

ANOTATION OF THESES

Title of the work: Public opinion poll of Prague's inhabitants about cycling transportation system in our main city.

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Subject of study: Sports Management

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Key words: Marketing research, questionnaire, cycling, cycle path, Prague

Summary:

The diploma theses are concerned with marketing research of public opinion poll about cycling transportation in Prague. The main part of the theses deals with the questionnaires that were taken from Prague's inhabitants. The aim of the theses is to describe and analyze the opinions of inhabitants about cycling transportation, traffic network and it's safeness in Prague! Also, it tries to recognize the weak points of the current system of cycling routes and any complications that might restrain inhabitants from using bicycle in the city. The next part of the paper analyzes the questionnaires while using the tables and graphs to describe opinion poll. The final part concludes the results of the research and defines weaknesses, problems and tries to suggest feasible solutions.