

*COMPARATIVE STUDY ON
PUBLIC PERCEPTION
ABOUT ALCOHOL
CONSUMPTION AMONG
LITHUANIAN AND OTHER-
EU RESIDENTS*

Survey about alcohol perception in public.

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Problem statement

Alcoholism is one of the most discussed topics in Lithuania. Government interference in alcohol sales and policy is much higher in Lithuania than in other EU countries.

A comparative study conducted by university of Vilnius revealed that the support for government interference in alcohol sales is much higher among Lithuanians than other EU nationals.

To understand more about the general perception about alcohol consumption, a study was conducted by us.

Target Group

- Target Group: Lithuanian and Other-EU Residents at the age group between 16 and 30.
- Data sample was matched for Gender; almost equal number of Lithuanian and Other-EU Residents were surveyed.

Methodology

- Standart questionnaire with 15 questions was prepared in the "Google Forms".
- One on one interviews were conducted in different locations in Kaunas.
- Responses to the survey were also obtained by sharing on social media.
- Sample size: 80

Questionnaire

- Personal info
- Perception about one's own alcohol consumption
- General awareness about problems caused by alcohol (drunk driving, alcohol use in pregnancy, etc.)
- Perception on government interference in alcohol sales (sales timings, ban on discounts)

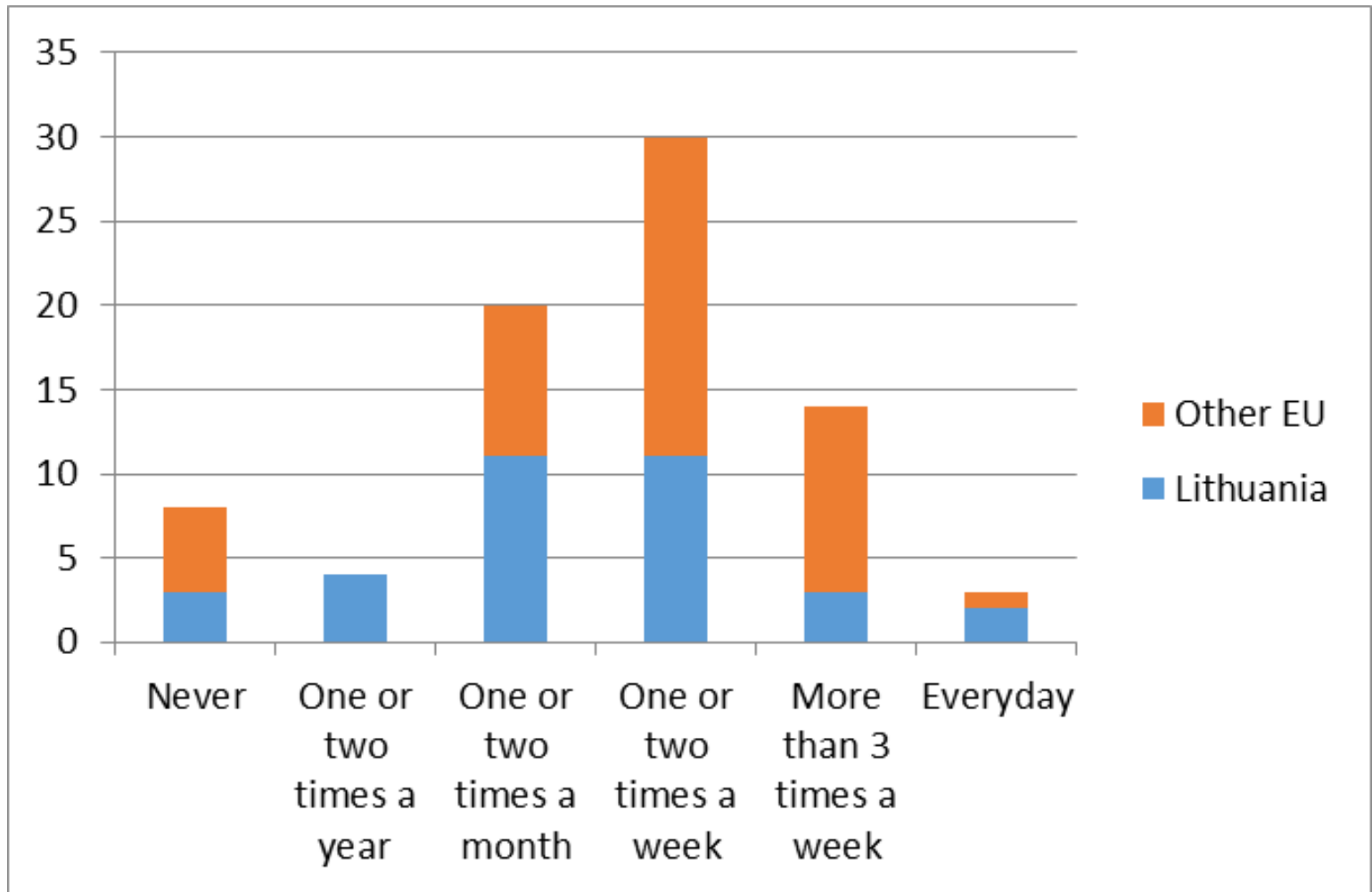
Analysis

- Data was extracted from the “Google Forms” to MS Excel Sheets.
- Pivot tables were constructed for different data variables.
- Comparative tables were made based on participant’s country of residents (Lithuanian vs. Other-EU)

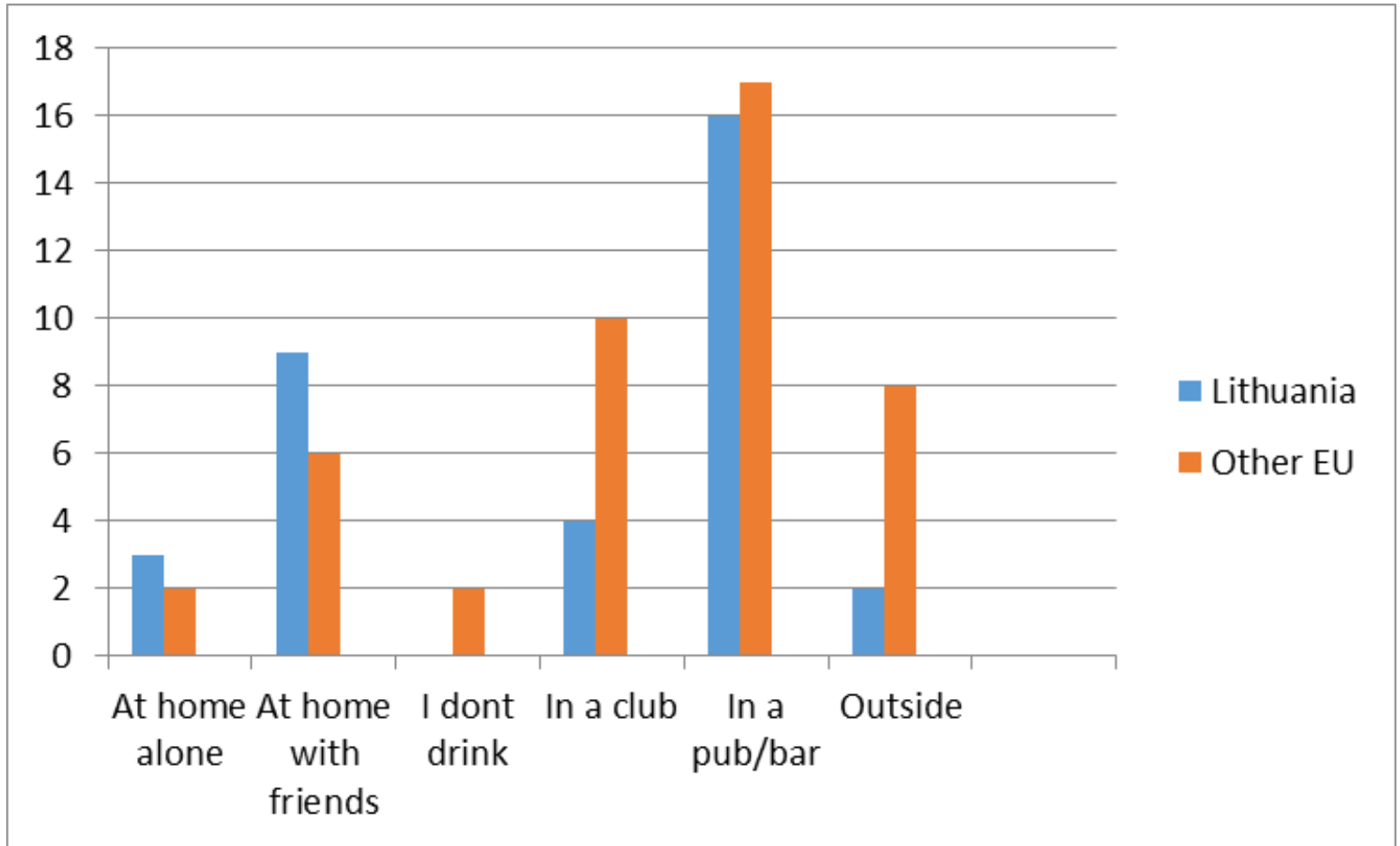
Results

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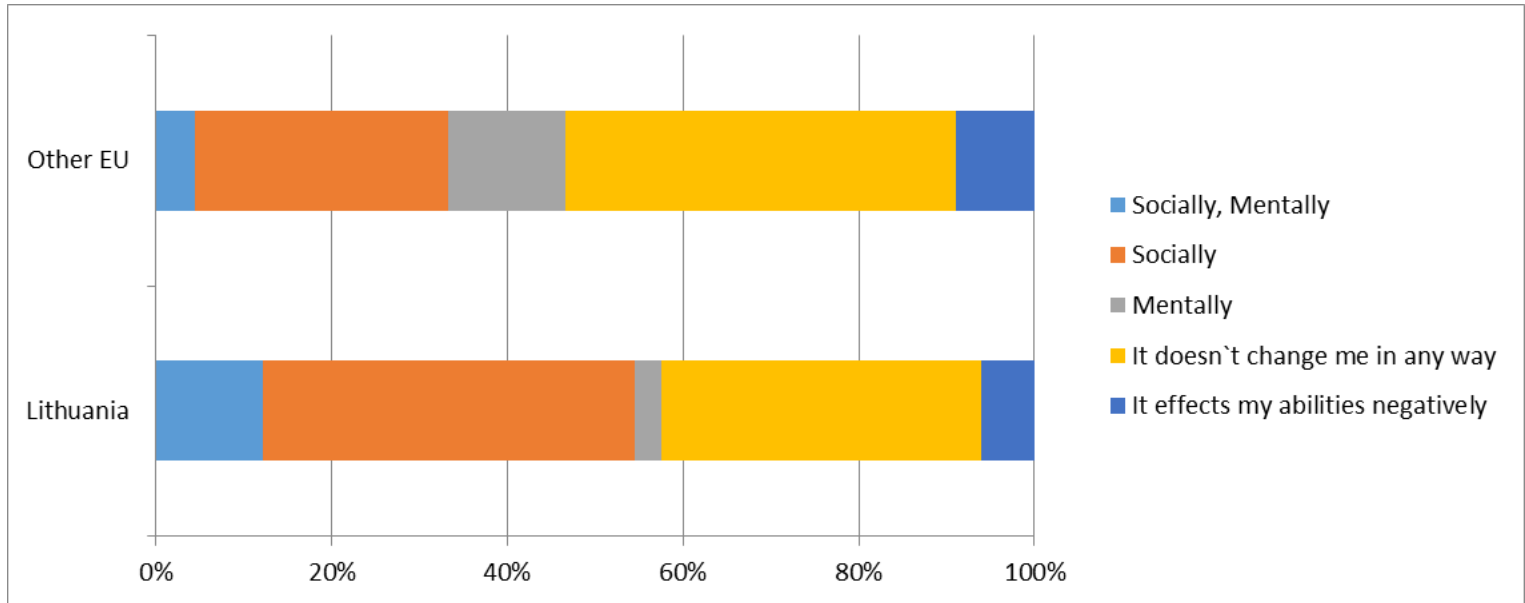
Comparison of Alcohol Consumption



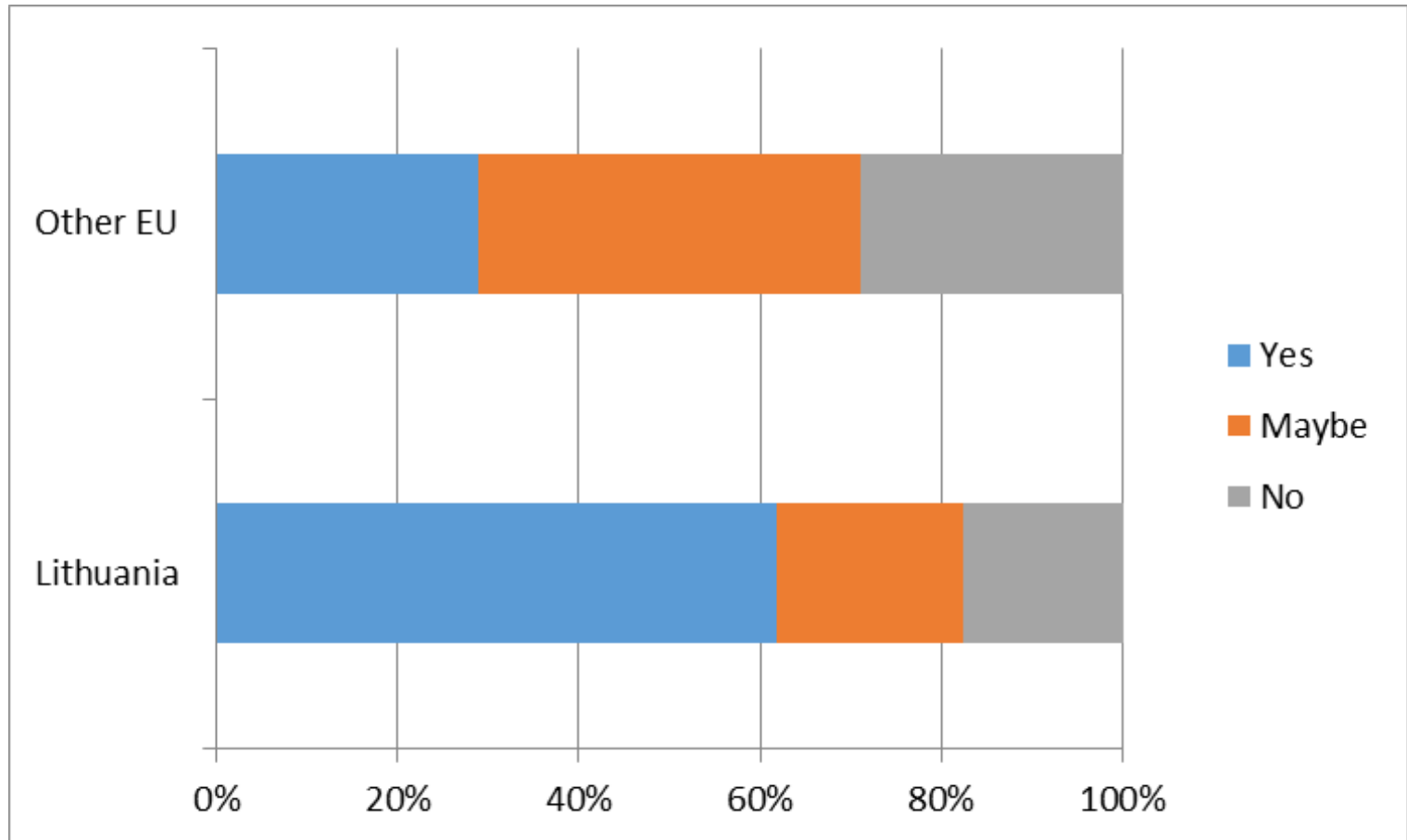
Comparison of Place of Alcohol Consumption



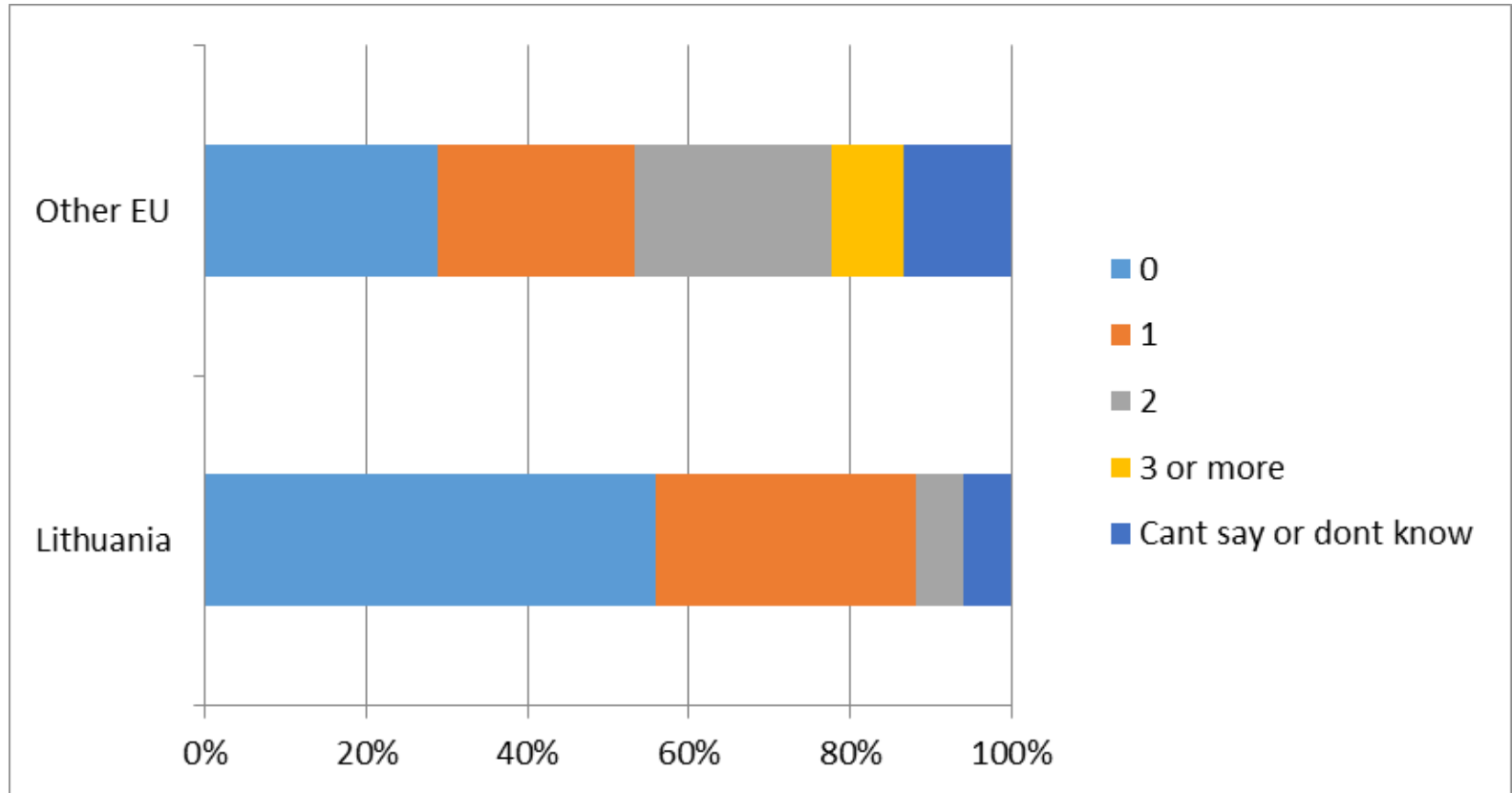
Comparison of Perception on Alcohol Effect on Oneself



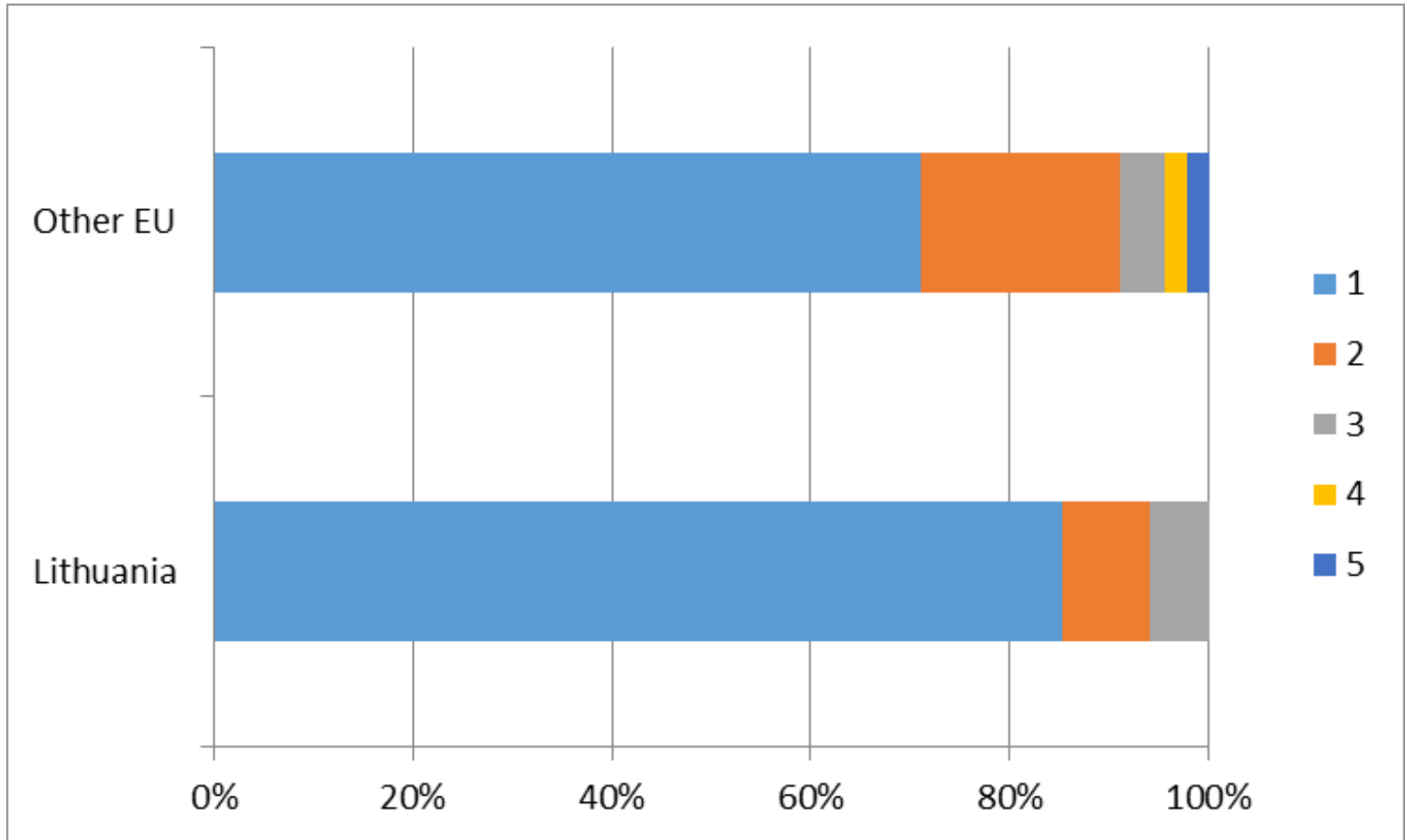
Comparison of Perception on Alcohol Problem in their Country of Residence



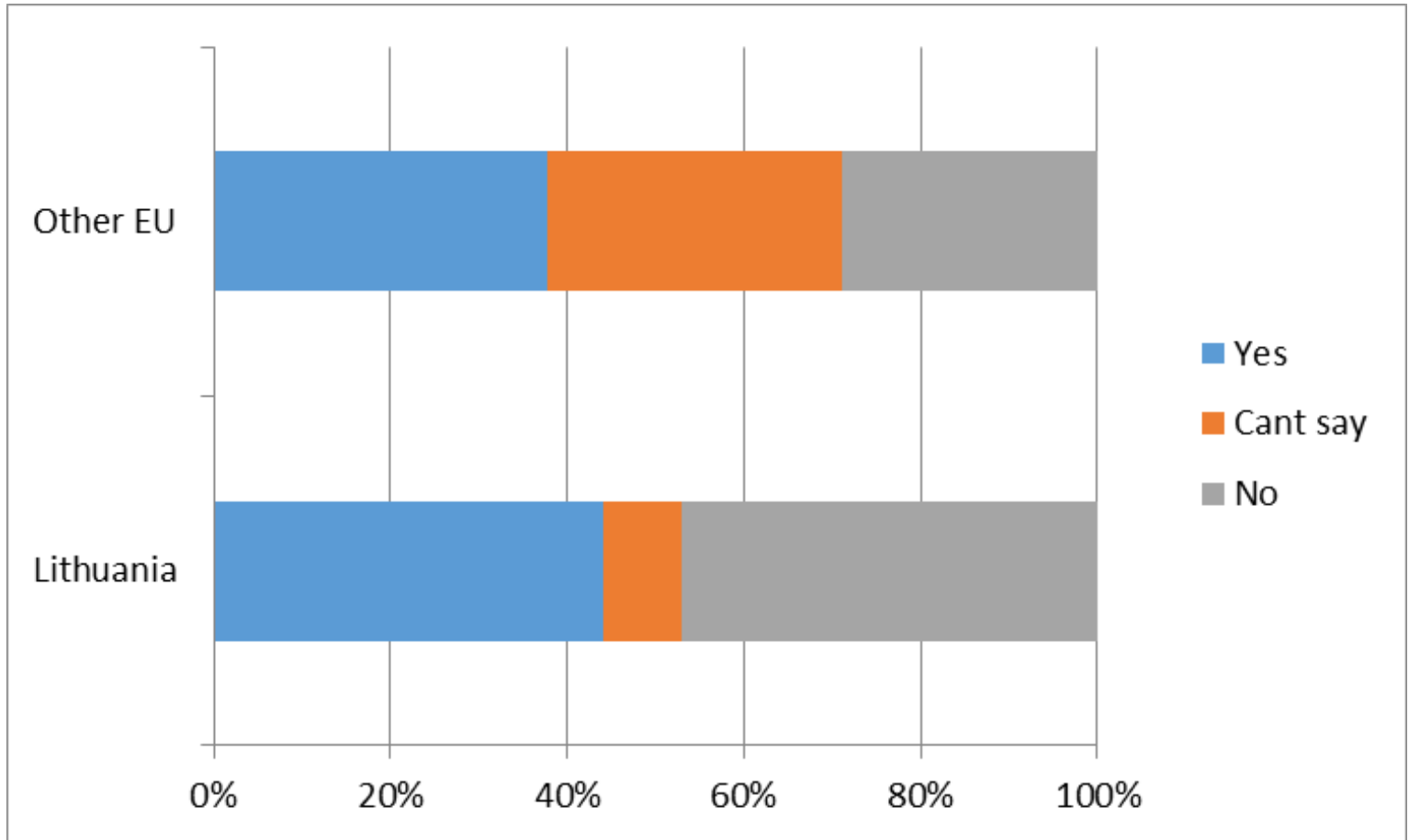
Comparison of Perception about Alcohol Consumption before Driving



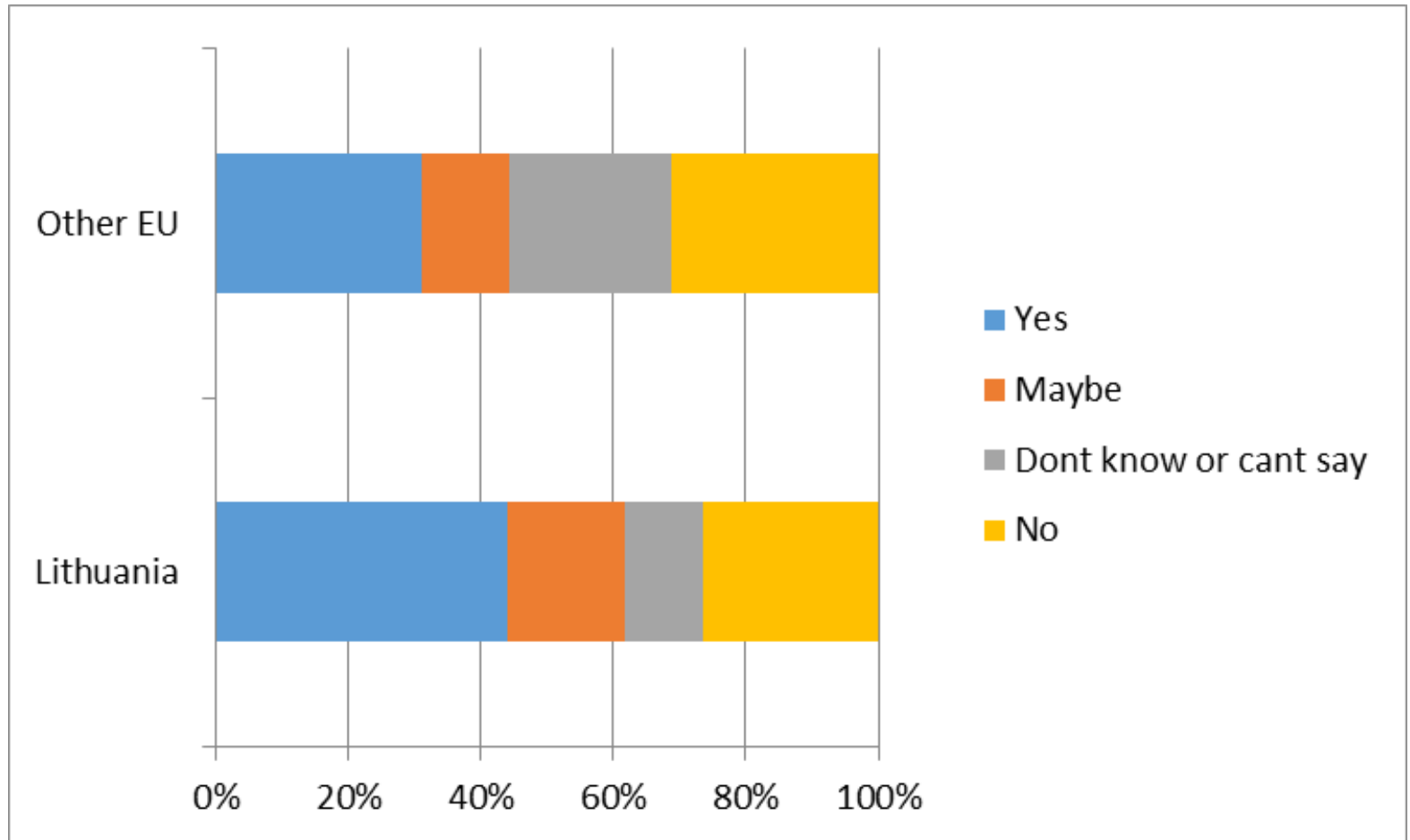
Comparison of Perception about Alcohol Consumption during Pregnancy



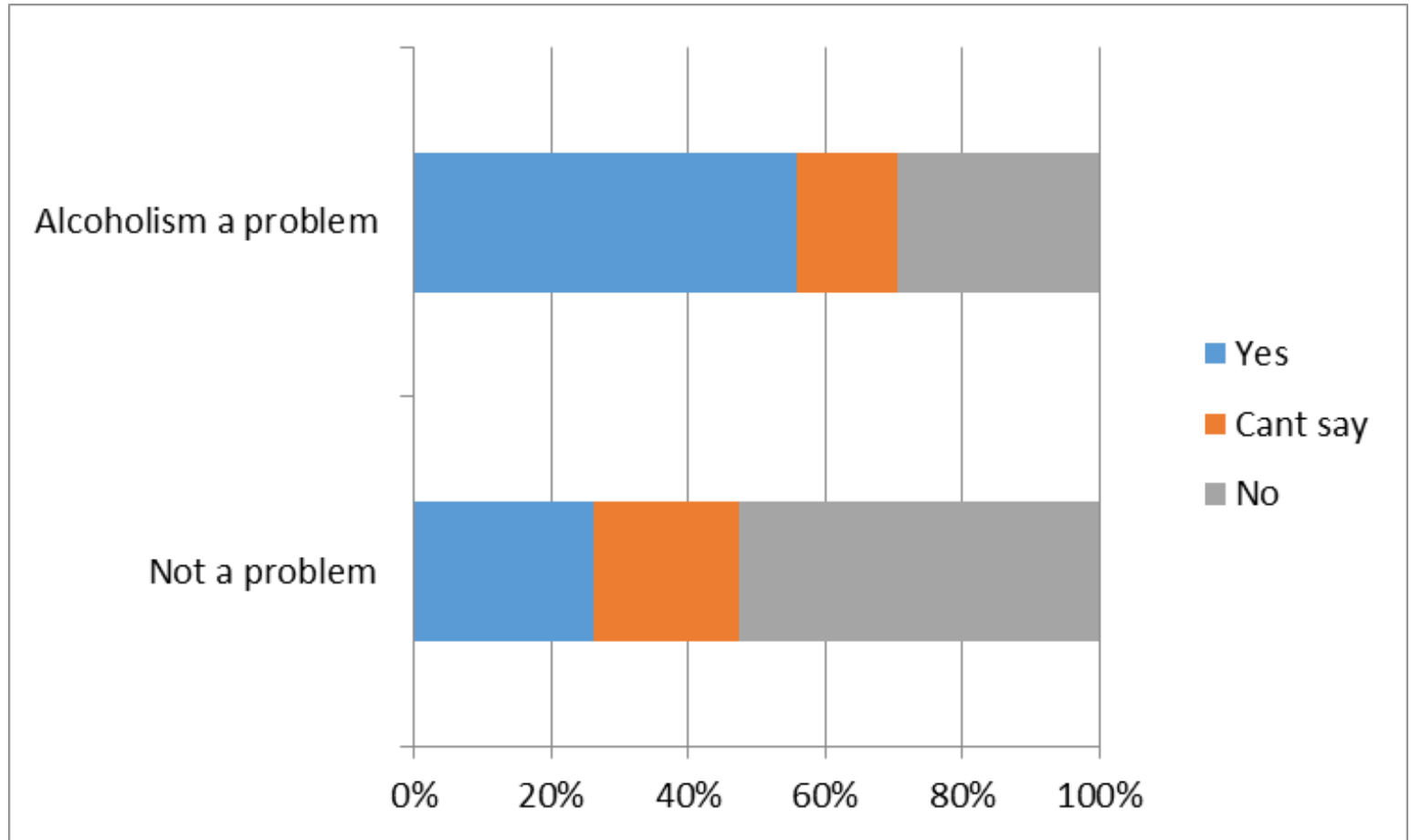
Comparison of Support for Alcohol Sales Time Restriction by their Government



Comparison of Support for Ban on Displaying Alcohol Discounts



Perception of Alcohol Problem vs. Support for the Sales Time Restriction



CONCLUSIONS

- Lithuanians consumed less alcohol than the residents of Other-EU countries.
- Lithuanians perceived more positive effects of alcohol on themselves than the others.
- More than 60% of the Lithuanians perceived alcoholism to be a problem in their country against less than 25% among others.
- Lithuanians on an average were more opposed to drinking and driving than the others.

CONCLUSIONS

- Lithuanians had a better awareness about alcohol consumption during pregnancy than the others.
- Almost equal proportion of Lithuanians were in support and against the Sales Time Restriction (approx. 45% each). Among the others, big proportion did not commit an opinion (approx. 30% maybe).
- More Lithuanians were in support of the ban on display of alcohol discounts than the others.

LIMITATIONS OF THIS STUDY

- Results of the interviews made one on one outside are mixed with the direct responses received on “Google Forms”.
- No statistical analysis is done on the results.