

Abstrakt (English version):

Title:

Popularity of sport among the students in the Czech Republic.

Goals:

The goal of the dissertation is review and comment on the popularity of sport followed by the comparison between preferences of men and women.

Method:

I used in the dissertation methods of electronic poll using a questionnaire and furthermore, I utilized tables and graphs for the interpretation of the result.

Results:

The research revealed, that the popularity of sport in the Czech Republic is on very high level and also the expected trends are positive and no decrease is expected in this respect. Men tend to be more active than women and the range of different types of performed and viewed sports is wide.

Keywords:

Popularity of sport, marketing research, ratings, methods, reviewee.