

# Consumer tendency – December 2023

20.12.2023

 **0.1 p. p.**

Change in current consumer confidence indicator

In December 2023, there was a deterioration in the current consumer moods with a simultaneous improvement in future consumer moods compared to the previous month. The current consumer confidence indicator, synthetically describing the current trends in individual consumption, was  $-15.2^a$  which was by 0.1 p.p. lower in relation to last month.

## Current consumer confidence indicator in December 2023

Among the components of the indicator, the evaluation of the current possibility of making important purchases deteriorated the most (decrease by 5.1 percentage points). A lower value was also recorded for the evaluations of the current economic situation of the country and current financial situation of the household (decreases by 1.3 percentage points and 1.0 percentage points, respectively). Higher values than a month before was recorded for the evaluations of the future economic situation of the country and future financial situation of the household (increases by 4.8 percentage points and 2.0 percentage points, respectively).

Referring to December 2022, the current value of current consumer confidence indicator is higher by 26.7 percentage points.

In 2023, current consumer confidence indicator was by 13.5 percentage points higher compared to 2022, and reached the value of  $-26.3^a$

## Leading consumer confidence indicator in December 2023

The leading consumer confidence indicator, synthetically describing trends in individual consumption that are expected in the coming months, increased by 1.0 percentage points in relation to the previous month, and was at the level of  $-6.4^a$ .

The increase in the value of the indicator was most influenced by the evaluations of the future economic situation of the country and future financial situation of a household (increases by 4.8 and 2.0 percentage points, respectively). There was also an increase in the evaluation of the future level of the unemployment (by 0.6 percentage points). A lower value than a month before was recorded only for the evaluation of the possibility of future money saving (decrease by 3.5 percentage points).

In December this year leading consumer confidence indicator reached a value higher by 24.3 percentage points than in the corresponding month of 2022.

In 2023, the value of leading consumer confidence indicator was by 14.7 percentage points higher than in 2022, and was at the level of  $-14.8^a$

**Answers to additional questions in connection with the current situation on the territory of Ukraine are presented in the annex.**

Current consumer confidence indicator is lower by 0.1 percentage points compared to the previous month

Leading consumer confidence indicator increased by 1.0 percentage points compared to the previous month

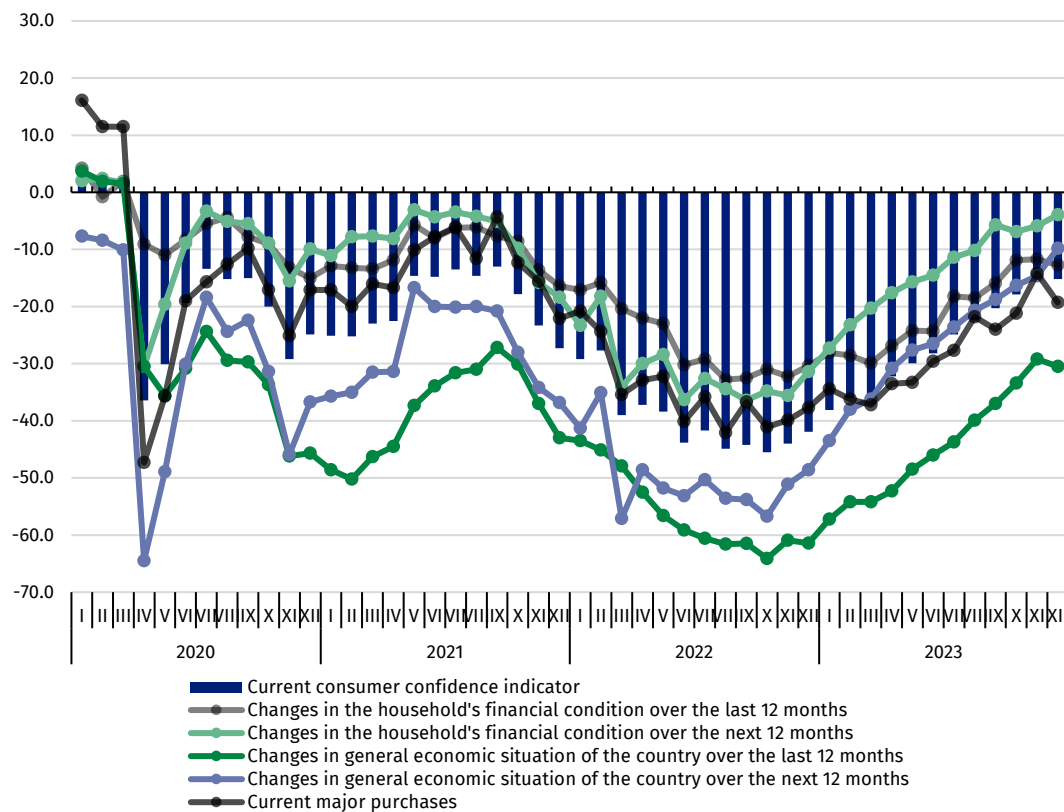
<sup>a</sup> Both consumer confidence indicators receive values between  $-100$  and  $+100$ . A positive value means dominance of consumers with optimistic attitude over consumers with pessimistic attitude, while negative value means dominance of consumers with pessimistic attitude over consumers with optimistic attitude. In the period of 04-13.12.2023, 1551 interviews were conducted.

**Table 1. Current consumer confidence indicator**

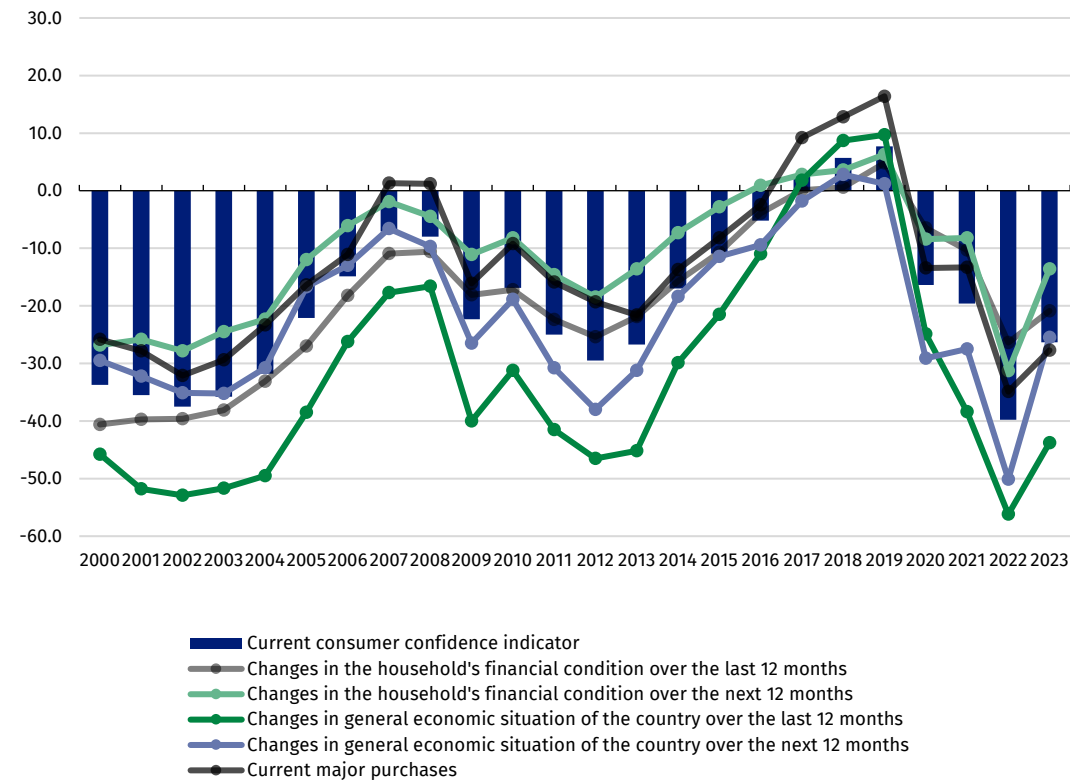
Survey period		Changes in the household's financial condition:		Changes in general economic situation of the country :		Current major purchases	Current consumer confidence indicator	
		over the last 12 months	over the next 12 months	over the last 12 months	over the next 12 months			
Year	Quarter Month	a	b	c	d	e		
		balance of evaluations in percent						
		<b>Years</b>						
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	
2022		-26.4	-31.3	-56.2	-50.1	-34.9	-39.8	
2023		-20.9	-13.6	-43.8	-25.5	-27.7	-26.3	
		<b>Quarters</b>						
2022	IV	-31.2	-34.0	-62.1	-52.1	-39.6	-43.8	
2023	I	-28.9	-23.6	-55.2	-39.3	-35.9	-36.6	
	II	-25.1	-16.0	-48.9	-28.3	-32.1	-30.1	
	III	-17.6	-9.1	-40.2	-21.1	-24.5	-22.5	
	IV	-12.1	-5.5	-31.0	-13.6	-18.2	-16.1	
		<b>Months</b>						
2022	12	-30.4	-31.4	-61.4	-48.6	-37.7	-41.9	
2023	01	-28.1	-27.3	-57.2	-43.5	-34.4	-38.1	
	02	-28.6	-23.2	-54.2	-38.0	-36.2	-36.0	
	03	-29.9	-20.3	-54.2	-36.2	-37.2	-35.6	
	04	-26.9	-17.6	-52.3	-30.8	-33.5	-32.2	
	05	-24.2	-15.7	-48.5	-27.6	-33.3	-29.9	
	06	-24.3	-14.5	-46.0	-26.5	-29.6	-28.2	
	07	-18.2	-11.4	-43.7	-23.6	-27.7	-24.9	
	08	-18.5	-10.2	-39.9	-20.7	-21.8	-22.3	
	09	-15.9	-5.7	-37.0	-18.8	-24.0	-20.3	
	10	-11.9	-6.9	-33.4	-16.3	-21.2	-17.9	
	11	-11.7	-5.9	-29.2	-14.6	-14.2	-15.1	
	12	-12.7	-3.9	-30.5	-9.8	-19.3	-15.2	

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 2020–2023**



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

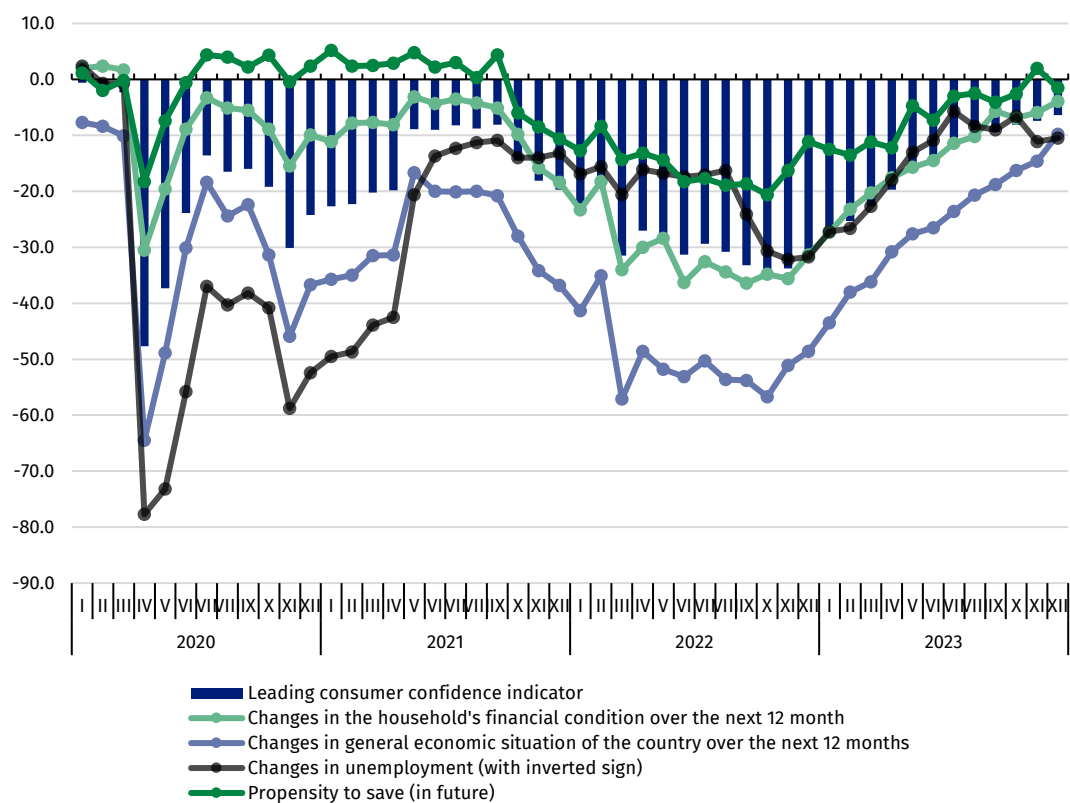


**Table 2. Leading consumer confidence indicator**

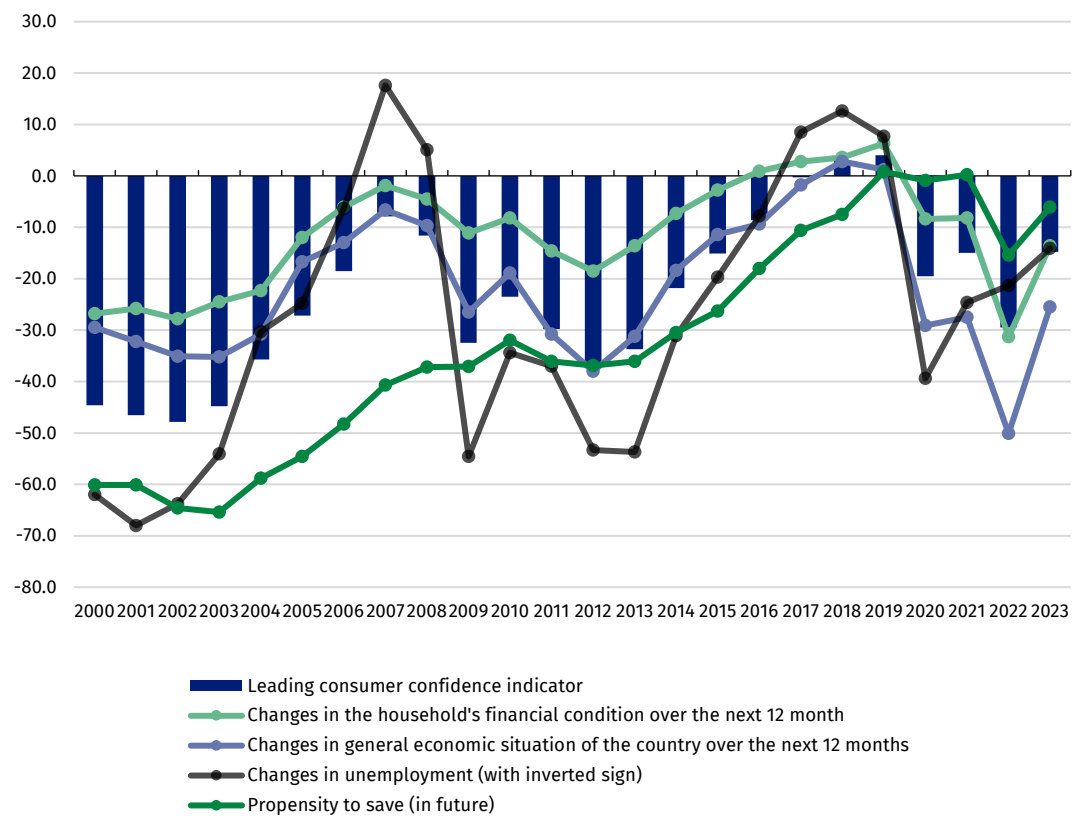
Survey period		Changes in the household's financial condition	Changes in general economic situation of the country	Changes in unemployment (with inverted sign)	Propensity to save (in future)	Leading consumer confidence indicator
Year	Quarter Month	b	d	f	g	
balance of evaluations in percent						
<b>Years</b>						
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
2022		-31.3	-50.1	-21.3	-15.4	-29.5
2023		-13.6	-25.5	-14.1	-6.1	-14.8
<b>Quarters</b>						
2022	IV	-34.0	-52.1	-31.5	-16.0	-33.4
2023	I	-23.6	-39.3	-25.5	-12.4	-25.2
	II	-16.0	-28.3	-14.0	-8.0	-16.6
	III	-9.1	-21.1	-7.7	-3.2	-10.3
	IV	-5.5	-13.6	-9.4	-0.7	-7.3
<b>Months</b>						
2022	11	-35.6	-51.1	-32.2	-16.3	-33.8
	12	-31.4	-48.6	-31.7	-11.1	-30.7
2023	01	-27.3	-43.5	-27.2	-12.5	-27.6
	02	-23.2	-38.0	-26.6	-13.5	-25.3
	03	-20.3	-36.2	-22.7	-11.2	-22.6
	04	-17.6	-30.8	-18.0	-12.2	-19.7
	05	-15.7	-27.6	-13.0	-4.7	-15.3
	06	-14.5	-26.5	-10.9	-7.3	-14.8
	07	-11.4	-23.6	-5.7	-3.0	-10.9
	08	-10.2	-20.7	-8.4	-2.5	-10.5
	09	-5.7	-18.8	-9.0	-4.1	-9.4
	10	-6.9	-16.3	-6.6	-2.6	-8.1
	11	-5.9	-14.6	-11.1	2.0	-7.4
	12	-3.9	-9.8	-10.5	-1.5	-6.4

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 2020–2023**



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



# Annex

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

↑ 59.2 %

respondents declared the impact of the current situation on the territory of Ukraine on responses regarding the consumer tendency (in November it was 57.9%)

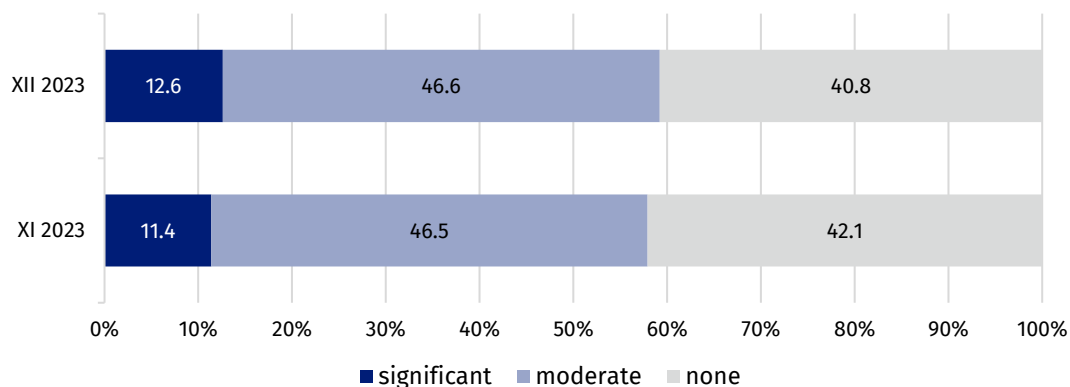
In December 2023, for 20.4% of respondents, the current situation on the territory of Ukraine poses a big threat for the sovereignty and independence of Poland (decrease of 0.9 percentage points compared to the previous month).

### 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, 46.6% described it as moderate and 12.6% as significant. For 40.8% of respondents, the current situation had no impact on the answers.

12.6% 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 (%)

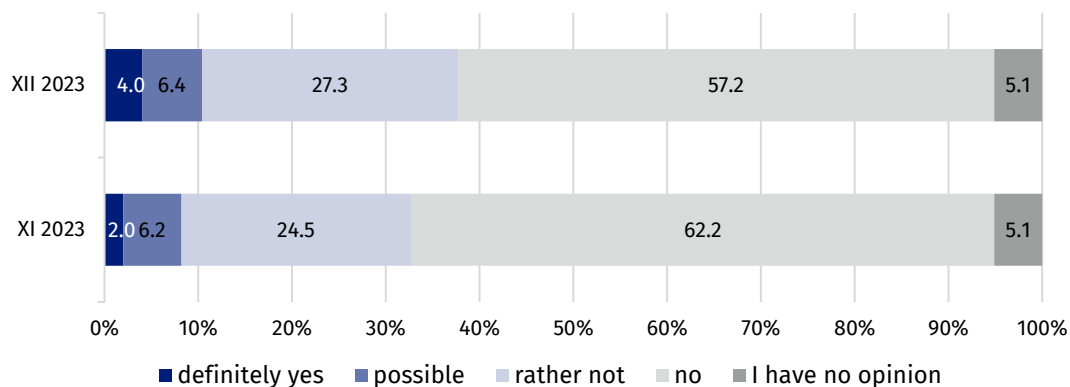


### Fear of losing a job or stopping running your own business due to the current situation on the territory of Ukraine

Among the employed (62.2% of respondents), 4.0% 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 6.4% and 27.3%, respectively. The percentage of working people who do not have any concerns is 57.2%. A small number of working respondents (5.1%) had no opinion.

4.0% 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 (%)**

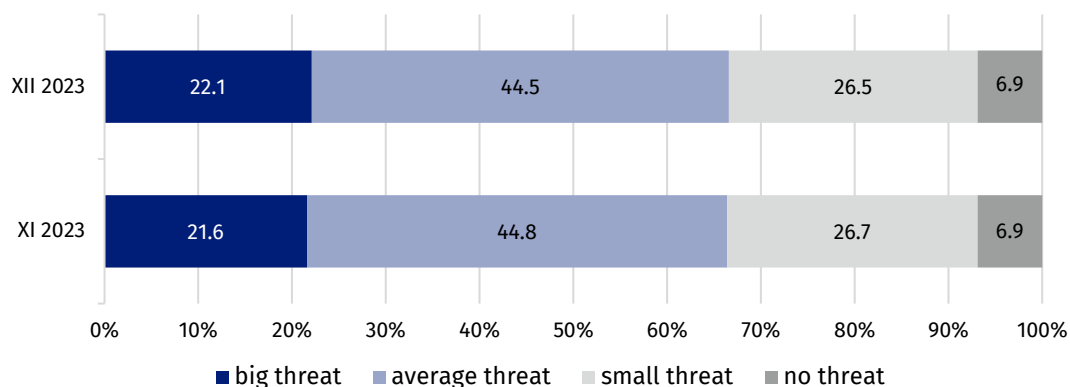


**What threat is the current situation on the territory of Ukraine for the economy in Poland**

According to 22.1% 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 44.5% of respondents. Only 26.5% declare a small threat, while 6.9% of respondents declare no threat.

For 22.1% 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 (%)**

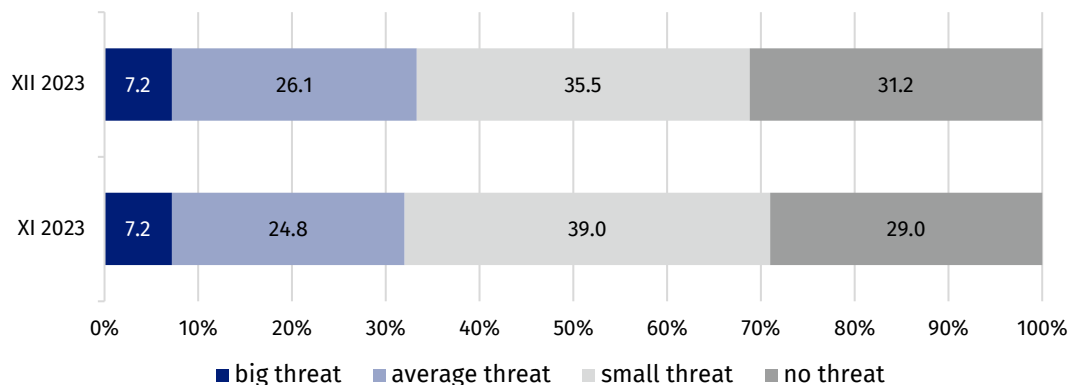


**What threat is the current situation on the territory of Ukraine for personal financial situation**

For 7.2% 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 26.1% of those who answered the questions about the consumer tendency. A small threat is declared by 35.5%, while no threat was stated by 31.2% of respondents.

For 7.2% 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 (%)**

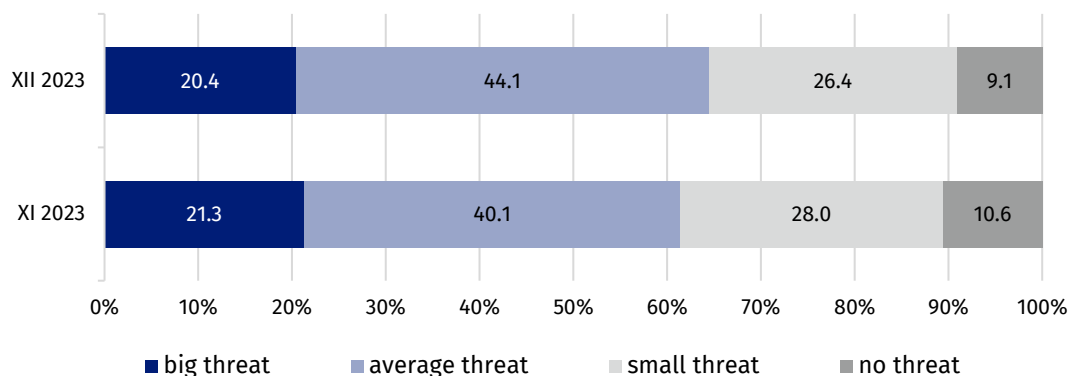


**What threat is the current situation on the territory of Ukraine for the sovereignty and independence of Poland**

For 20.4% 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 44.1% of those who answered the questions about the consumer tendency. 26.4% declare a small threat, while only 9.1% of respondents declare no threat.

For 20.4% 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		October 2023	November 2023	December 2023
<b>What impact did the current situation on the territory of Ukraine have on your responses?</b>	significant	14.8	11.4	12.6
	moderate	49.4	46.5	46.6
	none	35.8	42.1	40.8
<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	1.3	1.3	2.5
	possible	4.0	3.9	4.0
	rather not	16.5	15.6	17.0
	no	37.1	39.5	35.5
	I have no opinion	2.2	3.3	3.2
	not applicable (for non-working people)	38.9	36.4	37.8
<b>What threat do you think is the current situation on the territory of Ukraine for the economy in Poland?</b>	big threat	23.2	21.6	22.1
	average threat	44.0	44.8	44.5
	small threat	26.9	26.7	26.5
	no threat	5.9	6.9	6.9
<b>What threat do you think is the current situation on the territory of Ukraine for your personal financial situation?</b>	big threat	7.1	7.2	7.2
	average threat	27.2	24.8	26.1
	small threat	36.9	39.0	35.5
	no threat	28.8	29.0	31.2
<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	20.0	21.3	20.4
	average threat	39.9	40.1	44.1
	small threat	31.6	28.0	26.4
	no threat	8.5	10.6	9.1

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.**

Phone: (+48 42) 684 56 11

Issued by:

**The Spokesperson for the President  
of Statistics Poland**


**Karolina Banaszek**

Phone: (+48) 695 255 011

**Press Office**


Phone: (+48 22) 608 38 04


**e-mail: [obslugaprasowa@stat.gov.pl](mailto:obslugaprasowa@stat.gov.pl)**


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