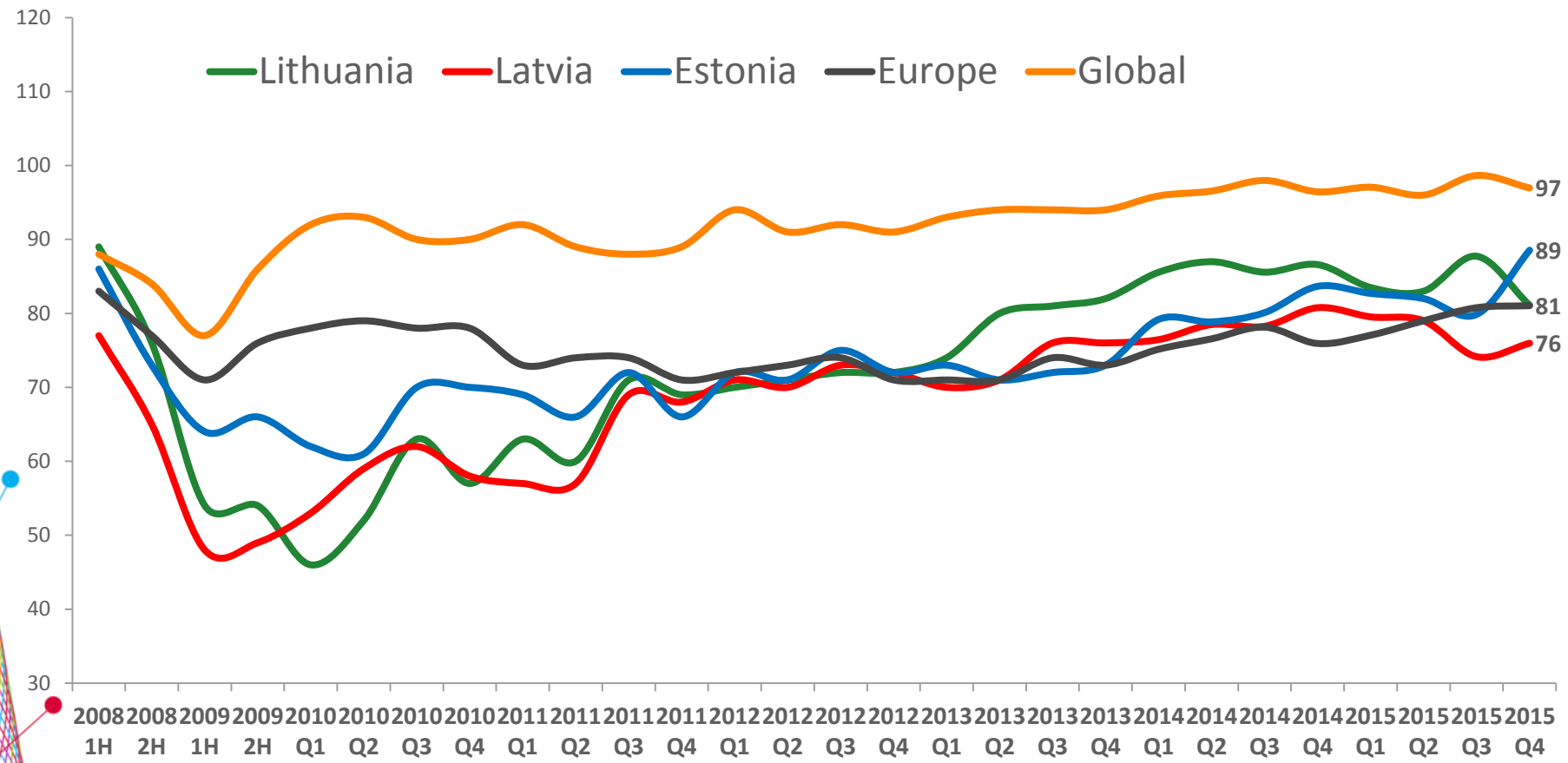


nielsen

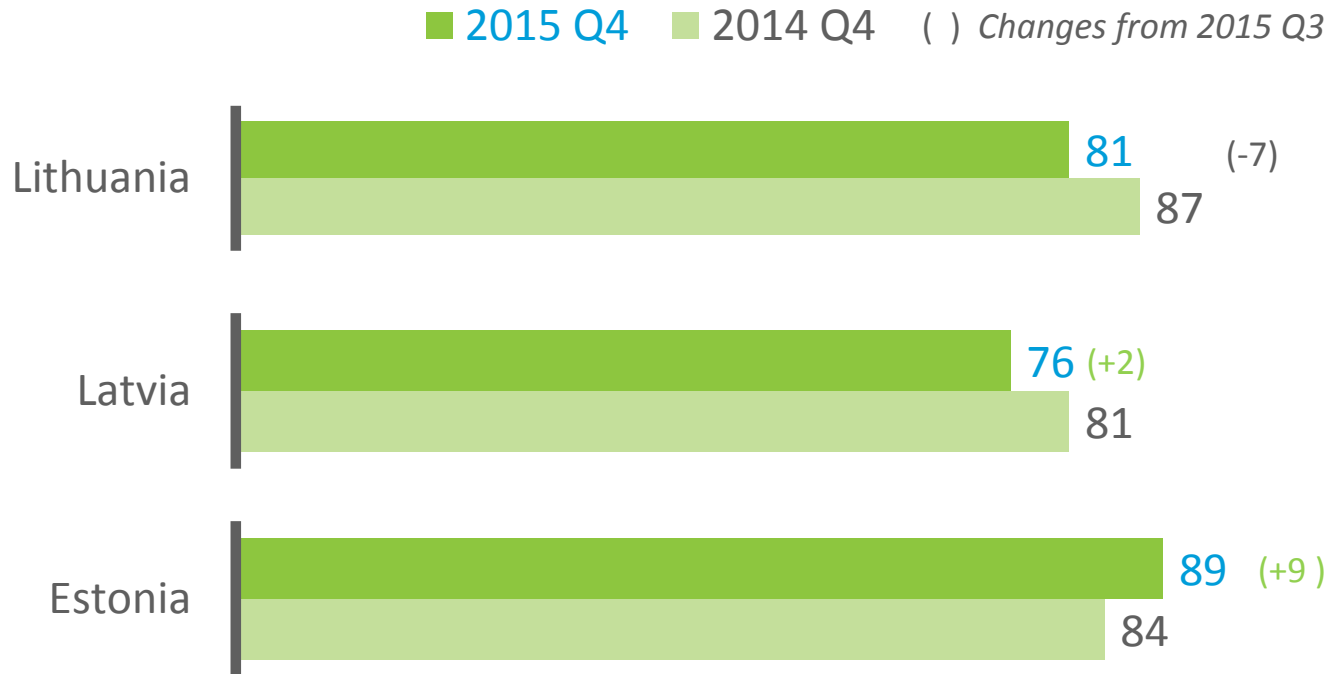
# CONSUMER CONFIDENCE AND SPENDING INTENTIONS SURVEY (2015 Q4)

# CONSUMER CONFIDENCE INDEX



Source: Nielsen Global Consumer Survey Q4 2015

# CONSUMER CONFIDENCE INDEX – BALTICS

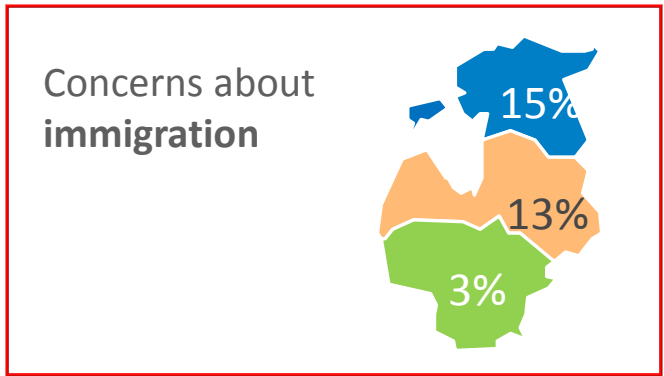


Source: Nielsen Global Consumer Survey Q4 2015



# MAIN CONCERNS

2015 Q4 – 1<sup>st</sup> and 2<sup>nd</sup> concern



UTILITY BILLS



ECONOMY



FOOD INFLATION



HEALTH



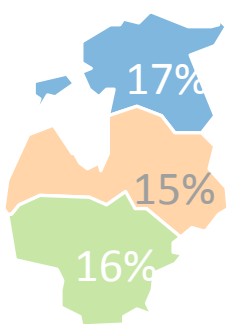
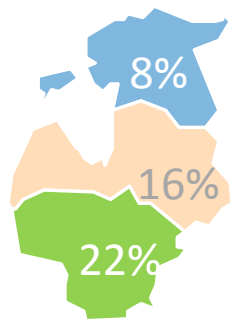
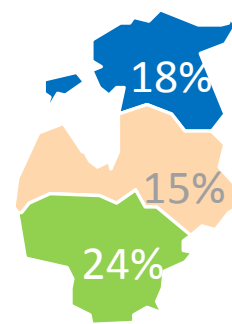
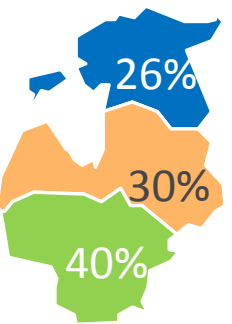
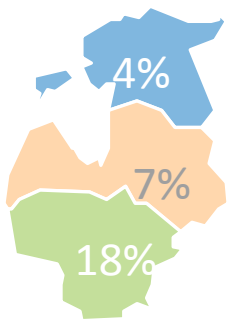
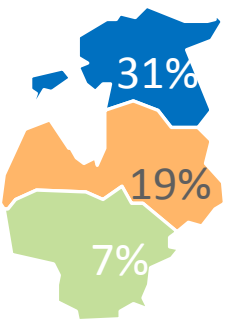
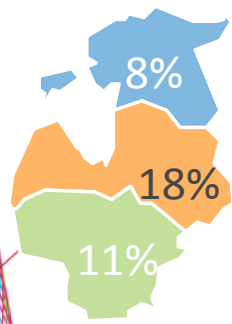
EDUCATION



JOB SECURITY



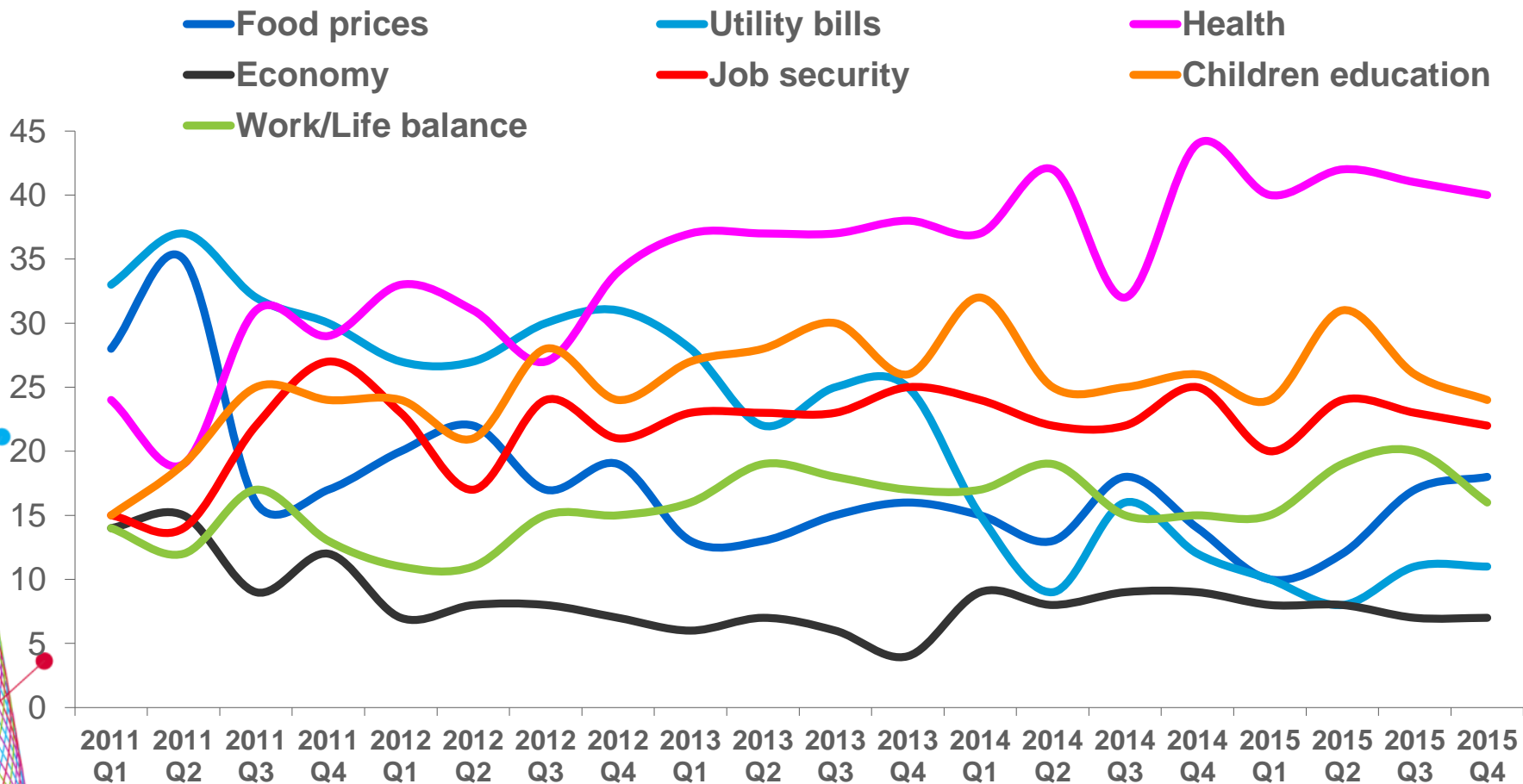
WORK/LIFE BALANCE



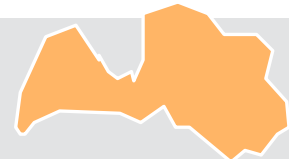
Source: Nielsen Global Consumer Survey Q4 2015



# Worries about health remains on top.

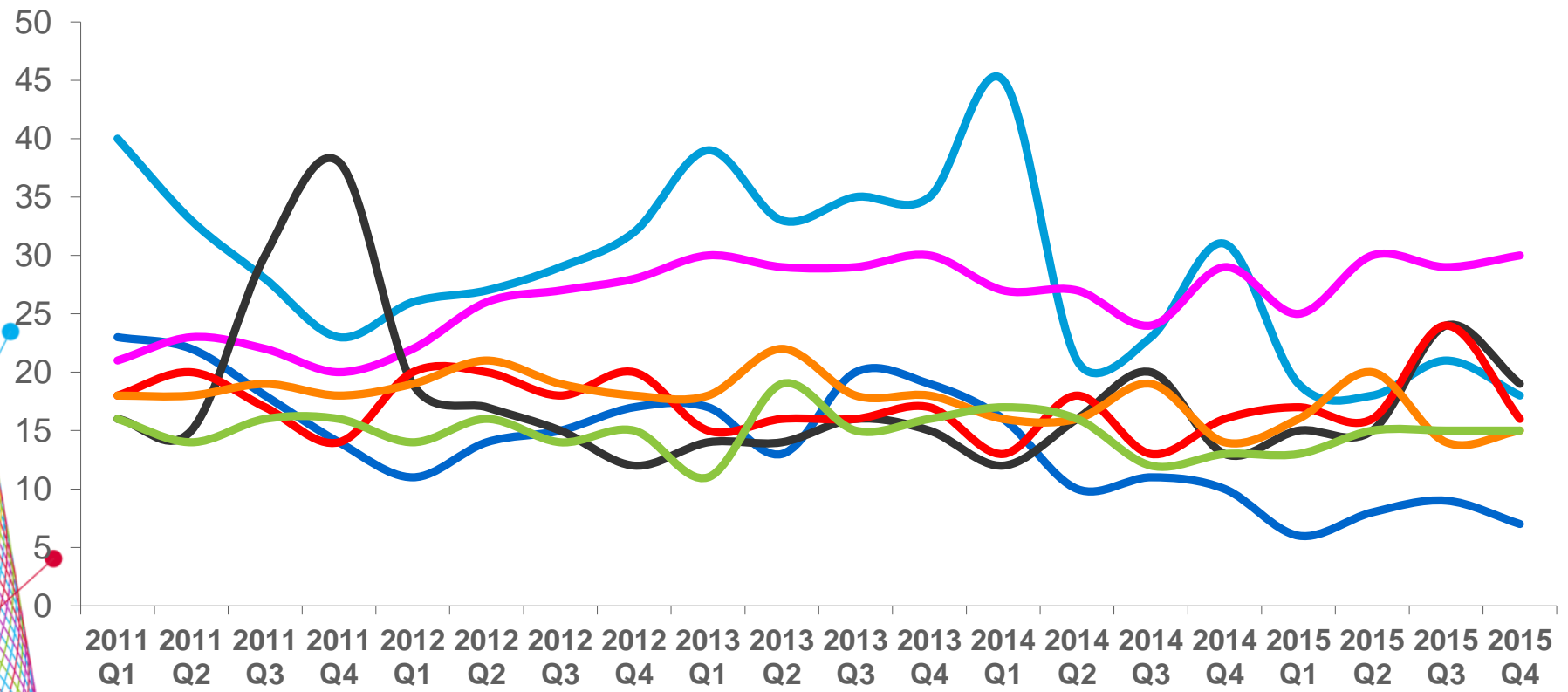


Source: Nielsen Global Consumer Survey Q4 2015



# Health is on top

- Food prices
- Utility bills
- Health
- Economy
- Job security
- Children education
- Work/Life balance

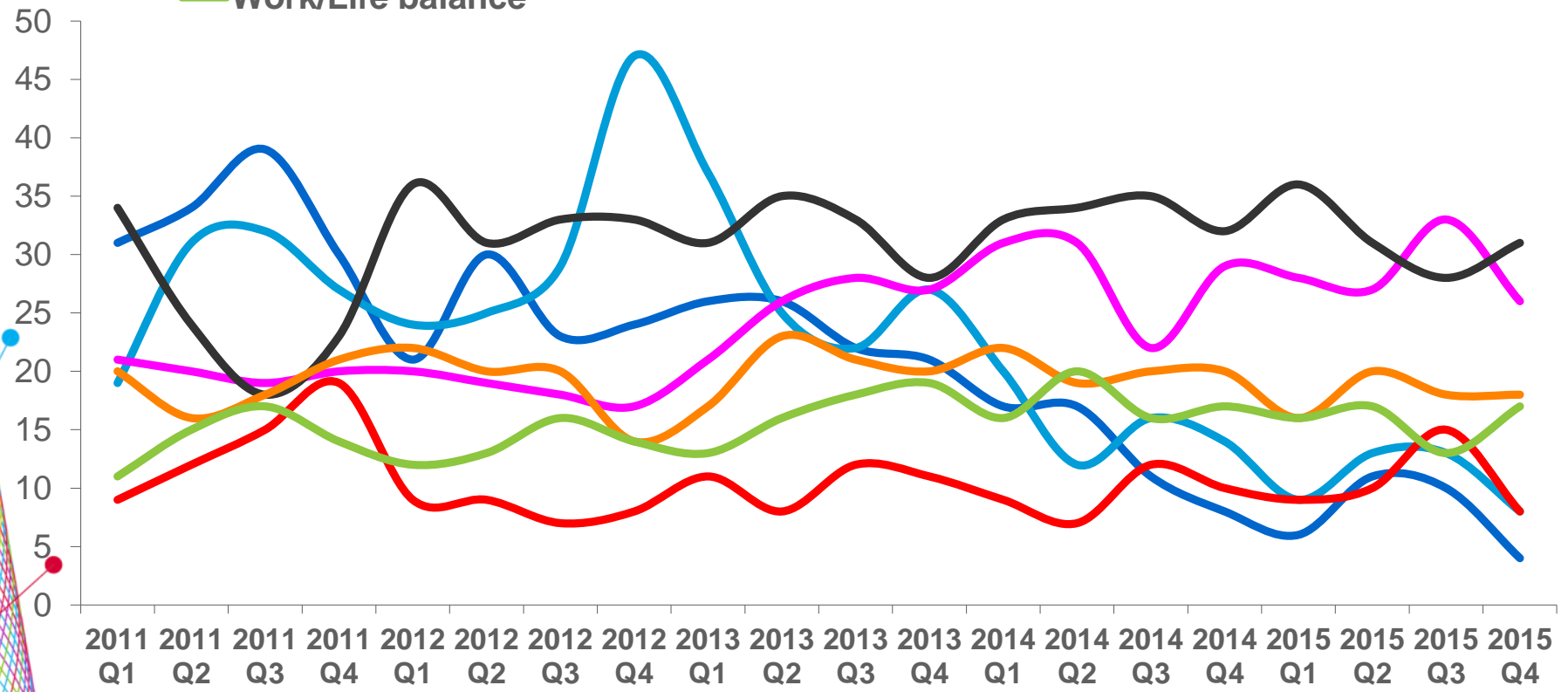


Source: Nielsen Global Consumer Survey Q4 2015



# On top- economy

- Food prices
- Utility bills
- Health
- Economy
- Job security
- Children education
- Work/Life balance



Source: Nielsen Global Consumer Survey Q4 2015

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