

Absolutely No Conflict!

GEN Z in the Czech Republic
Qualitative and Quantitative Research
Ipsos for Solvo 2025

METHODOLOGY: Online Focus Group Discussions (FGDs)



Methodology

Focus Group Discussions (FGDs)

- 4 FGDs
- 6 - 7 respondents per FG
- 120 min per group



Target Group

- All respondents are from GEN Z
- 2 FGDs with women
- 2 FGDs with men
- Participants from Prague as well as a mix of regions, towns, and villages



Data Collection

9. - 10. April 2025



Topics

- An outline of life attitudes - what Generation Z is spontaneously satisfied or dissatisfied with
- Exploration of Gen Z's values, dreams and lifestyle, relationships, attitudes toward work-life balance, perceptions of social engagement and responsibility

METHODOLOGY: Quantitative Research



Methodology

Online survey conducted via the Populace.cz panel



Target Group

Representatives of Gen Z aged 19-26

589 respondents



Data Collection

26. - 29. May 2025



Topics

Perception of the world and the future
Love, relationships, and self-perception
Biggest dreams
Work and career

Safety above all. Even above happiness?

The greatest risk for GEN Z is **failure**.

That's why they often avoid initiating situations, activities, or plans where they might experience failure - whether big or small. The young men are not rebels or rule-breakers. Instead, they tend to keep their distance, responding as if they were much older. The risk of potential trauma or confrontation feels too great and isn't outweighed by the desire for anything - except a quiet life. But life is never truly quiet, and so they lack the skill set and personal resilience needed to take on anything bigger.

Convenience

The mainstream is fine - and beneficial.

Most young people are no longer systematically oppressed - so why should they stand out?
What would they gain from it?

Non-confrontational relationship

A relationship = "to relate to someone or something"

Men seek calm and non-confrontational relationships, free of "drama" or emotional turbulence. It is questionable whether they even grasp the full meaning of the word *relationship*.

A significant portion of the male participants gave the impression that, rather than engaging in the ongoing effort of a relationship requires - including the occasional argument or disagreement - they would prefer not to be in a relationship at all.

I'd like my partner and I to treat each other kindly. I don't want arguments, or to come home and deal with problems. I just want peace.

– Daniel, 21, Prague, student of PF UK, works part-time at a law firm

I see it the same way. No conflict. I don't want unnecessary drama.

– Lukáš, 25, Olomouc, university degree, audit assistant

A reasonable partner, similar views, non-confrontational type.

– Tomáš, 19, Ostrava, transport secondary school student, graduating this year

Non-confrontational relationship

A relationship = "to relate to someone or something"

Women, on the other hand, more strongly point out the risk of imbalance in relationships. they are bothered when they have to take care of everything themselves, when their partner is passive or lacks personal interests. Equality in a relationship is, for most female respondents, a fundamental condition for it to function.

I was the one who had to come up with things and push him to do something. I was the initiator, and I didn't really like that.

– Pavla, 26, Prague, university degree, tour guide and instructor

I don't like it when the rule is that the woman stays at home, in the kitchen, does the laundry, and the guy basically does nothing.

– Natálie, 23, Prague, secondary school education, sales department assistant

A red flag is when the other person in the relationship has no life of their own, no interests, and lives only for the partner.

– Natálie, 20, Kostomlaty pod Milešovkou (Ústí Region), university student, working 3 part-time jobs

Parenthood? Not so simple.

Parenthood is seen as a decision, not a given.

Children are viewed as meaningful, but demanding. Many are waiting "until they stabilize" - mentally and/or financially. Others consciously reject the idea out of fear of losing their freedom.

Since I was little, I always dreamed of being a mother. I fully respect people who don't want kids, but for me personally, it's the meaning of life. What could be more fulfilling than watching a child grow, seeing what excites them, supporting them? At the same time, it's an enormous responsibility. You definitely need to have a stable background - housing, money. And I know I need to first stabilize myself mentally, so I can be emotionally stable for the child.

–Elisabeth, 23, Čížkovice, vocational graduate, hairdresser, temporary job, lives with her girlfriend

There's never a truly perfect time to have a child. It's about your mindset and saying: now we're ready. There will always be something in the way, and if you want to find a reason not to do it, you'll always find one. But for us, it's always been a priority.

–Hana, 27, Ústí nad Labem, university degree, mother of a 2.5-year-old son

From the beginning, we've both been convinced that our private free time is more valuable to us, and we just can't imagine taking on that much responsibility. People around us don't really understand - most have kids or are planning to. But we're not shaken by that.

– Petr, 29, Prague, university degree, construction technician (3D building models)

Relationships? Pressure, jealousy, and overload

Relationships need to be beneficial - but also safe.

Relationships are increasingly shifting into the digital realm, where authenticity fades and control intensifies. Social media enables constant connection, but offers little true closeness. For many respondents, it brings pressure, jealousy, and a sense of being overwhelmed.

Nowadays, relationships are being digitalized - they're moving into the online world, onto social media and so on. Relationships are less committed. It's really hard to find someone who truly matches what I'm looking for. Someone who'll always be there for me, who sees things the same way, who enters into it with a long-term vision. Not just for a few months, a year, or one night. I've encountered that a lot, and honestly, I find it very off-putting - it just doesn't make sense to me.

– Adam, 20, Olomouc, law student, in a relationship

It's not easy to meet someone by chance anymore. People go out less. A lot of things are handled digitally now. You used to meet someone on the train or in a waiting room. That happens less and less. I feel like people are more introverted. So it shifts into the digital space - which has a lot of advantages, but also less commitment. And a lot of downsides too, the relationship feels shallow, people are constantly in contact but they don't really look forward to seeing each other.

– Martin, 26, Zlín (studying in Brno), university student, part-time translator

Social media has a big impact on relationships. Many relationships today don't start with the intention of building a family, but rather to boost follower counts on social media.

– Natálie, 20, Kostomlaty pod Milešovkou (Ústí Region), university student, working 3 part-time jobs

Work? Mostly peace

Work is not the goal - it's a tool.

Young people aren't aspiring to a career cult, They seek stability, flexibility, and peace of mind. They look for balance, not self-fulfillment at any cost. The drive to achieve or stand out is largely missing / and it's an open question whether that's the result of the relative comfort they grew up in (unlike the "boomers"), or if there's another reason behind it. Owning a home is seen, without much further thought, as a dream that's unattainable without external help. That's just how it is, how it's set up. No one really questions it.

My goal, and maybe it applies to my whole generation, is to find a place in society, in the job market, to find some way to fit in. To find a place to live, which ties into housing. There are so many options, and it's not easy to decide. Even though I'm looking forward to finishing school, from this perspective it will be tough. I definitely don't want to burn out or be pushed around by an employer. I'd like to become immune to that and take some extra courses to make myself more attractive to employers. There are so many possibilities, and I don't want to make a mistake that I'll regret once I no longer have the support and security of my family. Then, if I want to change paths, it might be too hard. I won't feel like doing it. For now, a full-time job is the plan, but my field would be better suited to freelancing, and I don't really have a role model for that, no experience either, so I haven't worked up the courage to dive into it. There's a chance that if I don't get hired full-time, I'll try to start something on my own in the second half of the workday. But it's an uncertain path, and I don't know where it would lead.

– Martin, 26, Zlín (studying in Brno), university student, part-time translator

When it comes to job offers, don't be afraid to take a risk. Worst case, you leave during the trial period. For me, it's more about self-doubt — I tend to underestimate myself, especially at work. Leaving my comfort zone means sending a CV for a job I think I'm not qualified for. I'm afraid I'll be bad at it, that I'll fail.

– Natálie, 23, Prague, secondary school education, sales department assistant

[I'm afraid to send my CV because...] Maybe the job will be too difficult for me. I don't know if I'll be able to handle it — working with all sorts of spreadsheets, for example. But in the end, it always turns out that I was just scared in the beginning, and things always ended up going well.

– Aneta, 20, student at MENDEL, intern at an educational company

Mental health isn't a topic, it's a state

Fatigue, overload, and inner uncertainty are a common condition.

Respondents speak about it openly, yet at the same time feel pressure to "be okay".

Self-reflection is common, but at times paralyzing.

Emotions are often analyzed to such an extent that it leads to paralysis and inaction.

Well-being is seen as an aspirational goal, not as a starting point.

Courage? They haven't considered it

Expectations are high, but courage is low.

There are plenty of opportunities, but overthinking leads to paralysis. Many fear failure, lack confidence, or are waiting for the perfect moment that never comes.

The comfort zone often acts as a defense mechanism against failure - failure that could be crushing. It's not about laziness or lack of ambition. Respondents simply haven't considered stepping out of their comfort zone. They don't even realize they're in one, instead they search for an even quieter corner within it.

Courage as an option has all but disappeared, and it's hard to instill it through education, heroic narratives, or awareness campaigns. Especially in a world that feels increasingly chaotic and hard to make sense of. Perhaps only courage as protest remains, as a form of rebellion, but against what?

All the protest positions have already been claimed and co-opted by politicians. At best, they can glue themselves to a highway — and even that no longer feels meaningful.

The overall situation is drifting toward stagnation within safe, familiar models.

Detailed Results

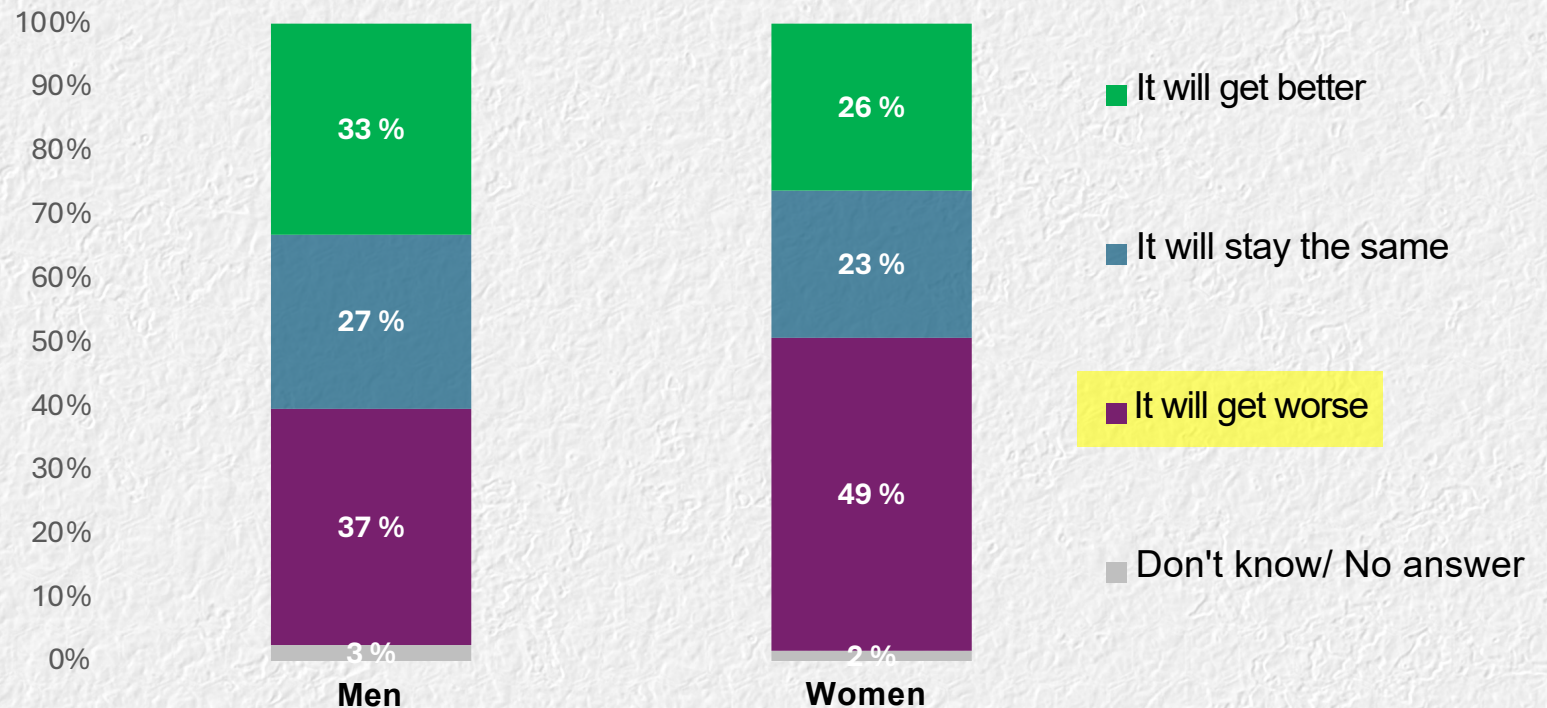
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by Ipsos for Solvo, 2025

How does GEN Z think the world will develop in the coming years?

A third of men aged 19 to 25 believe the world will get better in the coming years.
By contrast, nearly half of women think it will get worse.



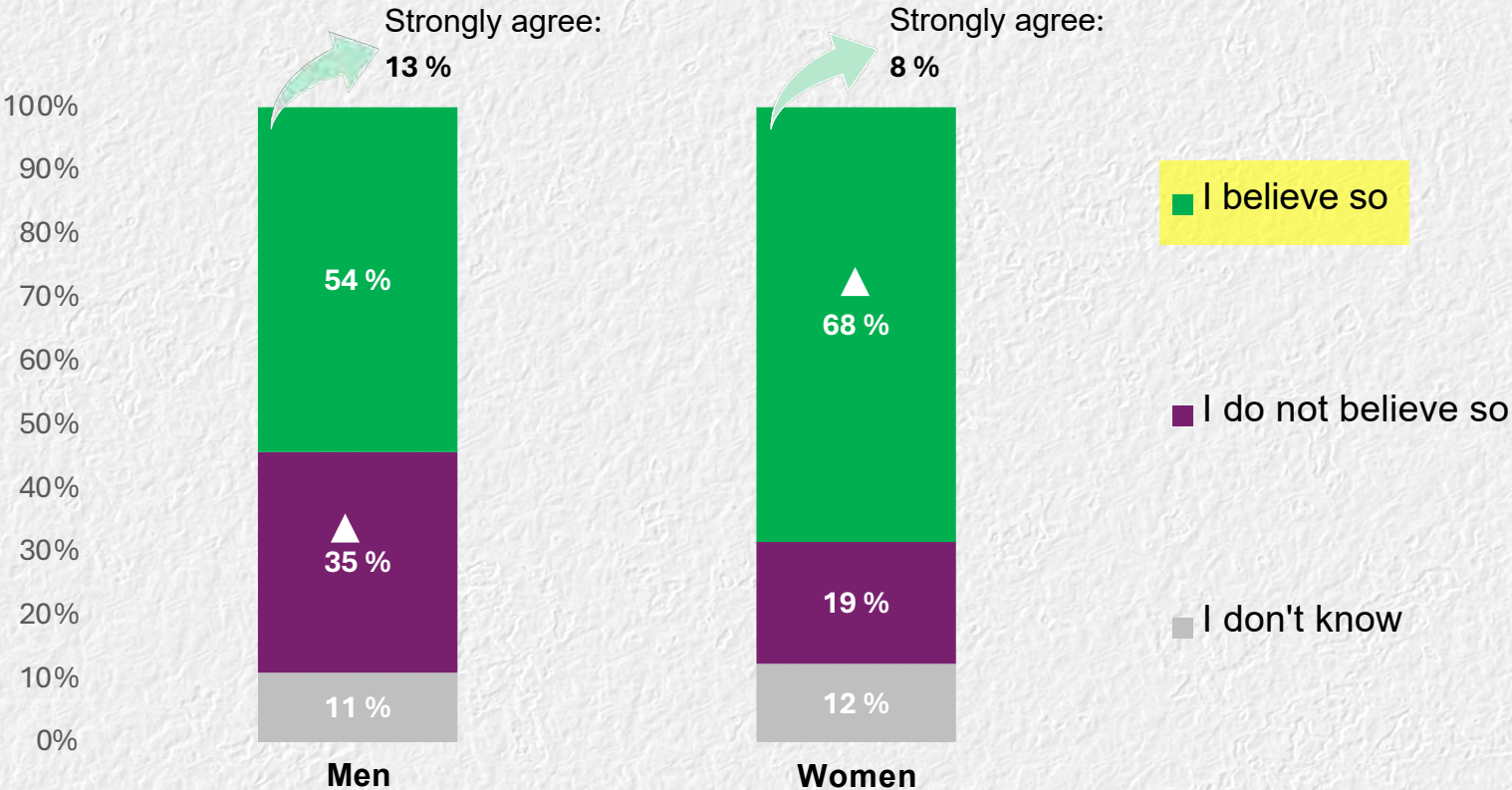
Women aged 19 to 22 are more pessimistic than men in the same age group:
51% of young women expect the world to worsen, compared to 33% of young men.



Question: How do you think the world will develop in the coming years?
Base: n=589 (ages: 19-25)

Does GEN Z believe the world as we know it will end badly?

Women of Generation Z are more pessimistic about the future of the world than men. Seven out of ten women believe that the world, as we know it, will end badly. Slightly more than half of Gen Z men share this belief.

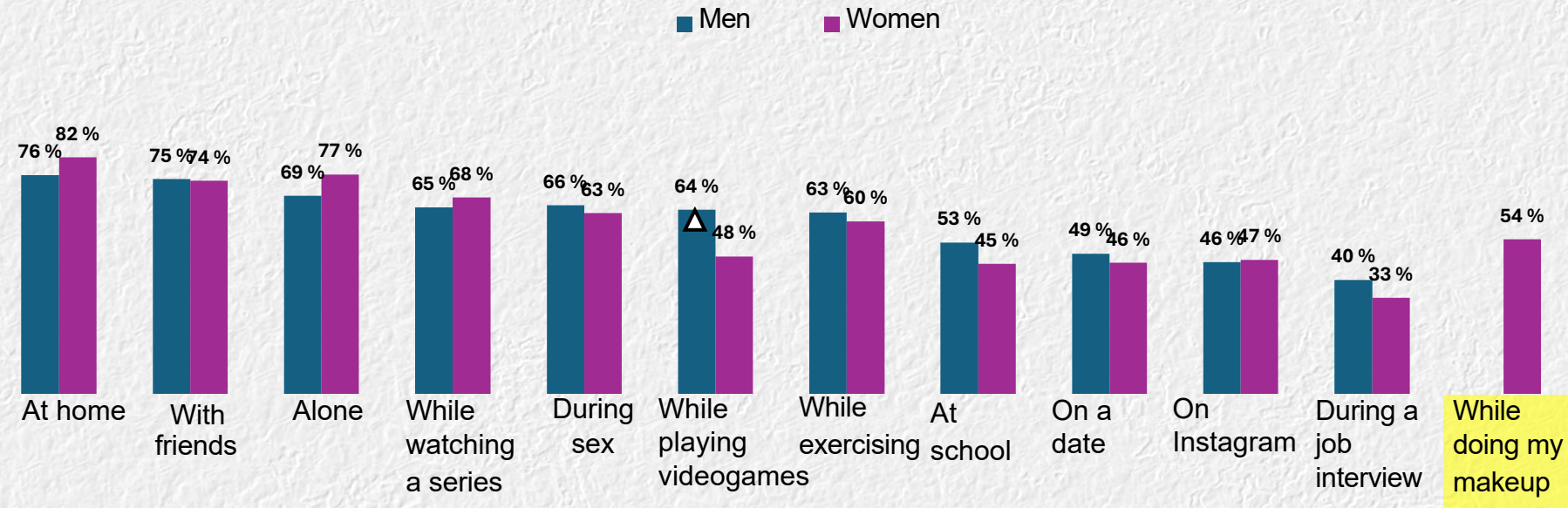


Note: **△** significantly higher than the other target group
Question: To what extent do you agree with the following statements?
Base: n=589 (ages: 19-25)

When does GEN Z feel most like themselves?

GEN Z feels most authentically themselves at home, with friends, or when alone. In contrast, they feel least like themselves on a date, on Instagram, or during a job interview.

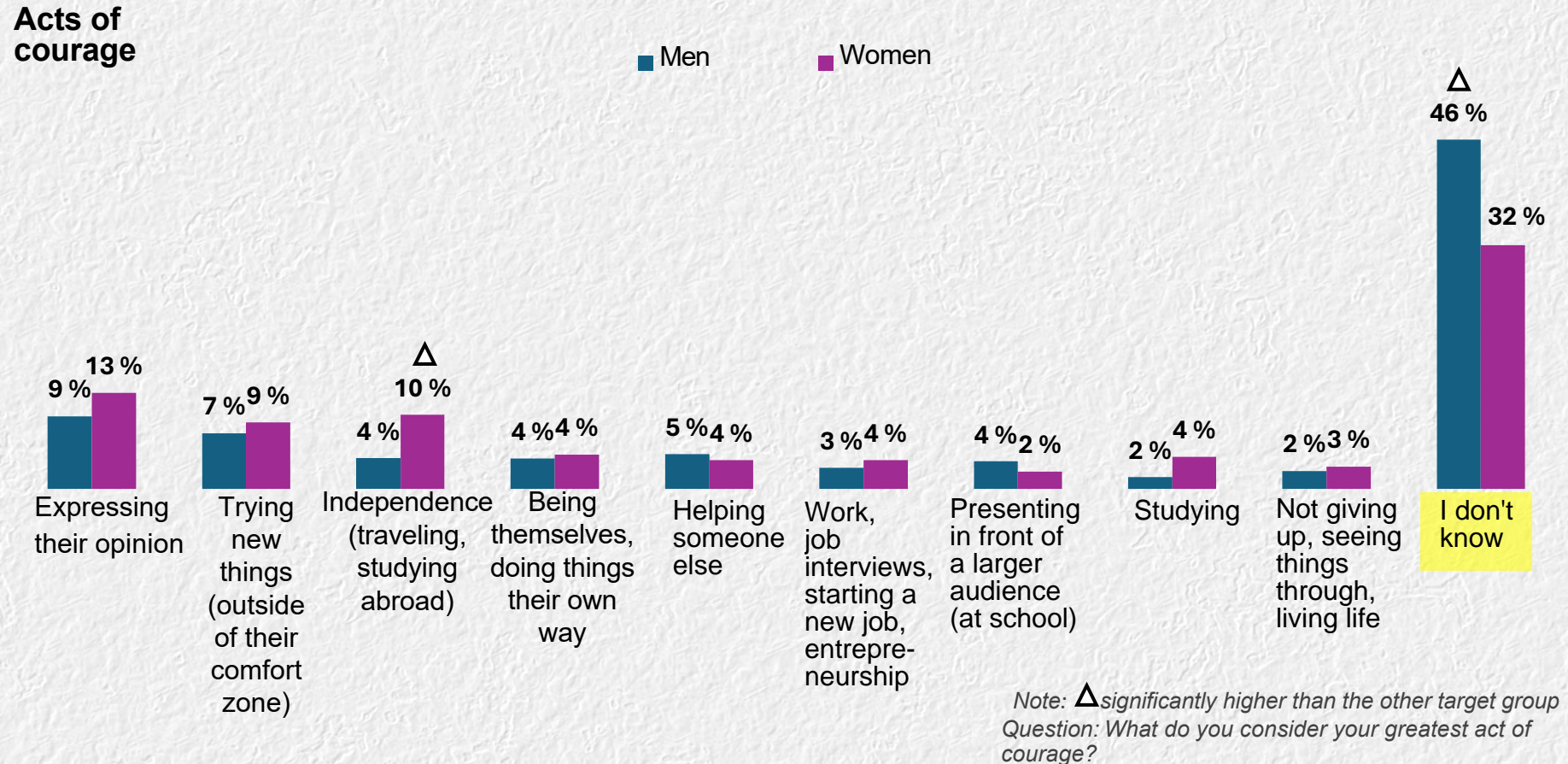
When do you feel most like yourself?



Note: Δ significantly higher than the other target group
Question: When do you truly feel like yourself? When are you most you?
Base: n=589 (ages: 19-25)

What do GEN Z representatives consider their greatest act of courage?

For people aged 19 to 25, expressing their opinion is seen as the greatest act of courage. Interestingly, 46% of men in this age group don't know what their greatest act of courage is.



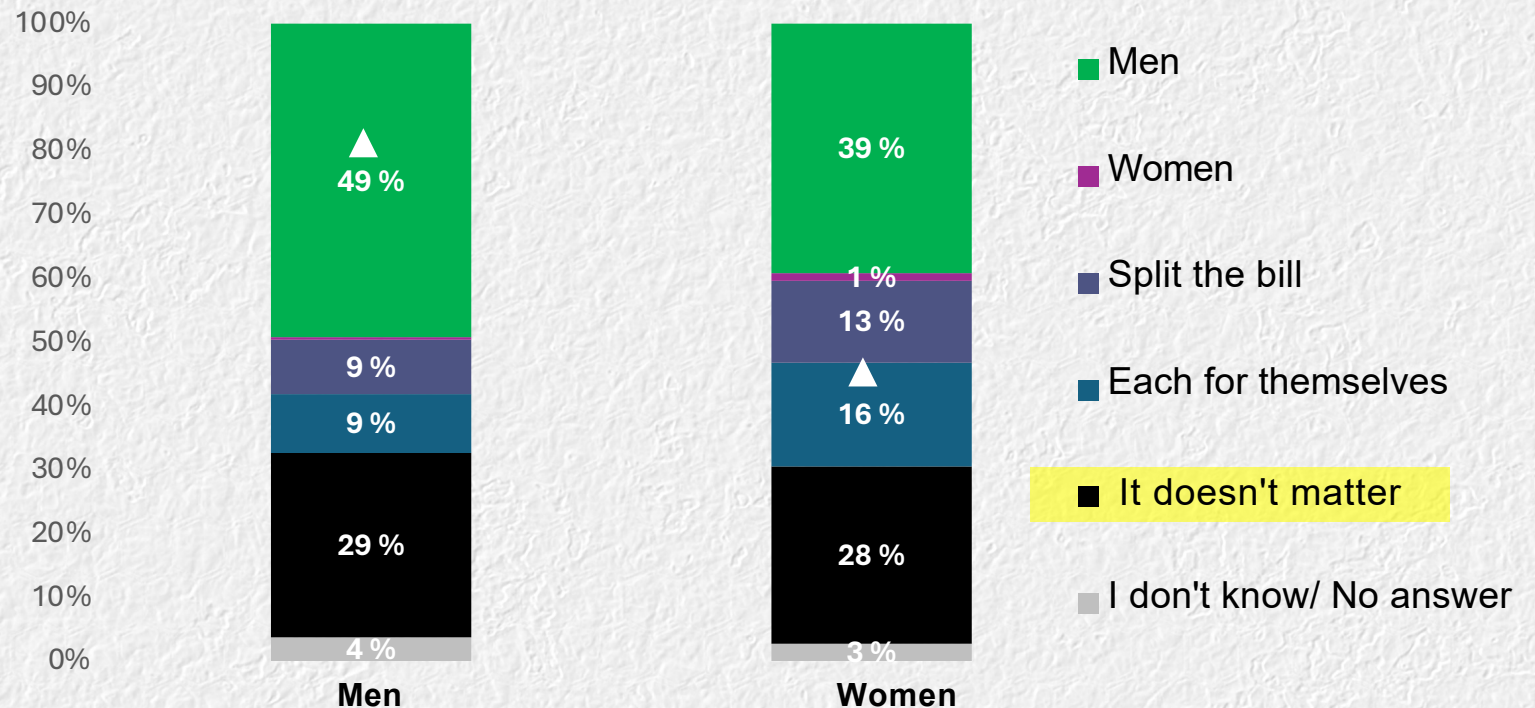
Base: n=589 (ages: 19-25)

According to GEN Z who should pay on a first date?

Half of men believe that the man should pay on the first date. Women are more likely to think that the bill should be split, or that each person should pay for themselves.



Among women aged 19-22, the most common view is that each person should pay for themselves.



Note: significantly higher than the other target group

Question: Who should pay on the first date?

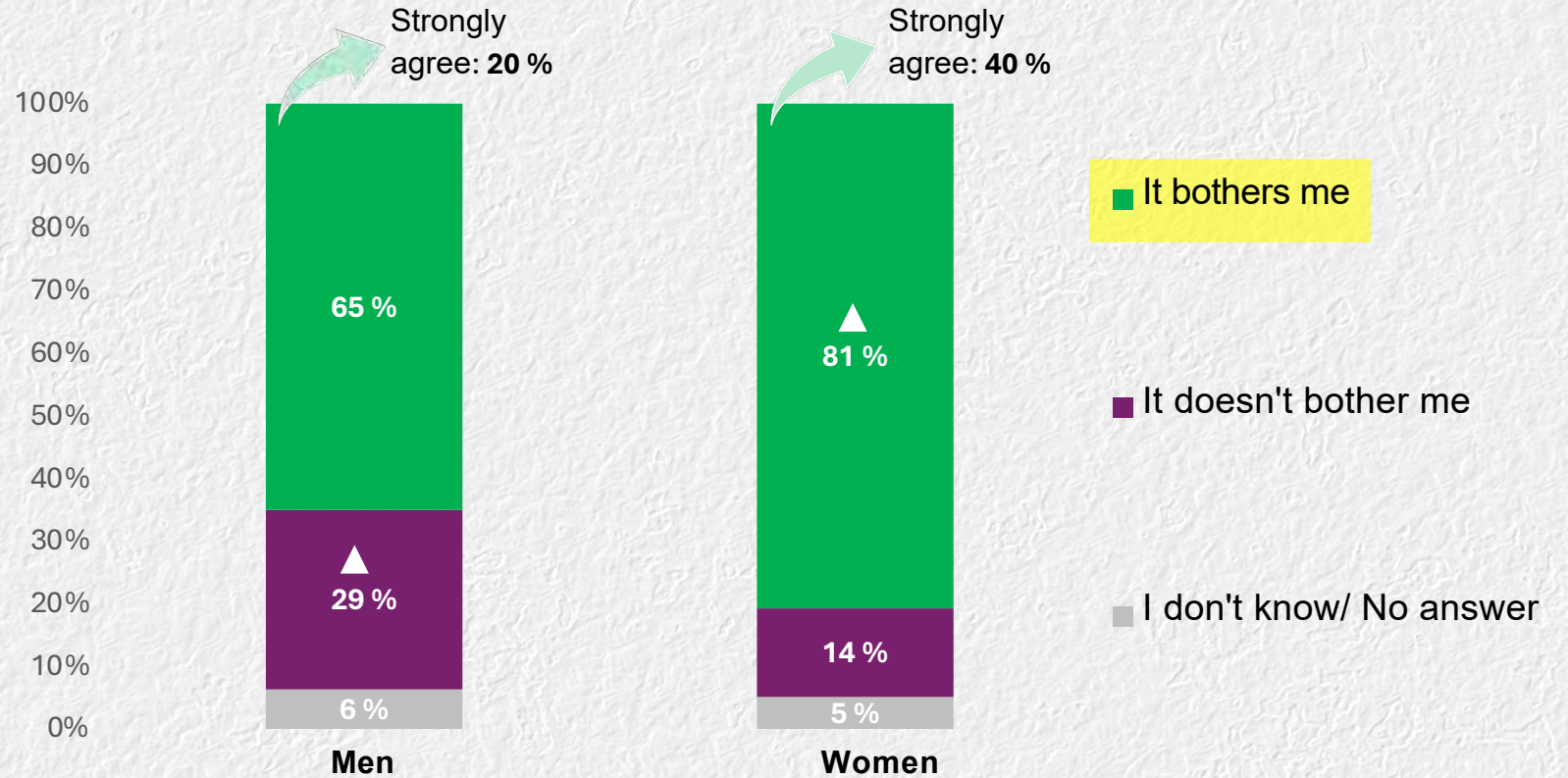
Base: n=589 (ages: 19-25)

Does GEN Z mind being yelled at at work?

Two-thirds of men and eight out of ten women say they mind when someone raises their voice at them in the workplace.



Young men aged 19-22 are the least bothered by raised voices at work.



Note: ▲ significantly higher than the other target group

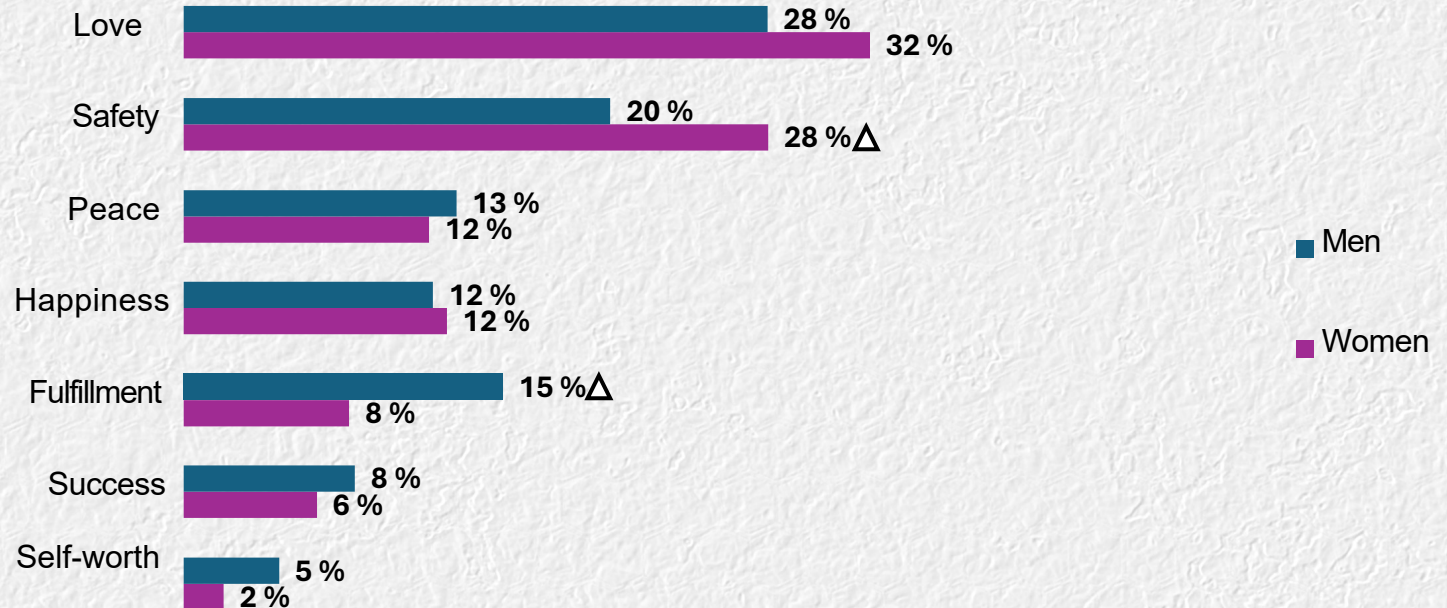
Question: To what degree do you agree with the statement?

Base: n=589 (ages: 19-25)

What matters most to GEN Z?

Three in ten people see love as the most important thing in life. Nearly a quarter consider safety to be the top priority, most often women aged 19 to 25.

So what truly matters to them?



Note: Δ significantly higher than the other target group

Question: Rank the following in order of importance to you.

Base: n=589 (ages: 19-25)

Key Findings

Men

- Their biggest dream is more often financial independence, compared to women.
- They more frequently feel like themselves when playing video games.
- They are more likely than women to say they don't know what their greatest act of courage is.
- Fulfillment is more often ranked as their top priority (while women tend to rank love first).
- They are more tolerant of someone raising their voice at work.
- Young men are more likely than women to approach someone in real life because they found them attractive.
- Half of them believe the man should pay on the first date.

Women

- Women are more likely than men to believe that the world, as we know it, will end badly.
- Their biggest current dream is more often to get into university or travel, compared to men.
- They more frequently feel like themselves when alone.
- Their greatest acts of courage is more often described as independence (e.g. traveling solo, studying abroad).
- Safety is more often their top priority (though love ranks highest overall).
- Women are more likely than men to say that each person should pay for themselves on the first date.

So, grab your pens and paper!

GEN Z wants better communication, but without conflict.
They don't want to burn out but they're afraid of boredom.
They hate pressure and stress at work but also fear falling into
a life of routine.

They meet thousands of people online,
yet often feel lonely.
And whatever you do,
don't raise your voice at them.

