



KANTAR

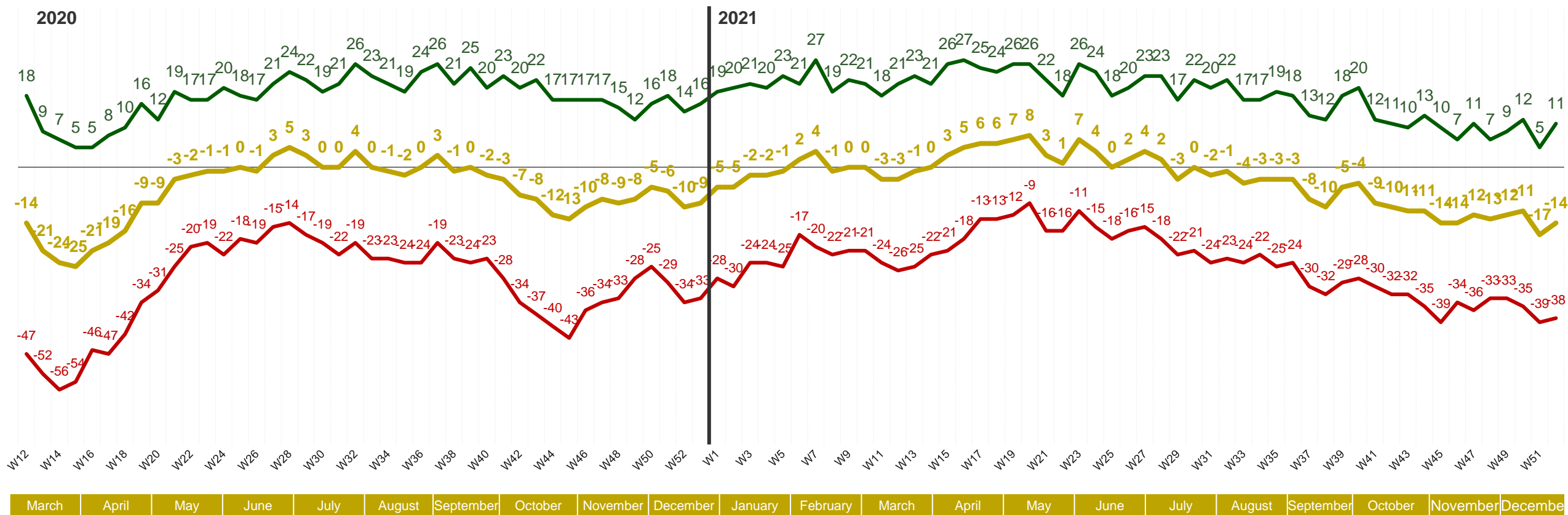
Economic Climate Index

KANTAR POLSKA

04.01.2022

Economic Climate measurement

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



week 12 2020: 16.03.2020 – 20.03.2020

week 52 2021: 27.12.2021 – 31.12.2021



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:

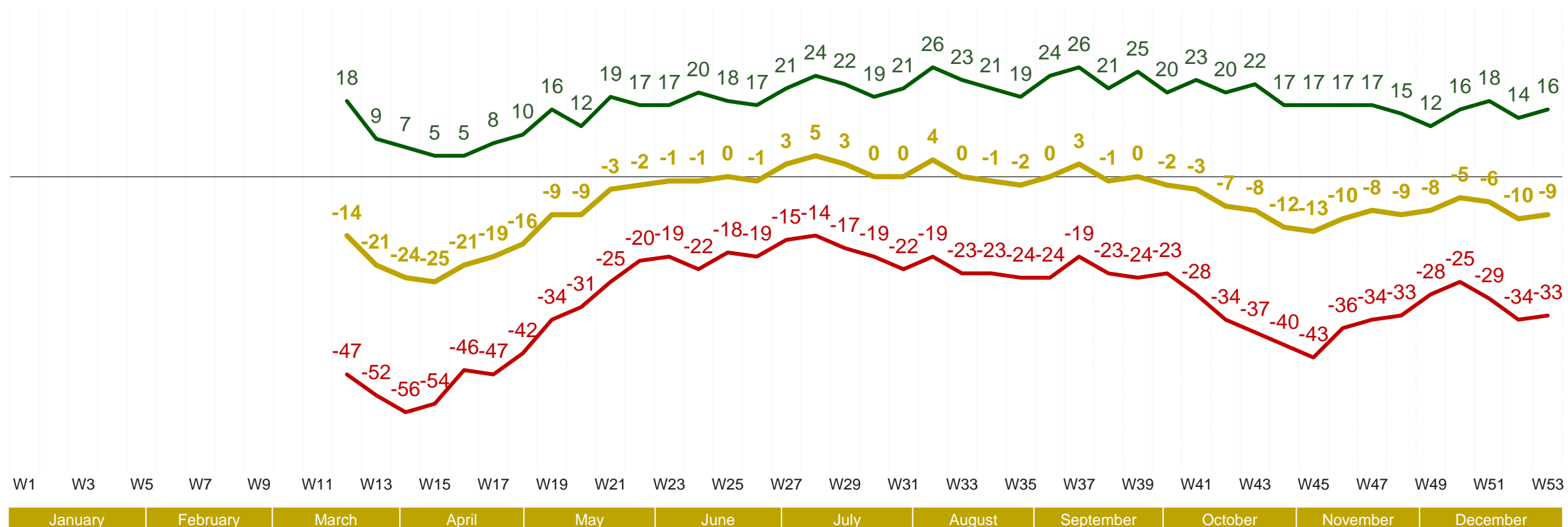
KCV2. Do you think the financial situation of your household in the next month... ?
 KCV4. Which of the statements best reflects your plans for the next weeks?
 KCV5. Do you think that in the next three months the living conditions in Poland will improve or get worse?

N=100 daily

Economic Climate measurement

2020

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



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?

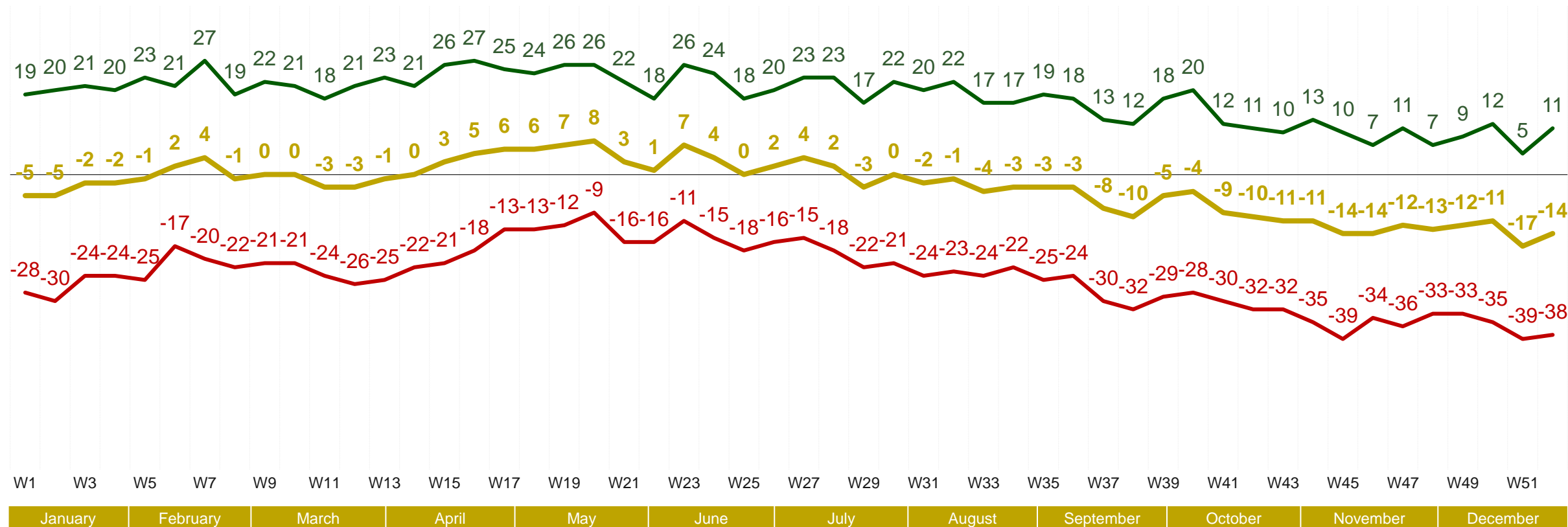
Prediction:

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?

Economic Climate measurement

2021

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



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... ?

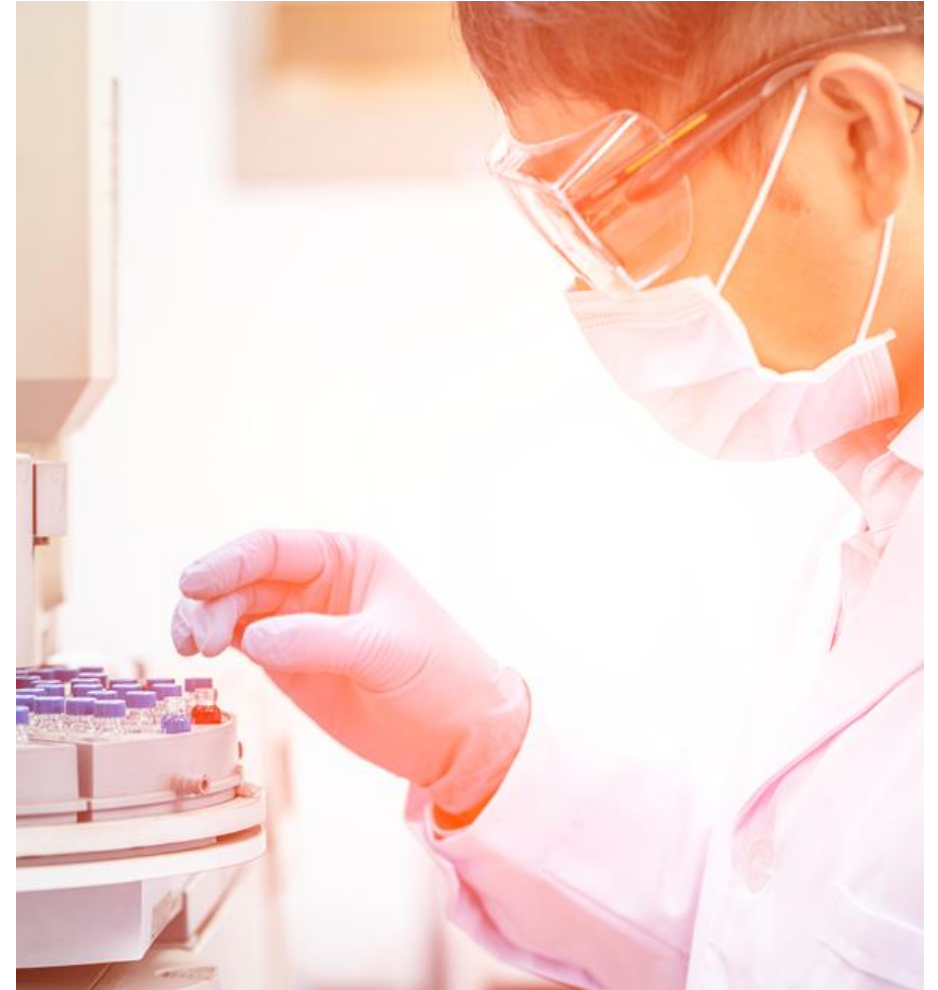
KCV4. Which of the statements best reflects your plans for the next weeks?

KCV5. Do you think that in the next three months the living conditions in Poland will improve or get worse?

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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