

## **Abstract**

**Title:** Research of football popularity in the Czech republic

**Objectives:** The aim is to determine the public attitude to football, and public opinion on the football competitions. I own contribution will be recommendations for the Football Association of the Czech republic, clubs and media, that could help increase interest in football.

**Methods:** For questioning the Czech public a method of the German marketing agency UFA Sports Hamburg was used and adjusted for Czech conditions. A method of electronic questioning was used in order to obtain the data from respondents. By evaluating the research results the methods data analysis and measuring of dependence were used.

**Results:** Upon the research a relationship between the public and the Czech and world football was discovered as well as the public opinions relativ to football competitions. On the base of the obtained information, some recommendation or problematic questions werw specifik, that the Football associations of the Czech republic, clubs and media should have been focused on in an effort to increase the popularity of football.

**Keywords:** marketing research, popularity of sport, football