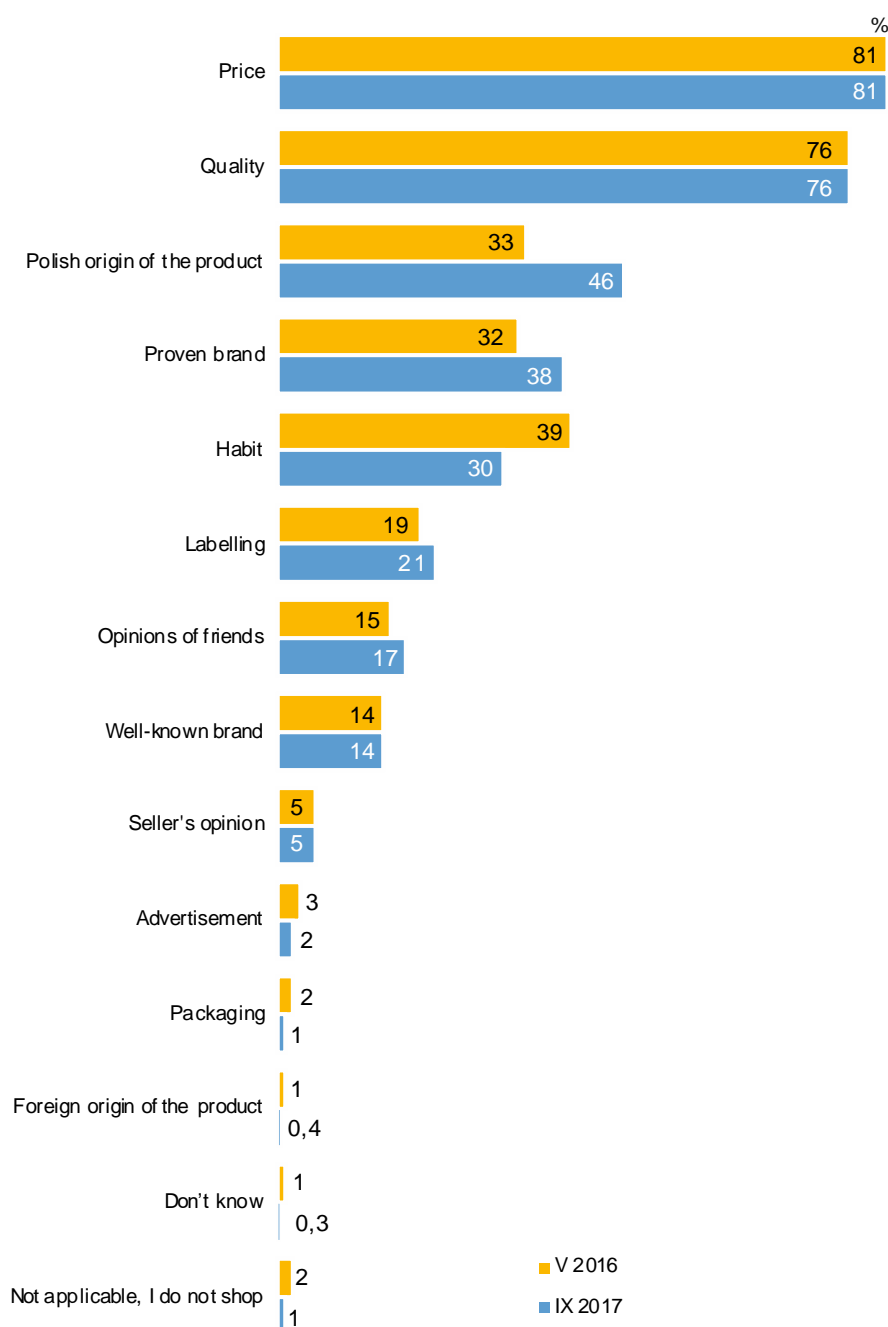


## **Economic patriotism**

Economic patriotism, or, less commonly, consumer ethnocentrism, is primarily expressed in purchasing products produced inland. Other economic activities that are treated as manifestations of patriotism because they presumably have positive effects on the community include honest payment of taxes or buying in specific (e.g. locally-owned) stores.

Patriotic motivation is significantly present in consumer decisions of Poles. The most important criteria for selecting products of everyday use are their price (81%) and quality (76%). However, the Polish origin of the product is in the third place: almost half of Poles (46%) indicate this motive. In the period of over a year, the group of respondents who use this criterion in daily shopping has increased significantly (by 13 percentage points). Foreign origin of the product has been indicated in this context extremely rarely.

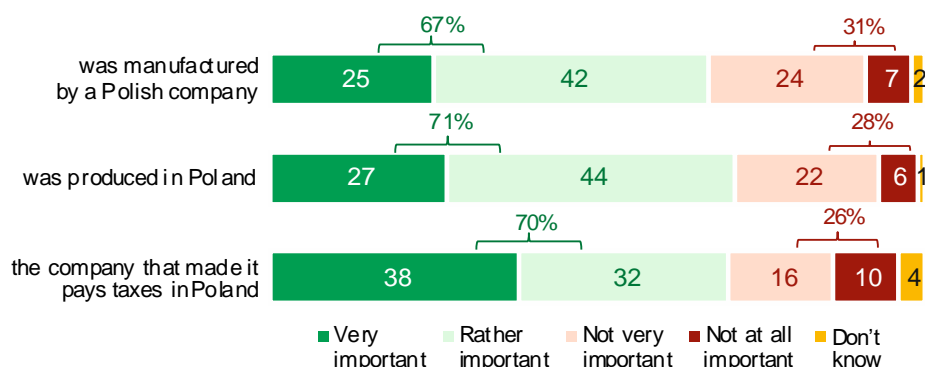
**What are your criteria for selecting products of everyday use? More than one answer possible**



Those who consider the Polish origin of the product do so mainly because of the belief in better quality of Polish products (57%). Less commonly, they feel they have a positive impact on the Polish economy, the condition of enterprises and the labour market (43%).

While Polish origin of the product is not decisive in consumer decisions, it is important for most of the respondents whether the product was made in Poland, whether it was manufactured by a Polish company and whether the producer pays taxes in Poland.

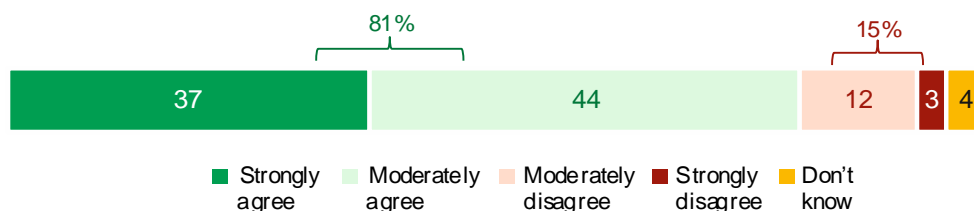
## When choosing a particular product for everyday use, is it important for you whether it...



For more than half of respondents (56%), all three aspects are important for consumer decision making, and for one fifth (19%) none of them is. Respondents who declare that they take into account Polish brand, production in Poland and the company paying taxes in Poland, are typically men. They usually have primary or vocational, rather than secondary education or higher. They tend to be 55 years old and older, and the tendency is most widespread among the oldest. They tend to identify with the right wing and participate in religious practices at least once a week. On the other hand, people who do not take these criteria into account are most commonly under 35 years of age, residents of the largest cities, non-participants in religious practices.

The majority of respondents (81%) think that it is good to shop in small shops owned by Polish owners.

## Do you agree that it is good to buy in small local stores belonging to Polish owners?



More information about this topic can be found in CBOS report in Polish: "Economic Patriotism", November 2017. Fieldwork for national sample: September 2017, N=985. The random address sample is representative for adult population of Poland.