

CONSUMER SURVEY, OCTOBER 2020

In October 2020, the total consumer confidence indicator increases by 0.8 percentage points compared to its level 3 months ago, which is due entirely 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 slight improvement, as a result of which the balance indicator increases by 3.6 percentage points (Annex, Figure 2). The expectations of the people living in the cities are that this positive tendency will continue over the next 12 months, as opposed the rural population is slightly more pessimistic than it was 3 months ago (Annex, Figure 3).

In comparison with July the reduction of the negativism in consumers' assessments about changes in the financial situation of households over the last 12 months (Annex, Figure 4) and in their forecasts about the next 12 months (Annex, Figure 5) is observed.

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

However, as regards the unemployment in the country over the next 12 months the pessimism increases, as the opinions of both the urban and rural population are shifting towards the more negative expectations (Annex, Figure 7).

In October, the majority of the consumers continue to assess the economic situation in the country as unfavourable for saving although their relative share slightly decreases in comparison with 3 months ago. Their attitude regarding the intentions of about making expenditures for 'buying a car', 'buying or building a home (villa)' and 'making expenditures on home improvements' (Annex, Figure 8) over the next 12 months are also negative.

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

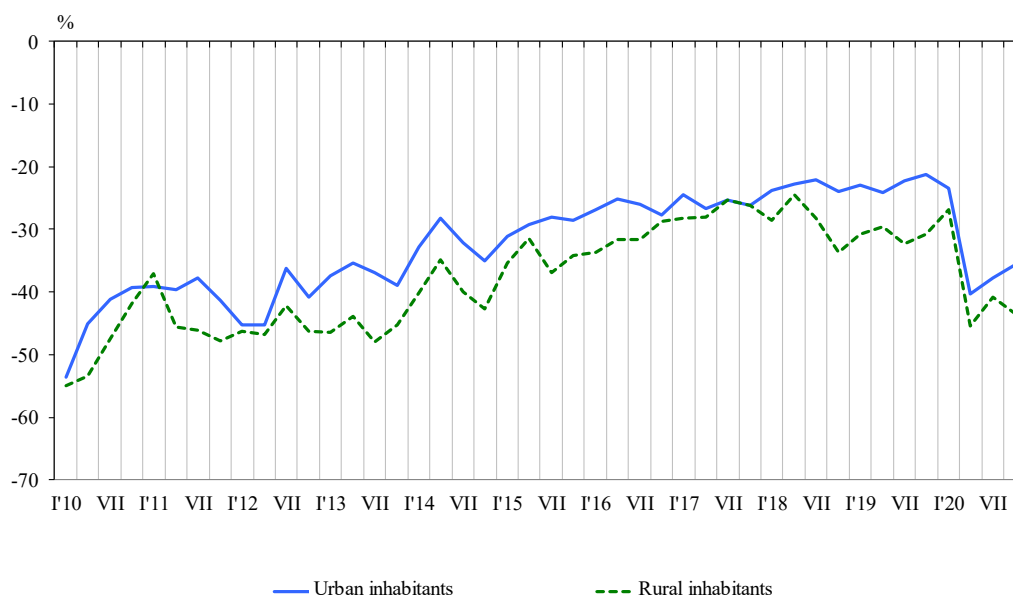


Figure 2. Assessment of the general economic situation in the country over the last 12 months

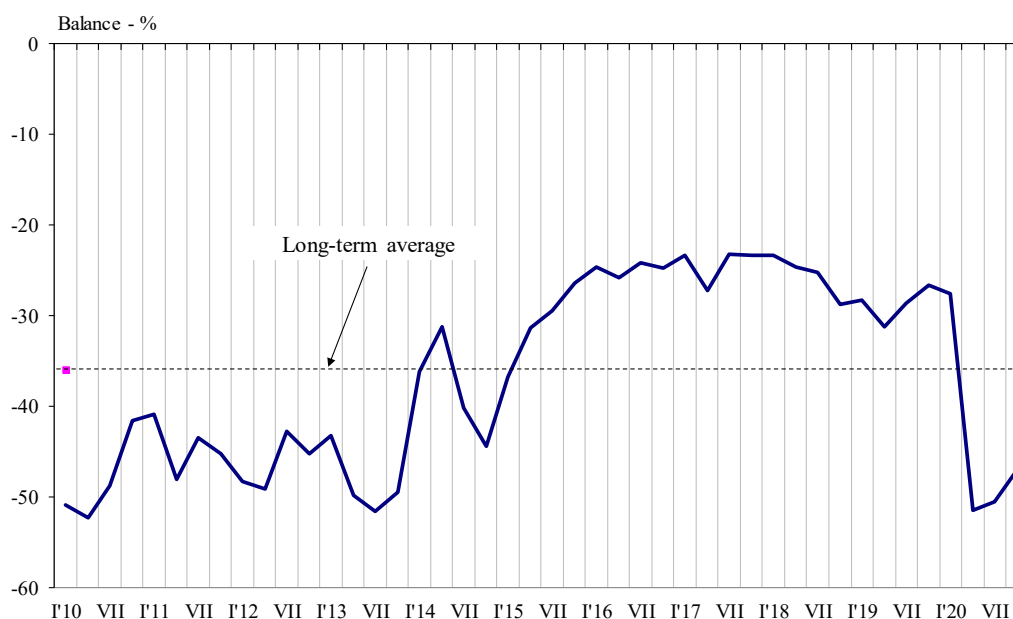


Figure 3. Expectations about the general economic situation in the country over the next 12 months

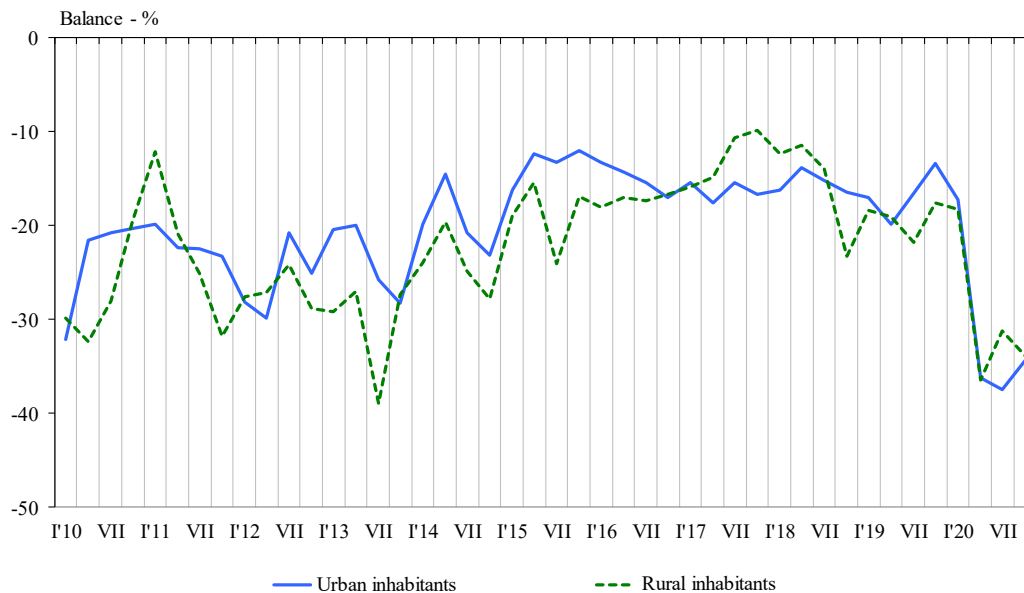


Figure 4. Assessment of the financial situation of households over the last 12 months

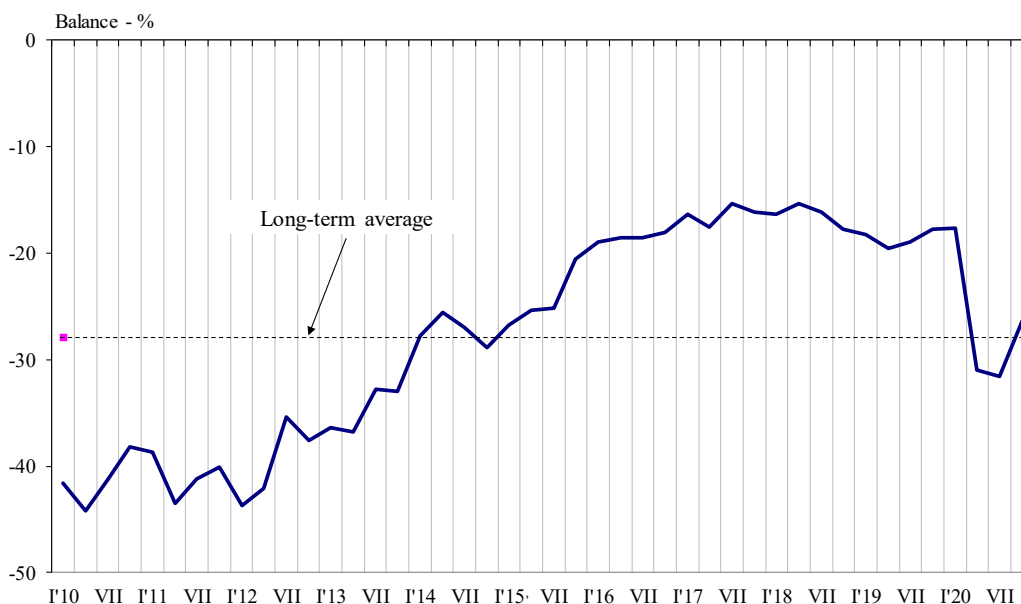


Figure 5. Expectations about the financial situation of households over the next 12 months

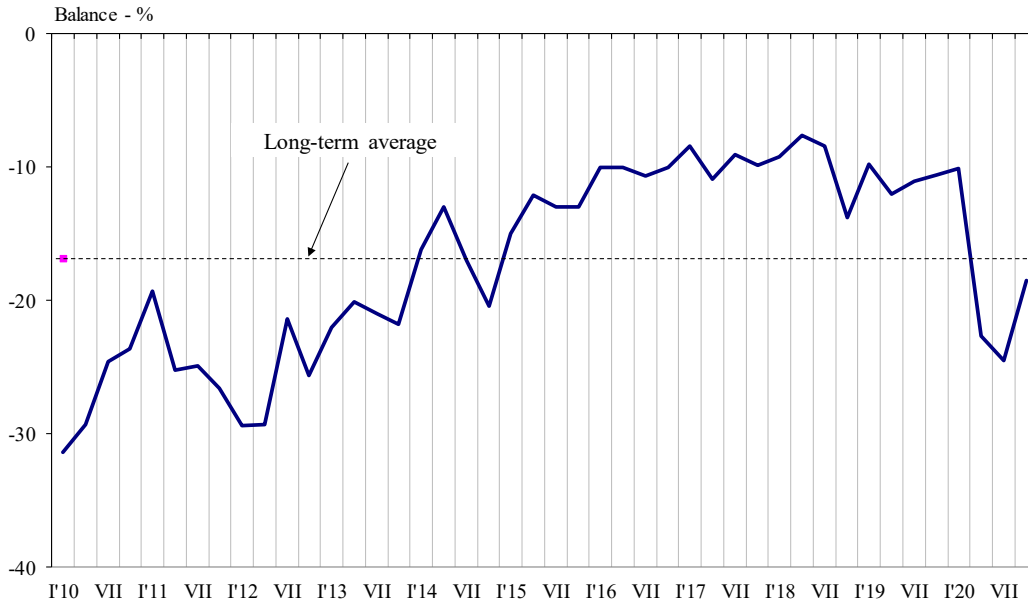


Figure 6. Expectations about inflation over the next 12 months

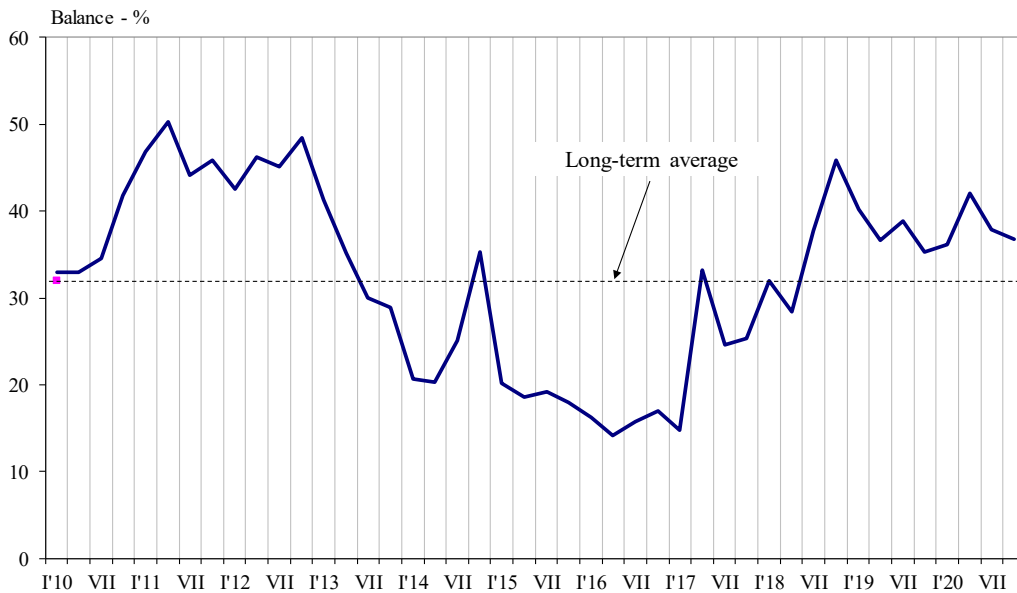


Figure 7. Unemployment expectations over the next 12 months

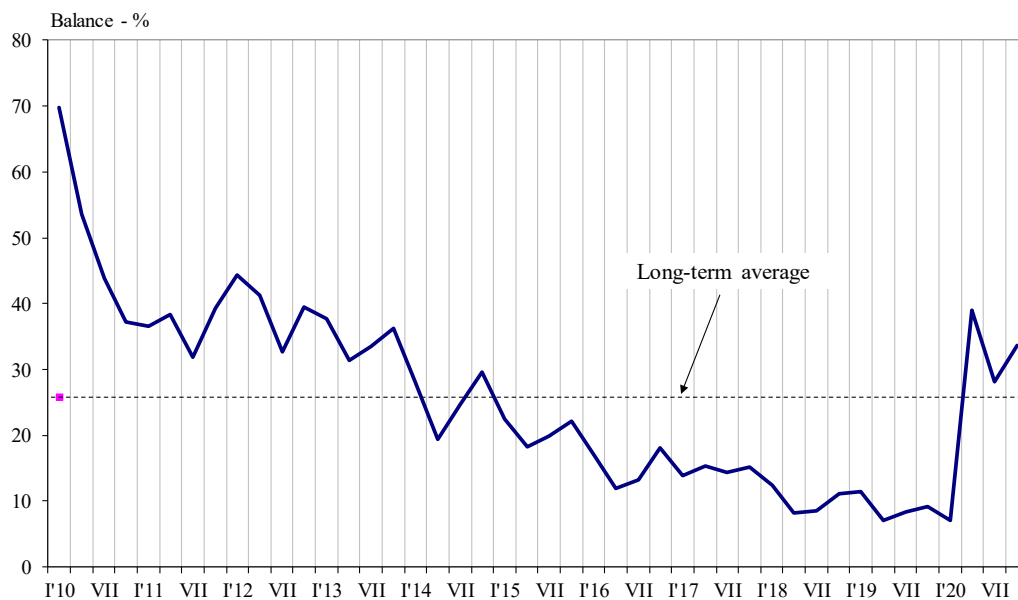


Figure 8. Intentions of spending a large sum of money on home improvements or renovations over the next 12 months

