

The thesis' annotation

Title of the thesis: Popularity of sport in the Czech Republic among elementary and high school students

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Methodology: Analysis and evaluation of the information acquired by the question-form survey. Analysis itself is foregone by a theoretical introduction.

Key words: History of sport, organization of sport, popularity of sport, marketing research, active and passive sport, ratings of sport, sport's expenses

Summary: The thesis' main goals are to state active and passive informant's participation on sports and separate the observed sports and the actively performed sports. Next goal is to determine an individual's average sport equipment ownership and his/hers preferences of particular sports in media.