

## Press Release

### Consumer confidence in Ukraine, October 2018: index equaled 56.9

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**Kyiv, 26 November 2018 – The consumer confidence index (CCI) equaled 56.9 in October 2018, which is 5.7 points lower than the indicator in September 2018. Index of Devaluation Expectations and Expectations of the Country's Economic Development Over the Next Year experienced the most significant changes. It is proved by the data of the consumer confidence of Ukrainians survey conducted monthly by GfK Ukraine.**

In October 2018, *the Consumer Confidence Index (CCI)* equaled 56.9 that is 5.7 points lower than the indicator in September.

*Index of the Current Situation (ICS)* decreased by 4.5 points and equaled 56. The components of this index have changed as follows:

- *Index of Current Personal Financial Standing (x1)* equaled 46.6, which is 2.8 points lower than the indicator in September;
- *Index of Propensity to Consume (x5)* decreased by 6.2 points and reached the indicator of 65.3.

In October, *Index of Economic Expectations (IEE)* decreased by 6.6 points to the level of 57.5. The components of this index have changed as follows:

- *Index of Expected Changes in Personal Financial Standing (x2)* decreased by 2.8 points comparing to the previous month and equaled 55.1;
- *Index of Expectations of the Country's Economic Development Over the Next Year (x3)* decreased by 9.7 points and equaled 52.9;
- *Index of Expectations of the Country's Economic Development Over the Next 5 Years (x4)* also decreased and equaled 64.3, which is 7.2 points lower than the indicator in September.

In October, the expectations of Ukrainians regarding the possibility of unemployment have slightly worsened: the indicator of *Index of Expectations of Changes in Unemployment* equaled 136.2 that is 2.3 higher than the indicator in the previous month. Meanwhile, *Index of Inflationary Expectations* has remained mostly unchanged 190.3, which is 0.1 points lower than in the previous month. The expectations of Ukrainians regarding the hryvna's exchange rate in the coming three months have slightly improved: *Index of Devaluation Expectations* decreased by 8.1 points and reached the level of 162.2.

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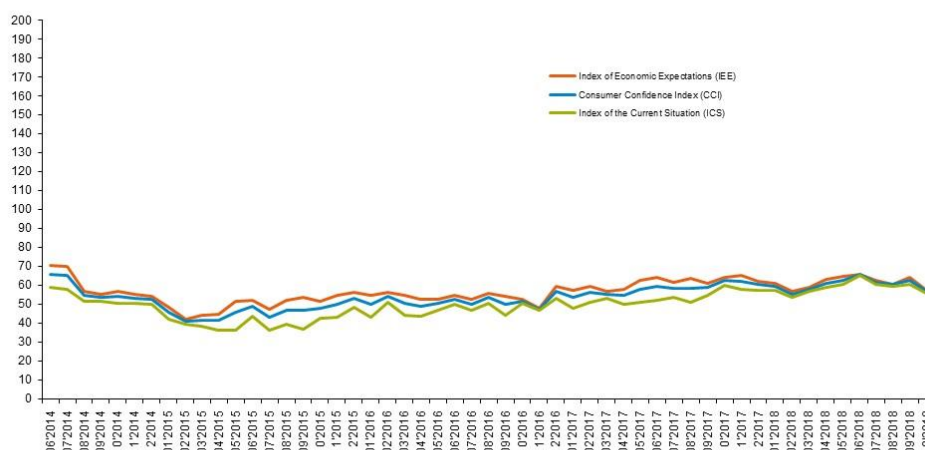
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*“In October, the Consumer Confidence Index decreased to the level of early 2018. The expectations of the country’s economic development over the next year have experienced the greatest deterioration, which affected the decrease of propensity to consume. At the same time, the consumers corrected the devaluation expectations: the Index of Devaluation Expectations decreased after its sharp growth in August-September,” – as GfK Ukraine analysts comment.*



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



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### 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)
10'18	56.9	56.0	57.5	136.2	190.3	162.2
09'18	62.6	60.5	64.0	133.9	190.4	170.3
10'17	62.6	60.0	64.4	128.3	185.8	156.6

### 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

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