

Consumer tendency – October 2024

23.10.2024

**1.9 p. p.**

Change in current consumer confidence indicator

In October 2024, 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 -15.8^a which was by 1.9 p.p. lower in relation to last month.

Current consumer confidence indicator in October 2024

All components of the indicator obtained lower values than a month ago. The largest decreases by 5.0 percentage points was recorded in evaluation of the current economic situation of the country. For the other components of the indicator, the decreases were as follows: by 1.9 percentage points in the evaluations of the future economic situation of the country, by 1.6 percentage points in the evaluation of the future financial situation of a household, by 0.6 percentage points in the evaluation of the current financial situation of a household and by 0.5 percentage points in the evaluation of the current possibility of making important purchases.

Referring to October 2023, the current value of current consumer confidence indicator is higher by 2.1 percentage points.

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

Leading consumer confidence indicator in October 2024

The leading consumer confidence indicator, synthetically describing trends in individual consumption that are expected in the coming months, decreased by 1.9 percentage points in relation to the previous month, and was at the level of -11.6^a .

The decrease in the value of the indicator was most influenced by the evaluations of the possibility of future money saving and future economic situation of the country (decreases by 4.0 and 1.9 percentage points, respectively). There was also a decrease in the evaluation of the future financial situation of a household (by 1.6 percentage points). The evaluation of the future level of the unemployment remained unchanged.

In October this year leading consumer confidence indicator reached a value lower by 3.5 percentage points than in the corresponding month of 2023.

Leading consumer confidence indicator decreased by 1.9 percentage points compared to the previous month

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

^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 07-16.10.2024, 1302 interviews were conducted.

Table 1. Current consumer confidence indicator

Survey period		Changes in the house-hold'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	a	b	c	d	e	
balance of evaluations in percent							
Years							
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
Quarters							
2023	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
2024	I	-9.4	-2.4	-26.5	-10.2	-14.1	-12.5
	II	-6.3	-5.8	-22.5	-14.7	-12.8	-12.4
	III	-6.8	-8.5	-25.1	-19.4	-13.1	-14.6
Months							
2023	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
2024	01	-10.3	-1.0	-27.0	-8.7	-16.2	-12.6
	02	-9.7	-3.0	-25.7	-11.4	-13.3	-12.6
	03	-8.2	-3.2	-26.9	-10.5	-12.9	-12.3
	04	-6.4	-5.1	-21.4	-13.8	-10.6	-11.5
	05	-6.8	-7.8	-24.8	-14.6	-14.8	-13.8
	06	-5.8	-4.5	-21.2	-15.6	-12.9	-12.0
	07	-4.1	-10.5	-25.0	-20.0	-10.2	-14.0
	08	-8.5	-8.3	-26.5	-20.3	-15.7	-15.9
	09	-7.6	-6.8	-23.7	-18.0	-13.4	-13.9
	10	-8.2	-8.4	-28.7	-19.9	-13.9	-15.8

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 2021–2024

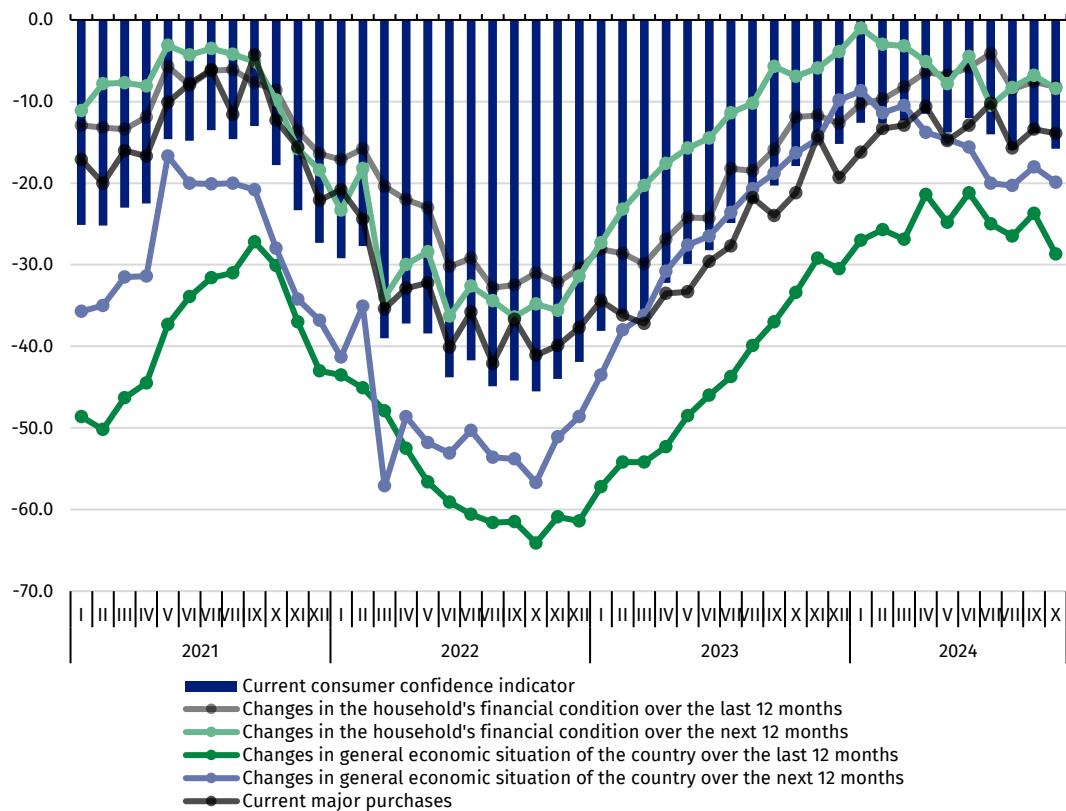


Chart 2. Current consumer confidence indicator and its component values by years

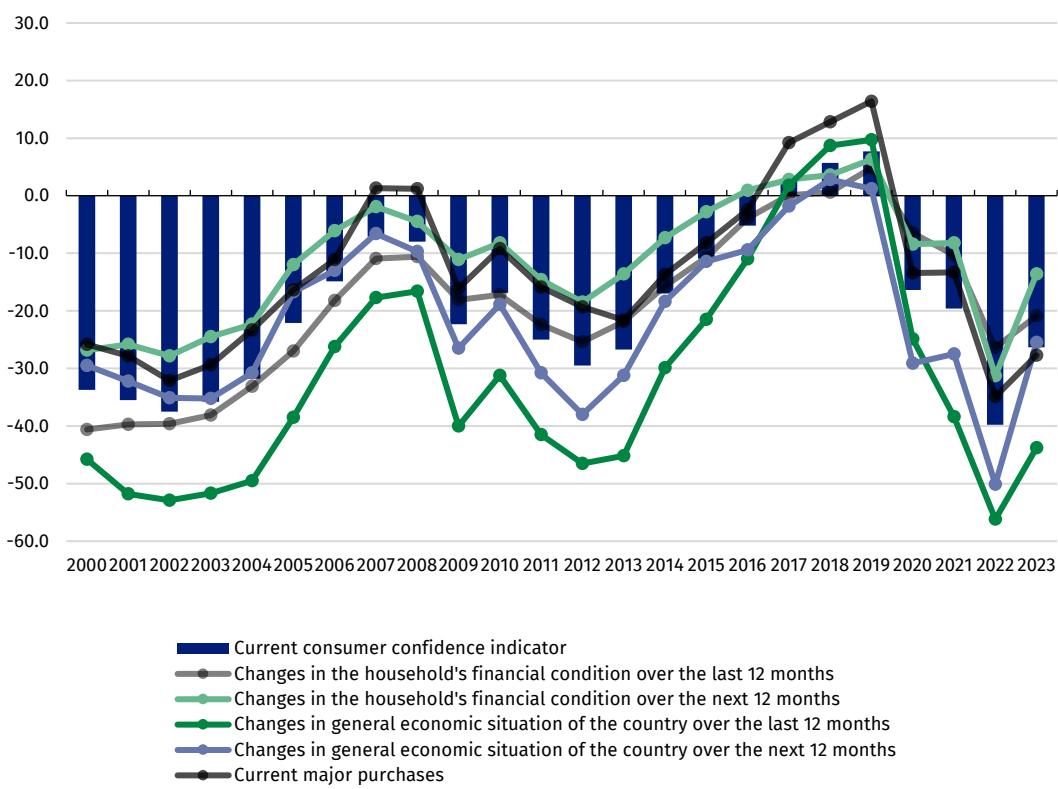


Table 2. Leading consumer confidence indicator

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
	b	d	f	g	
balance of evaluations in percent					Years
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
Quarters					
2023 III	-9.1	-21.1	-7.7	-3.2	-10.3
IV	-5.5	-13.6	-9.4	-0.7	-7.3
2024 I	-2.4	-10.2	-9.4	2.9	-4.8
II	-5.8	-14.7	-14.4	3.7	-7.8
III	-8.5	-19.4	-19.4	5.1	-10.5
Months					
2023 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
2024 01	-1.0	-8.7	-7.7	2.3	-3.8
02	-3.0	-11.4	-10.0	3.1	-5.3
03	-3.2	-10.5	-10.4	3.5	-5.2
04	-5.1	-13.8	-11.9	3.5	-6.8
05	-7.8	-14.6	-15.1	4.5	-8.2
06	-4.5	-15.6	-16.3	3.1	-8.3
07	-10.5	-20.0	-18.9	2.9	-11.6
08	-8.3	-20.3	-18.8	6.3	-10.3
09	-6.8	-18.0	-20.4	6.2	-9.7
10	-8.4	-19.9	-20.4	2.2	-11.6

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 2021–2024

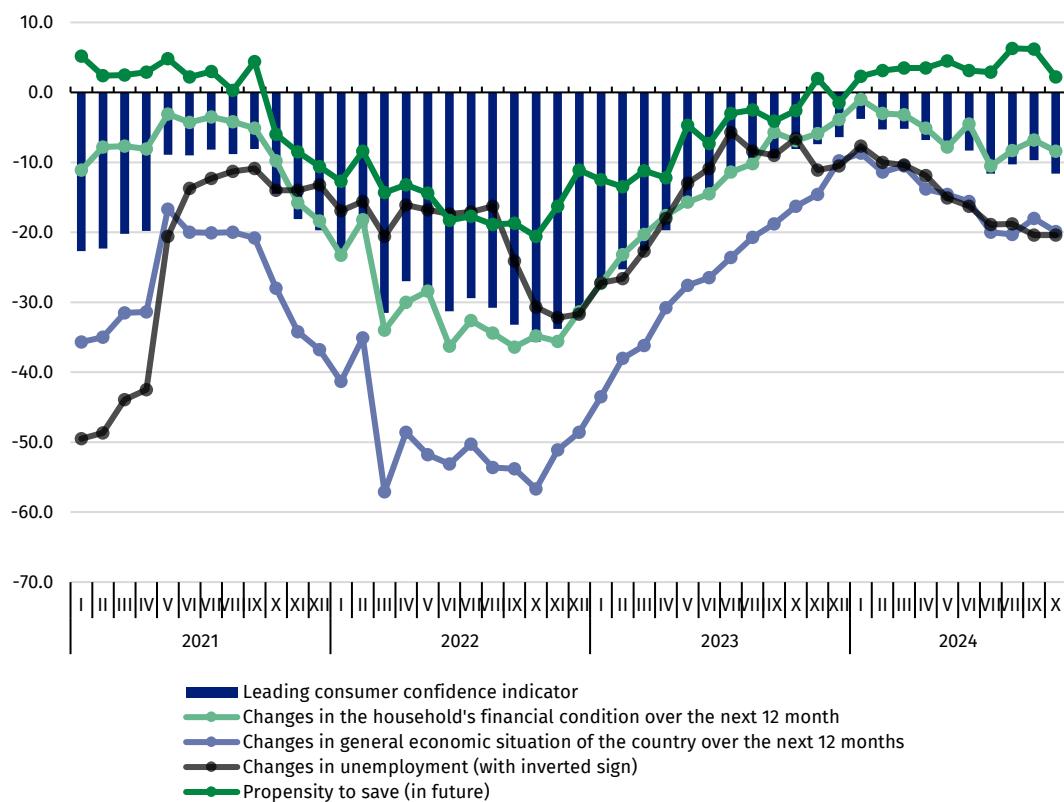
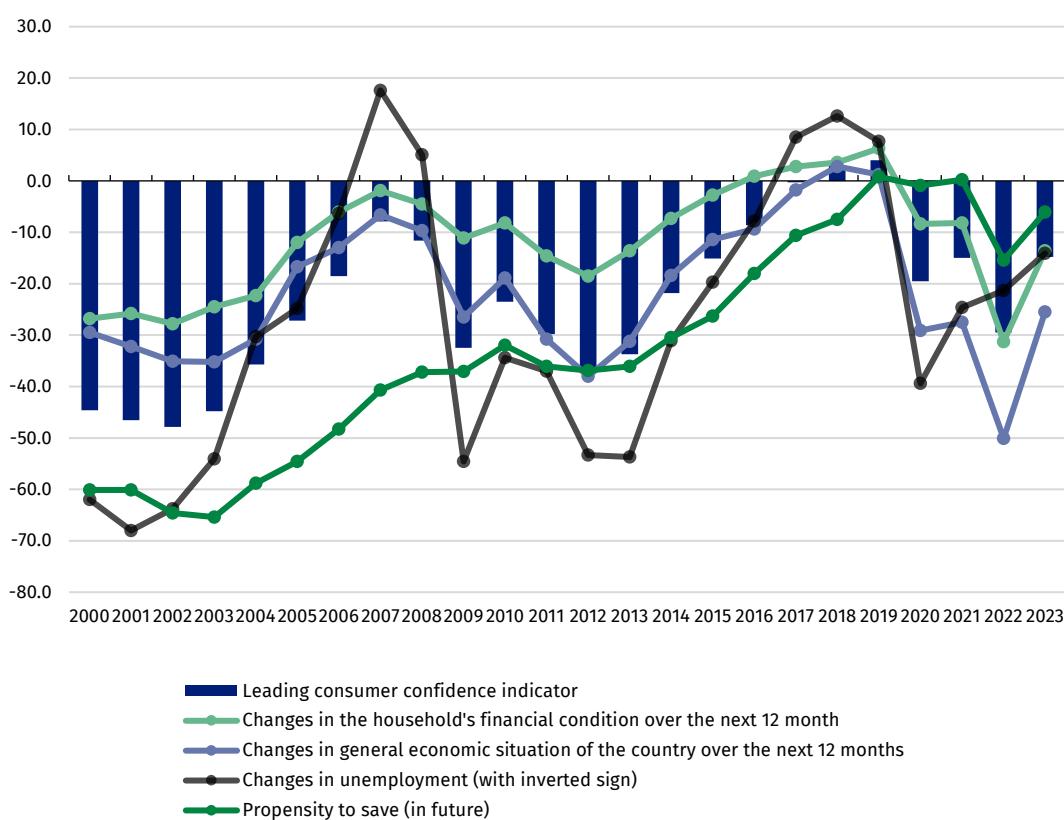


Chart 4. Leading consumer confidence indicator and its component values by years



Annex

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

↑ 59.5 %

respondents declared the impact of the current situation on the territory of Ukraine on responses regarding the consumer tendency (in September it was 57.8%)

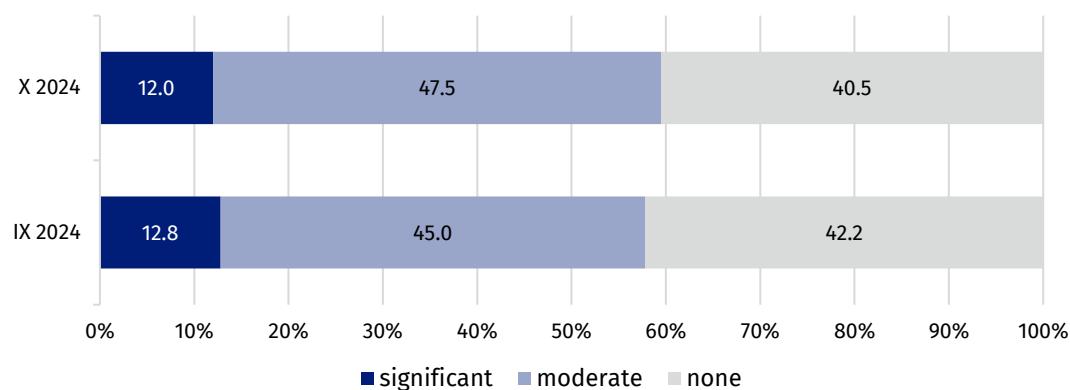
In October 2024, for 6.0% of respondents, the current situation on the territory of Ukraine poses a big threat for your personal financial situation (decrease of 2.2 percentage points compared to the previous month).

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, 47.5% described it as moderate and 12.0% as significant. For 40.5% of respondents, the current situation had no impact on the answers.

12.0% 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 (%)

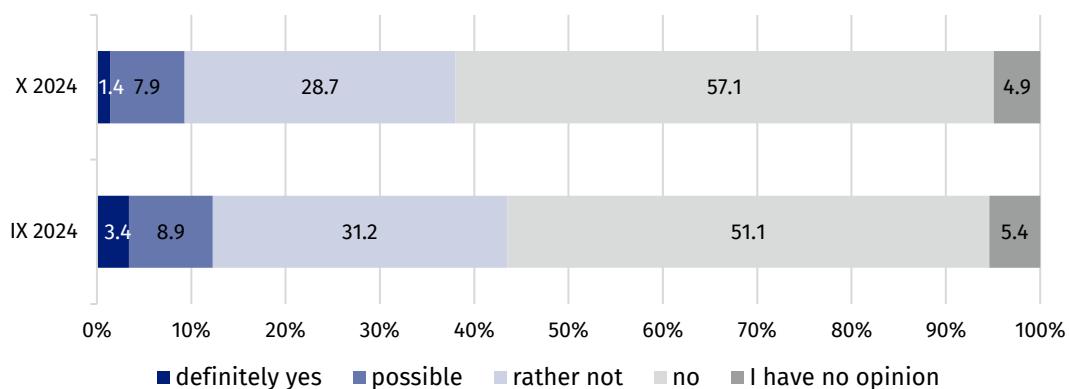


Fear of losing a job or stopping running your own business due to the current situation on the territory of Ukraine

Among the employed (61.0% of respondents), 1.4% 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 7.9% and 28.7%, respectively. The percentage of working people who do not have any concerns is 57.1%. A small number of working respondents (4.9%) had no opinion.

1.4% 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 (%)

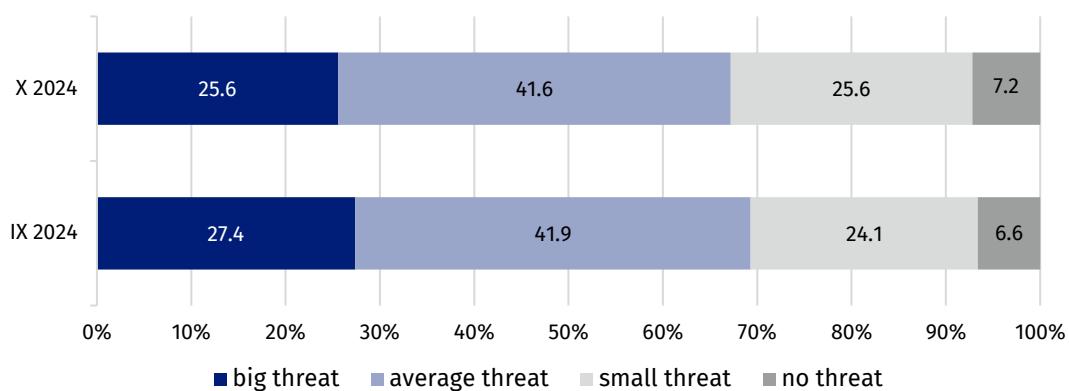


What threat is the current situation on the territory of Ukraine for the economy in Poland

According to 25.6% 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 41.6% of respondents. Only 25.6% declare a small threat, while 7.2% of respondents declare no threat.

For 25.6% 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 (%)

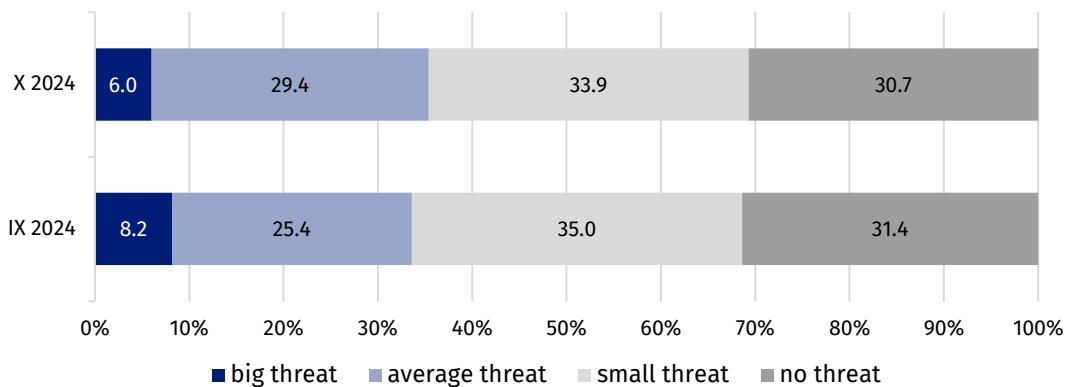


What threat is the current situation on the territory of Ukraine for personal financial situation

For 6.0% 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 29.4% of those who answered the questions about the consumer tendency. A small threat is declared by 33.9%, while no threat was stated by 30.7% of respondents.

For 6.0% 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 27.2% 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 38.5% of those who answered the questions about the consumer tendency. 26.2% declare a small threat, while only 8.1% of respondents declare no threat.

For 27.2% 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 (%)

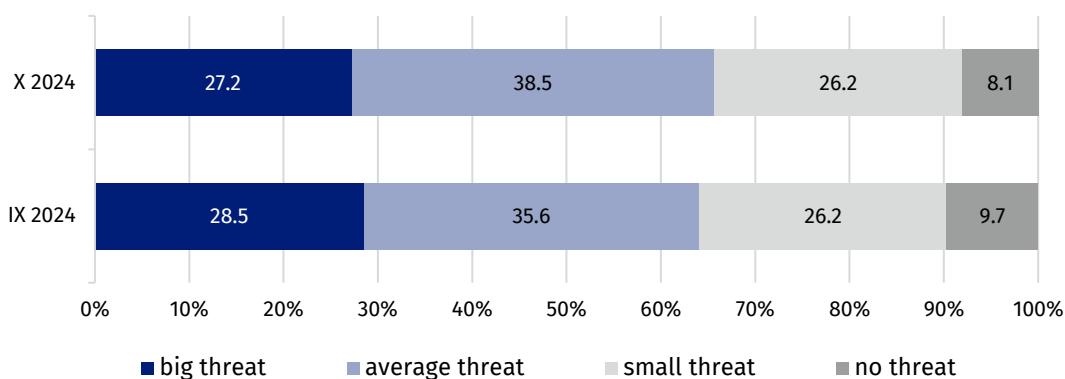


Table 1. Additional questions (response rates) - the current situation on the territory of Ukraine

SPECIFICATION	August 2024	September 2024	October 2024
What impact did the current situation on the territory of Ukraine have on your responses?	significant	12.4	12.8
	moderate	45.1	45.0
	none	42.5	42.2
In connection with the current situation on the territory of Ukraine, are you afraid of losing your job or stopping your own business?	definitely yes	1.9	2.1
	possible	5.3	5.6
	rather not	16.1	19.4
	no	36.7	31.7
	I have no opinion	3.4	3.4
	not applicable (for non-working peo-	36.6	37.8
What threat do you think is the current situation on the territory of Ukraine for the economy in Poland?	big threat	27.9	27.4
	average threat	43.7	41.9
	small threat	23.8	24.1
	no threat	4.6	6.6
What threat do you think is the current situation on the territory of Ukraine for your personal financial situation?	big threat	7.7	8.2
	average threat	30.4	25.4
	small threat	32.1	35.0
	no threat	29.8	31.4
What threat do you think is the current situation on the territory of Ukraine for the sovereignty and independence of Poland?	big threat	28.2	28.5
	average threat	38.3	35.6
	small threat	25.7	26.2
	no threat	7.8	9.7

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:
Press Office

Mobile: (+48) 695 255 032
Phone: (+48 22) 608 38 04, (+48 22) 449 41 45,
(+48 22) 608 30 09
e-mail: obslugaprasowa@stat.gov.pl

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