



## CONSUMER SURVEY, APRIL 2015

In April 2015 the total consumer confidence indicator increases by 2.6 percentage points in comparison with its January level (Annex, Figure 1) as for the urban population the increase is 1.8 percentage points and for the rural population - 3.9 percentage points.

The consumers' opinions about the development of the general economic situation in the country over the last 12 months and their expectations about the next 12 months (Annex, Figure 2) are less pessimistic compared to the previous inquiry as a result of which the balance indicators increase respectively by 5.4 and 3.8 percentage points. Less negative compared to January are also the assessments and the expectations of the changes in the financial situation of their households (Annex, Figure 3).

The assessments about the change of consumer prices over the last 12 months are more unfavourable in comparison with the opinions registered 3 months earlier (an increase of the balance indicator by 2.0 percentage points) (Annex, Figure 4). However the inflation expectations over the next 12 months are less intense (Annex, Figure 5).

As regards the unemployment in the country over the next 12 months the forecasts are shifting to the more moderate opinions, as a result of that the balance indicator decreases by 4.1 percentage points (Annex, Figure 6).

In April the majority of the consumers assess the economic situation in the country as unfavourable for savings although their relative share decreases compared to the previous survey (Annex, Figure 7). However the last inquiry registers a more positive attitude of the consumers' intentions as regards making expenditures on 'home improvements' over the next 12 months (Annex, Figure 8).



## Methodological notes

The survey is a part of the harmonized program of European Union for business and consumer surveys and it is representative for the population of 16 years and older.

The persons of 16 years and older are the object of the survey; the sample method is random, clustered, 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, general economic situation, inflation, unemployment, saving, intentions of making major purchases on 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 relative shares of positive opinions and 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.

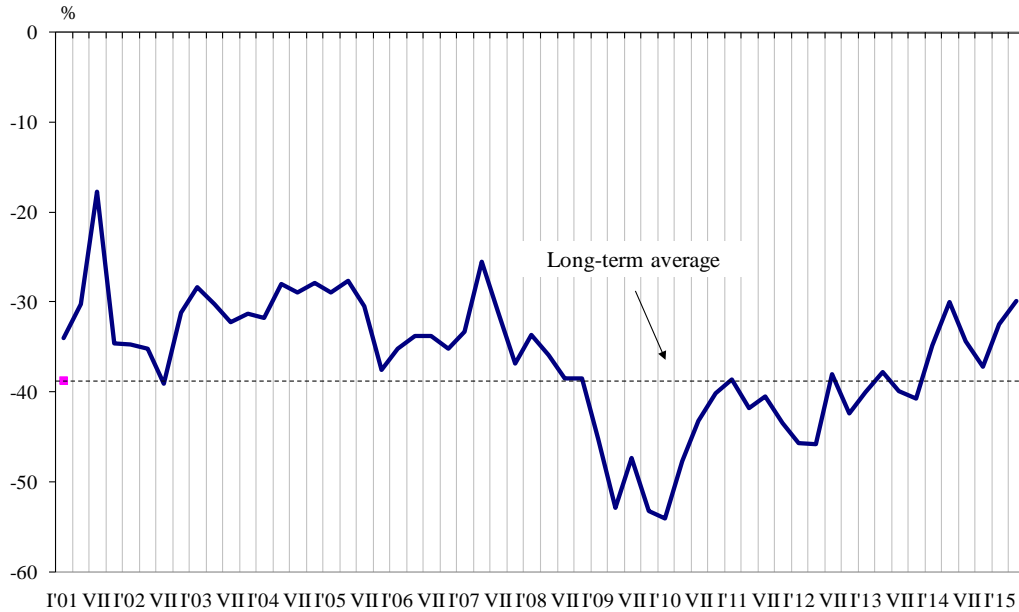
The survey results are used to capture the direction of change of surveyed variables incl. that of the consumer confidence level, which gives an opportunity to analyze the tendencies in the development of public opinions on significant economic phenomena.

**The consumer confidence indicator** is an arithmetic mean of the balances of the expectations about the development over the next 12 months of the financial situation of households, general economic situation, savings and unemployment, as the last is taken with a negative sign.

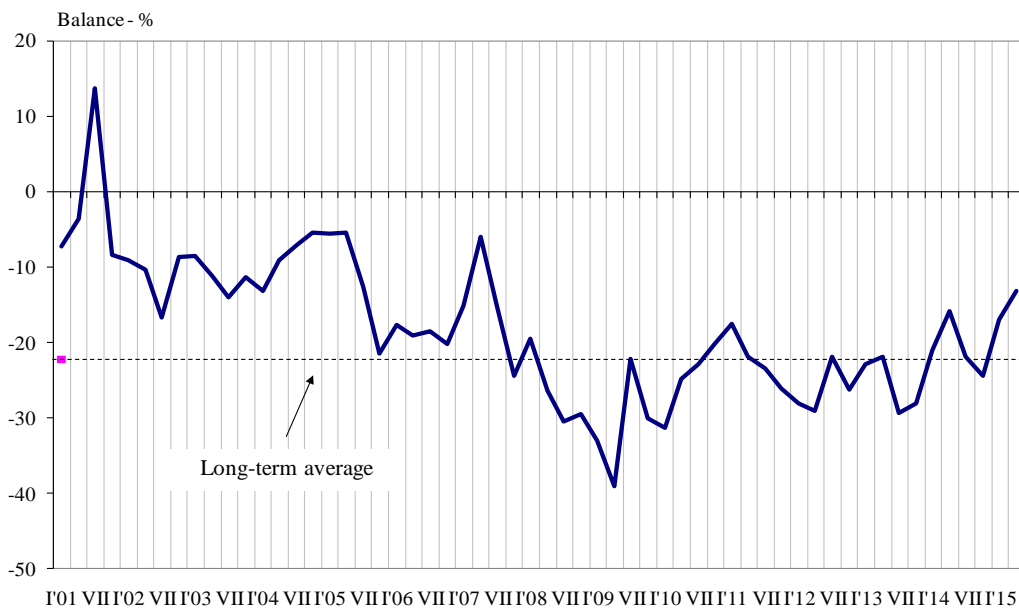


**Annex**

**Figure 1. Consumer confidence indicator**

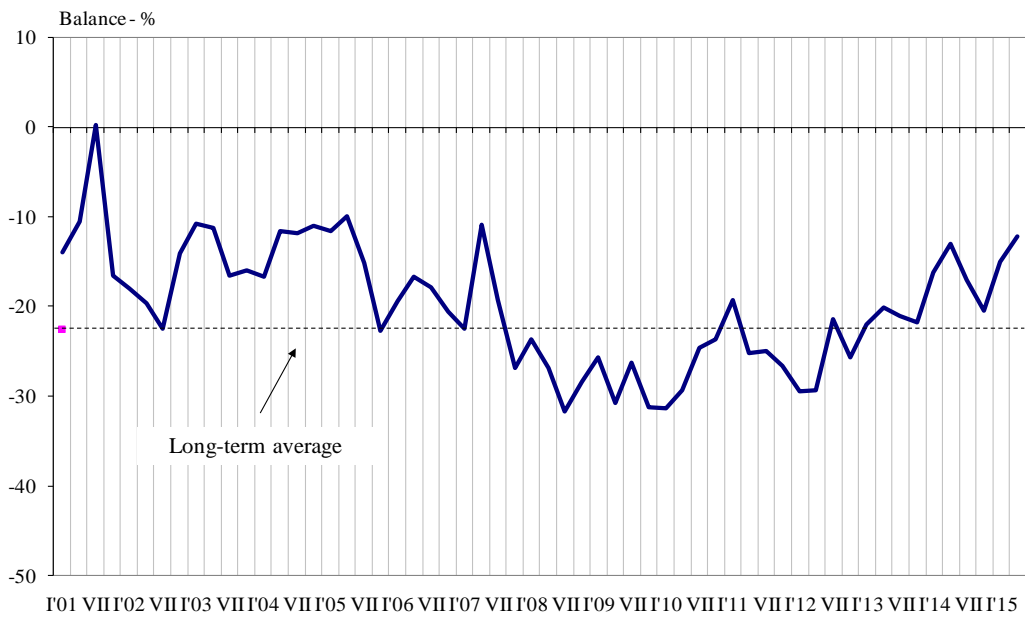


**Figure 2. Expectations about the general economic situation over the next 12 months**

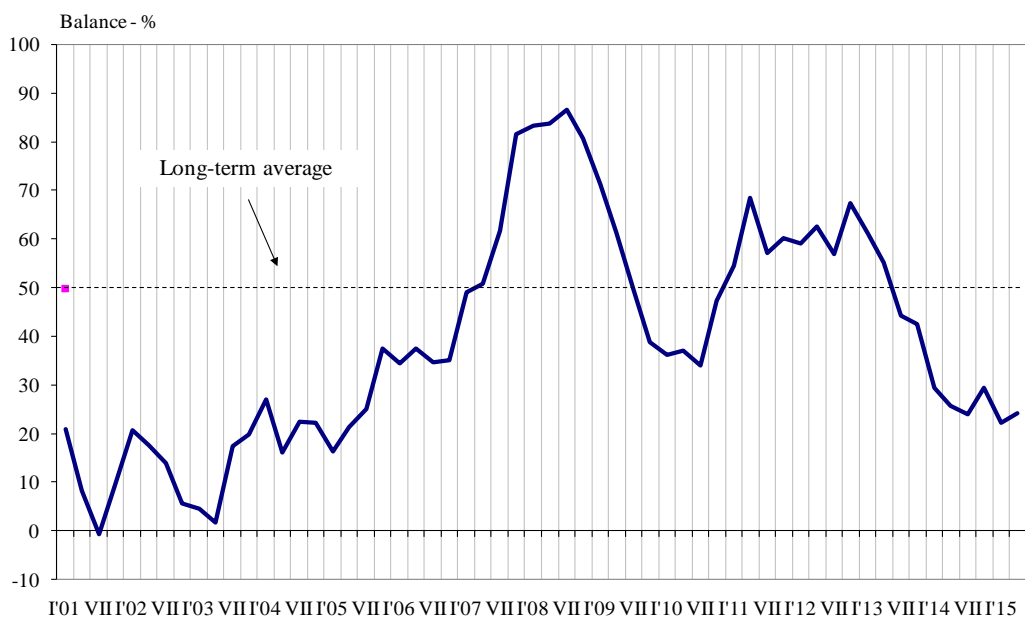




**Figure 3. Expectations about the financial situation of households over the next 12 months**

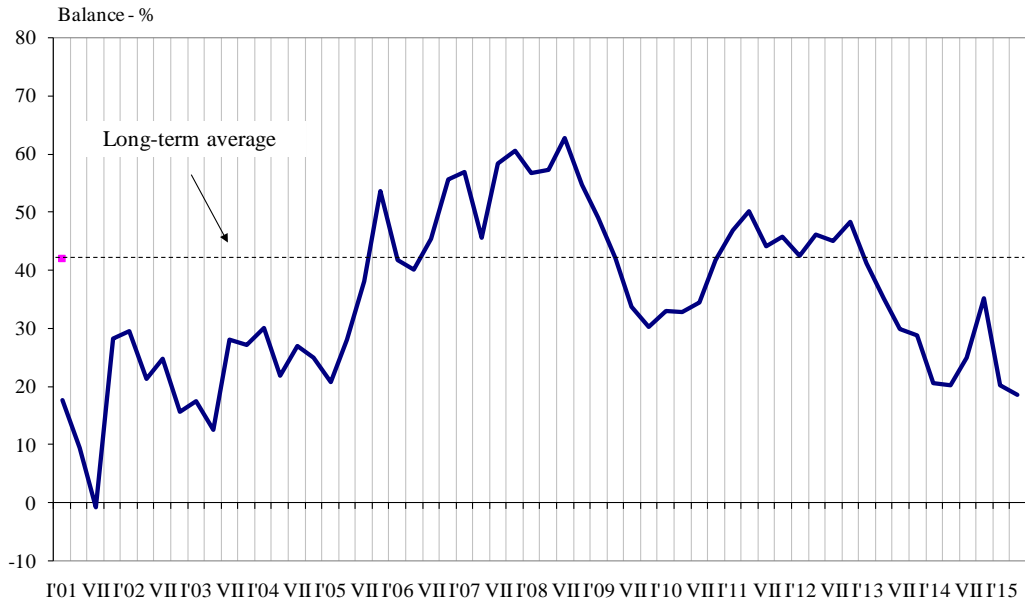


**Figure 4. Assessment of the inflation over the last 12 months**

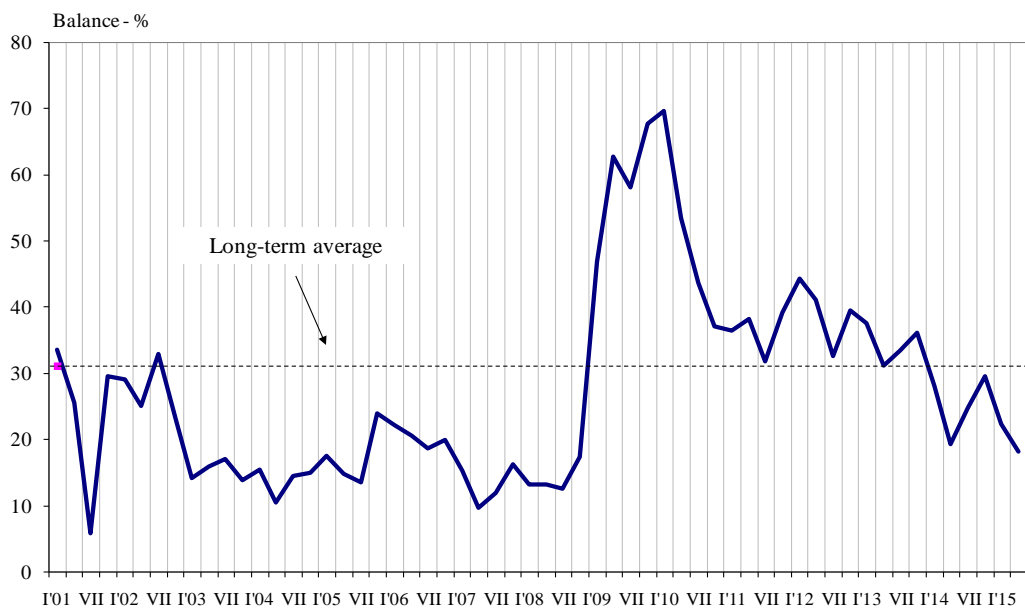




**Figure 5. Inflation expectations over the next 12 months**

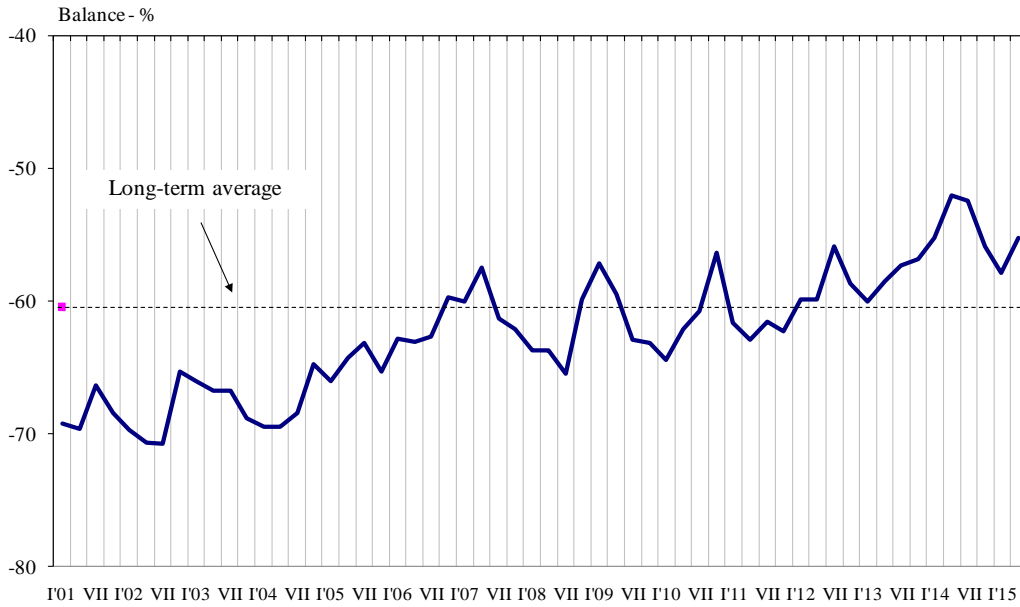


**Figure 6. Unemployment expectations over the next 12 months**





**Figure 7. Savings assessments general economic situation**



**Figure 8. Tendency in purchases for home improvements over the next 12 months**

