

# Life Perception of Baltic Consumers

Facts, facts, facts...

Ilze Kronberga  
ECR Baltic Forum

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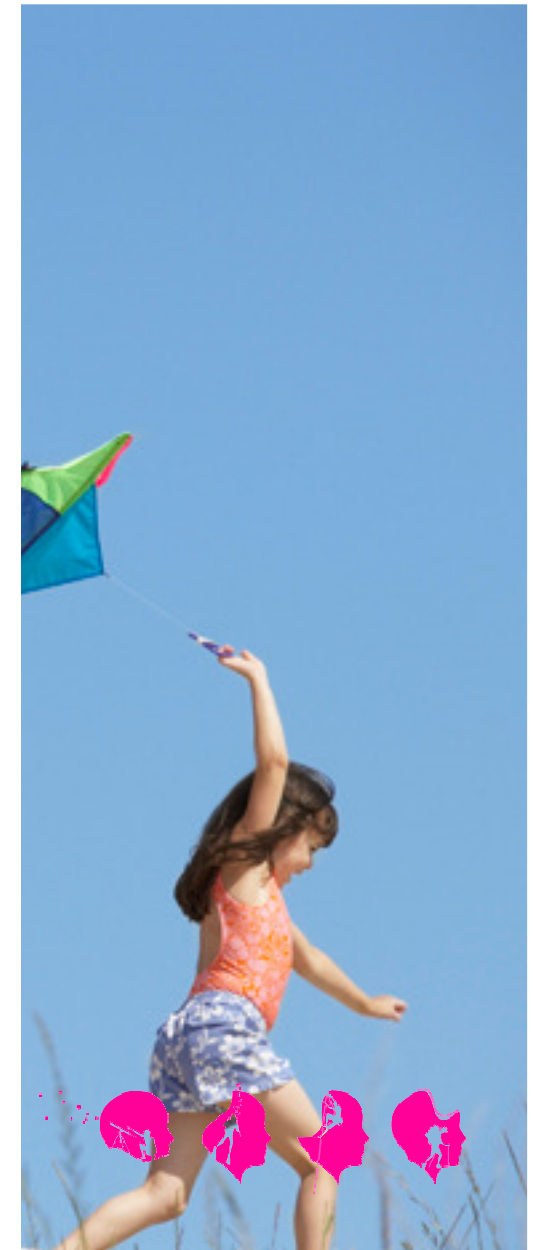
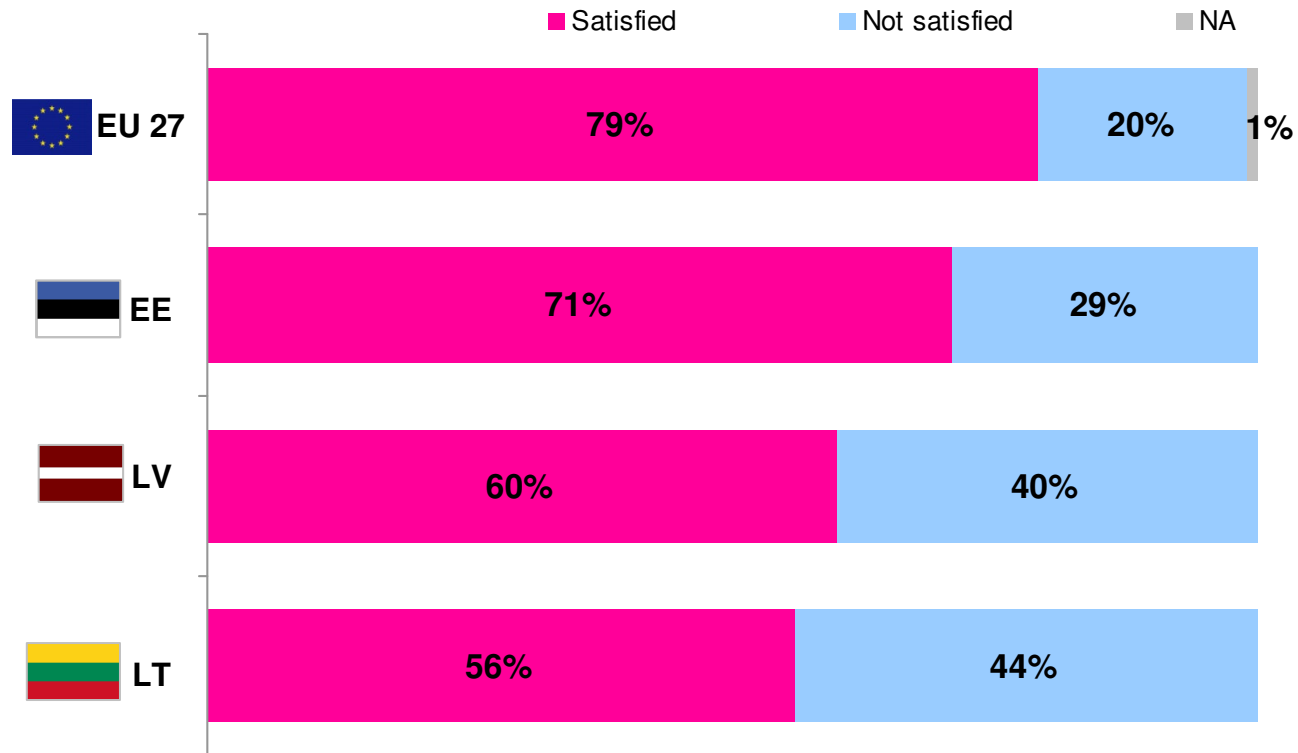




# Overall Life Perception

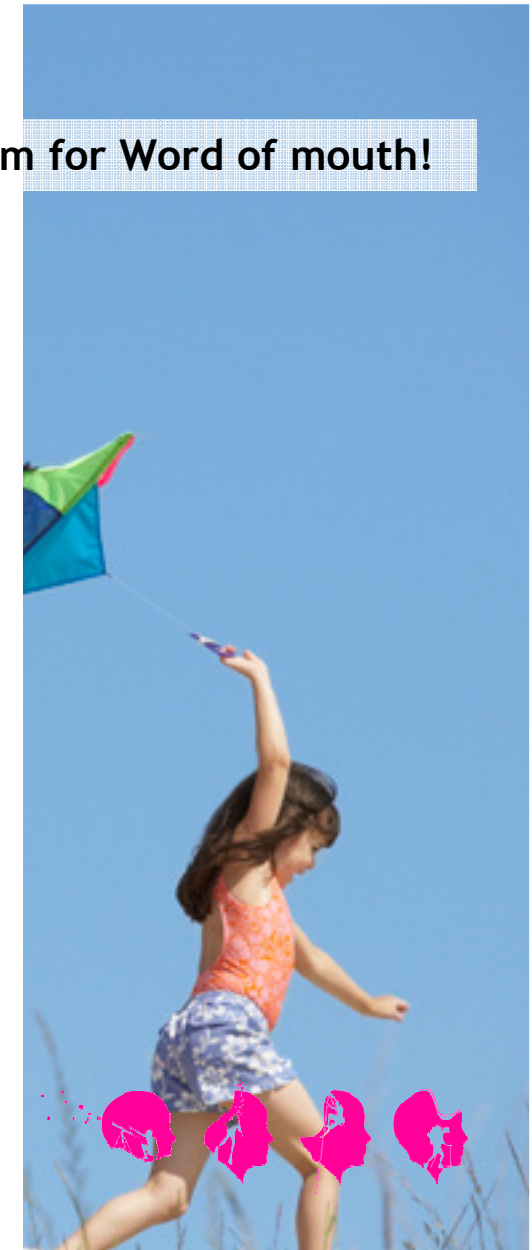
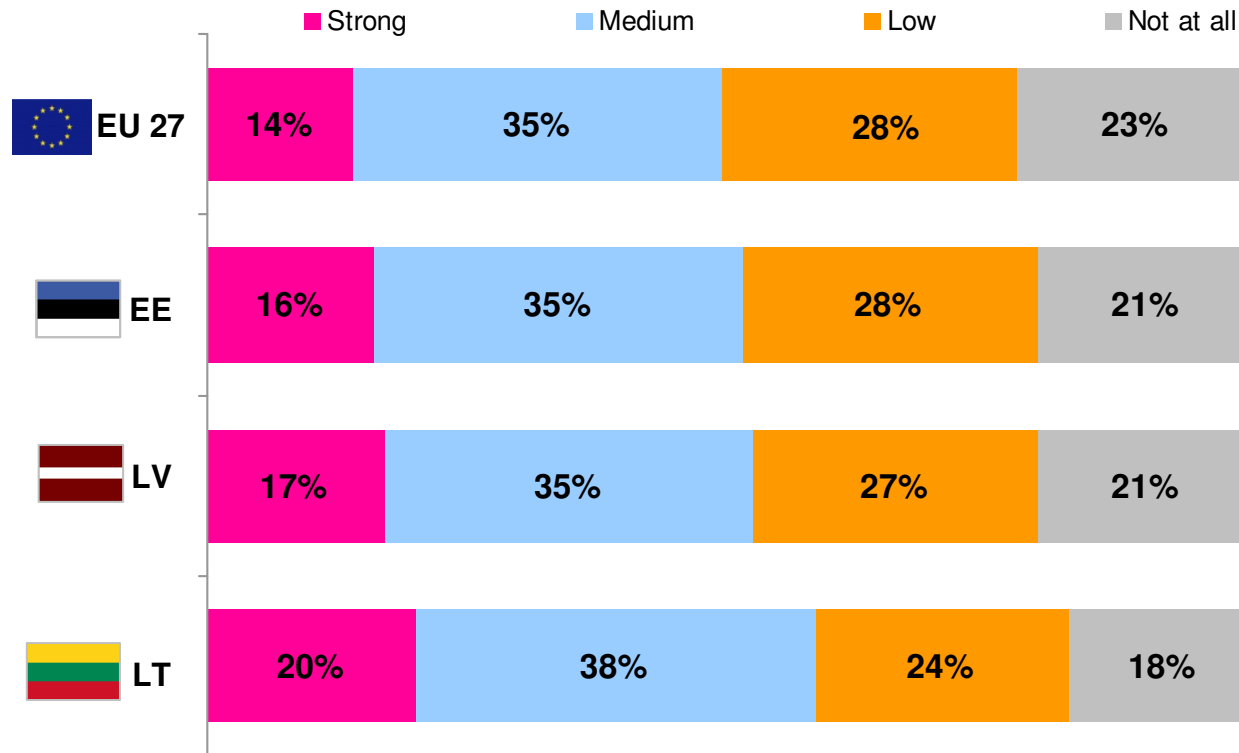
# Overall life satisfaction

Latvia and Lithuania - way to go to reach EU average level!



# Opinion leadership index

Lithuanians are the strongest opinion leaders in Baltic - use them for Word of mouth!

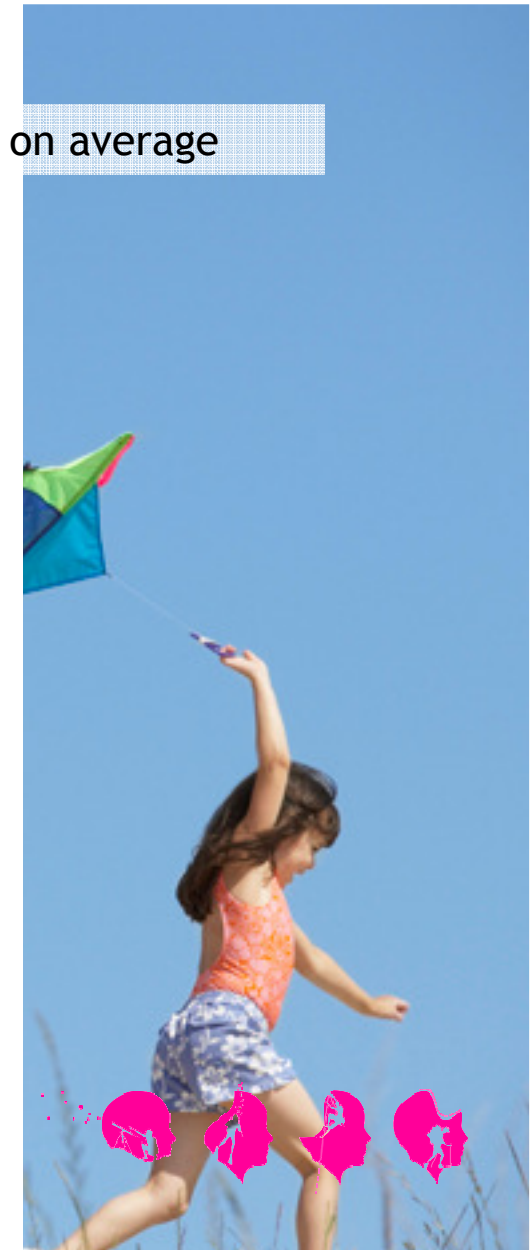
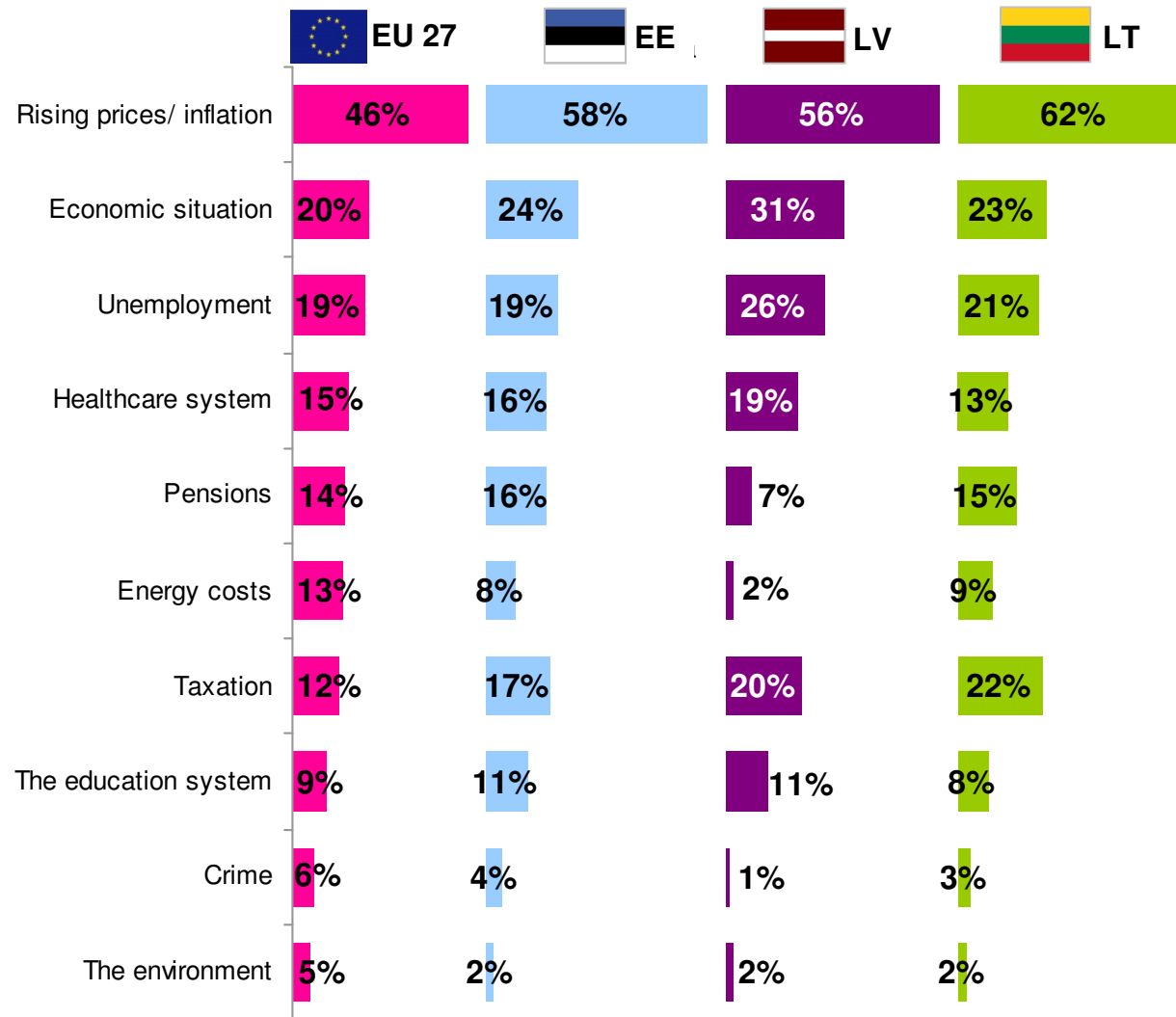


Opinion leadership Index – based on the frequency of discussions with friends and relatives about national, European and local political matters and frequency of persuading others to share ones opinion

Source: Standard Eurobarometer 75 (Spring 2011)  
Base: EU citizens (15+), n= ~ 1 000 respondents per country

# The most important issues personally

Taxation in Baltic is more important issue than in EU on average

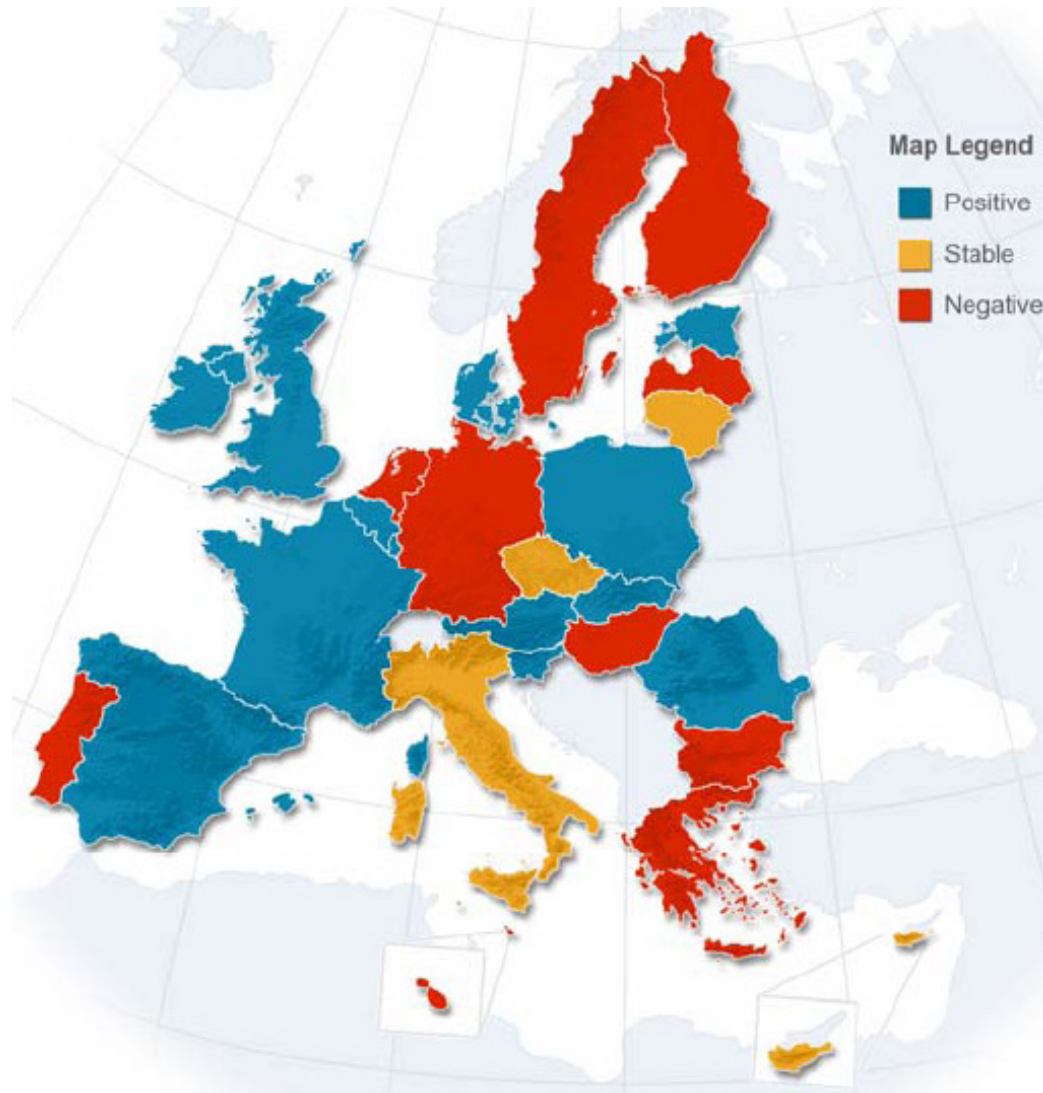




# Financial situation

# Impact of the economic crisis on the labor market

There is no common Baltic opinion. Is there a pan-Baltic market?

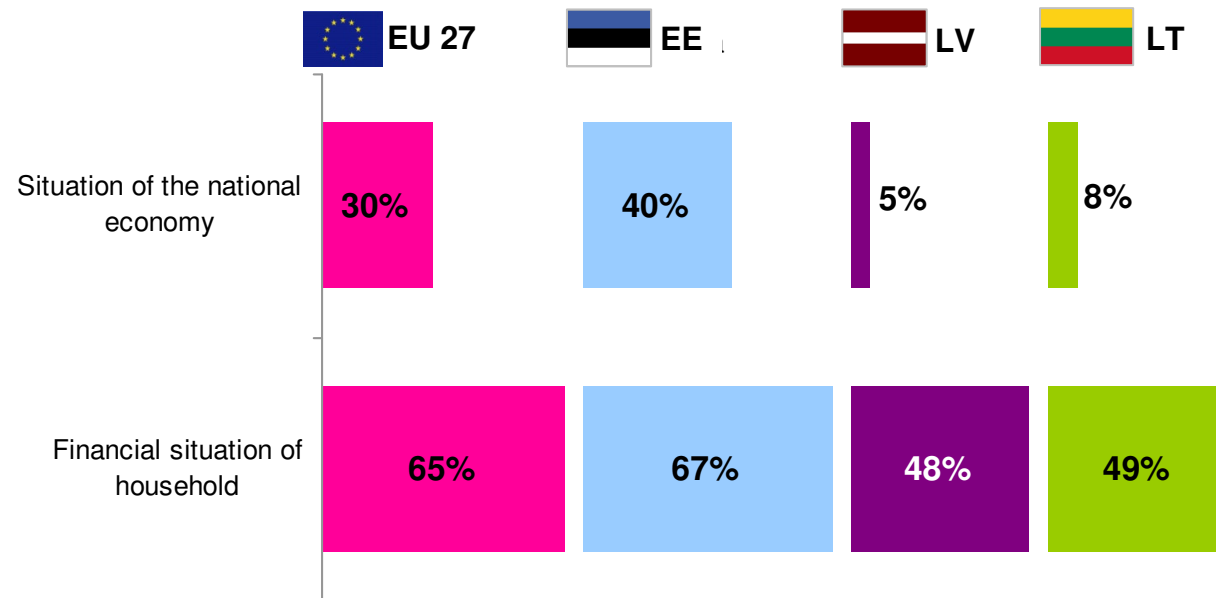


# National and personal financial situation

Skeptical about the country, but happy that they can still manage personally



The chart depicts positive opinion - consider the situation as good

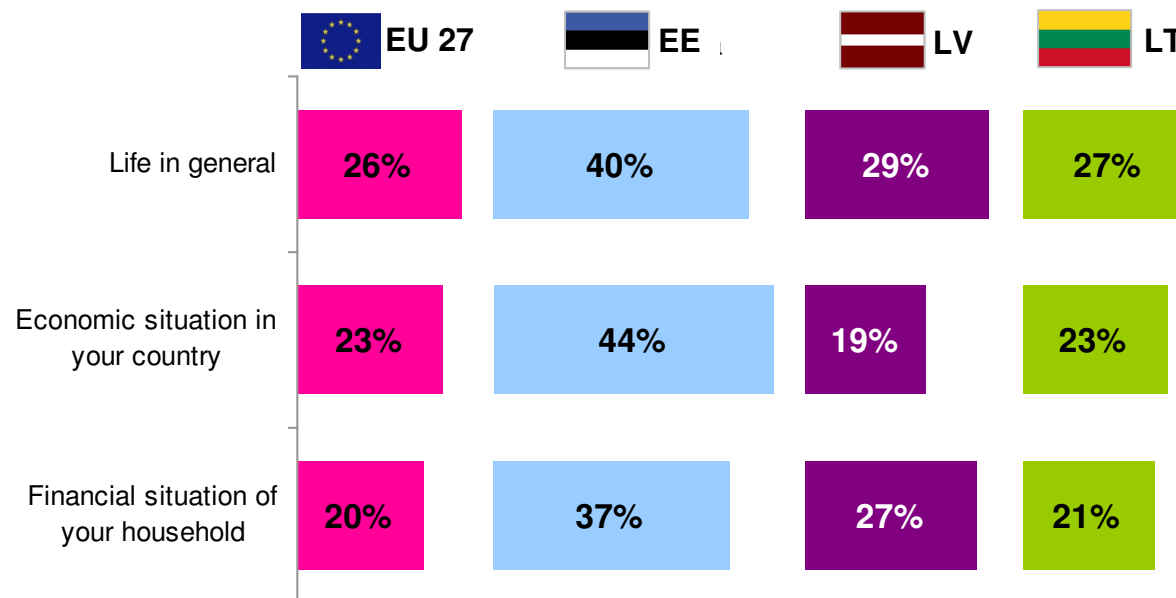


# Expectations for the next 12 months

Estonians are the most positive about future



The chart depicts positive opinion - consider the next 12 months as better



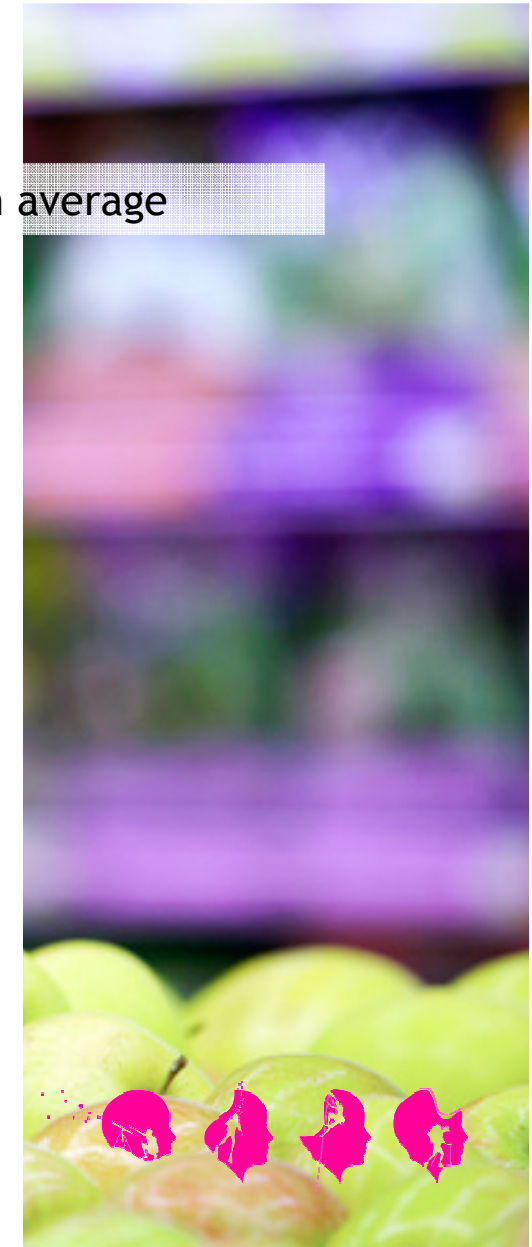
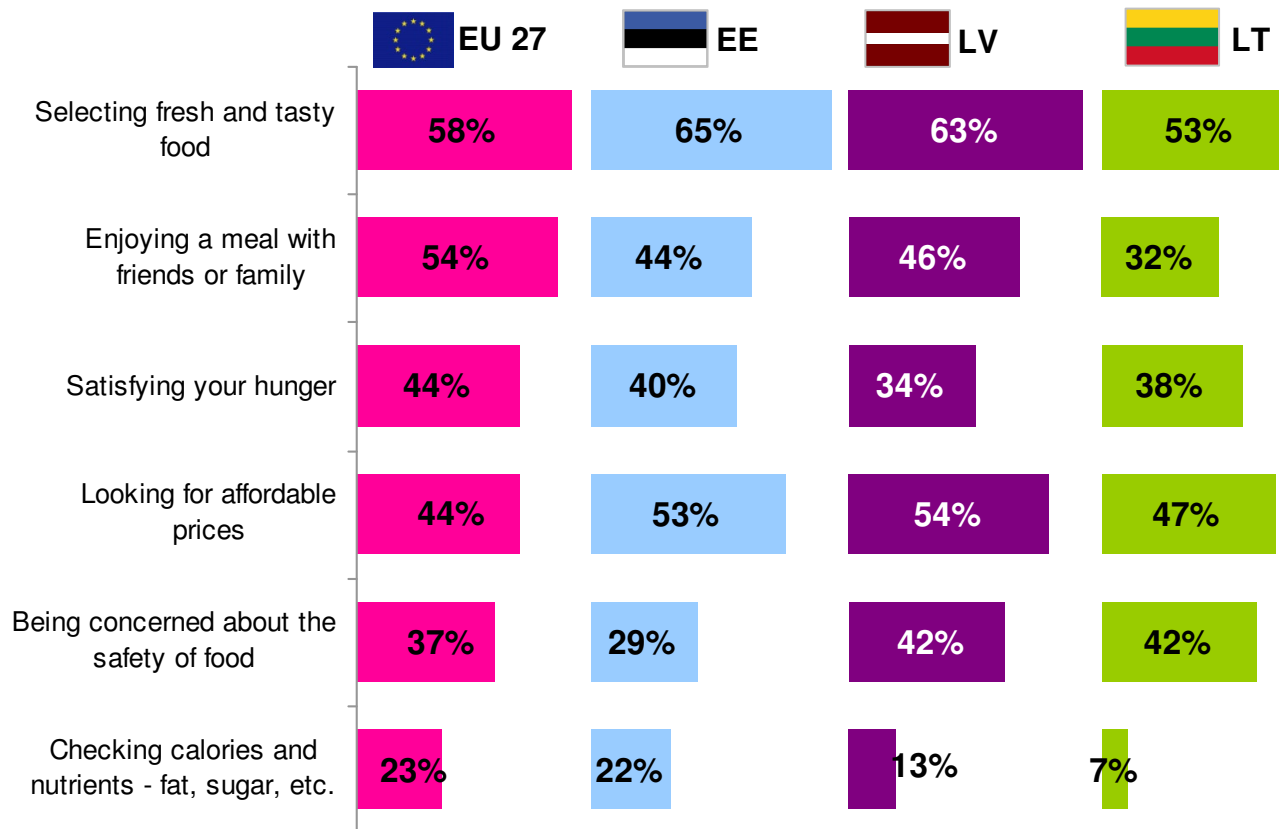


# Associations with food and eating

Baltic consumers are more price sensitive than Europeans on average

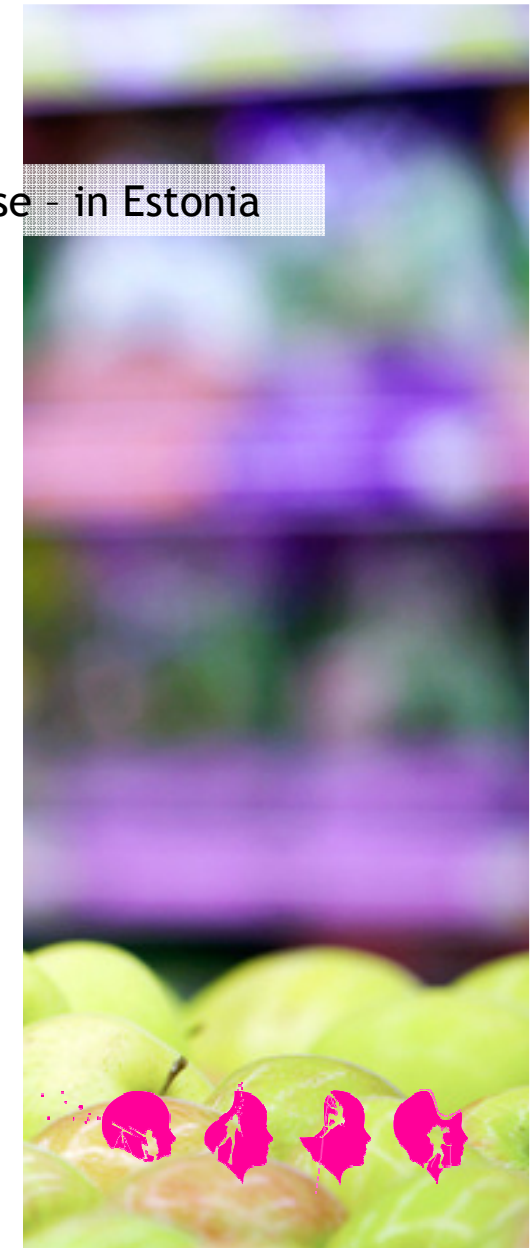
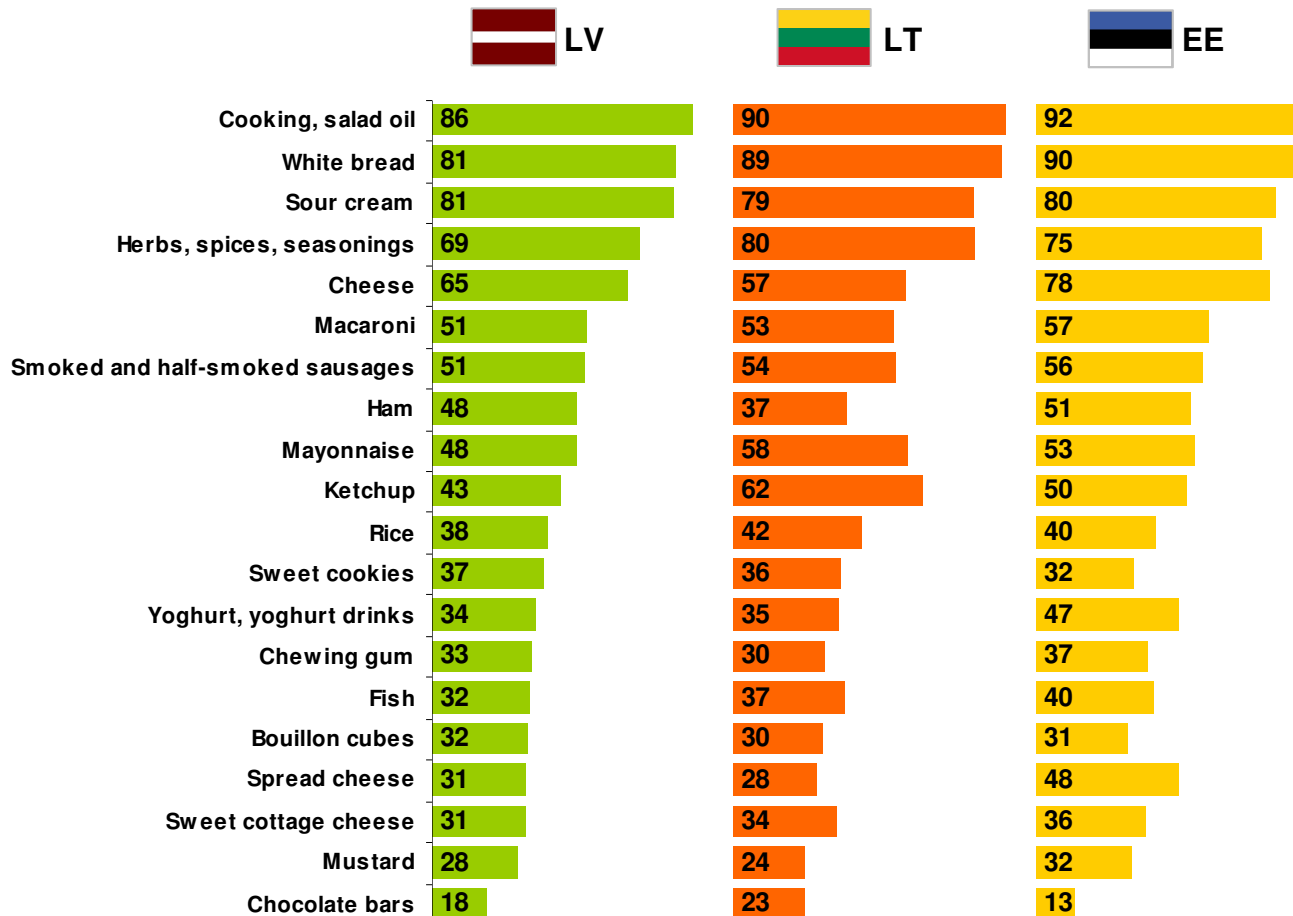


The chart depicts opinion – to a large extent



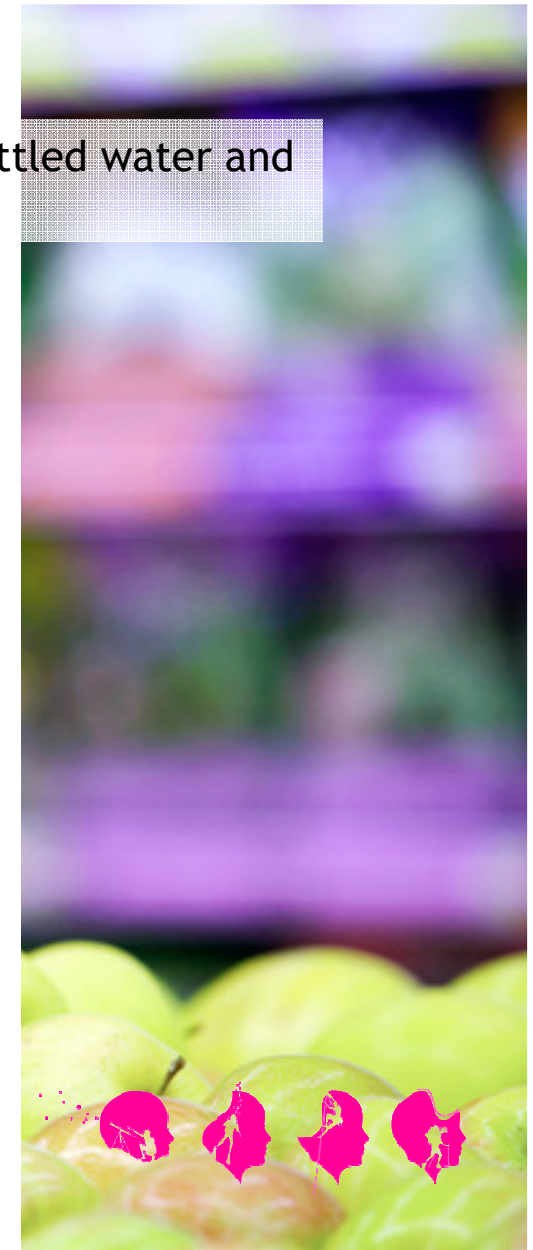
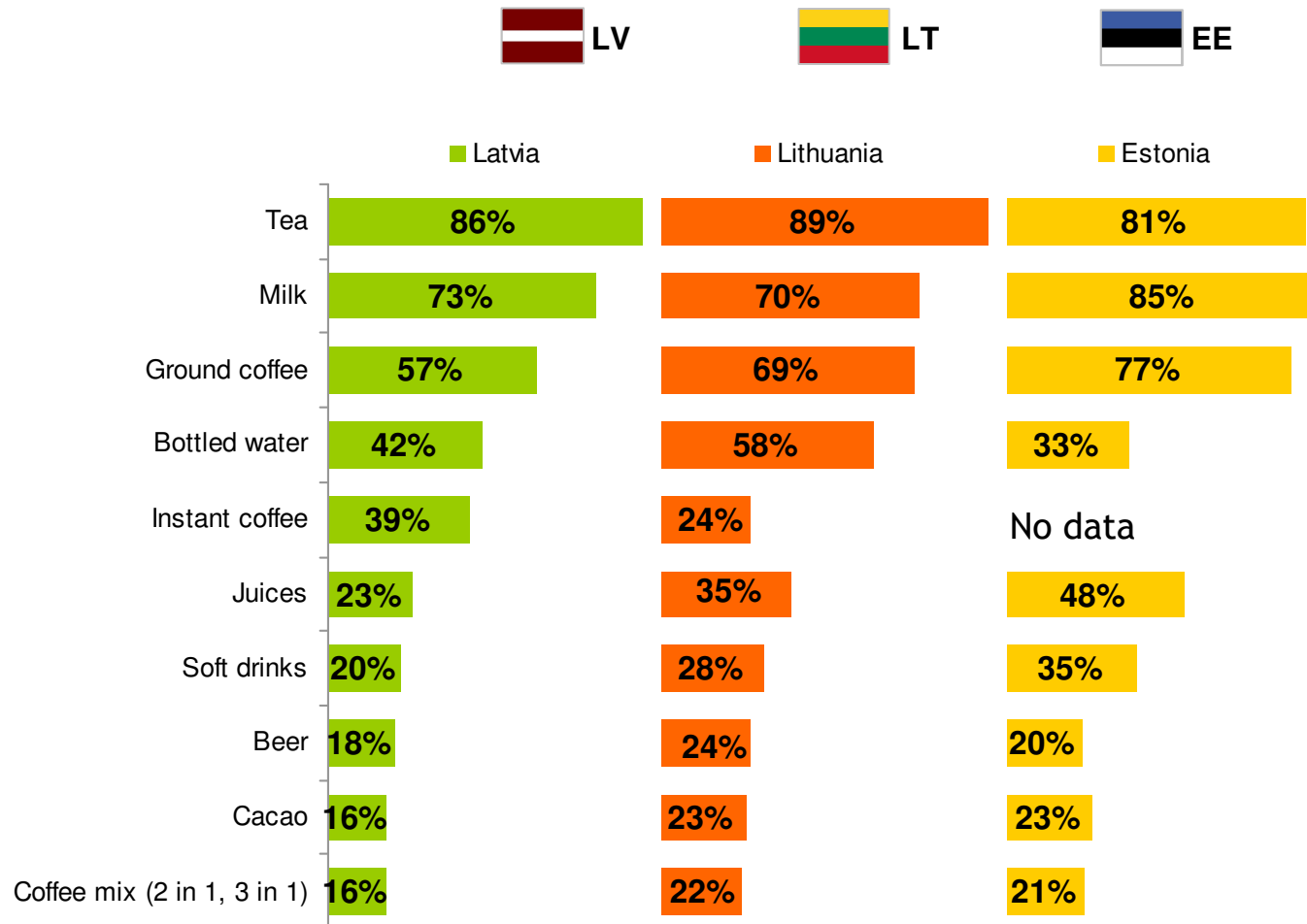
# TOP 20 products consumed at least once a week

Mayonnaise and ketchup is more favorable in Lithuania, cheese - in Estonia



# TOP 10 drinks consumed at least once a week

Milk, coffee, juices and soft drinks are more consumed in Estonia, bottled water and beer - in Lithuania

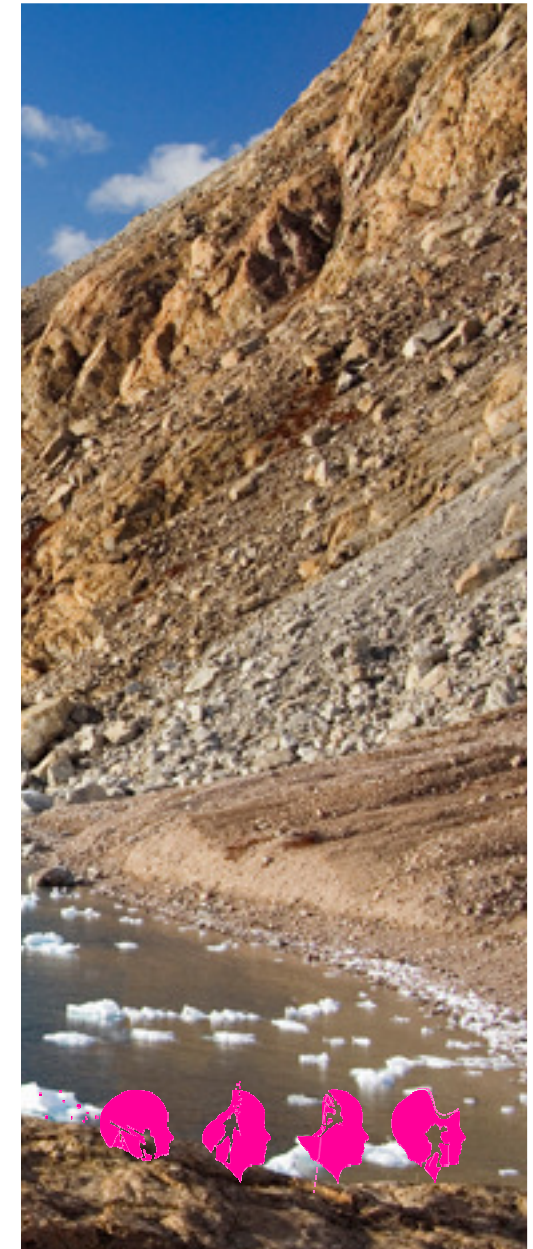


## Who are people in Baltic?

**If you want to be most satisfied with life and optimistic about future - go to live in Estonia!**

**If you are ready to spread positive word of mouth about various things - ask Lithuanians - how!**

**If you want to know how to deal with pessimism about economic situation - learn from Latvians, perhaps enjoying the meal with friends and family helps forgetting this at least for a while!**





DISCOVER

