AND SPIRITUALITY

Creed	Opava	Male	Female	Target	Nominal	Czech
None	65.4%	69.8%	62.7%		0.0%	76.7%
Roman Catholic Church	28.1%	24.6%	30.3%		93.7%	13.1%
Other Christian	2.1%	1.6%	2.5%		6.3%	4.7%
Other non-Christian	4.3%	4.0%	4.5%		0.0%	5.6%

View of Church	Opava	Male	Female	Target	Nominal	Czech
Church is Credible	10.1%	13.4%	8.0%		27.4%	9.0%
People attend to get close to God	54.6%	43.3%	61.7%		74.7%	51.7%

Spiritual World	Opava	Male	Female	Target	Nominal	Czech
Believe in the spiritual world	63.7%	71.7%	58.7%		75.8%	59.3%
Experienced the spiritual world	53.4%	53.5%	53.2%		56.8%	55.8%

HUNGER FOR UNMET NEEDS

Need	Opava	Male	Female	Target	Nominal	Czech
Happiness	5.95 (#23)	4.86	6.65		6.31	5.80
Autonomy	3.65 (#12)	3.78	3.56		3.79	3.15
Being Loved	2.74 (#23)	2.56	2.85		4.04	2.69
Free of Guilt	-1.70 (#31)	-1.69	-1.71		0.21	-1.64
Purpose	-0.89 (#17)	-1.67	-0.36		-1.45	-1.16

Value in parentheses indicates the rank of this city in needs among the 40 cities in the survey

Where students seek fulfillment for HAPPINESS

	Opava	Male	Female	Target	Nominal	Czech
#1	Family (88.4%)	Family (80.3%)	Family (93.5%)		Family (92.6%)	Family (82.8%)
#2	Friends (75.6%)	Friends (69.3%)	Friends (79.6%)		Friends (71.6%)	Friends (73.8%)
#3	Boy/girlfriend (44.8%)	Boy/girlfriend (40.2%)	Boy/girlfriend (47.8%)		Boy/girlfriend (49.5%)	Boy/girlfriend (42.2%)
GOD	7.9% (#10)	6.3% (#9)	9.0% (#8)		15.8% (#5)	7.1% (#10)

Where students seek fulfillment for AUTONOMY

	Opava	Male	Female	Target	Nominal	Czech
#1	Freetime (60.1%)	Freetime (62.2%)	Freetime (58.7%)		Freetime (62.1%)	Friends (54.4%)
#2	Friends (55.2%)	Friends (50.4%)	Friends (58.2%)		Friends (52.7%)	Freetime (53.8%)
#3	Money (37.2%)	Money (38.6%)	Money (36.3%)		Money (32.6%)	Money (35.5%)
GOD	6.1% (LAST)	7.9% (LAST)	5.0% (#11)		9.5% (#9)	6.4% (#11)

Where students seek fulfillment for BEING LOVED

	Opava	Male	Female	Target	Nominal	Czech
#1	Family (88.8%)	Family (75.6%)	Family (89.0%)		Family (82.1%)	Family (81.5%)
#2	Friends (79.0%)	Friends (69.3%)	Friends (85.1%)		Boy/girlfriend (55.8%)	Friends (78.2%)
#3	Boy/girlfriend (59.8%)	Boy/girlfriend (54.3%)	Boy/girlfriend (69.2%)		Friends (37.9%)	Boy/girlfriend (52.3%)
GOD	7.6% (#7)	10.2% (#7)	6.0% (#7)		7.6% (#7)	7.4% (#8)

Where students seek fulfillment for FREEDOM FROM GUILT

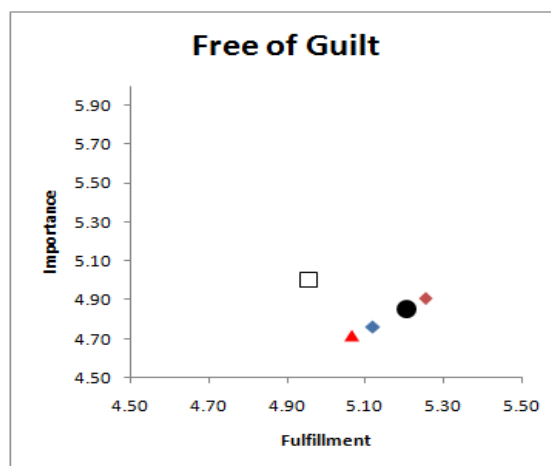
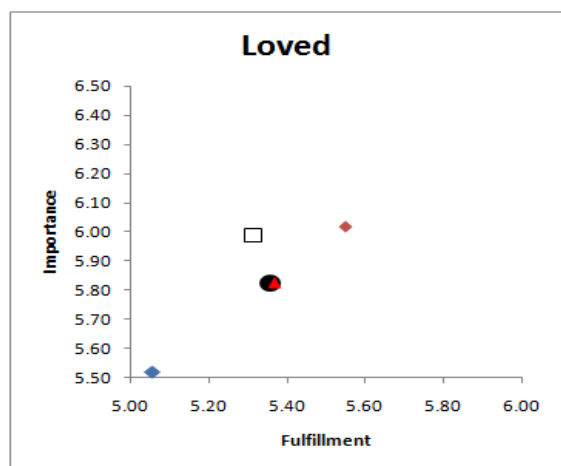
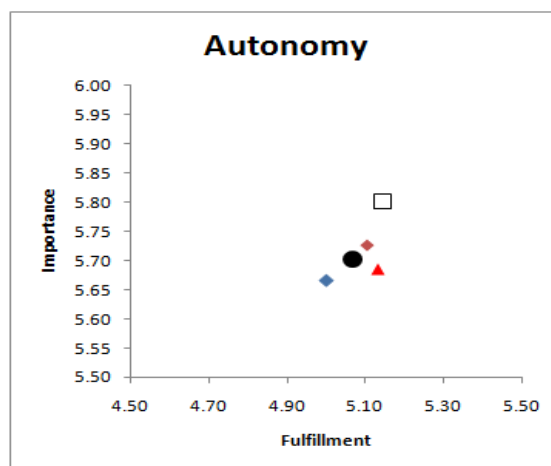
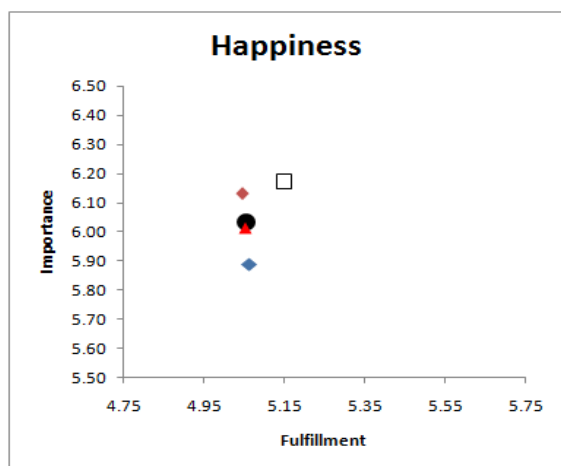
	Opava	Male	Female	Target	Nominal	Czech
#1	Friends (64.0%)	Family (54.3%)	Friends (70.3%)		Apology (69.5%)	Friends (68.5%)
#2	Apology (62.5%)	Friends (53.5%)	Apology (68.7%)		Friends (58.9%)	Apology (54.8%)
#3	Family (50.3%)	Apology (52.8%)	Family (47.8%)		Family (45.3%)	Family (52.6%)
GOD	9.2% (#8)	9.2% (#8)	10.9% (#8)		21% (#7)	9.2% (#8)

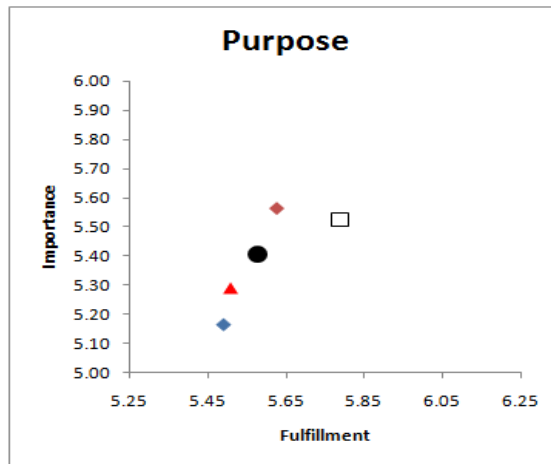
Where students seek fulfillment for PURPOSE

	Opava	Male	Female	Target	Nominal	Czech
#1	Family (78.3%)	Family (66.1%)	Family (86.1%)		Family (86.3%)	Family (74.2%)
#2	Friends (50.9%)	Friends (45.7%)	Friends (54.2%)		Friends (41.1%)	Friends (54.6%)
#3	Boy/girlfriends (36.9%)	Boy/girlfriends (39.4%)	Boy/girlfriends (35.3%)		Boy/girlfriends (38.9%)	Boy/girlfriends (34.3%)

GOD	11.0% (#8)	12.6% (#8)	10.0% (#8)		22.1% (#7)	10.4% (#7)
Meaning of Life	Opava	Male	Female	Target	Nominal	Czech
Don't know-don't care	15.3%	18.9%	13.1%		10.5%	20.8%
Life is meaningless	1.8%	2.4%	1.5%		0.0%	3.2%
Looking but not finding	62.6%	55.9%	66.8%		72.6%	53.0%
Have found	20.2%	22.8%	18.6%		16.8%	22.9%

● Total ◆ Male ◆ Female ● Target □ Nominal + Evangelical ▲ CZ ▲ SK





STRATEGIC NOTES

Opava has Target segment that is similar in size and spiritual views compared to all other Czech cities in this study. The one key difference is that the students surveyed are overwhelmingly more Catholic than their Czech peers.

To strategically reach the students of this community, it is recommended to engage students in the area(s) of the greatest hunger. The greatest hunger among the students of Opava is Happiness- particularly among females. Like most Czech students, the youth surveyed look to friends and family to fulfill this need.



O S T R A V A



SAMPLE: TOTAL (N) = 164

Schools

- Matiční gymnázium, Ostrava, příspě.v. = 60
- Střední škola, Ostrava-Kunčice, příspě.v. = 57
- Wichterlovo Gymnázium = 47
- Jazykové gymnázium Pavla Tigrida = 66
- Střední škola elektrotechnická Ostrava = 56
- Soukromá střední umělecká škola AVE ART Ostrava s.r.o. = 43

Gender

- Male = 148
- Female = 181

Segments

- Evangelical = 8 (2.4%), Czech Rep = 1.7%
- Nominals = 44 (13.4%), Czech Rep = 15.8%
- TARGET = 10 (3.0%), Czech Rep = 5.2% (#31)

THE CHURCH AND SPIRITUALITY

Creed	Ostrava	Male	Female	Target	Nominal	Czech
None	78.9%	78.2%	79.4%		0.0%	76.7%
Roman Catholic Church	11.0%	10.9%	11.1%		70.5%	13.1%
Other Christian	5.8%	5.4%	6.1%		29.5%	4.7%
Other non-Christian	4.3%	5.4%	3.3%		0.0%	5.6%

View of Church	Ostrava	Male	Female	Target	Nominal	Czech
Church is Credible	7.3%	6.1%	8.3%		15.9%	10.1%
People attend to get close to God	46.2%	37.2%	53.6%		54.5%	58.4%

Spiritual World	Ostrava	Male	Female	Target	Nominal	Czech
Believe in the spiritual world	58.1%	56.1%	59.7%		75.0%	59.6%
Experienced the spiritual world	51.1%	49.3%	52.5%		47.7%	56.2%

HUNGER FOR UNMET NEEDS

Need	Ostrava	Male	Female	Target	Nominal	Czech
Happiness	6.28 (#19)	6.01	6.51		9.05	5.80
Autonomy	3.78 (#9)	4.91	2.88		4.32	3.08
Being Loved	2.73 (#24)	0.92	4.38		5.85	2.69
Free of Guilt	-0.77 (#19)	-1.98	0.33		0.33	-1.64
Purpose	-0.65 (#14)	-2.56	1.13		1.77	-1.16

Value in parentheses indicates the rank of this city in needs among the 40 cities in the survey

Where students seek fulfillment for HAPPINESS

	Ostrava	Male	Female	Target	Nominal	Czech
#1	Family (76.9%)	Family (70.3%)	Family (82.3%)		Family (86.4%)	Family (83.8%)
#2	Friends (72.0%)	Friends (63.5%)	Friends (79.0%)		Friends (65.9%)	Friends (72.8%)
#3	Boy/girlfriends (39.5%)	Sport+Boy/girlfriends (29.7%)	Boy/girlfriends (47.5%)		Boy/girlfriends (27.3%)	Boy/girlfriends (42.2%)
GOD	8.2% (#10)	8.8% (#9)	7.7% (#10)		18.2% (#5)	7.1% (#10)

Where students seek fulfillment for AUTONOMY

	Ostrava	Male	Female	Target	Nominal	Czech
#1	Free-time (57.1%)	Free-time (57.4%)	Free-time (56.9%)		Friends (54.6%)	Friends (54.4%)
#2	Friends (47.7%)	Money (47.3%)	Friends (49.2%)		Free-time (43.2%)	Free-time (53.8%)
#3	Money (40.4%)	Friends (45.9%)	Money (34.8%)		Money (29.6%)	Money (35.5%)
GOD	7.6% (#11)	10.0% (#11)	5.5% (#11)		13.6% (#9)	6.4% (#11)

Where students seek fulfillment for BEING LOVED

	Ostrava	Male	Female	Target	Nominal	Czech
#1	Family (75.4%)	Family (71.6%)	Family (80.1%)		Family (79.6%)	Family (81.5%)
#2	Friends (75.1%)	Friends (68.9%)	Friends (78.4%)		Friends (40.9%)	Friends (78.2%)
#3	Boy/girlfriends (50.8%)	Boy/girlfriends (39.8%)	Boy/girlfriends (61.3%)		Boy/girlfriends (25.0%)	Boy/girlfriends (52.3%)
GOD	8.1% (#9)	8.8% (#9)	8.8% (#6)		9.1% (#5)	7.4% (#8)

Where students seek fulfillment for FREEDOM FROM GUILT

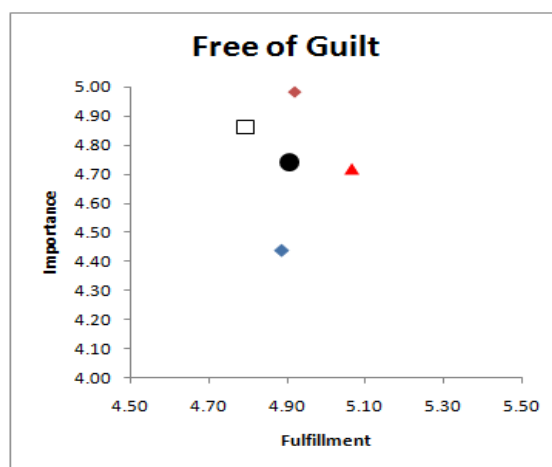
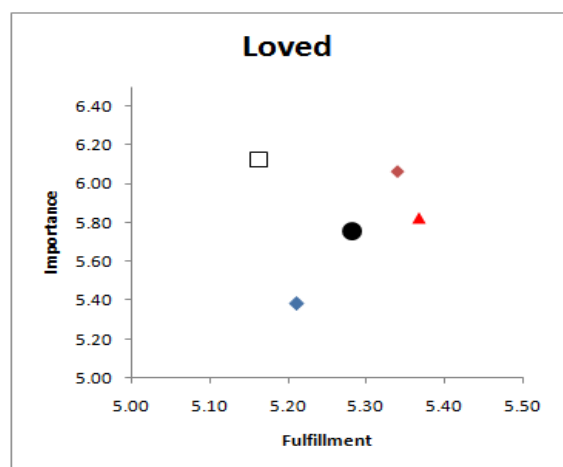
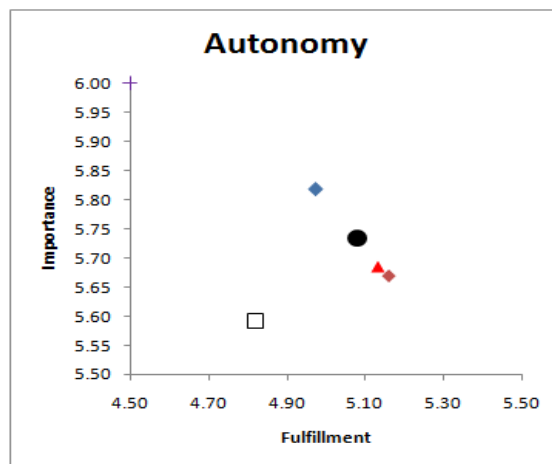
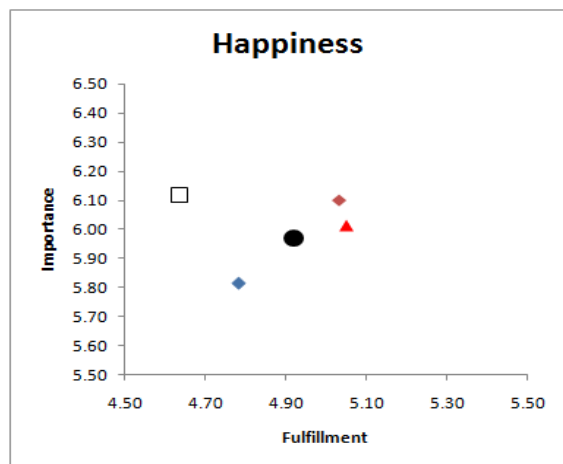
	Ostrava	Male	Female	Target	Nominal	Czech
#1	Friends (60.8%)	Friends (50.7%)	Friends (69.1%)		Apologies (65.9%)	Friends (68.5%)
#2	Apologies (59.6%)	Apologies (50.7%)	Apologies (66.8%)		Friends (50.0%)	Apologies (54.8%)
#3	Family (48.0%)	Family (47.3%)	Family (48.6%)		Family (45.4%)	Family (52.6%)
GOD	10.6% (#8)	12.8% (#8)	8.8% (#8)		10.6% (#8)	9.2% (#8)

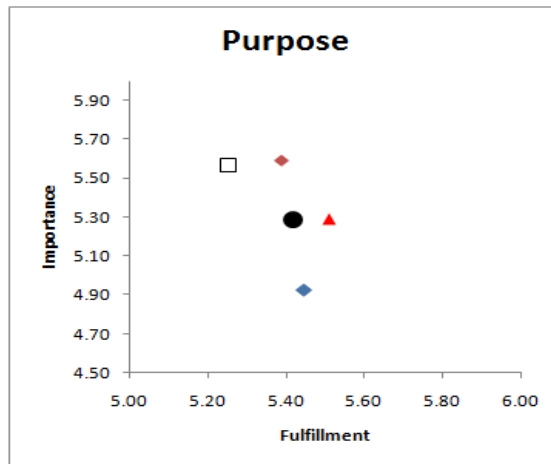
Where students seek fulfillment for PURPOSE

	Ostrava	Male	Female	Target	Nominal	Czech
#1	Family (66.9%)	Family (58.1%)	Family (71.0%)		Family (70.4%)	Family (74.2%)
#2	Friends (49.2%)	Friends (46.6%)	Friends (51.4%)		Friends (43.2%)	Friends (54.6%)
#3	Success (34.4%)	Success (38.5%)	Boy/girlfriends (35.4%)		Health (34.1%)	Boy/girlfriends (34.3%)
GOD	10.6% (#9)	10.1% (#9)	11.0% (#7)		15.9% (#8)	10.4% (#8)

Meaning of Life	Ostrava	Male	Female	Target	Nominal	Czech
Don't know-don't care	20.8%	23.8%	18.3%		9.1%	20.8%
Life is meaningless	4.0%	5.4%	2.8%		9.1%	3.2%
Looking but not finding	53.5%	51.0%	55.6%		61.4%	53.0%
Have found	21.7%	19.7%	23.3%		20.5%	22.9%

● Total ◆ Male ◆ Female ● Target □ Nominal + Evangelical ▲ CZ ▲ SK





STRATEGIC NOTES

The students of Ostrava in this survey are typical in terms of the size of the Target segment and their spiritual world views. To strategically reach the students of this community, it is recommended to engage students in the area(s) of the greatest hunger. The greatest hunger among the students of Ostrava is Happiness. Like most Czech students, the youth surveyed look to friends and family to fulfill this need. In addition, female students surveyed indicate a hunger for Being Loved, Freedom from Guilt, and Purpose where, like other Czech students, they look to their immediate relationships to fulfill these needs.



P A R D U B I C E



SAMPLE: TOTAL (N) = 235

Schools:

- Střední průmyslová škola potravinářská Pardubice = 60
- SPŠ chemická Pardubice = 63
- Labská hotelová SOŠ a SOU Pardubice, s. = 56
- Gymnázium, Pardubice, Mozartova 449 = 56

Gender

- Male = 81
- Female = 154

Segments

- Evangelical = 4 (1.7%), Czech Rep = 1.7%
- Nominals = 27 (11.5%), Czech Rep = 15.8%
- TARGET = 6 (2.6%), Czech Rep = 5.2% (#33)

THE CHURCH AND SPIRITUALITY

Creed	Pardubice	Male	Female	Target	Nominal	Czech
None	78.7%	70.4%	83.1%			76.7%
Roman Catholic Church	6.8%	6.2%	7.1%			13.1%
Other Christian	6.8%	12.3%	3.9%			4.7%
Other non-Christian	7.7%	11.1%	5.8%			5.6%

View of Church	Pardubice	Male	Female	Target	Nominal	Czech
Church is Credible	5.5%	7.4%	4.5%			10.1%
People attend to get close to God	53.6%	46.9%	57.1%			58.4%

Spiritual World	Pardubice	Male	Female	Target	Nominal	Czech
Believe in the spiritual world	63.0%	63.0%	63.0%			59.6%
Experienced the spiritual world	59.1%	61.7%	57.8%			56.2%

HUNGER FOR UNMET NEEDS

Need	Pardubice	Male	Female	Target	Nominal	Other Czech
Happiness	5.73 (#28)	5.94	5.62			5.80
Autonomy	3.77 (#10)	5.50	2.90			3.08
Being Loved	3.06 (#20)	2.35	3.46			2.69
Free of Guilt	-2.08 (#35)	-3.06	-1.50			-1.64

Purpose	-3.11 (#40)	-4.20	-2.44	-1.16
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Value in parentheses indicates the rank of this city in needs among the 40 cities in the survey

Where students seek fulfillment for HAPPINESS

	Pardubice	Male	Female	Target	Nominal	Czech
#1	Family (85.1%)	Family (79.0%)	Family (88.3%)			Family (83.8%)
#2	Friends (78.3%)	Friends (69.1%)	Friends (83.1%)			Friends (72.8%)
#3	Boy/girlfriends (47.2%)	Boy/girlfriends (34.6%)	Boy/girlfriends (53.9%)			Boy/girlfriends (42.2%)
GOD	3.4% (LAST)	9.9% (#8)	0.0% (LAST)			7.1% (#10)

Where students seek fulfillment for AUTONOMY

	Pardubice	Male	Female	Target	Nominal	Czech
#1	Free-time (62.1%)	Friends (55.6%)	Free-time (66.9%)			Friends (54.4%)
#2	Friends (59.1%)	Free-time (53.1%)	Friends (61.0%)			Free-time (53.8%)
#3	Money (37.4%)	Money (37.0%)	Money (37.7%)			Money (35.5%)
GOD	5.5% (LAST)	12.3% (#9)	1.9% (LAST)			6.4% (#11)

Where students seek fulfillment for BEING LOVED

	Pardubice	Male	Female	Target	Nominal	Czech
#1	Family (82.6%)	Family (74.1%)	Family (87.0%)			Family (81.5%)
#2	Friends (77.0%)	Friends (71.6%)	Friends (79.9%)			Friends (78.2%)
#3	Boy/girlfriends (58.7%)	Boy/girlfriends (45.7%)	Boy/girlfriends (65.6%)			Boy/girlfriends (52.3%)
GOD	6.4% (#7)	13.6% (#7)	2.6% (#10)			7.4% (#8)

Where students seek fulfillment for FREEDOM FROM GUILT

	Pardubice	Male	Female	Target	Nominal	Czech
#1	Friends (72.3%)	Friends (64.2%)	Friends (76.6%)			Friends (68.5%)
#2	Apologies (53.6%)	Family (42.0%)	Apologies (61.7%)			Apologies (54.8%)
#3	Family (47.7%)	Apology (38.3%)	Family (50.6%)			Family (52.6%)
GOD	6.8% (LAST)	14.8% (#8)	2.6% (LAST)			9.2% (#8)

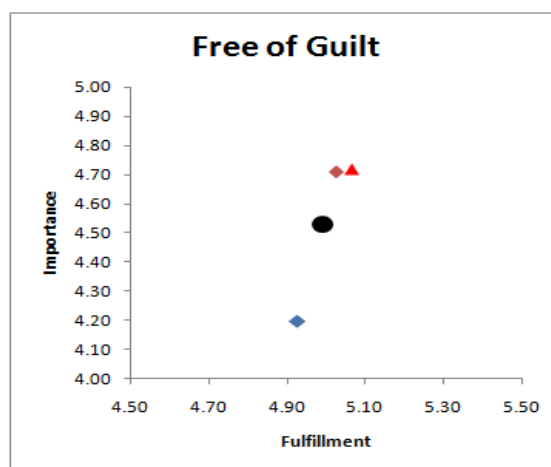
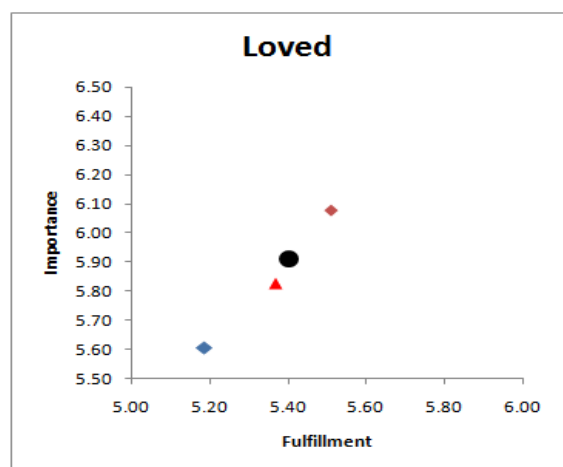
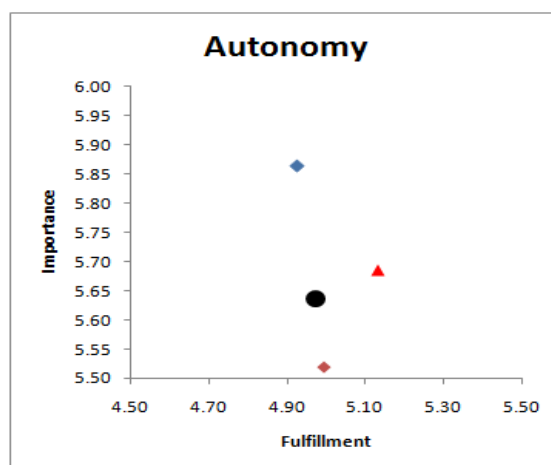
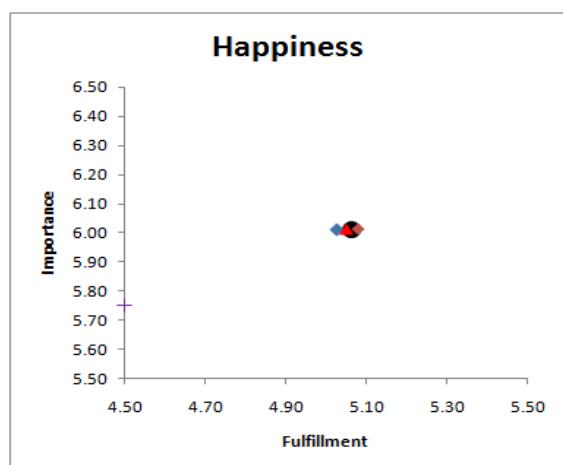
Where students seek fulfillment for PURPOSE

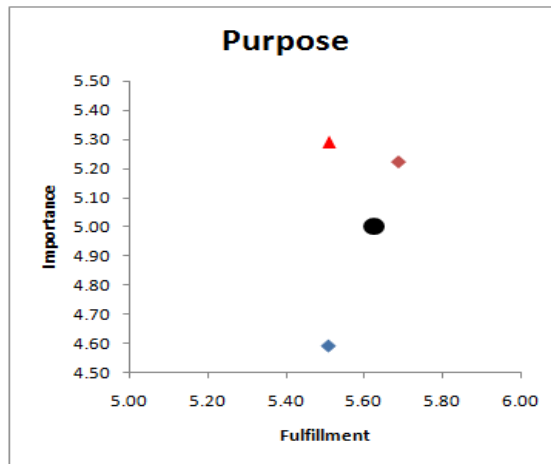
	Pardubice	Male	Female	Target	Nominal	Czech
#1	Family (74.9%)	Family (61.7%)	Family (81.8%)			Family (74.2%)
#2	Friends (55.3%)	Friends (48.1%)	Friends (59.1%)			Friends (54.6%)
#3	Boy/girlfriends (35.7%)	Success (38.3%)	Boy/girlfriends (37.7%)			Boy/girlfriends (34.3%)

GOD	7.7% (#10)	9.9% (#10)	6.5% (#8)	10.4% (#8)
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Meaning of Life	Pardubice	Male	Female	Target	Nominal	Czech
Don't know-don't care	25.1%	24.7%	25.3%			20.8%
Life is meaningless	3.0%	3.7%	2.6%			3.2%
Looking but not finding	48.1%	45.7%	49.4%			53.0%
Have found	23.8%	25.9%	22.7%			22.9%

● Total ◆ Male ◆ Female ● Target □ Nominal + Evangelical ▲ CZ ▲ SK





STRATEGIC NOTES

NOTE: The sample of female students in Pardubice is much larger than the male sample; therefore, a bias towards female responses in the overall analysis should be expected.

The city of Pardubice has a smaller Target segment than most other Czech towns surveyed and the portion of students indicating that they are Catholic is also smaller. To strategically reach the students of this community, it is recommended to engage students in the area(s) of the greatest hunger. The greatest hunger among the students of Pardubice is Happiness. Like most Czech students, the youth surveyed look to friends and family to fulfill this need. In addition, female students surveyed indicate a hunger for Being Loved where, like other Czech students, they look to their immediate relationships to fulfill this need. Male students surveyed indicated a high hunger for Autonomy where they look to friends, free-time, and money for fulfillment.



P Í S E K



SAMPLE: TOTAL (N) = 133

Schools

- OA a jazyková škola, Písek (vocational) = 45
- SOŠ a SOU, Písek (practical) = 37
- Gymnázium Písek (gymnasium) = 51

Gender

- Male = 58
- Female = 75

Segments

- Evangelical = 2 (1.5%), Czech Rep = 1.7%
- Nominals = 8 (6.0%), Czech Rep = 15.8%
- TARGET = 5 (3.8%), Czech Rep = 5.2% (#28)

THE CHURCH AND SPIRITUALITY

Creed	Písek	Male	Female	Target	Nominal	Czech
None	88.7%	89.7%	88.0%			76.7%
Roman Catholic Church	6.0%	5.2%	6.7%			13.1%
Other Christian	2.3%	1.7%	2.7%			4.7%
Other non-Christian	3.0%	3.4%	2.7%			5.6%

View of Church	Písek	Male	Female	Target	Nominal	Czech
Church is Credible	10.3%	7.7%	4.6%			10.1%
People attend to get close to God	51.1%	17.3%	33.8%			58.4%

Spiritual World	Písek	Male	Female	Target	Nominal	Czech
Believe in the spiritual world	62.4%	63.8%	61.3%			59.6%
Experienced the spiritual world	60.2%	56.9%	62.7%			56.2%

HUNGER FOR UNMET NEEDS

Need	Písek	Male	Female	Target	Nominal	Czech
Happiness	7.07 (#7)	6.83	7.2.5			5.80
Autonomy	2.06 (#33)	0.64	3.24			3.08
Being Loved	3.06 (#19)	1.07	4.85			2.69
Free of Guilt	-0.38 (#12)	-1.70	0.80			-1.64
Purpose	-1.92 (#33)	-3.39	-0.54			-1.16

Value in parentheses indicates the rank of this city in needs among the 40 cities in the survey

Where students seek fulfillment for HAPPINESS

	Písek	Male	Female	Target	Nominal	Czech
#1	Family (83.5%)	Family (77.6%)	Family (88.0%)			Family (83.8%)
#2	Friends (78.2%)	Friends (75.9%)	Friends (80.0%)			Friends (72.8%)
#3	Boy/girlfriends (42.9%)	Sport (39.7%)	Boy/girlfriends (50.7%)			Boy/girlfriends (42.2%)
GOD	6.8% (#10)	10.3% (#8)	4.0% (#10)			7.1% (#10)

Where students seek fulfillment for AUTONOMY

	Písek	Male	Female	Target	Nominal	Czech
#1	Friends (55.6%)	Friends (56.9%)	Friends (54.7%)			Friends (54.4%)
#2	Free-time (49.6%)	Free-time (51.7%)	Free-time (48.0%)			Free-time (53.8%)
#3	Money (33.8%)	Money (37.9%)	Family (36.0%)			Money (35.5%)
GOD	7.5% (#11)	13.8% (#10)	2.7% (#11)			6.4% (#11)

Where students seek fulfillment for BEING LOVED

	Písek	Male	Female	Target	Nominal	Czech
#1	Friends (88.0%)	Friends (84.5%)	Friends (90.7%)			Family (81.5%)
#2	Family (83.5%)	Family (79.3%)	Family (86.7%)			Friends (78.2%)
#3	Boy/girlfriends (45.9%)	B/g friends+ Popularity (36.2%)	Boy/girlfriends (53.3%)			Boy/girlfriends (52.3%)
GOD	5.3% (#8)	8.6% (#7)	5.3% (#8)			7.4% (#8)

Where students seek fulfillment for FREEDOM FROM GUILT

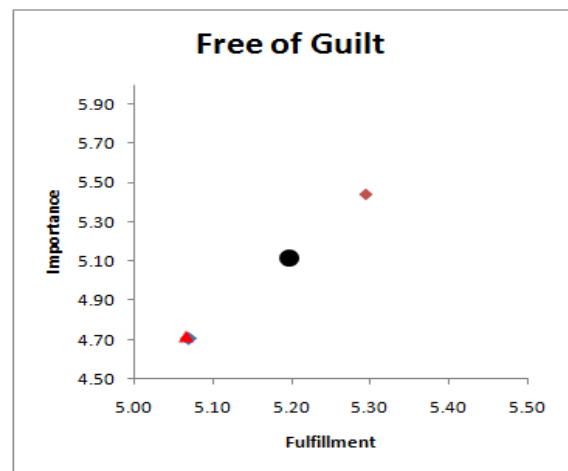
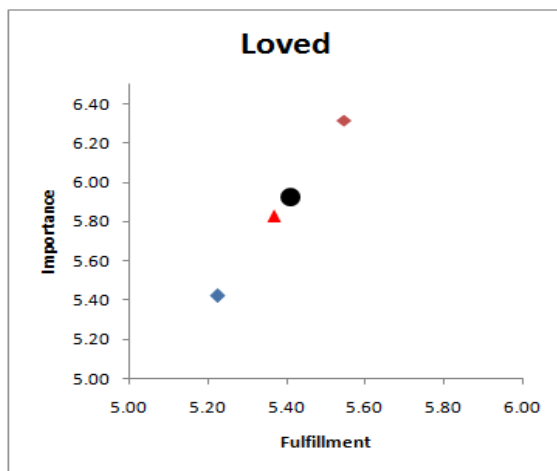
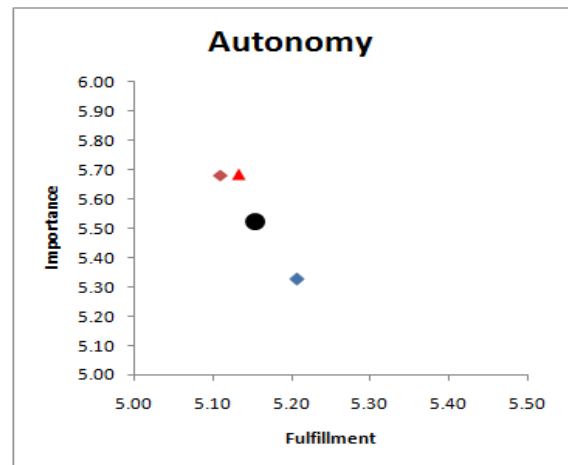
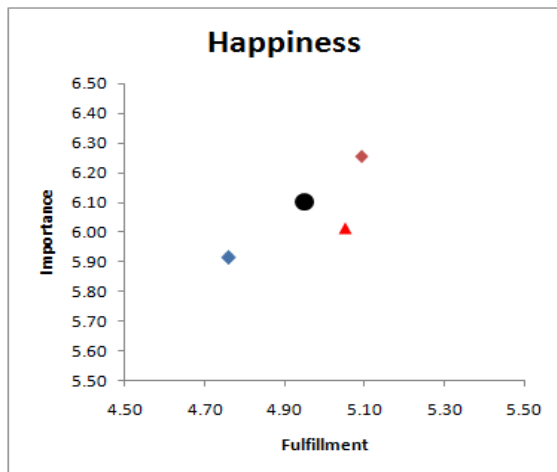
	Písek	Male	Female	Target	Nominal	Czech
#1	Friends (71.4%)	Friends (69.0%)	Apologies (74.7%)			Friends (68.5%)
#2	Apologies (63.9%)	Apologies (50.0%)	Friends (73.3%)			Apologies (54.8%)
#3	Family (52.6%)	Family (50.0%)	Family (54.7%)			Family (52.6%)
GOD	7.5% (#8)	12.1% (#8)	7.5% (#8)			9.2% (#8)

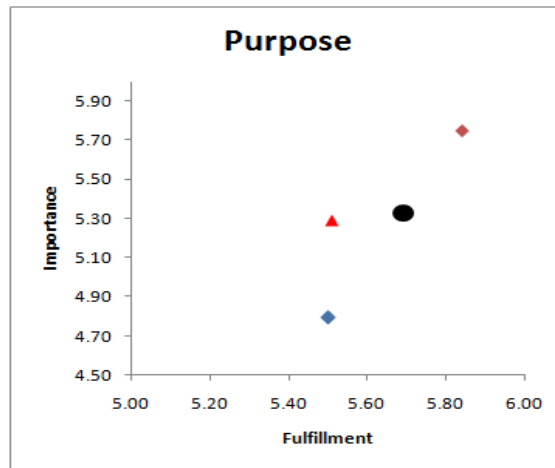
Where students seek fulfillment for PURPOSE

	Písek	Male	Female	Target	Nominal	Czech
#1	Family (74.4%)	Family (69.0%)	Family (78.7%)			Family (74.2%)
#2	Friends (62.4%)	Friends (63.8%)	Friends (61.3%)			Friends (54.6%)
#3	Success	Success	Success			Boy/girlfriends

	(36.8%)	(32.8%)	(40.0%)			(34.3%)
GOD	8.3% (#9)	8.3% (#9)	6.7% (#9)			10.4% (#8)
Meaning of Life	Písek	Male	Female	Target	Nominal	Czech
Don't know-don't care	18.0%	17.2%	18.7%			20.8%
Life is meaningless	1.5%	3.4%	0.0%			3.2%
Looking but not finding	54.9%	51.7%	57.3%			53.0%
Have found	25.6%	27.6%	24.0%			22.9%

● Total ◆ Male ◆ Female ● Target □ Nominal + Evangelical ▲ CZ ▲ SK





STRATEGIC NOTES

The Target group for Písek is relatively small compared to the rest of the Czech Republic at just 3.8%. Furthermore, the just 20% of this Target group believes that the church is credible. Credibility is even lower among females in general where it is less than 5%. Taken along with the fact that 4 of the 5 of the Target group respondents in the survey indicated that they have already found the meaning of life would indicate that reaching the students of Písek would be difficult.

To strategically reach the students of this community, it is recommended to engage students in the area(s) of the greatest hunger. Písek is the 7th "hungriest" town in terms of fulfilling their need for happiness. Like the rest of the nation, the students of Písek look to their immediate human relationships instead of God to find happiness. The one exception being that 1/3 of the male students also look to sport for happiness.



PLZEN



SAMPLE: TOTAL (N) = 167

Schools:

- Masarykovo gymnázium, Plzeň, Petáková 2 = 39
- Gymnázium Luďka Píky = 49
- Integrovaná střední škola živnostenská. = 43
- Soukromá obchodní akademie, s.r.o. = 36

Gender

- Male = 48
- Female = 119

Segments

- Evangelical = 3 (1.8%), Czech Rep = 1.7%
- Nominals = 16 (9.6%), Czech Rep = 15.8%
- TARGET = 4 (2.4%), Czech Rep = 5.2% (#34)

THE CHURCH AND SPIRITUALITY

Creed	Plzeň	Male	Female	Target	Nominal	Czech
None	82.3%	76.6%	84.6%			76.7%
Roman Catholic Church	5.5%	8.5%	4.3%			13.1%
Other Christian	6.1%	4.3%	6.8%			4.7%
Other non-Christian	6.1%	10.6%	4.3%			5.6%

View of Church	Plzeň	Male	Female	Target	Nominal	Czech
Church is Credible	9.0%	4.2%	10.9%			10.1%
People attend to get close to God	50.9%	41.7%	54.6%			58.4%

Spiritual World	Plzeň	Male	Female	Target	Nominal	Czech
Believe in the spiritual world	61.1%	45.8%	67.2%			59.6%
Experienced the spiritual world	59.3%	56.3%	60.5%			56.2%

HUNGER FOR UNMET NEEDS

Need	Plzeň	Male	Female	Target	Nominal	Other Czech
Happiness	4.55 (#39)	2.73	5.27			5.80
Autonomy	1.63 (#37)	1.84	1.55			3.08
Being Loved	2.95 (#21)	1.11	3.72			2.69
Free of Guilt	-2.20 (#36)	-3.48	-1.64			-1.64

Purpose	-2.55 (#39)	-4.31	-1.78	-1.16
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Value in parentheses indicates the rank of this city in needs among the 40 cities in the survey

Where students seek fulfillment for HAPPINESS

	Plzeň	Male	Female	Target	Nominal	Czech
#1	Family (84.4%)	Family (85.4%)	Family (84.0%)			Family (83.8%)
#2	Friends (76.1%)	Friends (79.2%)	Friends (74.8%)			Friends (72.8%)
#3	Boy/girlfriends (44.3%)	Boy/girlfriends (33.3%)	Boy/girlfriends (48.7%)			Boy/girlfriends (42.2%)
GOD	6.0% (#9)	6.2% (#8)	5.9% (#10)			7.1% (#10)

Where students seek fulfillment for AUTONOMY

	Plzeň	Male	Female	Target	Nominal	Czech
#1	Friends (53.9%)	Friends (50.0%)	Friends (55.5%)			Friends (54.4%)
#2	Free-time (48.5%)	Free-time (45.8%)	Free-time (49.6%)			Free-time (53.8%)
#3	Family (36.5%)	Money (43.7%)	Family (36.1%)			Money (35.5%)
GOD	5.4% (#11)	4.2% (LAST)	5.9% (#11)			6.4% (#11)

Where students seek fulfillment for BEING LOVED

	Plzeň	Male	Female	Target	Nominal	Czech
#1	Family (86.2%)	Family (85.4%)	Family (86.6%)			Family (81.5%)
#2	Friends (79.6%)	Friends (77.1%)	Friends (80.7%)			Friends (78.2%)
#3	Boy/girlfriends (54.5%)	Boy/girlfriends (41.7%)	Boy/girlfriends (59.7%)			Boy/girlfriends (52.3%)
GOD	6.0% (#9)	2.1% (#11)	7.6% (#6)			7.4% (#8)

Where students seek fulfillment for FREEDOM FROM GUILT

	Plzeň	Male	Female	Target	Nominal	Czech
#1	Friends (61.1%)	Family (64.6%)	Friends (62.2%)			Friends (68.5%)
#2	Family (59.3%)	Friends (58.3%)	Apologies (59.7%)			Apologies (54.8%)
#3	Apologies (54.5%)	Apologies (41.7%)	Family (57.2%)			Family (52.6%)
GOD	7.8% (#8)	6.2% (LAST)	8.4% (#8)			9.2% (#8)

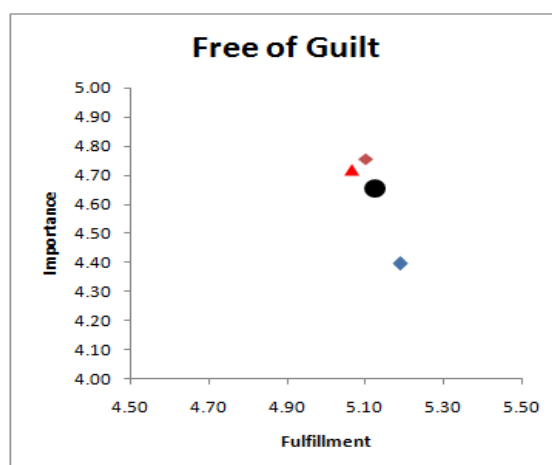
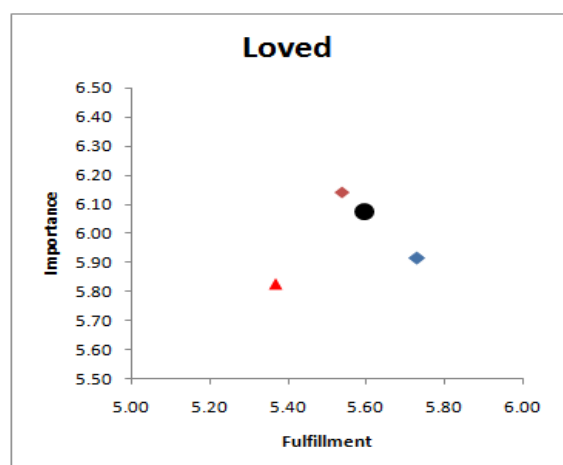
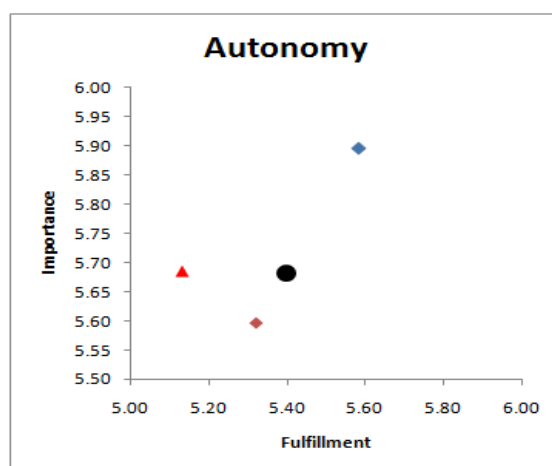
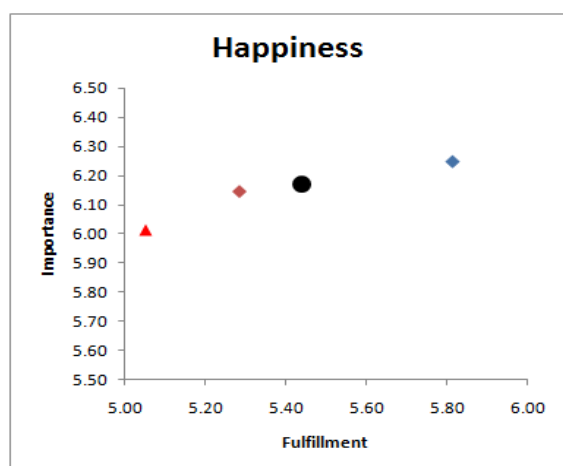
Where students seek fulfillment for PURPOSE

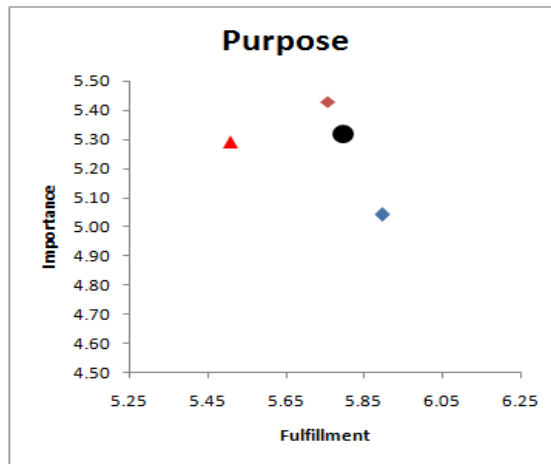
	Plzeň	Male	Female	Target	Nominal	Czech
#1	Family (73.1%)	Family (60.4%)	Family (78.2%)			Family (74.2%)
#2	Friends (52.7%)	Friends (52.1%)	Friends (52.9%)			Friends (54.6%)
#3	Boy/girlfriends (30.5%)	Success (47.9%)	Boy/girlfriends (34.4%)			Boy/girlfriends (34.3%)

GOD	12.0% (#7)	14.6% (#7)	10.9% (#8)	10.4% (#8)
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Meaning of Life	Plzeň	Male	Female	Target	Nominal	Czech
Don't know-don't care	19.0%	22.9%	17.4%			20.8%
Life is meaningless	1.2%	0.0%	1.7%			3.2%
Looking but not finding	46.6%	54.2%	43.5%			53.0%
Have found	33.1%	22.9%	37.4%			22.9%

● Total ◆ Male ◆ Female ● Target □ Nominal + Evangelical ▲ CZ ▲ SK





STRATEGIC NOTES

NOTE: The sample of female students in Plzeň is much larger than the male sample; therefore, a bias towards female responses in the overall analysis should be expected.

The city of Plzeň has a smaller Target segment than most other Czech towns surveyed and the portion of students indicating that they are Catholic is also smaller. To strategically reach the students of this community, it is recommended to engage students in the area(s) of the greatest hunger. The greatest hunger among the students of Plzeň is Happiness. Like most Czech students, the youth surveyed look to friends and family to fulfill this need. In addition, female students surveyed indicate a hunger for Being Loved where, like other Czech students, they look to their immediate relationships to fulfill this need.



P R A H A



SAMPLE: TOTAL (N) = 1434	
School Types: <ul style="list-style-type: none"> • Practical = 363 • Gymnasia = 623 • Vocational = 448 	
Gender <ul style="list-style-type: none"> • Male = 666 • Female = 768 	Segments <ul style="list-style-type: none"> • Evangelical = 15 (1.0%), Other Czech Rep = 1.9% • Nominals = 131 (9.1%), Other Czech Rep = 17.6% • TARGET = 41 (2.9%), Other Czech Rep = 5.9% (#32)

THE CHURCH AND SPIRITUALITY

Creed	Praha	Male	Female	Target	Nominal	Other Czech
None	81.3%	79.6%	82.7%	22.5%	0.0%	75.5%
Roman Catholic Church	6.7%	4.7%	8.5%	50.0%	65.6%	14.7%
Other Christian	3.6%	3.0%	4.2%	25.0%	34.4%	5.0%
Other non-Christian	8.3%	12.7%	4.6%	2.5%	0.0%	4.8%

View of Church	Praha	Male	Female	Target	Nominal	Other Czech
Church is Credible	6.1%	5.3%	6.9%	31.7%	22.1%	9.7%
People attend to get close to God	47.4%	41.4%	52.6%	80.5%	73.3%	52.9%

Spiritual World	Praha	Male	Female	Target	Nominal	Other Czech
Believe in the spiritual world	58.2%	49.2%	66.0%	100.0%	74.8%	59.5%
Experienced the spiritual world	58.1%	53.3%	62.2%	80.5%	74.8%	55.2%

HUNGER FOR UNMET NEEDS

Need	Praha	Male	Female	Target	Nominal	Other Czech
Happiness	5.60 (#29)	4.65	6.45	5.65	5.49	5.85
Autonomy	4.40 (#4)	4.46	4.35	6.27	4.63	2.83
Being Loved	2.82 (#22)	1.47	4.10	3.16	2.86	2.65
Free of Guilt	-2.93 (#37)	-4.14	-1.72	1.81	0.15	-1.29
Purpose	-0.90 (#18)	-2.16	0.32	1.66	2.37	-1.23

Value in parentheses indicates the rank of this city in needs among the 40 cities in the survey

Where students seek fulfillment for HAPPINESS

	Praha	Male	Female	Target	Nominal	Other Czech
#1	Family (81.7%)	Family (78.2%)	Family (84.6%)	Family (83.3%)	Family (83.2%)	Family (84.4%)
#2	Friends (70.1%)	Friends (67.0%)	Friends (72.9%)	Friends (66.7%)	Friends (59.5%)	Friends (73.5%)
#3	Boy/girlfriends (39.6%)	Boy/girlfriends (34.2%)	Boy/girlfriends (44.3%)	Boy/girlfriends (38.1%)	Boy/girlfriends (45.0%)	Boy/girlfriends (42.9%)
GOD	5.1% (LAST)	4.5% (LAST)	5.6% (#10)	33.3% (#4)	19.1% (#4)	7.6% (#10)

Where students seek fulfillment for AUTONOMY

	Praha	Male	Female	Target	Nominal	Other Czech
#1	Friends (51.6%)	Freetime (53.9%)	Friends (52.1%)	Friends (46.3%)	Friends (46.6%)	Friends (55.2%)
#2	Freetime (50.9%)	Friends (51.0%)	Freetime (48.3%)	Friends (41.5%)	Freetime (38.9%)	Freetime (54.5%)
#3	Money (37.5%)	Money (42.0%)	Family (35.8%)	God (34.1%)	Family (38.2%)	Money (35.0%)
GOD	5.7% (LAST)	5.7% (LAST)	5.7% (#11)		16.8% (#10)	6.6% (#11)

Where students seek fulfillment for BEING LOVED

	Praha	Male	Female	Target	Nominal	Other Czech
#1	Family (78.4%)	Family (75.4%)	Family (81.0%)	Family (85.4%)	Family (79.4%)	Family (82.4%)
#2	Friends (75.7%)	Friends (73.4%)	Friends (77.6%)	Friends (78.1%)	Friends (48.8%)	Friends (78.8%)
#3	Boy/girlfriends (50.1%)	Boy/girlfriends (44.6%)	Boy/girlfriends (54.9%)	Boy/girlfriends (51.2%)	Boy/girlfriends (38.2%)	Boy/girlfriends (52.9%)
GOD	5.8% (#9)	6.9% (#9)	4.8% (#11)	41.5% (#4)	10.7% (#4)	7.8% (#7)

Where students seek fulfillment for FREEDOM FROM GUILT

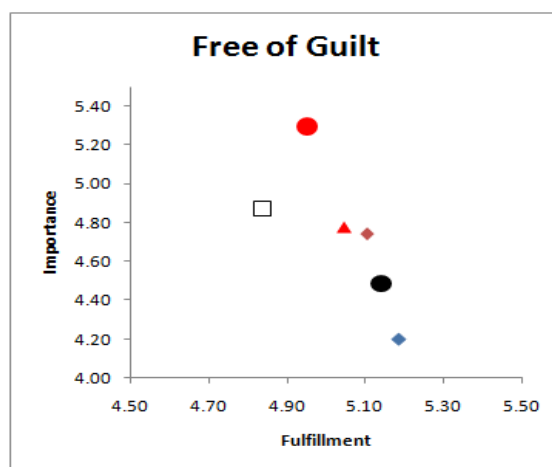
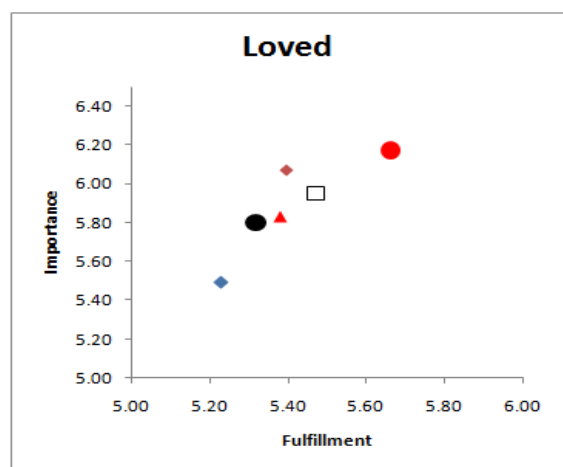
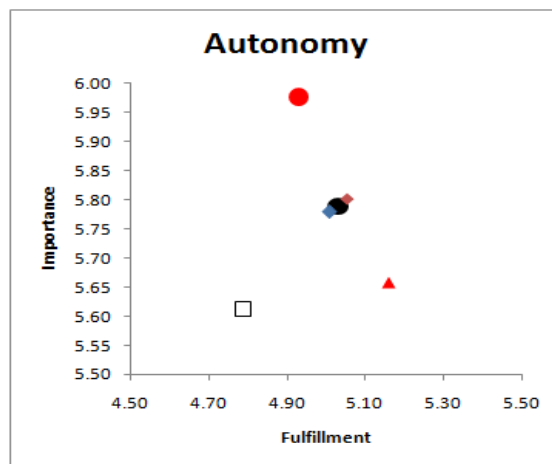
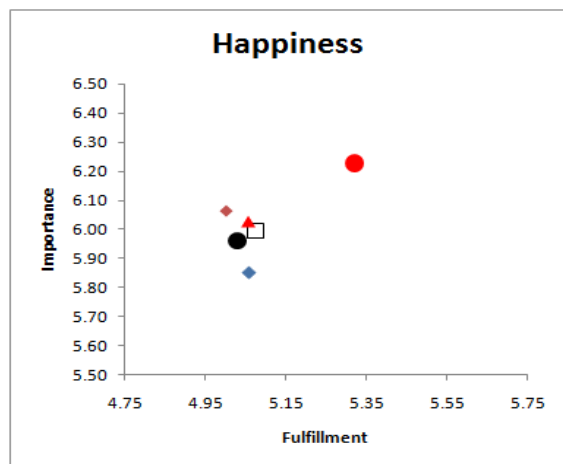
	Praha	Male	Female	Target	Nominal	Other Czech
#1	Friends (67.4%)	Friends (65.9%)	Friends (68.6%)	Apology (58.5%)	Friends (59.5%)	Friends (68.8%)
#2	Apology (53.3%)	Family (50.6%)	Apology (63.7%)	Friends (56.1%)	Apology (58.0%)	Apology (55.3%)
#3	Family (50.6%)	Apology (41.3%)	Family (50.5%)	Family (56.1%)	Family (55.0%)	Family (53.1%)
GOD	7.6% (#8)	6.6% (LAST)	8.5% (#8)	41.5% (#4)	26.7% (#9)	9.7% (#8)

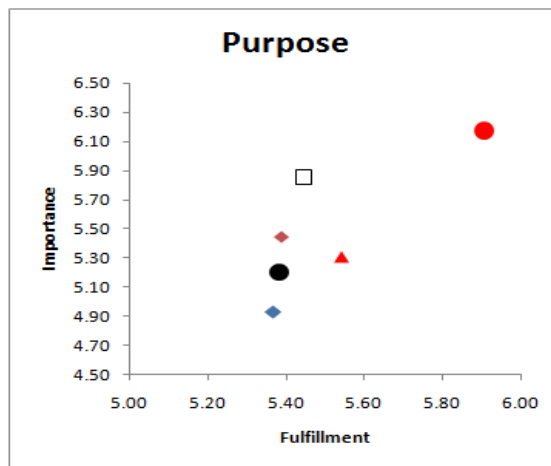
Where students seek fulfillment for PURPOSE

	Praha	Male	Female	Target	Nominal	Other Czech
#1	Family (69.9%)	Family (64.4%)	Family (74.7%)	Family (63.4%)	Family (71.8%)	Family (75.4%)
#2	Friends (52.2%)	Friends (52.1%)	Friends (52.2%)	God (46.3%)	Friends (43.5%)	Friends (55.2%)
#3	Success (35.8%)	Success (34.8%)	Success (36.7%)	Friends (43.9%)	Success (37.4%)	Boy/girlfriends (34.8%)
GOD	8.7% (#9)	9.0% (#9)	8.5% (#10)		24.4% (#5)	10.9% (#8)

Meaning of Life	Praha	Male	Female	Target	Nominal	Other Czech
Don't know-don't care	21.6%	28.9%	15.2%	9.8%	14.6%	20.6%
Life is meaningless	4.5%	4.4%	4.6%	2.4%	6.2%	2.9%
Looking but not finding	52.7%	48.3%	56.6%	48.8%	53.1%	53.1%
Have found	21.2%	18.5%	23.6%	39.0%	26.2%	23.4%

● Total ◆ Male ◆ Female ● Target □ Nominal + Evangelical ▲ CZ ▲ SK

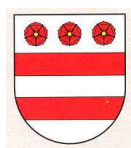




STRATEGIC NOTES

The 2nd and 3rd year students of Praha are somewhat irreligious with barely more than 10% of the students surveyed identifying themselves as Christian. Otherwise, the students of Praha share a similar spiritual world view to their Czech peers.

To strategically reach the students of this community, it is recommended to engage students in the area(s) of the greatest hunger. The students of Praha have the 4th highest disparity between the importance for Autonomy and its fulfillment. Like the rest of the nation, these students look to friends, free-time and money to fulfill this need. The female students of Praha indicated a high hunger for Being Loved as well. Like their Czech peers, they look to their immediate relationships to fulfill this need.



P R E Š O V



SAMPLE: TOTAL (N) = 131	
Schools <ul style="list-style-type: none"> (vocational) = 42 (practical) = 35 (gymnasium) = 54 	
Gender <ul style="list-style-type: none"> Male = 69 Female = 62 	Segments <ul style="list-style-type: none"> Evangelical = 5 (3.8%), Slovak Rep = 2.6% Nominals = 95 (72.5%), Slovak Rep = 69.9% TARGET = 45 (34.4%), Slovak Rep = 24.0%% (#2)

THE CHURCH AND SPIRITUALITY

Creed	Prešov	Male	Female	Target	Nominal	Slovak
None	21.5%	17.6%	25.8%	2.2%	0.0%	25.9%
Roman Catholic Church	66.2%	70.6%	61.3%	82.2%	86.3%	60.5%
Other Christian	10.8%	8.8%	12.9%	15.6%	13.7%	12.4%
Other non-Christian	1.5%	2.9%	0.0%	0.0%	0.0%	1.2%

View of Church	Prešov	Male	Female	Target	Nominal	Slovak
Church is Credible	13.0%	14.5%	11.3%	24.4%	15.8%	15.3%
People attend to get close to God	65.6%	60.9%	71.0%	88.9%	75.8%	62.2%

Spiritual World	Prešov	Male	Female	Target	Nominal	Slovak
Believe in the spiritual world	72.5%	65.2%	80.6%	100.0%	76.8%	71.4%
Experienced the spiritual world	58.8%	58.0%	59.7%	64.4%	58.9%	61.0%

HUNGER FOR UNMET NEEDS

Need	Prešov	Male	Female	Target	Nominal	Slovak
Happiness	9.78 (#1)	8.67	11.09	9.12	9.34	7.41
Autonomy	4.64 (#3)	3.47	6.03	2.88	2.93	3.58
Being Loved	3.81 (#13)	1.95	6.12	4.91	3.52	4.28
Free of Guilt	0.91 (#5)	-0.43	2.54	4.96	2.97	0.53
Purpose	-0.71 (#15)	-2.43	1.39	2.72	-0.99	-0.86

Value in parentheses indicates the rank of this city in needs among the 40 cities in the survey

Where students seek fulfillment for HAPPINESS

	Prešov	Male	Female	Target	Nominal	Slovak
#1	Family (84.0%)	Family (84.1%)	Family (83.9%)	Family (89.1%)	Family (87.4%)	Family (90.7%)
#2	Friends (74.1%)	Friends (72.5%)	Friends (75.8%)	Friends (60.9%)	Friends (70.5%)	Friends (75.2%)
#3	Boy/Girlfriend (39.7%)	Boy/Girlfriend (36.2%)	Boy/Girlfriend (43.6%)	God (50.0%)	Boy/Girlfriend (42.1%)	Boy/Girlfriend (39.7%)
GOD	26.7% (#4)	30.4% (#4)	22.6% (#4)		30.5% (#4)	22.3% (#4)

Where students seek fulfillment for AUTONOMY

	Prešov	Male	Female	Target	Nominal	Slovak
#1	Friends (62.6%)	Friends (65.3%)	Friends (59.7%)	Friends (68.9%)	Friends (64.6%)	Friends (64.2%)
#2	Free-time (51.1%)	Free-time (49.3%)	Free-time (53.2%)	Free-time (48.9%)	Free-time (54.7%)	Free-time (51.0%)
#3	Youth (37.4%)	Youth (37.7%)	Youth (37.1%)	Youth (33.3%)	Youth (42.1%)	Youth (34.9%)
GOD	13.7% (#8)	13.0% (#8)	14.5% (#9)	20% (#6)	11.6% (#9)	14.4% (#9)

Where students seek fulfillment for BEING LOVED

	Prešov	Male	Female	Target	Nominal	Slovak
#1	Family (84.7%)	Family (84.1%)	Family (85.5%)	Family (93.3%)	Family (77.9%)	Family (88.2%)
#2	Friends (77.9%)	Friends (79.7%)	Friends (75.8%)	Friends (71.1%)	Friends (45.3%)	Friends (80.3%)
#3	Boy/girlfriends (45.0%)	Boy/girlfriends (40.6%)	Boy/girlfriends (50.0%)	God (62.2%)	Boy/girlfriends (36.8%)	Boy/girlfriends (49.5%)
GOD	35.9% (#4)	36.2% (#4)	35.5% (#4)		20.0% (#4)	23.1% (#4)

Where students seek fulfillment for FREEDOM FROM GUILT

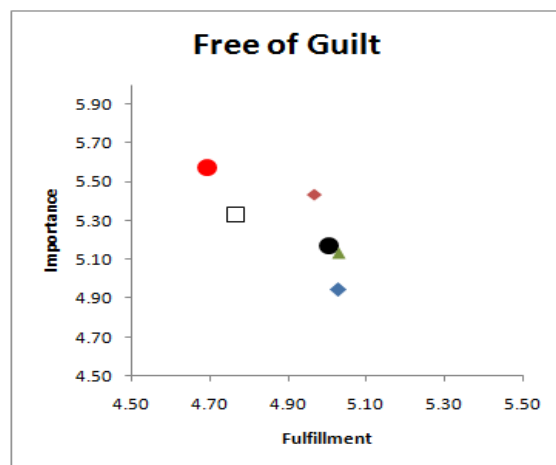
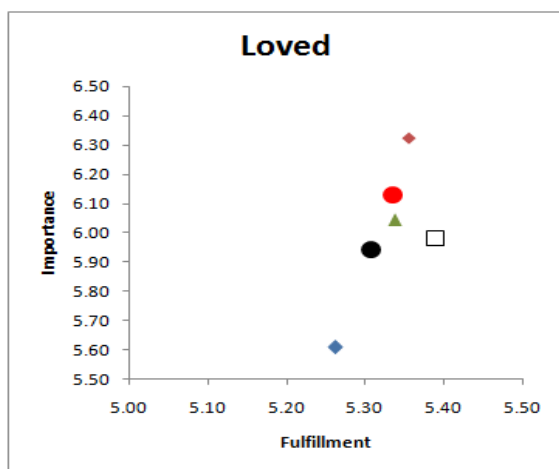
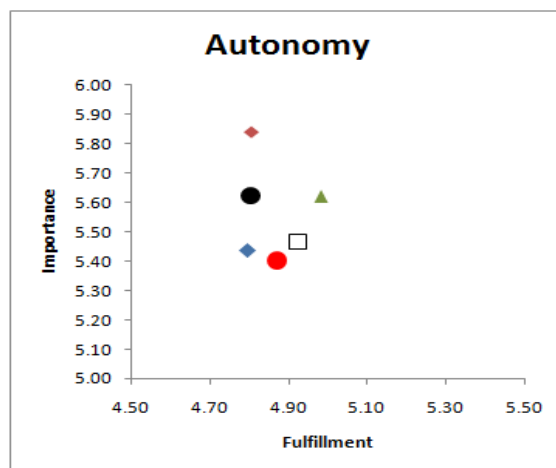
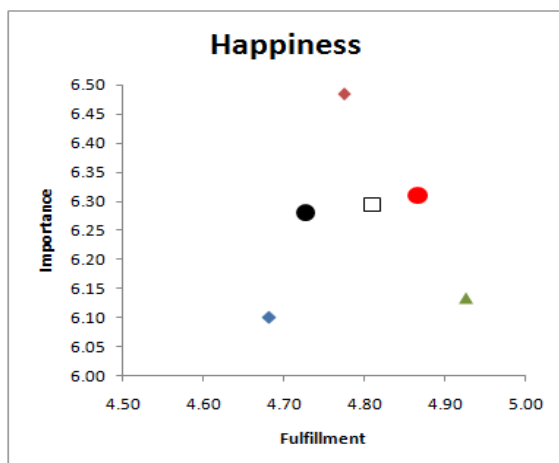
	Prešov	Male	Female	Target	Nominal	Slovak
#1	Friends (64.1%)	Friends (60.9%)	Apologies (75.8%)	God (75.6%)	Friends (61.0%)	Friends (68.7%)
#2	Apologies (59.5%)	Family (59.4%)	Friends (67.7%)	Apologies (57.8%)	Apologies (56.8%)	Apologies (56.1%)
#3	Family (48.8%)	Apologies (44.9%)	God (41.9%)	Family (51.1%)	Family (50.5%)	Family (55.4%)
GOD	42.0% (#4)	42.0% (#4)			50.5% (#3)	29.5% (#4)

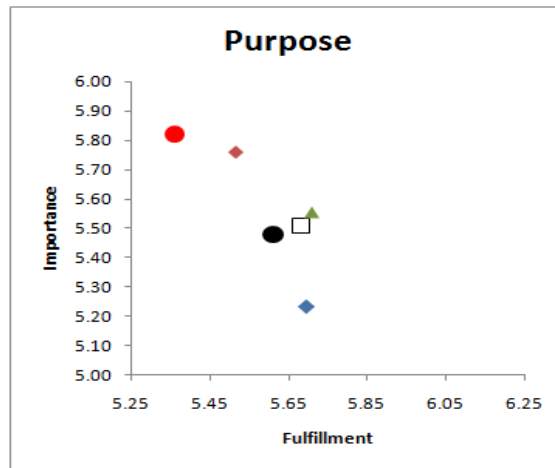
Where students seek fulfillment for PURPOSE

	Prešov	Male	Female	Target	Nominal	Slovak
#1	Family (77.1%)	Family (75.4%)	Family (79.0%)	Family (80.0%)	Family (78.9%)	Family (79.5%)
#2	Friends (48.1%)	Friends (49.3%)	Friends (46.8%)	God (62.2%)	Friends (45.3%)	Friends (55.7%)
#3	Success (38.9%)	Success (44.9%)	God (40.3%)	Success (42.2%)	God (43.2%)	Boy/girlfriends (34.4%)
GOD	37.4% (#4)	34.8% (#4)				25.1% (#6)

Meaning of Life	Prešov	Male	Female	Target	Nominal	Slovak
Don't know-don't care	7.6%	10.1%	4.8%	2.2%	8.4%	10.7%
Life is meaningless	3.1%	2.9%	3.2%	0.0%	3.2%	2.2%
Looking but not finding	62.6%	63.8%	61.3%	75.6%	63.2%	60.4%
Have found	26.7%	23.2%	30.6%	22.2%	25.3%	26.6%

● Total ◆ Male ◆ Female ● Target □ Nominal + Evangelical ▲ CZ ▲ SK





STRATEGIC NOTES

Prešov has the second largest Target group for Slovakia and for the entire study with one third of the student population believing that Jesus is God and desiring to know more about the Bible. Otherwise, the religious world view of Prešov matches that of the Slovak Republic.

To strategically reach the students of this community, it is recommended to engage students in the area(s) of the greatest hunger. Prešov is among the “hungriest” cities studied in terms of Happiness, Autonomy, and Freedom from Guilt, and Purpose. This is especially true for female students surveyed in terms of autonomy and freedom from guilt. Faith in God is the most cited means to meet the need of freedom from guilt among the students surveyed.



Š U M P E R K



SAMPLE: TOTAL (N) = 147	
Schools <ul style="list-style-type: none"> Gymnázium Šumperk (gymnasium) = 56 SOŠ (vocational) = 54 Střední škola železniční a stavební, Šumperk (practical) = 37 	
Gender <ul style="list-style-type: none"> Male = 44 Female = 103 	Segments <ul style="list-style-type: none"> Evangelical = 3 (2.0%), Czech Rep = 1.7% Nominal = 23 (15.6%), Czech Rep = 15.8% TARGET = 8 (5.4%), Czech Rep = 5.2%% (#23)

THE CHURCH AND SPIRITUALITY

Creed	Šumperk	Male	Female	Target	Nominal	Czech
None	77.6%	88.6%	72.8%			76.7%
Roman Catholic Church	15.0%	6.8%	18.4%			13.1%
Other Christian	2.0%	0.0%	2.9%			4.7%
Other non-Christian	5.4%	4.5%	5.8%			5.6%

View of Church	Šumperk	Male	Female	Target	Nominal	Czech
Church is Credible	7.5%	4.5%	8.7%			9.0%
People attend to get close to God	55.8%	52.3%	57.3%			51.7%

Spiritual World	Šumperk	Male	Female	Target	Nominal	Czech
Believe in the spiritual world	61.2%	59.1%	62.1%			59.3%
Experienced the spiritual world	51.0%	54.5%	49.5%			55.8%

HUNGER FOR UNMET NEEDS

Need	Šumperk	Male	Female	Target	Nominal	Czech
Happiness	6.75	4.20	7.87			5.80
Autonomy	2.51	1.01	3.15			3.15
Being Loved	3.66	-1.51	6.35			2.69
Free of Guilt	-3.46	-5.09	-2.61			-1.64
Purpose	-1.74	-5.84	0.43			-1.16

Value in parentheses indicates the rank of this city in needs among the 40 cities in the survey

Where students seek fulfillment for HAPPINESS

	Šumperk	Male	Female	Target	Nominal	Czech
#1	Family (88.4%)	Family (75.0%)	Family (91.3%)			Family (82.8%)
#2	Friends (75.6%)	Friends (63.6%)	Friends (77.7%)			Friends (73.8%)
#3	Boy/girlfriend (44.8%)	Boy/girlfriends (27.3%)	Boy/girlfriends (41.7%)			Boy/girlfriend (42.2%)
GOD	7.9% (#10)	6.8% (#11)	8.7% (#8)			7.1% (#10)

Where students seek fulfillment for AUTONOMY

	Šumperk	Male	Female	Target	Nominal	Czech
#1	Free-time (61.9%)	Money (61.4%)	Free-time (64.1%)			Family (82.8%)
#2	Friends (55.1%)	Free-time (56.8%)	Friends (61.2%)			Friends (73.8%)
#3	Money (44.9%)	Friends (40.9%)	Money (37.9%)			Boy/girlfriend (42.2%)
GOD	4.1% (LAST)	4.1% (LAST)	4.1% (LAST)			7.1% (#10)

Where students seek fulfillment for BEING LOVED

	Šumperk	Male	Female	Target	Nominal	Czech
#1	Family (82.3%)	Friends (77.3%)	Family (86.4%)			Family (82.8%)
#2	Friends (76.2%)	Family (72.7%)	Friends (75.7%)			Friends (73.8%)
#3	Boy/girlfriends (49.7%)	Boy/girlfriends (38.6%)	Boy/girlfriends (54.4%)			Boy/girlfriend (42.2%)
GOD	6.1% (#10)	6.8% (#8)	5.8% (#9)			7.1% (#10)

Where students seek fulfillment for FREEDOM FROM GUILT

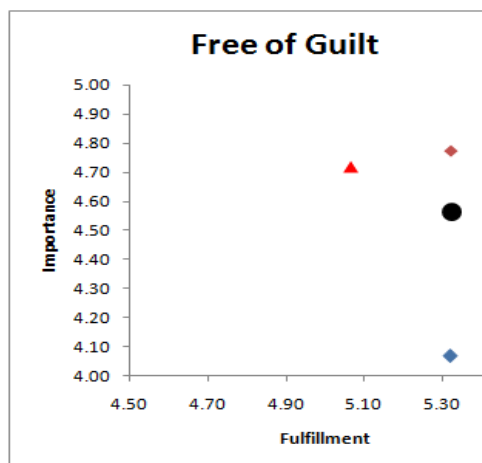
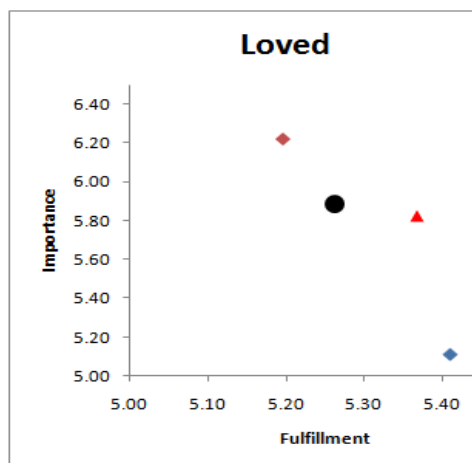
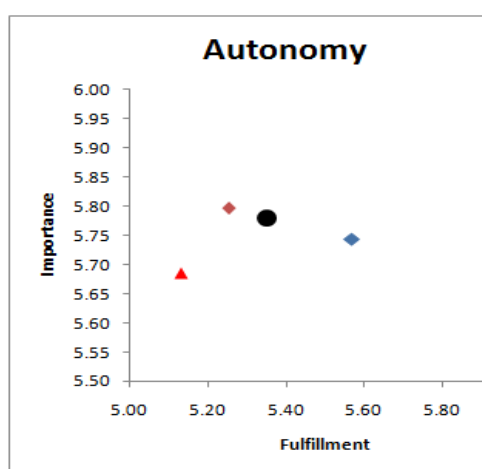
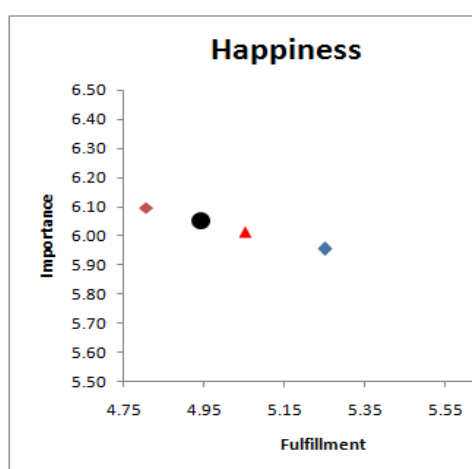
	Šumperk	Male	Female	Target	Nominal	Czech
#1	Friends (72.8%)	Friends (70.4%)	Friends (73.8%)			Family (82.8%)
#2	Family (52.4%)	Family (56.8%)	Apologies (54.4%)			Friends (73.8%)
#3	Apologies (51.7%)	Apologies (45.4%)	Family (50.5%)			Boy/girlfriend (42.2%)
GOD	8.2% (#8)	0% (LAST)	11.7% (#8)			7.1% (#10)

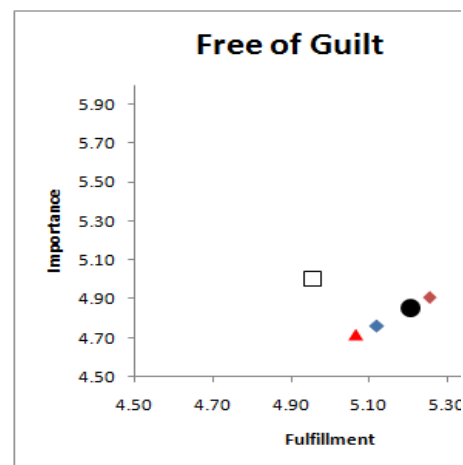
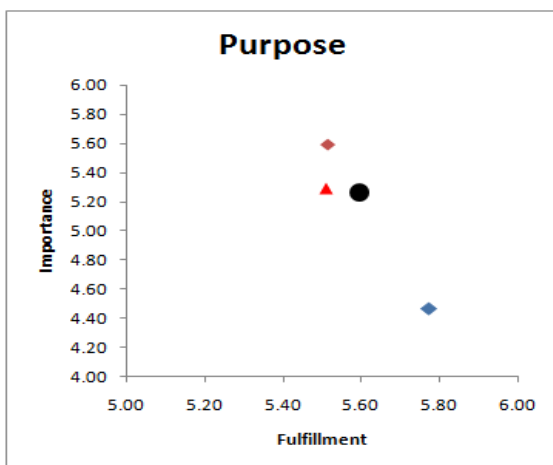
Where students seek fulfillment for PURPOSE

	Šumperk	Male	Female	Target	Nominal	Czech
#1	Family (81.6%)	Family (70.4%)	Family (86.4%)			Family (82.8%)
#2	Friends (65.1%)	Friends (56.8%)	Friends (68.9%)			Friends (73.8%)
#3	Success (35.4%)	Success (40.9%)	Success (33.0%)			Boy/girlfriend (42.2%)
GOD	10.4% (#8)	11.4% (#9)	4.8% (#9)			7.1% (#10)

Meaning of Life	Šumperk	Male	Female	Target	Nominal	Czech
Don't know-don't care	27.1%	39.5%	21.8%			20.8%
Life is meaningless	2.1%	4.7%	1.0%			3.2%
Looking but not finding	53.5%	34.9%	61.4%			53.0%
Have found	17.4%	20.9%	15.8%			22.9%

● Total ◆ Male ◆ Female ● Target □ Nominal + Evangelical ▲ CZ ▲ SK





STRATEGIC NOTES

The 2nd and 3rd year students of Šumperk have religious views that are typical for the Czech Republic and it is typical for a Czech city in terms of openness for gospel engagement.

To strategically reach the students of this community, it is recommended to engage students in the area(s) of the greatest hunger. The female students surveyed have a relatively large hunger for Happiness, Being Loved, and Purpose. Like most students in the Czech Republic, they are looking to their immediate relationships to fulfill this need: friends, family, and boyfriends.



T Á B O R



SAMPLE: TOTAL (N) = 131

Schools:

- Střední škola obchodu, služeb a řemesel = 53
- Tábořské soukromé gymnázium, s.r.o. = 42
- VOŠ a Střední zemědělská škola = 36

Gender

- Male = 47
- Female = 84

Segments

- Evangelical = 2 (1.5%), Czech Rep = 1.7%
- Nominals = 23 (17.6%), Czech Rep = 15.8%
- TARGET = 2 (1.5%), Czech Rep = 5.2% (#36)

THE CHURCH AND SPIRITUALITY

Creed	Tábor	Male	Female	Target	Nominal	Czech
None	79.8%	67.4%	86.7%			76.7%
Roman Catholic Church	14.7%	26.1%	8.4%			13.1%
Other Christian	4.7%	6.5%	3.6%			4.7%
Other non-Christian	0.8%	0.0%	1.2%			5.6%

View of Church	Tábor	Male	Female	Target	Nominal	Czech
Church is Credible	5.3%	8.5%	3.6%			10.1%
People attend to get close to God	58.0%	53.2%	60.7%			58.4%

Spiritual World	Tábor	Male	Female	Target	Nominal	Czech
Believe in the spiritual world	53.4%	40.4%	60.7%			59.6%
Experienced the spiritual world	58.8%	61.7%	57.1%			56.2%

HUNGER FOR UNMET NEEDS

Need	Tábor	Male	Female	Target	Nominal	Other Czech
Happiness	4.57 (#38)	2.16	6.03			5.80
Autonomy	2.52 (#26)	1.85	2.93			3.08
Being Loved	2.55 (#29)	-0.70	4.56			2.69
Free of Guilt	-1.23 (#23)	-2.95	-0.18			-1.64

Purpose	-1.81 (#30)	-2.58	-1.36	-1.16
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Value in parentheses indicates the rank of this city in needs among the 40 cities in the survey

Where students seek fulfillment for HAPPINESS

	Tábor	Male	Female	Target	Nominal	Czech
#1	Family (89.3%)	Family (85.1%)	Family (91.7%)			Family (83.8%)
#2	Friends (69.5%)	Friends (66.0%)	Friends (71.4%)			Friends (72.8%)
#3	Boy/girlfriends (38.9%)	Boy/girlfriends (36.2%)	Boy/girlfriends (40.5%)			Boy/girlfriends (42.2%)
GOD	3.8% (LAST)	4.3% (#11)	3.6% (#11)			7.1% (#10)

Where students seek fulfillment for AUTONOMY

	Tábor	Male	Female	Target	Nominal	Czech
#1	Friends (62.6%)	Friends (63.8%)	Friends (61.9%)			Friends (54.4%)
#2	Free-time (55.7%)	Free-time (57.4%)	Free-time (54.8%)			Free-time (53.8%)
#3	Family (43.5%)	Family (46.8%)	Family (41.7%)			Money (35.5%)
GOD	0.8% (LAST)	0.0% (LAST)	1.2% (LAST)			6.4% (#11)

Where students seek fulfillment for BEING LOVED

	Tábor	Male	Female	Target	Nominal	Czech
#1	Family (87.2%)	Friends (87.2%)	Family (89.3%)			Family (81.5%)
#2	Friends (83.2%)	Family (83.0%)	Friends (81.0%)			Friends (78.2%)
#3	Boy/girlfriends (50.4%)	Boy/girlfriends (51.1%)	Boy/girlfriends (50.0%)			Boy/girlfriends (52.3%)
GOD	7.4% (#11)	7.4% (#8)	2.4% (LAST)			7.4% (#8)

Where students seek fulfillment for FREEDOM FROM GUILT

	Tábor	Male	Female	Target	Nominal	Czech
#1	Friends (77.1%)	Friends (83.0%)	Friends (73.8%)			Friends (68.5%)
#2	Apologies (58.8%)	Family (57.4%)	Apologies (67.9%)			Apologies (54.8%)
#3	Family (55.7%)	Apologies (42.6%)	Family (54.8%)			Family (52.6%)
GOD	3.0% (LAST)	2.1% (LAST)	3.6% (LAST)			9.2% (#8)

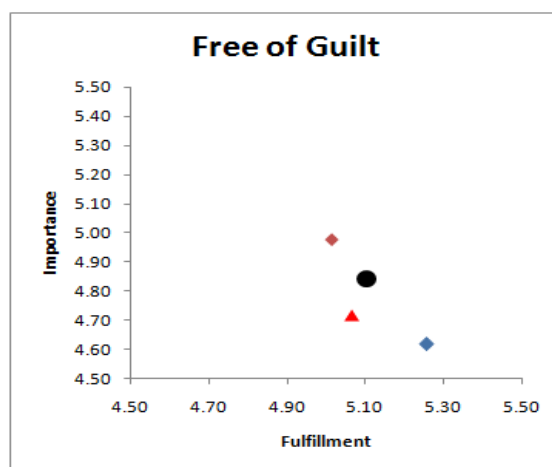
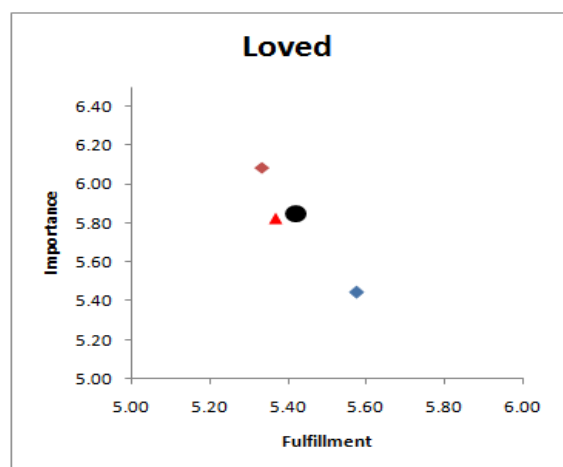
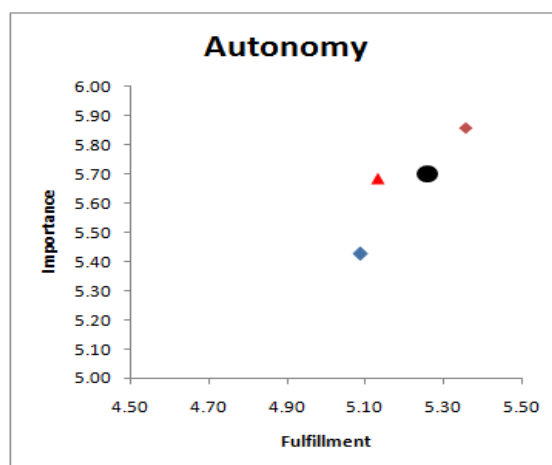
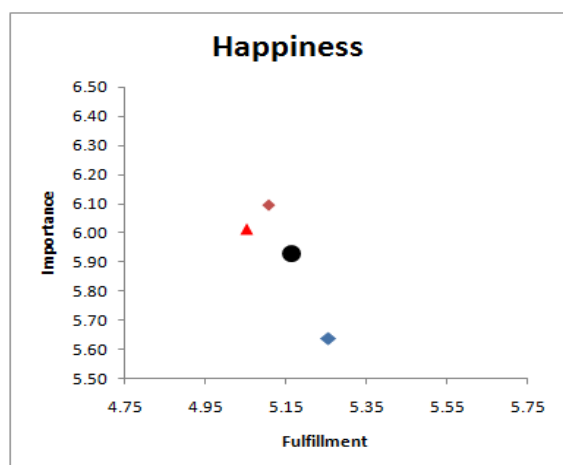
Where students seek fulfillment for PURPOSE

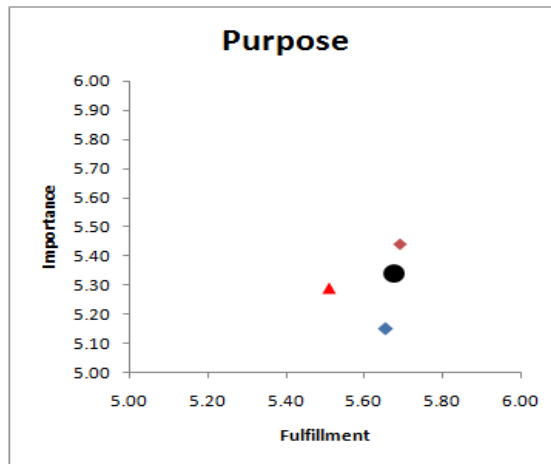
	Tábor	Male	Female	Target	Nominal	Czech
#1	Family (77.1%)	Family (76.6%)	Family (77.4%)			Family (74.2%)
#2	Friends (55.0%)	Friends (57.4%)	Friends (53.6%)			Friends (54.6%)
#3	Success (35.6%)	Work (31.9%)	Success (40.5%)			Boy/girlfriends (34.3%)

GOD	2.3% (LAST)	2.1% (#12)	2.4% (LAST)	10.4% (#8)
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Meaning of Life	Tábor	Male	Female	Target	Nominal	Czech
Don't know-don't care	19.5%	26.1%	15.9%			20.8%
Life is meaningless	2.3%	6.5%	0.0%			3.2%
Looking but not finding	57.8%	50.0%	62.2%			53.0%
Have found	20.3%	17.4%	22.0%			22.9%

● Total ◆ Male ◆ Female ● Target □ Nominal + Evangelical ▲ CZ ▲ SK





STRATEGIC NOTES

The city of Tábor has a smaller Target segment than most other Czech towns surveyed. Tábor is unique in that more than ¼ of the males surveyed indicated that they were Catholic yet less than half of the male students indicated a belief in the spiritual world. More than 95% of the females surveyed indicate that the church does not have credibility.

To strategically reach the students of this community, it is recommended to engage students in the area(s) of the greatest hunger. Like most students surveyed, the students of Tábor have a “hunger” for Happiness and look to friends and family to fulfill these needs. In addition, female students surveyed indicate a hunger for Being Loved and look to their immediate relationships and personal apologies to fulfill this need.



TŘEBÍČ



SAMPLE: TOTAL (N) = 216

Schools

- Střední škola stavební Třebíč = 100
- Gymnázium Třebíč = 59
- Katolické gymnázium Třebíč = 57

Gender

- Male = 118
- Female = 98

Segments

- Evangelical = 9 (4.2%), Czech Rep = 1.7%
- Nominals = 61 (28.2%), Czech Rep = 15.8%
- TARGET = 33 (15.3%), Czech Rep = 5.2% (#10)

THE CHURCH AND SPIRITUALITY

Creed	Třebíč	Male	Female	Target	Nominal	Czech
None	63.4%	70.3%	55.1%	15.2%	0.0%	76.7%
Roman Catholic Church	30.6%	22.0%	40.8%	81.8%	98.4%	13.1%
Other Christian	0.9%	0.0%	2.0%	3.0%	1.6%	4.7%
Other non-Christian	5.1%	7.6%	2.0%	0.0%	0.0%	5.6%

View of Church	Třebíč	Male	Female	Target	Nominal	Czech
Church is Credible	17.6%	12.7%	23.5%	54.5%	34.4%	9.0%
People attend to get close to God	61.6%	53.4%	71.4%	84.8%	82.0%	51.7%

Spiritual World	Třebíč	Male	Female	Target	Nominal	Czech
Believe in the spiritual world	69.9%	62.7%	78.6%	100.0%	85.2%	59.3%
Experienced the spiritual world	60.6%	55.1%	67.3%	66.7%	63.9%	55.8%

HUNGER FOR UNMET NEEDS

Need	Třebíč	Male	Female	Target	Nominal	Czech
Happiness	6.07 (#18)	5.17	7.44	6.90	6.83	5.80
Autonomy	3.22 (#21)	3.33	3.14	4.56	3.21	3.15
Being Loved	2.95 (#17)	1.37	4.29	3.40	4.57	2.69
Free of Guilt	-1.31 (#9)	-2.42	-0.36	3.14	1.79	-1.64
Purpose	-1.11 (#8)	-2.12	-0.25	2.12	-0.18	-1.16

Value in parentheses indicates the rank of this city in needs among the 40 cities in the survey

Where students seek fulfillment for HAPPINESS

	Třebíč	Male	Female	Target	Nominal	Czech
#1	Family (84.3%)	Family (80.5%)	Family (88.8%)	Family (85.3%)	Family (88.5%)	Family (82.8%)
#2	Friends (73.6%)	Friends (68.6%)	Friends (79.6%)	Friends (76.5%)	Friends (80.3%)	Friends (73.8%)
#3	Boy/girlfriend (38.0%)	Boy/girlfriend (37.3%)	Boy/girlfriend (22.4%)	God (58.8%)	God (36.1%)	Boy/girlfriend (42.2%)
GOD	16.2% (#6)	11.2% (#7)	16.2% (#4)			7.1% (#10)

Where students seek fulfillment for AUTONOMY

	Třebíč	Male	Female	Target	Nominal	Czech
#1	Freetime (54.1%)	Freetime (63.6%)	Freetime (42.9%)	Friends (48.5%)	Friends (59.1%)	Friends (54.4%)
#2	Friends (49.1%)	Friends (44.9%)	Friends (54.1%)	God (48.5%)	Freetime (54.1%)	Freetime (53.8%)
#3	Money (34.7%)	Money (39.8%)	Youth (34.7%)	Freetime (42.4%)	God+Youth (27.9%)	Money (35.5%)
GOD	13.4% (#10)	8.5% (#10)	19.4% (#9)		13.4% (#10)	6.4% (#11)

Where students seek fulfillment for BEING LOVED

	Třebíč	Male	Female	Target	Nominal	Czech
#1	Family (81.9%)	Family (77.1%)	Family (87.8%)	Family (93.9%)	Family (80.3%)	Family (81.5%)
#2	Friends (78.7%)	Friends (72.9%)	Friends (85.7%)	Friends (87.9%)	Friends (54.1%)	Friends (78.2%)
#3	Boy/girlfriend (44.0%)	Boy/girlfriend (44.1%)	Boy/girlfriend (43.9%)	God (63.6%)	Boy/girlfriend (23.0%)	Boy/girlfriend (52.3%)
GOD	18.1% (#5)	10.2% (#7)	27.6% (#4)		21.3% (#4)	7.4% (#8)

Where students seek fulfillment for FREEDOM FROM GUILT

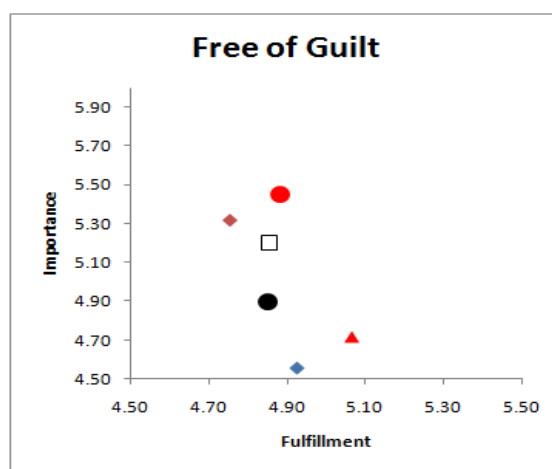
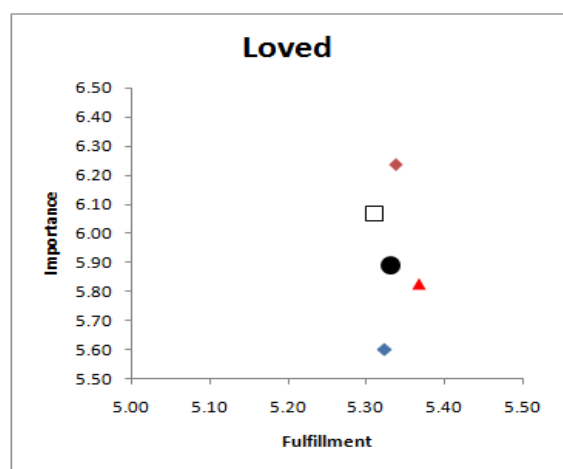
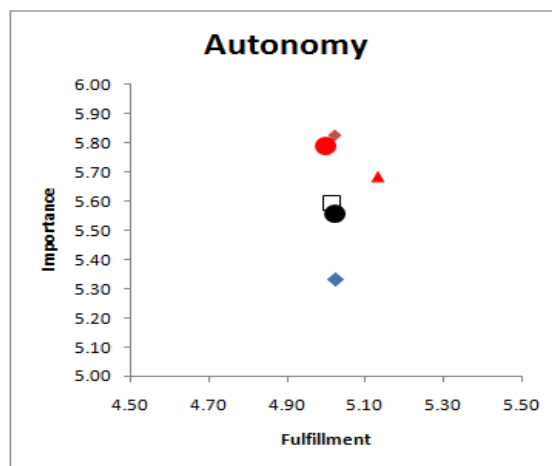
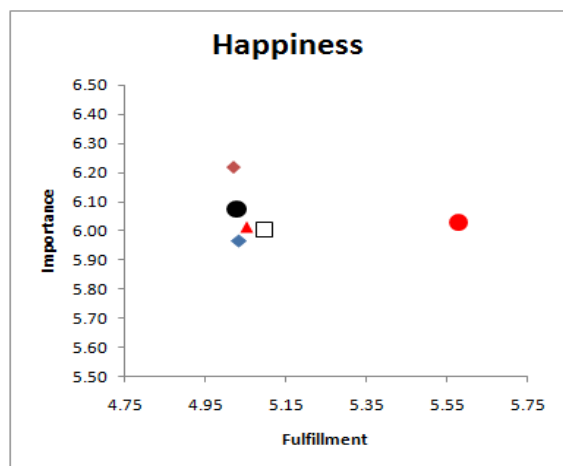
	Třebíč	Male	Female	Target	Nominal	Czech
#1	Friends (63.9%)	Friends (59.3%)	Apology (72.4%)	Apology (72.7%)	Apology (68.8%)	Friends (68.5%)
#2	Apology (62.0%)	Apology (53.4%)	Friends (69.4%)	God (66.7%)	Friends (55.7%)	Apology (54.8%)
#3	Family (45.8%)	Family (48.3%)	Family (42.9%)	Friends (51.5%)	God (41.0%)	Family (52.6%)
GOD	19.4% (#7)	14.4% (#8)	25.5% (#5)			9.2% (#8)

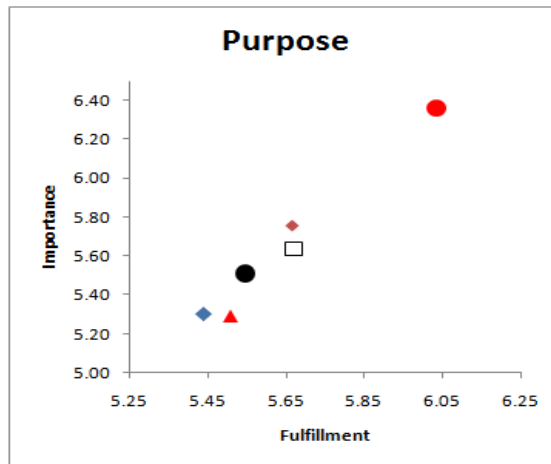
Where students seek fulfillment for PURPOSE

	Třebíč	Male	Female	Target	Nominal	Czech
#1	Family (76.8%)	Family (69.5%)	Family (85.7%)	God (72.7%)	Family (80.3%)	Family (74.2%)
#2	Friends (52.3%)	Friends (53.4%)	Friends (51.0%)	Family (66.7%)	Friends (50.8%)	Friends (54.6%)
#3	Success (31.5%)	Boy/girlfriends (33.9%)	God+Success (29.6%)	Friends (45.4%)	God (44.3%)	Boy/girlfriends (34.3%)
GOD	21.8% (#5)	15.2% (#8)				10.4% (#7)

Meaning of Life	Třebíč	Male	Female	Target	Nominal	Czech
Don't know-don't care	23.3%	31.6%	13.3%	6.1%	18.0%	20.8%
Life is meaningless	1.4%	2.6%	0.0%	0.0%	0.0%	3.2%
Looking but not finding	52.6%	49.6%	56.1%	57.6%	57.4%	53.0%
Have found	22.8%	16.2%	30.6%	36.4%	24.6%	22.9%

● Total ◆ Male ◆ Female ● Target □ Nominal + Evangelical ▲ CZ ▲ SK





STRATEGIC NOTES

NOTE: About 26% of the survey sample for Třebíč is taken from a Catholic Gymnasium. It is recommended that this data should be considered as “skewed” towards the perspective of Roman Catholic students.

Třebíč has the second largest percentage of the Target segment compared to all other Czech cities in this study. Nearly 1/3 of the surveyed students indicated that they are Roman Catholic. A larger than typical portion of female students in the survey (23.5%) believe that the church is credible.

To strategically reach the students of this community, it is recommended to engage students in the area(s) of the greatest hunger. The greatest hunger among the students surveyed in Třebíč is for Happiness. The students in this study are seeking to fulfill this need through personal relationships.



TŘINEC



SAMPLE: TOTAL (N) = 130

Schools

- Soukromá třinecká obchodní akademie a = 32
- Gymnázium Třinec = 60
- Soukromá střední škola Třinec = 38

Gender

- Male = 70
- Female = 60

Segments

- Evangelical = 8 (6.2%), Czech Rep = 1.7%
- Nominals = 52 (40.0%), Czech Rep = 15.8%
- TARGET = 11 (8.5%), Czech Rep = 5.2% (#16)

THE CHURCH AND SPIRITUALITY

Creed	Třinec	Male	Female	Target	Nominal	Czech
None	50.8%	54.3%	46.7%		0.0%	76.7%
Roman Catholic Church	30.8%	25.7%	36.7%		71.2%	13.1%
Other Christian	14.6%	14.3%	15.0%		28.8%	4.7%
Other non-Christian	3.8%	5.7%	1.7%		0.0%	5.6%

View of Church	Třinec	Male	Female	Target	Nominal	Czech
Church is Credible	12.3%	14.3%	10.0%		25.0%	9.0%
People attend to get close to God	51.5%	47.1%	56.7%		65.4%	51.7%

Spiritual World	Třinec	Male	Female	Target	Nominal	Czech
Believe in the spiritual world	56.9%	51.4%	63.3%		67.3%	59.3%
Experienced the spiritual world	56.9%	57.1%	56.7%		51.9%	55.8%

HUNGER FOR UNMET NEEDS

Need	Třinec	Male	Female	Target	Nominal	Czech
Happiness	6.76 (#10)	5.85	7.83		9.19	5.80
Autonomy	1.70 (#36)	0.56	3.08		1.26	3.15
Being Loved	2.66 (#25)	0.23	5.98		4.18	2.69
Free of Guilt	-1.42 (#28)	-2.02	-0.71		-0.37	-1.64
Purpose	-2.49 (#37)	-4.95	0.90		-1.50	-1.16

Value in parentheses indicates the rank of this city in needs among the 40 cities in the survey

Where students seek fulfillment for HAPPINESS

	Třinec	Male	Female	Target	Nominal	Czech
#1	Family (84.6%)	Family (77.1%)	Family (93.3%)		Family (86.5%)	Family (82.8%)
#2	Friends (72.3%)	Friends (62.9%)	Friends (83.3%)		Friends (78.8%)	Friends (73.8%)
#3	Boy/girlfriend (40.0%)	Boy/girlfriend (35.3%)	Boy/girlfriend (46.7%)		Boy/girlfriend (42.3%)	Boy/girlfriend (42.2%)
GOD	12.3% (#6)	15.7% (#6)	8.3% (#8)		13.5% (#5)	7.1% (#10)

Where students seek fulfillment for AUTONOMY

	Třinec	Male	Female	Target	Nominal	Czech
#1	Friends (53.8%)	Freetime (60.0%)	Friends (65.0%)		Friends (59.6%)	Friends (54.4%)
#2	Freetime (53.1%)	Friends (44.3%)	Freetime (45.0%)		Freetime (59.6%)	Freetime (53.8%)
#3	Family (32.3%)	Family (31.4%)	Youth+Money (35.0%)		Youth (38.5%)	Money (35.5%)
GOD	10.0% (#9)	8.6% (#10)	11.7% (#8)		7.7% (#10)	6.4% (#11)

Where students seek fulfillment for BEING LOVED

	Třinec	Male	Female	Target	Nominal	Czech
#1	Family (84.6%)	Family (84.3%)	Family (85.0%)		Family (75.0%)	Family (81.5%)
#2	Friends (75.4%)	Friends (65.7%)	Friends (86.7%)		Friends (46.1%)	Friends (78.2%)
#3	Boy/girlfriend (44.6%)	Boy/girlfriend (42.9%)	Boy/girlfriend (46.7%)		Boy/girlfriend (36.5%)	Boy/girlfriend (52.3%)
GOD	14.6% (#6)	17.1% (#5)	11.7% (#6)		13.5% (#4)	7.4% (#8)

Where students seek fulfillment for FREEDOM FROM GUILT

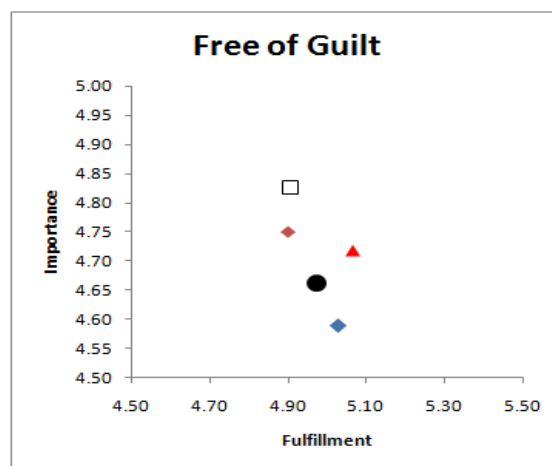
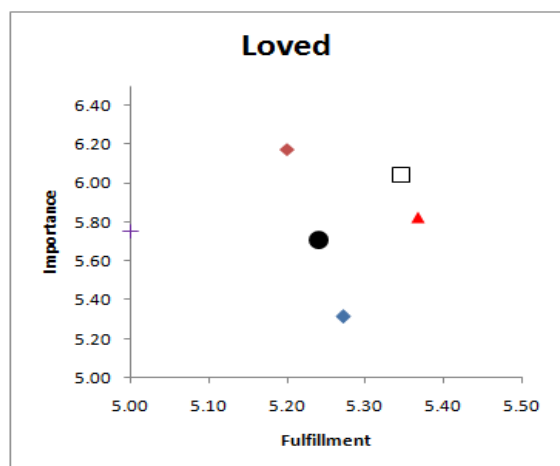
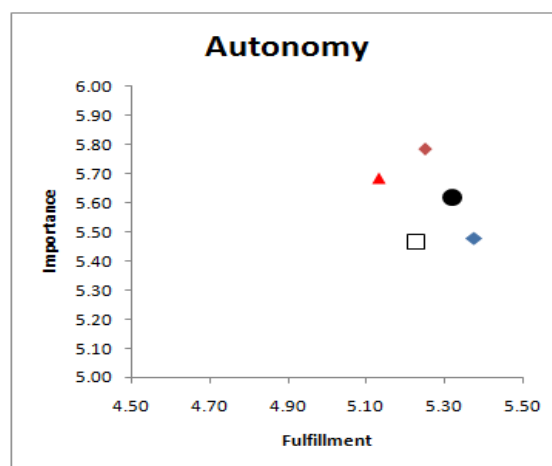
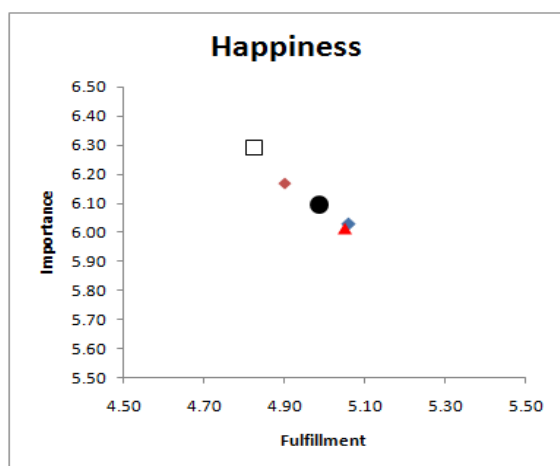
	Třinec	Male	Female	Target	Nominal	Czech
#1	Friends (64.6%)	Friends (58.6%)	Apology (75.0%)		Friends (67.3%)	Friends (68.5%)
#2	Apology (58.5%)	Family (52.9%)	Friends (71.7%)		Apology (63.5%)	Apology (54.8%)
#3	Family (46.1%)	Apology (44.3%)	Family (38.3%)		Family (50.0%)	Family (52.6%)
GOD	15.4% (#8)	20.0% (#7)	10.0% (#8)		23.1% (#6)	9.2% (#8)

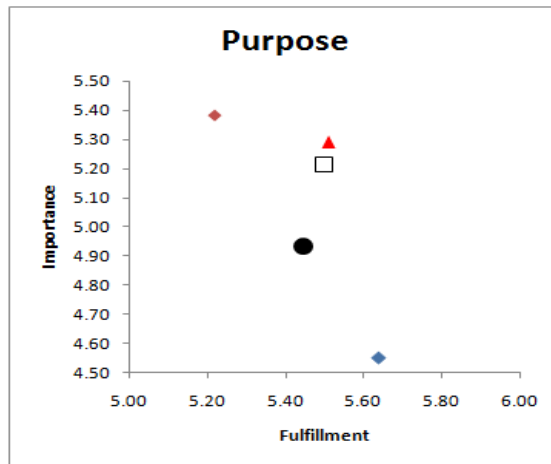
Where students seek fulfillment for PURPOSE

	Třinec	Male	Female	Target	Nominal	Czech
#1	Family (71.5%)	Family (74.3%)	Family (68.3%)		Family (73.1%)	Family (74.2%)
#2	Friends (50.0%)	Friends (44.3%)	Friends (56.7%)		Friends (48.1%)	Friends (54.6%)
#3	Success (40.8%)	Success (44.3%)	Boy/girlfriends (38.3%)		Boy/girlfriends (44.2%)	Boy/girlfriends (34.3%)
GOD	13.8% (#8)	15.7% (#7)	11.7% (#8)		19.2% (#6)	10.4% (#7)

Meaning of Life	Třinec	Male	Female	Target	Nominal	Czech
Don't know-don't care	22.5%	27.5%	16.7%		11.5%	20.8%
Life is meaningless	3.1%	4.3%	1.7%		1.9%	3.2%
Looking but not finding	40.3%	37.7%	43.3%		53.8%	53.0%
Have found	34.1%	30.4%	38.3%		32.7%	22.9%

● Total ◆ Male ◆ Female ● Target □ Nominal + Evangelical ▲ CZ ▲ SK





STRATEGIC NOTES

Třinec has Target segment that is similar in size compared to all other Czech cities in this study. More students in this sample indicated that they were Catholic or other Christian than is typical for students in this study.

To strategically reach the students of this community, it is recommended to engage students in the area(s) of the greatest hunger. The greatest hunger among the students of Třinec is Happiness. Like most Czech students, the youth surveyed look to friends and family to fulfill this need.



T R N A V A



SAMPLE: TOTAL (N) = 125	
Schools <ul style="list-style-type: none"> (vocational) = 42 (practical) = 36 (gymnasium) = 47 	
Gender <ul style="list-style-type: none"> Male = 47 Female = 78 	Segments <ul style="list-style-type: none"> Evangelical = 4 (3.2%), Slovak Rep = 2.6% Nominals = 96 (76.0%), Slovak Rep = 69.9% TARGET = 36 (28.8%), Slovak Rep = 24.0%% (#2)

THE CHURCH AND SPIRITUALITY

Creed	Trnava	Male	Female	Target	Nominal	Slovak
None	24.0%	40.4%	14.1%	2.8%	0.0%	25.9%
Roman Catholic Church	68.8%	46.8%	82.1%	86.1%	86.3%	60.5%
Other Christian	6.4%	10.6%	3.8%	11.1%	13.7%	12.4%
Other non-Christian	0.8%	2.1%	0.0%	0.0%	0.0%	1.2%

View of Church	Trnava	Male	Female	Target	Nominal	Slovak
Church is Credible	24.8%	21.3%	26.9%	58.3%	15.8%	15.3%
People attend to get close to God	59.2%	51.1%	64.1%	86.1%	75.8%	62.2%

Spiritual World	Trnava	Male	Female	Target	Nominal	Slovak
Believe in the spiritual world	76.0%	59.6%	85.9%	100.0%	76.8%	71.4%
Experienced the spiritual world	61.6%	59.6%	62.8%	75.0%	58.9%	61.0%

HUNGER FOR UNMET NEEDS

Need	Trnava	Male	Female	Target	Nominal	Slovak
Happiness	6.07 (#12)	5.17	8.71	6.90	6.83	7.41
Autonomy	3.22 (#28)	3.33	3.14	3.33	2.93	3.58
Being Loved	2.95 (#8)	1.37	4.29	4.87	3.52	4.28
Free of Guilt	-1.31 (#30)	-2.42	-0.36	5.12	2.97	0.53
Purpose	-1.11 (#26)	-2.12	-0.25	-0.78	-0.99	-0.86

Value in parentheses indicates the rank of this city in needs among the 40 cities in the survey

Where students seek fulfillment for HAPPINESS

	Trnava	Male	Female	Target	Nominal	Slovak
#1	Family (96.0%)	Family (91.5%)	Family (98.7%)	Family (100%)	Family (87.7%)	Family (90.7%)
#2	Friends (73.6%)	Friends (78.7%)	Friends (70.5%)	Friends (59.5%)	Friends (70.5%)	Friends (75.2%)
#3	Boy/Girlfriend (37.6%)	Boy/Girlfriend (38.3%)	Boy/Girlfriend (37.2%)	God (56.8%)	Boy/Girlfriend (42.1%)	Boy/Girlfriend (39.7%)
GOD	27.2% (#4)	12.8% (#5)	35.9% (#4)		30.5% (#4)	22.3% (#4)

Where students seek fulfillment for AUTONOMY

	Trnava	Male	Female	Target	Nominal	Slovak
#1	Friends (70.4)%	Friends (72.3)%	Friends (69.2)%	Friends (69.4)%	Friends (64.2)%	Friends (64.2)%
#2	Free-time (52.0%)	Free-time (51.1%)	Free-time (52.6%)	Free-time (41.7%)	Free-time (54.7%)	Free-time (51.0%)
#3	Family (40.0%)	Family (42.6%)	Family (38.5%)	God (41.7%)	Youth (42.1%)	Youth (34.9%)
GOD	19.2% (#6)	10.6% (#7)	24.4% (#5)		11.6% (#9)	14.4% (#9)

Where students seek fulfillment for BEING LOVED

	Trnava	Male	Female	Target	Nominal	Slovak
#1	Family (88.8%)	Family (87.2%)	Family (89.7%)	Family (91.7%)	Family (77.9%)	Family (88.2%)
#2	Friends (80.8%)	Friends (78.7%)	Friends (72.0%)	Friends (75.0%)	Friends (45.3%)	Friends (80.3%)
#3	Boy/girlfriends (49.6%)	Boy/girlfriends (53.2%)	Boy/girlfriends (47.4%)	God (66.7%)	Boy/girlfriends (36.8%)	Boy/girlfriends (49.5%)
GOD	31.2% (#4)	17.0% (#4)	39.7% (#4)		20.0% (#4)	23.1% (#4)

Where students seek fulfillment for FREEDOM FROM GUILT

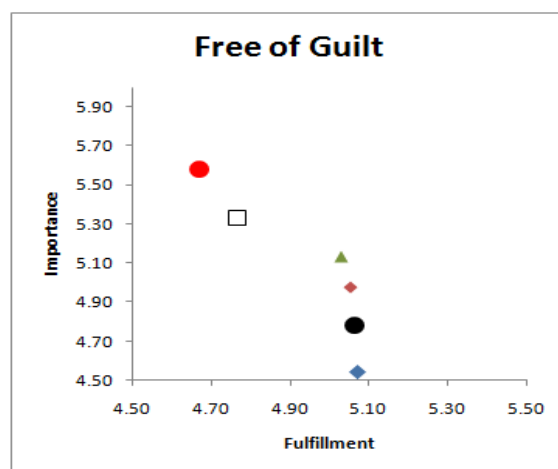
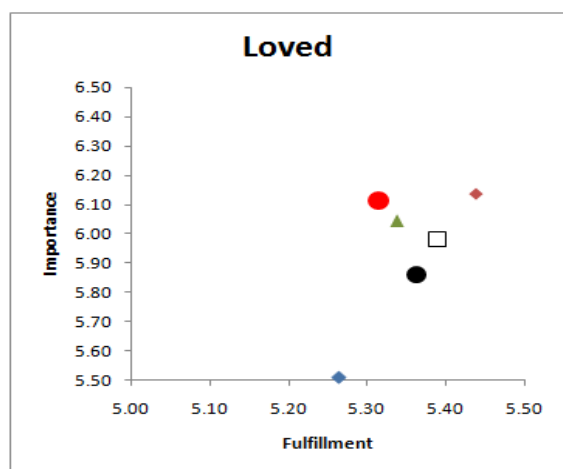
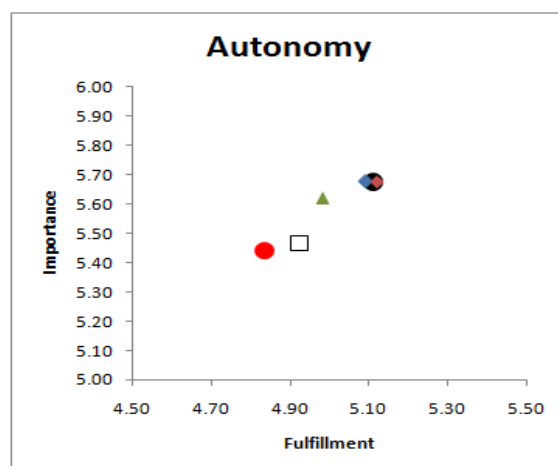
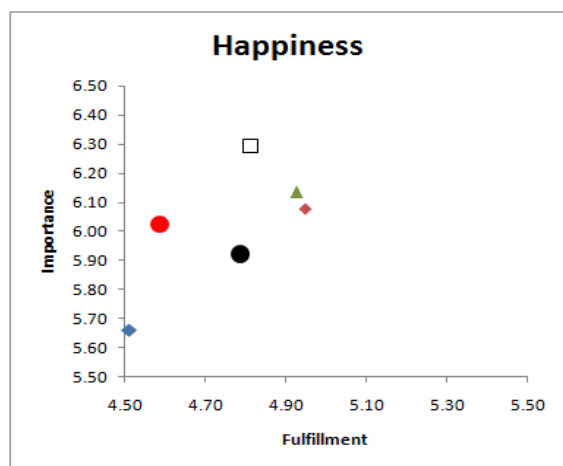
	Trnava	Male	Female	Target	Nominal	Slovak
#1	Friends (64.8%)	Friends (70.2%)	Apologies (67.9%)	God (77.8%)	Friends (61.0%)	Friends (68.7%)
#2	Apologies (60.0%)	Family (59.7%)	Friends (61.5%)	Apologies (63.9%)	Apologies (56.8%)	Apologies (56.1%)
#3	Family (53.6%)	Apologies (46.8%)	God (57.7%)	Family (58.3%)	Family (50.5%)	Family (55.4%)
GOD	43.2% (#4)	19.1% (#6)			50.5% (#3)	29.5% (#4)

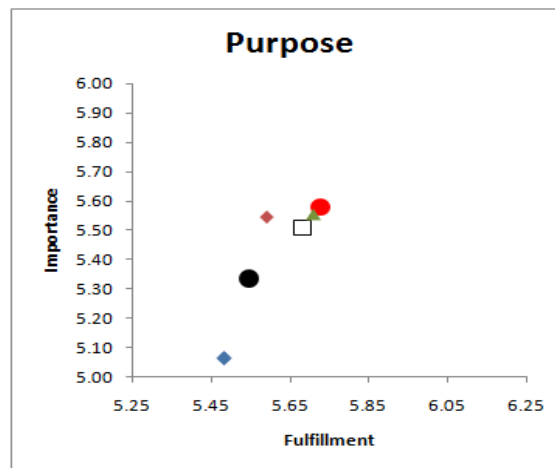
Where students seek fulfillment for PURPOSE

	Trnava	Male	Female	Target	Nominal	Slovak
#1	Family (80.8%)	Family (74.5%)	Family (86.6%)	Family (83.3%)	Family (78.9%)	Family (79.5%)
#2	Friends (52.8%)	Friends (57.4%)	Friends (50.0%)	God (63.9%)	Friends (45.3%)	Friends (55.7%)
#3	Boy/girlfriends (36.0%)	Boy/girlfriends (44.7%)	God (42.3%)	Friends (44.4%)	God (43.2%)	Boy/girlfriends (34.4%)
GOD	35.2% (#4)	23.4% (#4)				25.1% (#6)

Meaning of Life	Trnava	Male	Female	Target	Nominal	Slovak
Don't know-don't care	13.6%	23.4%	7.7%	5.6%	8.4%	10.7%
Life is meaningless	1.6%	4.3%	0.0%	2.8%	3.2%	2.2%
Looking but not finding	64.0%	48.9%	73.1%	69.4%	63.2%	60.4%
Have found	20.8%	23.4%	19.2%	22.2%	25.3%	26.6%

● Total ◆ Male ◆ Female ● Target □ Nominal + Evangelical ▲ CZ ▲ SK





STRATEGIC NOTES

Trnava has the third largest Target group for Slovakia and for the entire study. A majority of the Target group in this city believes that the church is credible.

To strategically reach the students of this community, it is recommended to engage students in the area(s) of the greatest hunger. Trnava is among the “hungriest” cities studied in terms of Being Loved where students overwhelmingly look to friends and family to fulfill this need.



ÚSTÍ NAD LABEM



SAMPLE: TOTAL (N) = 235

Schools:

- Střední škola elektrotechniky a spojů = 48
- Gymnázium = 70
- Industria s.r.o. = 49
- SOŠ, Ústí n.L., Stará 100, příspě.org. = 68

Gender

- Male = 69
- Female = 166

Segments

- Evangelical = 3 (1.3%), Czech Rep = 1.7%
- Nominals = 9 (3.8%), Czech Rep = 15.8%
- TARGET = 3 (1.3%), Czech Rep = 5.2% (#37)

THE CHURCH AND SPIRITUALITY

Creed	Ústí nad L.	Male	Female	Target	Nominal	Czech
None	87,2%	76.5%	91.6%			76.7%
Roman Catholic Church	4.3%	5.9%	3.6%			13.1%
Other Christian	0.4%	0.0%	0.6%			4.7%
Other non-Christian	8.1%	17.6%	4.2%			5.6%

View of Church	Ústí nad L.	Male	Female	Target	Nominal	Czech
Church is Credible	5.1%	1.4%	6.6%			10.1%
People attend to get close to God	49.8%	43.5%	52.4%			58.4%

Spiritual World	Ústí nad L.	Male	Female	Target	Nominal	Czech
Believe in the spiritual world	54.0%	59.4%	51.8%			59.6%
Experienced the spiritual world	55.3%	50.7%	57.2%			56.2%

HUNGER FOR UNMET NEEDS

Need	Ústí nad L.	Male	Female	Target	Nominal	Other Czech
Happiness	6.02 (#21)	4.23	6.81			5.80
Autonomy	1.02 (#40)	-0.41	1.60			3.08
Being Loved	1.53 (#38)	0.79	1.85			2.69
Free of Guilt	-1.59 (#29)	-2.53	-1.17			-1.64

Purpose	-2.40 (#36)	-3.37	-1.86	-1.16
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Value in parentheses indicates the rank of this city in needs among the 40 cities in the survey

Where students seek fulfillment for HAPPINESS

	Ústí nad L.	Male	Female	Target	Nominal	Czech
#1	Family (87.7%)	Family (82.6%)	Family (89.8%)			Family (83.8%)
#2	Friends (71.5%)	Friends (65.2%)	Friends (74.1%)			Friends (72.8%)
#3	Boy/girlfriends (50.2%)	Boy/girlfriends (39.1%)	Boy/girlfriends (54.8%)			Boy/girlfriends (42.2%)
GOD	3.4% (LAST)	5.8% (#10)	2.4% (LAST)			7.1% (#10)

Where students seek fulfillment for AUTONOMY

	Ústí nad L.	Male	Female	Target	Nominal	Czech
#1	Friends (54.9%)	Free-time (56.5%)	Friends (56.6%)			Friends (54.4%)
#2	Free-time (51.5%)	Friends (50.7%)	Free-time (49.4%)			Free-time (53.8%)
#3	Family (37.4%)	Money (47.8%)	Family (40.4%)			Money (35.5%)
GOD	2.1% (LAST)	4.3% (LAST)	1.2% (LAST)			6.4% (#11)

Where students seek fulfillment for BEING LOVED

	Ústí nad L.	Male	Female	Target	Nominal	Czech
#1	Family (86.4%)	Family (81.2%)	Family (88.5%)			Family (81.5%)
#2	Friends (76.2%)	Friends (66.7%)	Friends (80.1%)			Friends (78.2%)
#3	Boy/girlfriends (57.9%)	Boy/girlfriends (49.3%)	Boy/girlfriends (61.4%)			Boy/girlfriends (52.3%)
GOD	2.6% (#10)	2.9% (LAST)	2.4% (LAST)			7.4% (#8)

Where students seek fulfillment for FREEDOM FROM GUILT

	Ústí nad L.	Male	Female	Target	Nominal	Czech
#1	Friends (72.3%)	Friends (68.1%)	Friends (74.1%)			Friends (68.5%)
#2	Family (58.3%)	Family (50.7%)	Family (61.4%)			Apologies (54.8%)
#3	Apologies (56.2%)	Apologies (46.4%)	Apologies (60.2%)			Family (52.6%)
GOD	4.7% (LAST)	5.8% (LAST)	4.2% (LAST)			9.2% (#8)

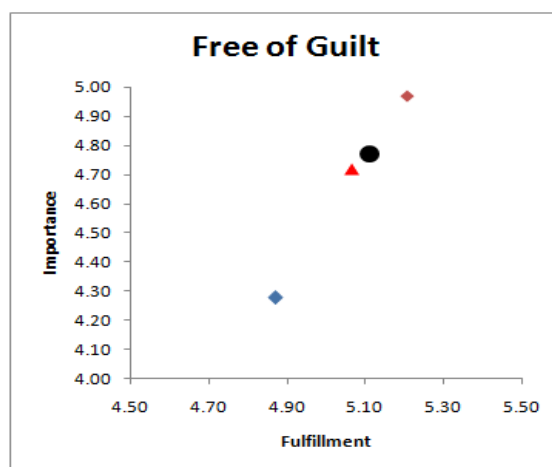
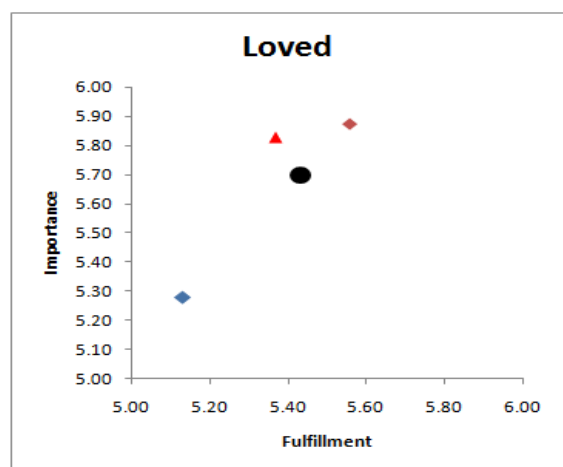
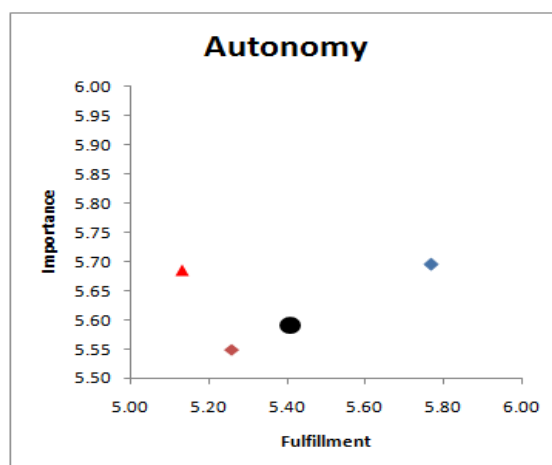
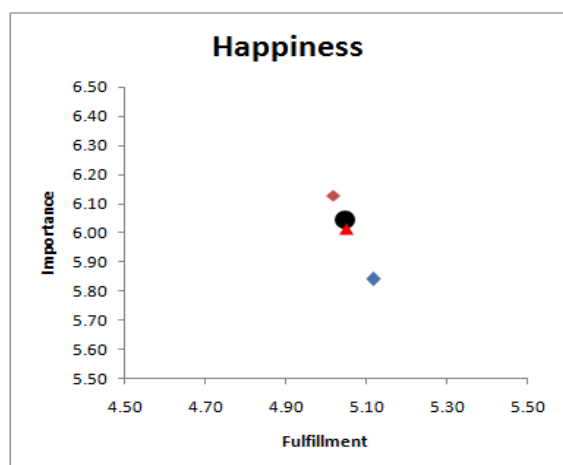
Where students seek fulfillment for PURPOSE

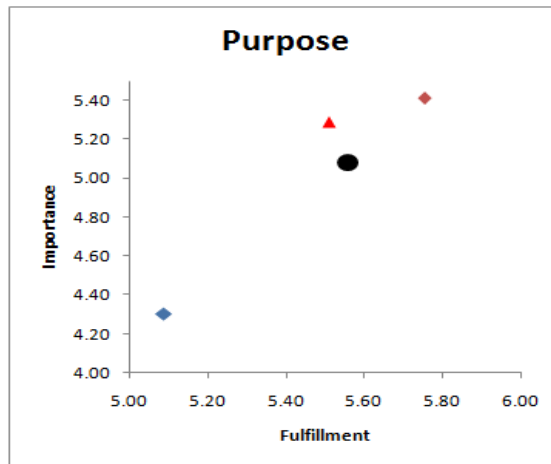
	Ústí nad L.	Male	Female	Target	Nominal	Czech
#1	Family (76.6%)	Family (58.0%)	Family (84.3%)			Family (74.2%)
#2	Friends (55.7%)	Friends (52.2%)	Friends (57.2%)			Friends (54.6%)
#3	Boy/girlfriends (37.4%)	Boy/girlfriends (39.1%)	Boy/girlfriends (36.7%)			Boy/girlfriends (34.3%)

GOD	3.8% (LAST)	7.2% (#10)	2.4% (LAST)	10.4% (#8)
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Meaning of Life	Ústi nad L.	Male	Female	Target	Nominal	Czech
Don't know-don't care	19.3%	27.9%	15.8%			20.8%
Life is meaningless	2.6%	7.4%	0.6%			3.2%
Looking but not finding	51.1%	45.6%	53.3%			53.0%
Have found	27.0%	19.1%	30.3%			22.9%

● Total ◆ Male ◆ Female ● Target □ Nominal + Evangelical ▲ CZ ▲ SK





STRATEGIC NOTES

The city of Ústí nad Labem has a smaller Target segment than most other Czech towns surveyed with a less than normal segment of students affiliating with Catholicism.

To strategically reach the students of this community, it is recommended to engage students in the area(s) of the greatest hunger. Like most students surveyed, the students of Ústí nad Labem have a “hunger” for Happiness and look to friends and family to fulfill these needs.



V A L A Š S K É M E Z I Ř Í Č Í



SAMPLE: TOTAL (N) = 152

Schools

- Integrovaná střední škola = 39
- Gymnázium Fr.Palackého = 52
- SPŠ stavební = 61

Gender

- Male = 74
- Female = 78

Segments

- Evangelical = 5 (3.3%), Czech Rep = 1.7%
- Nominals = 47 (30.9%), Czech Rep = 15.8%
- TARGET = 19 (12.5%), Czech Rep = 5.2%% (#12)

THE CHURCH AND SPIRITUALITY

Creed	Valašské M.	Male	Female	Target	Nominal	Czech
None	58.9%	50.7%	66.7%		0.0%	76.7%
Roman Catholic Church	24.5%	30.1%	19.2%		74.5%	13.1%
Other Christian	9.9%	9.6%	10.3%		25.5%	4.7%
Other non-Christian	6.6%	9.6%	3.8%		0.0%	5.6%

View of Church	Valašské M.	Male	Female	Target	Nominal	Czech
Church is Credible	15.8%	20.3%	11.5%		38.3%	9.0%
People attend to get close to God	63.2%	55.4%	70.5%		85.1%	51.7%

Spiritual World	Valašské M.	Male	Female	Target	Nominal	Czech
Believe in the spiritual world	67.8%	63.5%	71.8%		78.7%	59.3%
Experienced the spiritual world	59.2%	59.5%	59.0%		72.3%	55.8%

HUNGER FOR UNMET NEEDS

Need	Valašské M.	Male	Female	Target	Nominal	Czech
Happiness	5.58 (#31)	5.05	6.09		5.03	5.80
Autonomy	2.31 (#29)	0.45	4.11		0.71	3.15
Being Loved	3.82 (#12)	2.37	5.29		5.03	2.69
Free of Guilt	0.36 (#8)	0.79	-0.06		4.27	-1.64
Purpose	-1.88 (#32)	-3.65	-0.07		-0.47	-1.16

Value in parentheses indicates the rank of this city in needs among the 40 cities in the survey

Where students seek fulfillment for HAPPINESS

	Valašské Meziříčí	Male	Female	Target	Nominal	Czech
#1	Family (80.9%)	Family (75.7%)	Family (85.9%)		Family (83.0%)	Family (82.8%)
#2	Friends (79.6%)	Friends (74.3%)	Friends (84.6%)		Friends (87.2%)	Friends (73.8%)
#3	Boy/girlfriend (35.5%)	Sport (36.5%)	Boy/girlfriend (41.0%)		Sport (29.8%)	Boy/girlfriend (42.2%)
GOD	10.5% (#7)	13.5% (#7)	7.7% (#8)		21.3% (#4)	7.1% (#10)

Where students seek fulfillment for AUTONOMY

	Valašské Meziříčí	Male	Female	Target	Nominal	Czech
#1	Friends (57.9%)	Freetime (60.8%)	Friends (56.4%)		Friends (61.7%)	Friends (54.4%)
#2	Freetime (53.9%)	Friends (59.5%)	Freetime (47.4%)		Freetime (42.6%)	Freetime (53.8%)
#3	Money (32.9%)	Family (37.8%)	Youth (39.7%)		Youth+Family (36.2%)	Money (35.5%)
GOD	10.5% (#11)	13.5% (#7)	7.7% (#11)		23.4% (#7)	6.4% (#11)

Where students seek fulfillment for BEING LOVED

	Valašské Meziříčí	Male	Female	Target	Nominal	Czech
#1	Friends (80.3%)	Friends (77.0%)	Friends (83.3%)		Family (66.0%)	Family (81.5%)
#2	Family (75.7%)	Family (75.7%)	Family (75.6%)		Friends (55.3%)	Friends (78.2%)
#3	Boy/girlfriend (46.7%)	Boy/girlfriend (40.5%)	Boy/girlfriend (52.6%)		Boy/girlfriend (31.9%)	Boy/girlfriend (52.3%)
GOD	13.2% (#6)	18.9% (#5)	7.7% (#8)		17.0% (#4)	7.4% (#8)

Where students seek fulfillment for FREEDOM FROM GUILT

	Valašské Meziříčí	Male	Female	Target	Nominal	Czech
#1	Friends (71.0%)	Friends (68.9%)	Friends (73.1%)		Friends (80.8%)	Friends (68.5%)
#2	Apology (54.6%)	Sport (41.6%)	Apology (69.2%)		Apology (51.1%)	Apology (54.8%)
#3	Family (46.0%)	Family (51.3%)	Family (41.0%)		Family (48.9%)	Family (52.6%)
GOD	13.8% (#8)	14.9% (#7)	12.8% (#8)		25.5% (#5)	9.2% (#8)

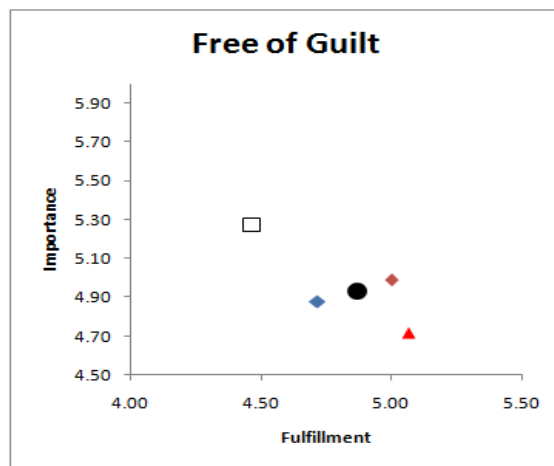
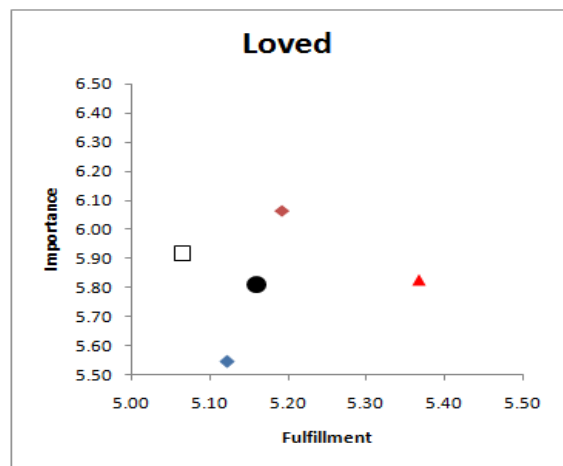
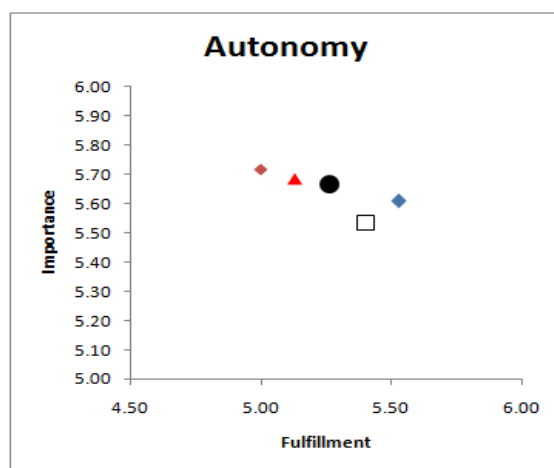
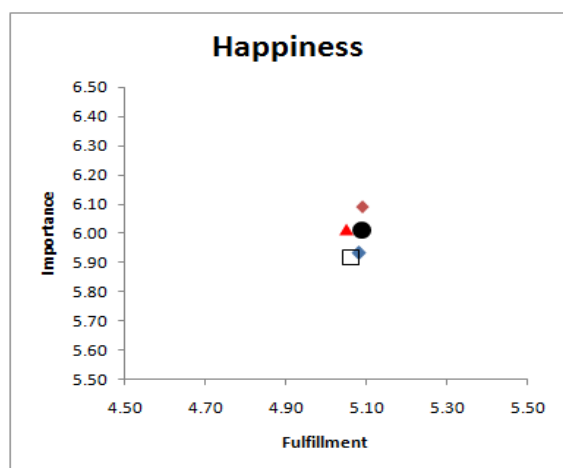
Where students seek fulfillment for PURPOSE

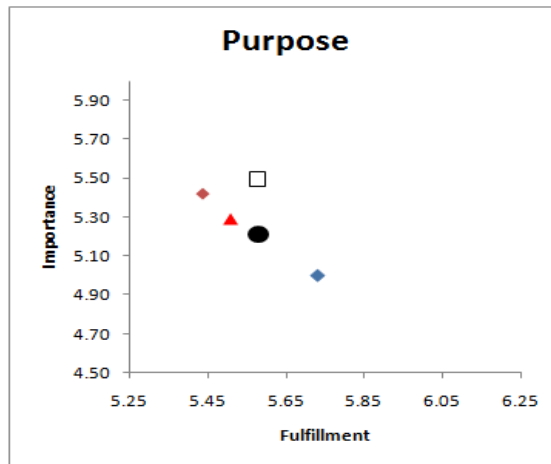
	Valašské Meziříčí	Male	Female	Target	Nominal	Czech
#1	Family (77.6%)	Family (74.3%)	Family (80.8%)		Family (80.8%)	Family (74.2%)
#2	Friends (55.9%)	Friends (52.7%)	Friends (59.0%)		Friends (57.5%)	Friends (54.6%)
#3	Success (27.6%)	Boy/girlfriends (31.1%)	Health (34.6%)		God (29.8%)	Boy/girlfriends (34.3%)

GOD	15.1% (#7)	18.9% (#6)	11.5% (#7)	10.4% (#7)
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Meaning of Life	Valašské Meziříčí	Male	Female	Target	Nominal	Czech
Don't know-don't care	21.7%	23.0%	20.5%		19.1%	20.8%
Life is meaningless	3.9%	4.1%	3.8%		4.3%	3.2%
Looking but not finding	47.4%	37.8%	56.4%		55.3%	53.0%
Have found	27.0%	35.1%	19.2%		21.3%	22.9%

● Total ◆ Male ◆ Female ● Target □ Nominal + Evangelical ▲ CZ ▲ SK





STRATEGIC NOTES

Valašské Meziříčí has the third largest percentage of the Target segment compared to all other Czech cities in this study with a larger portion of Catholic and “other Christian” students than a typical Czech city.

To strategically reach the students of this community, it is recommended to engage students in the area(s) of the greatest hunger. The greatest hunger among the students of Valašské Meziříčí is Happiness. Like most Czech students, the youth surveyed look to friends and family to fulfill this need; however, more than 1/3 of the male students surveyed also look to sport. The female students surveyed also indicated a high hunger for Being Loved. These students look to their immediate relationships to fulfill this need.



V S E T Í N



SAMPLE: TOTAL (N) = 160

Schools

- Střední zdravotnická škola a VOŠ = 70
- Střední škola KOSTKA = 37
- Střední škola obchodu a služeb Vsetín = 53

Gender

- Male = 9
- Female = 151

Segments

- Evangelical = 1 (0.6%), Czech Rep = 1.7%
- Nominals = 63 (39.4%), Czech Rep = 15.8%
- TARGET = 20 (12.5%), Czech Rep = 5.2%% (#13)

THE CHURCH AND SPIRITUALITY

Creed	Vsetín	Male	Female	Target	Nominal	Czech
None	58.0%		59.1%		0.0%	76.7%
Roman Catholic Church	35.7%		34.2%		85.7%	13.1%
Other Christian	5.7%		6.0%		14.3%	4.7%
Other non-Christian	0.6%		0.7%		0.0%	5.6%

View of Church	Vsetín	Male	Female	Target	Nominal	Czech
Church is Credible	19.4%		18.5%		39.7%	9.0%
People attend to get close to God	65.6%		64.2%		81.0%	51.7%

Spiritual World	Vsetín	Male	Female	Target	Nominal	Czech
Believe in the spiritual world	59.4%		59.6%		69.8%	59.3%
Experienced the spiritual world	57.5%		57.6%		61.9%	55.8%

HUNGER FOR UNMET NEEDS

Need	Vsetín	Male	Female	Target	Nominal	Czech
Happiness	6.04 (#20)		5.78		6.82	5.80
Autonomy	2.77 (#24)		2.74		1.90	3.15
Being Loved	3.85 (#11)		3.90		5.05	2.69
Free of Guilt	1.51 (#4)		1.57		6.31	-1.64
Purpose	-1.51 (#25)		-1.42		-1.68	-1.16

Value in parentheses indicates the rank of this city in needs among the 40 cities in the survey

Where students seek fulfillment for HAPPINESS

	Vsetín	Male	Female	Target	Nominal	Czech
#1	Family (88.7%)		Family (88.7%)		Family (90.5%)	Family (82.8%)
#2	Friends (70.6%)		Friends (70.2%)		Friends (69.8%)	Friends (73.8%)
#3	Boy/girlfriend (55.0%)		Boy/girlfriend (57.6%)		Boy/girlfriend (63.5%)	Boy/girlfriend (42.2%)
GOD	8.7% (#8)		8.6% (#8)		15.9% (#4)	7.1% (#10)

Where students seek fulfillment for AUTONOMY

	Vsetín	Male	Female	Target	Nominal	Czech
#1	Friends (61.2%)		Freetime (62.2%)		Friends (63.5%)	Friends (54.4%)
#2	Freetime (61.2%)		Friends (60.3%)		Freetime (61.9%)	Freetime (53.8%)
#3	Youth (40.0%)		Youth (40.4%)		Youth (42.9%)	Money (35.5%)
GOD	6.9% (#11)		7.3% (#9)		14.3% (#7)	6.4% (#11)

Where students seek fulfillment for BEING LOVED

	Vsetín	Male	Female	Target	Nominal	Czech
#1	Family (80.6%)		Friends (79.5%)		Family (66.7%)	Family (81.5%)
#2	Friends (75.6%)		Family (74.2%)		Friends (54.0%)	Friends (78.2%)
#3	Boy/girlfriend (58.7%)		Boy/girlfriend (61.6%)		Boy/girlfriend (49.2%)	Boy/girlfriend (52.3%)
GOD	13.1% (#5)		11.9% (#5)		6.3% (#4)	7.4% (#8)

Where students seek fulfillment for FREEDOM FROM GUILT

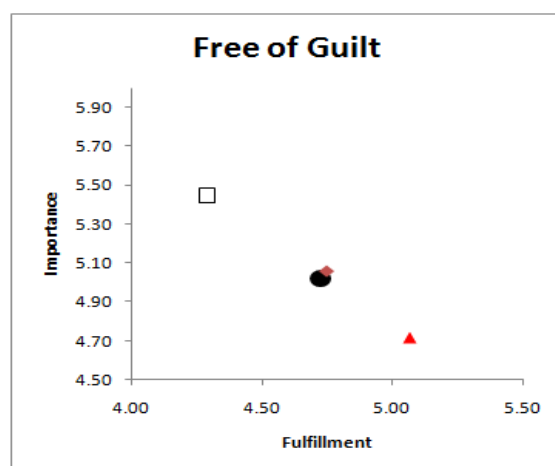
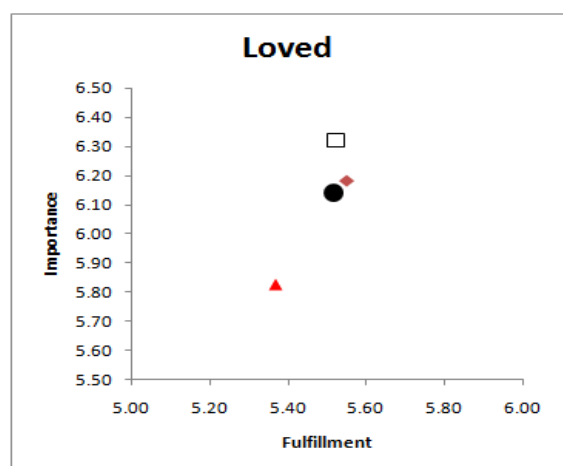
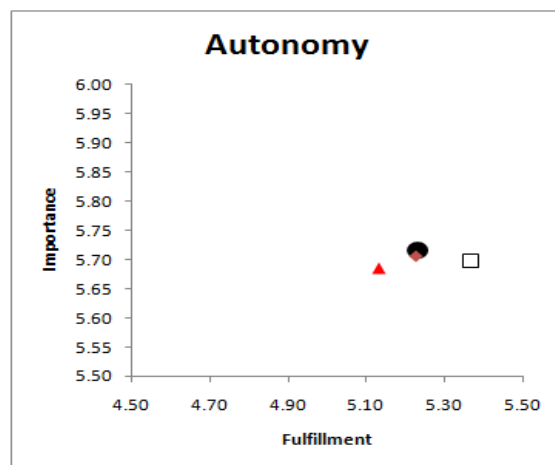
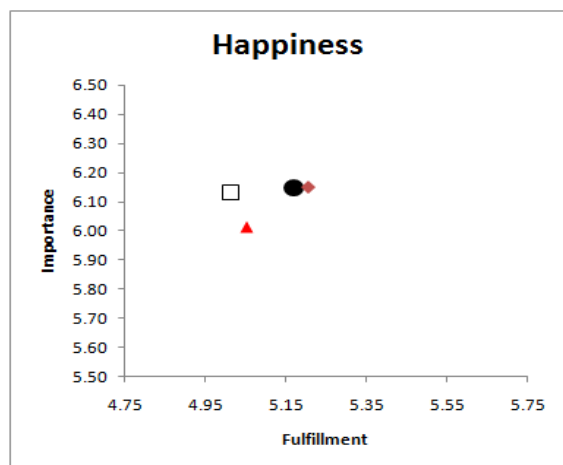
	Vsetín	Male	Female	Target	Nominal	Czech
#1	Friends (79.4%)		Friends (78.8%)		Friends (79.4%)	Friends (68.5%)
#2	Apology (63.5%)		Apology (63.6%)		Apology (66.7%)	Apology (54.8%)
#3	Family (46.2%)		Family (45.7%)		Family (44.4%)	Family (52.6%)
GOD	10.6% (#8)		11.3% (#8)		22.2% (#6)	9.2% (#8)

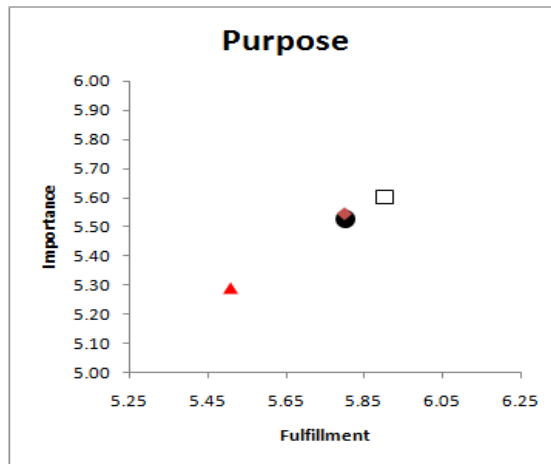
Where students seek fulfillment for PURPOSE

	Vsetín	Male	Female	Target	Nominal	Czech
#1	Family (81.2%)		Family (80.1%)		Family (79.4%)	Family (74.2%)
#2	Friends (60.6%)		Friends (60.3%)		Friends (57.1%)	Friends (54.6%)
#3	Boy/girlfriends (37.5%)		Boy/girlfriends (39.1%)		Boy/girlfriends (41.3%)	Boy/girlfriends (34.3%)
GOD	17.5% (#6)		16.6% (#6)		33.3% (#4)	10.4% (#7)

Meaning of Life	Vsetín	Male	Female	Target	Nominal	Czech
Don't know-don't care	18.1%		18.5%		14.3%	20.8%
Life is meaningless	1.3%		1.3%		3.2%	3.2%
Looking but not finding	62.5%		62.3%		58.7%	53.0%
Have found	18.1%		17.9%		23.8%	22.9%

● Total ◆ Male ◆ Female ● Target □ Nominal + Evangelical ▲ CZ ▲ SK





STRATEGIC NOTES

NOTE: The sample from Vsetín is overwhelmingly female. As a result, all of the analysis and results for Vsetín should be considered heavily biased towards female responses.

Vsetín has the fourth largest percentage of the Target segment compared to all other Czech cities in this study with a larger portion of Catholic students than a typical Czech city. The students surveyed also place more credibility on the church than typical Czech students surveyed.

To strategically reach the students of this community, it is recommended to engage students in the area(s) of the greatest hunger. The greatest hunger among the students of Vsetín is Happiness. Like most Czech students, the youth surveyed look to friends and family to fulfill this need.



Ž I L I N A



SAMPLE: TOTAL (N) = 128	
Schools <ul style="list-style-type: none"> (vocational) = 42 (practical) = 40 (gymnasium) = 46 	
Gender <ul style="list-style-type: none"> Male = 23 Female = 105 	Segments <ul style="list-style-type: none"> Evangelical = 6 (4.7%), Slovak Rep = 2.6% Nominals = 94 (73.4%), Slovak Rep = 69.9% TARGET = 34 (26.6%), Slovak Rep = 24.0% (#2)

THE CHURCH AND SPIRITUALITY

Creed	Žilina	Male	Female	Target	Nominal	Slovak
None	20.3%		18.1%	5.9%	0.0%	25.9%
Roman Catholic Church	70.3%		72.4%	91.2%	90.4%	60.5%
Other Christian	8.6%		8.6%	2.9%	9.6%	12.4%
Other non-Christian	0.8%		1.0%	0.0%	0.0%	1.2%

View of Church	Žilina	Male	Female	Target	Nominal	Slovak
Church is Credible	20.3%		23.8%	23.5%	23.4%	15.3%
People attend to get close to God	62.5%		65.7%	88.2%	71.3%	62.2%

Spiritual World	Žilina	Male	Female	Target	Nominal	Slovak
Believe in the spiritual world	72.7%		72.4%	100.0%	74.5%	71.4%
Experienced the spiritual world	70.3%		70.5%	76.5%	75.5%	61.0%

HUNGER FOR UNMET NEEDS

Need	Žilina	Male	Female	Target	Nominal	Slovak
Happiness	6.50 (#15)		6.59	7.96	8.02	7.41
Autonomy	2.18 (#31)		1.48	-0.16	2.80	3.58
Being Loved	5.13 (#2)		5.84	6.76	5.55	4.28
Free of Guilt	2.14 (#2)		3.24	7.72	4.29	0.53
Purpose	0.04 (#3)		-0.52	0.00	-0.12	-0.86

Value in parentheses indicates the rank of this city in needs among the 40 cities in the survey

Where students seek fulfillment for HAPPINESS

	Žilina	Male	Female	Target	Nominal	Slovak
#1	Family (88.3%)		Family (90.5%)	Family (88.6%)	Family (92.6%)	Family (90.7%)
#2	Friends (77.3%)		Friends (75.2%)	Friends (80.0%)	Friends (80.8%)	Friends (75.2%)
#3	Boy/Girlfriend (36.7%)		Boy/Girlfriend (39.0%)	God (57.1%)	Boy/Girlfriend (34.0%)	Boy/Girlfriend (39.7%)
GOD	27.3% (#4)		30.5% (#4)		30.8% (#4)	22.3% (#4)

Where students seek fulfillment for AUTONOMY

	Žilina	Male	Female	Target	Nominal	Slovak
#1	Friends (60.9%)		Friends (57.1%)	Friends (61.8%)	Friends (68.1%)	Friends (64.2%)
#2	Free-time (49.2%)		Free-time (52.4%)	Family (52.9%)	Free-time (52.1%)	Free-time (51.0%)
#3	Youth (39.8%)		Youth (40.9%)	God (44.1%)	Family (40.4%)	Youth (34.9%)
GOD	17.2% (#7)		18.1% (#7)		14.9% (#7)	14.4% (#9)

Where students seek fulfillment for BEING LOVED

	Žilina	Male	Female	Target	Nominal	Slovak
#1	Family (82.0%)		Family (82.8%)	Family (91.2%)	Family (72.3%)	Family (88.2%)
#2	Friends (75.8%)		Friends (74.3%)	Friends (79.4%)	Friends (52.1%)	Friends (80.3%)
#3	Boy/girlfriends (48.4%)		Boy/girlfriends (55.2%)	God (52.9%)	Boy/girlfriends (37.2%)	Boy/girlfriends (49.5%)
GOD	25.8% (#4)		27.6% (#4)		19.1% (#4)	23.1% (#4)

Where students seek fulfillment for FREEDOM FROM GUILT

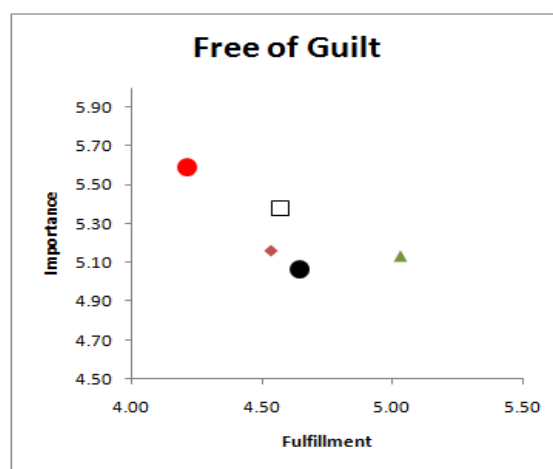
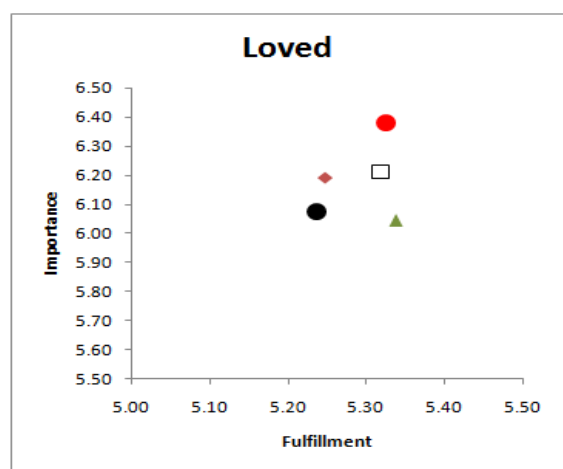
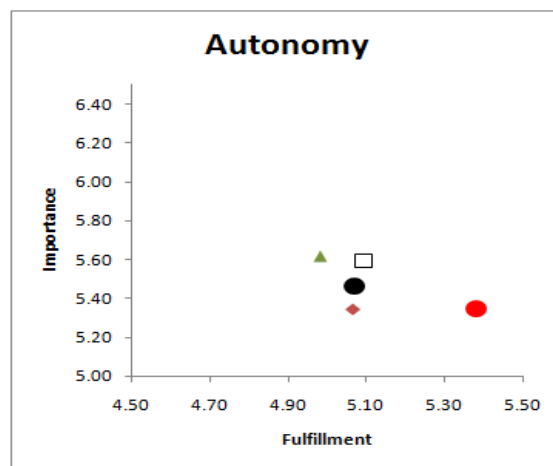
	Žilina	Male	Female	Target	Nominal	Slovak
#1	Friends (68.7%)		Friends (64.8%)	Friends (70.6%)	Friends (69.1%)	Friends (68.7%)
#2	Apologies (52.3%)		Apologies (59.0%)	Apologies (58.8%)	Apologies (59.6%)	Apologies (56.1%)
#3	Family (48.4%)		Family (49.5%)	God (58.8%)	Family (46.8%)	Family (55.4%)
GOD	36.7% (#4)		39.0% (#4)		40.4% (#4)	29.5% (#4)

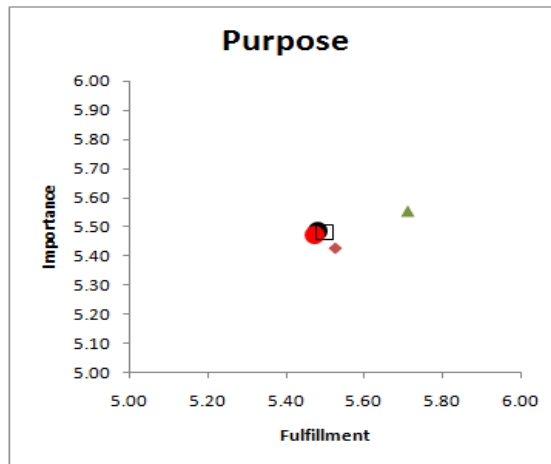
Where students seek fulfillment for PURPOSE

	Žilina	Male	Female	Target	Nominal	Slovak
#1	Family (72.7%)		Family (72.4%)	Family (73.5%)	Family (75.5%)	Family (79.5%)
#2	Friends (57.8%)		Friends (56.2%)	God (55.9%)	Friends (57.4%)	Friends (55.7%)
#3	Boy/girlfriends (32.8%)		Boy/girlfriends (38.1%)	Friends (50.0%)	Health (37.2%)	Boy/girlfriends (34.4%)
GOD	26.6% (#5)		25.7% (#5)		27.7% (#5)	25.1% (#6)

Meaning of Life	Žilina	Male	Female	Target	Nominal	Slovak
Don't know-don't care	12.5%		13.3%	2.9%	12.8%	10.7%
Life is meaningless	1.6%		1.9%	0.0%	1.1%	2.2%
Looking but not finding	54.7%		47.6%	67.6%	57.4%	60.4%
Have found	31.3%		37.1%	29.4%	28.7%	26.6%

● Total ◆ Male ◆ Female ● Target □ Nominal + Evangelical ▲ CZ ▲ SK





STRATEGIC NOTES

NOTE: The sample from Žilina was overwhelming female. Therefore, results concerning this city should be considered as female only. Furthermore, the sample of male students was too small for Žilina to perform an independent analysis.

Žilina has the fourth largest Target group population for Slovakia and for the entire study. More than 70% of the students surveyed indicate having a spiritual experience.

To strategically reach the students of this community, it is recommended to engage students in the area(s) of the greatest hunger. Žilina is among the “hungriest” cities studied in terms of Being Loved and Free of Guilt where students overwhelmingly look to friends and family to fulfill this need. More than 1/3 of the female students surveyed believe that they have already found life purpose.



Z L Í N



SAMPLE: TOTAL (N) = 107

Schools

- Gymnázium a jazyková zkouška s právem státní jazykové zkoušky Zlín = 35
- Odborné učiliště a Praktická škola Zlín = 35
- OA Tomáše Bati a VOŠ ekonomická Zlín = 37

Gender

- Male = 42
- Female = 65

Segments

- Evangelical = 1 (0.9%), Czech Rep = 1.7%
- Nominals = 20 (18.7%), Czech Rep = 15.8%
- TARGET = 10 (9.3%), Czech Rep = 5.2%% (#14)

THE CHURCH AND SPIRITUALITY

Creed	Zlín	Male	Female	Target	Nominal	Czech
None	78.3%	69.0%	84.4%			76.7%
Roman Catholic Church	13.2%	21.4%	7.8%			13.1%
Other Christian	6.6%	4.8%	7.8%			4.7%
Other non-Christian	1.9%	4.8%	0.0%			5.6%

View of Church	Zlín	Male	Female	Target	Nominal	Czech
Church is Credible	15.0%	19.0%	12.3%			9.0%
People attend to get close to God	53.3%	42.9%	60.0%			51.7%

Spiritual World	Zlín	Male	Female	Target	Nominal	Czech
Believe in the spiritual world	56.1%	45.2%	63.1%			59.3%
Experienced the spiritual world	54.2%	50.0%	56.9%			55.8%

HUNGER FOR UNMET NEEDS

Need	Zlín	Male	Female	Target	Nominal	Czech
Happiness	5.60 (#30)	4.49	6.32			5.80
Autonomy	1.24 (#39)	0.00	2.08			3.15
Being Loved	2.33 (#31)	0.74	3.49			2.69
Free of Guilt	0.18 (#10)	-0.56	0.67			-1.64
Purpose	-1.04 (#20)	-3.38	0.64			-1.16

Value in parentheses indicates the rank of this city in needs among the 40 cities in the survey

Where students seek fulfillment for HAPPINESS

	Zlín	Male	Female	Target	Nominal	Czech
#1	Family (81.3%)	Family (76.2%)	Family (84.6%)			Family (82.8%)
#2	Friends (77.6%)	Friends (76.2%)	Friends (78.5%)			Friends (73.8%)
#3	Boy/girlfriend (32.7%)	Boy/girlfriend (23.8%)	Boy/girlfriend (33.5%)			Boy/girlfriend (42.2%)
GOD	16.8% (#4)	23.8% (#3)	12.3% (#9)			7.1% (#10)

Where students seek fulfillment for AUTONOMY

	Zlín	Male	Female	Target	Nominal	Czech
#1	Freetime (46.7%)	Family (47.6%)	Friends (46.1%)			Friends (54.4%)
#2	Friends (45.8%)	Freetime (47.6%)	Freetime (46.1%)			Freetime (53.8%)
#3	Family+Youth (41.1%)	Friends (45.2%)	Youth (46.1%)			Money (35.5%)
GOD	15.9% (#8)	16.7% (#8)	15.4% (#8)			6.4% (#11)

Where students seek fulfillment for BEING LOVED

	Zlín	Male	Female	Target	Nominal	Czech
#1	Family (82.2%)	Family (76.2%)	Family (86.1%)			Family (81.5%)
#2	Friends (76.6%)	Friends (66.7%)	Friends (83.1%)			Friends (78.2%)
#3	Boy/girlfriend (46.7%)	Boy/girlfriend (40.5%)	Boy/girlfriend (50.8%)			Boy/girlfriend (52.3%)
GOD	12.1% (#7)	14.3% (#6)	10.8% (#5)			7.4% (#8)

Where students seek fulfillment for FREEDOM FROM GUILT

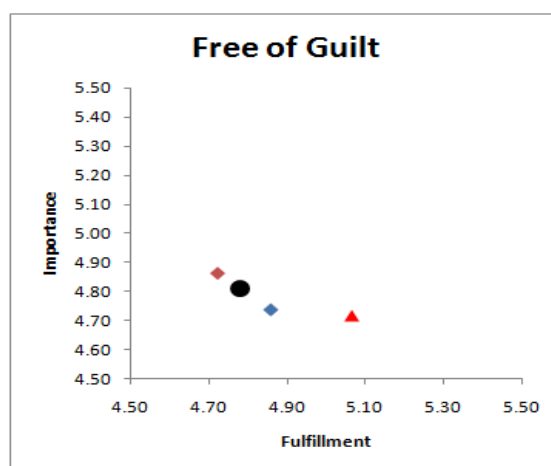
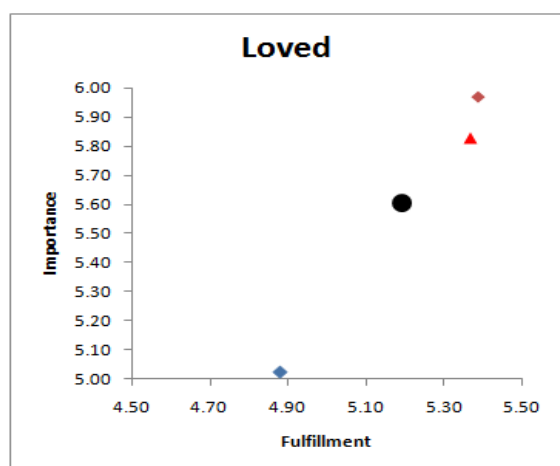
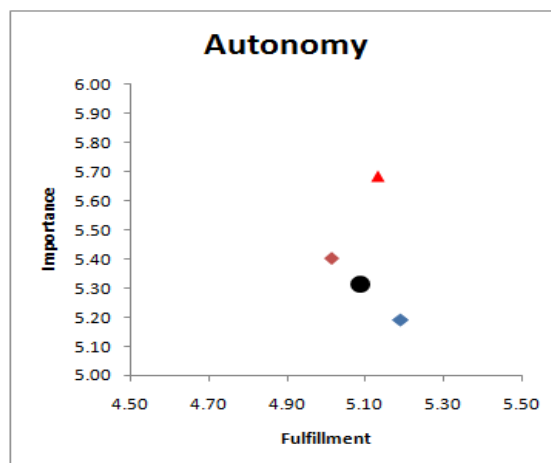
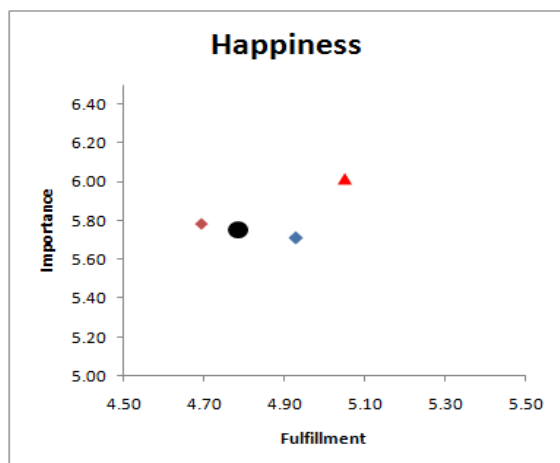
	Zlín	Male	Female	Target	Nominal	Czech
#1	Family (62.6%)	Family (71.4%)	Family (56.9%)			Friends (68.5%)
#2	Friends (57.0%)	Friends (52.4%)	Friends (60.0%)			Apology (54.8%)
#3	Apology (50.5%)	b/gfriend+Apology (35.7%)	Apology (60.0%)			Family (52.6%)
GOD	18.7% (#7)	18.7% (#7)	16.9% (#8)			9.2% (#8)

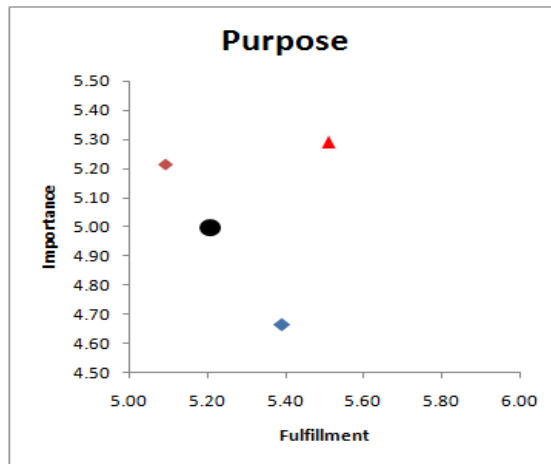
Where students seek fulfillment for PURPOSE

	Zlín	Male	Female	Target	Nominal	Czech
#1	Family (84.1%)	Family (76.2%)	Family (89.2%)			Family (74.2%)
#2	Friends (58.9%)	Friends (59.5%)	Friends (58.2%)			Friends (54.6%)
#3	Boy/girlfriends (27.1%)	God 30.9%	Work+Success+ Boy/girlfriends (26.1%)			Boy/girlfriends (34.3%)
GOD	20.6% (#6)		13.8% (#7)			10.4% (#7)

Meaning of Life	Zlín	Male	Female	Target	Nominal	Czech
Don't know-don't care	23.6%	40.5%	12.5%			20.8%
Life is meaningless	5.7%	9.5%	3.1%			3.2%
Looking but not finding	55.7%	40.5%	65.6%			53.0%
Have found	15.1%	9.5%	18.8%			22.9%

● Total ◆ Male ◆ Female ● Target □ Nominal + Evangelical ▲ CZ ▲ SK





STRATEGIC NOTES

Zlín has the fifth largest percentage of the Target segment compared to all other Czech cities in this study. Interestingly, many more of the male students surveyed indicated that they were Catholic than is typical for Czech Republic while many less female students surveyed indicated that they were Catholic. Another notable difference in the genders is that many more males surveyed indicated that they are disinterested in finding life purpose than females. Gospel engagement of males and females in Zlín will likely be very different.

To strategically reach the students of this community, it is recommended to engage students in the area(s) of the greatest hunger. The greatest hunger among the students of Zlín is Happiness. Like most Czech students, the youth surveyed look to friends and family to fulfill this need.

Acknowledgments

This research study is the result of intense trans-Atlantic cooperation. Study management in the Czech Republic and Slovakia was handled by Josiah Venture: specifically Drabina Dušan, Samiec Tomáš, and Říman David. Focus Marketing and Social Research in Brno Czech Republic was contracted to administer the study and collect the data. Study design and analysis was handled by Clarity Research LLC. This research study was made possible by a grant from the Maclellan Foundation

About Clarity Research

Clarity Research, LLC hunts down insights through a variety of qualitative and quantitative research tools. Scott Friderich is the founder and principal at Clarity Research: a certified PMP with more than sixteen years of Global Fortune 500 experience in medical supplies, personal care products, and religious research. Based out of Atlanta USA, Scott has performed a variety of research throughout Europe, North America, Central Asia, Australia, and the Pacific Rim.



APPENDIX A: LIST OF SECONDARY SCHOOLS

NÁZEV ŠKOLY	OBEC UPRA 2	TYP ŠKOLY UPRA 2
Gymnázium, Břeclav, Sady 28. října 1	Břeclav	Sekundární všeobecné vzdělávání (GYMNÁZIA)
Soukromá SOŠ Břeclav, s.r.o.	Břeclav	praktické školy (výuční list, ev. i mat. obory)
Soukromá SPŠ Břeclav, s.r.o. Cultus	Břeclav	střední odborné školy (zakončené pouze maturitou)
Gymnázium, Brno, Slovanské náměstí 7	Brno	Sekundární všeobecné vzdělávání (GYMNÁZIA)
Gymnázium Hády, s.r.o.	Brno	Sekundární všeobecné vzdělávání (GYMNÁZIA)
Střední zdravotnická škola Evangelické	Brno	střední odborné školy (zakončené pouze maturitou)
Gymnázium Brno, tř.kpt.Jaroše 14, rozp.	Brno	Sekundární všeobecné vzdělávání (GYMNÁZIA)
Církevní střední zdravotnická škola, s.	Brno	střední odborné školy (zakončené pouze maturitou)
SPŠ elektrotechnická, Brno, Kounicova 16	Brno	střední odborné školy (zakončené pouze maturitou)
Integrovaná střední škola automobilní,	Brno	praktické školy (výuční list, ev. i mat. obory)
SOŠ Emila Holuba, s.r.o.	Brno	střední odborné školy (zakončené pouze maturitou)
Střední odborná škola a Střední odborné	Brno	praktické školy (výuční list, ev. i mat. obory)
ISŠ - centrum odborné přípravy	Brno	boost
SZŠ a VOŠZ Brno	Brno	boost
EDUCAnet - gymnázium a SOŠ České	České Budějovice	Sekundární všeobecné vzdělávání (GYMNÁZIA)
Obchodní akademie, České Budějovice,	České Budějovice	střední odborné školy (zakončené pouze maturitou)
SZŠ a VOŠ zdravotnická	České Budějovice	boost
Gymnázium olympijských nadějí,	České Budějovice	Sekundární všeobecné vzdělávání (GYMNÁZIA)
SPŠ stavební, České Budějovice,	České Budějovice	střední odborné školy (zakončené pouze maturitou)
VOŠ, SPŠ automobilní a technická,	České Budějovice	praktické školy (výuční list, ev. i mat. obory)
Střední zemědělská škola	Český Těšín	praktické školy (výuční list, ev. i mat. obory)
Gymnázium s polským jazykem vyučovacím	Český Těšín	Sekundární všeobecné vzdělávání (GYMNÁZIA)
Obchodní akademie, Český Těšín, Sokola	Český Těšín	střední odborné školy (zakončené pouze maturitou)
Čtyřleté a osmileté gymnázium, s.r.o.	Frýdek Místek	Sekundární všeobecné vzdělávání (GYMNÁZIA)

Střední škola oděvní a obchodně	Frýdek Místek	praktické školy (výuční list, ev. i mat. obory)
NÁZEV ŠKOLY	OBEC UPRA 2	TYP ŠKOL,Y UPRA 2
Obchodní akademie, Frýdek-Místek,	Frýdek Místek	střední odborné školy (zakončené pouze maturitou)
Střední škola řemesel a služeb, Havířov	Havířov	praktické školy (výuční list, ev. i mat. obory)
Gymnázium	Havířov	Sekundární všeobecné vzdělávání (GYMNÁZIA)
Hotelová škola a Obchodní akademie	Havířov	střední odborné školy (zakončené pouze maturitou)
SPŠ Stavební	Havířov	boost
SOŠ a SOU, Hradec Králové, Vocelova 1338	Hradec Králové	praktické školy (výuční list, ev. i mat. obory)
SOŠ a SOU, Hradec Králové, Hradební 1029	Hradec Králové	praktické školy (výuční list, ev. i mat. obory)
SOŠ veterinární, Hradec Králové -	Hradec Králové	střední odborné školy (zakončené pouze maturitou)
Česko-anglické gymnázium, vyšší odborná škola a střední odborná škola podnikatelská, s.r.o.	Hradec Králové	Sekundární všeobecné vzdělávání (GYMNÁZIA)
Soukromá obchodní akademie Soapa, s.r.o.	Jablonec nad Nisou	střední odborné školy (zakončené pouze maturitou)
SPŠ technická, Jablonec nad Nisou,	Jablonec nad Nisou	praktické školy (výuční list, ev. i mat. obory)
Gymnázium a Sportovní gymnázium, přísp.	Jablonec nad Nisou	Sekundární všeobecné vzdělávání (GYMNÁZIA)
Gymnázium Jihlava	Jihlava	Sekundární všeobecné vzdělávání (GYMNÁZIA)
Střední škola automobilní Jihlava	Jihlava	praktické školy (výuční list, ev. i mat. obory)
Trivis - Střední škola veřejnoprávní	Jihlava	střední odborné školy (zakončené pouze maturitou)
střední zdravotnická škola	Jihlava	boost
obchodní akademie a jazyková škola	Jihlava	boost
Soukromá obchodní akademie Podnikatel,	Karlovy Vary	střední odborné školy (zakončené pouze maturitou)
Střední pedagogická škola, Gymnázium a	Karlovy Vary	střední odborné školy (zakončené pouze maturitou)
SOŠ Karlovy Vary, s.r.o.	Karlovy Vary	praktické školy (výuční list, ev. i mat. obory)
Střední škola techniky a služeb,	Karviná	praktické školy (výuční list, ev. i mat. obory)
SOŠ ochrany osob a majetku, s.r.o.	Karviná	střední odborné školy (zakončené pouze maturitou)
Gymnázium	Karviná	Sekundární všeobecné vzdělávání (GYMNÁZIA)
střední zdravotnická škola	Karviná	boost
Střední zdravotnická škola a VOŠ	Kolín	střední odborné školy (zakončené pouze maturitou)
Obchodní akademie, Kolín IV,	Kolín	střední odborné školy (zakončené pouze maturitou)

SOŠ Informatiky a spojů	Kolín	boost
NÁZEV ŠKOLY	OBEC UPRA 2	TYP ŠKOL,Y UPRA 2
Střední škola obchodní, Kolín IV,	Kolín	praktické školy (výuční list, ev. i mat. obory)
SOŠ - PaedDr. Stratil, s.r.o.	Kroměříž	střední odborné školy (zakončené pouze maturitou)
SOŠ a SOU, Kroměříž, na Lindovce 1463	Kroměříž	praktické školy (výuční list, ev. i mat. obory)
Střední škola - Centrum odborné přípravy	Kroměříž	střední odborné školy (zakončené pouze maturitou)
VOŠ potravinářská a SPŠ mlékárenská,	Kroměříž	praktické školy (výuční list, ev. i mat. obory)
VOŠ, SPŠ a Jazyková škola s právem	Kutná Hora	střední odborné školy (zakončené pouze maturitou)
Gymnázium Jiřího Ortena	Kutná Hora	Sekundární všeobecné vzdělávání (GYMNÁZIA)
SPŠ stavební, Liberec 1, Sokolovské	Liberec	střední odborné školy (zakončené pouze maturitou)
Gymnázium F.X.Šaldy, Liberec 11,	Liberec	Sekundární všeobecné vzdělávání (GYMNÁZIA)
Výchovně vzdělávací družstvo	Liberec	praktické školy (výuční list, ev. i mat. obory)
Střední škola polytechnická, Olomouc,	Olomouc	praktické školy (výuční list, ev. i mat. obory)
Gymnázium	Olomouc	Sekundární všeobecné vzdělávání (GYMNÁZIA)
Střední škola logistiky a chemie,	Olomouc	střední odborné školy (zakončené pouze maturitou)
Konzervatoř evangelické akademie	Olomouc	střední odborné školy (zakončené pouze maturitou)
Slezské gymnázium, Opava, přísp.org.	Opava	Sekundární všeobecné vzdělávání (GYMNÁZIA)
Mendelovo Gymnázium	Opava	boost
OA	Opava	boost
SPŠ Stavební	Opava	boost
Střední škola poštovních a logistických	Opava	praktické školy (výuční list, ev. i mat. obory)
Vyšší odborná škola a hotelová škola Opava	Opava	střední odborné školy (zakončené pouze maturitou)
Matiční gymnázium, Ostrava, přísp.org.	Ostrava	Sekundární všeobecné vzdělávání (GYMNÁZIA)
Střední škola, Ostrava-Kunčice, přísp.	Ostrava	praktické školy (výuční list, ev. i mat. obory)
Wichterlovo Gymnázium	Ostrava	Sekundární všeobecné vzdělávání (GYMNÁZIA)
Jazykové gymnázium Pavla Tigrida,	Ostrava	Sekundární všeobecné vzdělávání (GYMNÁZIA)
Střední škola elektrotechnická Ostrava	Ostrava	střední odborné školy (zakončené pouze maturitou)
Soukromá střední umělecká škola AVE ART Ostrava s.r.o.	Ostrava	střední odborné školy (zakončené pouze maturitou)

Střední průmyslová škola potravinářská Pardubice	Pardubice	střední odborné školy (zakončené pouze maturitou)
NÁZEV ŠKOLY	OBEC UPRA 2	TYP ŠKOL,Y UPRA 2
SPŠ chemická Pardubice	Pardubice	střední odborné školy (zakončené pouze maturitou)
Labská hotelová SOŠ a SOU Pardubice, s.	Pardubice	praktické školy (výuční list, ev. i mat. obory)
Gymnázium, Pardubice, Mozartova 449	Pardubice	Sekundární všeobecné vzdělávání (GYMNÁZIA)
OA a jazyková škola, Písek	Písek	střední odborné školy (zakončené pouze maturitou)
SOŠ a SOU, Písek, Komenského 86	Písek	praktické školy (výuční list, ev. i mat. obory)
Gymnázium Písek	Písek	Sekundární všeobecné vzdělávání (GYMNÁZIA)
Masarykovo gymnázium, Plzeň, Petáková 2	Plzeň	Sekundární všeobecné vzdělávání (GYMNÁZIA)
Gymnázium Luďka Píka, Plzeň, Opavská 21	Plzeň	Sekundární všeobecné vzdělávání (GYMNÁZIA)
Integrovaná střední škola živnostenská,	Plzeň	praktické školy (výuční list, ev. i mat. obory)
Soukromá obchodní akademie, s.r.o.	Plzeň	střední odborné školy (zakončené pouze maturitou)
Gymnázium Omská	Praha	Sekundární všeobecné vzdělávání (GYMNÁZIA)
Gymnázium, Praha 10, Přípotoční 1337	Praha	Sekundární všeobecné vzdělávání (GYMNÁZIA)
Gymnázium prof. J. Patočky	Praha	boost
Gymnázium, Praha 9, Špitálská 2	Praha	Sekundární všeobecné vzdělávání (GYMNÁZIA)
Soukromé gymnázium Arcus Praha 9, s.r.o.	Praha	Sekundární všeobecné vzdělávání (GYMNÁZIA)
Malostranské gymnázium, Praha 1,	Praha	Sekundární všeobecné vzdělávání (GYMNÁZIA)
Střední škola technická	Praha	praktické školy (výuční list, ev. i mat. obory)
Gymnázium Oty Pavla, Praha 5, Loučanská	Praha	Sekundární všeobecné vzdělávání (GYMNÁZIA)
Gymnázium Sázavská, s.r.o.	Praha	Sekundární všeobecné vzdělávání (GYMNÁZIA)
Klasické gymnázium Modřany, s.r.o.	Praha	Sekundární všeobecné vzdělávání (GYMNÁZIA)
SOU obchodní, přísp.organizace	Praha	praktické školy (výuční list, ev. i mat. obory)
Střední škola pohostinství a stravování,	Praha	praktické školy (výuční list, ev. i mat. obory)
Ekonom - soukromá obchodní akademie,	Praha	střední odborné školy (zakončené pouze maturitou)
Škola Kavčí hory-Mateřská škola,	Praha	střední odborné školy (zakončené pouze maturitou)
Michael - Soukromá střední škola	Praha	střední odborné školy (zakončené pouze maturitou)

Střední škola hotelnictví a gastronomie	Praha	praktické školy (výuční list, ev. i mat. obory)
NÁZEV ŠKOLY	OBEC UPRA 2	TYP ŠKOL,Y UPRA 2
SPŠ dopravní, a.s.	Praha	praktické školy (výuční list, ev. i mat. obory)
Smíchovská SPŠ, Praha 5, Preslova 25	Praha	střední odborné školy (zakončené pouze maturitou)
Střední škola, základní škola a	Praha	praktické školy (výuční list, ev. i mat. obory)
SOU, Praha - Radotín	Praha	praktické školy (výuční list, ev. i mat. obory)
Obchodní akademie, Praha 6, Krupkovo	Praha	střední odborné školy (zakončené pouze maturitou)
Odborné učiliště a Praktická škola,	Praha	praktické školy (výuční list, ev. i mat. obory)
SOU kadeřnické,Praha 8,Karlínské	Praha	praktické školy (výuční list, ev. i mat. obory)
SPŠ na Proseku	Praha	střední odborné školy (zakončené pouze maturitou)
Soukromé gymnasium Josefa Škvoreckého,	Praha	Sekundární všeobecné vzdělávání (GYMNÁZIA)
Gymnázium na Pražačce	Praha	Sekundární všeobecné vzdělávání (GYMNÁZIA)
Střední škola knižní kultury, o.p.s.	Praha	střední odborné školy (zakončené pouze maturitou)
Gymnázium	Praha	Sekundární všeobecné vzdělávání (GYMNÁZIA)
Gymnázium	Praha	Sekundární všeobecné vzdělávání (GYMNÁZIA)
SPŠ technologie masa	Praha	střední odborné školy (zakončené pouze maturitou)
Církevní Střední Zdravotnická Škola	Praha	střední odborné školy (zakončené pouze maturitou)
Hospodářská činnost - Spše	Praha	střední odborné školy (zakončené pouze maturitou)
Obchodní akademie, Praha 2, Vinohradská	Praha	střední odborné školy (zakončené pouze maturitou)
Vyšší odborná škola textilních řemesel a Střední umělecká škola řemesel Praha 1	Praha	praktické školy (výuční list, ev. i mat. obory)
Gymnázium Šumperk	Šumperk	Sekundární všeobecné vzdělávání (GYMNÁZIA)
SOŠ	Šumperk	střední odborné školy (zakončené pouze maturitou)
Střední škola železniční a stavební, Šumperk	Šumperk	praktické školy (výuční list, ev. i mat. obory)
Střední škola obchodu, služeb a řemesel	Tábor	střední odborné školy (zakončené pouze maturitou)
Táborské soukromé gymnázium, s.r.o.	Tábor	Sekundární všeobecné vzdělávání (GYMNÁZIA)
VOŠ a Střední zemědělská škola, Tábor,	Tábor	střední odborné školy (zakončené pouze maturitou)
Střední škola řemesel Třebíč	Třebíč	praktické školy (výuční list, ev. i mat. obory)

Střední škola stavební Třebíč	Třebíč	praktické školy (výuční list, ev. i mat. obory)
NÁZEV ŠKOLY	OBEC UPRA 2	TYP ŠKOL,Y UPRA 2
Katolické gymnázium Třebíč	Třebíč	Sekundární všeobecné vzdělávání (GYMNÁZIA)
Gymnázium Třebíč	Třebíč	Sekundární všeobecné vzdělávání (GYMNÁZIA)
Soukromá třinecká obchodní akademie a	Třinec	střední odborné školy (zakončené pouze maturitou)
Gymnázium Třinec	Třinec	Sekundární všeobecné vzdělávání (GYMNÁZIA)
Soukromá střední škola Třinec	Třinec	praktické školy (výuční list, ev. i mat. obory)
Střední škola elektrotechniky a spojů,	Ústí nad Labem	praktické školy (výuční list, ev. i mat. obory)
Gymnázium	Ústí nad Labem	Sekundární všeobecné vzdělávání (GYMNÁZIA)
Industria s.r.o.	Ústí nad Labem	boost
SOŠ, Ústí n.L., Stará 100, přísp.org.	Ústí nad Labem	střední odborné školy (zakončené pouze maturitou)
Gymnázium Fr.Palackého	Valašské Meziříčí	Sekundární všeobecné vzdělávání (GYMNÁZIA)
SPŠ stavební	Valašské Meziříčí	praktické školy (výuční list, ev. i mat. obory)
Integrovaná střední škola - Centrum odborné přípravy a Jazyková škola s právem státní jazykové zkoušky	Valašské Meziříčí	střední odborné školy (zakončené pouze maturitou)
Střední škola obchodu a služeb Vsetín	Vsetín	praktické školy (výuční list, ev. i mat. obory)
Střední zdravotnická škola a VOŠ	Vsetín	střední odborné školy (zakončené pouze maturitou)
Střední škola KOSTKA	Vsetín	Sekundární všeobecné vzdělávání (GYMNÁZIA)
Gymnázium a jazyková zkouška s právem státní jazykové zkoušky Zlín	Zlín	Sekundární všeobecné vzdělávání (GYMNÁZIA)
Odborné učiliště a Praktická škola Zlín-	Zlín	praktické školy (výuční list, ev. i mat. obory)
OA Tomáše Bati a VOŠ ekonomická Zlín	Zlín	střední odborné školy (zakončené pouze maturitou)

APPENDIX B: THE SURVEY

1) How “happy” do you feel now? Mark on the scale

1 2 3 4 5 6 7

I feel absolutely unhappy I feel completely Happy

2) How important for you is to live a happy life? Mark on the scale

1 2 3 4 5 6 7

Not at all that's the most important thing

3) Select three things that makes you feel happy and mark them 1, 2 and 3

- a. My Family
- b. My Friends
- c. Faith in God
- d. Drugs or alcohol
- e. Sex
- f. Reading books, watching movies, theatre seeing, music listening
- g. Hobbies, other activities of interest
- h. Traveling
- i. sport
- j. my Boyfriend/ girlfriend
- k. my pet
- l. Something else – write

4) How “free” do you feel today? Mark on the scale

1 2 3 4 5 6 7

I feel absolutely not-free I feel absolutely free

5) How important to you is it to feel free? Mark on the scale

1 2 3 4 5 6 7

Not important at all Very important

6) Select three things from the list below that helps you to feel free and number them 1, 2 and 3

- a. My Family
- b. My Friends
- c. Faith in God
- d. Money
- e. Internet
- f. Traveling
- g. My Youth
- h. My boy/girlfriend
- i. Art, music, theatre
- j. Free time
- k. Education, knowledge
- l. Something else – write

7) How loved and accepted do you feel today? Mark on the scale

1 2 3 4 5 6 7
I feel not being loved, I am ignored I am feel being loved and accepted

8) How important to you is it to feel being loved and accepted? Mark on the scale

1 2 3 4 5 6 7
Not at all very important

9) Select the top three things from the list below and number them 1 for first, 2 for second, and 3 for third at making you feel loved and accepted:

- a. My Family
- b. My Friends
- c. God
- d. Sex
- e. Money
- f. Sport or studying successes
- g. My Boyfriend / My girlfriend
- h. Social networks activities
- i. Attractive Look
- j. Popularity, the positive attention of many people
- k. Gifts I get
- l. Something Else – write

10) Do you have a “bad conscience” right now for any reason? Mark on the scale

1 2 3 4 5 6 7

No, I do not have a “bad conscience”

Yes, I do have

11) How important to you is it to find relief from bad conscience? Mark on the scale

1 2 3 4 5 6 7

Not at all

Extremely important

12) Select three things from the list below that are the most effective in providing you relief from a bad conscience and number them 1, 2 and 3

- a. My Family
- b. My Friends
- c. My boyfriend/girlfriend
- d. God
- e. Drugs or alcohol
- f. Entertainment: Television, movies, music, or internet, Video games
- g. Physical activity, sport or exercise
- h. Apology
- i. Something else – write

13) How do you see a purpose of your life? Mark on the scale

1	2	3	4	5	6	7
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My life has no purpose

My life surely has a purpose

14) How important for you is to know your life has a purpose? Mark on the scale

1	2	3	4	5	6	7
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I do not need to know it

I do need to know it

15) Select three things that you think they give purpose to a man's life in general and mark them 1, 2 and 3

- a. Family
- b. Friends
- c. God, faith in God
- d. Work
- e. Success
- f. Entertainment
- g. Health
- h. My boy/girlfriend
- i. Science
- j. Philosophy
- k. Fate, destiny
- l. Self-sacrifice for someone or something
- m. Something else – write

16) What would you say about purpose of your life?

- I do not know, I do not care
- I have no purpose of life, there is no reason to search for it
- I am searching for it, but still haven't found it
- I have found my life purpose. And it is(write)

17) Do you think that there is more than a visible material world?

- a. Yes
- b. No
- c. I don't know, I have never thought about it

18) Have you ever had an experience that's far beyond a "common understanding of the world?"

- a. Yes
- b. No

19) (FOR CZECH REPUBLIC) Prior research indicates that the most important spiritual persons to Czech youth are Jan Hus and Jesus Christ. Which statement best describes your opinion of Jan Hus

- a. I don't care
- b. Religious fanatic who injured church
- c. Freedom fighter
- d. National Hero
- e. Important spiritual leader
- f. Something else – write

(FOR SLOVAKIA) Prior research indicates that the most important spiritual persons to Czech youth are previous Pope John Paul II. and Jesus Christ. Which statement best describes your opinion of John Paul II.?

- a. I don't care
- b. Religious fanatic
- c. Leader of the world biggest religious organization
- d. International Hero, who contributed to the fall of communism
- e. Important spiritual leader
- f. Something else – write

20) Which statement best describes your opinion of Jesus Christ

- a. I don't care
- b. He's a fable- he never really existed
- c. Religious fanatic
- d. Important man from history
- e. Spiritual teacher
- f. The son of God and Savior of the world
- g. Something else – write

21) (FOR CZECH REPUBLIC) Prior research indicates that the church is among the least trusted institutions in the Czech Republic. Please, mark statement, that expresses our opinion the best

- a. Churches are not trusted for sexual scandals of some priests
- b. Churches teach rules they do not obey
- c. Churches are not trusted, because they are interested only in property and political authority
- d. Churches miss real needs of contemporary people and society
- e. Churches “wash brains” of believers and limit their freedom
- f. Churches are not trusted for the violence in the name of the Church in history and nowadays
- g. I do not agree, church is a trustworthy institution
- h. Another opinion – write

(FOR SLOVAKIA) Research indicates a fall of church credibility in some countries. Please, mark statement, that expresses our opinion the best

- a. Churches are not trusted for sexual scandals of some priests
- b. Churches teach rules they do not obey
- c. Churches are not trusted, because they are interested only in property and political authority
- d. Churches miss real needs of contemporary people and society
- e. Churches “wash brains” of believers and limit their freedom
- f. Churches are not trusted for the violence in the name of the Church in history and nowadays
- g. I do not agree, church is a trustworthy institution
- h. Another opinion – write

22) Why do you think people attend church? Choose max 3 opinions

- a. They are desperate and weak and need a help
- b. They are uneducated and someone fooled them
- c. They fulfill their religious obligation
- d. They use to do it for tradition
- e. They need a fellowship of other people
- f. To get closer to God and reach to salvation
- g. Another opinion – write

23) Which of the following attitudes is the closest to you?

- a. I do not care about God, I don't think of these things
- b. There's no God
- c. There is something over us, but I do not know how to call it
- d. There is a God, but I do not care about him

- e. There is a God and I am interested in him

24) Which of these religions do You follow?

- a. None
- b. Roman catholic
- c. Another Christian – write
- d. Another Non-christian – write

25) Which statement expresses your attitude to Bible the best?

- a. I have not read it and I do not plan to do so
- b. I have not read it but I would like to read someday
- c. I have read some parts but it did not interest me
- d. I have read some parts and it did interest me
- e. Bible is a part of my life, I read it often

IDENTIFICATION

26) Your school year?

- a. 2nd year
- b. 3rd year

27) Your years of Age?

Write

28) Sex

- a. Male
- b. Female

29) Your mother's education level?

- a. Primary school
- b. Vocational school / with or without graduation
- c. High school
- d. "Professional school" / bachelor degree, "diplomed specialist degree"
- e. University
- f. I have no Mother

30) Your Father's education level?

- a. Primary school
- b. Vocational school / with or without graduation
- c. High school
- d. "Professional school" / bachelor degree, "diplomed specialist degree"

- e. University
- f. I have no Father

31) Your Mother's religion?

- a. No religion
- b. Roman Catholic
- c. Other Christian
- d. Other non-christian
- e. I have no Mother

32) Your Father's religion?

- a. No religion
- b. Roman Catholic
- c. Other Christian
- d. Other non-christian
- e. I have no Father

33) Does your Mother attend church meetings?

- a. Never
- b. Once a Year
- c. Once a month
- d. Regularly
- e. I have no Mother

34) Does your Father attend church meetings?

- a. Never
- b. Once a Year
- c. Once a month
- d. Regularly
- e. I have no Father

APPENDIX C: SEGMENT DISTRIBUTIONS

