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Press Release

Consumer confidence Index in July 2020 is stable and equals 66.7.

According to the data provided by Info Sapiens "Consumer confidence of Ukrainians", conducted by Info Sapiens and financially supported by Dragon Capital, the Consumer Confidence Index (CCI) equals 66.7 in July, which is 1.7 points higher than in June. The Propensity to Consume have changed the most among the components of the indicator, and have increased by 9.2 p.

In July 2020, the Consumer Confidence Index (CCI) equaled 66.7, that is 1.7 points higher than the indicator in June.

Index of the Current Situation (ICS) have improved and equals 60.7, which is 5.9 p. higher than previous month. The components of this index have changed as follows:

- Index of Current Personal Financial Standing (x_1) equals 48.4, which is 2.6 points higher than the indicator in June;
- Index of Propensity to Consume (x_5) increased by 9.2 p. and reached the indicator of 73.0.

In July, *Index of Economic Expectations (IEE)* have changed insignificantly to the level of 70.8. The components of this index have changed as follows:

- Index of Expected Changes in Personal Financial Standing (x_2) increased insignificantly by 1.3 points comparing to the previous month and equals 75.4;
- Index of Expectations of the Country's Economic Development Over the Next Year (x_3) increased insignificantly by 1.3 points and equals 57.2;
- Index of Expectations of the Country's Economic Development over the Next 5 Years (x_4) decreased to the level of 79.7, which is 6.0 points lower than in June.

In July, the indicator of *Index of Expectations of Changes in Unemployment* remains stable on the level of 150.0, which is 3.1 p. lower than previous month. *Index of Inflationary Expectations* increased insignificantly to the level of 185.2, which is 2.2 points higher than last month. Expectations of Ukrainians regarding the hryvna's exchange rate in the coming three months have worsened: *Index of Devaluation Expectations* increased by 19.1 points and reached the level of 161.8.

'In general, the Consumer confidence index in July 2020 did not change significantly compared to June. The biggest changes among the components of the Index were the Expectations for economic development in the next 5 years and the propensity to consume. The Index of expectations for economic development in the next 5 years decreased by 6 percentage points. The correction of this index continues: it returns to normal level after the maximum value recorded in August 2019 after the presidential elections. The Propensity to consume, on the contrary, increases after the low value recorded in April 2020 during the strict quarantine. The index of Propensity to Consume has almost returned to the level of March 2020.' – as Info Sapiens analysts comment.

Dragon Capital

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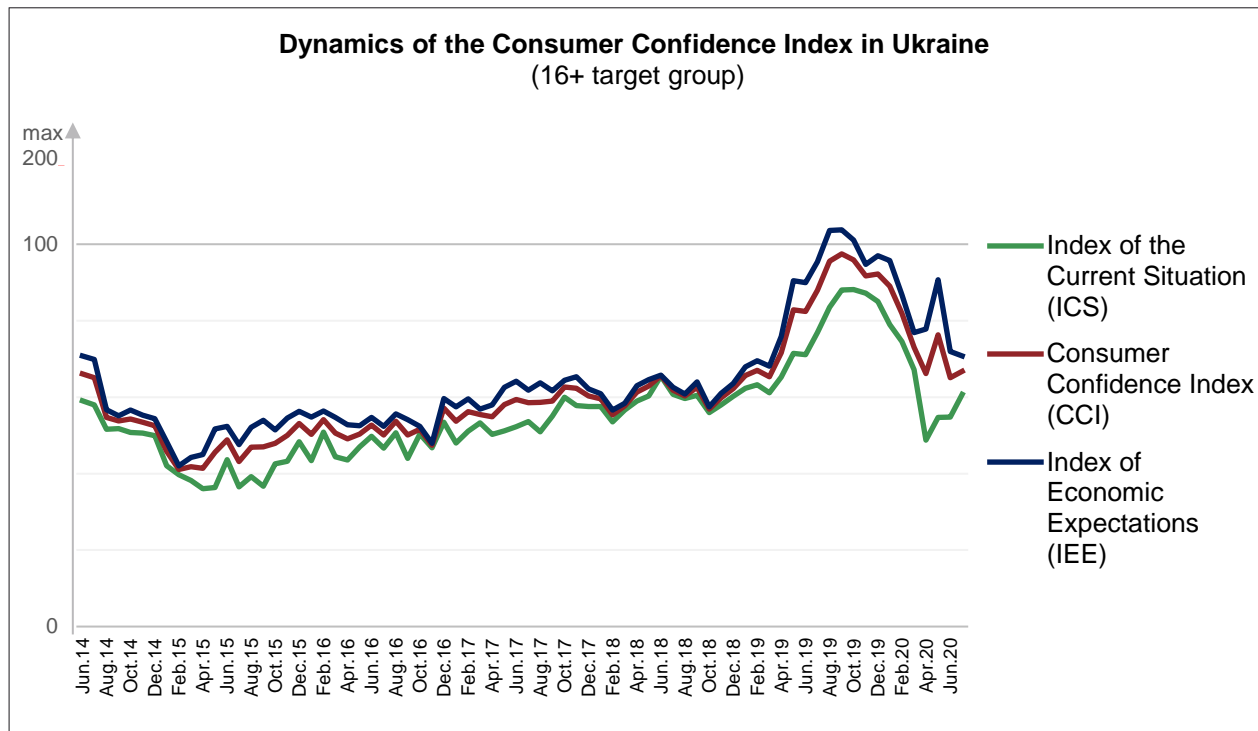
Dynamics of the Consumer Confidence Index in Ukraine
(16+ target group)

Month, year	Consumer Confidence Index (CCI)	Index of the Current Situation (ICS)	Index of Economic Expectations (IEE)	Index of Expectations of Changes in Unemployment (IECU)	Index of Inflationary Expectations (IIE)	Index of Devaluation Expectations (IDE)
07'20	**66,7**	60,7	70,8	150,0	185,2	161,8
06'20	**65,1**	54,8	71,9	153,2	183,0	142,7
07`19	**88,0**	76,9	95,4	114,4	177,1	129,5

How the indices are calculated

The survey «Consumer confidence in Ukraine» was conducted by GfK Ukraine since June 2000. From 2019 this project is provided by Info Sapiens. From January 2009 consumer confidence survey is conducted on a monthly basis.

In Ukraine. the Consumer Confidence Index is determined through a random survey of domestic households. The poll involves 1.000 individuals aged 16+. (Up to April 2014 the poll involved 1.000 respondents aged 15-59). A representative sample is selected by gender and age, also by type and size of settlement. In April 2014 Autonomous Republic of Crimea was excluded from the sample of consumer confidence research in Ukraine. The margin of error is 3.2%. In April and May 2020, the survey was conducted via CATI method with calls on mobile phones. Dates of the survey: July 13th – August 6th.

To define the CCI. respondents are asked these questions:

1. How has the financial standing of your family changed over the last six months?

2. How do you think your family's financial standing will change in the next six months?

3. Looking at economic conditions in the country as a whole. do you think the next 12 months will be good or bad?

4. Looking at the next five years. will they be good ones or bad ones for the country's economy?

5. In terms of large purchases for your home. do you think now is generally a good time or a bad time to make such purchases?

Each of these questions is related to a corresponding index:

• Index of Current Personal Financial Standing (x1);

• Index of Expected Changes in Personal Financial Standing (x2);

• Index of Expected Economic Conditions in the Country Over the Next Year (x3);

• Index of Expected Economic Conditions in the Country Over the Next 5 Years (x4);

• Index of Propensity to Consume (x5).

Indices are constructed thus: the share of negative answers is deducted from the share of positive answers. and 100 is added to this difference in order to eliminate negative values. On the basis of these five indices. three aggregate indices are calculated:

• Consumer Confidence Index (CCI) as the arithmetic average of indices x1–x5;

• Index of the Current Situation (ICS) as the arithmetic average of indices x1 and x5;

• Index of Economic Expectations (IEE) as the arithmetic average of indices x2. x3. and x4.

Index values range from 0 to 200. The index equals 200 when all respondents positively assess the economic situation. It totals 100 when the shares of positive and negative assessments are equal. Indices of less than 100 indicate the prevalence of negative assessments.

To determine the Index of Expected Changes in Unemployment (IECU). the Index of Inflationary Expectations (IIE) and the Index of Devaluation Expectations (IDE). the respondents are asked these three questions:

1. Do you think that within next 12 months the number of unemployed (people who do not have job and are looking for work) will increase. will remain roughly the same. or will decrease?

2. How do you think that prices for major consumer goods and services will change in the next 1–2 months?

3. How do you think the USD value will change towards the UAH value during the next 3 months?

The IECU. the IIE and the IDE are calculated thus: the share of answers that indicate a decrease of unemployment/inflation/devaluation is subtracted from the share of answers that indicate the growth of unemployment/inflation/devaluation. and 100 is added to the difference to eliminate negative values. The values of indices can vary from 0 to 200. The index totals 200 when all residents expect an increase in unemployment/inflation/devaluation.

About Info Sapiens

Research agency Info Sapiens specializes in public opinion polls. behavioral studies and secondary data analysis. Our team complies with the ICC/ESOMAR International Code of Marketing and Social Research Practice and is a member of Ukrainian Marketing Association.

Info Sapiens provides fieldwork for GfK Ukraine projects and also independently conducts research projects. namely social and political surveys including «Consumer confidence in Ukraine». More information about the company and its services is available on the website or facebook page.