

**KANTAR**

**Economic Climate Index**

**Kantar Polska**

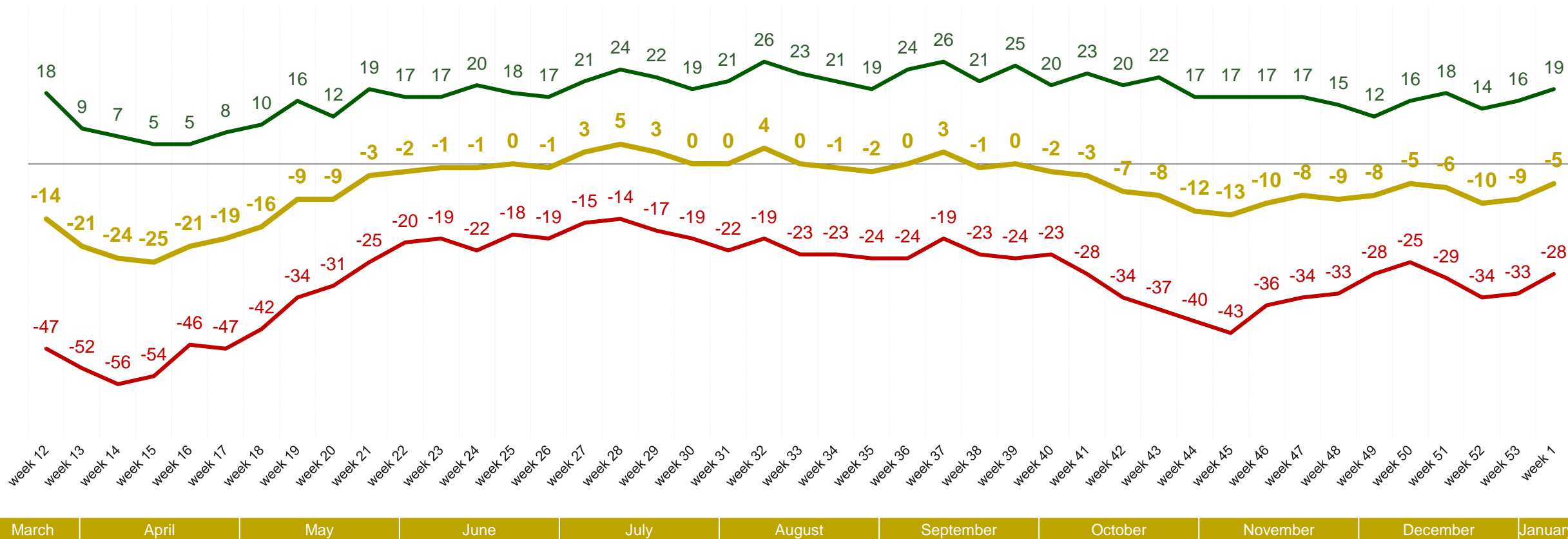
11.01.2021



# Economic Climate measurement



— Diagnosis of current financial situation    
 — Economic Climate Index    
 — Prediction of future financial situation



March  
 April  
 May  
 June  
 July  
 August  
 September  
 October  
 November  
 December  
 January

week 12: 18.03.2020 – 20.03.2020

week 1: 04.01.2021 – 08.01.2021



**Diagnosis:**

**KCV1.** How did financial situation of your Household change in the last month?  
**KCV3.** In the last few days, did you not purchase some goods due to fear of your financial situation in the future?

**Prediction:**

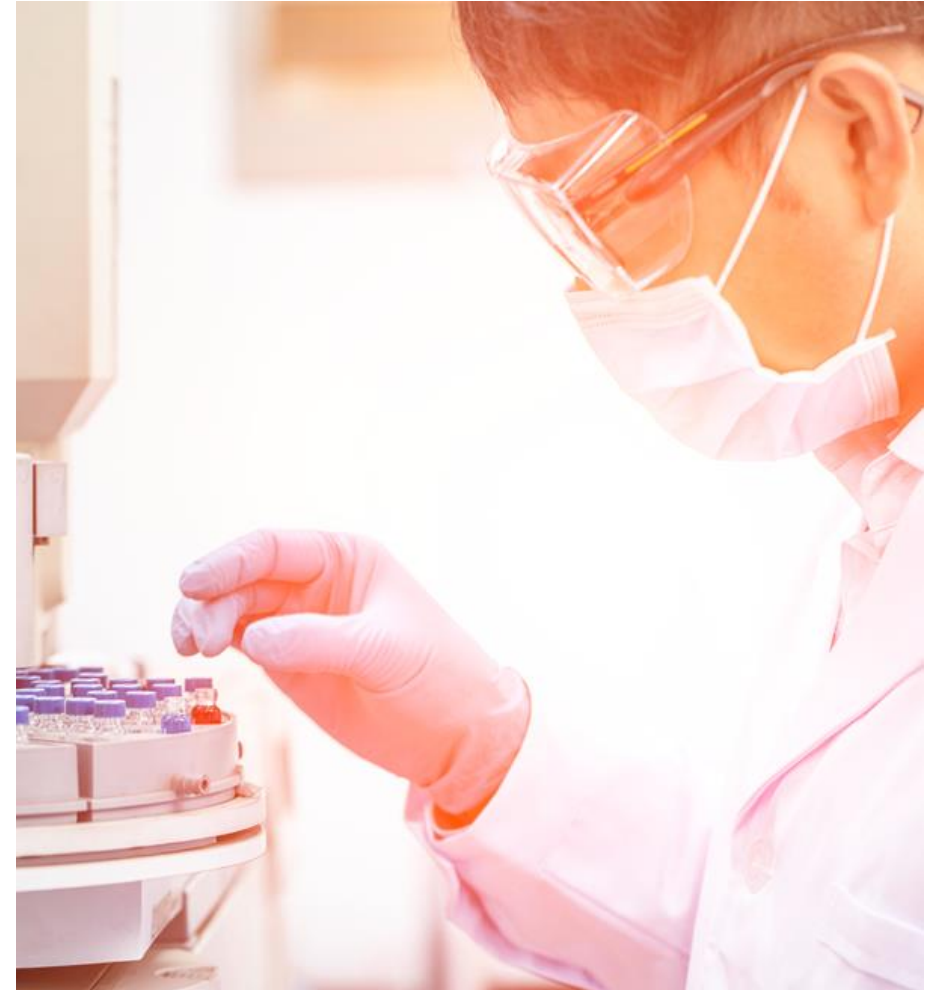
**KCV2.** Do you think the financial situation of your household in the next month... ?  
**KCV4.** Which of the statements best reflects your plans for the next weeks?  
**KCV5.** Do you think that in the next three months the living conditions in Poland will improve or get worse?

N=100 daily  
 Data in percentage

## Methodological note

Aggregated Economic Climate Index summarizes diagnostic and prognostic opinions expressed in answers to 5 questions. The index is presented on a symmetrical scale, ranging from -100 to 100. Zero means that the positive and negative answers are balanced.

The research is conducted by telephone interviews. It is carried out daily (Monday to Friday) on a random-quota sample, based on GUS demographical structure (fixed quotas on: voivodeships, size of town – 4 bands, age – 5 bands, educational level – 3 bands, gender). The daily sample is 100.



# Thank you

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