

## Press Release

### Consumer confidence in Ukraine, December 2017: index equaled 60.3

18 January, 2017

Contact:  
Yana Nevidoma  
Researcher  
Tel.: +380 44 230-0260  
[yana.nevidoma@gfk.com](mailto:yana.nevidoma@gfk.com)

Maria Gubarenko  
Marketing and Communication  
Tel.: +380 44 230-0260  
[pr.ukraine@gfk.com](mailto:pr.ukraine@gfk.com)

**Kyiv, 18 January 2018 – The consumer confidence of Ukrainians deteriorated in December 2017: The Consumer Confidence Index (CCI) equals 60.3, which is 2 points lower than in November. Almost all index components decreased, the expectations regarding possibility of unemployment experienced the most significant changes. It is proved by the data of The consumer confidence of Ukrainians survey conducted monthly by GfK Ukraine.**

In December 2017, *the Consumer Confidence Index (CCI) equals 60.3* that is 2 points lower than in November.

*Index of the Current Situation (ICS)* decreased by 0.3 points to the level of 57.5. The components of this index have changed as follows:

- *Index of Current Personal Financial Standing (x1)* equals 47.3, which is 0.2 points lower than the indicator in November;
- *Index of Propensity to Consume (x5)* decreased by 0.4 points and reached the indicator of 67.7.

*Index of Economic Expectations (IEE)* decreased by 3.2 points to the level of 62.1 in December. The components of this index have changed as follows:

- *Index of Expected Changes in Personal Financial Standing (x2)* decreased by 2.4 points compared to the past month and equals 55.9;
- *Index of Expectations of the Country's Economic Development Over the Next Year (x3)* decreased by 2.7 points and reached 59.0;
- *Index of Expectations of the Country's Economic Development in the Country Over the Next 5 Years (x4)* equals 71.5 that is 4.5 points lower than the indicator in November.

In December, the expectations of Ukrainians regarding possibility of unemployment deteriorated significantly: *Index of Expectations of Changes in Unemployment* increased by 16.3 points and equals 138.4. *Index of Inflationary Expectations* increased by 3.5 points and reached 190.3. The expectations of Ukrainians regarding the hryvna's exchange rate in the coming three months have almost remained unchanged: *Index of Devaluation Expectations* decreased by 0.9 points and reached the level of 165.7.

GfK Ukraine  
34 Lesi Ukrainky blvd., off. 601  
Kyiv, 01133, Ukraine

T +380 44 230-0260  
F +380 44 230-0262

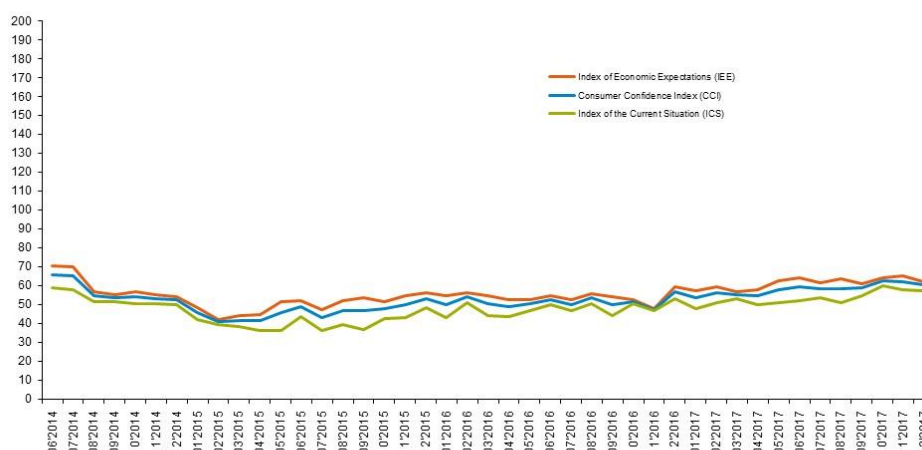
[www.gfk.com](http://www.gfk.com)

Registered in Ukraine  
Code: #23512435

«Despite the expected holidays, the Consumer Confidence Index

experienced a tendency of slight deterioration in December. The decrease occurred due to the expectations of future revenue and economic development. After a long decline, Index of Expectations of Changes in Unemployment has also increased, which confirms the uncertainty of consumers regarding economic development», – GfK Ukraine analysts comment.

Consumer Confidence Index in Ukraine (16+ target group)



© GfK | Consumer Confidence in Ukraine Survey | December, 2017

### Dynamics of the Consumer Confidence Index in Ukraine (16+ target group)

Month, year	Consumer Confidence Index (CCI)	Index of the Current Situation (ICS)	Index of Economic Expectations (IEE)	Index of Expectations of Changes in Unemployment (IECU)	Index of Inflationary Expectations (IIE)	Index of Devaluation Expectations (IDE)
12'17	60.3	57.5	62.1	138.4	190.3	165.7
11'17	62.3	57.8	65.3	122.1	186.8	166.6
12'16	57.1	53.4	59.6	145.2	186.3	158.5

### How the indices are calculated

The consumer confidence survey is conducted in Ukraine since June 2000. From January 2009 consumer confidence survey is conducted on a monthly basis.

In Ukraine, the Consumer Confidence Index is determined through a random survey of domestic households. The poll involves 1,000 individuals aged 16+. (Up to April 2014 the poll involved 1,000 respondents aged 15-59). A representative sample is selected by gender and age, also by type

and size of settlement. In April 2014 Autonomous Republic of Crimea was excluded from the sample of consumer confidence research in Ukraine. The margin of error is 3.2%. The survey is carried out on 1-15<sup>th</sup> every month.

To define the CCI, respondents are asked these questions:

1. How has the financial standing of your family changed over the last six months?
2. How do you think your family's financial standing will change in the next six months?

3. Looking at economic conditions in the country as a whole, do you think the next 12 months will be good or bad?

4. Looking at the next five years, will they be good ones or bad ones for the country's economy?

5. In terms of large purchases for your home, do you think now is generally a good time or a bad time to make such purchases?

Each of these questions is related to a corresponding index:

- Index of Current Personal Financial Standing (x1);
- Index of Expected Changes in Personal Financial Standing (x2);
- Index of Expected Economic Conditions in the Country Over the Next Year (x3);
- Index of Expected Economic Conditions in the Country Over the Next 5 Years (x4);
- Index of Propensity to Consume (x5).

Indices are constructed thus: the share of negative answers is deducted from the share of positive answers, and 100 is added to this difference in order to eliminate negative values. On the basis of these five indices, three aggregate indices are calculated:

- Consumer Confidence Index (CCI) as the arithmetic average of indices x1–x5;
- Index of the Current Situation (ICS) as the arithmetic average of indices x1 and x5;
- Index of Economic Expectations (IEE) as the arithmetic average of indices x2, x3, and x4.

Index values range from 0 to 200. The index equals 200 when all respondents positively assess the economic situation. It totals 100 when the shares of positive and negative assessments are equal. Indices of less than 100 indicate the prevalence of negative assessments.

To determine the Index of Expected Changes in Unemployment (IECU), the Index of Inflationary Expectations (IIE) and the Index of Devaluation Expectations (IDE), the respondents are asked these three questions:

1. Do you think that within next 12 months the number of unemployed (people who do not have job and are looking for work) will increase, will remain roughly the same, or will decrease?
2. How do you think that prices for major consumer goods and services will change in the next 1–2 months?
3. How do you think the USD value will change towards the UAH value during the next 3 months?

The IECU, the IIE and the IDE are calculated thus: the share of answers that indicate a decrease of unemployment/inflation/devaluation is subtracted from the share of answers that indicate the growth of unemployment/inflation/devaluation, and 100 is added to the difference to eliminate negative values. The values of indices can vary from 0 to 200. The index totals 200 when all residents expect an increase in unemployment/inflation/devaluation.

## About GfK

GfK connects data and science. Innovative research solutions provide answers for key business questions around consumers, markets, brands and media – now and in the future. As a research and analytics partner, GfK promises its clients all over the world “Growth from Knowledge”.



For more information, please visit [www.gfk.com](http://www.gfk.com) or follow GfK on Twitter:  
<https://twitter.com/GfK>.