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**LEVEL OF SUPPORT UKRAINE POPULATION AS A
PART OF THE SOCIAL POLICY OF THE STATE**

**РІВЕНЬ ЗАБЕЗПЕЧЕННЯ НАСЕЛЕННЯ УКРАЇНИ ЯК
СКЛАДОВА СОЦІАЛЬНОЇ ПОЛІТИКИ ДЕРЖАВИ**

Олена Ісайкіна,

кандидат історичних наук,
доцент кафедри
документознавства
isaykina.od@ukr.net
<https://orcid.org/0000-0001-6370-7546>
ID: 0000-0001-6370-7546
ДВНЗ «Переяслав-
Хмельницький державний
педагогічний університет імені
Григорія Сковороди»,
м. Переяслав-Хмельницький,
вул. Сухомлинського, 30,
Київська обл., Україна, 08401

Olena Isaikina,

candidate of historical sciences,
associate professor of scientific
discipline of documentation
isaykina.od@ukr.net
<https://orcid.org/0000-0001-6370-7546>
ID: 0000-0001-6370-7546
Pereiaslav-Khmelnytskyi
Hryhorii Skovoroda State
Pedagogical University, 30,
Sukhomlynsky Str.,
Pereiaslav-Khmelnytskyi,
Kyivregion, Ukraine, 08401

Алла Зленко,

кандидат історичних наук,
доцент кафедри
документознавства
zlenko.am@ukr.net
<https://orcid.org/0000-0002-5586-3984>
ID: 0000-0002-5586-3984
ДВНЗ «Переяслав-
Хмельницький державний
педагогічний університет імені
Григорія Сковороди»,
м. Переяслав-Хмельницький,
вул. Сухомлинського, 30,
Київська обл., Україна, 08401

Alla Zlenko,

candidate of historical sciences,
associate professor of scientific
discipline of documentation
zlenko.am@ukr.net
<https://orcid.org/0000-0002-5586-3984>
ID: 0000-0002-5586-3984
Pereiaslav-Khmelnytskyi
Hryhorii Skovoroda State
Pedagogical University, 30,
Sukhomlynsky Str.,
Pereiaslav-Khmelnytskyi,
Kyivregion, Ukraine, 08401

ABSTRACT

The article analyzes the cost and norms of the consumer basket of modern Ukrainian, examines the general level of purchasing power of the population and the size of the minimum wage for the last four years (2014 - beginning of 2018).

The purpose of the study is to analyze the living standards of the working population of Ukraine on the basis of a comprehensive analysis of published normative documents and scientific literature.

The methodological basis of the research is based on a scientific and objective approach to highlighting the tasks set in conjunction with scientific and analytical research methods.

The basis for calculating the subsistence minimum of key social and demographic groups is the cost of the minimum sets of food, services and non-food items that are commonly referred to as a consumer basket.

An analysis of the level of purchasing power of the population of Ukraine at the present stage of development of the state (2014 - early 2018) made it possible to determine the peculiarities of the standard of living of people and may be useful in shaping socioeconomic policy.

During a certain period there is a rapid general trend of rising prices for all socially significant goods without exception. An average Ukrainian family has to spend more than half of its income on food. Moreover, if the average wage increased by almost 41% from 2013 to 2018, compared to January 2013, by the beginning of 2018, the cost of a set of key products in Ukraine increased by 126%. It should be noted that it is a question of calculating for one person only the most necessary minimum of food.

*According to the UN, the average cost of a consumer basket for one able-bodied person should be \$ 17 per day, while if a person receives wages of about \$ 510 a month ($17 \$ * 30$ days), then she is on the verge of poverty. That is, based on the size of the average salary of a citizen in Ukraine in 2018 (\$ 262.2 (on January 1, 2018, the hryvnia exchange rate to the dollar amounted to 28.062), on the average, Ukrainian could spend only \$ 8.7, which is almost half that of the United Nations.*

If we take into account that about half of the population is receiving average wages, even this statistics shows that the working

population is no longer on the brink of poverty, but far beyond its borders.

The conclusions and generalizations of the research carried out show that despite its great potential and resources, Ukraine remains one of the poorest countries in the world at the 27th year of independence, and the majority of Ukrainians are below the poverty line.

Keywords: *consumer basket, food, poverty, minimum income, purchasing power, price, salary.*

Formulation of the problem. A qualitative renewal of social relations, which takes place at the stage of market transformations in Ukraine, causes deep and large changes in both the economic system as a whole and all its structural elements in particular. At the same time, the potential benefits of a market economy in terms of opportunities for raising the standard of living of the population can be fully realized only under the condition of a deep theoretical understanding of the features of the development of a socially oriented market economy, the optimal combination of both world experience and the specifics of domestic conditions.

One of the most acute socio-economic problems caused by the transformational processes in the Ukrainian economy is the low standard of living of the population. In particular, social hardship, the spread of poverty, property stratification, the growth of unemployment, etc. All these are reasons and constituents of the decline of the general standard of living of the population. His rise is the main task not only of our country, but of any progressive society as a whole.

At the present stage, highly relevant scientific studies related to the evaluation of characteristics and indicators of living standards of the population, analysis of the actual trends of the laws of ensuring its life, as well as aimed at finding and improving effective ways, methods and mechanisms of stabilization and further growth and quality of life of the population are extremely relevant.

Analysis of the recent researches and publications. The scientific interest in the study of the problem of social guarantees in Ukraine is the ability to supplement existing knowledge of known macroeconomic processes in the formation of socio-economic policies.

Significant contribution to solving theoretical and practical aspects of the living standards of the population in Ukraine belongs to Bogutsky O. (Богуцький: 1998), Goncharova S. (Гончарова: 2012), Gukalova I. (Гукалова: 2009), Dotsenko A. (Доценко: 2018), Zanudi A. (Зануда: 2018), Lapushniak M. (Лапушняк: 2013), Mandibury V. (Мандибура: 1999), Miroshnichenko O. (Мірошніченко: 2008), Raynovtsevy O. (Рєвнівцева: 2005), Sadovaya U. (Садова: 2005). The latest integrated approaches to the definition of living standards and poverty reduction are offered by international organizations: the United Nations Economic, Social and Cultural Organization (ILO, UNESCO, WHO, UNDP, UNDP, etc.); development policy, research and statistical IMF; World Bank Institute and others.

At the same time, today there is no single system of indicators of living standards, unresolved problems of the methodological and methodological nature of the calculation of individual indicators and the construction of a generalized indicator of living standards remain. The most famous is the study of the standard of living of the Human Development Index (HDI) conducted by the United Nations for different countries of the world and allows comparing the levels of socio-economic development of the country on the basis of human development in a particular society.

Main text. The basis for calculating the subsistence minimum of key social and demographic groups is the cost of the minimum sets of food, services and non-food items that are commonly referred to as a consumer basket.

On the issue of reviewing the consumer basket the Cabinet of Ministers of Ukraine returned in 2015 (since 2000 the contents of the basket have not been reviewed, although the standard new set of necessary goods had to be approved each year).

The Kiev lawyer Stanislav Batrin decided to see the consumer basket. In his opinion, for a person to exist normally, about 7 thousand hryvnias a month are needed. In a comment, DW human rights activist stated that if only to recalculate the cost of the old consumer basket at current prices, we will receive at least 4 thousand hryvnias. And this despite the fact that many vital goods and services are not included in this list at all.

That is why Batrin sued the Ukrainian government and succeeded. The government agreed to review the contents of the consumer basket and instructed the four departments, namely, the Ministry of Social Policy, the Ministry of Economic Development and Trade, the Ministry of Health and the Ministry of Finance to conduct a scientific and public examination of the constituent list of the consumer basket.

According to officials, Ukrainians, apparently, are constantly on a diet. How else can one explain the fact that the current consumer basket allows an adult to eat up to two potatoes, a slice of bread, an apple, two candies, less than 100 grams of meat and a small piece of hard cheese a day?

Table 1 shows the sets of food products for the able-bodied population in 2018 in kilograms per 1 person per year.

Table 1. A set of food products for the able-bodied population

Product name	Norm
Bread products:	
rye bread	39
bread is wheat	62
Pasta	4
Wheat flour	9,4
Groats:	
rice	2,5
millet	1
buckwheat	2
oatmeal	1,1
others (barley, pearl)	0,5
Bean	1,9
Potato	95
Vegetables (including salted, sauerkraut):	
cabbage	28
tomatoes, cucumbers	25
carrot	9
beets	9
onion	9,1
garlic	0,9
other seasonal vegetables (courgettes, pumpkins)	13
Basmati (watermelon, melon)	16
Fruits and berries:	

Product name	Norm
fruits, berries fresh	60
dried fruit	4
Sugar	24
Confectionery	13
Oil	7,1
Margarine	2
Meat, meat products:	
beef	16
pork	8
by-products	4
bird	14
Salo	2
sausage wares	9
Fish, Seafood:	
fish fresh, fresh-frozen	7
herring	4
fish products	2
Milk, dairy products:	
milk	60
Sour-milk drinks (kefir, ryazhenka)	60
butter	5
Cheese is hard	3,5
cheese is soft	10
sour cream	5
Eggs (pieces)	220
Tea	0,4
Coffee in ground beans	0,5
Salt	3
Spices (bay leaf)	0,3

In order to understand how the rates of consumption of food by the population of Ukraine have changed over the past four years, we will analyze the contents of the consumer basket of Ukrainians for 2014-2018 (2014 is the base for which the comparison was made).

*Table 2. Norms and level of food consumption able-bodied population of Ukraine for 2014-2018 **

№	Product name	Norm of consumer basket (kg (pcs) / per month)			
		2014	2015	2016	2017
1.	Bread is wheat	5,1	2,2	5,2	5,2
2.	Rye bread	3,2	3	3,25	3,25
3.	Pasta	333 g	300 g	333 g	333 g
4.	Wheat flour	780 g	800 g	800 g	780 g
5.	Groat buckwheat		200 g	166 g	170 g
6.	Rice groats	750 g	200 g	200 g	210 g
7.	Oatmeal		100 g	92 g	90 g
8.	Millet (pearl barley)				40 g
9.	Millet Millet				80 g
10.	Bean		200 g	158 g	160 g
11.	Potato	7,9	7,9	7,9	7,9
12.	Cabbage	2,3	2,3	2,3	2,3
13.	Tomatoes, cucumbers	2,1	2,1	2,1	2,8
14.	Carrots, beets	1,5	1,5	1,5	1,5
15.	Onion, garlic	800 g	800 g	830 g	840 g
16.	Fruits	5,3	5	5	5
17.	Dried fruit		300 g	330 g	330 g
18.	Sugar	2	2	2	2
19.	Confectionery	1,1	1,1	1,1	1,1
20.	Eggs		18 un.	18 un.	18 un.
21.	Milk		5 l	5,4 l	5 l
22.	Sour milk products (kefir)	10,4 l			5 l
23.	Butter	410 g	400 g	400 g	420 g
24.	Margarine		200 g	170 g	170 g
25.	Cheese is soft		800 g	830 g	830 g
26.	Cheese is hard	13,5	300 g	300 g	290 g
27.	Sour cream		400 g	410 g	420 g
28.	Beef	1,3	1,2	1,2	1,3
29.	Pork	1,2	700 g	670 g	670 g
30.	Mutton			166 g	
31.	Rabbit			166 g	
32.	Bird	1	1	1	1,2
33.	By-products			330 g	330 g
34.	Sausage products	750 g	800 g	750 g	750 g
35.	Salo	165 g	200 g	170 g	170 g
36.	Fish and fish products	1,1	900 g	1,1	1,1
37.	Oil	590 ml	600 ml	600 ml	590 ml
38.	Tea				30 g
39.	Coffee				40 g
40.	Salt				250 g
41.	Spices (ground black pepper)				30 g

*Indicators are calculated according to the data approved by the Laws of Ukraine «On the State Budget of Ukraine for 2014-2018».

It should be noted that in the same 2013 Ministry of Health has approved new recommendations on the basis of healthy nutrition for Ukrainians. In particular, physicians are advised to eat more than 300 g of fruit and 400 g of vegetables every day. Every day it is recommended to eat (drink) up to 1 kg (l) of milk and dairy products. The Ministry of Health proposes to increase the consumption of fish, legumes and nuts (Норми споживання, 2018).

*Table 3. Norms and level of consumption of food by the population of Ukraine in 2017, kg per year **

№	Product name	Rational consumption rate	Norm of consumer basket
1.	Meat and meat products	83	53
2.	Milk and dairy products	380	135
3.	Eggs	290	216
4.	Fish and fish products	40	13,2
5.	Sugar, confectionery	38	37,2
6.	Oil	13	7,1
7.	Potato	124	95
8.	Gorodina	161	110
9.	Fruits	109	60
	Bread and bakery products	182	101

*Note. * Norms recommended by the Ukrainian Research Institute of Food Hygiene Ministry of Health.*

Table 4. Nutrient composition of the average daily set of food for the able-bodied population in 2018

Proteins, grams	87,1
Fat, grams	98,4
Carbohydrates, grams	388,1
Energy value, kcal	2790,8

The data of the tables, even without careful analysis, testify to the imperfection of the norms of the consumer basket guaranteed by the state. In addition, the norms recommended by the Ukrainian Research Institute of Hygiene of the Ministry of Health,

approximately 20% lower than the actual consumption of these products in developed countries. However, unfortunately, even these norms of the daily menu are not for an average Ukrainian, admitted by food hygiene experts (Норми споживання, 2018).

In order to understand Ukraine's place in the world where there are very poor and very wealthy countries, we will use an absolute indicator – the minimum income necessary for survival. But now it also varies from region to region.

The minimum wage is the statutory wage bill for simple, unskilled labor, below which the payment for the employee's monthly, hourly rate of work (volume of work) can not be paid (Labor Code of Ukraine, Law of Ukraine «On Wages and salaries» of 24.03. 1995 p. № 108/95-VS). The minimum wage for 2013-2018 is shown in table 5.

*Table 5. Indicators of rising food basket prices for 2013-2018 **

Validity	Size (UAH)		The share of the cost of the grocery basket relative to the average salary (%)	The cost of the main products of the consumer basket, (грн)	Rising cost of the product basket relative to January 2013 (%)
	minimal	average			
01.01.2013	1218	3000	15%	454	
01.01.2014	1218	3167	16%	517	14%
01.01.2015	1330	3455	18%	636	44%
01.01.2016	1450	4362	21%	912	101%
01.01.2017	3200	6008	16%	976	115%
01.01.2018	3723	7360	14%	1026	126%

* Indicators are calculated according to the data approved by the Laws of Ukraine «On the State Budget of Ukraine for 2013-2018».

Thus, if about one and the same set of products in early 2013, the Ukrainian spent 454 hryvnia (average wage - 1026 hryvnias), now – 1026 hryvnia (average wage – 7360 hryvnias). At the same time, the cost of communal services and non-food goods, which are also included in the consumer basket, are not taken into account.

The State Inspectorate of Ukraine for monitoring prices conducts operational monitoring of retail prices for consumer goods in the regions of Ukraine (Норми споживання, 2018). The monitoring data is presented in table 6.

Table 6. Prices for basic food products according to the operational monitoring of the State Inspection of Ukraine for monitoring prices in 2013 and 2018 (comparative analysis)

Product name	The average 2013 price (UAH / kg)	The average price for January 2018 (UAH / kg)		Difference in%
Bread is wheat	6	14,86	+8,86	40,37
Rye bread	5,1	12,92	+7,82	39,47
Macaroni	7	9,84	+2,84	71,13
Fig	7,78	20,28	+12,5	38,36
Potato	3,08	5,91	+2,83	52,11
Buckwheat	8,18	17,06	+8,88	47,9
Eggs	6,36	26,47	+20,11	24,02
Milk	7,25	19,24	+11,99	37,68
Sour cream	23,02	51	+27,98	45,13
Cheese	46,14	103,35	+57,21	44,64
Butter	65,79	186,86	+121,07	35,20
Meat (pork)	56,34	98,60	+42,26	57,13
Beef Meat	63,43	126,84	+63,41	50
Chicken meat	21,96	54,01	+32,05	40,65
Sausage is boiled	35,36	71	+35,64	49,8
Salo	30	70	+40	42,85
Sugar	6,79	12,18	+5,39	55,74
Salt	1,66	6,14	+4,48	27,03
Oil	15,23	32,15	+16,92	47,37
Flour	4,59	9,63	+5,04	47,66
Carrot	3,8	7,16	+3,36	53,07
Beet	4,16	7,52	+3,36	55,31
Onion	4,44	5,90	+1,46	75,25
Cabbage	3,26	5,22	+1,96	62,4

So, we can conclude that for a certain period there is a rapid general trend of rising prices for all socially significant goods without exception. An average Ukrainian family has to spend more than half of its income on food. In addition, if the average wage increased from 2013 to 2018 by almost 41%, then compared to January 2013, by the beginning of 2018, the cost of a set of key products in Ukraine increased by 126%.

The share of the cost of the basket relative to the average wage remains almost unchanged: in January 2013 it was – 15%, and in

January 2018 – 14%. It should be noted that it is a question of calculating for one person only the most necessary minimum of food.

According to the UN, the average cost of a consumer basket for one able-bodied person should be \$ 17 per day, while if a person receives wages of about \$ 510 per month ($\$ 17 * 30$ days), she is on the verge of poverty (Якість життя, 2018). That is, based on the size of the average salary of a citizen in Ukraine in 2018 (\$ 262.2 (on January 1, 2018, the hryvnia against the dollar amounted to 28.0672 (NBU rate as of 01.01.2018)) for their needs per day Ukrainian, on average, can spend only \$ 8.7, which is almost half that of the United Nations.

If we take into account that about half of the population is receiving average wages, even this statistics show that the working population is no longer on the brink of poverty, but far beyond its borders. In general, the current consumer basket included 297 products and services. Compared to other countries, the Americans have 305 goods and services, of the French and Germans – 700, of Swiss – 1046.

A large number of points indicates the high level of the country's economy. But some products are usually absent from any list:

- beverage with alcohol content;
- delicacies;
- luxury items.

Although, according to France, the necessary minimum of things are:

- wine;
- feed for cats and dogs;
- liquid soap;
- visit the hairdressing salon;
- means for hair styling.

Germany believes it is vitally important to use beer. And in the UK from the basket was removed:

- visiting night clubs;
- contact lenses;
- organic products.

But allowed:

- playing computer games;
- drink expensive liqueurs;
- buy chocolate;
- lemons
- semi-finished products from poultry.

The total number of items in the English basket reaches 704.

Especially distinguished USA. They update the trash can each year and calculate them at real prices for goods and services. In this case, the average family of four people is taken as the basis. They consider the necessary minimum:

- payment for utilities;
- use of the Internet;
- mobile phones;
- education;
- medical care;
- alcoholic beverages;
- cigarettes.

However, today the traditional signs of poverty – malnutrition, the lack of elemental goods – go back in the past, especially if we talk about the region in which Ukraine is located. In the modern world, poverty has a different interpretation - relativity. A person considers himself or another to be poor if he can not provide the average standard of living in a given society at present.

About half of Ukrainians are enrolled in the middle class – many sociological surveys testify. However, experts believe that, according to two main features – the standard of living and education – about 10% of the population can be attributed to the middle class in Ukraine (Зануда, 2018). However, according to the data of the study, the income of a Ukrainian, which considers itself to the middle class, is 80-90 thousand UAH per year (that is, about 3 thousand dollars).

At the same time, data from the polls of the Kyiv International Institute of Sociology show that in 2017, 12% of Ukrainians believed that they did not have enough money even for food (UNIAN, 2018). This is a high indicator, but for all years of Ukraine's existence as an independent state, it was smaller only in 2008 before the financial crisis began, in 2013 and early 2014.

In Western European countries, in the social sense, the middle class is «old» (the owners of small and medium-sized businesses directly managed by them) and «new» (hired average income), and also distribute it to the «upper» and «bottom» levels of income.

Most clearly, the corresponding gradation is noticeable in German-speaking countries, where, unlike English or French, the concept of the middle class (middle class) is transmitted by two terms. So, the *Mittelerschicht* denotes the «middle stratum» of middle-income people and is analogous to the English middle class or the French *classe moyenne*. At the same time, the German term «*Mittelstand*» refers to representatives of the so-called old middle class owners of small and medium businesses and does not have direct correspondences in other languages.

A distorted system of the Ukrainian economy, where the lion's share of production is concentrated in the hands of a large and very large business, and most people work either on it or on a state that pays a meager salary to its employees, and leads to a distorted system of division of society into classes.

Worldwide doctor, school or college instructor, professional military, engineer, civil servant or scientist, is a classic upper middle class with a high annual income. In Ukraine, representatives of the listed professions receive official wages in the range of 3.5-5 thousand UAH per month. The owners of small and medium-sized businesses, managers of big companies make a little more. However, in their latest figures, incomes are falling sharply (Доценко, 2017).

If we analyze how the middle class is evaluated in the world, then the idea of the middle class, as a social subject, characterized by a relatively high standard of living and level of consumption, is formed. The main criterion is the level of material well-being, which consists of a set of the following indicators:

- income level;
- availability of a certain set of expensive property (car; comfortable housing; housing equipment by household appliances);
- possibility to buy paid social services (medicine, education);
- ability to travel around the world (rest abroad, business contacts).

According to these indicators in European countries, the number of middle class is in the range of 40-60% of the total population. If we take the level of income according to the main criterion, then at an average level of annual income in developed European countries about 35 thousand euros, in Ukraine, to the middle class, at best, 1-2% of Ukrainians can be attributed (Доценко, 2017).

Today, to be considered a middle class person, a person in a year in Switzerland needs \$ 72,900, in the US \$ 50,000, in Brazil and China at least \$ 28,000, in Poland and Mexico, about \$ 25,000, in Russia and in Thailand - \$ 18 000 in India, \$ 13,700 in India, and this figure is \$ 11,250 in Australia. In Australia, the middle class has 66% of the population, in Italy, the United Kingdom and Japan over 55%, in the United States 38%, in China 11 % in Africa and India 3%. In Ukraine, in 2015, there were only 297,000 middle-class representatives. This is only 0,83% of the adult population (Доценко, 2017).

It is natural that the low living standards of the population, the absence of a middle class, which should have become the basis of the country's economy, led to a significant deterioration of Ukraine's development indexes in the world.

Ukraine ranked third in the ranking of the cheapest countries for life in the world. This is evidenced by the 2018 research that was based on the Numbeo index – an online database, which is formed by users from all over the world (Україна знову найбідніша..., 2017).

However, despite the «cheap» life, due to the low wages and as a result of the «pseudoreforms» carried out by the authorities, Ukraine remains one of the poorest countries in the world.

In 2017, Kyiv ranked fourth in the world at a rate of higher cost of living. The survey was conducted in 133 cities of the world, among which the capital of Ukraine was 110th, rising by 14 points a year. The data of this monitoring show that in Ukraine the population lives 2.5 times worse than in neighboring Moldova, 20 times worse than in Poland, 30 times worse than in Estonia (Україна знову найбідніша..., 2017).

Every year the standard of living standards is the Legatum London Institute. It places the country under the so-called prosperity

index, which is calculated in 9 indicators: state of the economy, business, government, education, health, social capital, ecology, security and personal freedom of citizens. In the overall rating of the prosperity index, Ukraine has fallen by 5 positions from 107 to 112 compared with the previous year. And since the beginning of the rating (2006), Ukraine has lost as many as 17 positions.

As a result, Ukraine's ranking in the ranking among neighboring countries (table 7) (Якість життя, 2018) is the highest in terms of satisfaction with their own lives (UN monitoring indicators).

Table 7. Satisfaction with own life, %

Name of country	Education	Health care	The standard of living	Work	Secure	Freedom of choice		General index
						w	m	
Czech Republic	74	74	75	70	70	80	77	6,6
Poland	67	47	68	44	66	73	73	6,0
Slovakia	66	52	59	61	62	54	47	6,2
Hungary	55	53	56	71	53	52	50	5,3
Romania	64	65	49	41	55	74	80	5,8
Bulgaria	42	38	37	51	54	53	52	4,4
Georgia	66	59	24	33	73	56	61	4,1
Turkey	51	71	65	61	60	60	67	5,5
Ukraine	50	22	17	39	44	34	43	4,0
Moldova	55	40	44	32	55	55	53	6,0

According to the general index, Ukraine ranked among the countries of Bangladesh and Burkina Faso (111th and 113th place respectively). The top three leaders ranked Norway, New Zealand and Finland, and close the Yemen table. Among the neighbors of Ukraine, Poland occupies the highest level (32nd place), followed by Slovakia (35th), Hungary (45th), Romania (46th), Belarus (95th), Moldova (98th), Russia (101th) (UNIAN, 2018).

In addition, over the past few years, an entirely new concept of «sudden poverty» has emerged in Ukraine. Influenced by this were the annexation of the Crimea, hostilities in the east and almost 2 million internally displaced people. Most of them had everything they needed yesterday – housing, work, clearly defined social status and were self-sufficient. But they instantly lost everything and

turned into refugees. And this further exacerbated the social problems, which before that there was a lot in the country.

Conclusions. Crisis processes in the economy, substantial reduction of gross domestic product, decrease of investment and innovation activity and scientific and technical potential, weakening of state regulation and control in the sphere of economy, instability of legal mechanisms, complications of social security and social protection of citizens caused in Ukraine processes that negatively affected to the standard of living of the population.

The decline in real incomes is clearly manifested in the fall in the purchasing power of per capita cash revenues in the transfer of basic food products. The low purchasing power of a large part of Ukrainians has led to a noticeable decrease in the consumption of certain types of products per person in recent years. Especially sharply reduced the number of those products that are most valuable in terms of food quality and at the same time (at current prices) are the most expensive.

In general, experts estimate poverty rates in Ukraine differently, referring to different calculation methods. However, all estimates suggest that Ukraine, despite its great potential and resources, remains one of the poorest countries in the world at the 27th year of independence. All this, coupled with a decrease in the longevity of life and the increasing availability of quality medicine and education, clearly indicates that the overwhelming majority of Ukrainians are below the poverty line.

The most important source of welfare improvement in Ukraine should be raising the minimum wage to the subsistence minimum. Only growth of the level of wages will be able to increase satisfaction of physiological, social and cultural needs of the population.

Understanding and changing the situation with the quality of food in Ukraine is a matter of fundamental importance. The state policy of food security in this aspect should be primarily aimed at improving living standards, development and implementation of science-based nutrition standards that meet the conditions of the time. This can be facilitated by continuous monitoring of negative processes, the development of a forecast, the active work of state bodies, the desire to provide the population of Ukraine with food according to rational norms of its consumption.

In order to achieve sustainable economic growth, increasing the competitiveness of the national economy is vital. Ukraine, having considerable scientific potential, does not use it sufficiently. Despite the considerable funding in recent years has increased significantly, domestic science is insufficient plays a role in determining the trajectory of growth of national economy. The sharp substitution of imports of national science-intensive products has led to the collapse of many domestic enterprises. At the same time, at the level of scientific developments, Ukraine has a significant potential, although these developments are often not implemented in the finished product. In order to increase the role of science in ensuring economic growth, in our opinion, it is necessary to help the state.

An important direction in raising the level of well-being in Ukraine should be the comprehensive development of human capital. Improving education, improving health (and therefore life), full development of personality - the key areas of quality of life of the population of Ukraine should be a priority in the development of economic development programs.

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АНОТАЦІЯ

У статті проаналізовано вартість та норми споживчого кошика сучасного українця, досліджено загальний рівень купівельної спроможності населення та розміри мінімальної заробітної плати за останні п'ять років (2013 р. – початок 2018 рр.).

Мета дослідження полягає в тому, щоб на основі комплексного аналізу опублікованих нормативних документів та наукової літератури проаналізувати рівень життя працюючого населення України.

Методологічна база дослідження ґрунтується на основі наукового та об'єктивного підходу до висвітлення поставлених завдань при поєднанні з науково-аналітичними методами дослідження.

Основу для розрахунку прожиткового мінімуму ключових соціальних і демографічних груп населення становить вартість мінімальних наборів продуктів харчування, послуг та непродовольчих товарів, які зазвичай називаються споживчим кошиком.

Аналіз рівня купівельної спроможності населення України на сучасному етапі розвитку держави (2013 – початок 2018 рр.) дозволив визначити особливості життєвого рівня людей та може бути корисним при формуванні соціально-економічної політики.

За визначений період спостерігається стрімка загальна тенденція зростання цін на всі без виключення соціально значущі товари. Середня українська родина понад половину своїх доходів змушена витратити на продукти харчування. До того ж, якщо розмір середньої заробітної плати зріс з 2013 р. до 2018 р. на майже 41%, то порівняно з січнем 2013 року станом на початок 2018 року вартість набору основних продуктів в Україні зросла на 126%. Варто зазначити, що мова йде про розрахунок на одну людину лише найнеобхіднішого мінімуму продуктів харчування.

*За даними ООН, середня вартість споживчого кошика для однієї працездатної особи має становити 17 \$ на день, при цьому, якщо людина отримує заробітну плату близько 510 \$ на місяць (17 \$ * 30 днів), то вона перебуває на межі бідності (Аналітична довідка). Тобто, виходячи з розміру середньої заробітної плати громадянина в Україні у 2018 р. (262,2 \$ (на 1 січня 2018 р. курс гривні до долара складав 28,0672 (Курс НБУ на 01.01.2018)) на свої потреби в день українець, в середньому, може витратити лише 8,7 \$, що майже вповнину менше від показника встановленого ООН.*

Якщо зважати на те, що середню заробітну плату отримує близько половини населення країни, навіть ця статистика свідчить, що працююче населення перебуває вже не на межі бідності, а далеко за її межами.

Висновки й узагальнення виконаного дослідження свідчать про те, що на 27-му році незалежності Україна, попри великий потенціал і ресурси, залишається однією із найбільш бідних країн у світі, а більшість українців перебуває за межею бідності.

Ключові слова: *споживчий кошик, продукти харчування, бідність, мінімальний дохід, купівельна спроможність, ціна, заробітна плата.*

АННОТАЦІЯ

В статті проаналізовано стоимость и нормы потребительской корзины современного украинца, исследовано общий уровень покупательской способности населения и размеры минимальной заработной платы за последние пять лет (2013 г. – начало 2018 г.).

Цель исследования заключается в том, чтобы на основе комплексного анализа опубликованных нормативных документов и научной литературы проанализировать уровень жизни работающего населения Украины.

Методологическая база исследования основывается на научном и объективном подходе к освещению поставленных задач при сочетании с научно-аналитическими методами исследования.

Основу для расчета прожиточного минимума ключевых социальных и демографических групп населения составляет стоимость минимальных наборов продуктов питания, услуг и непродовольственных товаров, которые обычно называются потребительской корзиной.

Анализ уровня покупательской способности населения Украины на современном этапе развития государства (2013 г. - начало 2018 г.) позволил определить особенности жизненного уровня людей и может быть полезным при формировании социально-экономической политики.

За определенный период наблюдается стремительная общая тенденция роста цен на все без исключения социально значимые товары. Средняя украинская семья более половины своих доходов вынуждена тратить на продукты питания. К тому же, если размер средней заработной платы вырос с начала 2013 г. до начала 2018 г.. почти на 41%, то за этот же промежуток времени стоимость набора основных продуктов в Украине выросла на 126%. Стоит отметить, что речь идет о расчете на одного человека только самого необходимого минимума продуктов питания.

*По данным ООН, средняя стоимость потребительской корзины для одного трудоспособного человека должна составлять 17 \$ в день, при этом, если человек получает заработную плату около 510 \$ в месяц ($17\$ * 30$ дней), то он*

находится на грани бедности (Аналитическая справка). То есть, исходя из размера средней заработной платы украинцев в 2018 (262,2\$ (на 1 января 2018 курс гривны к доллару составлял 28,0672 (курс НБУ на 01.01.2018)) на свои нужды в день работающий человек в среднем может потратить только 8,7\$, что почти вполнину меньше показателя установленного ООН.

Если учитывать, что среднюю заработную плату получает около половины населения страны, даже эта статистика свидетельствует, что работающее население находится уже не на грани бедности, а далеко за ее пределами.

Выводы и обобщения выполненного исследования свидетельствуют о том, что на 27-м году независимости Украина, несмотря на большой потенциал и ресурсы, остается одной из беднейших стран в мире, а большинство украинцев живут за чертой бедности.

Ключевые слова: потребительская корзина, продукты питания, бедность, минимальный доход, покупательская способность, цена, заработная плата.

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