

Abstrakt (English)

Title:

Comparison of popularity of sport between the secondary school and college students in Czech Republic.

Goals:

The goal of the dissertation is finding out and analysing the popularity of sport followed by the comparison among preferences of students.

Method:

I used in the methods of electronic and personal questioning.

Results:

The research revealed, that the popularity of sport in the Czech Republic is on high level and also the expected trends are positive and no decrease is expected in this next decade. Secondary school students are more active than college students.

Keywords:

Popularity of sport, marketing research, ratings, media, students.