

Research: Czechs' Attitudes Towards Alcohol and possible measures to limit its availability?



Quantitative research, CAWI survey format

Data collection 10-15 April 2025

1000 people, representative sample of the online population of the Czech Republic

Survey compiler **Behavio**

Content



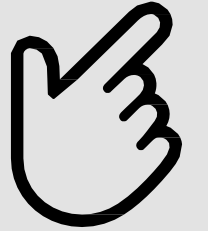
1. How do people consume alcohol?
2. How do people perceive proposed measures to limit availability?

1

How do people
consume alcohol?

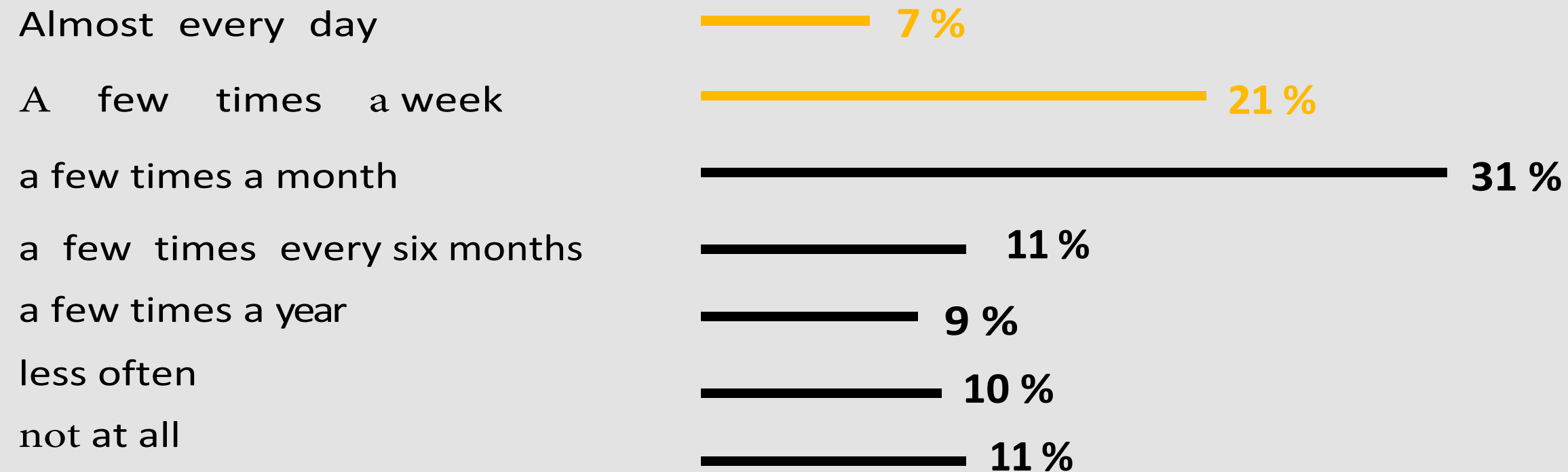


A third of people consume alcohol at least a few times a week. A tenth abstains.

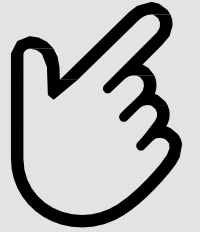


Men (39%) are more likely to consume alcohol a couple of times a week or even every day compared to women (18%). Young people under 24 are especially less likely to use alcohol (only 18% use alcohol daily or a couple of times a week).

How often do they drink alcohol?

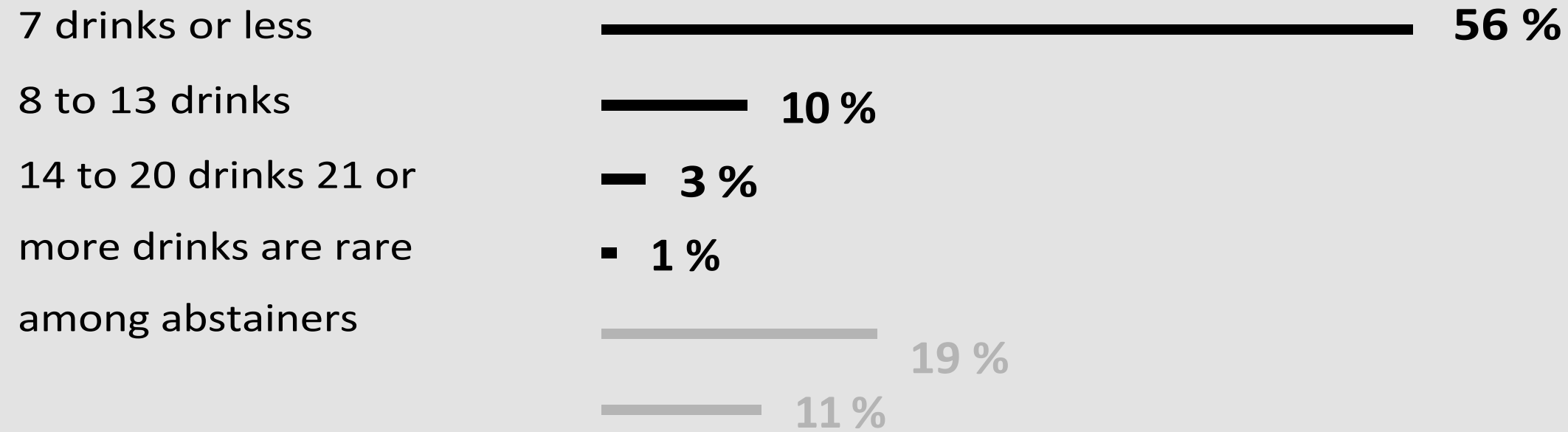


Most people use alcohol up to 7 glasses a week.
14% of people consume alcohol 8 or more.

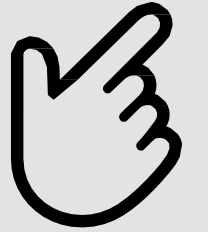


People aged 25 to 34 and over 65 drink 7 glasses of alcohol or less per week.

Approximately how many glasses of alcohol do they drink in a typical week?

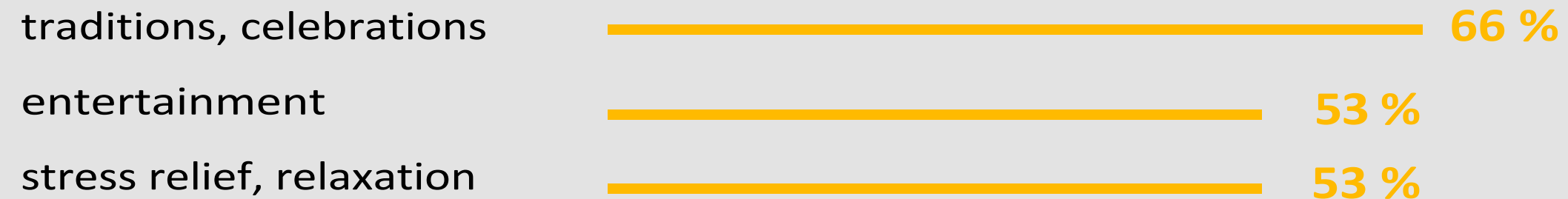


What do they associate with alcohol? They see alcohol primarily as part of celebration and fun.

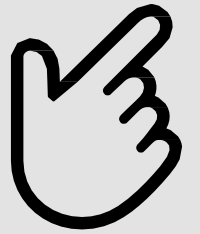


Among abstainers, the strongest associations are risky behaviour, loss of self-control (58%) and alcohol dependence (58%).

Which of these do they generally associate with drinking alcohol?

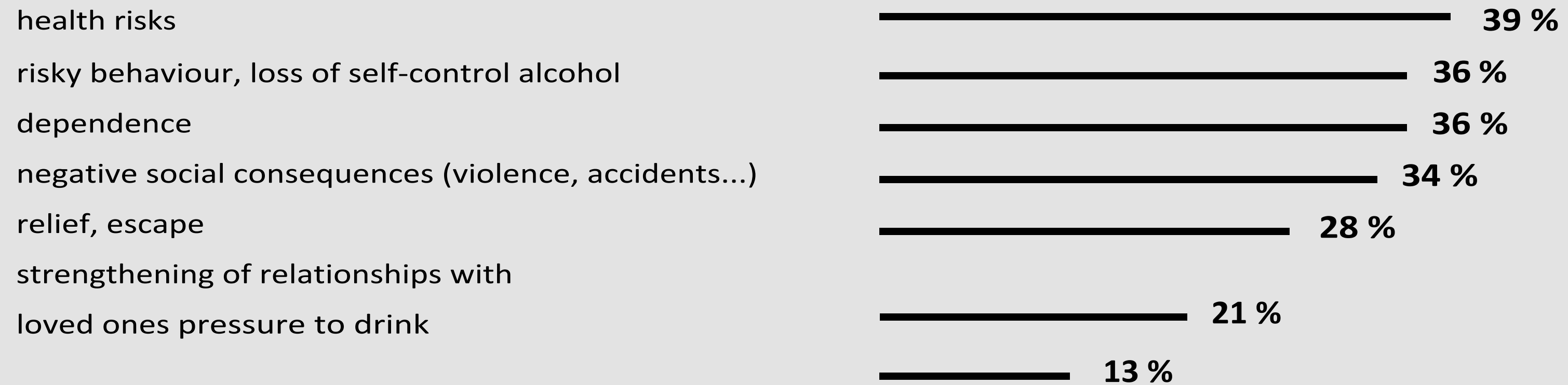


People associate negative associations with alcohol more weakly.

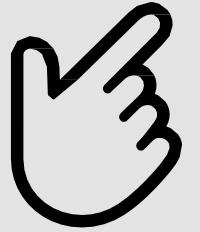


Abstinent people, people with university education and people under 34 are more likely to associate them with alcohol.

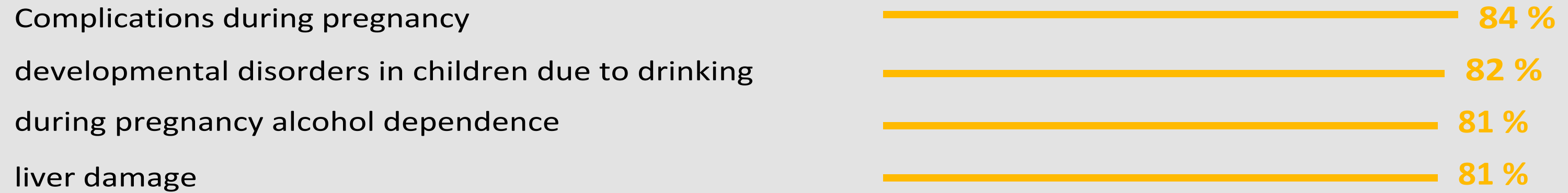
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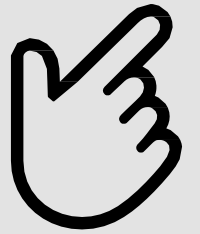
What makes alcohol risky? Most often people see the risks associated with drinking as a problem and alcohol dependence.



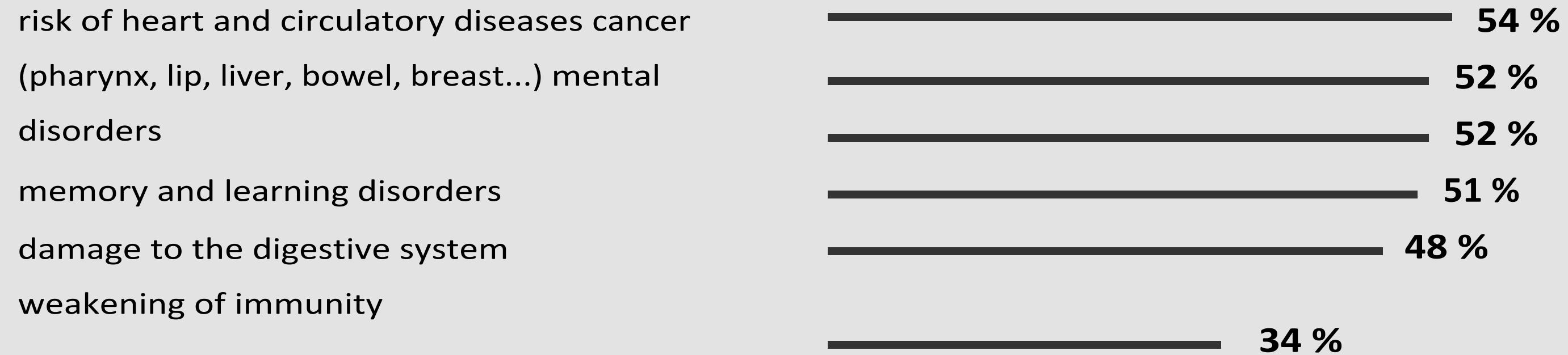
Which health risks do they see as a big problem?



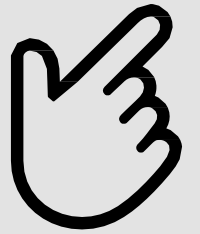
Other risks are perceived as problematic by only half of the population.



Which health risks do they perceive as a big problem?



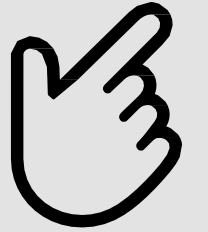
Of the social risks, traffic accidents, negative impact on children and domestic violence are perceived by most people as a problem.



Which social risks do they perceive as a big problem?

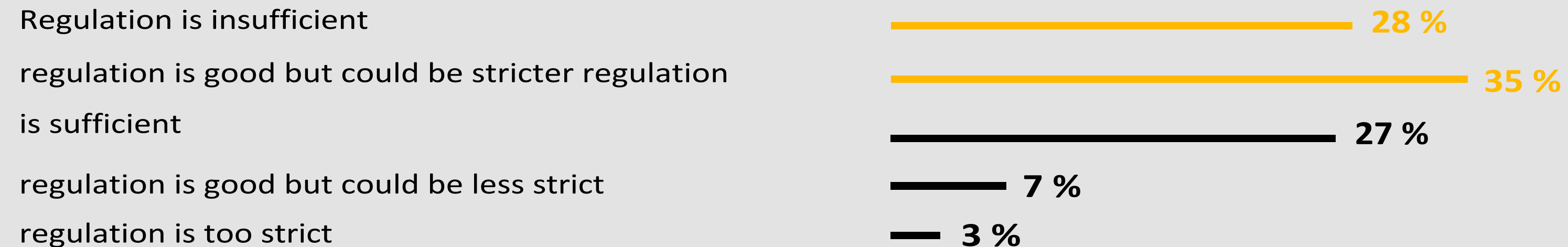


Two-thirds of people think that alcohol regulation in the Czech Republic could be stricter.

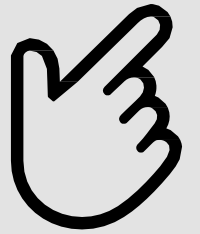


Women (72%) are more likely to think this than men (55%). People who drink at risk are less likely to think this (52%).

How do they rate the way alcohol consumption, availability, sale and advertising is regulated in the Czech Republic?



Summary



Alcohol is consumed by the majority of the population, but they perceive only some of the risks.

Frequency of consumption: half of people drink less than 7 drinks a week. More than half of people drink a few drinks a month or more.

What they associate with alcohol consumption: they most strongly associate positive aspects with alcohol, such as tradition (66%), fun (53%) and stress relief, relaxation (53%).

How they perceive the risks: Among the health risks, the risks associated with drinking alcohol during pregnancy are most often rated as serious (89%), but also alcohol dependence (81%) and liver damage (81%). The other risks are perceived as serious by half of the people.

Among social risks, most people perceive traffic accidents (87%), negative impact on children (81%) and domestic violence (80%) as a problem.

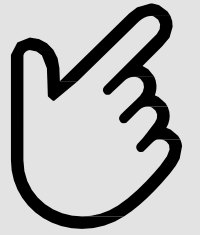
Two thirds of people think that alcohol regulation in the Czech Republic could be stricter.

2

How do people perceive the proposed measures?



Which measures did we test?



Restrictions on alcohol advertising in the digital environment

Alcohol advertising would be banned on the internet in a similar way to tobacco. It would not be allowed on social media, in articles, videos or as paid posts. Influencer promotion and targeted advertising based on age or interests would also be banned.

Banning alcohol advertising at sporting and cultural events

Alcohol advertising would not be allowed at sporting and cultural events.

Prohibition of alcohol advertising at events for minors and prohibition of events, games and competitions promoting its sale

The promotion of alcoholic beverages at sporting and cultural events targeting children and young people would be prohibited. The organisation of marketing events, games and competitions promoting the sale of alcoholic beverages shall also be prohibited.

Restrictions on outdoor advertising

Alcohol advertising could not be placed on any outdoor advertising space: billboards, bus stops, urban furniture or public transport.

Mandatory health warnings on alcoholic beverage labels

Alcoholic beverage packaging would have to carry a health warning on the label, similar to cigarette packaging.

Regular indexation of excise duty on alcohol

The excise duty on alcohol would be adjusted annually for inflation, similar to for tobacco products.

Restrictions on night-time sales of alcohol in shops

The sale of alcohol in shops would only be allowed between 8:00 and 22:00. This restriction would not apply to restaurants, bars and pubs.

Restricting alcohol advertising on TV and radio to night-time hours

Alcohol advertisements could not be broadcast before, during or after programmes aimed at children and minors. At the same time, alcohol advertisements could only be broadcast between 22:00 and 8:00.

Restrictions on alcohol sales at petrol stations, vending machines and around schools

Alcohol could not be purchased at gas stations, unstaffed convenience stores, or near schools and playgrounds.

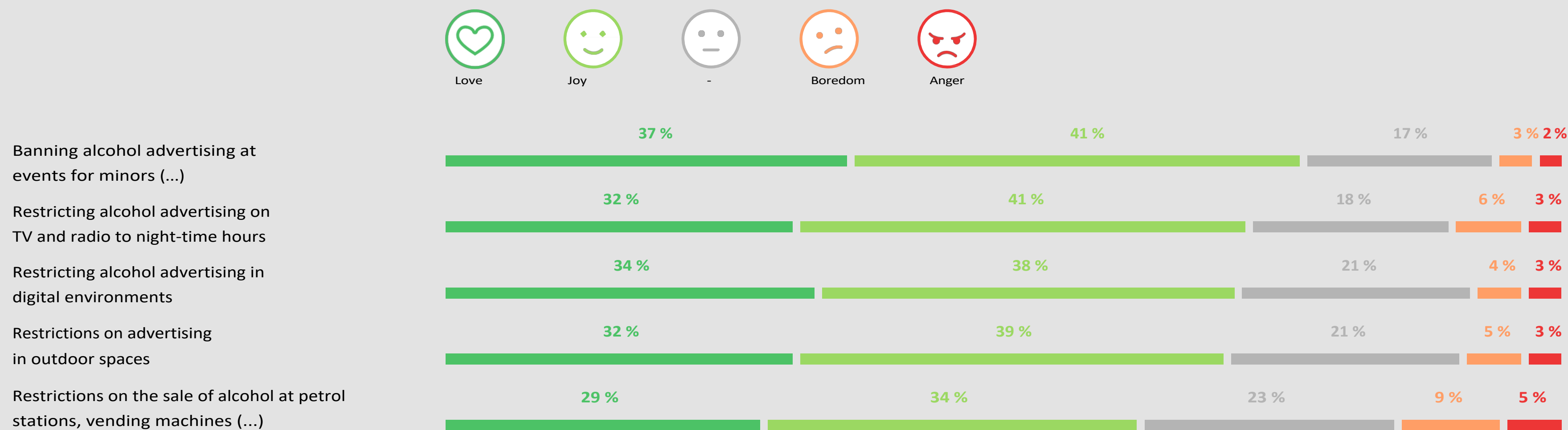
Abolition of the tax exemption for still wines and ciders

There is currently an 0% excise duty on still wines (still, still) and ciders (for comparison, for example, the excise duty on a pint of 10° beer is now CZK 1.6 and on a glass of wine CZK 0). Newly, still wines and ciders would be subject to the same excise duty as other alcoholic beverages.

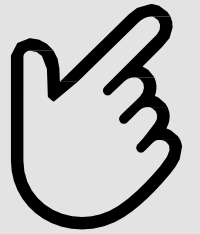
Measures that regulate alcohol advertising have the most support.



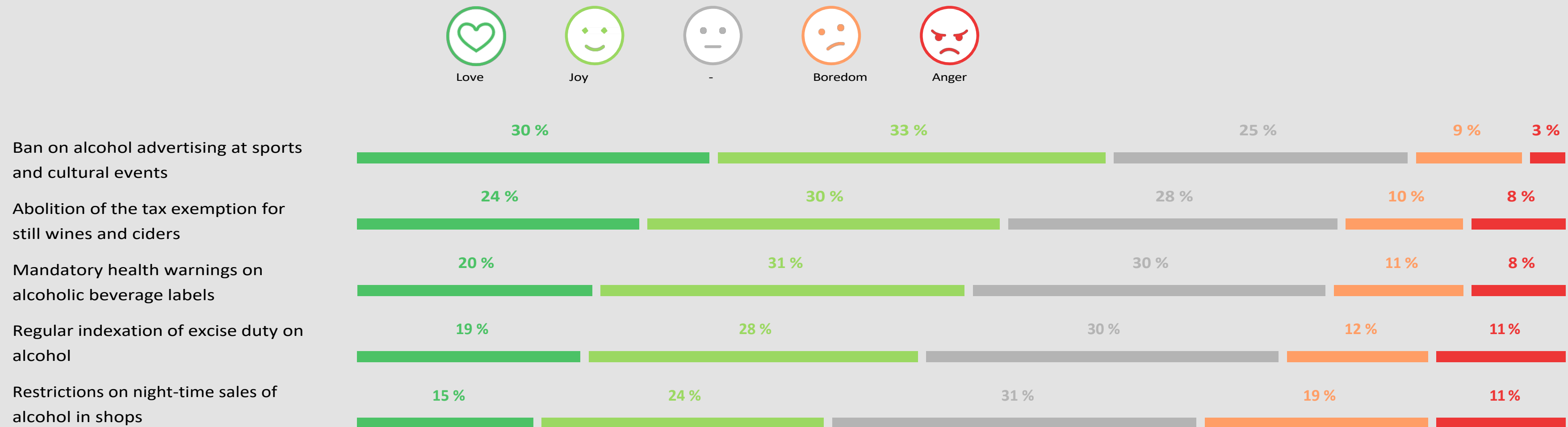
For restrictions on promotion, people often mention that minors should not see alcohol advertising (whether at events, on TV or in digital environments).



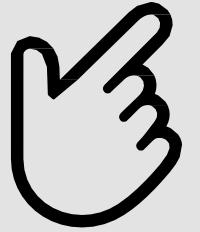
Least people agree with restricting night-time sales.



Even among abstainers, support for this measure is only 50%. For night sales, people have doubts about the impact of the measure, considering it unnecessary. As regards valorisation, they mention that they already perceive alcohol as expensive.



Summary



The measures relating to advertising and the protection of minors have the greatest support.

Of the proposed measures, people are most in favour of measures that regulate alcohol advertising. The majority feel good about the measure "Prohibition of alcohol promotion at events for minors and prohibition of events, games and competitions promoting its sale" and the measures concerning restrictions on alcohol advertising on TV and radio, in digital environments and in outdoor spaces.

There is slightly less support (but still above 60%) for measures to restrict the sale of alcohol at petrol stations etc. and for the ban on alcohol advertising at sporting and cultural events.

Even the measures with the least support regarding tax increases and label adjustments have a positive response from about half of the respondents. 39% of respondents express a positive emotion towards the restriction of alcohol sales in shops at night, 31% are neutral and 30% have a negative attitude.

 **ministr
zdraví**

