

CONSUMER SURVEY, JULY 2023

In July 2023, the total consumer confidence indicator increases by 3.2 percentage points compared to its April level (from -28.7% to -25.5%), which is entirely due to the increased confidence among the urban population (Annex, Figure 1).

The consumers' total assessment of the development of the economic situation in the country over the last 12 months marks a slight improvement, as a result of which the balance indicator increases by 3.9 percentage points (from -63.4 to -59.5) (Annex, Figure 2). The expectations of the people living in the cities remain favorable as opposed to the rural population is slightly more pessimistic than it was in the previous survey (Annex, Figure 3).

The consumers' assessments about the financial situation of their households over the last 12 months and their expectations about the next 12 months are more positive compared to 3 months earlier (Annex, Figure 4 and Figure 5).

The consumers continue to consider that over the last 12 months, there has been an increase of consumer prices, but at a lower rate in comparison with the assessments registered in April. At the same time, their inflation expectations over the next 12 months are less intense (Annex, Figure 6).

As regards the unemployment in the country over the next 12 months the forecasts are shifting towards more moderate opinions (the balance indicator decreases by 1.3 percentage points - from 14.7 to 13.4) (Annex, Figure 7).

The present economic situation in the country continues to be assessed by the majority of the consumers as unfavourable for savings and their expectations about the opportunity for saving over the next 12 months are worsened.

The last inquiry reports a slight drop of the total assessment of the present situation for making major purchases of durable goods¹, as the consumers' attitude to make such expenditures over the next 12 months are more reserved.

¹ When commenting on the replies regarding the purchases (expenditures), should be considered that the questions are asked on a quarterly basis, although these purchases (expenditures) are to be made by the consumers over a longer period of time. That is why it is normal for the prevailing values of balances of opinions to be permanently situated in the negative zone of the graphs. However, for the purpose of the economic analysis is important to consider the direction of development of balances of opinions as indicators of positive or negative change.



Methodological notes

The survey is a part of the harmonized program of the European Union for business and consumer surveys and it is representative of the population aged 18 and older.

The object of the survey are the persons aged 18 and older; the sampling method is random, clustered, and proportional to the population by regions, incl. urban/rural inhabitants (154 clusters with 8 persons per cluster). The interviewing method is face-to-face. The questionnaire contains standardized questions about the financial situation of households, the general economic situation, inflation, unemployment, savings, intentions of making major purchases of durable goods or purchasing/building a home, or buying a car. The proposed variants of answers give an opportunity to arrange them from optimistic, through neutral, to pessimistic. The balance of opinions is calculated as a difference between the relative shares of positive opinions and the relative shares of negative opinions, as there is one specification: the strong positive opinions and the strong negative opinions are given a coefficient of 1, and the more moderate positive and negative opinions - a coefficient of 0.5.

The survey results are used to capture the direction of change of surveyed variables, incl. that of consumer confidence level, which gives an opportunity to analyze the tendencies in the development of public opinion on significant economic phenomena.

According to the Joint Harmonised EU Programme of Business and Consumer Surveys, **the consumer confidence indicator** is an arithmetic mean of the balances of the assessments and expectations about the financial situation of households, expectations about the general economic situation in the country and the intentions to make major purchases of durable goods.

Annex

Figure 1. Consumer confidence indicator

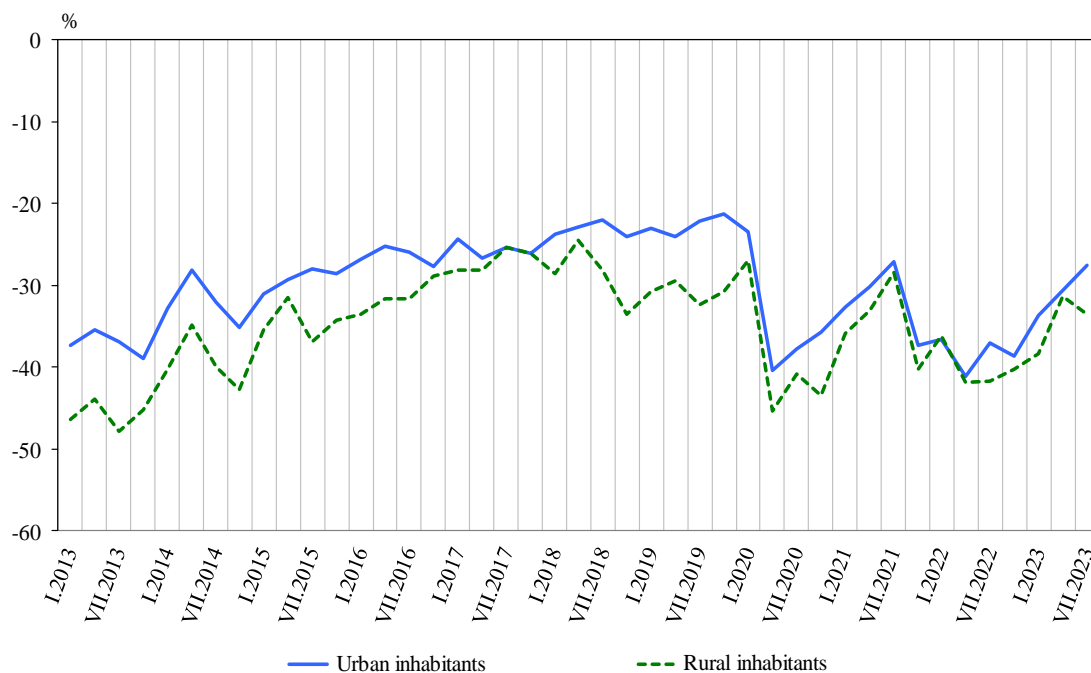


Figure 2. Assessment of the general economic situation in the country over the last 12 months

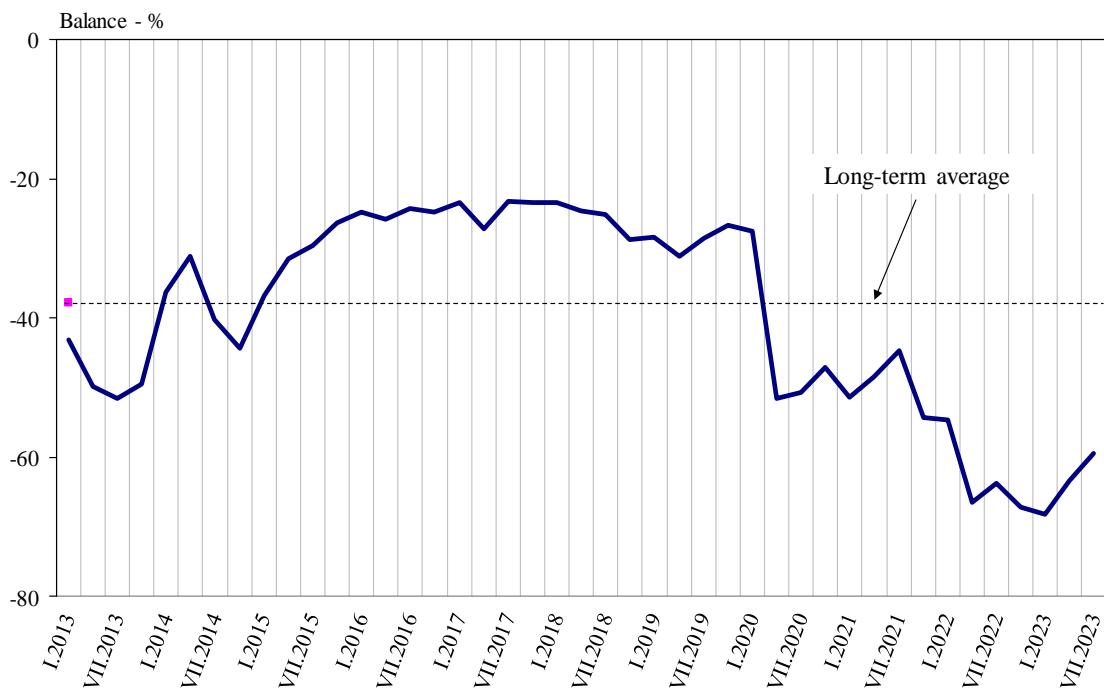


Figure 3. Expectations about the general economic situation in the country over the next 12 months

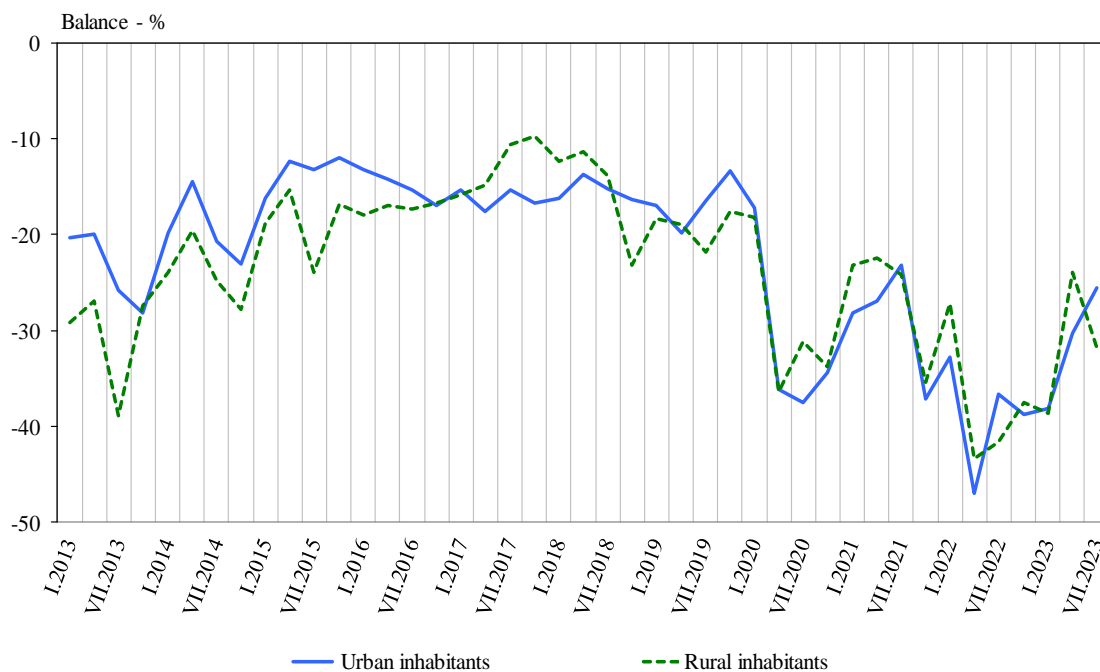


Figure 4. Assessment of the financial situation of households over the last 12 months

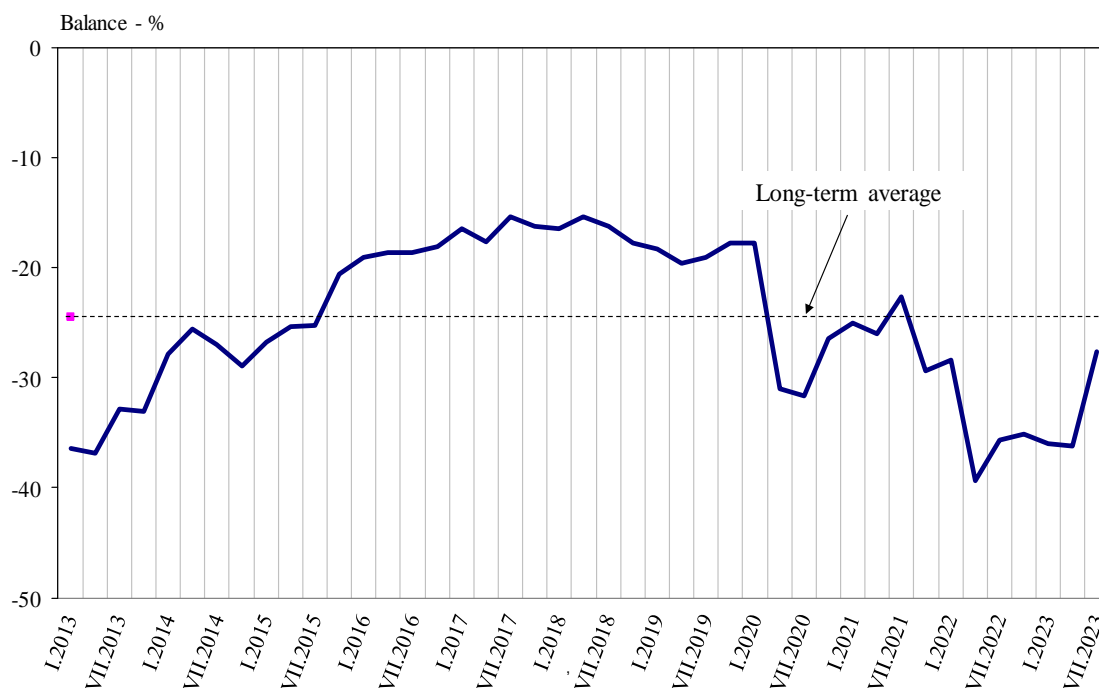


Figure 5. Expectations about the financial situation of households over the next 12 months

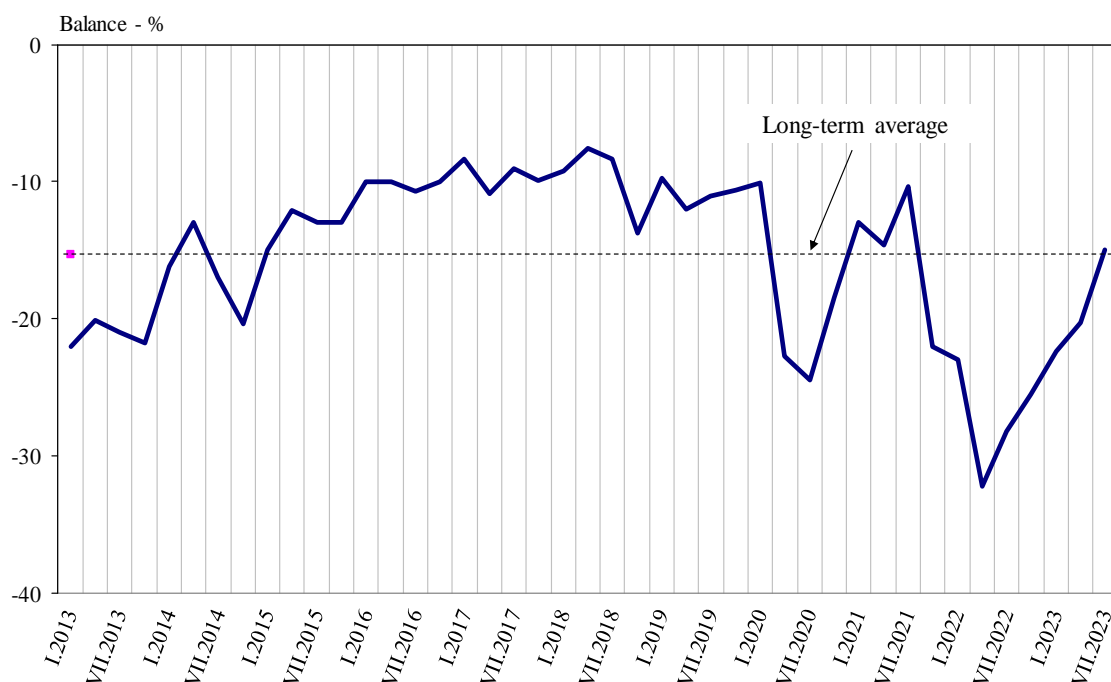
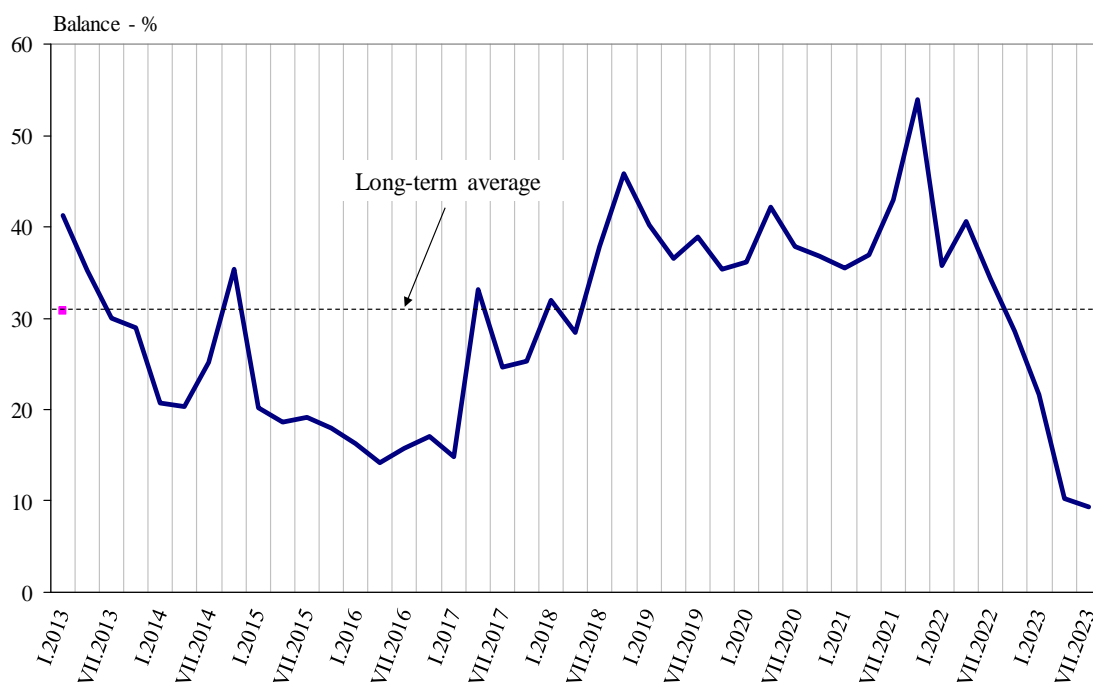


Figure 6. Expectations about inflation over the next 12 months



**Figure 7. Unemployment expectations
over the next 12 months**

