

Croatia

Crisis in Croatia!

Over 70% of Croatian citizens believe that they are feeling the effects of the crisis in their household and almost half of the respondents are concerned about the future.

The fear of the crisis is due to several different elements. Some 37% of the respondents already have experience of their salaries being cut (either their own or that of a household member) and 33% are afraid that the general negative mindset will worsen further. Late payment of their wages is a reality for 16% of the respondents (or their family members) whilst 14% of them have been laid off (either themselves or a family member). 31% have felt the effects of the crisis due to other problems.

Our research shows that life has become very difficult for 18% of respondents and that they have difficulties in making ends meet. 57% of respondents say that, although things have become more difficult than they were before, they can still have a normal life, whilst 25% of respondents claim not to have felt any effects of the crisis personally although they are aware of the general situation in the country.

53% of our respondents expressed concern about the future with 41% saying that the crisis has taught them to behave more rationally, 33% not knowing what they can do to make it easier to get through the crisis and only 25% believing that the crisis can, in fact, be a good opportunity for them.

The largest proportion of the respondents (36%) does not see that there is a person or an institution which could pull Croatia out of the crisis. When asked to evaluate the current situation in the country, 44% of respondents said that this was just the beginning of a real crisis and that the worst was still to come, whilst 39% expressed the opinion that the crisis was at its peak. Only 8% of respondents believed that the crisis is coming to an end and 9% were unable to give any opinion.

The economic crisis has led to many people making changes in their behaviour when shopping for everyday goods. They buy fewer or cheaper goods, or both, and they think hard about what they really need. Only 10% of households have made no changes at all in their consumer habits, although a further 13% of households have also not changed anything but in their case it is because their consumption was at the minimum even before the start of the crisis.

When asked about the things they can no longer afford, respondents are most likely to list the following categories: new clothes every season, using their private car, going out (cafés, bars, the cinema), travel / holidays (summer vacation, winter vacation), beauty / hairdressing. Respondents also try to save money on their utility bills (where it is possible) and use of their mobile phones. However, respondents make the fewest cuts for children's items (28%), food and drink (37%) and hair and body beauty products.

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