

Slovenia

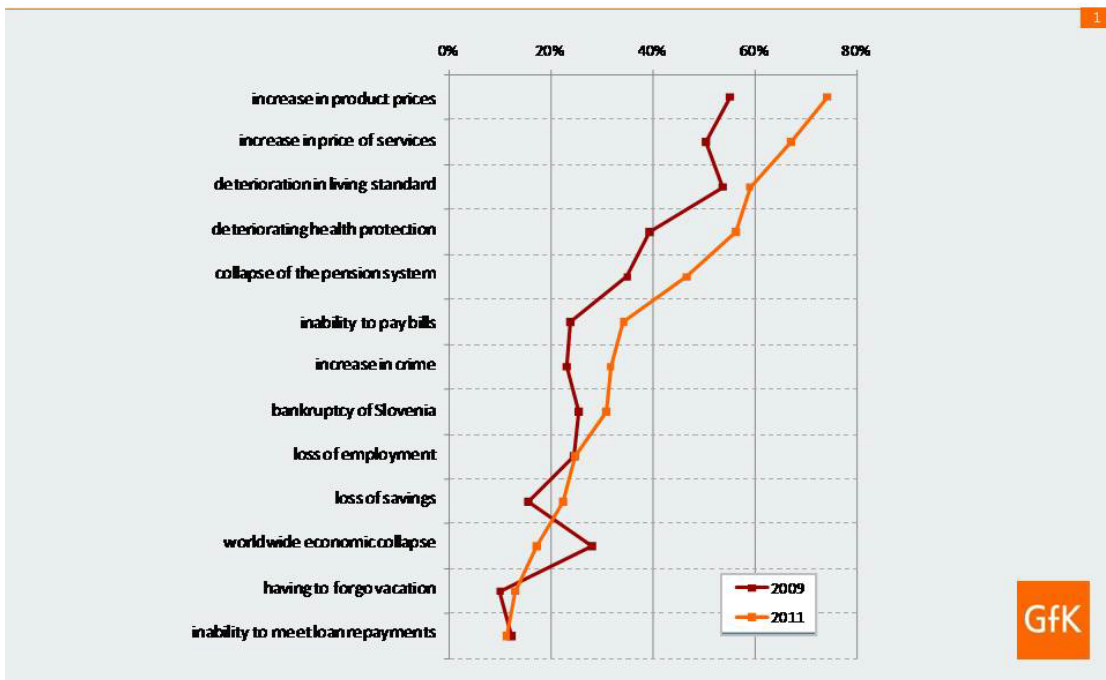
What concerns consumers most

The slow economic recovery (the growth rate in GDP remains below the eurozone levels) has not proved sufficient to boost consumer confidence. In fact, the consumer confidence indicator is at its lowest level since June 2009.

In order to gain a better understanding of what is causing the anxiety amongst consumers we included a question on consumer concerns in our last omnibus (fieldwork from February to March). This question was last asked in 2009 between April and May and the studies were, in both cases, based on a nationally representative sample of 1,000 respondents aged 15 to 75 (representative according to gender, age, region and type of settlement).

The results show that pessimism with regard to our economic situation is still evident and, what is more, most of the concerns were actually mentioned more often than in the 2009 survey.

Main concerns of Slovenian consumers



Most evident are concerns focused on increases in prices (of both products and services) and decreases in living standards. Relatively speaking, compared to 2009 the biggest changes are evident in concerns about deteriorating health care protection, inability to pay bills and loss of savings.

Fear of losing one's job is still just as much of an issue as it was in 2009, with about a quarter of all respondents citing it as one of their biggest concerns.

If we look at how the rankings of different issues have changed compared to 2009, we can see that concerns about the global economy are rated much lower whilst people's concerns about their inability to pay their bills and an increase in crime have become relatively more important.

Ranking of different concerns, comparison between 2009 and 2011

	2009	2011	change
increase in product prices	1	1	=
increase in price of services	3	2	↑1
deterioration in living standards	2	3	↓1
deteriorating health care protection	4	4	=
collapse of the pension system	5	5	=
inability to pay bills	9	6	↑3
increase in crime	10	7	↑3
bankruptcy of Slovenia	7	8	↓1
loss of employment	8	9	↓1
loss of savings	11	10	↑1
worldwide economic collapse	6	11	↓5
having to forgo vacation	13	12	↑1
inability to meet loan repayments	12	13	↓1

In conclusion, we can say that, compared to 2009, the global economic situation is no longer such an important issue whilst more local issues, such as health care protection, the pension system and an increase in crime, have come to the forefront. At a more individual level, concerns regarding one's ability to meet financial obligations and potential loss of savings are more evident.

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