

# Consumer tendency – September 2024

18.09.2024

 **2.0 p. p.**

Change in current consumer confidence indicator

**In September 2024, 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 -13.9<sup>a</sup> which was by 2.0 p.p. higher in relation to last month.**

## Current consumer confidence indicator in September 2024

All components of the indicator obtained values higher than a month ago. The largest increases by 2.8 percentage points was recorded in evaluation of the current economic situation of the country. For the other components of the indicator, the increases were as follows: by 2.3 percentage points in the evaluations of the future economic situation of the country and current possibility of making important purchases, by 1.5 percentage points in the evaluation of the future financial situation of a household and by 0.9 percentage points in the evaluation of the current financial situation of a household.

Referring to September 2023, the current value of current consumer confidence indicator is higher by 6.4 percentage points.

## Leading consumer confidence indicator in September 2024

The leading consumer confidence indicator, synthetically describing trends in individual consumption that are expected in the coming months, increased by 0.6 percentage points in relation to the previous month, and was at the level of -9.7<sup>a</sup>.

The increase in the value of the indicator was influenced by the evaluations of the future economic situation of the country and future financial situation of a household (increases by 2.3 and 1.5 percentage points, respectively). A lower values than a month before was recorded for the evaluations of the future level of unemployment and possibility of future money saving (decreases by 1.6 and 0.1 percentage points, respectively).

In September this year leading consumer confidence indicator reached a value lower by 0.3 percentage points than in the corresponding month of 2023.

**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 higher by 2.0 percentage points compared to the previous month

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

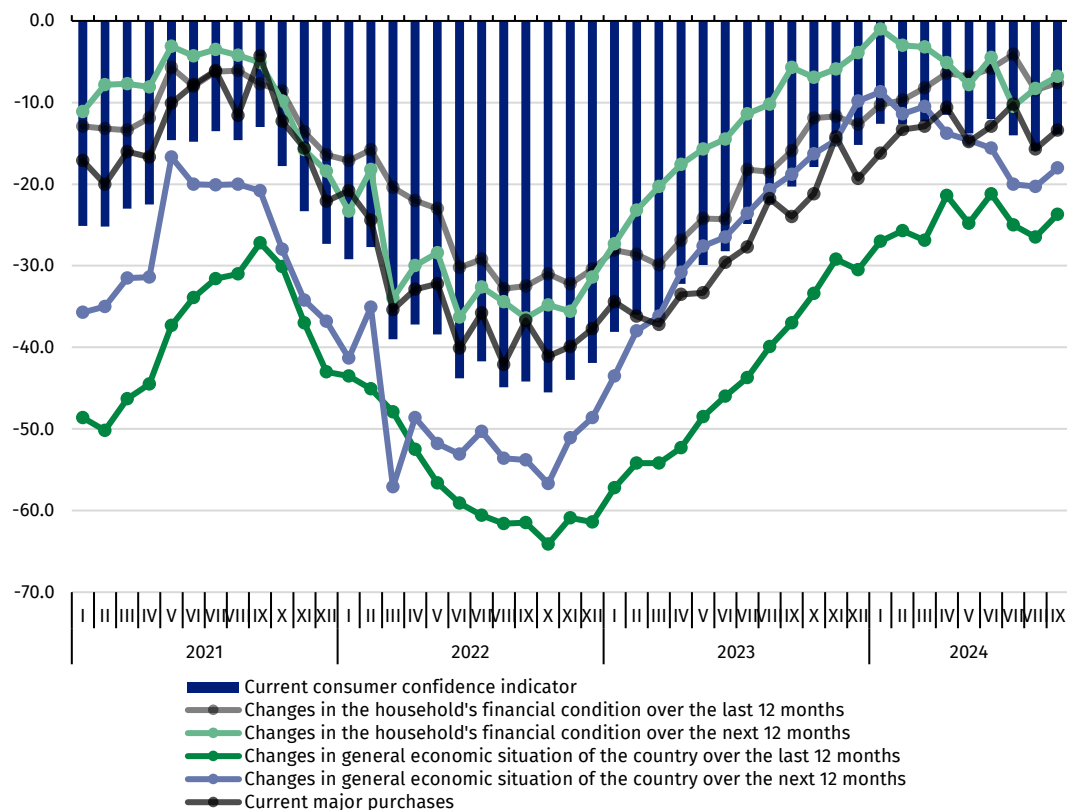
<sup>a</sup> Both consumer confidence indicators receive values between -100 and +100. A positive value means dominance of consumers with optimistic attitude over consumers with pessimistic attitude, while negative value means dominance of consumers with pessimistic attitude over consumers with optimistic attitude. In the period of 02-11.09.2024, 1372 interviews were conducted.

**Table 1. Current consumer confidence indicator**

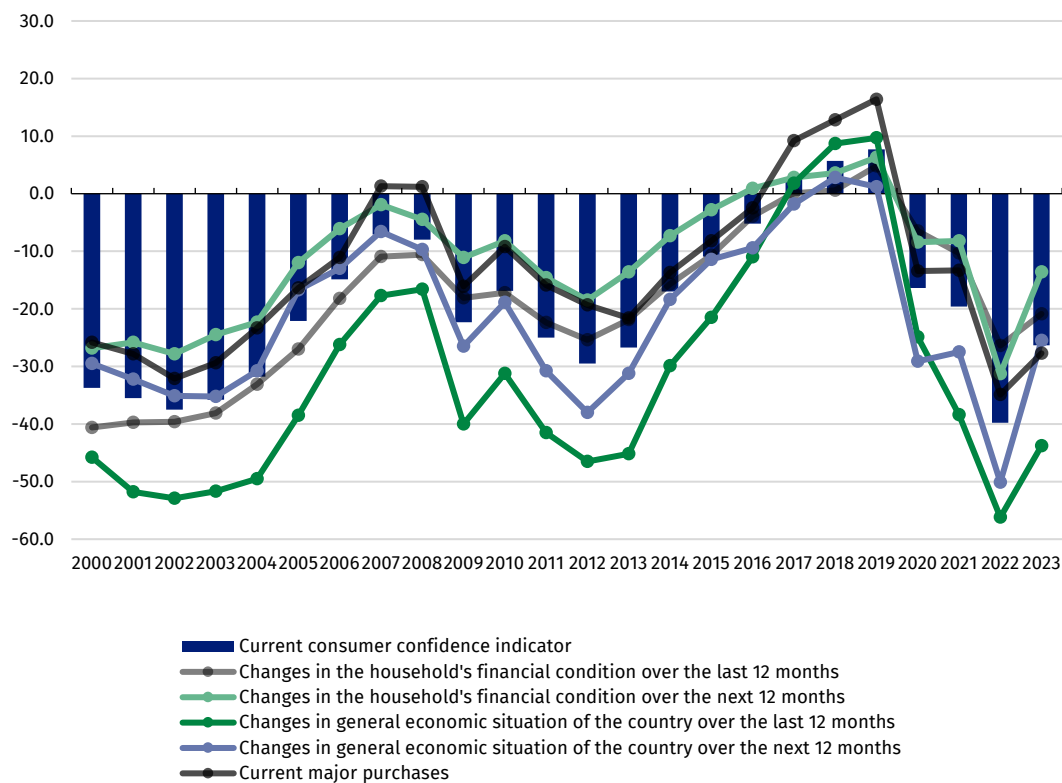
Survey period		Changes in the household's financial condition:		Changes in general economic situation of the country :		Current major purchases	Current consumer confidence indicator
Year	Quarter Month	over the last 12 months	over the next 12 months	over the last 12 months	over the next 12 months		
		a	b	c	d	e	
balance of evaluations in percent							
<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>							
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
<b>Months</b>							
2023	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
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

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**

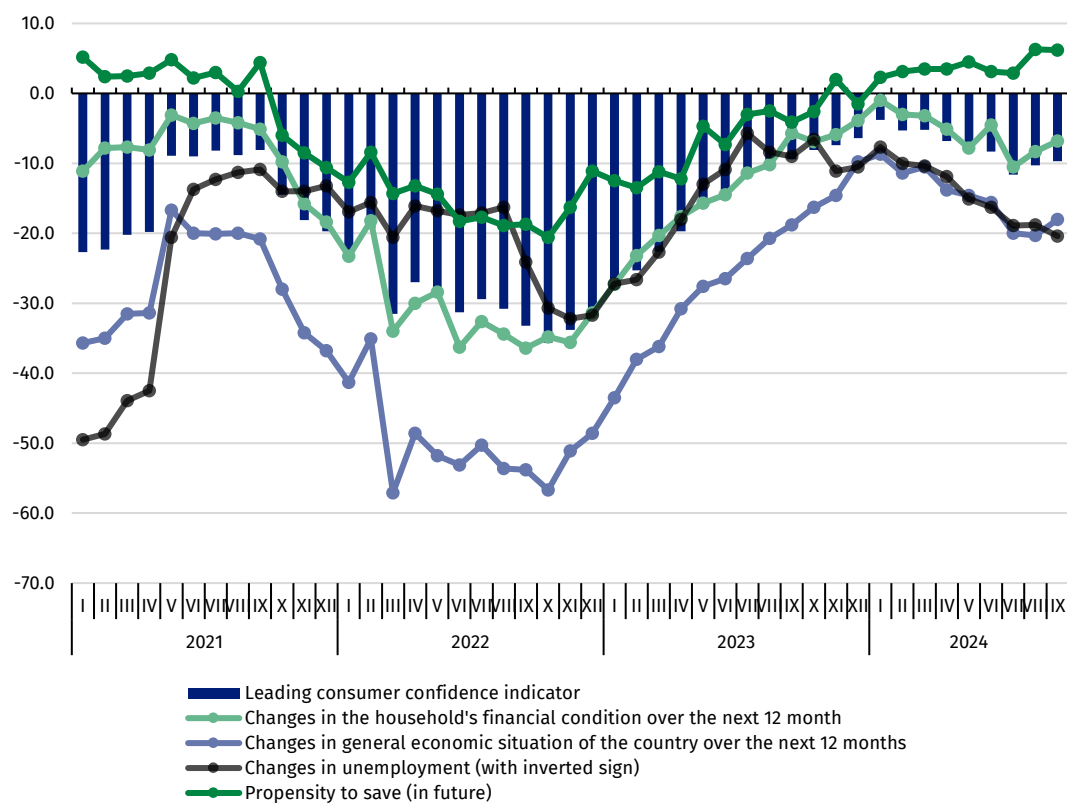


**Table 2. Leading consumer confidence indicator**

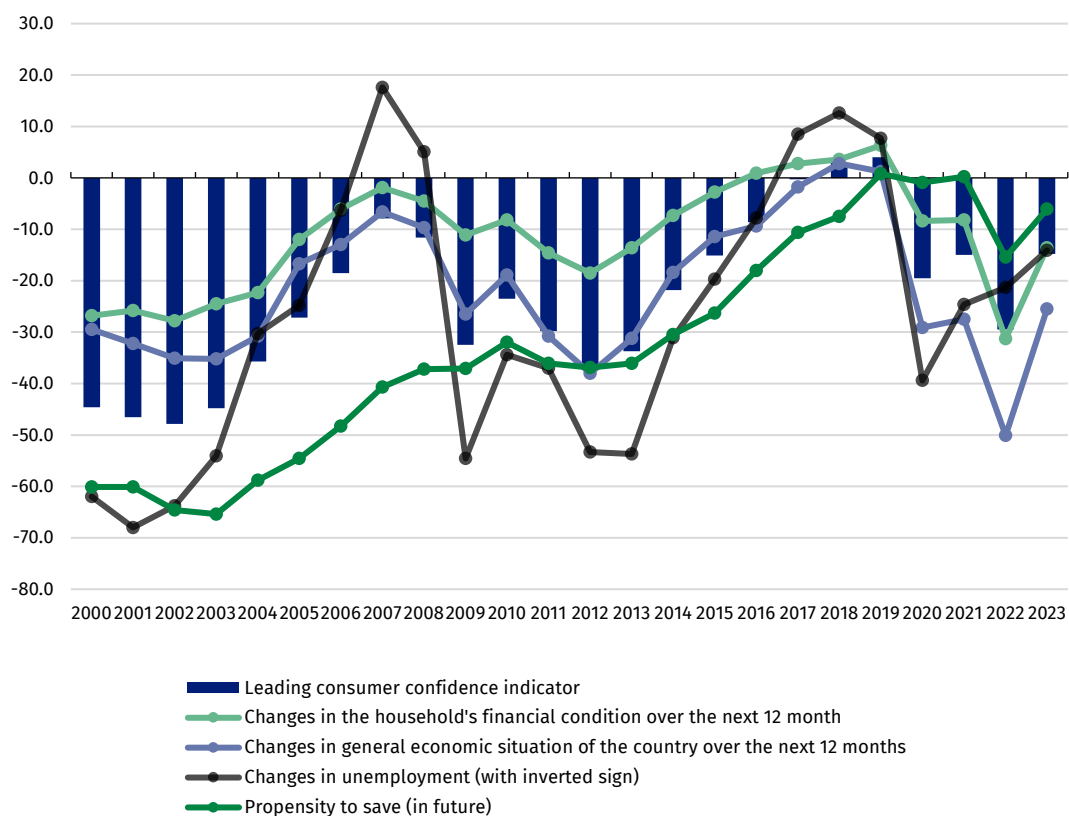
Survey period		Changes in the household's financial condition	Changes in general economic situation of the country	Changes in unemployment (with inverted sign)	Propensity to save (in future)	Leading consumer confidence indicator
Year Quarter Month		b	d	f	g	
		balance of evaluations in percent				
		<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>				
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
		<b>Months</b>				
2023	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
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

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

**57.8 %**

respondents declared the impact of the current situation on the territory of Ukraine on responses regarding the consumer tendency (in August it was 57.5%)

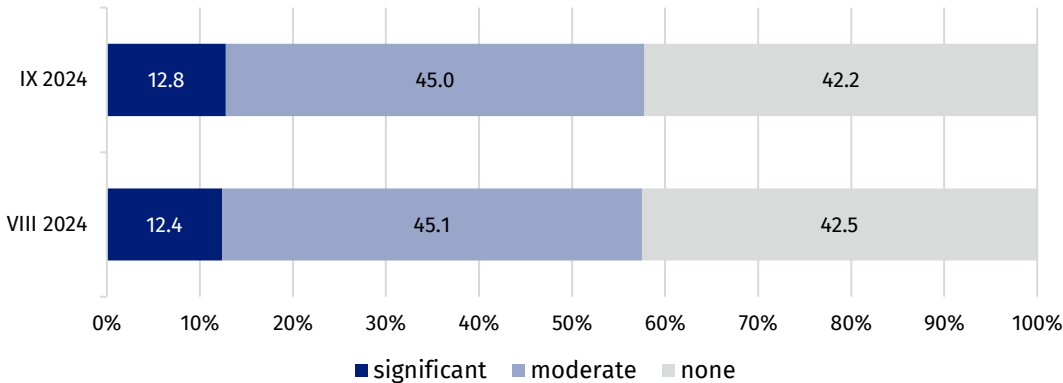
In September 2024, for 27.4% of respondents, the current situation on the territory of Ukraine poses a big threat for the economy in Poland (decrease of 0.5 percentage points compared to the previous month).

### 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, 45.0% described it as moderate and 12.8% as significant. For 42.2% of respondents, the current situation had no impact on the answers.

12.8% 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 (%)

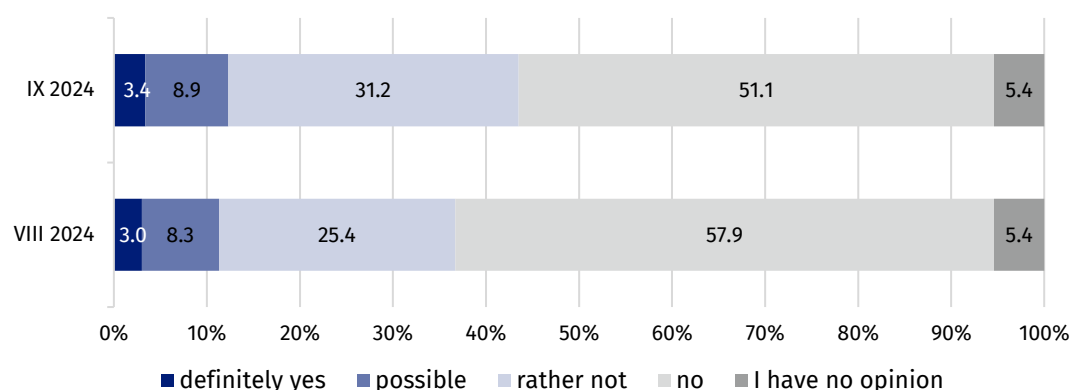


### Fear of losing a job or stopping running your own business due to the current situation on the territory of Ukraine

Among the employed (62.2% of respondents), 3.4% 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 8.9% and 31.2%, respectively. The percentage of working people who do not have any concerns is 51.1%. A small number of working respondents (5.4%) had no opinion.

3.4% 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 (%)**

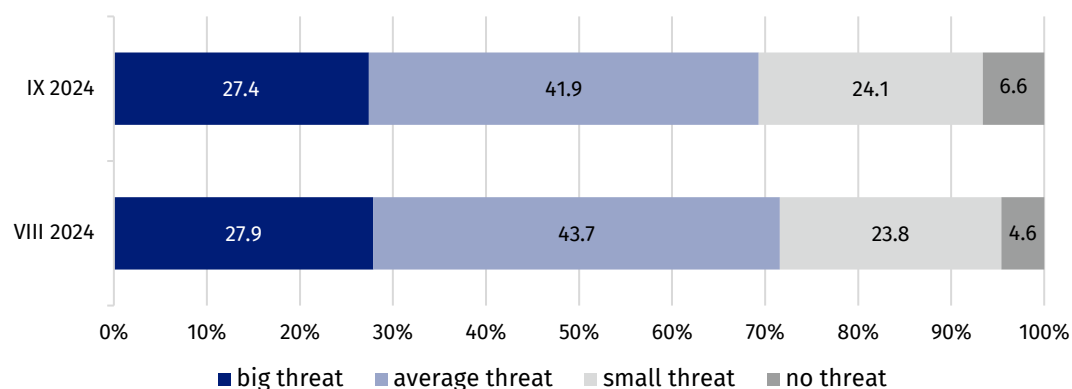


### What threat is the current situation on the territory of Ukraine for the economy in Poland

According to 27.4% 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 41.9% of respondents. Only 24.1% declare a small threat, while 6.6% of respondents declare no threat.

For 27.4% 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 (%)**

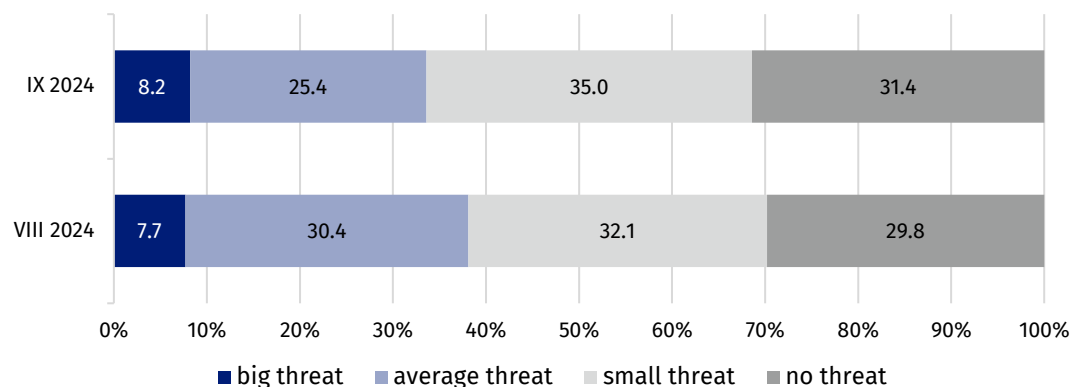


### What threat is the current situation on the territory of Ukraine for personal financial situation

For 8.2% 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 25.4% of those who answered the questions about the consumer tendency. A small threat is declared by 35.0%, while no threat was stated by 31.4% of respondents.

For 8.2% 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 (%)**

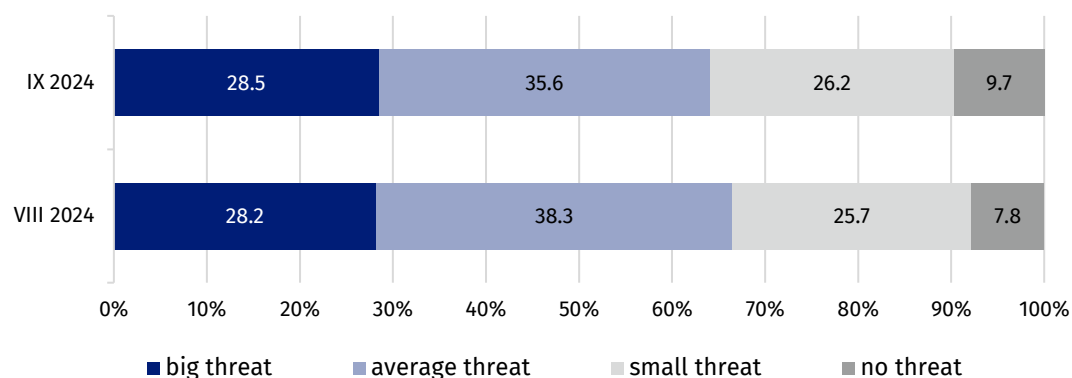


### What threat is the current situation on the territory of Ukraine for the sovereignty and independence of Poland

For 28.5% 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 35.6% of those who answered the questions about the consumer tendency. 26.2% declare a small threat, while only 9.7% of respondents declare no threat.

For 28.5% 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		July 2024	August 2024	September 2024
<b>What impact did the current situation on the territory of Ukraine have on your responses?</b>	significant	13.7	12.4	12.8
	moderate	45.7	45.1	45.0
	none	40.6	42.5	42.2
<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	1.3	1.9	2.1
	possible	4.1	5.3	5.6
	rather not	19.1	16.1	19.4
	no	33.9	36.7	31.7
	I have no opinion	3.4	3.4	3.4
	not applicable (for non-working people)	38.2	36.6	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	29.7	27.9	27.4
	average threat	43.7	43.7	41.9
	small threat	21.9	23.8	24.1
	no threat	4.7	4.6	6.6
<b>What threat do you think is the current situation on the territory of Ukraine for your personal financial situation?</b>	big threat	8.3	7.7	8.2
	average threat	29.3	30.4	25.4
	small threat	33.4	32.1	35.0
	no threat	29.0	29.8	31.4
<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	30.1	28.2	28.5
	average threat	39.9	38.3	35.6
	small threat	23.8	25.7	26.2
	no threat	6.2	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".

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