

Leisure



ŠKODA AUTO Nadační fond

Quantitative research in the Mladá Boleslav Region
Representative sample (weighted), 460 respondents
Data collection: November, 2020 – February, 2021



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40% of people are satisfied with leisure in the Mladá Boleslav Region.

Satisfaction



40% of people are now satisfied with leisure, which is similar to 2019 (36% were satisfied).

Positive drivers



When people think there are **enough options for cultural or sports activities**, their satisfaction is higher. Wide range of options is thus important.

Negative drivers



Dissatisfaction is driven mainly by **lack of cultural activities**, which is high (76%). *Some also desire places to meet with others and are in need of more places for art.*

Please note that those numbers are influenced by the pandemic situation.

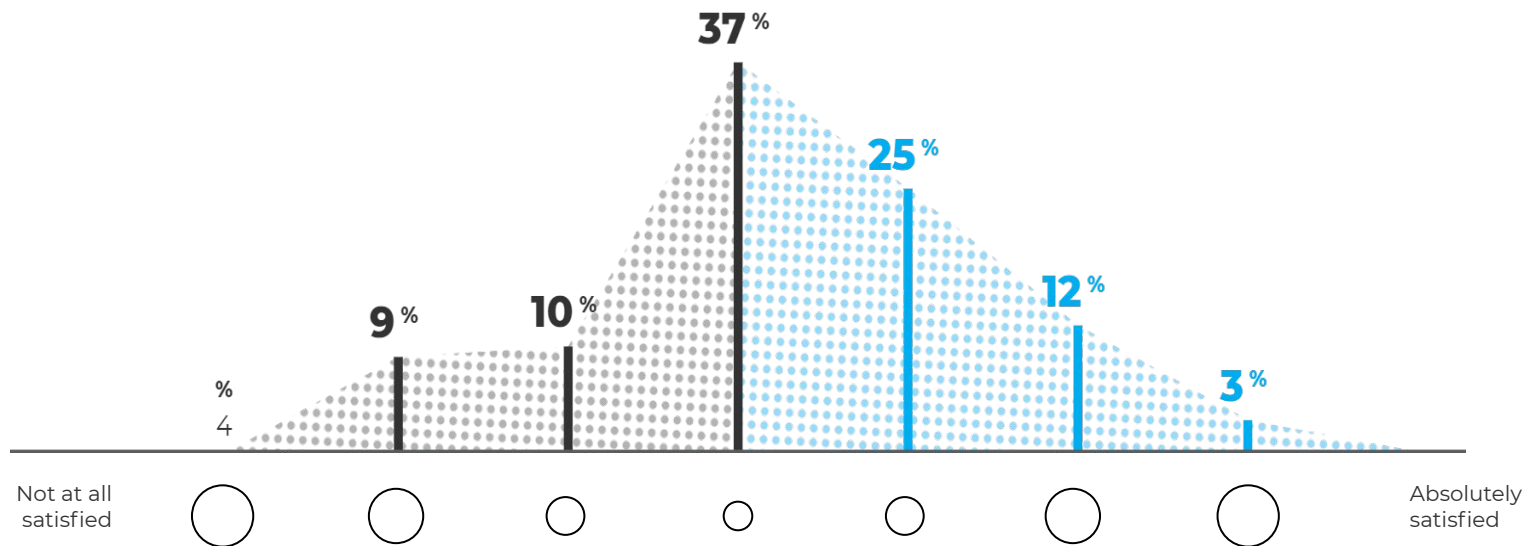


1 | Satisfaction with leisure



40% are satisfied with the overall offer of leisure time activities.

Compared to the previous wave, level of satisfaction is similar (36% were satisfied).



People are divided over the topic: one quarter sees the possibilities as improved, one quarter as worsened.

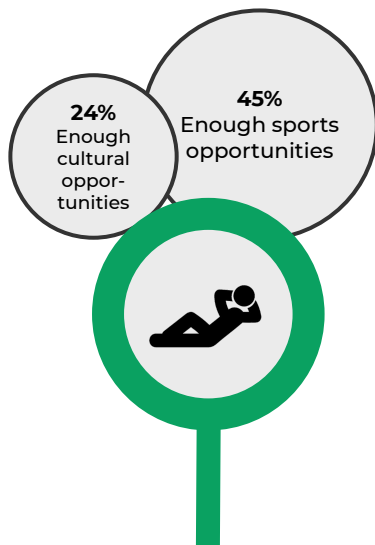
However, the feeling of worsening of options is probably caused by the pandemic situation.

Compared to last year's situation with leisure time activities:



Good offer of activities strengthens the satisfaction.

How many % of all have these attitudes?



Positive drivers of satisfaction
Support them!

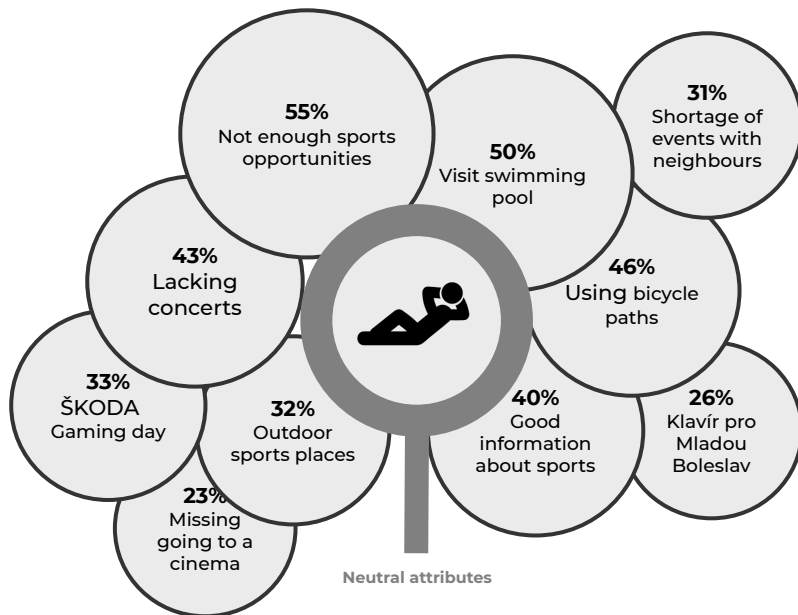
The **model shows which issues influence the satisfaction** with leisure - in other words, people who have those attitudes are more satisfied than the ones who do not have those attitudes. For example, people who think that there are enough cultural opportunities are more satisfied than the others.

This makes the attribute a driver that should be supported.



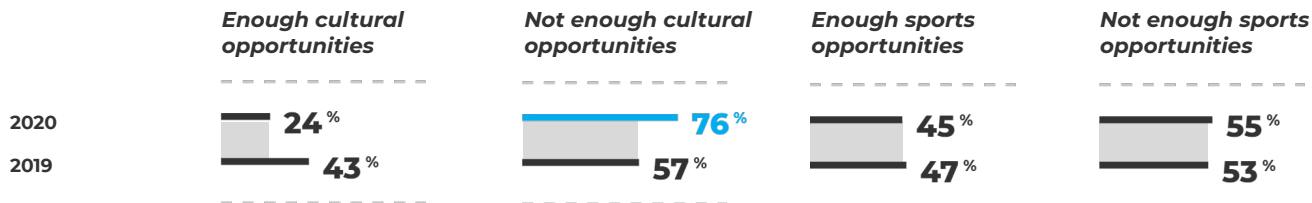
Dissatisfaction is driven mainly by lack of cultural activities.

How many % of all have these attitudes?



Drivers comparison: Opportunities in culture have decreased more those considering sports.

We assume the lack of activities is mainly caused by the pandemic situation.



*Other topics were not examined in 2019, therefore the comparison cannot be done.

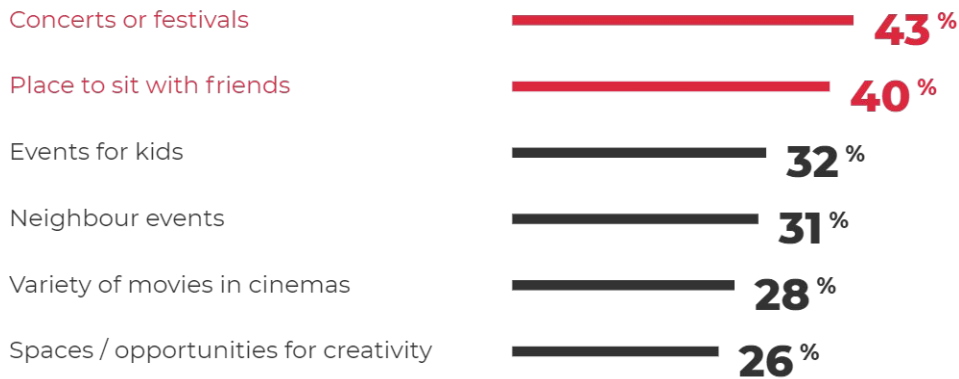


2 | Sports & cultural opportunities



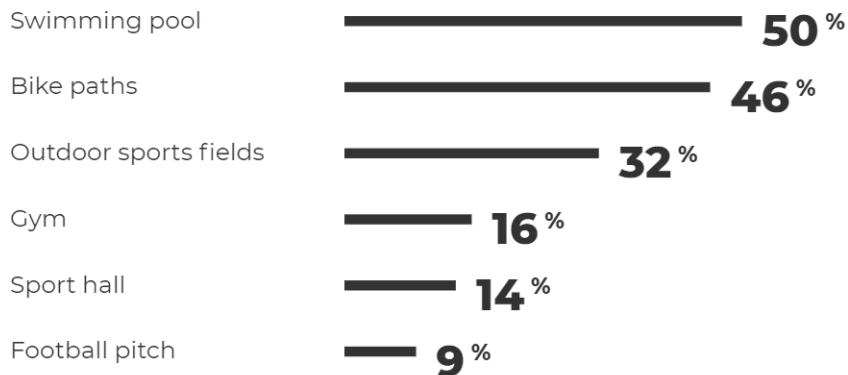
Most people lack concerts or festivals and places to hang out.

What do they desire?



Among sports activities, half of people visits swimming pools.

What kind of sports ground do they use?



Information about sports grounds: There is room for improvement.

How is the information about sports grounds?

Easily accessible.

40 %

Partly difficult to find them.

54 %

Difficult to find them.

6 %



41% of them claim that they would use a sports ground overview platform.

How do they perceive the sports ground platform?



3

Sports during COVID-19

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More than one third of people was strongly affected by COVID-19 in terms of their sports activities.

Has their sports regime changed due to COVID?



Many started alternative sports activities.

Stopped exercising and miss it.

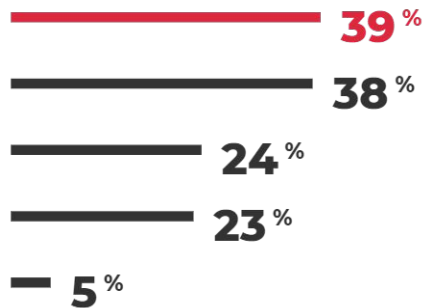
Started exercising at home.

Found another alternative.

Started exercising outdoors (workout palces, forrest...).

Stopped exercising and don't miss it.

How did their sports regime change?



However, the change is not perceived very positively.

How do they feel about the change?

It is actually better

10 %

Not ideal, but not really a problem.

46 %

It annoys them.

44 %



4

ŠKODA AUTO's Projects

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67% have not heard about ŠKODA Gaming Day.

Do they know about the event?

They participated in it.

— 4 %

They know about it.

———— 29 %

They have not heard of it.

———— 67 %



Half of people quite likes the idea of ŠKODA Gaming Day.

How do they see the event after it was presented to them?

More events like that!

15%

Quite interesting

34%

Nothing for them but they have no problem with that

47%

That should not happen here

4%



74% have not heard of Klavír pro Mladou Boleslav.

Do they know about the event?

They know about it

26%

They did not hear about it

74%



24% of people claim that they would support similar events.

How do they see the event after it was presented to them?

Great! I would like to support similar events!

24 %

It is important, but I won't participate.

40 %

It seems quite important.

12 %

There are more important things to do.

24 %



People are quite satisfied with leisure in the region.

People are rather satisfied with leisure (40%) in their region, satisfaction is similar compared to 2019.

While satisfaction is driven by enough options for both sports and cultural life, **dissatisfaction** is driven mainly by *lack of cultural activities* (which has risen compared to 2019). Adding to that, other negative drivers are *lacking a place to meet with others* and feeling a shortage of *places for doing art*.

From cultural activities, they mostly lack concerts and festivals.

They are also in need of places to sit with friends, events for kids and neighbour events.

Please note that it is highly probable that the results are influenced by the current pandemic situation.

Two thirds of people were affected by COVID when it comes to their sports regime.

And almost one half of them consider it a real problem.

About a half of people sometimes struggles to find information about sports grounds and most of them would welcome some kind of platform for overview.





It was a pleasure.



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