

Press Release

Consumer Confidence in Ukraine, November 2016: index reached 47.4

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Kyiv, December 16, 2016 – In November 2016 consumer confidence of Ukrainians worsened: Consumer Confidence Index (CCI) reached 47.4, which is 4.1 points lower than the respective indicator in October. Almost all of the components of the index deteriorated, Index of Financial Standing and the Index of Devaluation Expectations of Ukrainians have changed the most. It is proved by the data of the consumer confidence of Ukrainians survey conducted monthly by GfK Ukraine.

In November 2016 *Consumer Confidence Index (CCI)* reached 47.4 that is 4.1 points lower than the indicator in October.

Index of the Current Situation (ICS) decreased by 3.6 points to the level 46.8. The components of this index have changed as follows:

- *Index of Current Personal Financial Standing (x1)* reached 34.7, which is 7.2 points lower than in October.
- *Index of Propensity to Consume (x5)* hasn't changed and second month in a row equals 58.8.

Index of Economic Expectations (IEE) decreased by 4.5 points to 47.9 in November. The components of this index have changed as follows:

- *Index of Expected Changes in Personal Financial Standing (x2)* decreased 4.9 points and reached 43.2;
- *Index of Expected Economic Conditions in the Country over the Next Year (x3)* decreased by 3.7 points and reached 40.6;
- *Index of Expected Economic Conditions in the Country over the Next Five Years (x4)* decreased by 4.9 points as compared to October and reached 59.8.

In November, the expectations of Ukrainians regarding the possibility of unemployment improved: *Index of Expectations of Changes in Unemployment* reached the level of 143.9, which is 4.2 points lower than the respective indicator in October. *Index of Inflationary Expectations* increased and reached 190.2 in November, which is 1.2 points higher than in October. The expectations of Ukrainians concerning hryvna's exchange rate in the next 3 months deteriorated: *Index of Devaluation Expectations* increased by 8.9 points and reached 164.6.

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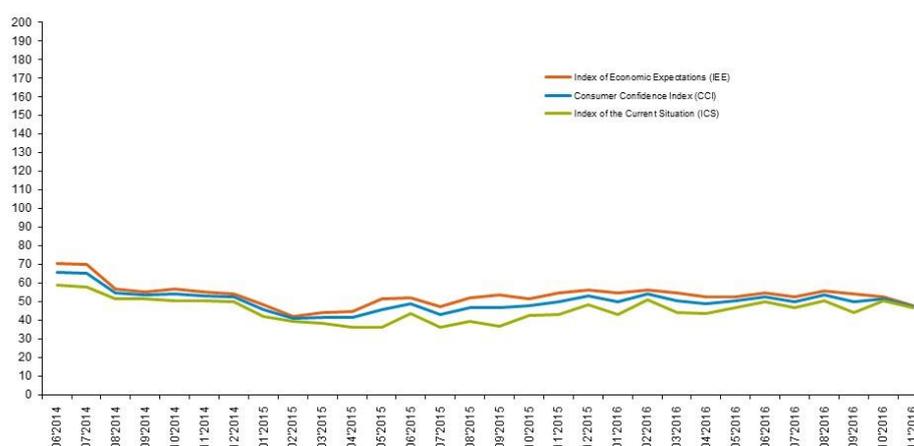
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«The decrease of consumer confidence in November 2016 happened due to increase of devaluation expectations. *Index of Current Personal Financial Standing* has decreased the most. Meanwhile, *Index of*

Propensity to Consume didn't change in November and remained on the same level as in October. However, despite the fall in November, the average consumer confidence index for 11 months in 2016 is higher than the average index for the 11 months of the last year», — 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)
11'16	47,4	46,8	47,9	143,9	190,2	164,6
10'16	51,6	50,4	52,4	148,1	189,0	155,7
11'15	50,0	43,2	54,5	147,7	189,4	159,7

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 1-15th 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 is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with GfK's long-standing data science experience. This allows GfK to deliver vital global insights matched with local market intelligence from more than 100 countries. By using innovative technologies and data sciences, GfK turns big data into smart data, enabling its clients to improve their competitive edge and enrich consumers' experiences and choices.



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