

**Abstract:**

Bachelor thesis contains modest definition and author's understanding of the term „Audience survey“, provides short insight into cultural consumption and describes its relation to marketing tools. The main focus of this work lies in the analysis of results of a survey performed exclusively for purposes of this work. This audience survey monitors the structure of audience of Prague symphony orchestra, and its main purpose is to provide solid information for further strategic business decisions of management of this organization.

**Keywords:**

Audience survey, Prague symphony orchestra, FOK, Cultural consumption