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the first comprehensive quantitative analysis based on stratified sampling in the post-Communist era. The initial stimulus for the research was the realization that up to now no scholars have sought to replicate a major study carried out in October 1970 by A. Tejuš et al. of the Public Opinion Research Institute (the predecessor body to the CVVM).<sup>1</sup> The diachronic dimension of the author's work is supplemented by a range of more recent data, including his own small-scale questionnaire in June–July 2005, and two more narrowly focused polls by Jiří Kraus (1995) and Sílka Gester (2001).<sup>2</sup>

Gratitude goes to the British Academy, which funded the survey through a Small Research Grant, and to Jiří Vinopal, who formatted the questionnaire and coordinated the collection of data. 'Perceptions' interviewed a cross-section of 283 informants, aged 15 and over, from 31<sup>st</sup> October to 7<sup>th</sup> November 2005. The main variables identified (in roughly declining order of importance for the study) were age, education, sex, knowledge of other languages, occupation, type of employment, geographical location, average monthly income per household, personal income and religious denomination. (See Appendix 1.)

Antonín Tejuš, *Československé veřejné mínění* (Prague: Lizec press, various years), no. 10, 1971, and Antonín Tejuš et al. *Veřejné mínění v socialistickém státě* (Katařel. 1972), vol. 33, no. 4, pp. 185–201. (See Appendix 2.)

For the results of Dickins' original questionnaire, 'Jak vypadá "občasná slovní zásoba" žáků? (How do you react to foreign words in contemporary Czech?)', see *The Legacy and Limitations of Czech Purism* (Slovakia: 2007), vol. 11, no. 2, pp. 113–133. See also Jiří Kraus, *Měsíční poznámky k novému jazykovému směřování* (Katařel. 1995), vol. 79, no. 1, pp. 1–9, and *Jako to vidíte – česká slovní zásoba* ('Zpracování výsledků průzkumu') in *Pravnická časopisárna* et al. (eds) *Právní věda právní teorie* (Prague: Academia, 1997).