October 9, 2022

Urban Depositor Survey Report (Q3 2022)

In Q3 2022, the People's Bank of China (PBC) conducted a survey of 20,000 depositors in 50 cities across the country. The survey findings are as follows.

I. The income sentiment index turned around

The income sentiment index for this quarter stood at 47.0 percent, up 2.5 percentage points from the previous quarter. Specifically, 12.2 percent of respondents saw income rise, up 1.4 percentage points from the previous quarter; 69.7 percent felt no big change in income, up 2.2 percentage points from the previous quarter; and

Income Confidence Index

55

50

45

Income Sentiment Index
Income Confidence Index

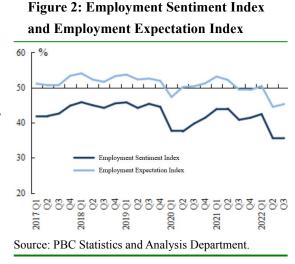
Source: PBC Statistics and Analysis Department.

Figure 1: Income Sentiment Index and

18.1 percent reported a decline in income, down 3.6 percentage points quarter on quarter. The income confidence index registered 46.5 percent, up 0.8 percentage points from the previous quarter.

II. The employment expectation index rebounded slightly

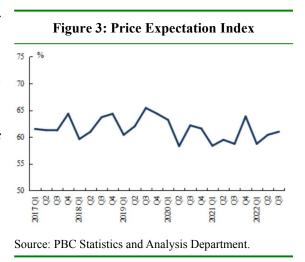
This quarter's employment sentiment index fell by 0.2 points percentage from the previous quarter to 35.4 percent. Specifically, 9.7 percent respondents were positive about the employment situation and felt finding a job was easy; those reporting just the opposite or feeling unsure accounted for



45.2 percent; and 45.1 percent indicated "so-so". The employment expectation index, at 45.3 percent, was up 0.8 percentage points from the previous quarter.

III. The price expectation index went up

The price expectation index for the next quarter rose by 0.6 percentage points from the previous quarter to 61.0 percent. Specifically, 28.1 percent of respondents expected prices to rise in the coming quarter; 52.1 percent anticipated little change; 8.6 percent said prices will go



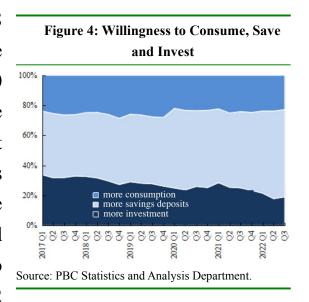
down; and 11.2 percent were unsure.

With regard to house prices in the coming quarter, 14.8 percent of

respondents expected an uptrend; 56.6 percent said there will be little change; 16.3 percent anticipated a fall; and 12.4 percent were unsure.

IV. The willingness to save remained strong

Of the people surveyed, 22.8 preferred percent more consumption, down 1.0 point percentage from the previous quarter; 58.1 percent were in favor of more savings deposits, down 0.3 percentage points quarter on quarter; and 19.1 percent were inclined to make more investment, up 1.2



percentage points from the previous quarter. Of the preferred investment vehicles, the top three were wealth management products of banks, securities firms and insurance companies, products of fund companies and trust companies, and stocks, picked by 45.6 percent, 23.2 percent and 16.2 percent of respondents, respectively.

Regarding items on which they plan to spend more over the next three months, the picks, in descending order of preference, were education (30.0 percent), health care (27.2 percent), big-ticket items (19.4 percent), social, cultural and recreational activities (18.8 percent), tourism (17.3 percent), house purchase (17.1 percent), and insurance (14.1 percent).

Annex: Urban Depositor Survey Indexes

Percent Price Income Income **Employment Employment** Confidence Sentiment Expectation Sentiment Expectation Index Index Index Index Index Q3 2019 65.4 54.1 53.4 45.4 52.6 O4 2019 52.6 64.4 53.1 44.5 51.9 Q1 2020 45.9 63.2 41.6 37.7 47.3 O2 2020 58.3 46.1 47.9 37.5 50.1 Q3 2020 62.2 49.3 49.2 39.7 50.4 Q4 2020 61.6 50.6 51.2 41.4 51.2 Q1 2021 58.4 51.7 51.0 43.9 53.1 Q2 2021 59.5 51.2 51.0 44.0 52.2 Q3 2021 58.7 49.7 49.5 40.8 49.4 Q4 2021 49.9 50.0 63.8 41.4 49.3 Q1 2022 58.7 50.2 50.0 42.4 50.5 44.5 35.6 Q2 2022 60.4 45.7 44.5 Q3 2022 61.0 47.0 46.5 35.4 45.3

Source: PBC Statistics and Analysis Department.

Note: Figures in this table are rounded to one decimal place. Possible discrepancies between year-on-year or quarter-on-quarter changes calculated from the figures and those published in the report are mainly due to rounding.

Compilation Introduction:

The urban depositor survey is a quarterly survey established by the PBC in 1999. Fifty depositors are selected randomly on a quarterly basis from each of 400 bank outlets in 50 large, medium and small-sized cities across the country to make up a survey sample of altogether 20,000 depositors. The survey covers four aspects, i.e., overall judgment on economic operation, savings and liabilities, consumption, and background information of the respondents. The indexes in the urban depositor survey report are calculated using the diffusion index approach, i.e., the proportion c_i

represented by each option is calculated, with different options given different weights q_i (a weight of 1 to the "good/increase" option, 0.5 to "so-so/unchanged", and 0 to "poor/decrease"), and the final indexes are obtained by adding up the results of each c_i multiplied by the corresponding q_i . All indexes range between 0 and 100%. An index reading above 50% indicates an upward trend or expansion while a reading below 50% is a sign of a downward trend or contraction.

The calculation of major indexes is briefly introduced as follows.

- 1. Price Expectation Index: It is a diffusion index reflecting respondents' judgment on prices in the next quarter. This index is obtained by first deducting the number of respondents who choose "hard to say", then calculating the proportions of respondents who expect prices to rise and those who expect little change in prices in the next quarter, assigning to them the weights of 1 and 0.5 respectively, and adding up the results.
- **2. Income Sentiment Index:** It is a diffusion index reflecting respondents' sentiment on current income. This index is obtained by first calculating the proportions of respondents who see income rise and those who see little change in current income, then assigning to them the weights of 1 and 0.5 respectively, and adding up the results.
- **3. Income Confidence Index:** It is a diffusion index reflecting respondents' confidence in future income. This index is obtained by first deducting the number of respondents who choose "hard to predict", then calculating the proportions of respondents who expect income to rise and those who expect little change in income for the next quarter, assigning to them the weights of 1 and 0.5 respectively, and adding up the results.
- **4. Employment Sentiment Index:** It is a diffusion index reflecting respondents' sentiment on current employment situation. This index is obtained by first deducting the number of respondents who choose "hard to say", then calculating the proportions of respondents who see employment rise and those who see little change in current employment, assigning to them the weights of 1 and 0.5 respectively, and adding up

the results.

5. Employment Expectation Index: It is a diffusion index reflecting respondents' future employment expectations. This index is obtained by first deducting the number of respondents who choose "hard to say", then calculating the proportions of respondents who expect employment to be good and those who expect employment to be so-so in the next quarter, assigning to them the weights of 1 and 0.5 respectively, and adding up the results.