



## CONSUMER SURVEY, JANUARY 2011

In January 2012 the total consumer confidence indicator decreases by 2.2 percentage points in comparison with its level in October 2011 (Figure 1) which is due entirely to a worsening of consumer confidence among the urban population.

The consumers' opinions about the current development of the general economic situation in the country as well as their expectations about next 12 months are worsened as the balance indicators decrease in comparison with the previous survey by 3.1 and 1.9 percentage points respectively. Unlike the urban population for which the balance values drop by 5.0 and 4.9 percentage points respectively, for the rural population there is a certain improvement of the assessments and expectations about the economic conjuncture (Figure 2 and 3).

The consumers' assessments and expectations about the changes in the financial situation of their households are also more pessimistic as compared to with October 2011. The urban population expects worsening of their financial situation as compared to 3 months earlier, while the rural population's expectations remain almost unchanged (Figure 4).

The consumers continue to consider that over the last 12 months there had been an increase of consumer prices, but at a lower rate in comparison with the assessments registered in the previous inquiry (Figure 5) as their inflation expectations about the next 12 months are less intense (Figure 6).

However with regard the unemployment expectations in the country are for an increase of the laying off of the personnel over next 12 months (Figure 7).

In January 2012 the majority of consumers assess the economic situation in the country as unfavorable for savings, but their relative share has decreased in comparison with October last year (Figure 8). There is a slight improvement (of 1.2 points) of the total assessment for making major purchases of durable goods<sup>1</sup> in the present situation. With regard to "buying a car" in the next 12 months the last survey reports a positive tendency of a rise of this balance indicator (Figure 9).

---

<sup>1</sup>When commenting the replies regarding the purchases (expenditures), one has to take into account that the questions are asked on a quarterly basis, although these purchases (expenditures) are to be made by the consumers in 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 European Union for business and consumer surveys and it is representative for the population of 16 years and older.

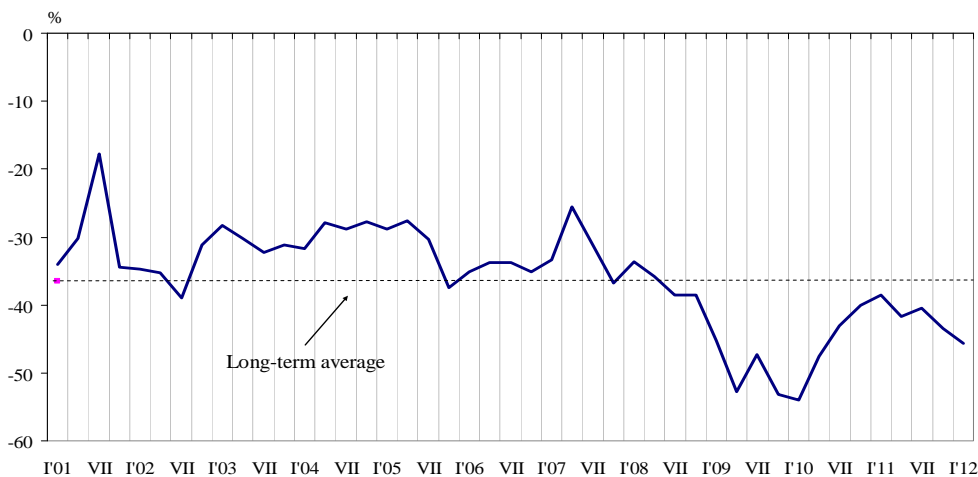
The persons of 16 years and older are the object of the survey; the sample method is random, clustered, proportional to the population by regions, incl. urban/rural inhabitants (153 clusters with 8 persons per cluster). The interviewing method is face to face. The questionnaire contains standardized 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.

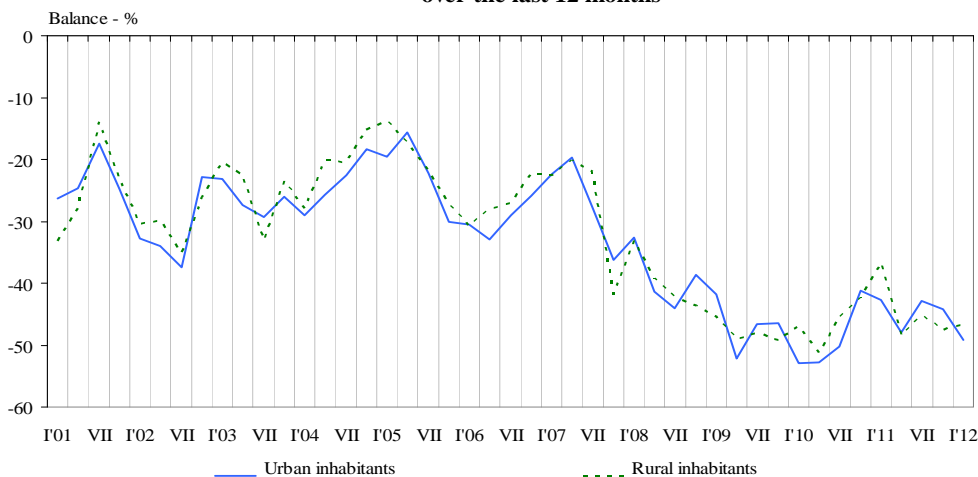
The consumer confidence indicator is an arithmetic mean of the balances of the expectations about the development over the next 12 months of the financial situation of households, general economic situation, savings and unemployment, as the last is taken with a negative sign.



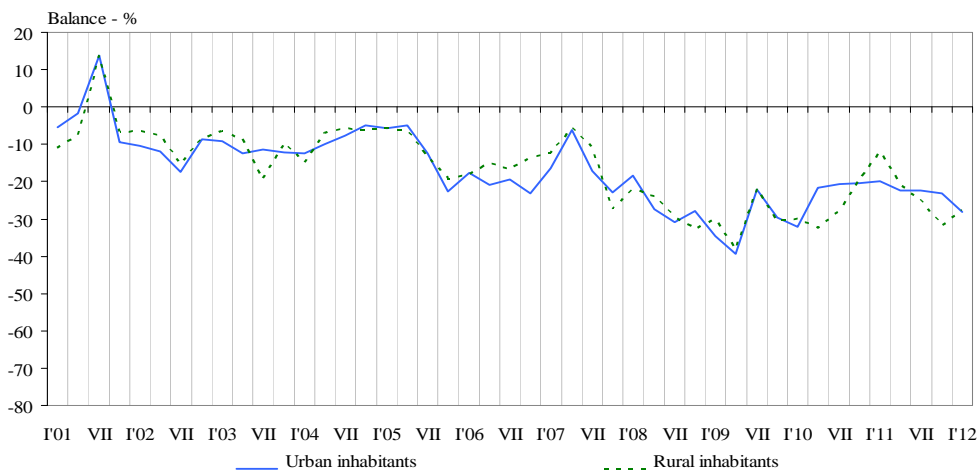
**Figure 1. Consumer confidence indicator**



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

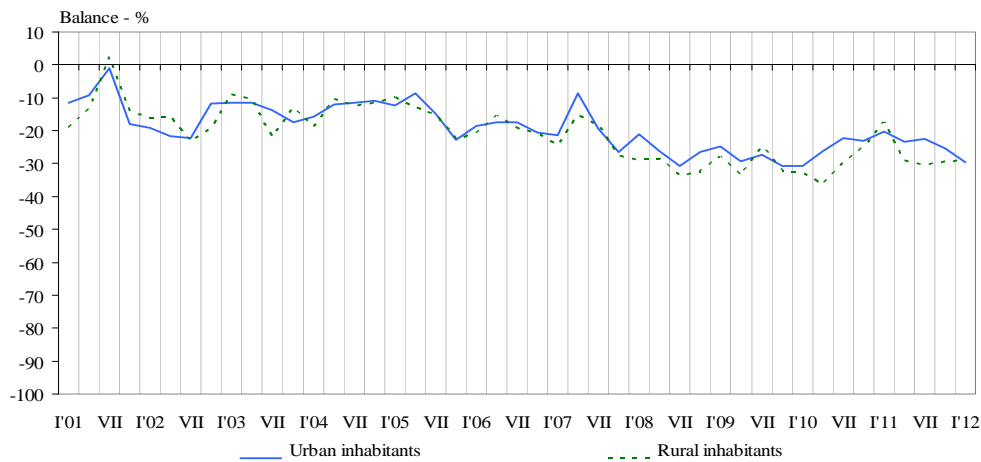


**Figure 3. Expectations about the general economic situation over the next 12 months**

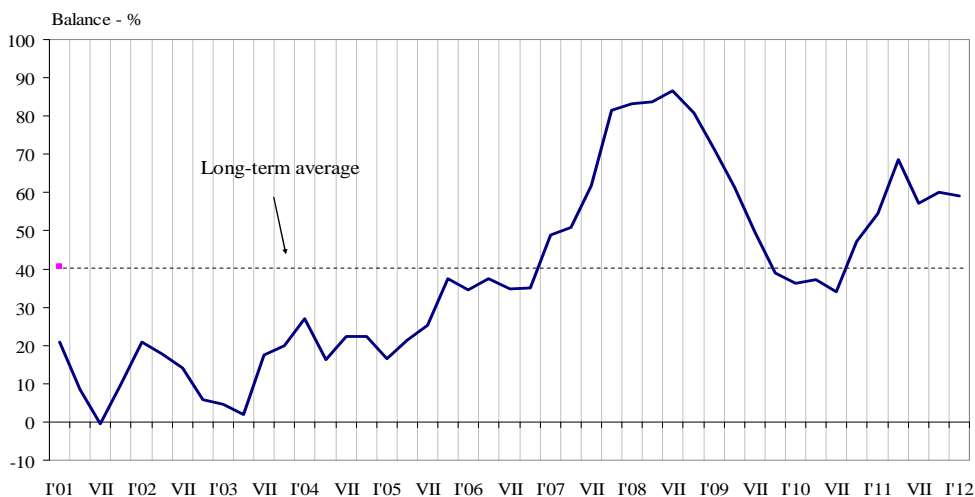




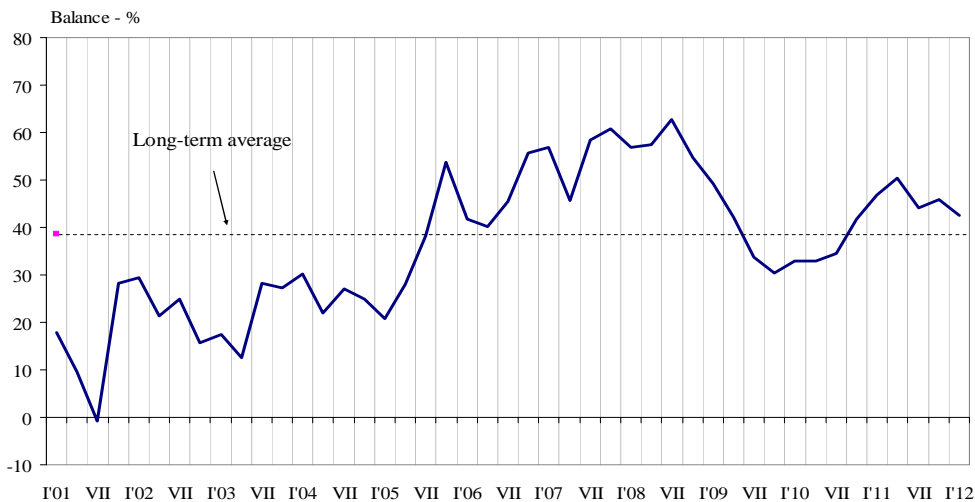
**Figure 4. Expectations about the financial situation of households over the next 12 months**



**Figure 5. Assessment of the inflation over the last 12 months**

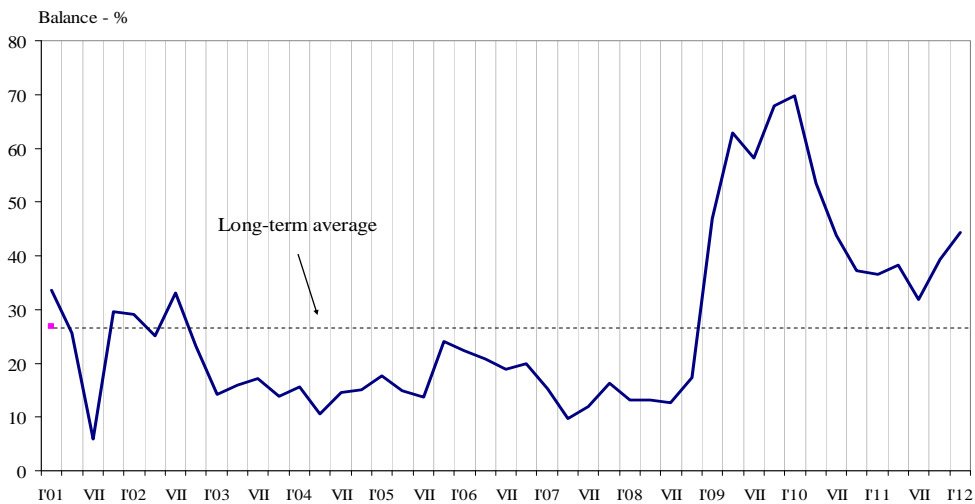


**Figure 6. Inflation expectations over the next 12 months**

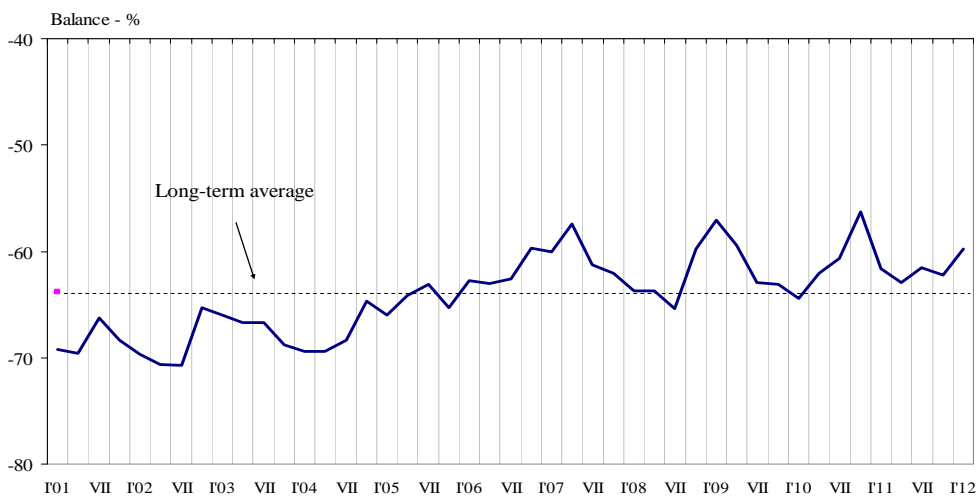




**Figure 7. Unemployment expectations over the next 12 months**



**Figure 8. Savings/General economic situation - present situation**



**Figure 9. Expectations about buying a car in the next 12 months**

