

## CONSUMER SURVEY, JULY 2021

In July 2021, the total consumer confidence indicator increases by 3.5 percentage points compared to its April level (Annex, Figure 1). An increase of consumer confidence among both urban and rural inhabitants - by 3.1 and 4.7 percentage points, respectively, is reported.

The consumers' total assessment about the development of the economic situation in the country over the last 12 months marks slight improvement (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 to the rural population, which is slightly more pessimistic in comparison with the previous survey (Annex, Figure 3).

The assessments about the change of the consumer prices over the last 12 months are more unfavourable compared to 3 months earlier, as the inflation expectations about the next 12 months are strengthened (Annex, Figure 4).

As regards the unemployment in the country over the next 12 months, the forecasts continue to shift to the more moderate opinions as a result of which the balance indicator decreases by 4.4 percentage points.

In comparison with April, the reduction of the negativism in consumers' assessments about changes in the financial situation of their households over the last 12 months (Annex, Figure 5) and in their expectations about the next 12 months (Annex, Figure 6) is observed.

The last inquiry registers certain improvement in the consumers' intentions concerning making expenditures on major purchases of durable goods<sup>1</sup> (Annex, Figure 7), 'buying a car' and 'home improvements' over the next 12 months also.

---

<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.

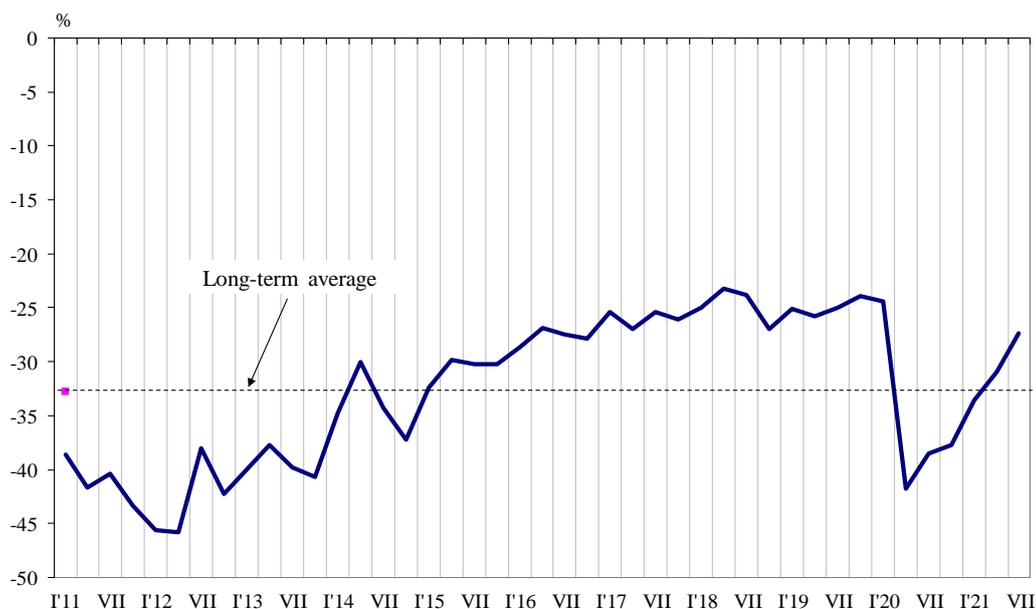
The persons of 16 years and older are the object of the survey; the sample method is random, clustered, proportional to the population by regions, incl. urban/rural inhabitants (154 clusters with 8 persons per cluster). The interviewing method is face to face. The questionnaire contains standardized questions about the financial situation of households, general economic situation, inflation, unemployment, 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 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.

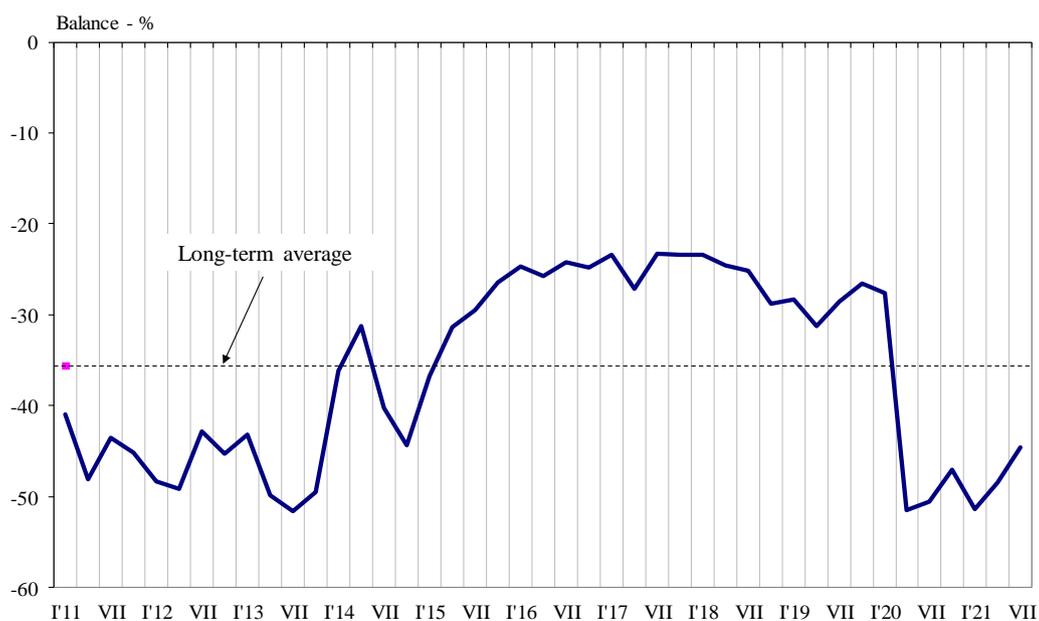
**The consumer confidence indicator** is an arithmetic mean of the balances of the expectations about the development over the next 12 months of the financial situation of households, general economic situation, savings and unemployment, as the last is taken with a negative sign.

**Annex**

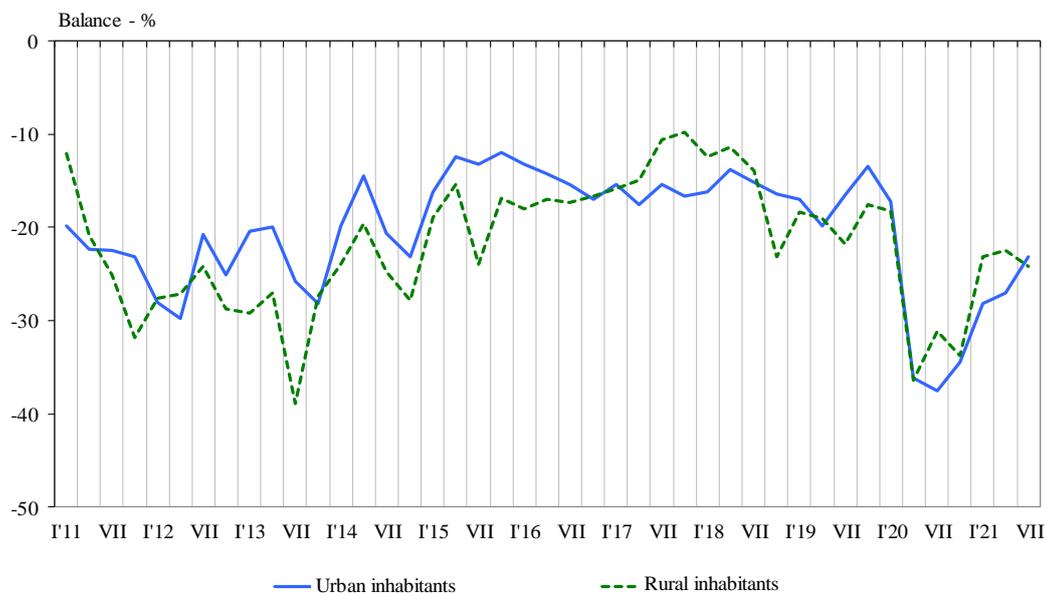
**Figure 1. Consumer confidence indicator**



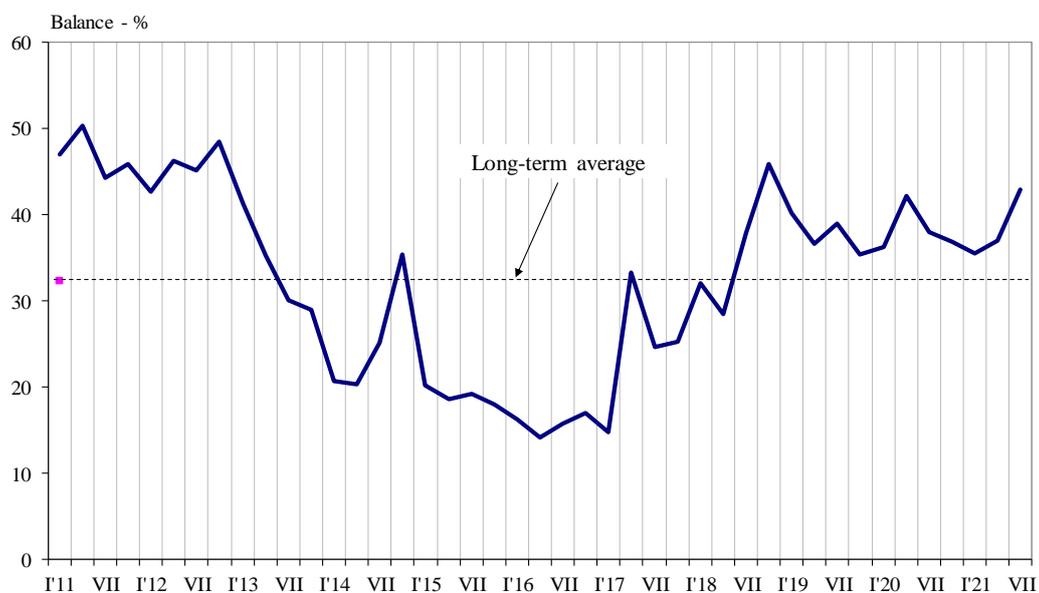
**Figure 2. Assessment of the general economic situation in the country over the last 12 months**



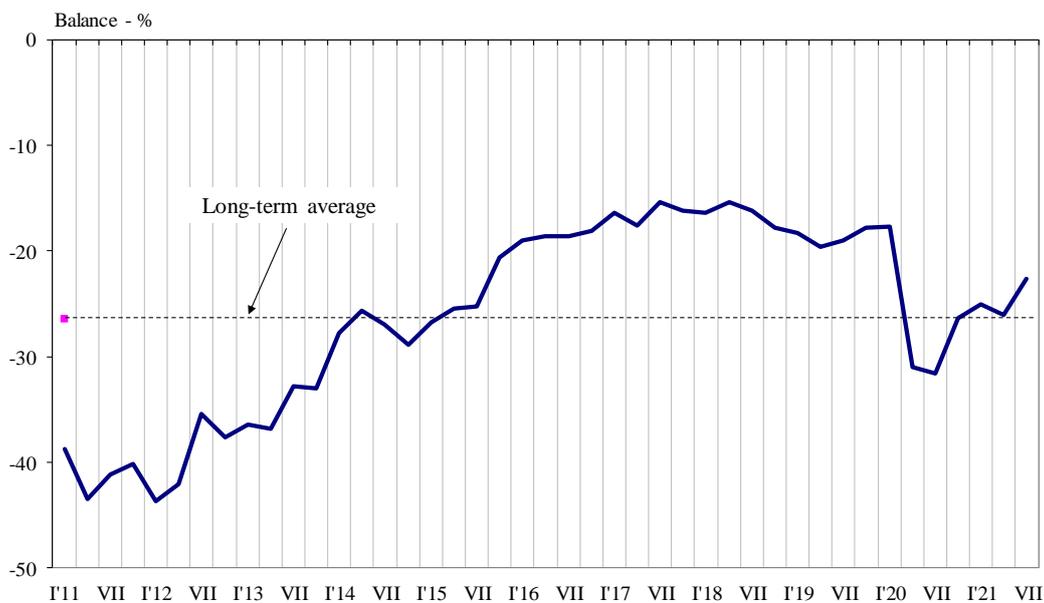
**Figure 3. Expectations about the general economic situation in the country over the next 12 months**



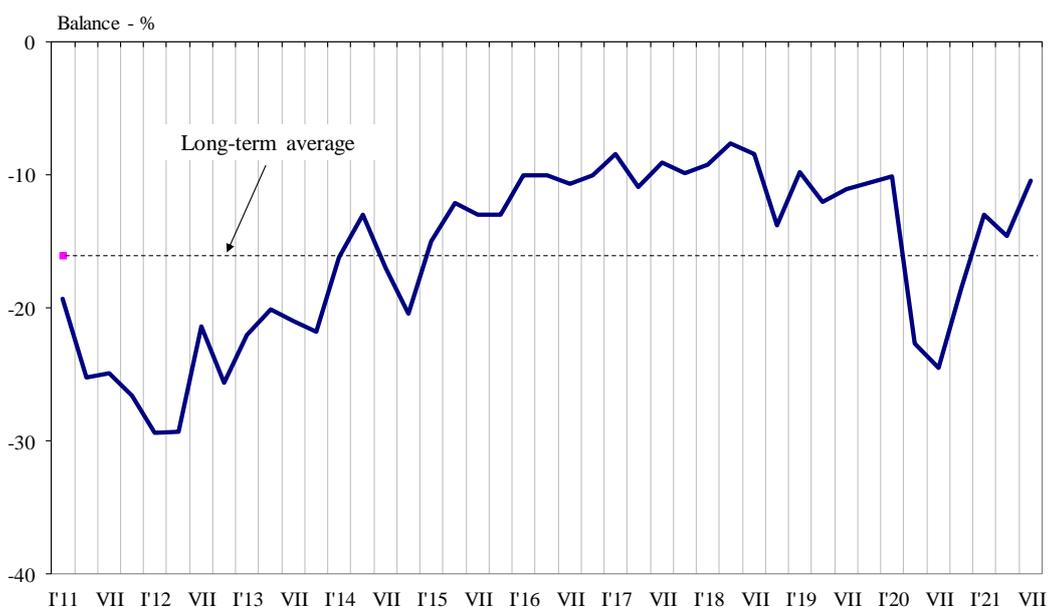
**Figure 4. Expectations about inflation over the next 12 months**



**Figure 5. Assessment of the financial situation of households over the last 12 months**



**Figure 6. Expectations about the financial situation of households over the next 12 months**



**Figure 7. Intentions of making major purchases of durable goods over the next 12 months**

