

Survey of RDI OP awareness among the general public

ANNEX OF FINAL REPORT

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1 Survey of RDI OP awareness among the general public

The **awareness of the public was studied** via telephone interviews. Its **aim was to determine the knowledge and awareness of ESF programmes and RDI OP**. The public awareness survey was conducted using CATI (Computer-Assisted Telephone Interviewing). CATI interviewing was the recommended choice in order to ensure the representativeness of the target population in the Czech Republic. The telephone survey **addressed representatives of the general public**, the professional public was part of the survey focusing on potential applicants of RDI OP.

Quota sampling was done on the basis of four criteria:

- Age
- Sex
- Education
- Place of residence

Range of investigated sample: 750 respondents (sample size is sufficient for surveying the representativeness of research for the population of the CR)

Implementation date: February to March 2011

Research objectives:

- Mapping the awareness and knowledge of RDI OP, awareness of specific supported activities
- Information sources of the identified awareness
- Subjective evaluation of RDI OP

Chart 1: Description of research sample of the general public

Age	18 to 29 years	30 to 44 years	45 to 59 years	60 years and over
	22%	26%	28%	24%

Sex	Male	Female
	48%	52%

Education	PS	SS without GCSE	SS with GCSE	UNI
	18%	40%	31%	11%

Region						
Prague	Central Bohemian	Karlovy Vary	Moravian-Silesian	South Moravian	Pardubice	Usti
12%	11%	3%	12%	11%	5%	8%
Zlin	South Bohemian	Liberec	Hradec Kralove	Olomouc	Pilsen	Vysočina
6%	6%	5%	5%	6%	5%	5%

1.1 Basic findings – summary

- **10% of the population knows about RDI OP.**
- The largest number of respondents knows about RDI OP from the internet (54%), from TV (24%), from newspapers and magazines (13%) and radio (10%).
- A number of respondents derived their formulation of the role rather from the title of the operational programme than from actual knowledge. The largest group of people most often formulated the role as "the development and improvement of technology" (7%).
- **Knowledge of prepared projects is not specific to a region. The most known project is BIOCEV (15%), followed by ICRC and IT4Innovations (13%), the third most known project is CEITEC according to respondents (12%).**
- **Most respondents do not associate projects with appropriate financial support.**
- **Those who know RDI OP, also more often know of specific projects.**

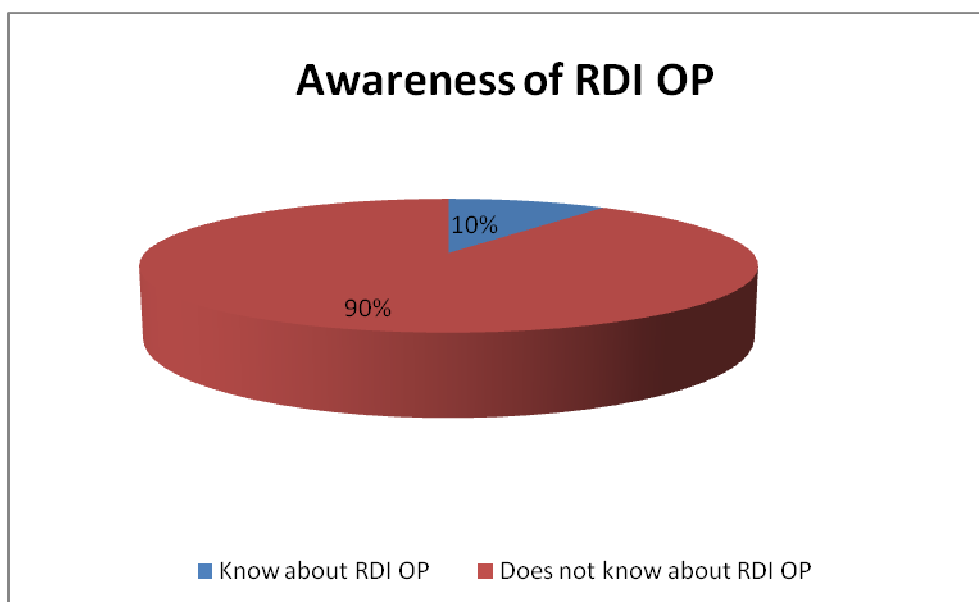
1.2 Detailed results

The following individual chapters are devoted to a more detailed presentation of the results examining the specific aspects of public awareness of RDI OP.

1.1.1. Awareness of RDI OP

The sample of respondents indicated that **10% of the population knows about RDI OP**.

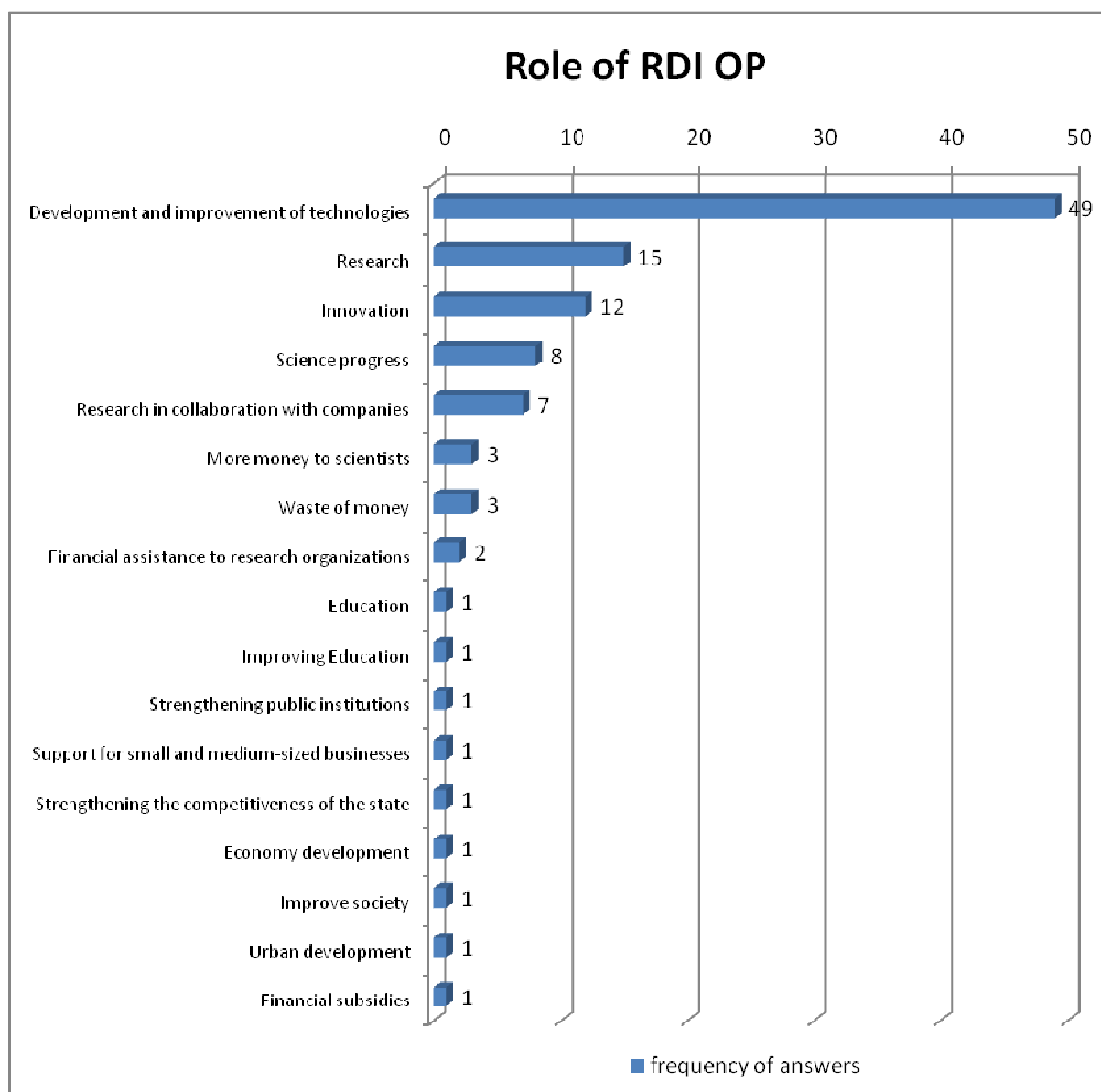
Graph 1: Awareness of RDI OP



1.1.2. The role of RDI OP

A number of respondents **derived their formulation of the role rather from the title of the operational programme than from actual knowledge**. The largest group of people **most often** formulated the role as "the **development and improvement of technology**". Another two most frequently cited roles by respondents were evidently derived from the name of the OP.

Graph 2: Perception of the role of RDI OP by respondents

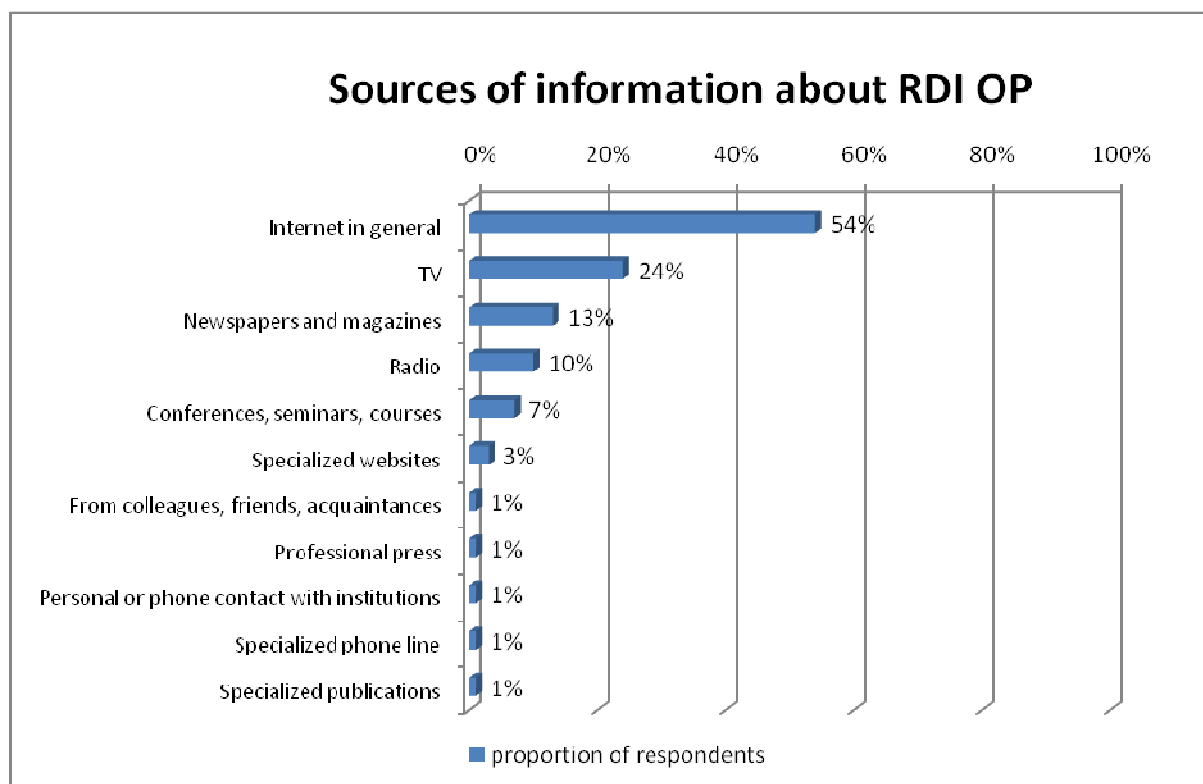


1.1.3. Sources of information about RDI OP

Of those respondents who **know RDI OP**, **most learned of it from the internet**, namely **54% of the respondents**. For another 24% of respondents, the main source of information was **television broadcasting**, **13% of respondents learned of RDI OP from newspapers and magazines** and **10% from the radio**.

7% of respondents know RDI OP from conferences, seminars and courses, and **3% from websites of specialized institutions**.

Graph 3: Sources of information about RDI OP



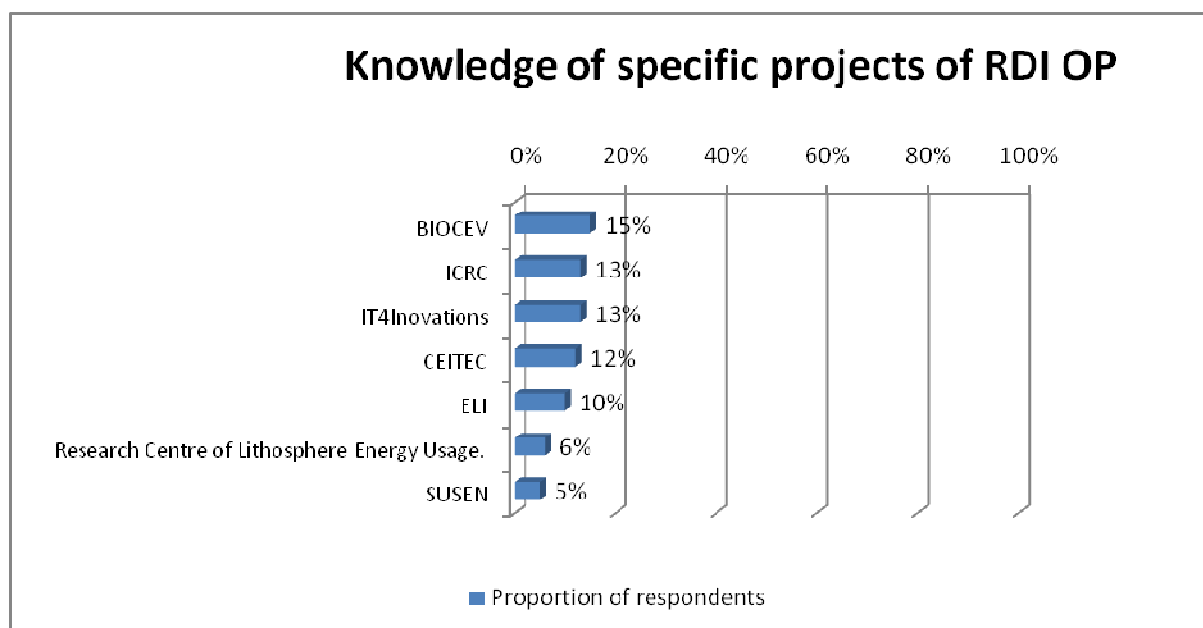
1.1.4. Knowledge of specific projects of RDI OP

In examining the knowledge of specific projects, respondents commented on **so-called big projects** that are prepared in the frame of RDI OP. **The most known project I BIOCEV (15%), the least known is SUSEN (5 %).** **13 % of respondents know ICRC and IT4Innovations, 12 % CEITEC, 10 % ELI and 6% the Research Centre of Lithosphere Energy Usage.**

Knowledge of so-called big projects is surprisingly **not specific to any region**.

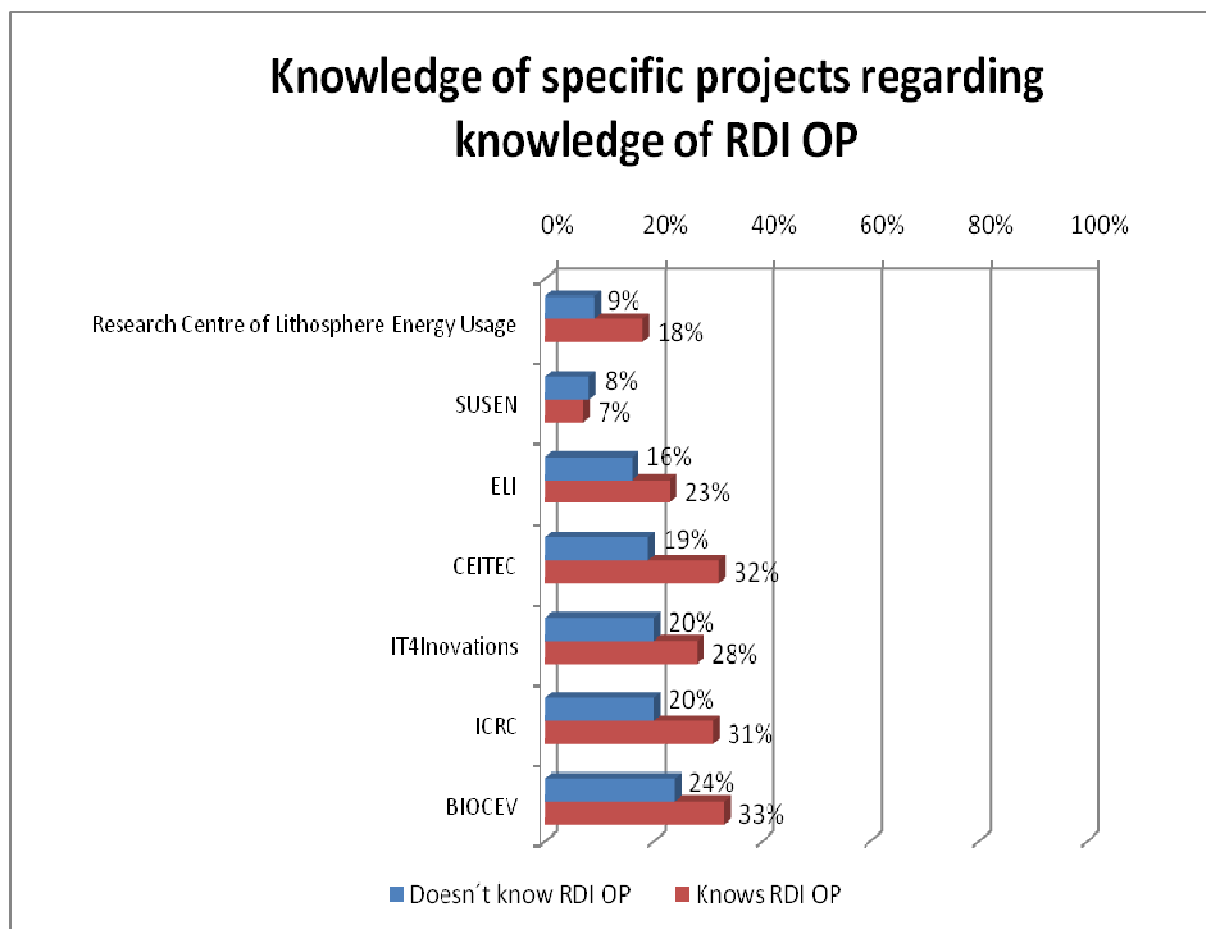
Therefore, it cannot be said that awareness of ex. IT4Innovations (Ostrava) was higher in the Moravian-Silesian region than in other regions

Graph 4: Knowledge of specific projects of RDI OP



Those respondents who **know RDI OP, also very often know other specific projects**. This relationship was most clearly demonstrated in the projects BIOCEV and CEITEC, 33% and 32% respectively of all respondents, who are familiar with this project, know that they are implemented within RDI OP

Graph 5: Knowledge of specific projects regarding knowledge of RDI OP



As for the connection of financing specific projects implemented under RDI OP, it is true that **most respondents do not associate prepared projects with financial support from this OP**. The combination of a specific project and its sources of financial support is most strongly perceived by respondents who know the project SUSEN. Nearly half of all respondents (41%), who know this project, know that it is supported by RDI OP

Graph 6: Awareness of financing specific projects of RDI OP

