

18.08.2021

## Consumer tendency – August 2021



**1.1 p. p.**  
Change in current consumer confidence indicator

**In August 2021, there was an 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 -14.6<sup>a</sup> which was by 1.1 p.p. lower in relation to last month.**

### Current consumer confidence indicator in August 2021

Among the components of the indicator, the evaluation of the current possibility of making important purchases deteriorated the most (decrease by 5.5 percentage points). Lower value also achieved the evaluation of the future financial situation of the household (decrease by 0.7 percentage points). On the other hand, the evaluations of the future economic situation of the country, current economic situation of the country and current financial situation of the household have improved (increases by 1.0 percentage points, 0.1 percentage points and 0.1 percentage points, respectively).

Referring to August 2020, the current value of current consumer confidence indicator is higher by 0.6 percentage points.

### Leading consumer confidence indicator in August 2021

The leading consumer confidence indicator, synthetically describing trends in individual consumption that are expected in the coming months, decreased by 0.6 percentage points in relation to the previous month, and was at the level of -8.8<sup>a</sup>.

The decrease in the value of the indicator was most influenced by the evaluation of the possibility of future money saving (decrease by 2.7 percentage points). The decrease by 0.7 percentage points was also observed for the evaluation of the future financial situation of the household. A higher value than a month before was recorded for the evaluations of the future level of unemployment and future economic situation of the country (increases by 1.0 and 0.1 percentage points, respectively).

In August this year leading consumer confidence indicator reached a value higher by 7.7 percentage points than in the corresponding month of 2020.

**For 80.0% 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 1.1 percentage points compared to the previous month

Leading consumer confidence indicator decreased by 0.6 percentage points compared to the previous month

For 80.0% of respondents, the current epidemiological situation had an impact on the answers to questions about the consumer tendency

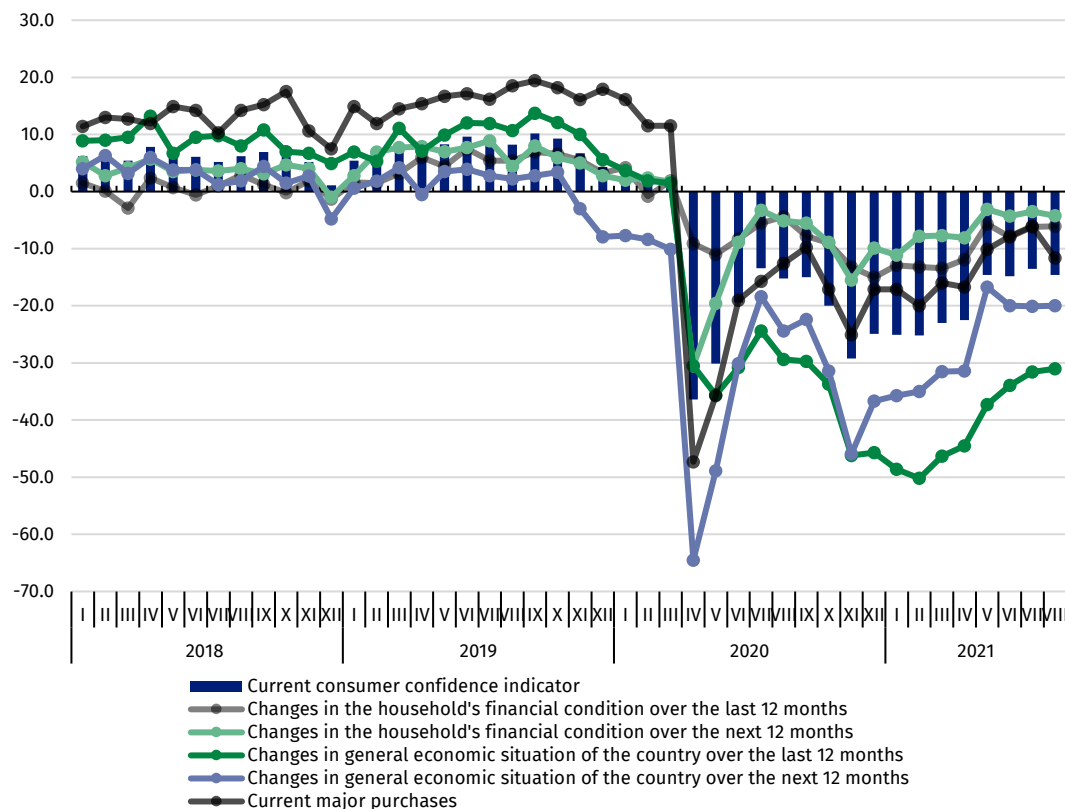
<sup>a</sup> Both consumer confidence indicators receive values between -100 and +100. A positive value means dominance of consumers with optimistic attitude over consumers with pessimistic attitude, while negative value means dominance of consumers with pessimistic attitude over consumers with optimistic attitude. In the period of 02-11.08.2021, 1161 interviewees were conducted using the telephone interview method.

**Table 1. Current consumer confidence indicator**

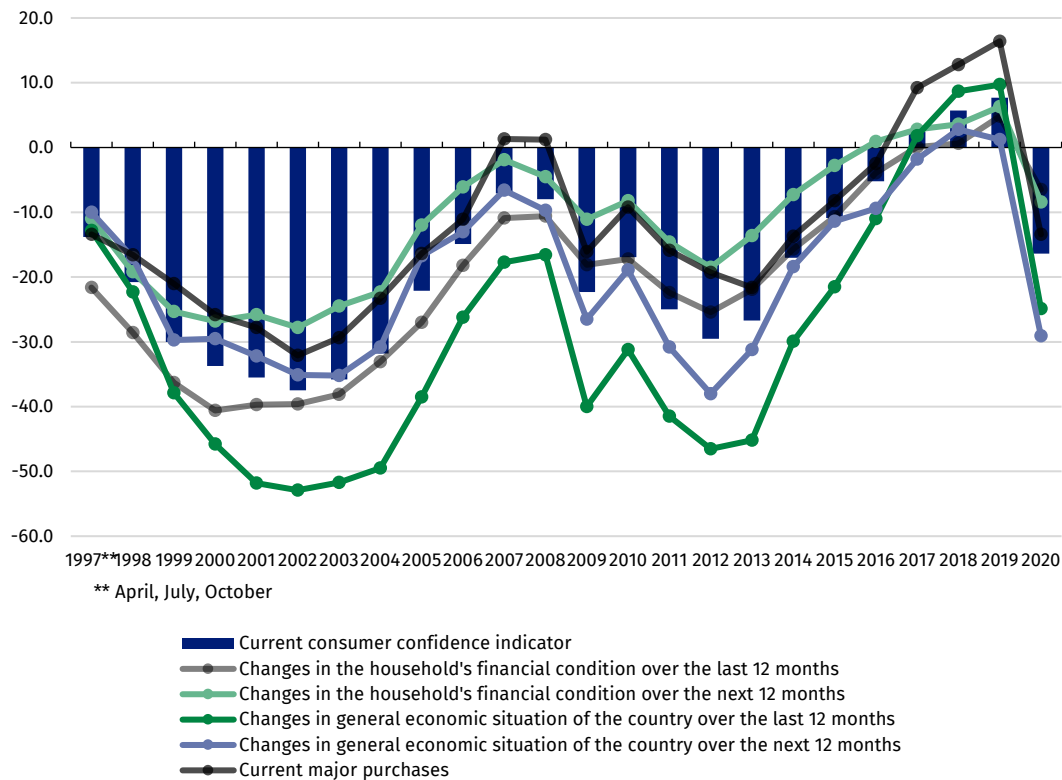
Survey period		Changes in the household's financial condition:		Changes in general economic situation of the country :		Current major purchases	Current consumer confidence indicator	
		over the last 12 months	over the next 12 months	over the last 12 months	over the next 12 months			
Year	Quarter Month	a	b	c	d	e		
		balance of evaluations in percent						
		<b>Years</b>						
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	
		<b>Quarters</b>						
2020	I	1.8	2.0	2.4	-8.7	13.1	2.1	
	II	-9.5	-19.7	-32.3	-47.8	-34.0	-28.7	
	III	-5.9	-4.6	-27.8	-21.7	-12.7	-14.6	
	IV	-12.4	-11.5	-41.9	-38.0	-19.8	-24.7	
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	
		<b>Months</b>						
2020	04	-9.1	-30.5	-30.5	-64.5	-47.3	-36.4	
	05	-11.0	-19.6	-35.6	-48.9	-35.7	-30.1	
	06	-8.3	-8.9	-30.8	-30.1	-19.0	-19.4	
	07	-5.5	-3.3	-24.4	-18.4	-15.7	-13.4	
	08	-4.4	-5.1	-29.4	-24.4	-12.6	-15.2	
	09	-7.8	-5.5	-29.7	-22.4	-9.8	-15.0	
	10	-9.0	-8.9	-33.7	-31.4	-17.1	-20.0	
	11	-13.2	-15.5	-46.2	-45.9	-25.1	-29.2	
	12	-15.0	-9.9	-45.7	-36.7	-17.1	-24.9	
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	

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 2018–2021**



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

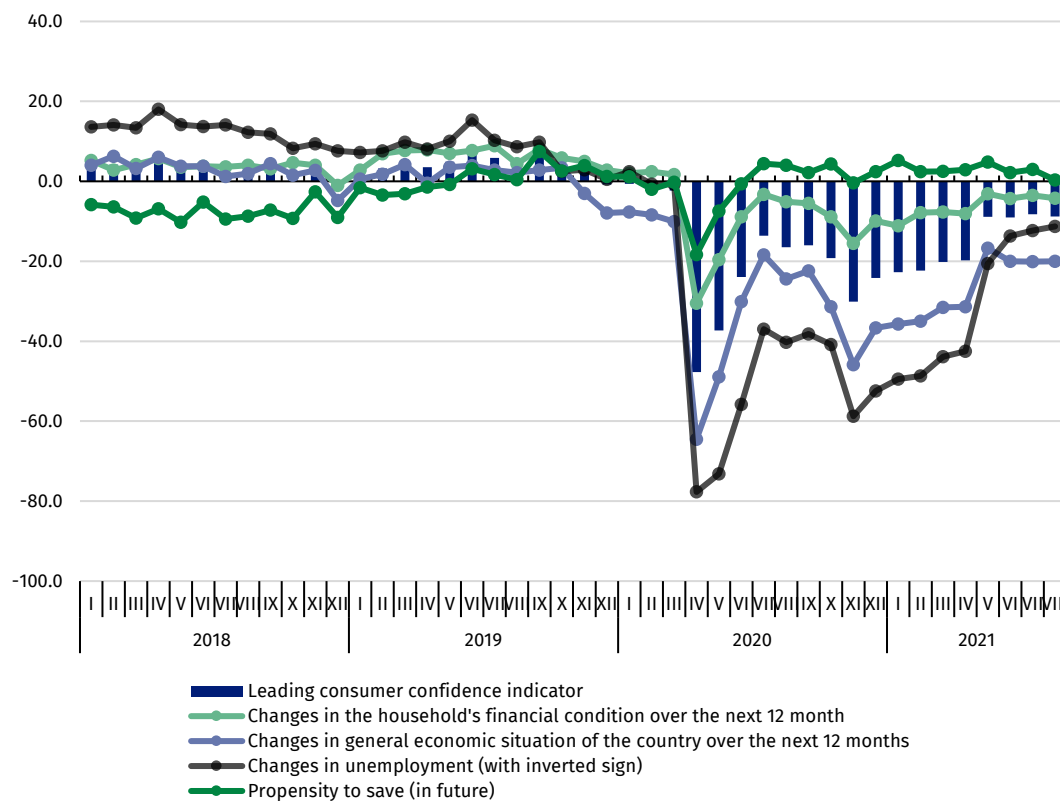


**Table 2. Leading consumer confidence indicator**

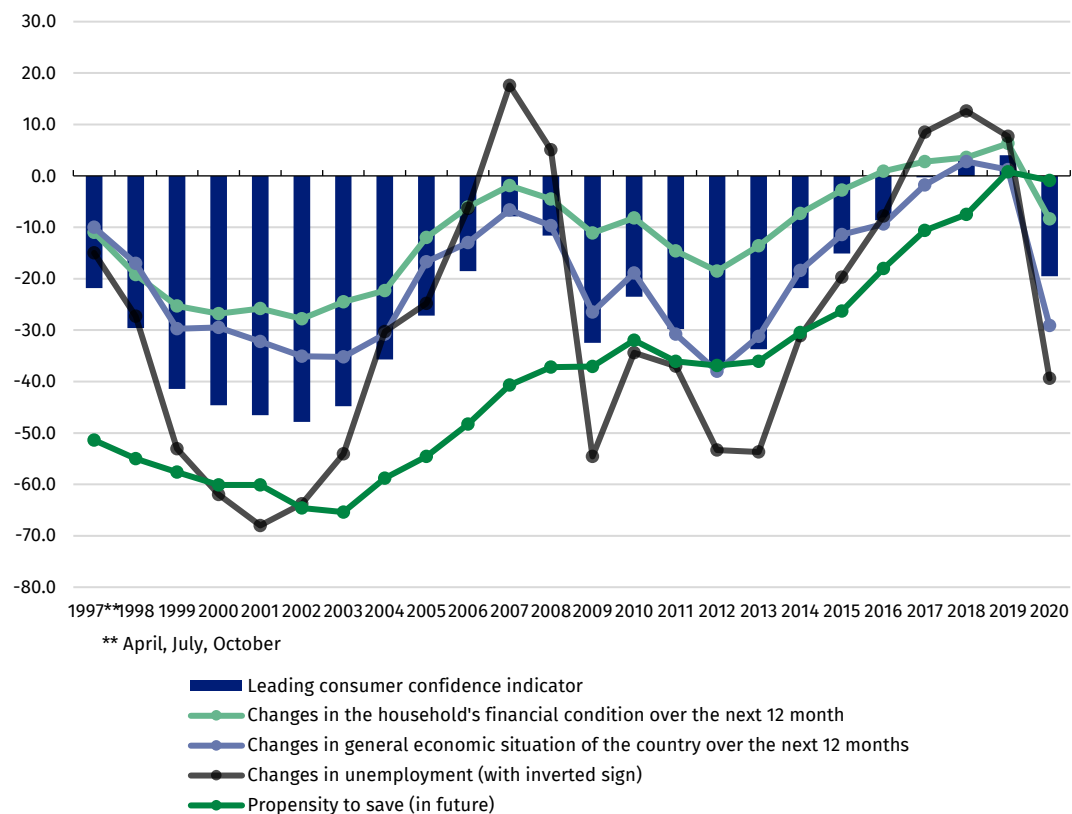
Survey period		Changes in the household's financial condition	Changes in general economic situation of the country	Changes in unemployment (with inverted sign)	Propensity to save (in future)	Leading consumer confidence indicator
Year	Quarter Month					
		b	d	f	g	
balance of evaluations in percent						
<b>Years</b>						
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
<b>Quarters</b>						
2020	I	2.0	-8.7	0.3	-0.4	-1.7
	II	-19.7	-47.8	-68.9	-8.8	-36.3
	III	-4.6	-21.7	-38.5	3.5	-15.3
	IV	-11.5	-38.0	-50.7	2.1	-24.5
2021	I	-8.9	-34.1	-47.4	3.4	-21.7
	II	-5.2	-22.7	-25.6	3.3	-12.6
<b>Months</b>						
2020	02	2.4	-8.4	-0.7	-2.0	-2.2
	03	1.7	-10.1	-0.7	-0.2	-2.3
	04	-30.5	-64.5	-77.7	-18.3	-47.7
	05	-19.6	-48.9	-73.2	-7.4	-37.3
	06	-8.9	-30.1	-55.8	-0.6	-23.9
	07	-3.3	-18.4	-37.0	4.4	-13.6
	08	-5.1	-24.4	-40.3	4.0	-16.5
	09	-5.5	-22.4	-38.2	2.2	-16.0
	10	-8.9	-31.4	-40.8	4.3	-19.2
	11	-15.5	-45.9	-58.8	-0.4	-30.1
	12	-9.9	-36.7	-52.4	2.4	-24.2
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

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 2018–2021**




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



\*\* April, July, October

# Annex

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

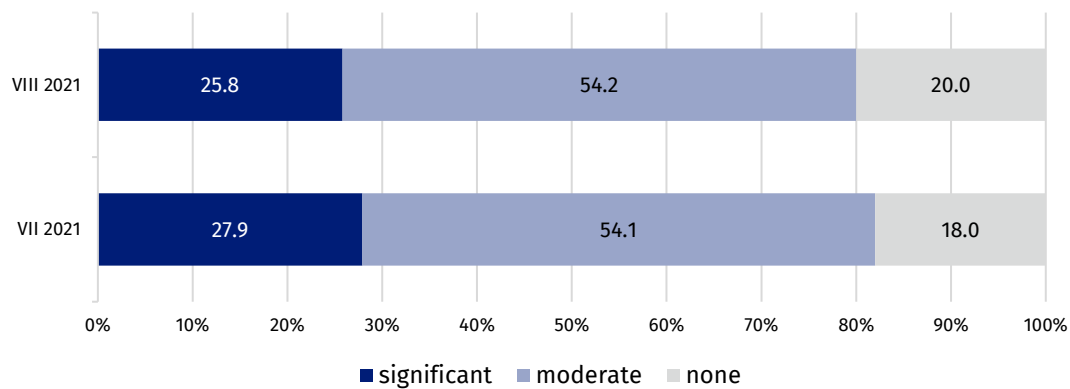
 **80.0 %**  
respondents declared the impact of the epidemiological situation on responses regarding the consumer tendency (in July it was 82.0%)

In August 2021, for 18.1% of respondents, the current epidemiological situation poses a big threat for personal health (decrease of 4.6 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, 54.2% described it as moderate and 25.8% as significant. For 20.0% 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 (%)**



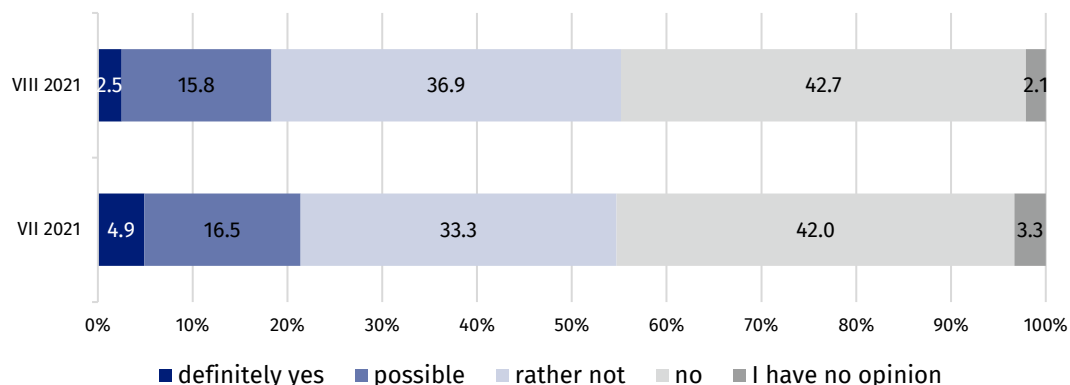
25.8% of respondents declared a significant impact of the epidemiological situation on responses regarding the consumer tendency

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

Among the employed (61.3% of respondents), 2.5% 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 15.8% and 36.9%, respectively. The percentage of working people who do not have any concerns is 42.7%. A small number of working respondents (2.1%) had no opinion.

2.5% 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 (%)**

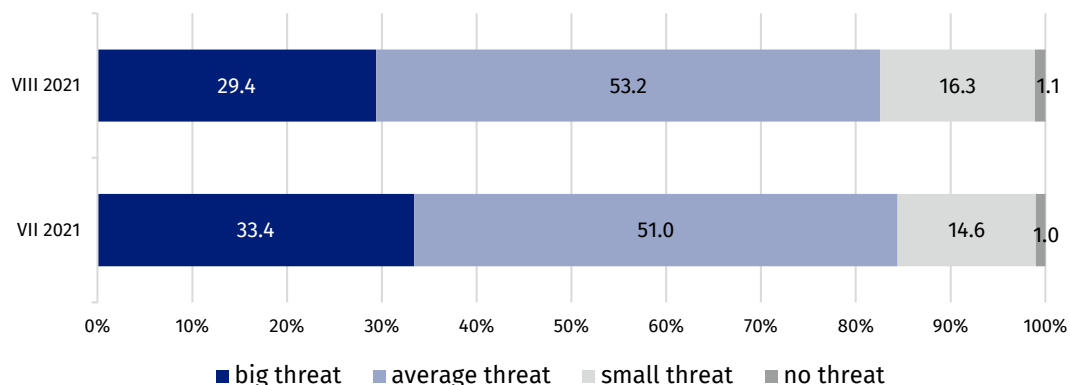


**What threat is the current epidemiological situation for the health of the population of Poland as a whole**

For 29.4% 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 53.2% of respondents. A small threat is declared by 16.3%, while only 1.1% of respondents said there was no threat.

According to 29.4% 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 (%)**

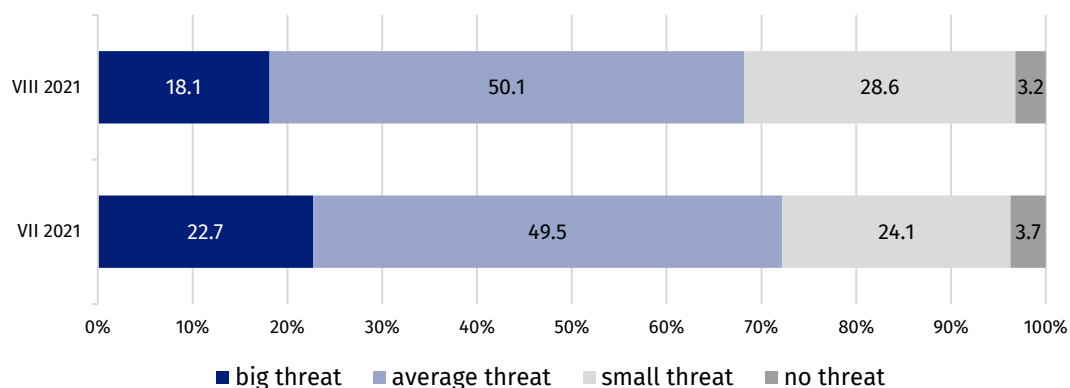


**What threat is the current epidemiological situation for personal health**

For 18.1% of respondents, the current epidemiological situation is a big threat to their personal health. 50.1% of respondents feel an average threat. 28.6% declare a small threat, while 3.2% of respondents said no threat.

For 18.1% 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 (%)**

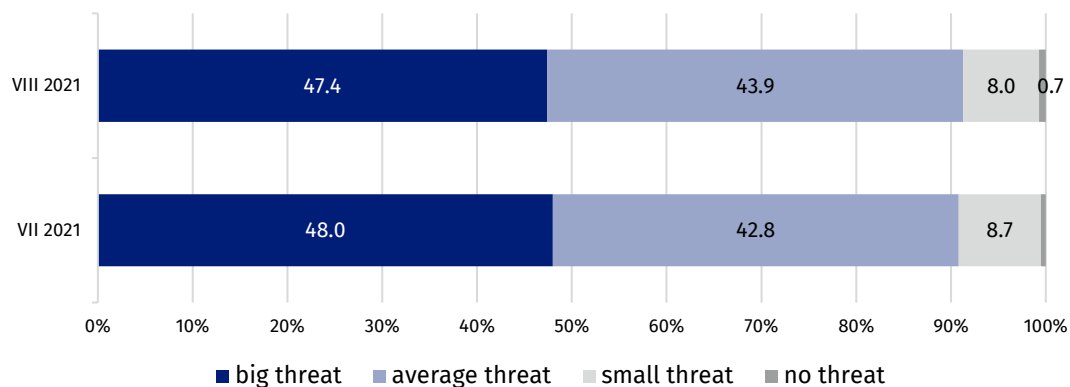


**What threat is the current epidemiological situation for the economy in Poland**

According to 47.4% of respondents, the current epidemiological situation is a big threat to the economy in Poland. The average threat to the economy is felt by 43.9% of respondents. Only 8.0% declare a small threat, while barely 0.7% of respondents declare no threat.

For 47.4% 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 (%)**



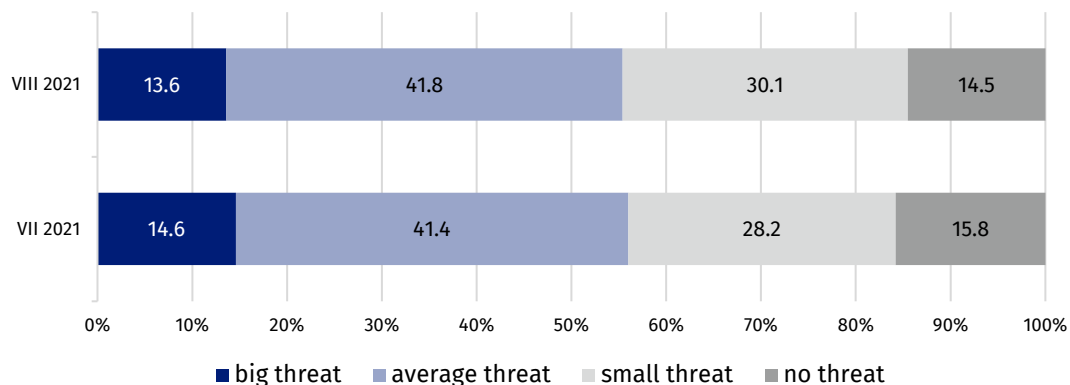
**What threat is the current epidemiological situation for personal financial situation**

For 13.6% of respondents, the current epidemiological situation is a big threat to their personal financial situation. The average threat is felt by 41.8% of those who answered the questions about the consumer tendency. A small threat is declared by 30.1%, while no threat was stated by 14.5% of respondents.

For 13.6% 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 (%)**

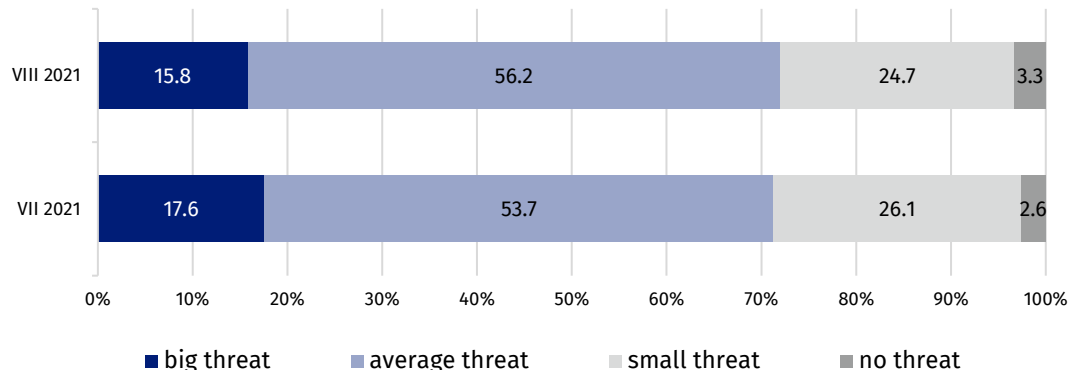


**What threat is the current epidemiological situation for everyday life in the local community**

For 15.8% of respondents, the current epidemiological situation is a big threat to everyday life in the local community. The average threat is felt by 56.2% of those who answered the questions about the consumer tendency. 24.7% declare a small threat, while only 3.3% of respondents declare no threat.

For 15.8% 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		June 2021	July 2021	August 2021
<b>What impact did the current epidemiological situation have on your responses (COVID-19 coronavirus)?</b>	significant	29.4	27.9	25.8
	moderate	55.2	54.1	54.2
	none	15.4	18.0	20.0
<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	2.0	2.9	1.5
	possible	7.8	10.1	9.7
	rather not	20.1	20.3	22.6
	no	28.3	25.5	26.2
	I have no opinion	1.5	2.0	1.3
	not applicable (for non-working people)	40.3	39.2	38.7
<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	32.5	33.4	29.4
	average threat	50.7	51.0	53.2
	small threat	15.2	14.6	16.3
	no threat	1.6	1.0	1.1
<b>What threat do you think is the current epidemiological situation (COVID-19 coronavirus) for your personal health?</b>	big threat	24.0	22.7	18.1
	average threat	45.3	49.5	50.1
	small threat	26.1	24.1	28.6
	no threat	4.6	3.7	3.2
<b>What threat do you think is the current epidemiological situation (COVID-19 coronavirus) for the economy in Poland?</b>	big threat	48.7	48.0	47.4
	average threat	42.7	42.8	43.9
	small threat	7.9	8.7	8.0
	no threat	0.7	0.5	0.7
<b>What threat do you think is the current epidemiological situation (COVID-19 coronavirus) for your personal financial situation?</b>	big threat	13.5	14.6	13.6
	average threat	38.5	41.4	41.8
	small threat	32.4	28.2	30.1
	no threat	15.6	15.8	14.5
<b>What threat do you think is the current epidemiological situation (COVID-19 coronavirus) for everyday life in your local community?</b>	big threat	17.5	17.6	15.8
	average threat	54.2	53.7	56.2
	small threat	25.5	26.1	24.7
	no threat	2.8	2.6	3.3

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".

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