Abstract
This bachelor thesis deals with the development of German Social Democratic Party’s (SPD) preferences during the leadership of Martin Schulz in 2017. Immediately after announcing his candidacy to the office of the German chancellor at the end of January 2017, the popularity of Social Democrats in public opinion polls increased rapidly. However, over the next eight months, it dropped to the same level as before Schulz's arrival, i.e. 20%. A similar result was reached by the party in the federal elections in September 2017. The thesis outlines the development of SPD preferences within a limited period of time based on data from political opinion polls and their interpretation using articles from news magazine Der Spiegel. The thesis is divided into three chapters, the first one is dealing with the party's previous political development and the emergence of its crisis, and also contains a professional CV of Martin Schulz. In the second chapter there are graphically processed data from surveys of seven different agencies in the monitored time period. The third chapter contains an interpretation of the results of the second chapter based on the articles of the weekly Der Spiegel, as well as an analysis of why this sudden increase of the popularity occurred and for what reasons it did not translate into the election result of the SPD.