

# Young Money Matters

CZECH REPUBLIC · SEPTEMBER 2025

PARTNER

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## Publisher's Letter

Welcome to our second edition of Young Money Matters, a survey of young people and their money in the Czech Republic, Poland and Romania, the three largest markets in which Cook Communications operates.

YMM 2025 is truly independent. The questionnaires upon which the surveys are based were developed in-house by our teams in Prague, Warsaw and Bucharest. We commissioned 3Gem Media Group to conduct the surveys in each country. And we again turned to journalist and editor Nicholas Watson to turn the survey results into coherent and readily understandable reports.

For the 2025 surveys we doubled the sample size to 1,000 people in each country, and weighted respondents against the populations in regions of the Czech Republic, Poland and Romania, thus providing truly national surveys.

I am pleased to welcome Air Bank as a partner to the Czech edition of YMM 2025. Air Bank was founded in 2011 with a mission to eliminate unnecessary fees and complexities in money management and to provide clients with user-friendly products. Nowadays it serves more than 1.5 million customers, 31% of whom are under 35.

Cook Communications has since its founding in 2003 advised clients requiring financial communications support in banking, capital markets, investment companies, investor relations, M&A, private equity, and retail financial services. YMM is a natural extension of our broader communications work.

We take an inquisitive, journalistic approach to YMM. Our questionnaires were designed to harvest basic information, to identify patterns of behaviour, and to raise topics that could be examined in closer detail.

This year we introduced a few questions that reflect current events and trends. In addition to our proprietary data, our reports reference official statistics and other recent surveys to provide context, supplementary information and to corroborate, or challenge, our own surveys' findings. In this way, we can see that young people's living standards are improving; more young people are comfortable with the idea of borrowing; fear of conscription is high; about 70% are open to emigrating; and there has been a rise in the number of people who feel their financial goals cannot be achieved.

We hope that YMM 2025 generates debate within the financial services sector, in the media, and among educators, regulators and, above all, young Czechs, Poles and Romanians.

Joe Cook

## Survey Parameters

The main objectives of the 2025 Young Money Matters report were to identify the current financial situation, attitudes towards money and financial products, and the sources of information on money management that are used by young people aged between 18 and 35.

The online quantitative study that serves as the basis for this year's Young Money Matters report was carried out by 3Gem Media Group between 9-15 May 2025, using questions that were prepared by Cook Communications.

3Gem polled 1,000 Czechs aged 18-35, with the largest single group (32%) being 30-35 years old (Millennials). The other three groups (predominantly Gen Z) were: 18-21 (23%), 22-25 (25%) and 26-29 (19%).

In terms of education, 31% of our respondents were university educated, 59% were educated to high school diploma level, and 10% attended vocational school. Those quizzed resided in a diverse range of villages, towns and cities across the Czech Republic. The gender balance of respondents was 49% male, 51% female.

## Key Findings

- Currently 44% of young people in Czechia are in full-time employment, with males (51%), 26 to 29-year-olds (55%) and 30 to 35-year-olds (56%) the most likely. One in five earn over the national average income of CZK 49,229, rising to one in four among males, while 43% earn the average wage, and 37% earn less than average.
- Living situations are relatively mixed among young people: half live with family (spouse/kids), 32% with parents, and 15% on their own. Higher earners are more likely to be living with their family (66%) than those on a lower income (41%).
- The average young person in Czechia has two months of savings to use in case of an emergency or for unexpected bills. Men (2.3 months), 22 to 25-year-olds (2.4 months) and high-income earners (3.3 months) have the most money saved.
- Over half (56%) of young Czechs receive financial help from family members, with 18 to 21-year-olds the most likely to receive it (79%). Of those receiving help, 16% get CZK 25,000 or more a year.

GDP: \$360 billion  
GDP per capita: \$33,040  
Population: 10.9 million

Source: 2025 data from IMF, Eurostat



- Food (21%) and rent (19%) are the biggest outlays from young people's monthly income, though 18 to 21-year-olds also spend a large proportion on leisure (17%).
- Current accounts and savings accounts remain the most used financial products/services in 2025, but both have declined since our previous survey in 2024.
- A third (34%) of young Czechs put any money left over at the end of the month into a savings account, while a quarter (26%) leave it in their current account. However, one in five (22%) do not have any money left over at the end of the month.
- Half (51%) of young Czechs describe their standard of living as having improved over the past year, up from 2024 when 36% described it as having improved. 26 to 29-year-olds (43%) and those earning a lower-than-average income (36%) are less likely to feel their standard of living has improved.
- Having enough money to be able to provide for themselves and their family remains the top financial aspiration, however there has been a decline from the 2024 survey in the number selecting it as most important (43% vs 25%). Being a homeowner and having enough money not to worry about bills round out the top three aspirations.
- However, one in five feel their financial aspirations are not achievable, up from 14% in 2024. Reasons for this include the cost of living being too high (47%), not being able to earn enough (34%) and house prices being too high (34%).
- Just under half (47%) of young Czechs are concerned about the reintroduction of conscription. Among those concerned, two-thirds (66%) say this is affecting their spending/saving choices.
- Most young Czechs (75%) would be willing to move abroad to further their career or increase their salary.
- Parents (37%) are the most likely source of financial advice for young people, with the youngest age group having a greater reliance on them (49%). After this, internet searches (34%), friends (32%) and social networks (30%) are most likely to be used.
- Only around 1 in 10 (12%) currently follow online influencers for information about managing finances. However, among those who do follow influencers, trust is high (62%) and scepticism is low (8%).



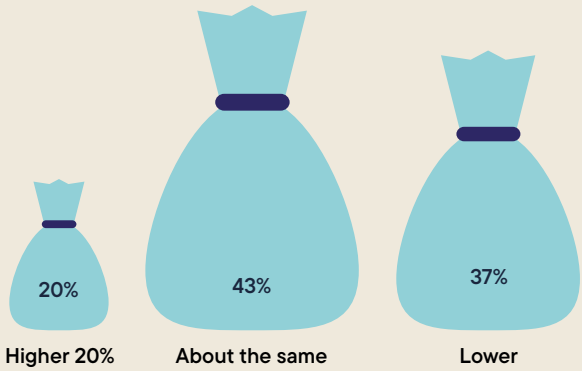
# Jobs and Income

In the 2025 Young Money Matters survey, 44% of respondents were in full-time paid employment, with the highest prevalence in the 26-29 age group (55%) and 30-35 age group (56%). Together with 14% in part-time paid employment and 8% self-employed, the 66% in some kind of employment is broadly consistent with the country's 59% employment rate and 60.6% labour force participation rate.

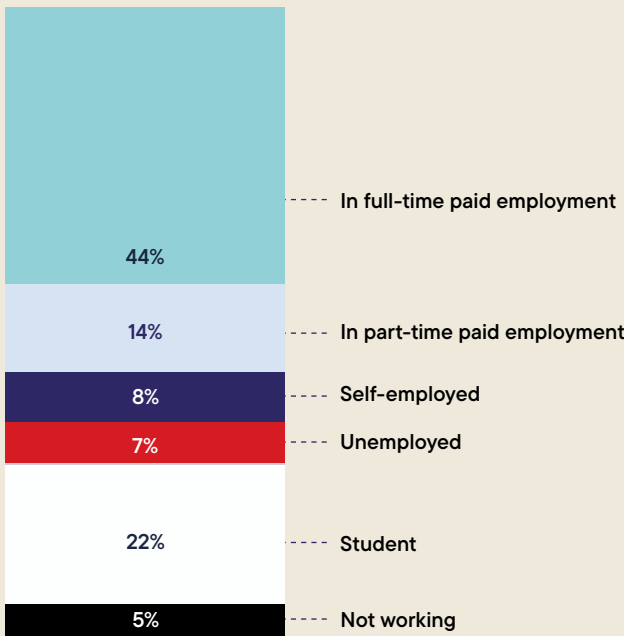
The 8% self-employed figure, rising to 12% among males, is higher than the 6% recorded in last year's survey, reflecting a rise in the number of entrepreneurs operating in the economy. According to data from the Czech Credit Bureau (CRIF), in the first quarter of 2025 the Czech Republic saw an surge in new business registrations – mostly in the construction, professional services and manufacturing sectors – outpacing the entire previous year's growth. The country recorded a net 10,327 new entrepreneurs during the January-March period, marking an eightfold increase compared with the same period last year. Czechia is seen as offering a generally strong and supportive environment for entrepreneurs, with well-developed infrastructure, a relatively efficient bureaucracy and business-friendly policies.

With unemployment remaining at record low levels (2.6% in June) and wage growth continuing to outpace inflation (in January-March, average gross monthly nominal wage per full-time equivalent employee increased by 6.7% on year, and in real terms increased by 3.9%), our survey found that 37% of those surveyed had an income below the national average monthly gross salary of CZK 49,229 (€1,989), while 43% earned around the average and 20% above the average. In our 2024 survey, 60% of respondents earned below the then national average monthly gross salary of CZK 46,013. Men (25%) are significantly more likely to be earning a higher income than the national average compared with women (14%). That correlates with a higher gender pay gap in the Czech Republic (18% in 2023) than the European Union average of 13%.

## Monthly income v national average gross monthly salary

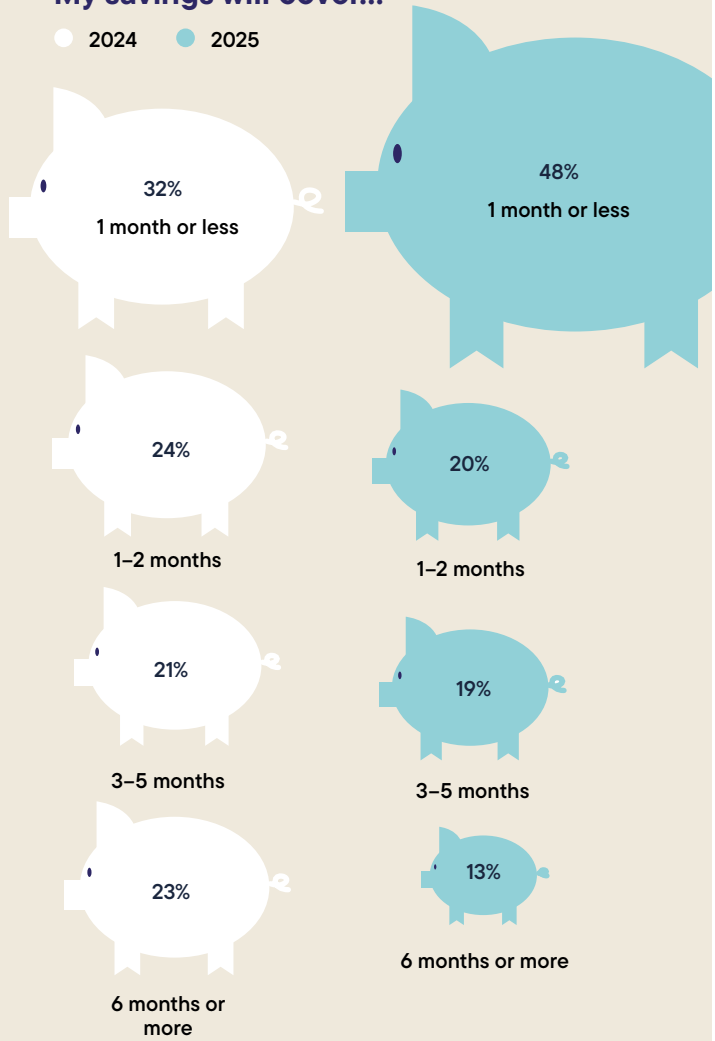


## Employment



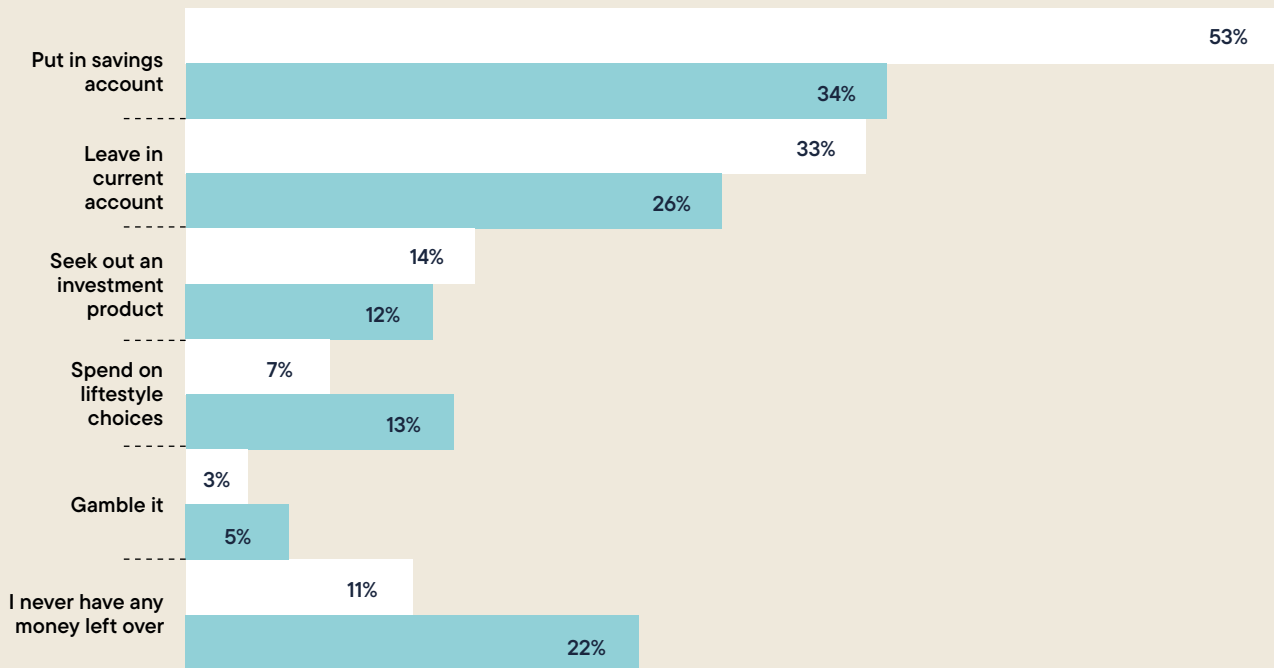
## My savings will cover...

● 2024 ● 2025



## How I use my spare money at the end of the month

● 2024 ● 2025



# How They Spend It

With 80% earning either about or below the average salary and the Czech Republic experiencing among the highest increases in the cost of living in the EU, it's not surprising that many young Czechs are turning to the 'Bank of Mum & Dad' for help in meeting their monthly expenses.

According to our 2025 survey, over half of young Czechs (56%) are receiving financial help from family members, with 18 to 21-year-olds the most likely to receive financial help (79%), followed by those earning less than the average salary (60%) and women (60%). In terms of numbers, just over half (56%) receive CZK 10,000 (€404) or less per year, while 28% receive between CZK 10,001-25,000 and 16% receive more than CZK 25,000.

Unremarkably, given the steep rise in food prices and housing costs, our survey found that young people spend most of their money on food and rent. On average, just over a fifth (21%) of their monthly income goes on eating, with this percentage being higher among those earning less than the national average (25%).

Young Czechs, like young people all over the world, enjoy their free time and the third highest expenditure (13%) was on leisure activities, which rose to 17% for 18 to 21-year-olds. Utilities accounted for an average 12% of monthly income, reflecting the fall and stabilisation of gas and electricity prices after the surge following Russia's invasion of Ukraine in 2022.



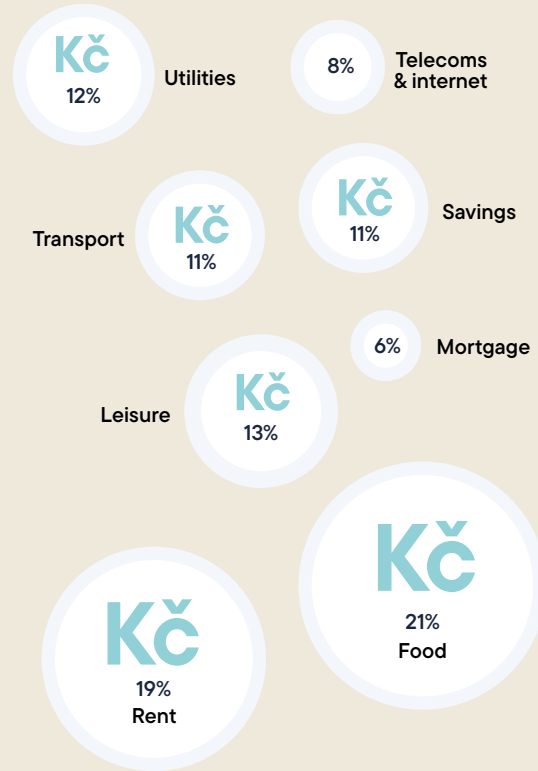
Along with transport, 11% on average went into savings – this ranged from 9% (lower income group) to 14% (higher income group). This 11% average is lower than the 14% found in our 2024 survey, though still shows that young Czechs across a range of age, income and sex are still putting money aside each month.

Around one in five (22%) young Czech people claim that they never have any money left over at the end of the month, with the 26-29 age and lower income groups feeling this most acutely (33%). Among the remaining 78% who do have money leftover at the end of the month, 34% move it into a savings account and 26% leave it their current account, due to liquidity needs and penalties for quick withdrawal from savings accounts. Gambling and life-style choices account for another 18%.

That leaves 12% who would seek out a financial investment product (increasing to 18% among men and 22% among high earners), which tallies with our 2024 survey that found 14% would seek out a financial investment product.

Yet financial constraints, high living and housing costs, and poor pay still leave too many young Czechs without an adequate financial cushion. While on average a young person has two months' worth of living expenses set aside for emergencies or unexpected bills, this hides the fact that 48% have one month or less, which rises to 70% for those on lower incomes, 57% in the 18-21 age bracket, and 55% of women.

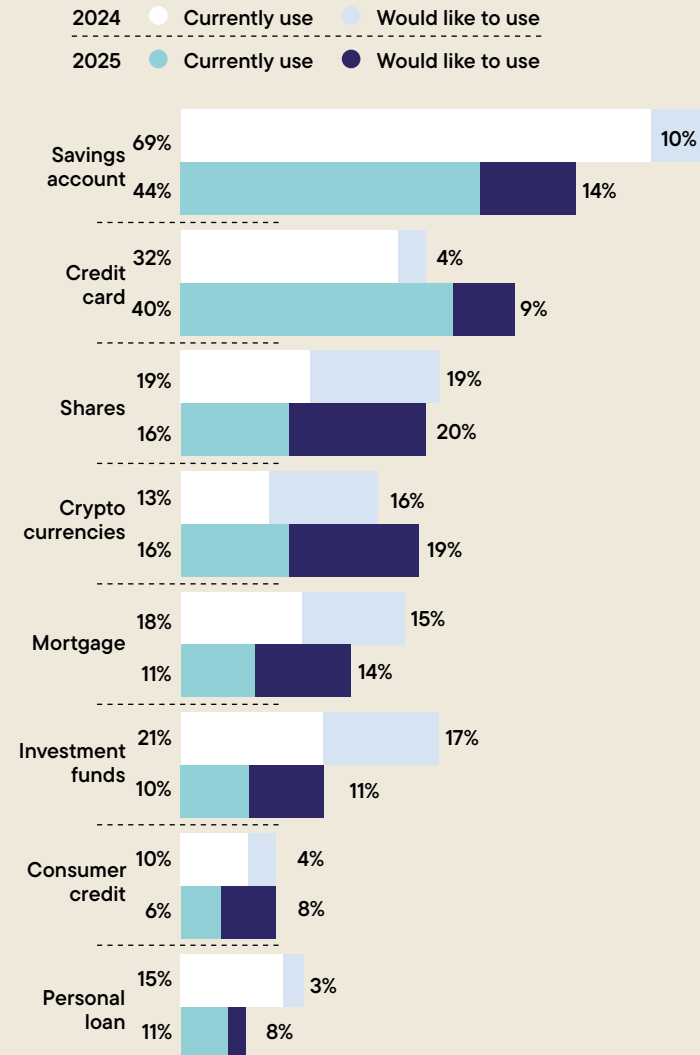
## Where my money goes...



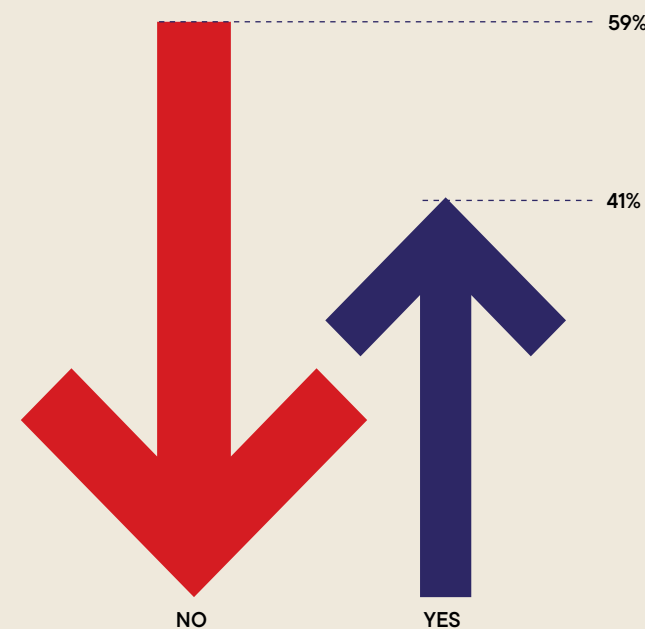
## Help from family?



## My financial products...



## Has fall in interest rates made borrowing more attractive?



# Where They Save It

Current and savings accounts remain the most used financial product/service in 2025, though both have declined since the 2024 Young Money Matters report.

There has been a marked increase in both credit card usage and the desire to use credit cards between 2024 and 2025 (32% vs 40%), perhaps as a result of the decline in interest rates and the more openness of Millennials and Gen Z to credit, particularly for specific goals. The decrease in interest rates has made borrowing more attractive for around two in five (41%) young Czechs, with personal loans, credit cards and consumer credit the products considered most. And the acquisition of buy now, pay later (BNPL) provider Twisto (whose core markets are Czechia and Poland) by Turkish financial technology company Param in 2023 shows the promise that these markets hold for global fintech players.

Yet young Czechs in general remain cautious about taking on personal debt, especially to cover day-to-day expenses using, for example, an overdraft (11% using in 2004 vs 7% in 2025). Some 59% said the fall in interest rates had not made borrowing any more attractive, with that figure rising to 63% of women, 64% of 26 to 29-year-olds, and 65% of those on lower incomes.

Insurance of all types – life, home, personal belongings, and travel – have seen declines in usage over the year, while use of investment funds and term deposits also dropped. A recent survey by Generali found that current tensions in the world are deterring almost half of Czechs from investing.

The most notable riser in our survey was cryptocurrency, which is currently used and desired by 35% of respondents compared with 29% in the 2024 survey. Those with a higher-than-average income are more likely to be using cryptocurrencies, shares and investments.

# Home Truths

There's little doubt that housing remains not only one of the biggest outlays for young Czechs, but also a major source of worry and aspiration.

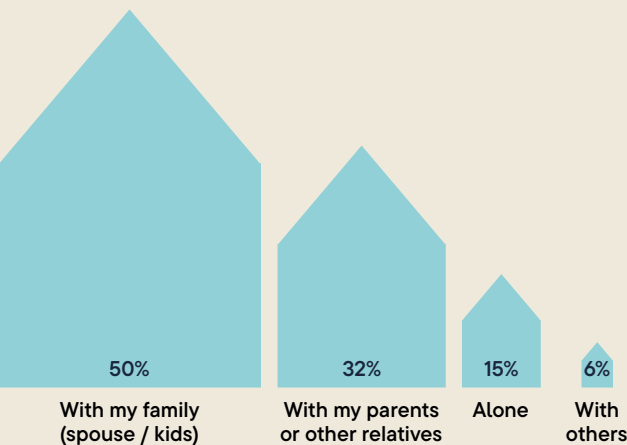
In the survey, half of young Czech people are living with their families (spouse/kids), however a third live with parents or other relatives, which is consistent with last year's survey. Unsurprisingly, older age groups (26 to 35-year-olds) and higher income earners are the most likely to live with their spouse/kids, while 18 to 21-year-olds and lower earners are more likely to live with parents/other relatives. The numbers of young Czechs currently using a mortgage has fallen from 18% in last year's survey to 11%, though interest in such a financial product remains high (15% vs 14%) while home-owning is second (13%) only to having enough money to provide for themselves and family (25%) in terms of aspirations. They'll be lucky – the housing situation in the Czech Republic remains desperate for first-time buyers.

The [Deloitte Property Index](#) report for 2025, which calculates the affordability of owner-occupied housing by looking at the number of average gross annual salaries required to purchase a standardised new home with an average size of 70m2, puts Prague as the third least affordable city for home ownership among the 28 countries surveyed. A standard new dwelling purchase in the Czech capital requires an equivalent of 15.0 gross annual salaries, up from the 13.3 salaries recorded in the 2024 edition of the Deloitte Property Index. Nationally, the average property price rose by 7.4%, climbing from CZK 117,600/m2 in 2023 to CZK 126,400 in 2024.

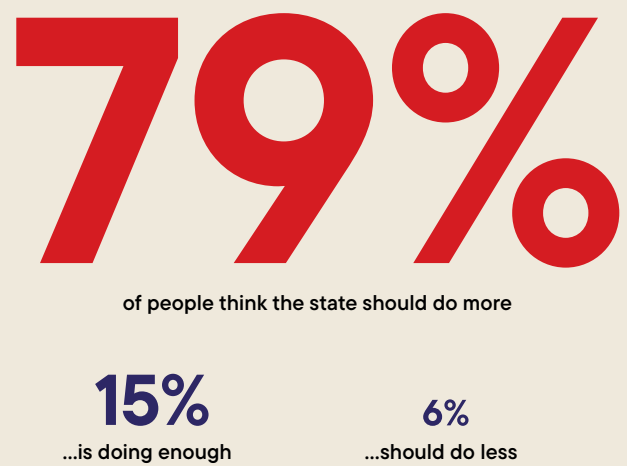
The rental situation is little better. Prague's average monthly rental cost at €16.5/m2 is now ahead of that in Brussels, Marseille and Hamburg, though behind that of Warsaw at €17.9/m2. Just how desperate people are for affordable housing was highlighted by a recent satirical campaign for rental properties that were in basements or attics with a bucket for a toilet, exposed pipes and wiring, peeling paint, and presumably mould. The maker of the fake ads, the Social Democratic Party (SOCDEM), said its campaign, "Bydlení je naše zbrojení" (Housing is our priority), was designed to highlight the housing problem and show that there are viable state-led solutions such as [Vienna's housing model](#).

No surprise, then, that most young Czechs (79%) feel the state should be doing more to support people with affordable housing, especially women (84%) and those earning less than the average income (87%). Among those with an above-average income, one in five (22%) feel that the state is doing enough in this regard.

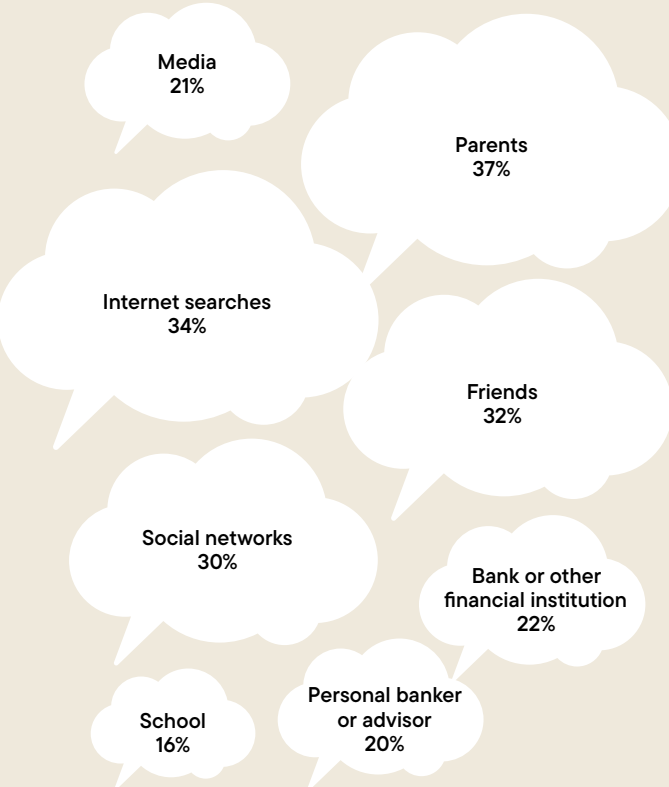
Where I live...



The state and affordable housing



Where I get my info...



Do you follow a 'finfluencer'?



# Knowledge and Learning

Our survey shows that young Czech's financial habits still mirror those of their parents, indicating there has been minimal improvement in financial education over the years, with many lacking much awareness or interest in investment opportunities. As well as relying on parents for handouts, young Czechs primarily (37%) turn to parents most often for advice and information about managing their finances (rising to 49% among 18 to 21-year-olds).

School remains low on the list with just 16% choosing it as a source of information. This is backed by other recent studies. In December last year, Ipsos conducted a [survey](#) for the Česká spořitelna Foundation, where 39% of young Czechs aged 15-25 rated their financial literacy at grade 3 or worse (on a scale of 1 to 5), with over half saying that school has not helped them much in this regard. [Research](#) released in May by the National Institute SYRI highlighted a strong desire for more practical education in school, especially in areas such as financial literacy.

After parents, picking up the slack were internet searches (34%), friends (32%) and social networks (30%). Banks or other financial institutions were seen as sources by just 22% of respondents, which fell to 16% among 18 to 21-year-olds.

There are indications from our survey that the rise of the financial influencer/blogger, the so-called 'finfluencer', may have peaked. After nearly one-quarter (22%) of respondents in last year's survey said they follow at least one financial influencer online (40% of those aged 18-21), this figure had fallen to 12% in this year's survey. Of those who follow influencers, most (62%) are trusting of the advice provided; few (8%) are sceptical.



# Fears, Hopes and Getting Ahead

Despite a majority of young Czechs reporting in our 2025 survey that their standard of living has improved over the past year (51% vs 36% in 2024 survey), there has been a small increase in the number of young people who feel that their financial goals are unachievable, with one in five (20%) now feeling they are not, compared with one in seven (14%) in the 2024 survey. The main reasons given were the high cost of living (47%), inability to earn enough (34%) and inflated house prices (34%).

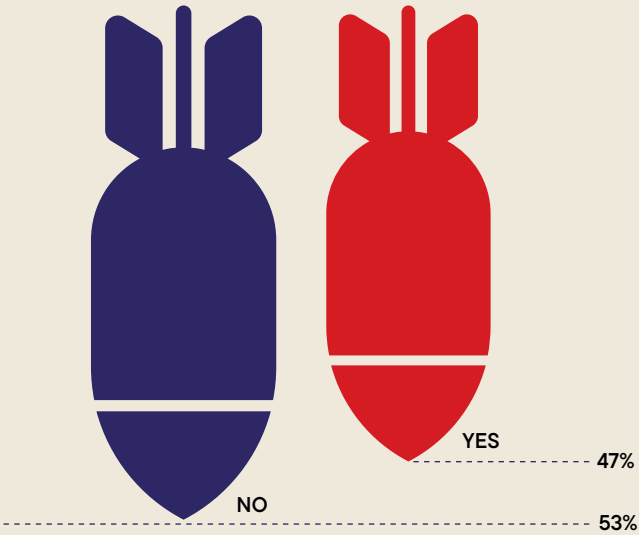
This trend of growing pessimism can be discerned in other recent surveys. Research by the National Institute SYRI revealed that young people in Czechia are deeply concerned about environmental issues and the housing crisis, with many feeling uncertain about their futures and worry they won't achieve the same quality of life as their parents. This year's Deloitte Global's Gen Z and Millennial Survey found that almost half of Gen Zs (48%) and Millennials (46%) say they do not feel financially secure, up from 30% of Gen Zs and 32% of Millennials in last year's survey.

Even with the war still raging in Ukraine, under half (47%) of young people in Czechia are concerned about conscription being reintroduced. Among those concerned, two-thirds (66%) say this is impacting their spending/saving choices, with 44% choosing to save and 23% choosing to spend and enjoy.

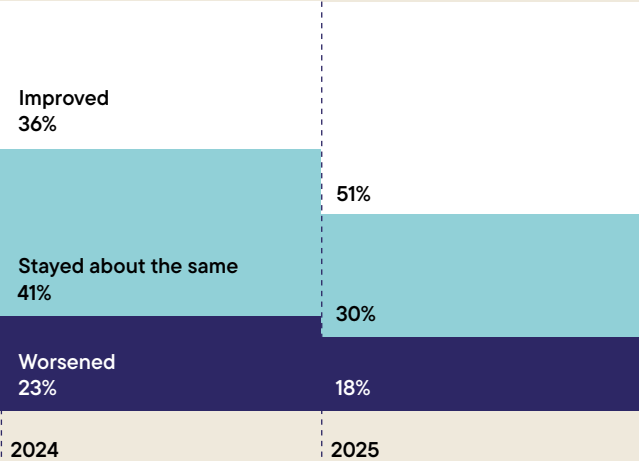
Having enough money to be able to provide for themselves and their family remains the top aspiration for young people in Czechia in 2025, although there has been a decline in those ranking it as most important. Together with owning their own home and not worrying about bills, these remain in this year's survey as the top three aspirations among young Czechs.

One perceived way of getting ahead in life is to emigrate, with 75% of young Czechs saying they would be willing to move abroad to further their careers or increase their income. Over half (52%) would move to another EU member state and a third (32%) to the US. Less popular destinations were Canada/Australia/New Zealand (11%), Latin America (7%), and Asia (6%).

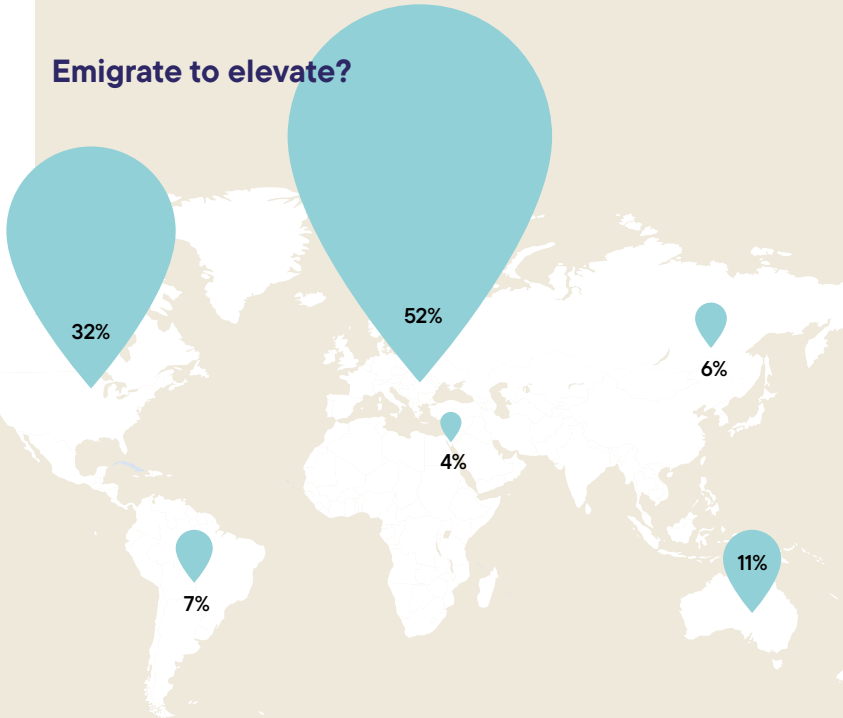
Call up concerns: does conscription worry you?



Change in standard of living in the last 12 months



Emigrate to elevate?



# Where do we go from here?

Issue	Data from YMM 2025	Plan of action	
		Short term	Long term
Low housing independence	32% are still living with parents or other relatives, with that rising to 60% of 18 to 21-year-olds and 42% on lower incomes.	Create online guides explaining rental rights, contracts and basic costs. Set up a central housing portal with verified, affordable rental listings. Launch local campaigns encouraging co-living or flat-sharing.	Expand access to preferential mortgages for under-35s. Develop affordable rental housing through public-private partnerships. Integrate housing support into national youth strategies.
Insufficient savings	Average savings equal approx. 2 months of expenses, but 48% have only a month or less. Savings are especially low for those on lower incomes.	Promote savings challenges via social media or banking apps. Offer small rewards (e.g. cashback, vouchers) for hitting monthly savings goals. Provide free digital tools to help track spending and build basic budgets.	Introduce matched savings schemes for young or low-income users. Offer tax incentives for consistent saving habits. Include savings literacy in national education and employer onboarding programmes.
Dependence on financial support from parents	56% receive financial help from family, with 44% of them getting more than CZK 10,000 annually.	Distribute simple budgeting templates via schools, social media and employers. Promote part-time job platforms designed for students and early-career workers. Highlight success stories of financial independence to shift social norms.	Expand subsidised internships and entry-level job grants. Offer "start-up funds" for young people moving out from family homes. Provide fiscal incentives for employers hiring young workers into full-time roles.

## AirBank

Since our founding in 2011, Air Bank has been committed to delivering modern, fair, simple and friendly banking. Our goal is to make life easier for the more than one and a half million clients we serve by offering clear financial products without hidden conditions. As a young bank, we provide user-friendly digital services and an intuitive next-generation mobile application, distinguished by speed, openness, and accessibility. Air Bank leads the market in newly issued

unsecured consumer loans, with a share of one quarter. We are also seeing significant growth in investment products—more than 176,000 clients have invested nearly CZK 14 billion through our solutions. We evaluate all products and innovations based on the real value they bring to our clients. We build on technical excellence, a digital-first approach, and bold thinking. That's why we are able to grow, come up with new solutions, and remain a bank that people love.

Air Bank is part of PPF Group, one of the largest independent financial and industrial holding groups in Central Europe.

build your brand awareness  
 raise your profile get your news out argue your case  
 enhance your reputation monitor your competitors  
 analyse the media tell your story  
 map your stakeholders enter new markets explain your position  
 maintain your visibility  
 support your business development  
 address your audiences & plan your event  
 promote your product or service act as your media office

How can we help you?

Let's talk... call or write to Joe, Anna or Alex

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#### Notes and Further reading

[www.cook-comm.com](http://www.cook-comm.com)

[www.czechdaily.cz/czech-entrepreneurs-break-growth-records-in-early-2025](http://www.czechdaily.cz/czech-entrepreneurs-break-growth-records-in-early-2025)

[www.ec.europa.eu/eurostat/statistics-explained/index.php?title=Gender\\_pay\\_gap\\_statistics](http://www.ec.europa.eu/eurostat/statistics-explained/index.php?title=Gender_pay_gap_statistics)

[www.generali-investments.cz/o-nas/aktuality/geopoliticka-situace-znejistila-temer-polovinu-ceskych-investoru-tretina-ocekava-propad-ceske-ekonomiky-20250613.html](http://www.generali-investments.cz/o-nas/aktuality/geopoliticka-situace-znejistila-temer-polovinu-ceskych-investoru-tretina-ocekava-propad-ceske-ekonomiky-20250613.html)

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[www.boldlab.cz/2025/05/09/our-researchers-brought-youth-voices-to-the-senate/](http://www.boldlab.cz/2025/05/09/our-researchers-brought-youth-voices-to-the-senate/)

[www.deloitte.com/global/en/about/press-room/deloitte-2025-gen-z-and-millennial-survey.html?icid=top\\_deloitte-2025-gen-z-and-millennial-survey](http://www.deloitte.com/global/en/about/press-room/deloitte-2025-gen-z-and-millennial-survey.html?icid=top_deloitte-2025-gen-z-and-millennial-survey)

Young Money Matters was written by Nicholas Watson, and translated from the English by our teams in Bucharest, Prague and Warsaw. The questionnaires upon which the surveys were based were developed, collectively, by Alexandru Alexe, Daliana Bărbuică, Marie Chaloupková, Joe Cook, Matyáš Hopp, Agata Koczowska, Vit Šubrt, Nicholas Watson and Anna Ziubińska. The surveys were conducted by 3Gem Media Group. Soňa Daňková prepared the infographics and layout, and together with Lukáš Honzák of Ginger & Fred in Prague undertook the design. Young Money Matters is published by, and is the copyright of, Cook Communications © 2025.



**air/bank**

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 why you might actually  
 like your bank.

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At Air Bank, account maintenance is free of charge and subject to no conditions. The same applies to most of our other services.

#### 7 / All services available through a single app

A single mobile banking application allows you to conveniently handle just about all of your financial needs.

#### 29 / As much as CZK 10,800 in annual rebate

Thanks to various benefits, clients who actively use our services are eligible for as much as CZK 10,800 in annual rebate.

#### 21 / Investing without unnecessary fees

Our investment products are offered without any unnecessary or hidden fees.

#### 41 / Split billing of shared expenses

You can conveniently split shared expenses, for example, the cost of a dinner party or a gift given jointly, and bill others for their share in the payment.

Our app will convince you  
**that managing your finances**  
**can be easy and convenient.**

