



# Consumer confidence in Ukraine

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## Survey Methodology

- In Ukraine, the Consumer Confidence Index is determined through a random survey of domestic households.
- Each wave involves 1,000 respondents aged over 16.
- The sample is representative by gender and age, settlement size and type (by considering city and village population).
- The margin of error is 3.2%.

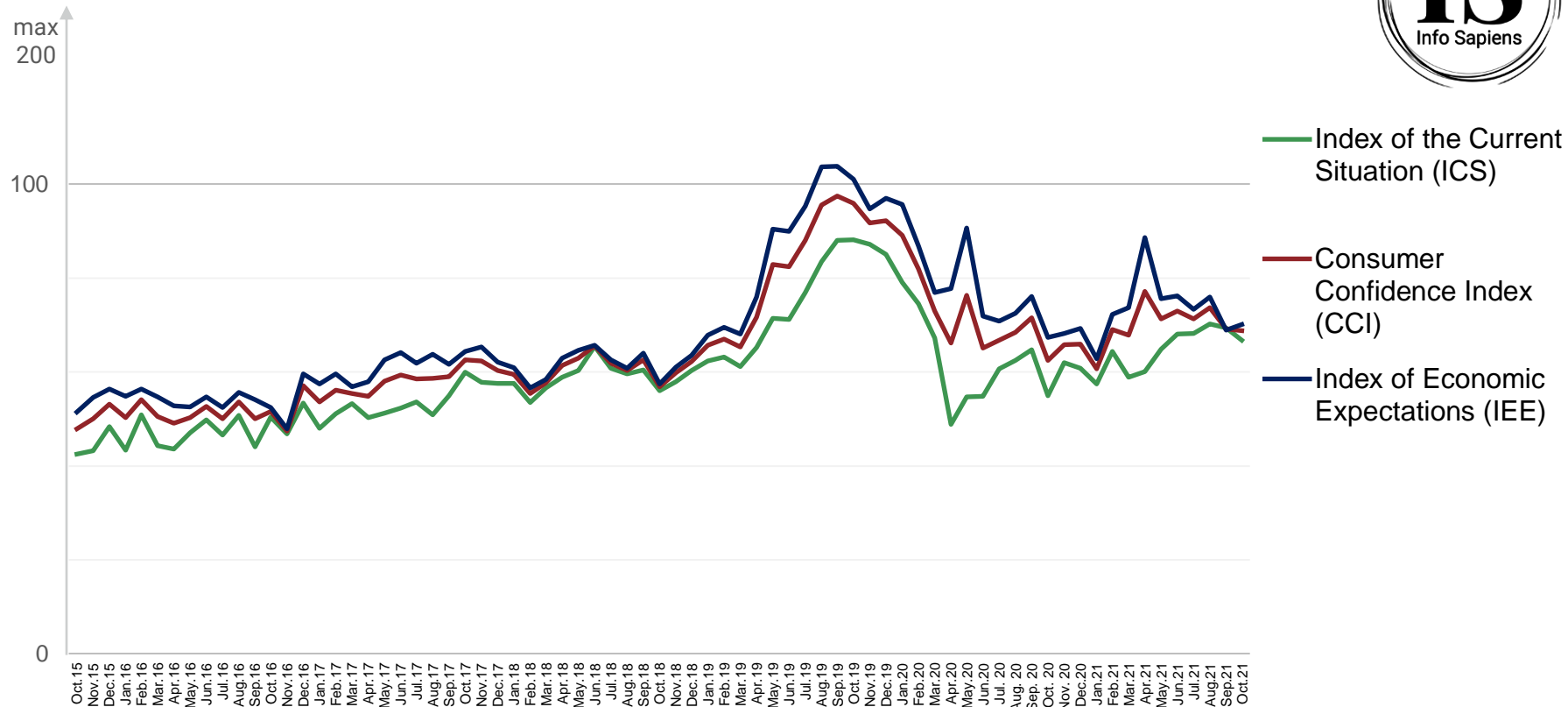
### Attention!

- Starting from April 2014, Crimea was excluded from CCI survey.
- Starting from June 2014 the sample was widened in terms of age (now the target audience is people aged over 16, who live all over Ukraine, urban and rural population – comparing to people aged 15-59, as it was before). The changes are made to improve the quality of survey information and make it comparable with other countries of Europe.
- To compare the information over a long period, data on general indices was weighted and designed to meet the single structure. If you use information in the long-term period, please update it.

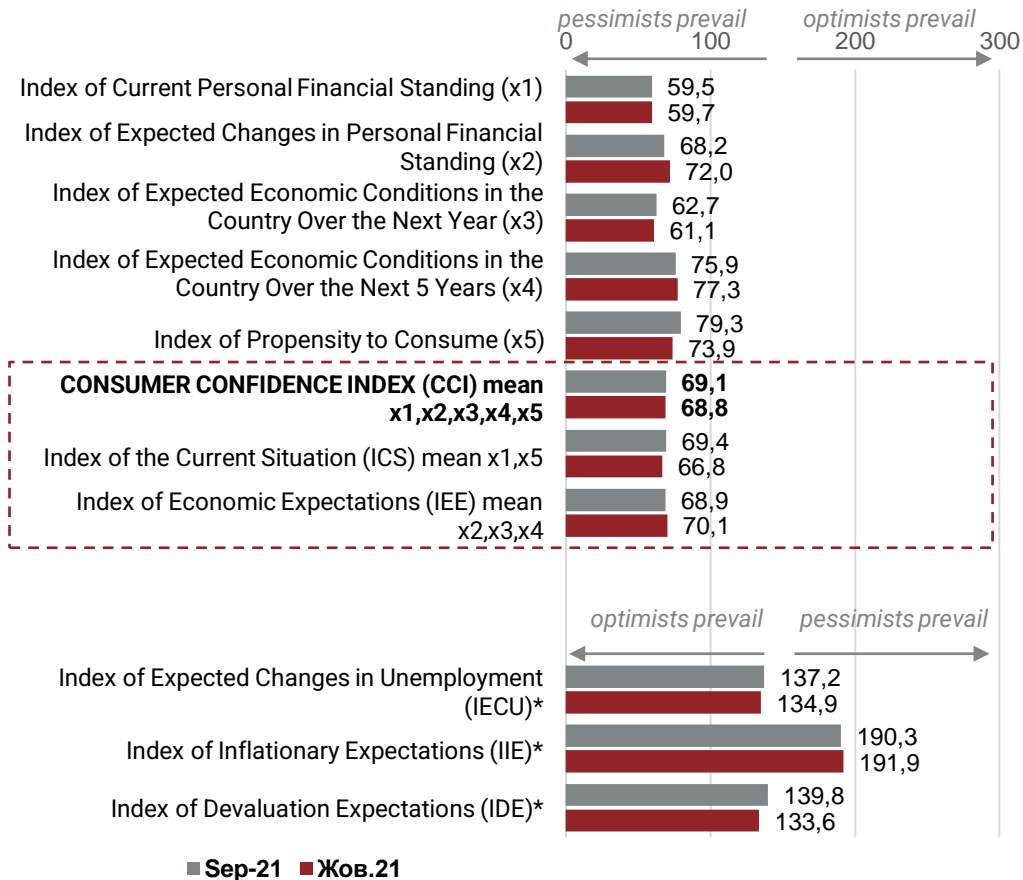
*CCI Survey in Ukraine which have been conducted by GfK Ukraine is provided by Info Sapiens company since 2019.*

*Due to a global reorganization of GfK companies, social and political research businesses in 26 countries including Ukraine were sold. Info Sapiens company was created by the employees of former Departments of Socio-Political Research, Consumer Product Research, Qualitative Research, Field, EDP and Quality Control.*

# Consumer Confidence Indices (target group 16+)



# Consumer Confidence Index and other indices

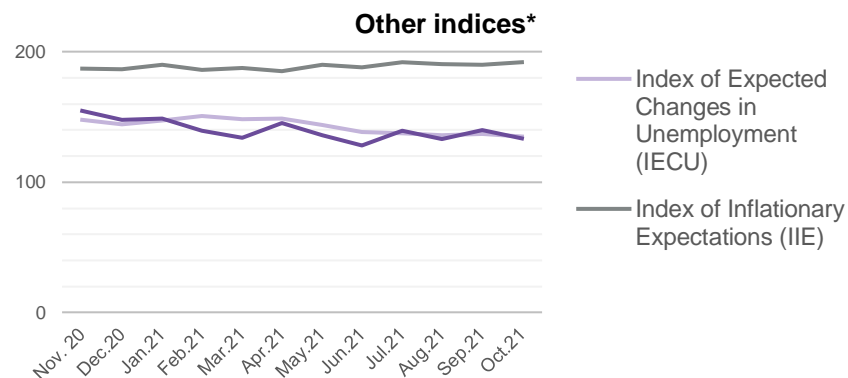
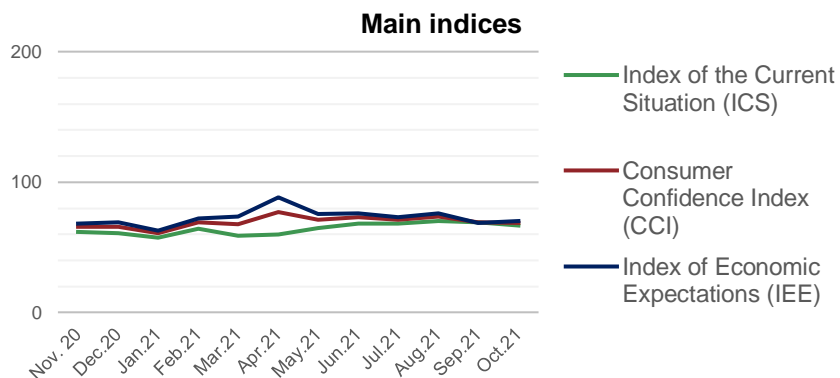
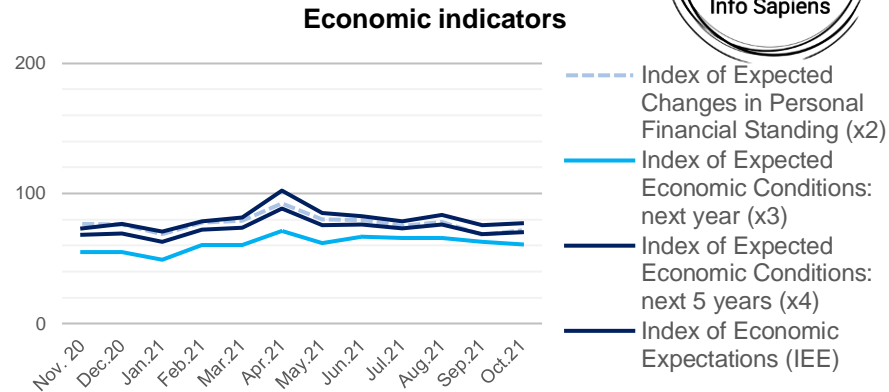
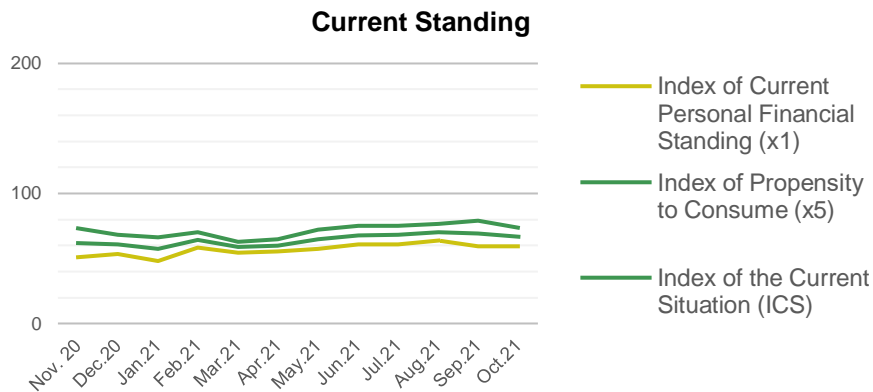


In October, 2021, the Consumer Confidence Index of Ukrainians has slightly decreased and equals 68.8 points. A decrease in the indicator was caused by the decline in the Index of Propensity to Consume.

The indices of Expected Changes in Unemployment and Devaluation Expectations have slightly improved, while the Index of Inflationary Expectations has slightly deteriorated by 1.7 points.

\* Unlike other indices, this factors have the reverse scale: high expectations stand for pessimists prevailing, low expectations – for optimists prevailing.

# Consumer Confidence Index and other indices: dynamics



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# Consumer Confidence Index and other indices by region



	Kyiv	North	West	Center	South	East
Index of Current Personal Financial Standing (x1)	75.8	49.7	75.4	55.6	60.6	39.3
	+15.0	+0.8	+6.5	-12.1	+18.0	-18.5
Index of Expected Changes in Personal Financial Standing (x2)	90.5	56.9	107.6	55.4	64.3	54.3
	+15.4	-3.6	+35.5	-21.2	+11.1	-13.0
Index of Expected Economic Conditions in the Country Over the Next Year (x3)	70.4	52.7	81.1	50.2	60.4	50.8
	+4.4	-2.5	+4.3	-13.2	+8.3	-4.0
Index of Expected Economic Conditions in the Country Over the Next 5 Years (x4)	101.0	71.8	96.0	66.5	69.4	66.6
	+17.9	+2.2	+11.5	-7.6	-3.4	-3.4
Index of Propensity to Consume (x5)	128.6	60.0	72.4	72.2	70.3	67.7
	+27.4	-7.7	-9.8	-6.1	+3.1	-22.4
<b>Consumer Confidence Index (CCI) mean x1,x2,x3,x4,x5</b>	<b>93.3</b>	<b>58.2</b>	<b>86.5</b>	<b>60.0</b>	<b>65.0</b>	<b>55.7</b>
	<b>+16.0</b>	<b>-2.2</b>	<b>+9.6</b>	<b>-12.1</b>	<b>+7.4</b>	<b>-12.3</b>
Index of the Current Situation (ICS) mean x1,x5	102.2	54.8	73.9	63.9	65.5	53.5
	+21.2	-3.4	-1.7	-9.1	+10.6	-20.5
Index of Economic Expectations (IEE) mean x2,x3,x4	87.3	60.5	94.9	57.4	64.7	57.2
	+12.5	-1.3	+17.1	-14.0	+5.3	-6.8
Index of Expected Changes in Unemployment (IECU)*	124.0	148.3	123.1	144.4	130.4	136.2
	-3.8	-5.8	-12.9	+3.3	+3.9	+2.3
Index of Inflationary Expectations (IIE)*	193.7	196.7	190.8	193.6	190.1	187.3
	-2.3	-0.5	+5.6	+4.5	-2.8	-0.5
Index of Devaluation Expectations (IDE)*	119.3	134.9	125.3	139.6	135.9	140.9
	-14.9	-6.8	-13.3	+0.4	-2.6	-5.1

In October, different dynamics was observed in different regions of Ukraine.

Positive dynamics is observed:

- in Kyiv, the Consumer Confidence Index increased by 16 points. The growth of all components of the index was recorded;
- In the West, the Consumer Confidence increased by 9.6 points, the Index of Expected Changes in Personal Financial Standing increased the most;
- In the South, the indices of Current Personal Financial Standing, Expected Changes in Personal Financial Sanding and Expected Economic Conditions in the Country Over the Next Year, increased;

Stable CCI is observed:

- in the North, a slight decline in the index is caused by a decrease in the Index of Propensity to Consume.

Negative CCI is observed:

- in the Center and in the East, there was a decrease in the Consumer Confidence Index by 12 points. In these regions, negative dynamics was recorded for all components of the index.

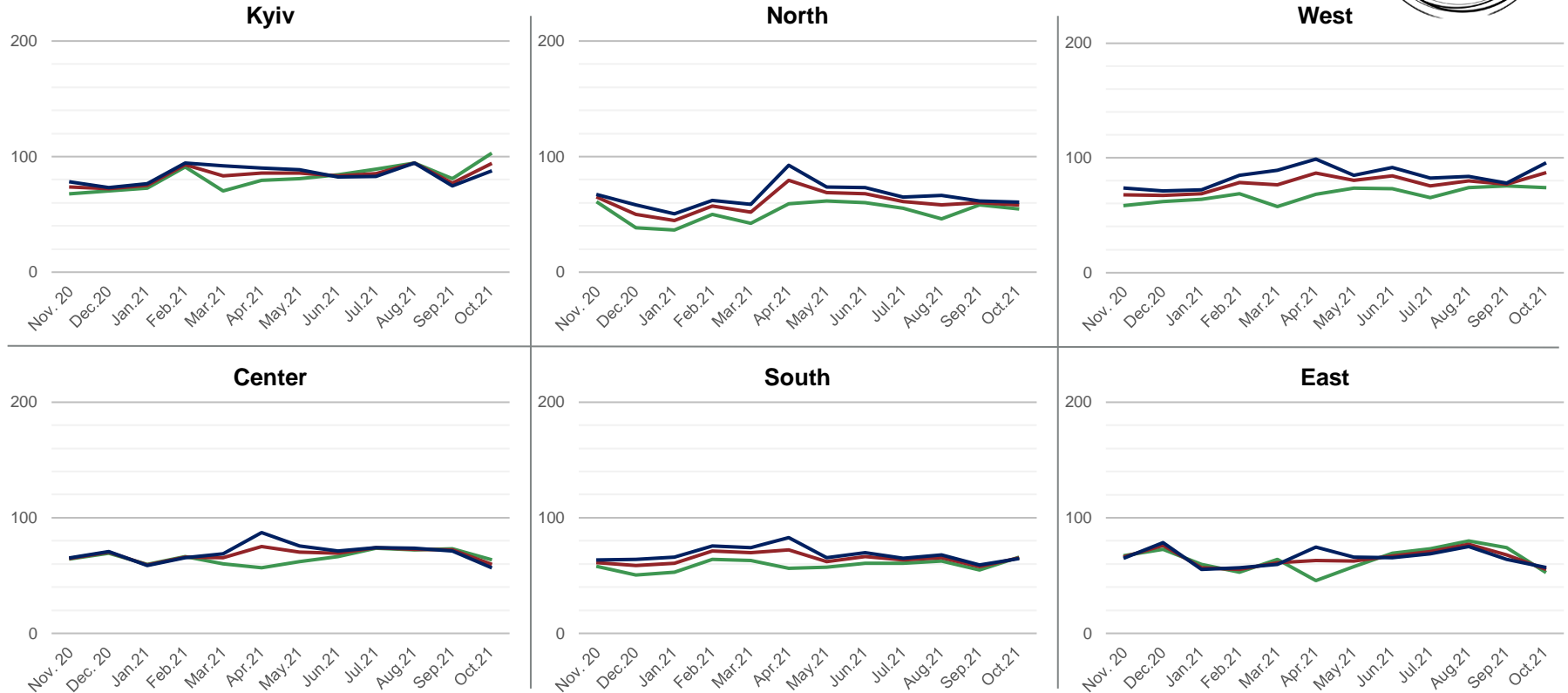
Index of Expected Changes in Unemployment improved in the West and in the North. In the West and in the Center, Inflationary Expectations deteriorated the most. Devaluation Expectations have significantly improved in Kyiv and in the West.

\* Unlike other indices, these factors have the reverse scale: high expectations stand for pessimists prevailing, low expectations – for optimists prevailing.

# Main indices by region: dynamics



— Index of the Current Situation (ICS)    — Consumer confidence index (CCI)    — Index of Economic Expectations (IEE)



# Consumer Confidence Index and other indices by settlement size



	Rural	Small town	Midsize city	Big city
Index of Current Personal Financial Standing (x1)	64.7	56.5	62.8	53.7
	+13.2	+0.2	-0.2	-18.9
Index of Expected Changes in Personal Financial Standing (x2)	78.0	69.8	73.9	64.3
	+15.6	+8.3	+1.0	-17.4
Index of Expected Economic Conditions in the Country Over the Next Year (x3)	65.0	58.2	60.5	59.5
	+9.6	+5.5	+0.7	-28.1
Index of Expected Economic Conditions in the Country Over the Next 5 Years (x4)	74.8	77.7	82.8	76.1
	-5.2	+8.8	+13.9	-7.8
Index of Propensity to Consume (x5)	68.2	70.7	74.6	85.5
	-6.8	-1.3	+1.0	-13.2
<b>Consumer Confidence Index (CCI) mean x1,x2,x3,x4,x5</b>	<b>70.2</b>	<b>66.6</b>	<b>70.9</b>	<b>67.8</b>
	<b>+5.3</b>	<b>+4.3</b>	<b>+3.3</b>	<b>-17.1</b>
Index of the Current Situation (ICS) mean x1,x5	66.5	63.6	68.7	69.6
	+3.2	-0.5	+0.4	-16.1
Index of Economic Expectations (IEE) mean x2,x3,x4	72.6	68.6	72.4	66.6
	+6.7	+7.5	+5.2	-17.7
Index of Expected Changes in Unemployment (IECU)*	128.4	143.1	139.7	130.8
	-16.3	-2.4	+1.5	+15.4
Index of Inflationary Expectations (IIE)*	188.3	191.1	193.9	196.7
	-0.5	+0.5	+2.0	+6.0
Index of Devaluation Expectations (IDE)*	133.9	128.5	134.2	138.8
	-4.6	-16.7	-10.1	+7.1

In October, the consumer confidence slightly improved among the residents of villages, small and midsize cities, while, on the contrary, it worsened among the residents of big cities.

Indices of Current and Expected Financial Standing and Expected Economic Conditions have improved among *rural residents*.

In *small towns*, all components of the index have improved except for the Propensity to Consume.

In *midsize cities*, the Index of Expected Economic Conditions in the Country Over the Next 5 Years have significantly improved.

In *big cities*, the Consumer Confidence Index decreased by 17.1 points. Negative dynamics is recorded for all components of the index.

Index of Expected Changes in Unemployment worsened in big cities and improved in villages. Inflationary Expectations deteriorated in big cities. Index of Devaluation Expectations improved among the residents of villages, small and midsize towns, however it worsened in big cities.

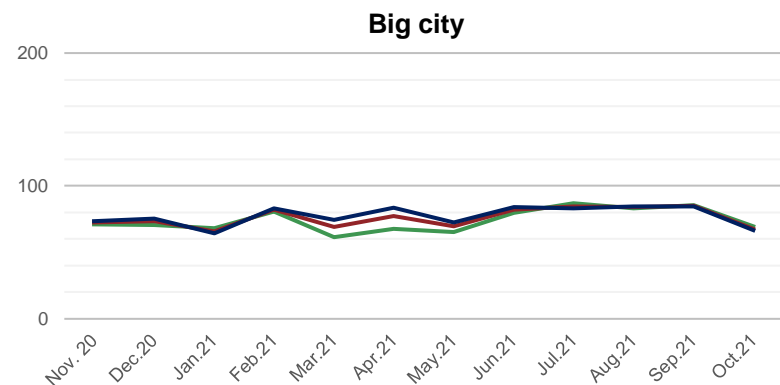
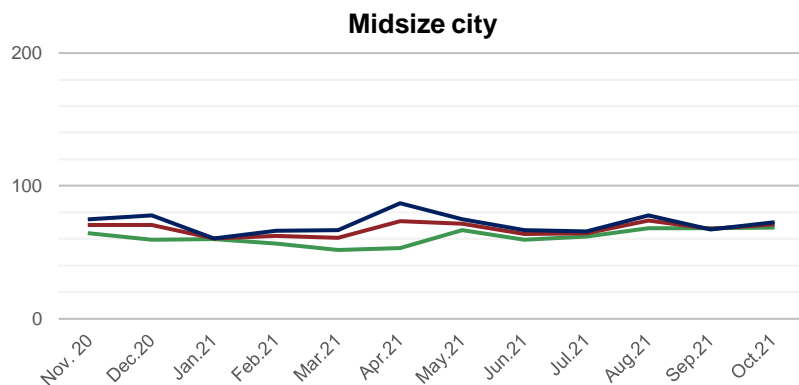
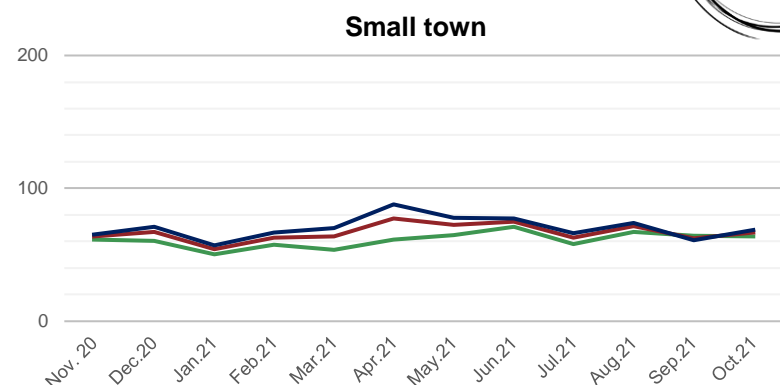
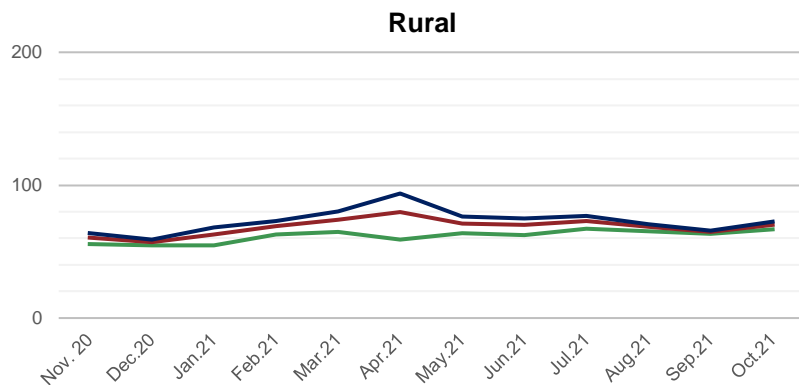
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# Main Indices by settlement size: dynamics



— Index of the Current Situation (ICS)    
 — Consumer confidence index (CCI)    
 — Index of Economic Expectations (IEE)



# Consumer Confidence Index and other indices by age



	16-30 years	31-45 years	46-59 years	60 years and more
Index of Current Personal Financial Standing (x1)	81.8	65.5	54.6	40.9
	+2.5	+0.2	+1.9	-2.7
Index of Expected Changes in Personal Financial Standing (x2)	96.2	78.6	65.4	52.2
	+8.4	+3.6	+3.3	+1.2
Index of Expected Economic Conditions in the Country Over the Next Year (x3)	89.8	64.0	49.9	45.5
	-7.0	-4.2	+7.3	-1.3
Index of Expected Economic Conditions in the Country Over the Next 5 Years (x4)	99.9	81.4	64.7	66.4
	-1.3	+7.3	-0.1	-0.6
Index of Propensity to Consume (x5)	92.0	85.2	65.2	55.9
	-6.3	-3.9	-4.7	-6.3
<b>Consumer Confidence Index (CCI) mean x1,x2,x3,x4,x5</b>	<b>91.9</b>	<b>74.9</b>	<b>60.0</b>	<b>52.2</b>
	<b>-0.8</b>	<b>+0.6</b>	<b>+1.5</b>	<b>-1.9</b>
Index of the Current Situation (ICS) mean x1,x5	86.9	75.4	59.9	48.4
	-1.9	-1.9	-1.4	-4.5
Index of Economic Expectations (IEE) mean x2,x3,x4	95.3	74.7	60.0	54.7
	0.0	+2.2	+3.5	-0.2
Index of Expected Changes in Unemployment (IECU)*	119.0	132.7	142.7	142.9
	-3.9	-0.6	+2.0	-6.9
Index of Inflationary Expectations (IIE)*	186.2	193.9	193.4	193.1
	+4.4	+2.1	+1.6	-0.9
Index of Devaluation Expectations (IDE)*	127.9	140.9	136.7	128.1
	-8.3	-0.9	-7.9	-8.5

In October, it was not observed significant dynamics in the Consumer Confidence Index among the different age groups. A slight increase in the index was recorded in the age groups 31-45 and 46-50 years old. There was a slight decrease in the value among the population aged 16-30 and 60 years old and more.

The youngest population aged 16-30 rated the Expected Economic Conditions in the Country Over the Next Year and the Propensity to Consume lower.

The Index of Expected Economic Conditions in the Country Over the Next 5 Years improved among Ukrainians aged 31-45 years old.

The Index of Expected Economic Conditions in the Country Over the Next Year increased among the population aged 46-59 years old.

In October, the population aged 60 years old rated Propensity to Consume lower.

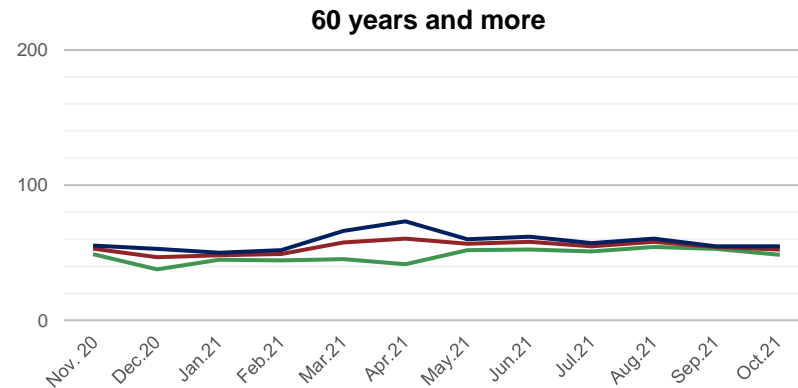
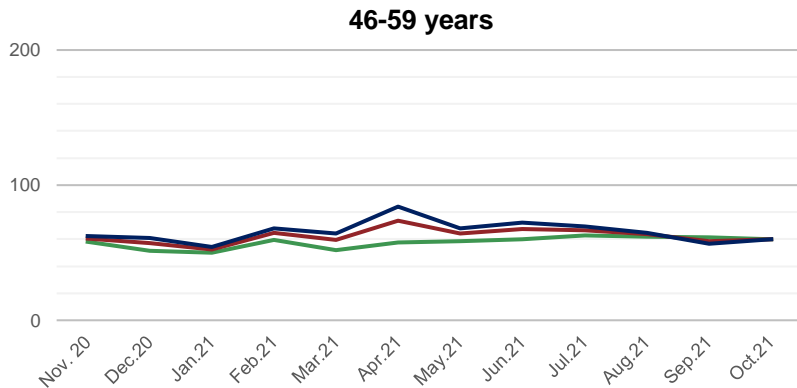
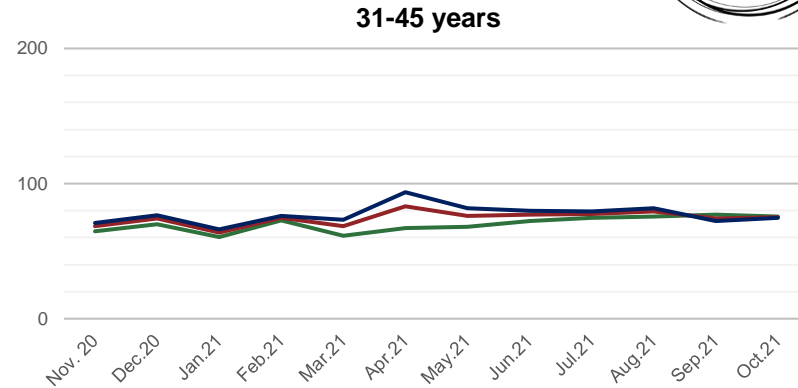
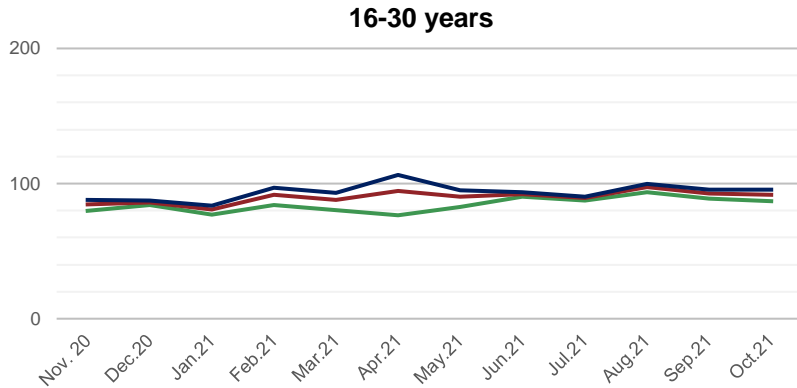
The Index of Expected Changes in Unemployment improved among the population aged 60 and more, and aged 16-30 years old. The largest deterioration in inflationary expectations was recorded among the population aged 16-30 years old. Devaluation expectations improved among all groups.

*\* Unlike other indices, these factors have the reverse scale: high expectations stand for pessimists prevailing, low expectations – for optimists prevailing.*

# Main indices by age: dynamics



— Index of the Current Situation (ICS)    
 — Consumer confidence index (CCI)    
 — Index of Economic Expectations (IEE)



# Consumer Confidence Index and other indices by income level



	Below average	Average	Above average
Index of Current Personal Financial Standing (x1)	33.7	65.1	83.4
	-7.0	-1.3	+5.6
Index of Expected Changes in Personal Financial Standing (x2)	47.0	75.6	99.2
	-5.4	+3.6	+11.5
Index of Expected Economic Conditions in the Country Over the Next Year (x3)	39.3	64.9	82.8
	-2.5	-5.8	+1.2
Index of Expected Economic Conditions in the Country Over the Next 5 Years (x4)	61.2	79.5	94.5
	-2.8	+0.3	+6.2
Index of (x5)	53.6	73.1	105.1
	-5.7	-12.0	+0.9
<b>Consumer Confidence Index (CCI) mean x1,x2,x3,x4,x5</b>	<b>47.0</b>	<b>71.7</b>	<b>93.0</b>
	<b>-4.7</b>	<b>-3.0</b>	<b>+5.1</b>
Index of the Current Situation (ICS) mean x1,x5	43.6	69.1	94.3
	-6.3	-6.7	+3.2
Index of Economic Expectations (IEE) mean x2,x3,x4	49.2	73.3	92.2
	-3.6	-0.6	+6.3
Index of Expected Changes in Unemployment (IECU)*	145.3	134.2	121.5
	-8.4	+4.6	-0.5
Index of Inflationary Expectations (IIE)*	192.8	191.7	190.6
	+0.1	+1.4	+1.2
Index of Devaluation Expectations (IDE)*	132.9	138.3	127.2
	-6.4	-2.1	-14.5

In October, consumer confidence has slightly decreased among the population with average and below average income groups, and increased among the population with above average income.

In the below average income group, all indices decreased.

In the average income group, the Indices of Propensity to Consume and Expected Economic Conditions in the Country Over the Next Year worsened.

In the above average income group, there was an increase in the indices of Current and Expected Changes in Personal Financial Standing, as well as Expected Economic Conditions in the Country Over the Next 5 Years.

The Index of Expected Changes in Unemployment improved among the population with below average income and worsened among the population with average income. Inflationary Expectations have not changed significantly. Devaluation expectations worsened among all groups.

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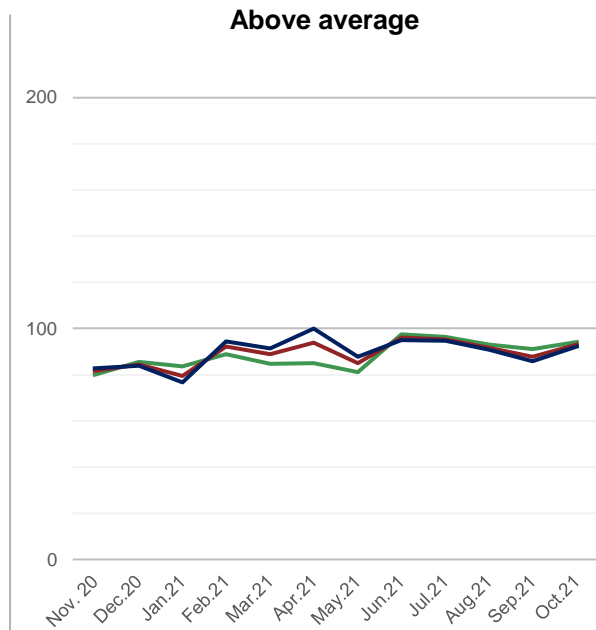
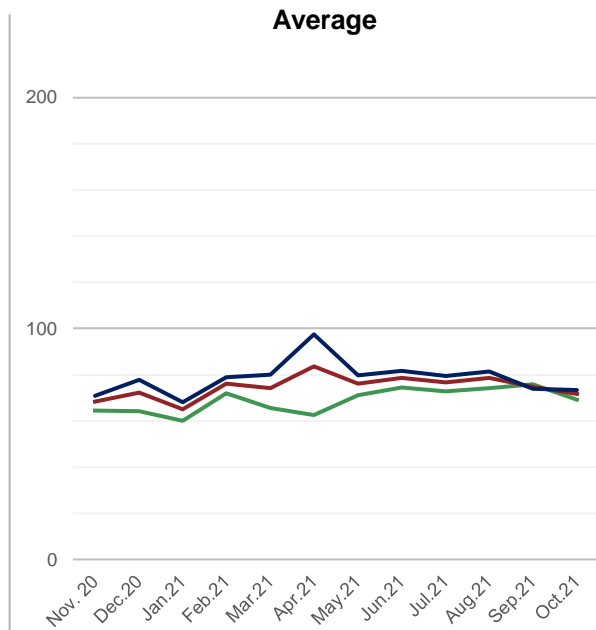
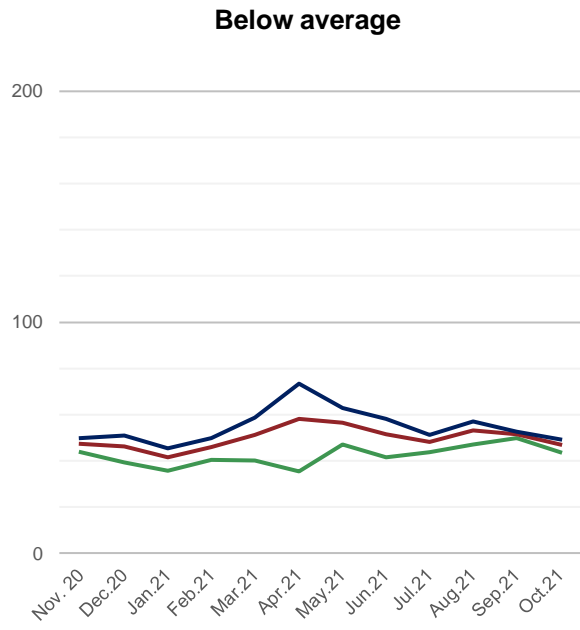
# Main indices by income level: dynamics



— Index of the Current Situation (ICS)

— Consumer confidence index (CCI)

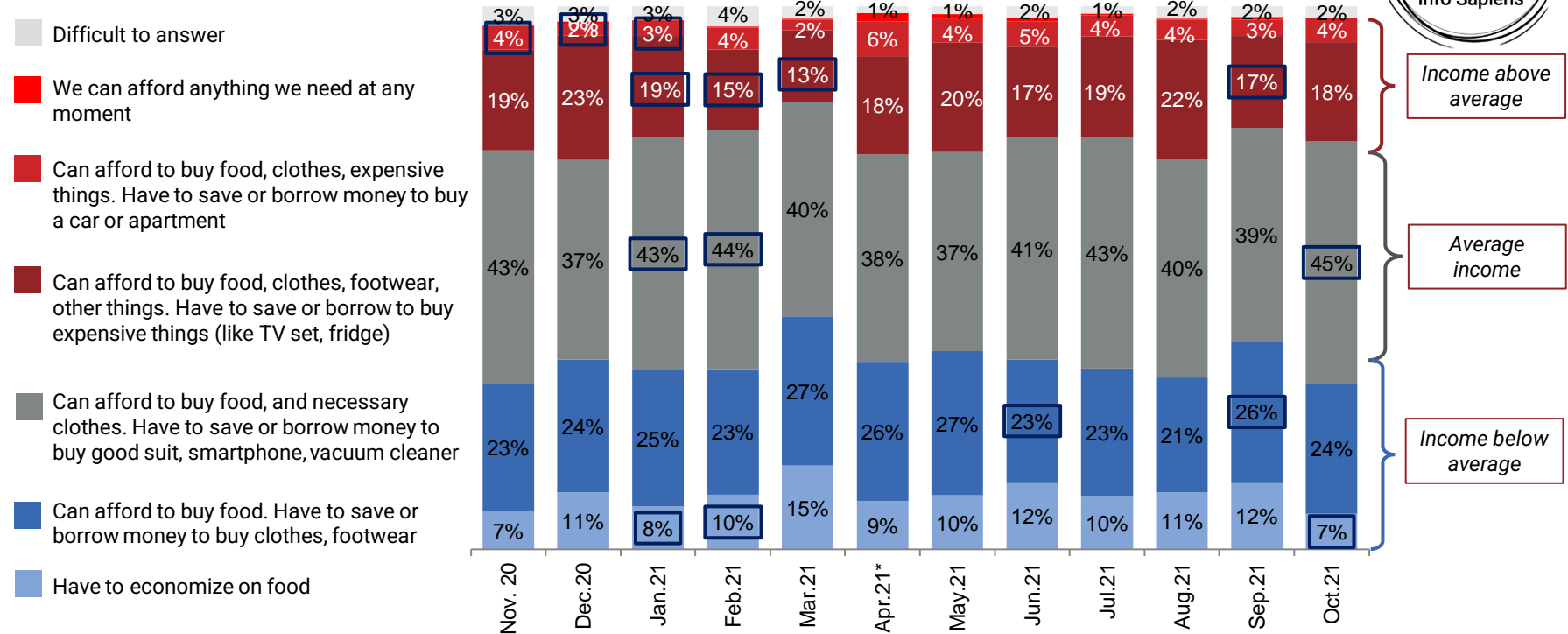
— Index of Economic Expectations (IEE)



# Financial statement



WHAT COULD YOU SAY ABOUT THE FINANCIAL STATEMENT OF YOUR FAMILY?



\* In May 2020 and in April 2021 due to the COVID-19 pandemic and the lockdown the survey was conducted via telephone. In April 2021, the level of income was included in statistical weighing.

Frame indicates statistically significant differences comparing to the previous period (95% significance level)