

20.01.2022

Consumer tendency – January 2022



1.9 p. p.
Change in current consumer confidence indicator

In January 2022, there was a deterioration in both current and future consumer sentiment moods compared to the previous month. The current consumer confidence indicator, synthetically describing the current trends in individual consumption, was -29.2^a which was by 1.9 p.p. lower in relation to last month.

Current consumer confidence indicator in January 2022

Among the components of the indicator, the evaluations of the future financial situation of the household and future economic situation of the country deteriorated the most (declines by 4.9 percentage points and 4.5 percentage points, respectively). There was also a decrease in the evaluations of the current financial situation of the household and current economic situation of the country (declines by 0.7 percentage points and 0.5 percentage points, respectively). A higher value than a month before was recorded only for the evaluation of the current possibility of making important purchases (increase by 1.3 percentage points).

Referring to January 2021, the current value of current consumer confidence indicator is lower by 4.1 percentage points.

Leading consumer confidence indicator in January 2022

The leading consumer confidence indicator, synthetically describing trends in individual consumption that are expected in the coming months, decreased by 3.8 percentage points in relation to the previous month, and was at the level of -23.5^a.

The decrease of the value of the indicator was affected by all of its components. The largest decrease was recorded in the evaluation of the future financial situation of a household (by 4.9 percentage points). For the other components of the indicator, the decreases were as follows: by 4.5 percentage points in evaluation of the future economic situation of the country, by 3.7 percentage points in the evaluation of the future level of unemployment and by 2.1 percentage points in the evaluation of the possibility of future money saving.

In January this year leading consumer confidence indicator reached a value lower by 0.8 percentage points than in the corresponding month of 2021.

For 78.8% of respondents, the current epidemiological situation had an impact on responses regarding the consumer tendency (answers to additional questions in connection with the threat coronavirus COVID-19 are presented in the annex).

Current consumer confidence indicator is lower by 1.9 percentage points compared to the previous month

Leading consumer confidence indicator decreased by 3.8 percentage points compared to the previous month

For 78.8% of respondents, the current epidemiological situation had an impact on the answers to questions about the consumer tendency

^a Both consumer confidence indicators receive values between -100 and +100. A positive value means dominance of consumers with optimistic attitude over consumers with pessimistic attitude, while negative value means dominance of consumers with pessimistic attitude over consumers with optimistic attitude. In the period of 03-13.01.2022, 1153 interviewees were conducted using the telephone interview method.

Table 1. Current consumer confidence indicator

Survey period		Changes in the household's financial condition:		Changes in general economic situation of the country :		Current major purchases	Current consumer confidence indicator
Year	Quarter Month	over the last 12 months	over the next 12 months	over the last 12 months	over the next 12 months		
		a	b	c	d	e	
balance of evaluations in percent							
Years							
2007		-10.9	-1.9	-17.7	-6.6	1.3	-7.1
2008		-10.6	-4.5	-16.6	-9.7	1.2	-8.0
2009		-18.1	-11.1	-40.0	-26.5	-16.1	-22.3
2010		-17.2	-8.2	-31.2	-18.9	-9.2	-16.9
2011		-22.4	-14.6	-41.5	-30.8	-15.9	-25.0
2012		-25.4	-18.5	-46.5	-38.0	-19.3	-29.5
2013		-21.9	-13.6	-45.2	-31.2	-21.6	-26.7
2014		-15.7	-7.3	-29.9	-18.4	-13.7	-17.0
2015		-10.7	-2.8	-21.5	-11.4	-8.2	-10.9
2016		-3.9	0.9	-11.0	-9.4	-2.5	-5.2
2017		0.1	2.8	1.8	-1.8	9.2	2.4
2018		0.6	3.6	8.7	2.8	12.8	5.7
2019		4.8	6.3	9.7	1.2	16.4	7.7
2020		-6.5	-8.4	-24.9	-29.1	-13.4	-16.4
2021		-10.3	-8.2	-38.4	-27.5	-13.3	-19.6
Quarters							
2021	I	-13.2	-8.9	-48.4	-34.1	-17.7	-24.4
	II	-8.5	-5.2	-38.6	-22.7	-11.5	-17.3
	III	-6.7	-4.3	-29.9	-20.3	-7.3	-13.7
	IV	-12.9	-14.6	-36.7	-33.0	-16.7	-22.8
Months							
2021	01	-12.9	-11.1	-48.6	-35.7	-17.1	-25.1
	02	-13.2	-7.8	-50.2	-35.0	-20.0	-25.2
	03	-13.4	-7.7	-46.3	-31.5	-16.0	-23.0
	04	-11.9	-8.1	-44.5	-31.4	-16.7	-22.5
	05	-5.7	-3.1	-37.3	-16.7	-10.1	-14.6
	06	-8.0	-4.3	-33.9	-20.0	-7.8	-14.8
	07	-6.2	-3.5	-31.6	-20.1	-6.1	-13.5
	08	-6.1	-4.2	-31.0	-20.0	-11.6	-14.6
	09	-7.7	-5.1	-27.2	-20.8	-4.3	-13.0
	10	-8.6	-9.8	-30.1	-28.0	-12.3	-17.8
	11	-13.6	-15.8	-37.0	-34.2	-15.6	-23.3
	12	-16.4	-18.4	-43.0	-36.8	-22.1	-27.3
2022	01	-17.1	-23.3	-43.5	-41.3	-20.8	-29.2

Current consumer confidence indicator is the average of balances of evaluations changes in the household's financial condition, changes in general economic situation of the country and currently made major purchases

Chart 1. Current consumer confidence indicator and its component values by month in 2019–2022

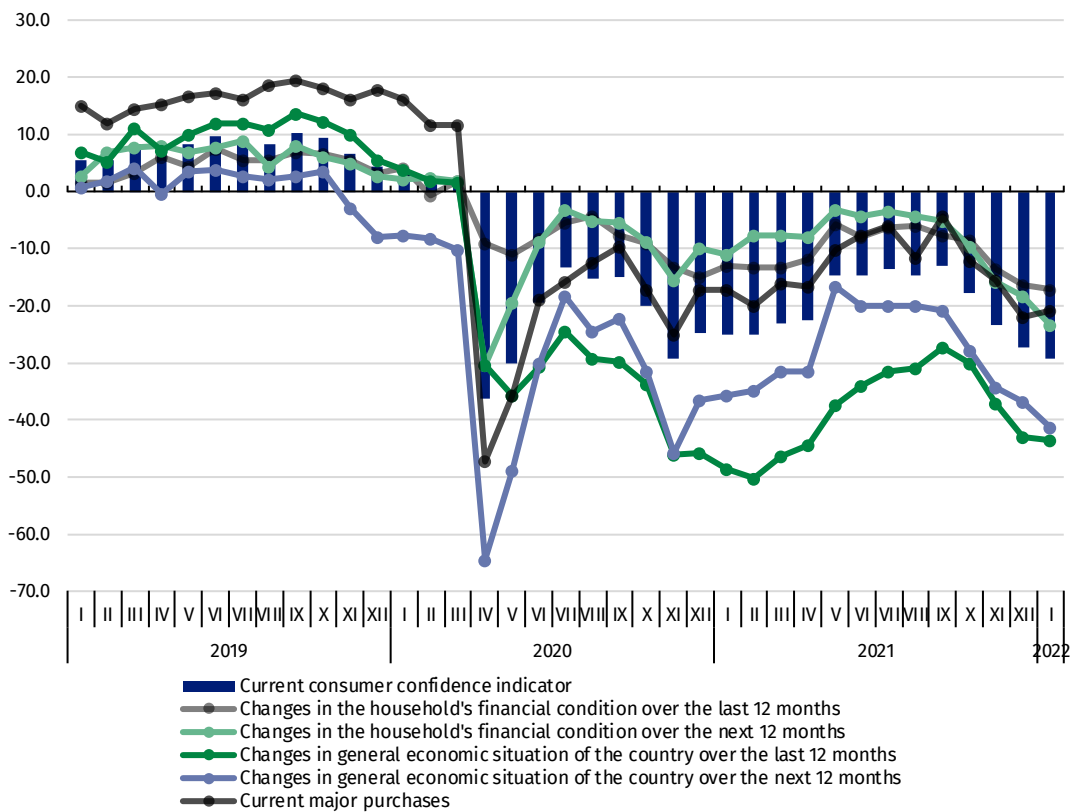


Chart 2. Current consumer confidence indicator and its component values by years

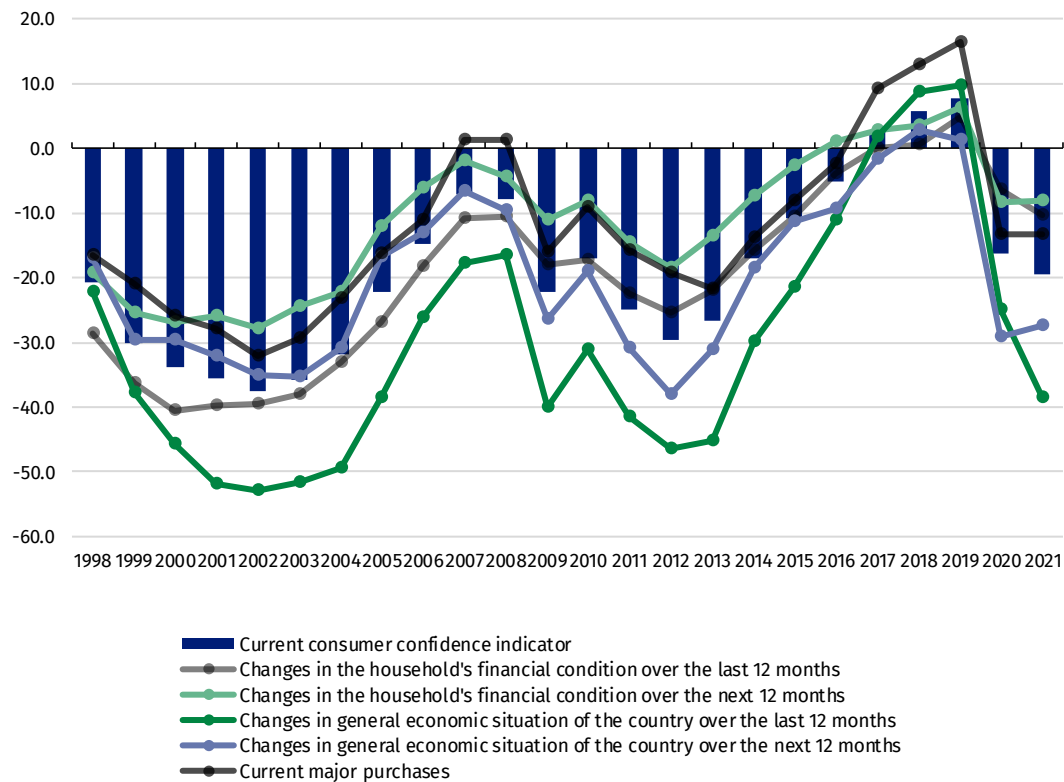


Table 2. Leading consumer confidence indicator

Survey period		Changes in the household's financial condition	Changes in general economic situation of the country	Changes in unemployment (with inverted sign)	Propensity to save (in future)	Leading consumer confidence indicator
Year	Quarter Month					
		b	d	f	g	
balance of evaluations in percent						
Years						
2006		-6.1	-13.0	-6.3	-48.3	-18.5
2007		-1.9	-6.6	17.6	-40.7	-7.9
2008		-4.5	-9.7	5.1	-37.2	-11.6
2009		-11.1	-26.5	-54.6	-37.1	-32.5
2010		-8.2	-18.9	-34.4	-32.0	-23.5
2011		-14.6	-30.8	-37.0	-36.1	-29.8
2012		-18.5	-38.0	-53.3	-36.9	-36.7
2013		-13.6	-31.2	-53.7	-36.1	-33.7
2014		-7.3	-18.4	-31.1	-30.5	-21.8
2015		-2.8	-11.4	-19.7	-26.3	-15.1
2016		0.9	-9.4	-7.8	-18.0	-8.6
2017		2.8	-1.8	8.5	-10.6	-0.3
2018		3.6	2.8	12.6	-7.5	2.9
2019		6.3	1.2	7.7	0.8	4.0
2020		-8.4	-29.1	-39.4	-0.9	-19.5
2021		-8.2	-27.5	-24.6	0.2	-15.0
Quarters						
2021	I	-8.9	-34.1	-47.4	3.4	-21.7
	II	-5.2	-22.7	-25.6	3.3	-12.6
	III	-4.3	-20.3	-11.5	2.5	-8.4
	IV	-14.6	-33.0	-13.8	-8.4	-17.4
Months						
2021	01	-11.1	-35.7	-49.5	5.2	-22.7
	02	-7.8	-35.0	-48.7	2.4	-22.3
	03	-7.7	-31.5	-43.9	2.5	-20.2
	04	-8.1	-31.4	-42.5	2.9	-19.8
	05	-3.1	-16.7	-20.6	4.8	-8.9
	06	-4.3	-20.0	-13.7	2.2	-9.0
	07	-3.5	-20.1	-12.3	3.0	-8.2
	08	-4.2	-20.0	-11.3	0.3	-8.8
	09	-5.1	-20.8	-10.9	4.4	-8.1
	10	-9.8	-28.0	-14.0	-6.0	-14.5
	11	-15.8	-34.2	-14.0	-8.5	-18.1
	12	-18.4	-36.8	-13.2	-10.6	-19.7
2022	01	-23.3	-41.3	-16.9	-12.7	-23.5

Leading consumer confidence indicator is the average of balances of evaluations changes in the household's financial condition, general economic situation of the country, trends in the level of unemployment (with inverted sign) and saving money in the next 12 months

Chart 3. Leading consumer confidence indicator and its component values by month in 2019–2022

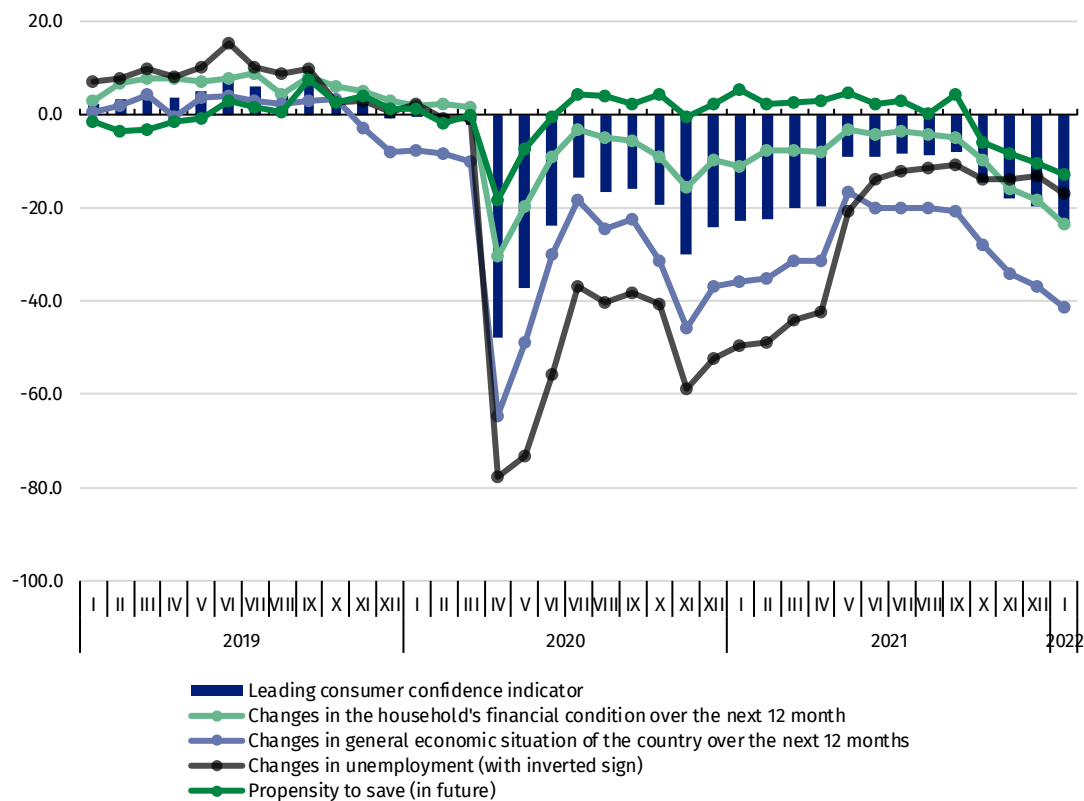
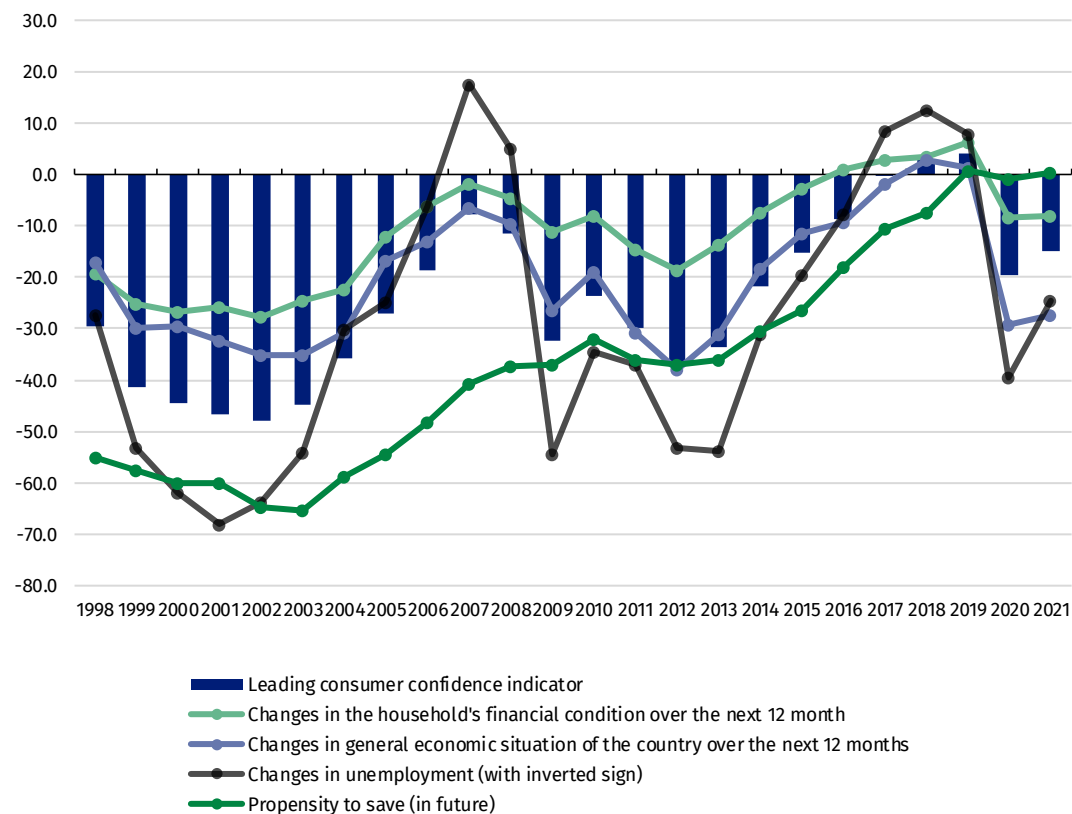



Chart 4. Leading consumer confidence indicator and its component values by years



Annex

Additional questions in relation to the epidemiological situation (threat of COVID-19 coronavirus)

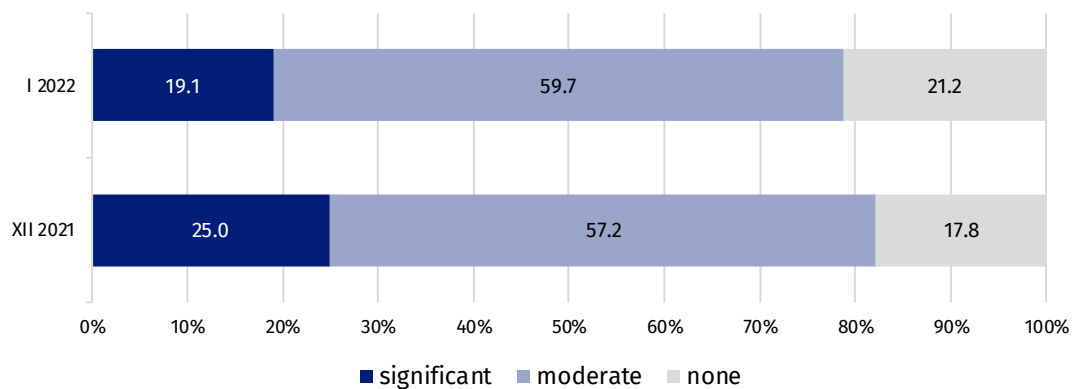
 **78.8 %**
respondents declared the impact of the epidemiological situation on responses regarding the consumer tendency (in December it was 82.2%)

In January 2022, for 53.3% of respondents, the current epidemiological situation poses a big threat for the economy in Poland (increase of 1.8 percentage points compared to the previous month).

Impact of the current epidemiological situation on responses to the consumer tendency

From among respondents declaring the impact of the epidemiological situation on responses regarding the consumer tendency, 59.7% described it as moderate and 19.1% as significant. For 21.2% of respondents, the current situation had no impact on the answers.

Chart 1. Impact of current epidemiological situation (COVID-19 coronavirus) on responses - response structure (%)



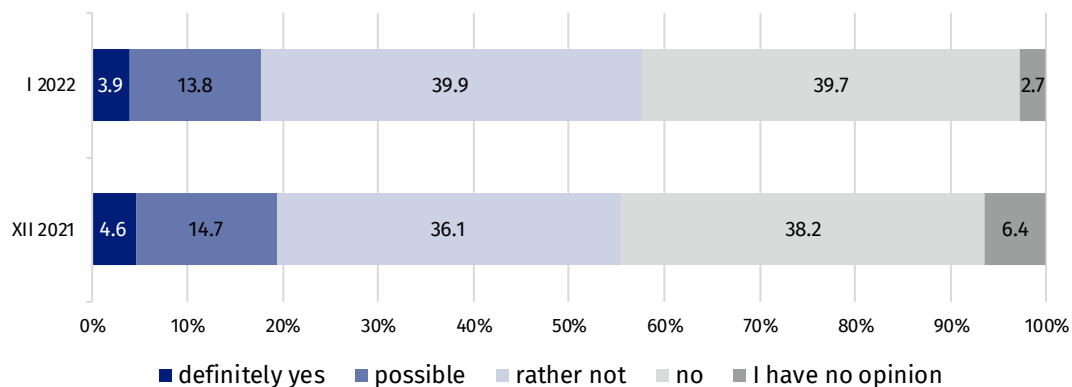
19.1% of respondents declared a significant impact of the epidemiological situation on responses regarding the consumer tendency

Fear of losing a job or stopping running your own business due to the current epidemiological situation

Among the employed (59.5% of respondents), 3.9% of respondents have a definite fear of losing their job or stopping their own business. For the "possible" and "rather not" options, the response rate was 13.8% and 39.9%, respectively. The percentage of working people who do not have any concerns is 39.7%. A small number of working respondents (2.7%) had no opinion.

3.9% of respondents expressed a definite fear of losing their job or stopping their own business

Chart 2. Fear of losing your job or stopping your own business due to the current epidemiological situation (COVID-19 coronavirus) - structure of responses for employees (%)

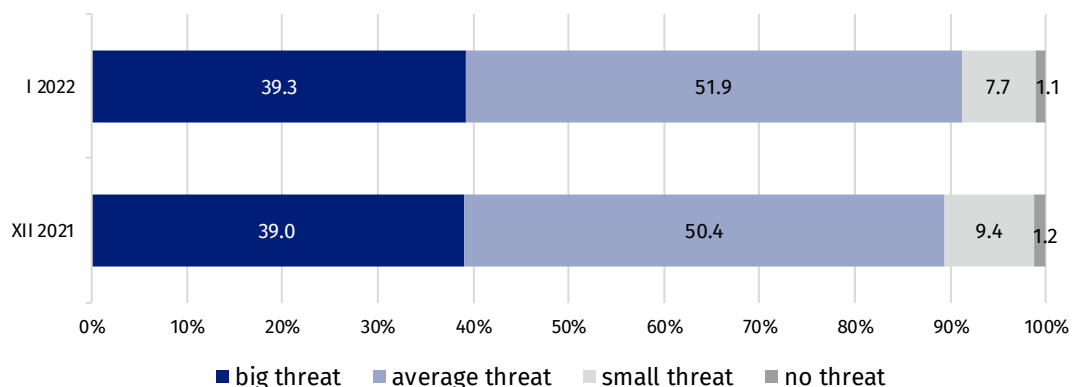


What threat is the current epidemiological situation for the health of the population of Poland as a whole

For 39.3% of respondents, the current epidemiological situation poses a big threat to the health of the Polish population as a whole. The average threat is felt by 51.9% of respondents. A small threat is declared by 7.7%, while only 1.1% of respondents said there was no threat.

According to 39.3% of respondents, the current epidemiological situation poses a big threat to the health of the Polish population as a whole

Chart 3. What is the threat of the current epidemiological situation (COVID-19 coronavirus) for the health of the population of Poland as a whole - response structure (%)

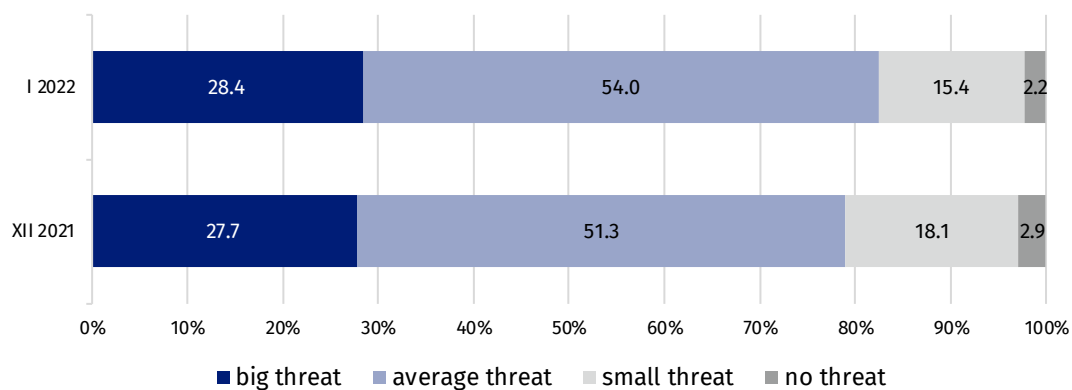


What threat is the current epidemiological situation for personal health

For 28.4% of respondents, the current epidemiological situation is a big threat to their personal health. 54.0% of respondents feel an average threat. 15.4% declare a small threat, while 2.2% of respondents said no threat.

For 28.4% of respondents, the current epidemiological situation is a big threat to their personal health

Chart 4. What is the threat of the current epidemiological situation (COVID-19 coronavirus) for personal health - response structure (%)

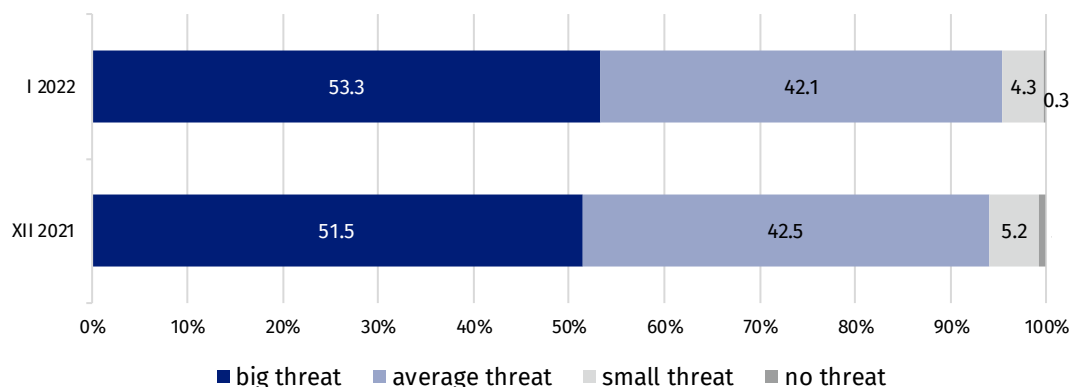


What threat is the current epidemiological situation for the economy in Poland

According to 53.3% of respondents, the current epidemiological situation is a big threat to the economy in Poland. The average threat to the economy is felt by 42.1% of respondents. Only 4.3% declare a small threat, while barely 0.3% of respondents declare no threat.

For 53.3% of respondents, the current epidemiological situation is a big threat to the economy in Poland

Chart 5. What is the threat of the current epidemiological situation (COVID-19 coronavirus) for the economy in Poland - response structure (%)

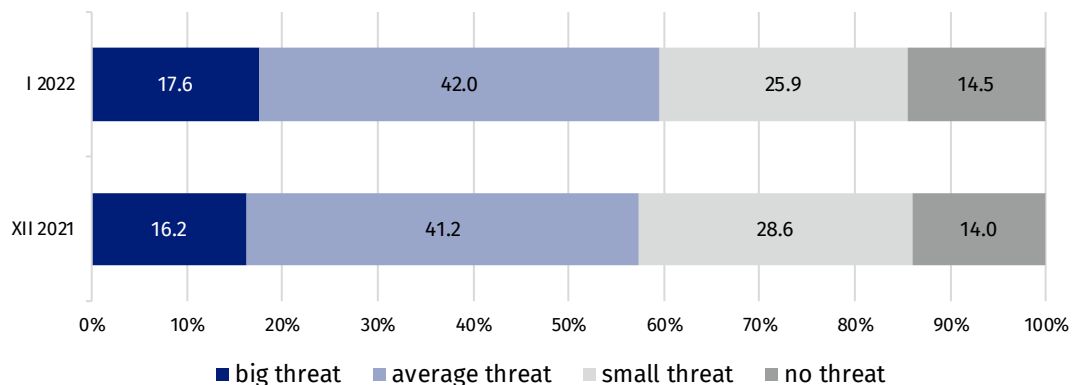


What threat is the current epidemiological situation for personal financial situation

For 17.6% of respondents, the current epidemiological situation is a big threat to their personal financial situation. The average threat is felt by 42.0% of those who answered the questions about the consumer tendency. A small threat is declared by 25.9%, while no threat was stated by 14.5% of respondents.

For 17.6% of respondents, the current epidemiological situation is a big threat to their personal financial situation

Chart 6. What is the threat of the current epidemiological situation (COVID-19 coronavirus) for your personal financial situation - structure of responses (%)



What threat is the current epidemiological situation for everyday life in the local community

For 22.6% of respondents, the current epidemiological situation is a big threat to everyday life in the local community. The average threat is felt by 57.8% of those who answered the questions about the consumer tendency. 18.0% declare a small threat, while only 1.6% of respondents declare no threat.

For 22.6% of respondents, the current epidemiological situation is a big threat to everyday life in the local community

Chart 7. What is the threat of the current epidemiological situation (COVID-19 coronavirus) for everyday life in your local community - response structure (%)

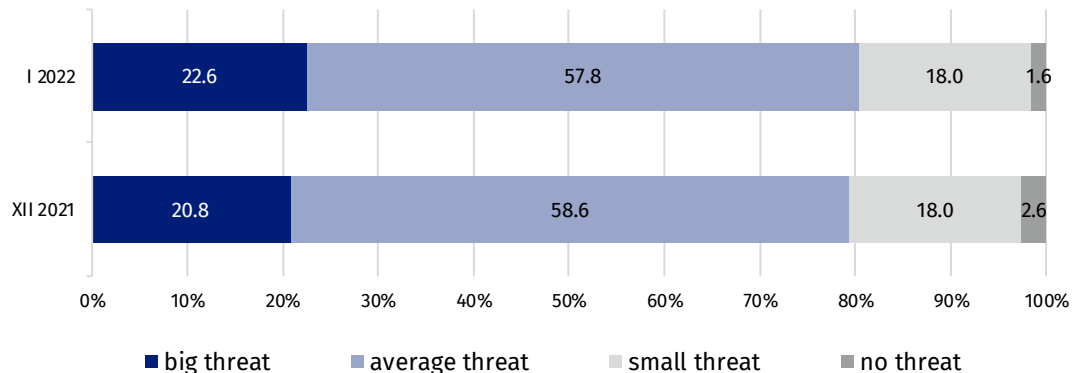


Table 1. Additional questions (response rates) - epidemiological situation (COVID-19 coronavirus threat)

SPECIFICATION		November 2021	December 2021	January 2022
What impact did the current epidemiological situation have on your responses (COVID-19 coronavirus)?	significant	20.7	25.0	19.1
	moderate	55.1	57.2	59.7
	none	24.2	17.8	21.2
In connection with the current epidemiological situation (COVID-19 coronavirus), are you afraid of losing your job or stopping your own business?	definitely yes	2.4	2.7	2.3
	possible	8.4	8.9	8.2
	rather not	22.1	21.7	23.8
	no	22.5	23.0	23.6
	I have no opinion	2.0	3.9	1.6
	not applicable (for non-working people)	42.6	39.8	40.5
What threat do you think is the current epidemiological situation (COVID-19 coronavirus) for the health of the population of Poland as a whole?	big threat	32.5	39.0	39.3
	average threat	52.2	50.4	51.9
	small threat	13.1	9.4	7.7
	no threat	2.2	1.2	1.1
What threat do you think is the current epidemiological situation (COVID-19 coronavirus) for your personal health?	big threat	22.0	27.7	28.4
	average threat	52.9	51.3	54.0
	small threat	21.3	18.1	15.4
	no threat	3.8	2.9	2.2
What threat do you think is the current epidemiological situation (COVID-19 coronavirus) for the economy in Poland?	big threat	44.5	51.5	53.3
	average threat	45.5	42.5	42.1
	small threat	8.8	5.2	4.3
	no threat	1.2	0.8	0.3
What threat do you think is the current epidemiological situation (COVID-19 coronavirus) for your personal financial situation?	big threat	14.9	16.2	17.6
	average threat	39.6	41.2	42.0
	small threat	29.7	28.6	25.9
	no threat	15.8	14.0	14.5
What threat do you think is the current epidemiological situation (COVID-19 coronavirus) for everyday life in your local community?	big threat	17.7	20.8	22.6
	average threat	57.0	58.6	57.8
	small threat	22.5	18.0	18.0
	no threat	2.8	2.6	1.6

In case of quoting Statistics Poland data, please provide information: "Source of data: Statistics Poland", and in case of publishing calculations made on data published by Statistics Poland, please include the following disclaimer: "Own study based on figures from Statistics Poland".

Prepared by:
Statistical Office in Łódź
Director Piotr Ryszard Cmela, Ph.D.
Office: tel. (+48 42) 684 56 11

Issued by:
**The Spokesperson for the President
of Statistics Poland**
Karolina Banaszek
Mobile: (+48) 695 255 011

Press Office

Office: tel. (+48 22) 608 34 91, 608 38 04

e-mail: obslugaprasowa@stat.gov.pl



www.stat.gov.pl/en/



[@StatPoland](https://twitter.com/StatPoland)



[@GlownyUrzadStatystyczny](https://www.facebook.com/GlownyUrzadStatystyczny)

Related information

[Business tendency in manufacturing, construction, trade and services - December 2021](#)

[Statistical Bulletin No 11/2021](#)

Data available in databases

[Knowledge Database Living Conditions](#)