

Abstract

This bachelor thesis examines the views and attitudes of young adults towards alcohol policy in the Czech Republic. The aim of the thesis was to describe the views and attitudes of young adults towards alcohol policy. The design of the study was secondary data analysis using data from the *Behavioural insights into alcohol use among young adults in the Czech Republic project*.

The theoretical part describes the addiction policy, alcohol policy recommendations and currently applicable measures. It also outlines the problem of alcohol use in the Czech Republic, the importance of public opinion and its influence on alcohol policy, and the findings to date in this area.

Methodologically, factor analysis, specifically the principal components method, was used to identify the main factors influencing respondents' attitudes. Three key factors were identified: support for restrictive measures in terms of price, marketing, advertising and availability; liberal attitudes towards alcohol, current measures and adult responsibility; support for controls and prevention; and protection of children. Analysis identified that gender, work status, household income and risk of alcohol use have a statistically significant effect on these attitudes. The results showed that women are more supportive of control measures, while men have more liberal attitudes towards alcohol. While employees/employees were most opposed to restrictive measures, respondents on maternity/parental leave supported control measures. Higher household income was associated with higher disapproval of restrictive measures. Respondents with higher levels of alcohol use showed more liberal attitudes and, conversely, lower agreement with support for controls. These results suggest that young adults can play an important role in advocating for changes in alcohol policy.

Keywords: alcohol, alcohol policy, public opinion, factor analysis, opinions and attitudes, public, young adults