

## Consumer tendency – April 2022

21.04.2022

 **1.8 p. p.**

Change in current consumer confidence indicator

**In April 2022, there was an improvement 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 -37.2<sup>a</sup> which was by 1.8 p.p. higher in relation to last month.**

### Current consumer confidence indicator in April 2022

Among the components of the indicator, the evaluations of the future economic situation of the country and future financial situation of the household improved the most (increases by 8.5 percentage points and 4.0 percentage points, respectively). There was also an increase in the evaluation of the current possibility of making important purchases (by 2.5 percentage points). A lower values than a month before was recorded for the evaluations of the current economic situation of the country and current financial situation of the household (decreases by 4.6 percentage points and 1.6 percentage points, respectively).

Referring to April 2021, the current value of current consumer confidence indicator is lower by 14.7 percentage points.

### Leading consumer confidence indicator in April 2022

The leading consumer confidence indicator, synthetically describing trends in individual consumption that are expected in the coming months, increased by 4.5 percentage points in relation to the previous month, and was at the level of 27.0<sup>a</sup>.

The increase of the value of the indicator was affected by all of its components. The largest increase was recorded in the evaluation of the future economic situation of the country (by 8.5 percentage points). For the other components of the indicator, the increases were as follows: by 4.5 percentage points in evaluation of the future level of unemployment, by 4.0 percentage points in the evaluation of the future financial situation of a household and by 1.1 percentage points in the evaluation of the possibility of future money saving.

In April this year leading consumer confidence indicator reached a value lower by 7.2 percentage points than in the corresponding month of 2021.

**Answers to additional questions in connection with the threat coronavirus COVID-19 are presented in the annex no. 1.**

**Answers to additional questions in connection with the current situation on the territory of Ukraine are presented in the annex no. 2.**

Current consumer confidence indicator is higher by 1.8 percentage points compared to the previous month

Leading consumer confidence indicator increased by 4.5 percentage points compared to the previous month

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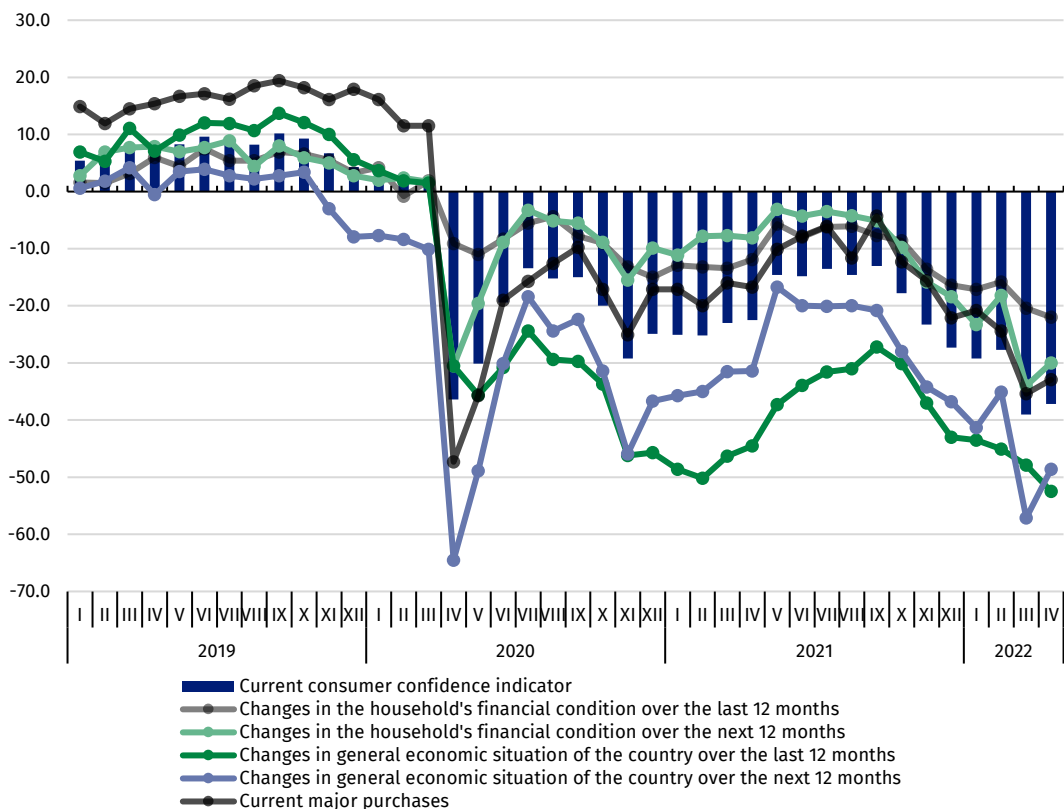
<sup>a</sup> Both consumer confidence indicators receive values between -100 and +100. A positive value means dominance of consumers with optimistic attitude over consumers with pessimistic attitude, while negative value means dominance of consumers with pessimistic attitude over consumers with optimistic attitude. In the period of 04-13.04.2022, 1372 interviews were conducted using the telephone interview method.

**Table 1. Current consumer confidence indicator**

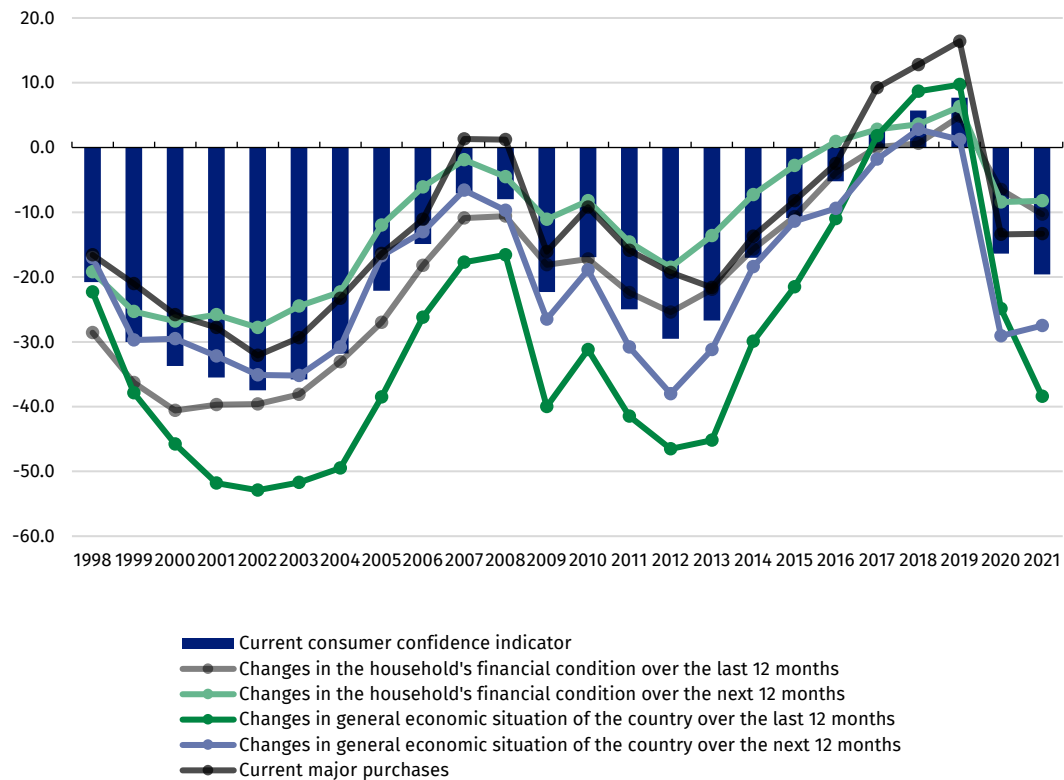
Survey period		Changes in the household's financial condition:		Changes in general economic situation of the country :		Current major purchases	Current consumer confidence indicator	
		over the last 12 months	over the next 12 months	over the last 12 months	over the next 12 months			
Year	Quarter Month	a	b	c	d	e		
		balance of evaluations in percent						
		<b>Years</b>						
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	
		<b>Quarters</b>						
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	
2022	I	-17.7	-25.2	-45.5	-44.5	-26.9	-32.0	
		<b>Months</b>						
2021	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	
	02	-15.8	-18.2	-45.1	-35.1	-24.4	-27.7	
	03	-20.4	-34.0	-47.9	-57.1	-35.4	-39.0	
	04	-22.0	-30.0	-52.5	-48.6	-32.9	-37.2	

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**

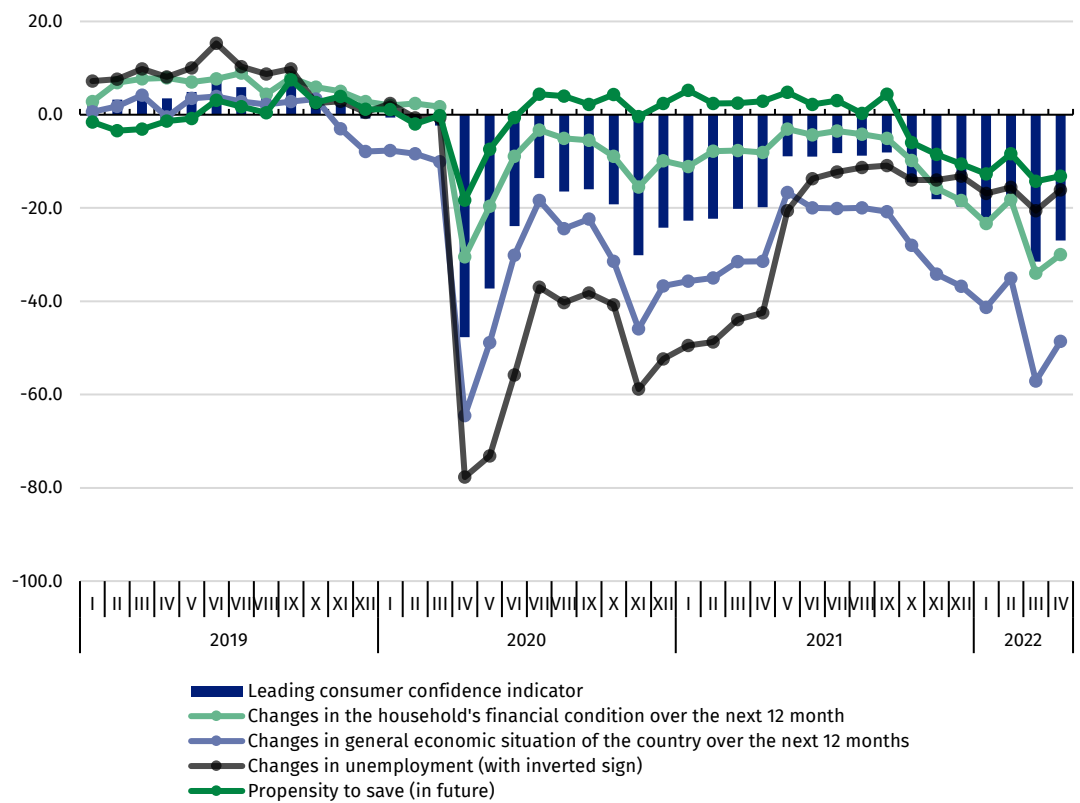


**Table 2. Leading consumer confidence indicator**

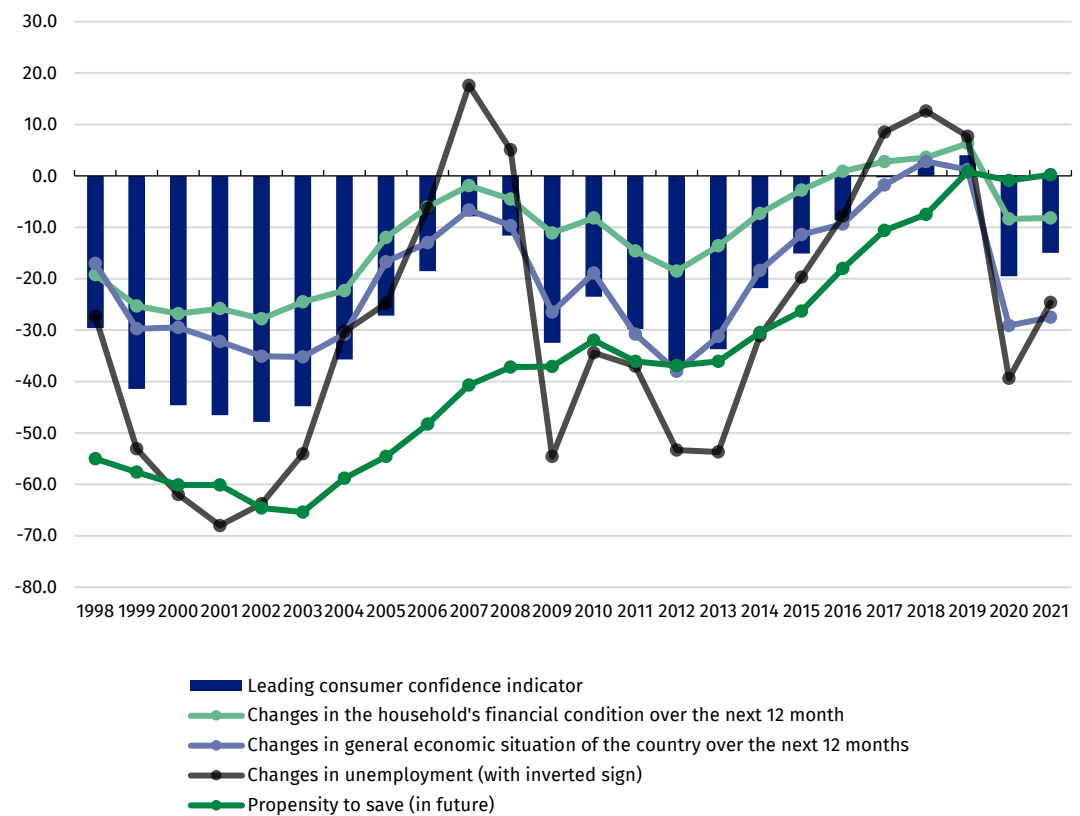
Survey period		Changes in the household's financial condition	Changes in general economic situation of the country	Changes in unemployment (with inverted sign)	Propensity to save (in future)	Leading consumer confidence indicator
Year	Quarter Month	b	d	f	g	
balance of evaluations in percent						
<b>Years</b>						
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
<b>Quarters</b>						
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
2022	I	-25.2	-44.5	-17.7	-11.8	-24.8
<b>Months</b>						
2021	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
	02	-18.2	-35.1	-15.6	-8.4	-19.3
	03	-34.0	-57.1	-20.6	-14.3	-31.5
	04	-30.0	-48.6	-16.1	-13.2	-27.0

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 no. 1

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

↓ 56.5 %

respondents declared the impact of the epidemiological situation on responses regarding the consumer tendency (in March it was 64.4%)

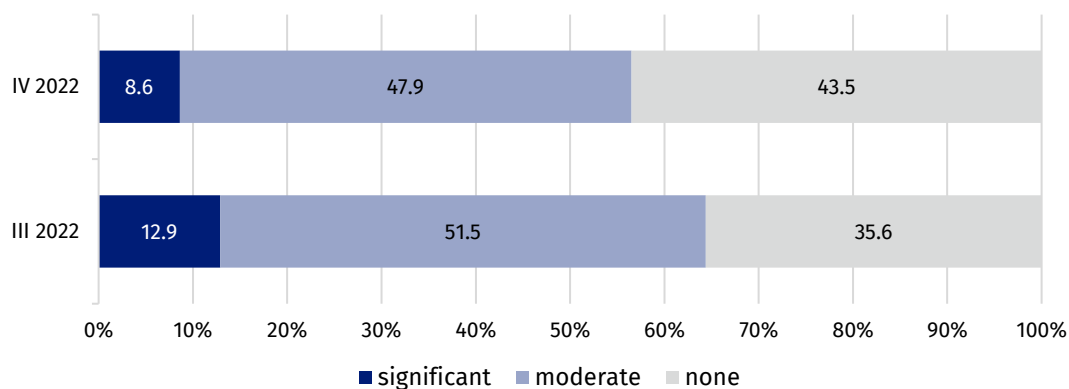
In April 2022, for 17.6% of respondents, the current epidemiological situation poses a big threat for the economy in Poland (decrease of 10.8 percentage points compared to the previous month).

### 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, 47.9% described it as moderate and 8.6% as significant. For 43.5% of respondents, the current situation had no impact on the answers.

8.6% of respondents declared a significant impact of the epidemiological situation on responses regarding the consumer tendency

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

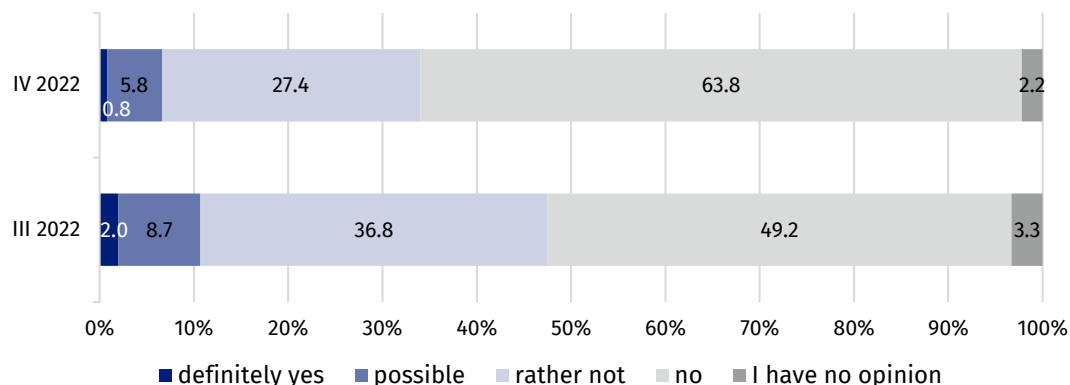


### Fear of losing a job or stopping running your own business due to the current epidemiological situation

Among the employed (61.0% of respondents), 0.8% 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 5.8% and 27.4%, respectively. The percentage of working people who do not have any concerns is 63.8%. A small number of working respondents (2.2%) had no opinion.

0.8% 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 (%)**

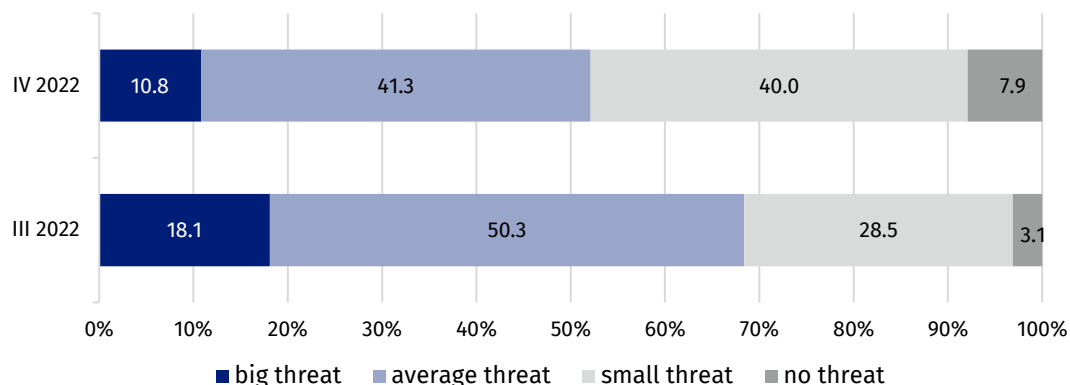


**What threat is the current epidemiological situation for the health of the population of Poland as a whole**

For 10.8% 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 41.3% of respondents. A small threat is declared by 40.0%, while only 7.9% of respondents said there was no threat.

According to 10.8% 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 (%)**

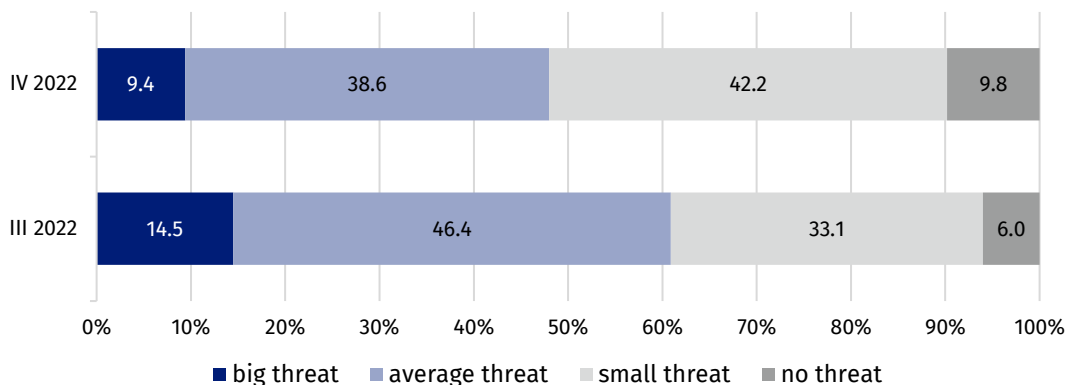


**What threat is the current epidemiological situation for personal health**

For 9.4% of respondents, the current epidemiological situation is a big threat to their personal health. 38.6% of respondents feel an average threat. 42.2% declare a small threat, while 9.8% of respondents said no threat.

For 9.4% 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 (%)**

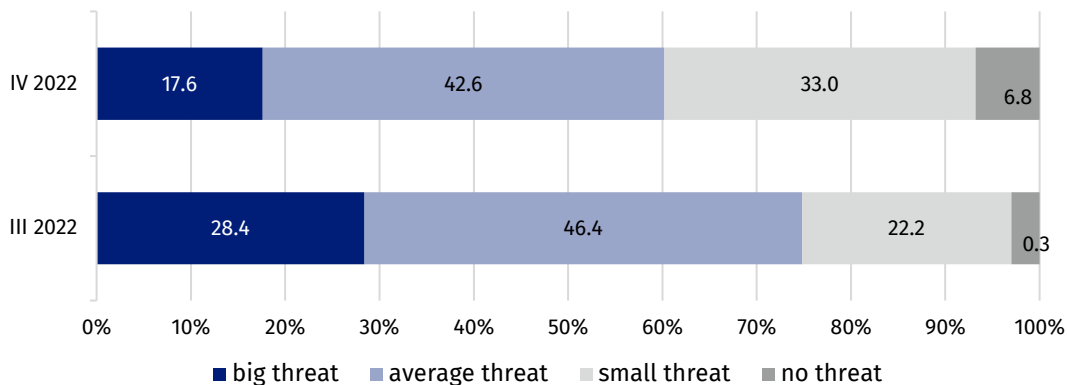


**What threat is the current epidemiological situation for the economy in Poland**

According to 17.6% of respondents, the current epidemiological situation is a big threat to the economy in Poland. The average threat to the economy is felt by 42.6% of respondents. Only 33.0% declare a small threat, while barely 6.8% of respondents declare no threat.

For 17.6% 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 (%)**



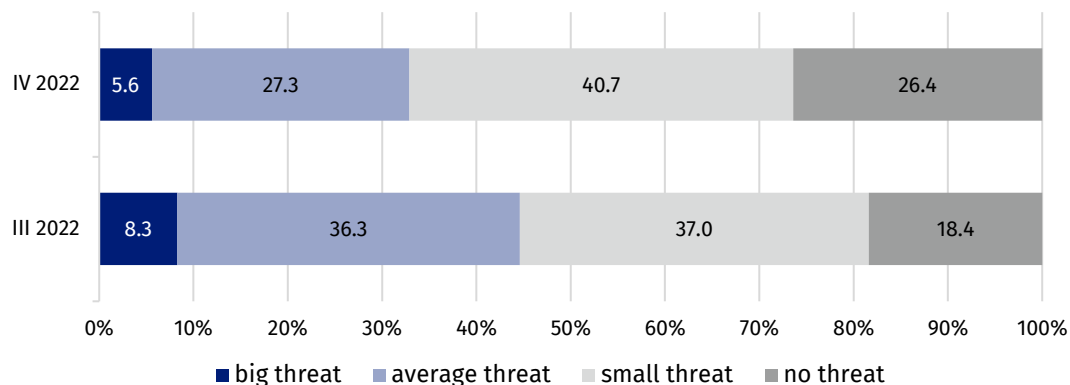
**What threat is the current epidemiological situation for personal financial situation**

For 5.6% of respondents, the current epidemiological situation is a big threat to their personal financial situation. The average threat is felt by 27.3% of those who answered the questions about the consumer tendency. A small threat is declared by 40.7%, while no threat was stated by 26.4% of respondents.

For 5.6% 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 (%)**

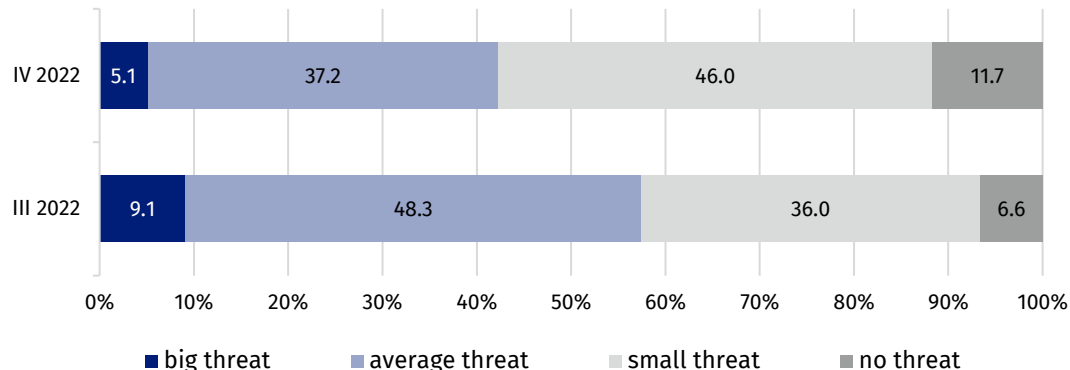


**What threat is the current epidemiological situation for everyday life in the local community**

For 5.1% of respondents, the current epidemiological situation is a big threat to everyday life in the local community. The average threat is felt by 37.2% of those who answered the questions about the consumer tendency. 46.0% declare a small threat, while only 11.7% of respondents declare no threat.

For 5.1% 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		February 2022	March 2022	April 2022
<b>What impact did the current epidemiological situation have on your responses (COVID-19 coronavirus)?</b>	significant	23.1	12.9	8.6
	moderate	51.5	51.5	47.9
	none	25.4	35.6	43.5
<b>In connection with the current epidemiological situation (COVID-19 coronavirus), are you afraid of losing your job or stopping your own business?</b>	definitely yes	1.5	1.2	0.5
	possible	6.7	5.4	3.6
	rather not	21.1	22.8	16.7
	no	27.5	30.4	38.9
	I have no opinion	2.1	2.1	1.3
	not applicable (for non-working people)	41.1	38.1	39.0
<b>What threat do you think is the current epidemiological situation (COVID-19 coronavirus) for the health of the population of Poland as a whole?</b>	big threat	30.8	18.1	10.8
	average threat	51.4	50.3	41.3
	small threat	16.4	28.5	40.0
	no threat	1.4	3.1	7.9
<b>What threat do you think is the current epidemiological situation (COVID-19 coronavirus) for your personal health?</b>	big threat	23.3	14.5	9.4
	average threat	53.0	46.4	38.6
	small threat	19.9	33.1	42.2
	no threat	3.8	6.0	9.8
<b>What threat do you think is the current epidemiological situation (COVID-19 coronavirus) for the economy in Poland?</b>	big threat	46.9	28.4	17.6
	average threat	43.2	46.4	42.6
	small threat	8.6	22.2	33.0
	no threat	1.3	3.0	6.8
<b>What threat do you think is the current epidemiological situation (COVID-19 coronavirus) for your personal financial situation?</b>	big threat	14.4	8.3	5.6
	average threat	38.8	36.3	27.3
	small threat	30.6	37.0	40.7
	no threat	16.2	18.4	26.4
<b>What threat do you think is the current epidemiological situation (COVID-19 coronavirus) for everyday life in your local community?</b>	big threat	16.9	9.1	5.1
	average threat	57.0	48.3	37.2
	small threat	22.5	36.0	46.0
	no threat	3.6	6.6	11.7

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## Annex no. 2

# Additional questions in relation to the current situation on the territory of Ukraine

**81.8 %**

respondents declared the impact of the current situation on the territory of Ukraine on responses regarding the consumer tendency

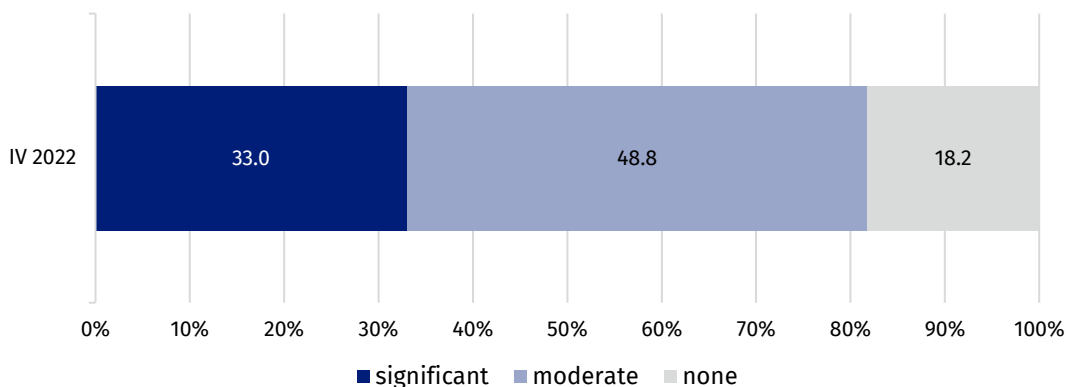
In April 2022, for 51.0% of respondents, the current situation on the territory of Ukraine poses a big threat for the economy in Poland.

### Impact of the current situation on the territory of Ukraine on responses to the consumer tendency

From among respondents declaring the impact of the current situation on the territory of Ukraine on responses regarding the consumer tendency, 48.8% described it as moderate and 33.0% as significant. For 18.2% of respondents, the current situation had no impact on the answers.

33.0% of respondents declared a significant impact of the current situation on the territory of Ukraine on responses regarding the consumer tendency

Chart 1. Impact of current situation on the territory of Ukraine on responses - response structure (%)

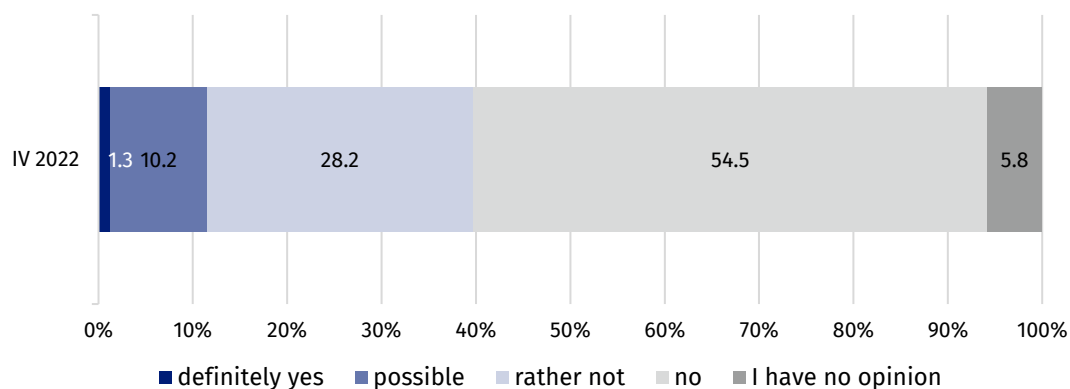


### Fear of losing a job or stopping running your own business due to the current situation on the territory of Ukraine

Among the employed, 1.3% 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 10.2% and 28.2%, respectively. The percentage of working people who do not have any concerns is 54.5%. A small number of working respondents (5.8%) had no opinion.

1.3% 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 situation on the territory of Ukraine - structure of responses for employees (%)**

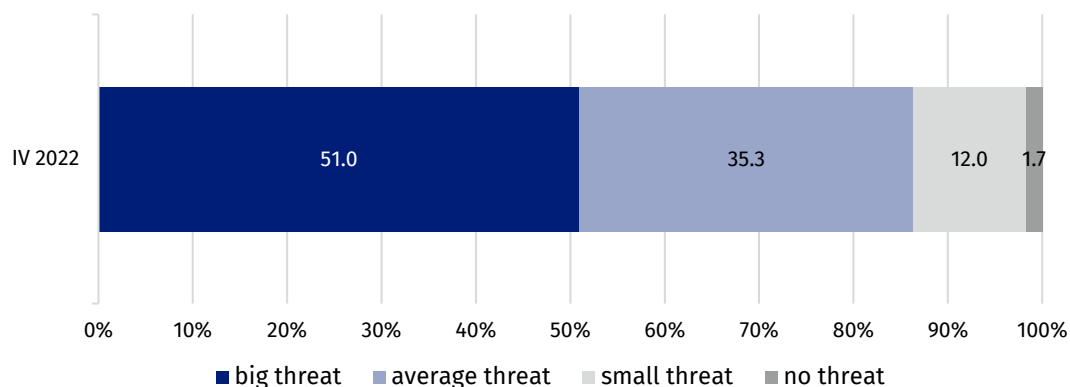


**What threat is the current situation on the territory of Ukraine for the economy in Poland**

According to 51.0% of respondents, the current situation on the territory of Ukraine is a big threat for the economy in Poland. The average threat to the economy is felt by 35.3% of respondents. Only 12.0% declare a small threat, while barely 1.7% of respondents declare no threat.

For 51.0% of respondents, the current situation on the territory of Ukraine is a big threat for the economy in Poland

**Chart 3. What is the threat of the current situation on the territory of Ukraine for the economy in Poland - response structure (%)**

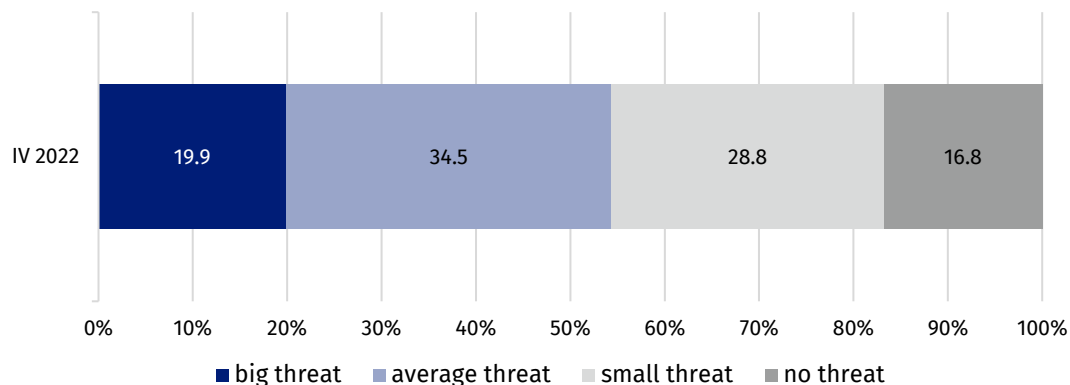


**What threat is the current situation on the territory of Ukraine for personal financial situation**

For 19.9% of respondents, the current situation on the territory of Ukraine is a big threat for their personal financial situation. The average threat is felt by 34.5% of those who answered the questions about the consumer tendency. A small threat is declared by 28.8%, while no threat was stated by 16.8% of respondents.

For 19.9% of respondents, the current situation on the territory of Ukraine is a big threat for their personal financial situation

**Chart 4. What is the threat of the current situation on the territory of Ukraine for your personal financial situation - structure of responses (%)**

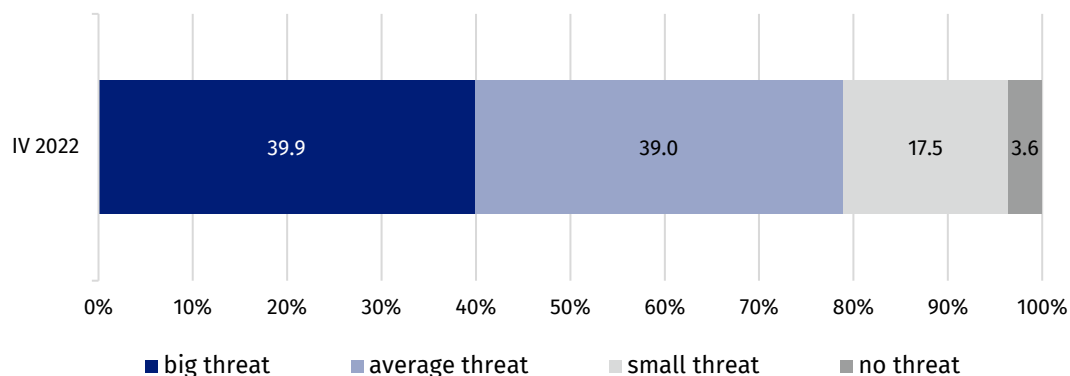


**What threat is the current situation on the territory of Ukraine for the sovereignty and independence of Poland**

For 39.9% of respondents, the current situation on the territory of Ukraine is a big threat for the sovereignty and independence of Poland. The average threat is felt by 39.0% of those who answered the questions about the consumer tendency. 17.5% declare a small threat, while only 3.6% of respondents declare no threat.

For 39.9% of respondents, the current situation on the territory of Ukraine is a big threat for the sovereignty and independence of Poland

**Chart 5. What is the threat of the current situation on the territory of Ukraine for the sovereignty and independence of Poland - response structure (%)**



**Table 1. Additional questions (response rates) - the current situation on the territory of Ukraine**

SPECIFICATION		April 2022
<b>What impact did the current situation on the territory of Ukraine have on your responses (COVID-19 coronavirus)?</b>	significant	33.0
	moderate	48.8
	none	18.2
<b>In connection with the current situation on the territory of Ukraine, are you afraid of losing your job or stopping your own business?</b>	definitely yes	0.7
	possible	6.1
	rather not	16.7
	no	32.3
	I have no opinion	3.4
	not applicable (for non-working people)	40.8
<b>What threat do you think is the current situation on the territory of Ukraine for the economy in Poland?</b>	big threat	51.0
	average threat	35.3
	small threat	12.0
	no threat	1.7
<b>What threat do you think is the current situation on the territory of Ukraine for your personal financial situation?</b>	big threat	19.9
	average threat	34.5
	small threat	28.8
	no threat	16.8
<b>What threat do you think is the current situation on the territory of Ukraine for the sovereignty and independence of Poland?</b>	big threat	39.9
	average threat	39.0
	small threat	17.5
	no threat	3.6

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