



## CONSUMER SURVEY, OCTOBER 2018

In October 2018, the total consumer confidence indicator decreases by 3.2 percentage points in comparison with to July, which is due to the decreased confidence among both urban and rural inhabitants (Annex, Figure 1).

The opinions about the development of the general economic situation in the country over the last 12 months (Annex, Figure 2) and the expectations over the next 12 months (Annex, Figure 3) are more unfavourable compared to the previous survey.

As regards the financial situation of the households over the last 12 months, a pessimism in assessments of living in the villages is observed, whereas the urban inhabitants are less negative in their attitude than they were 3 months earlier (Annex, Figure 4). However, the forecasts of both urban and rural population over the next 12 months are worsened (Annex, Figure 5) as a result of which the total balance indicator decreases by 5.4 percentage points.

The consumers continue to consider that over the last 12 months there has been an increase of the consumer prices, as the inflation expectations are preserved for the next 12 months (Annex, Figure 6).

The present economic situation in the country continues to be assessed by the majority of the consumers as unfavourable for savings and their expectations about the opportunity for saving over the next 12 months are worsened.

Concerning the unemployment in the country, the forecasts are for certain reduction of personnel over the next 12 months, as according to the urban population, it is going to be with an even higher rate (Annex, Figure 7).

The last inquiry also reports slight deterioration of the total assessment of the present situation for make major purchases of durable goods<sup>1</sup> (Annex, Figure 8).

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<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, 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

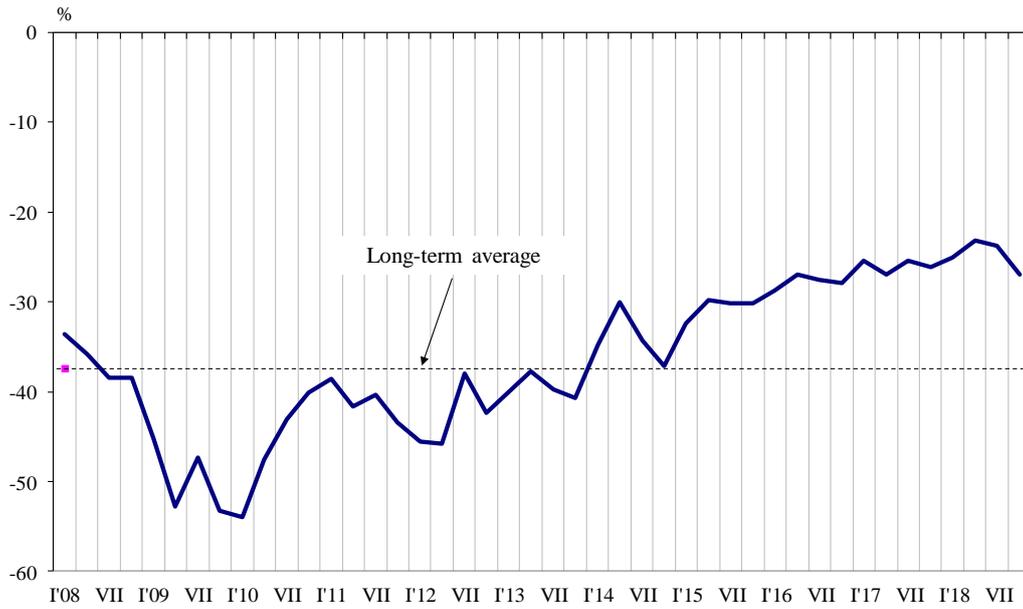
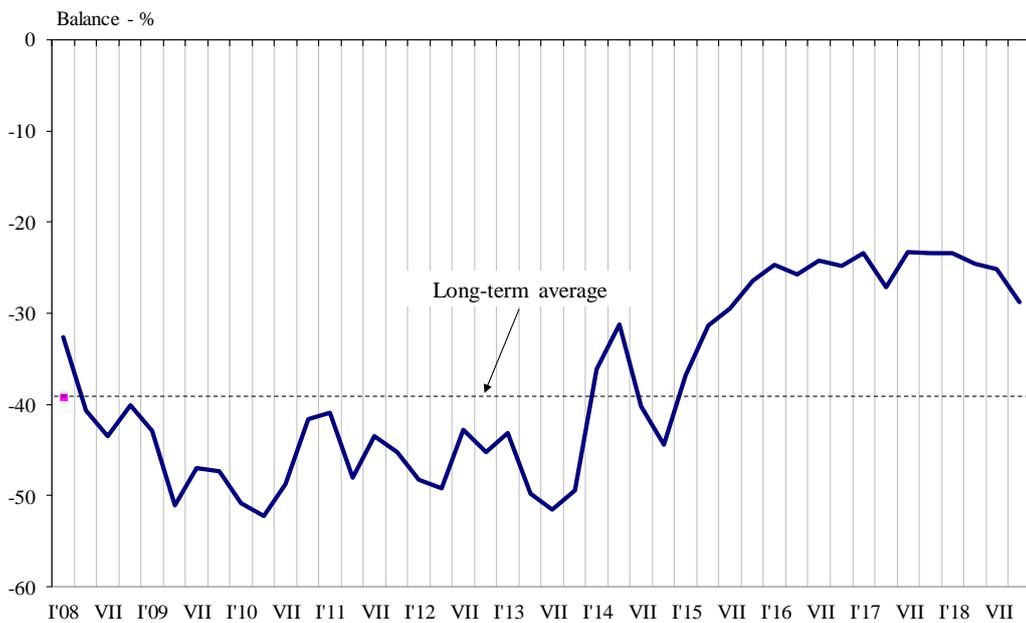
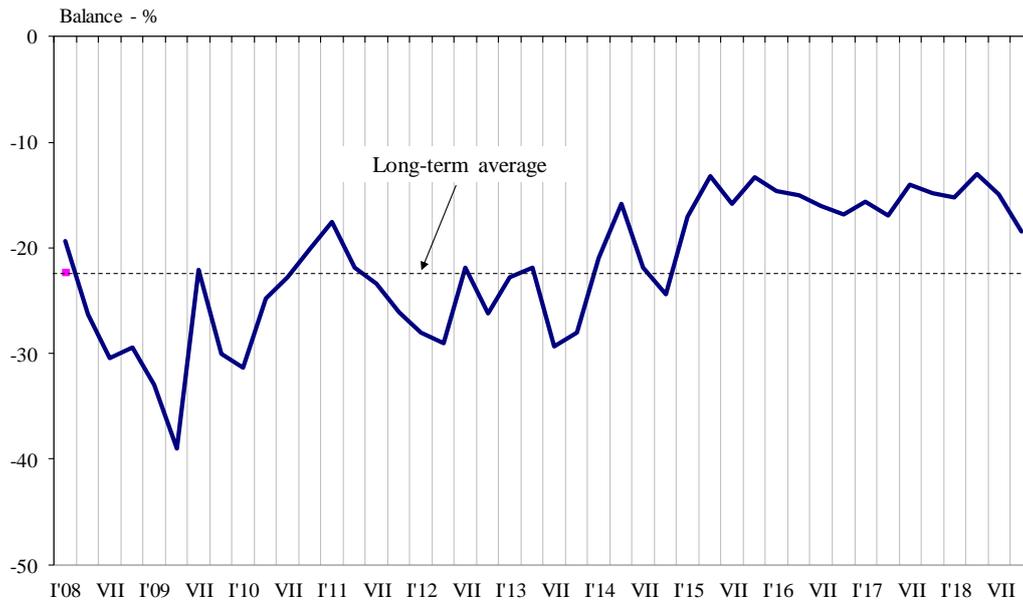


Figure 2. Assessment of the general economic situation over the last 12 months

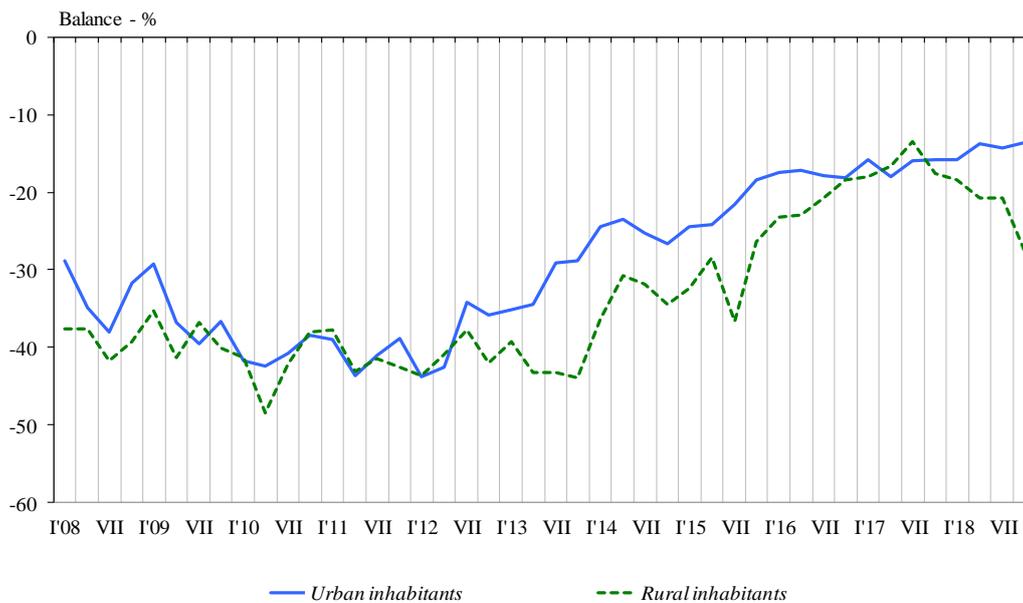




**Figure 3. Expectations about the general economic situation in the country over the next 12 months**

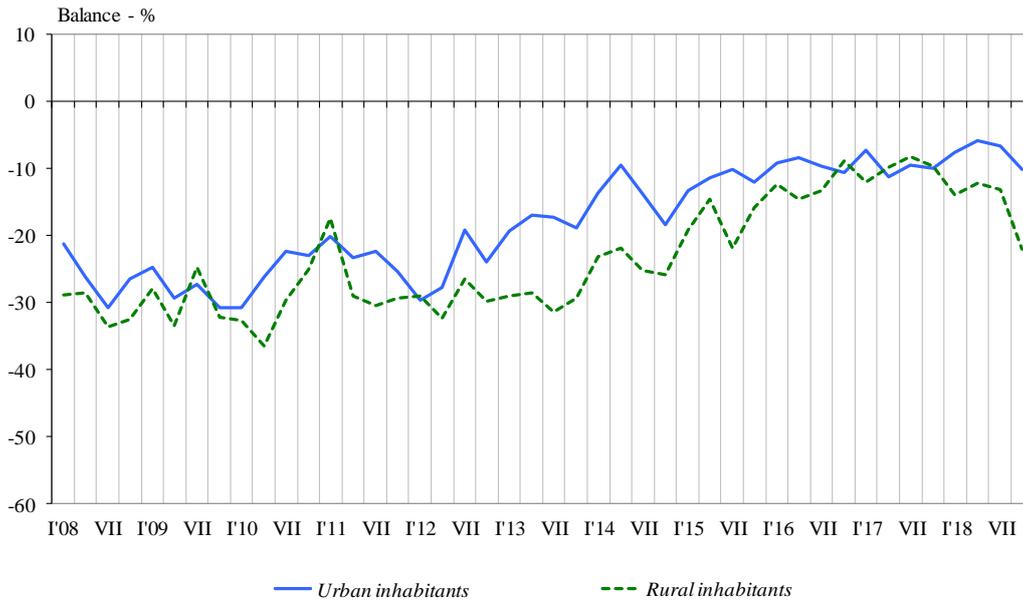


**Figure 4. Assessment of the financial situation of households over the last 12 months**

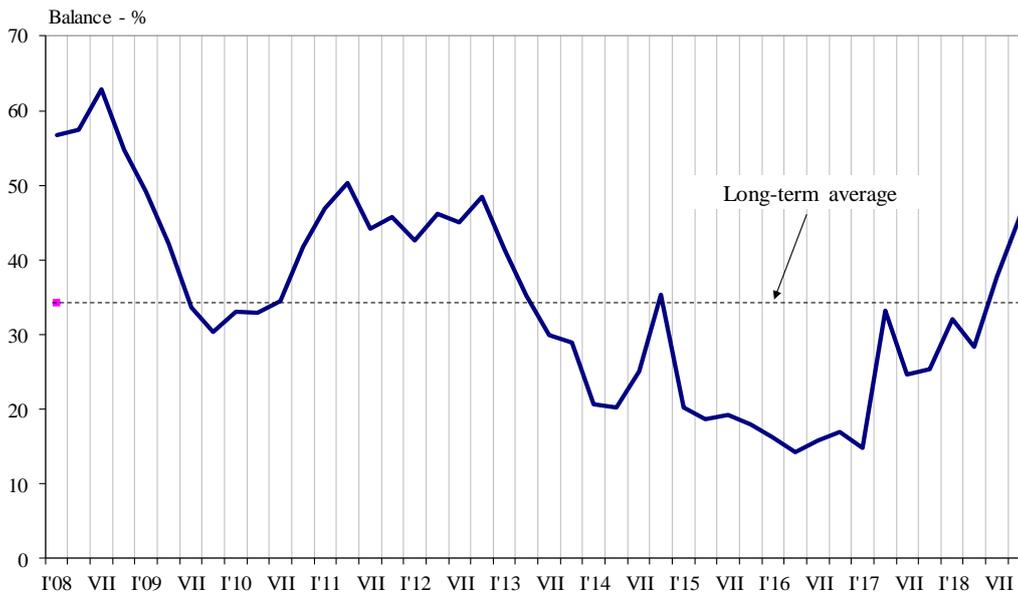




**Figure 5. Expectations about the financial situation of households over the next 12 months**

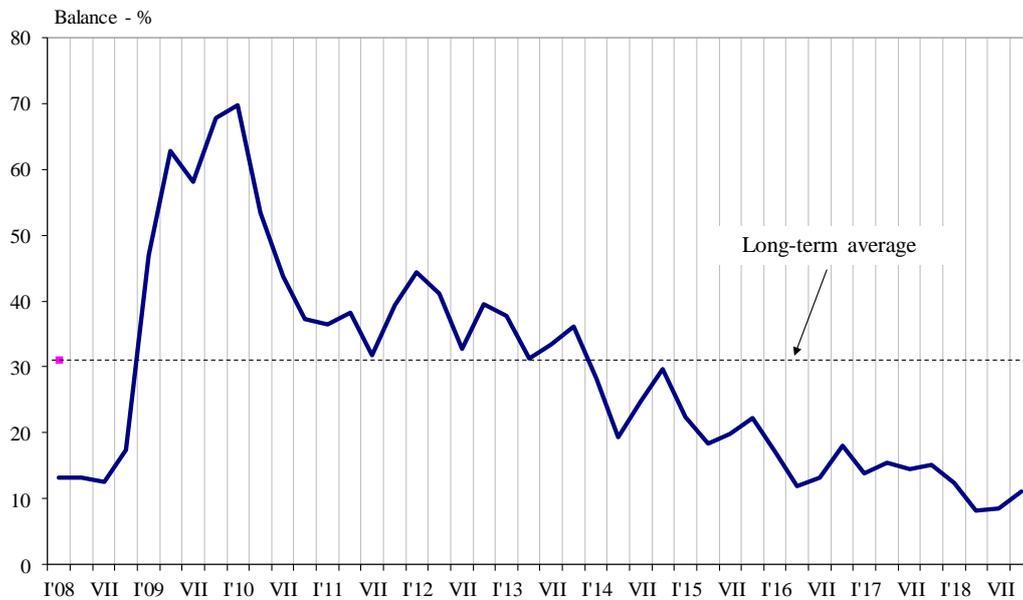


**Figure 6. Expectations about inflation over the next 12 months**





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



**Figure 8. Assessment of the advantage of making major purchases of durable goods in the present situation**

