INDEXUL SENTIMENTULUI ECONOMIC

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INSCOP RESEARCH

Nationally Representative Opinion Poll

2nd Edition. September 2026

Data collected between
1-7 September 2026
Sample: 1,100 respondents, error: ±2.95%

Partners: STRATEGIC thinking group think-tank Informat·ro

Project Description

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- **The Newmoney.ro – INSCOP Economic Sentiment Index (ESI)** is a sociological research program designed to regularly measure the economic perceptions, expectations, and behaviors of the population through nationally representative surveys conducted by INSCOP Research.

- **The Newmoney.ro – INSCOP Economic Sentiment Index (ESI)** aims to become a project with national impact and scientific credibility, serving as a robust tool for assessing economic sentiment in Romania, comparable to similar international research and benchmarks. Through consistently tracked indicators and context-tailored themes, the INDEX will provide an in-depth x-ray of public confidence, consumption, savings, and broader economic outlook.

Methodology

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- Data for the second edition of the **Newmoney.ro – INSCOP Economic Sentiment Index** was collected between September 1–7, 2026, using the CATI method (Computer-Assisted Telephone Interviewing).

- The simple random sample size was 1,100 people, representative of the non-institutionalized Romanian population aged 18 and over across key socio-demographic categories (gender, age, occupation).

- The maximum permissible margin of error for the data is ±3%, at a 95% confidence level.

Calculation Methodology for the Economic Sentiment Index (ESI)

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The NewMoney.ro – INSCOP Economic Sentiment Index (ESI) is an indicator designed to periodically measure how the public perceives its economic situation, its expectations regarding future developments, and its willingness to make major economic decisions.

The index is calculated using a consistent set of questions included in INSCOP Research's national surveys and tracked over time, enabling not only an assessment of economic sentiment at a given moment, but primarily the tracking of changes from one wave to the next.

How the Index is Calculated: The indicators of the NewMoney.ro – INSCOP Economic Sentiment Index are calculated based on the net balance between positive and negative responses. The percentage of unfavorable opinions is subtracted from the percentage of favorable opinions, resulting in a theoretical scale ranging from –100 to +100. Zero represents equilibrium between positive and negative perceptions. Values above zero indicate a predominance of favorable sentiment, while values below zero indicate a predominance of unfavorable sentiment. This methodology is aligned with international best practices used in consumer confidence and economic sentiment research.

Income Trends over the Past Year

How would you describe the change in your income over the past 12 months? *(% total sample)*

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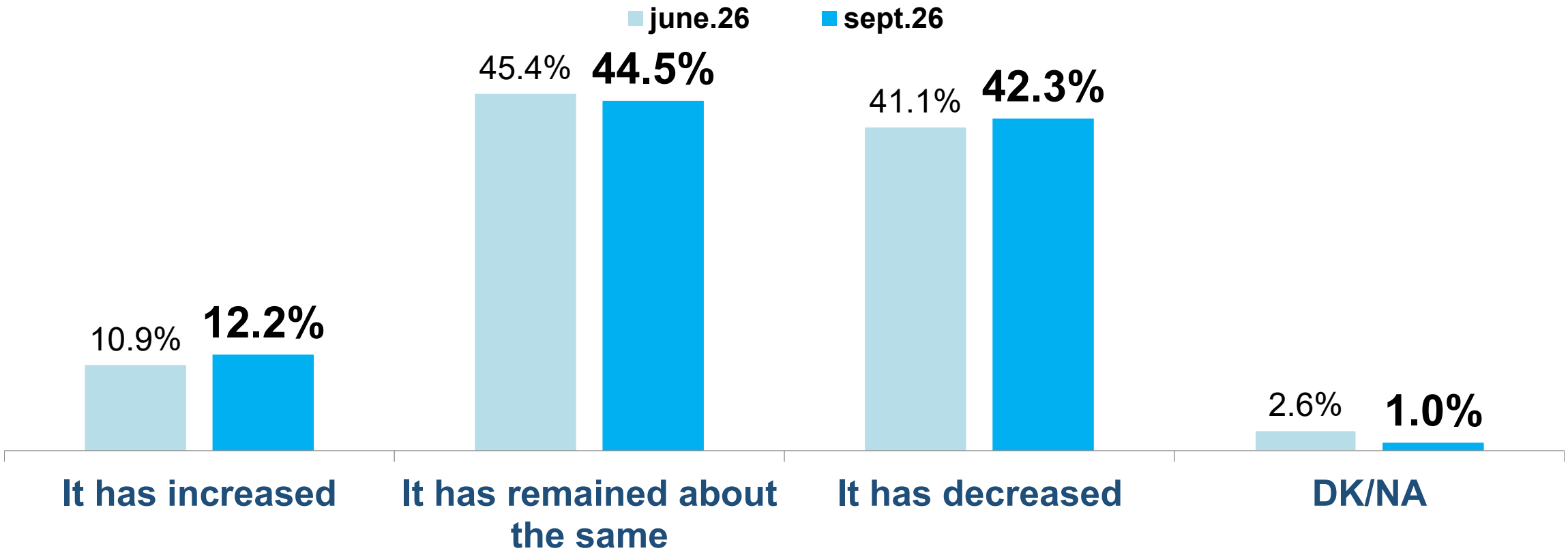
Past Income Index (September): 12,2 − 42,3 = **−30,1 points (+0,1 points compared to June)**



Profile. Income Trends over the Past Year

It has increased vs. It has remained about the same vs. It has decreased

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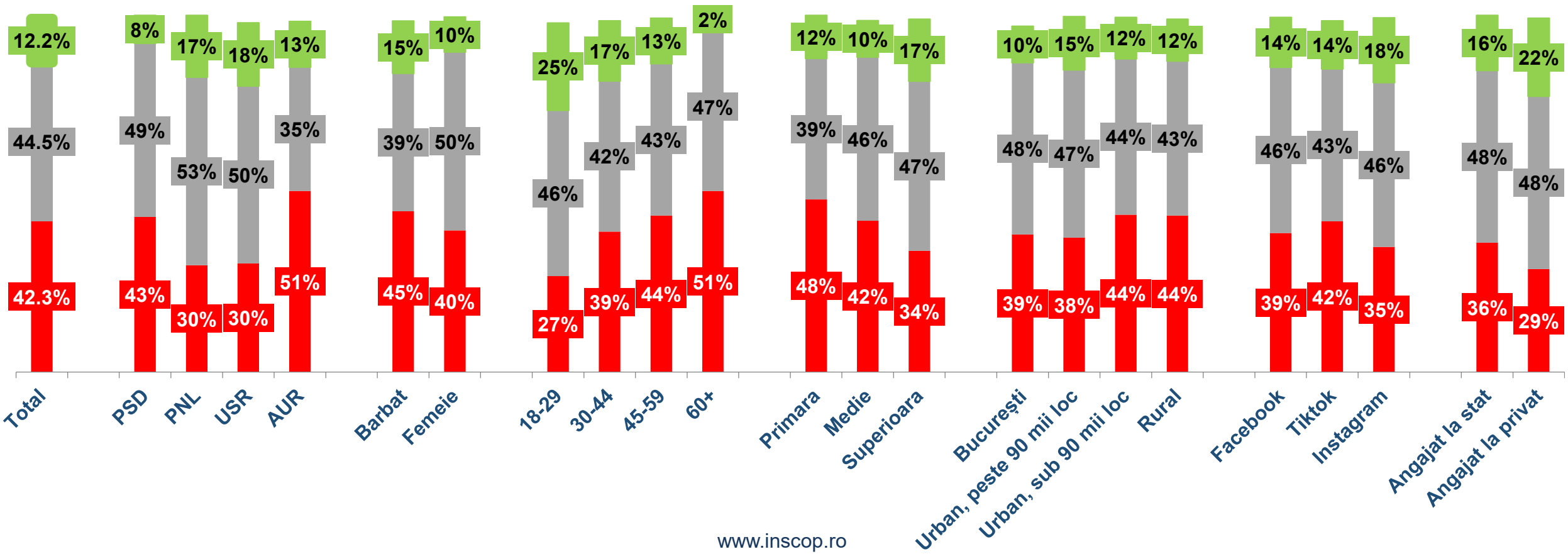
*diferența până la 100% este dată de NS/NR



Income Expectations for the Next Six Months

Over the next six months, do you think your household income will... *(% total sample)*

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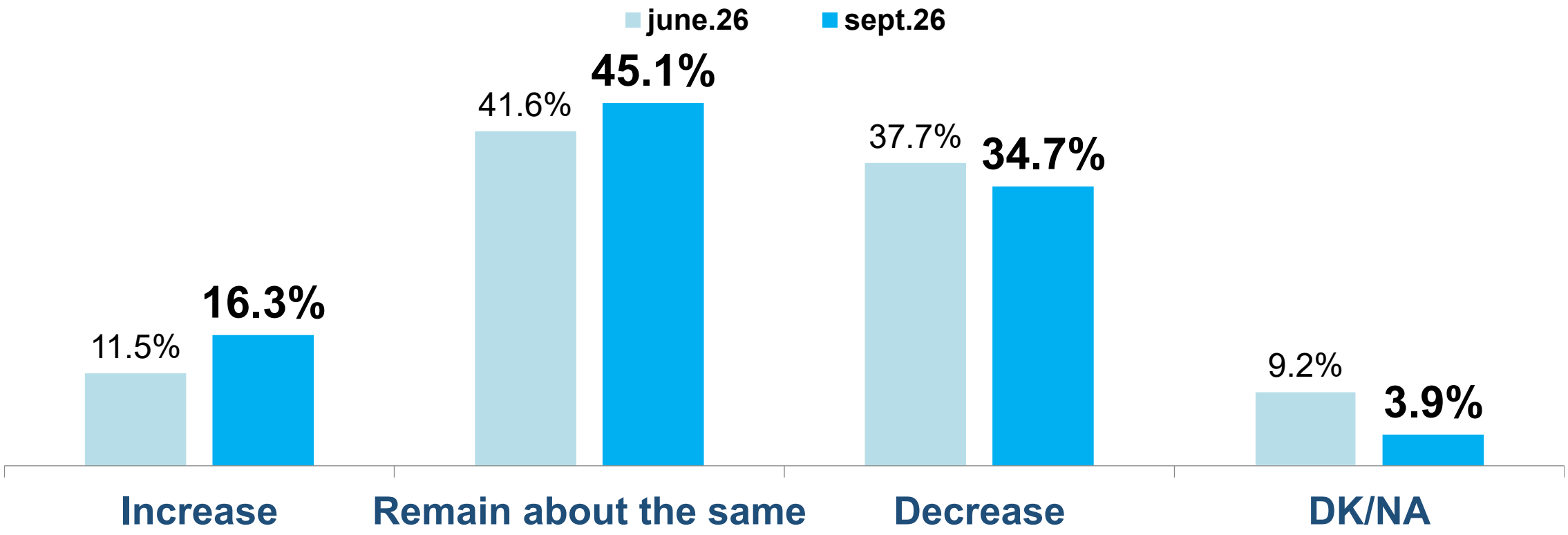
Future Income Index (September): 16,3 − 34,7 = **−18,4 points** **(+7,8 points compared to June)**



Profile. Income Expectations for the Next Six Months

Increase vs. Remain about the same vs. Decrease

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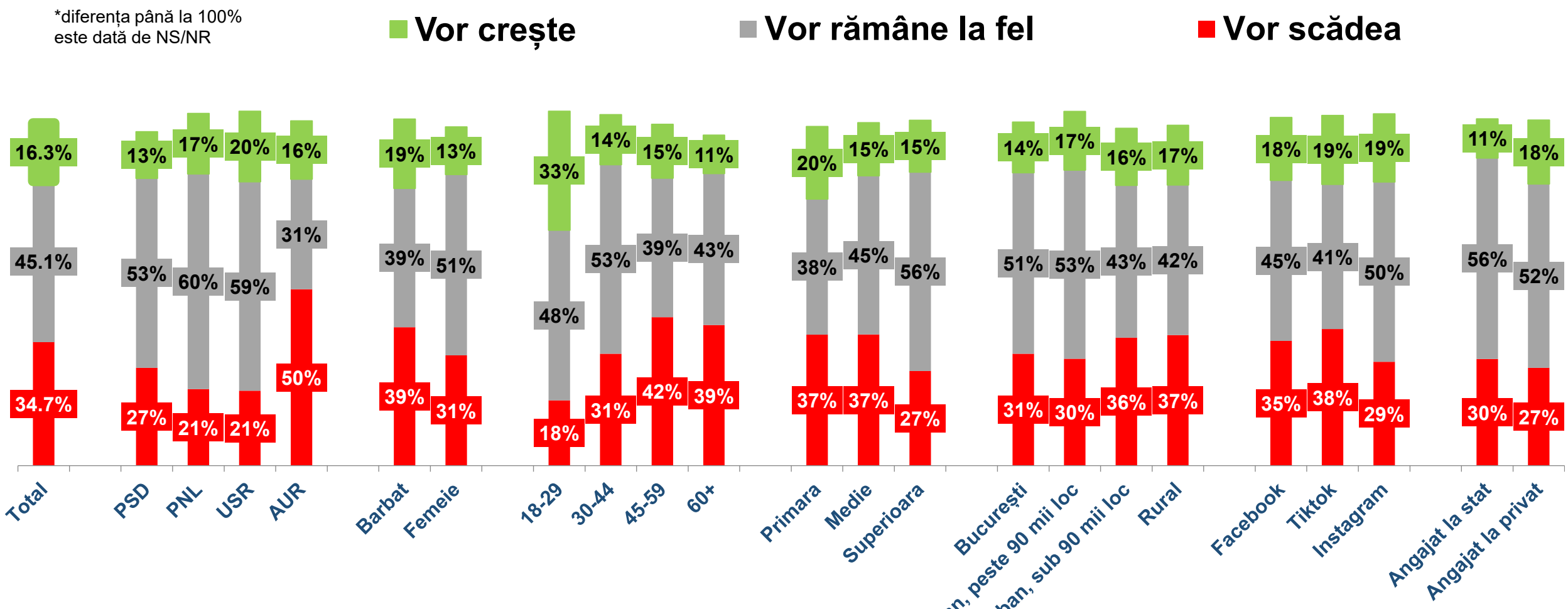
*diferența până la 100% este dată de NS/NR



Expectations Regarding Price Trends

Over the next six months, do you think prices will... *(% total sample)*

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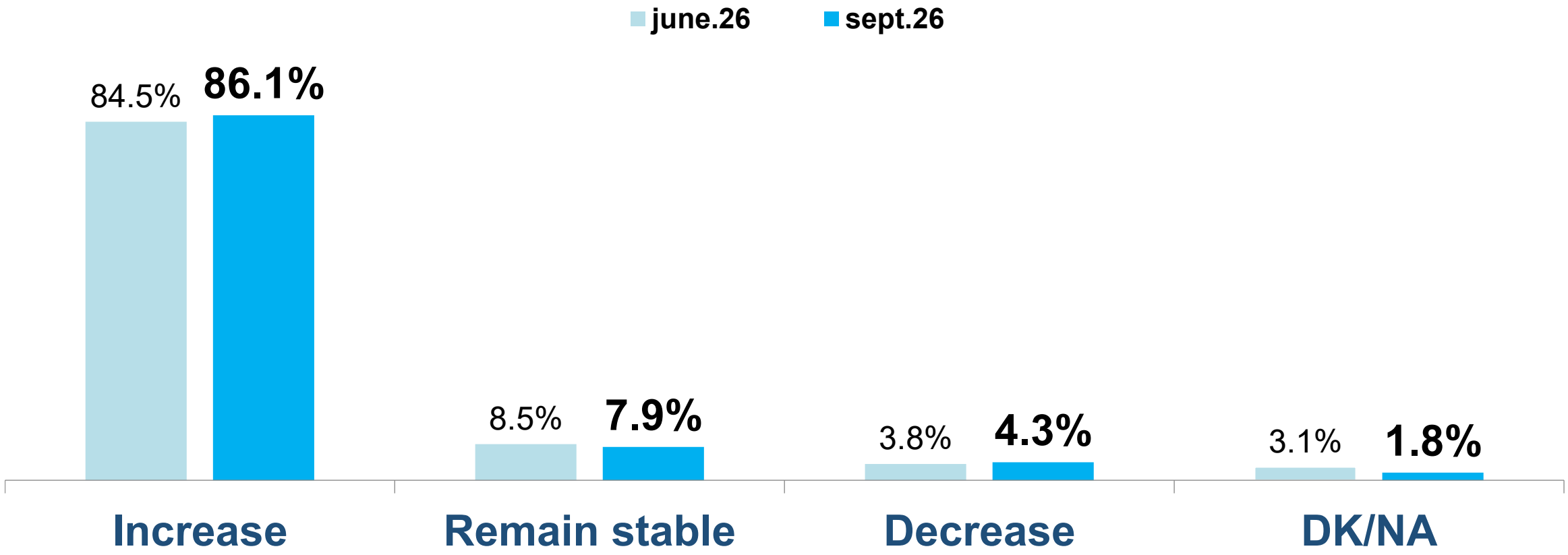
Price Index Calculation (September): 4,3 − 86,1 = **−81,8 points** **(-1,1 points compared to June)**



Profile. Expectations Regarding Price Trends

Increase vs. Remain stable vs. Decrease

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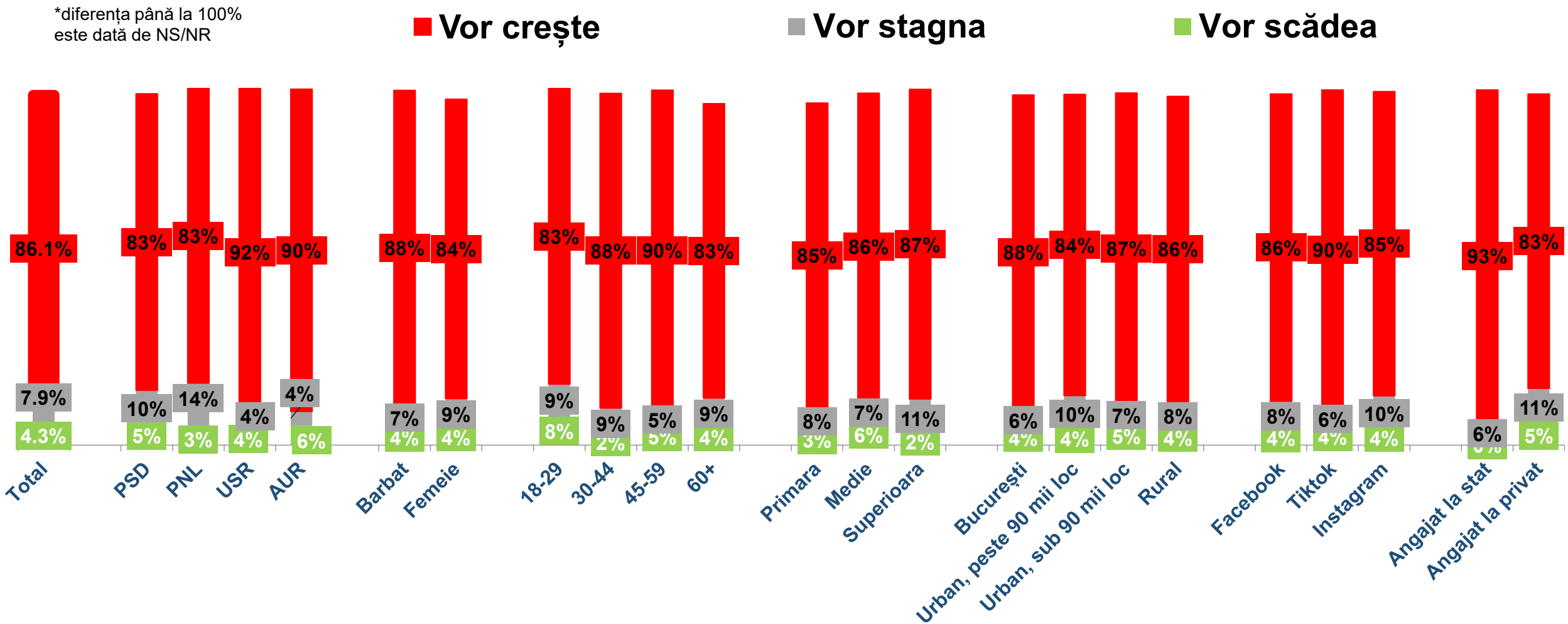
*diferența până la 100% este dată de NS/NR



Control over One's Own Economic Situation

To what extent do you feel that you have control over your own financial situation in the years ahead?

(% total sample)

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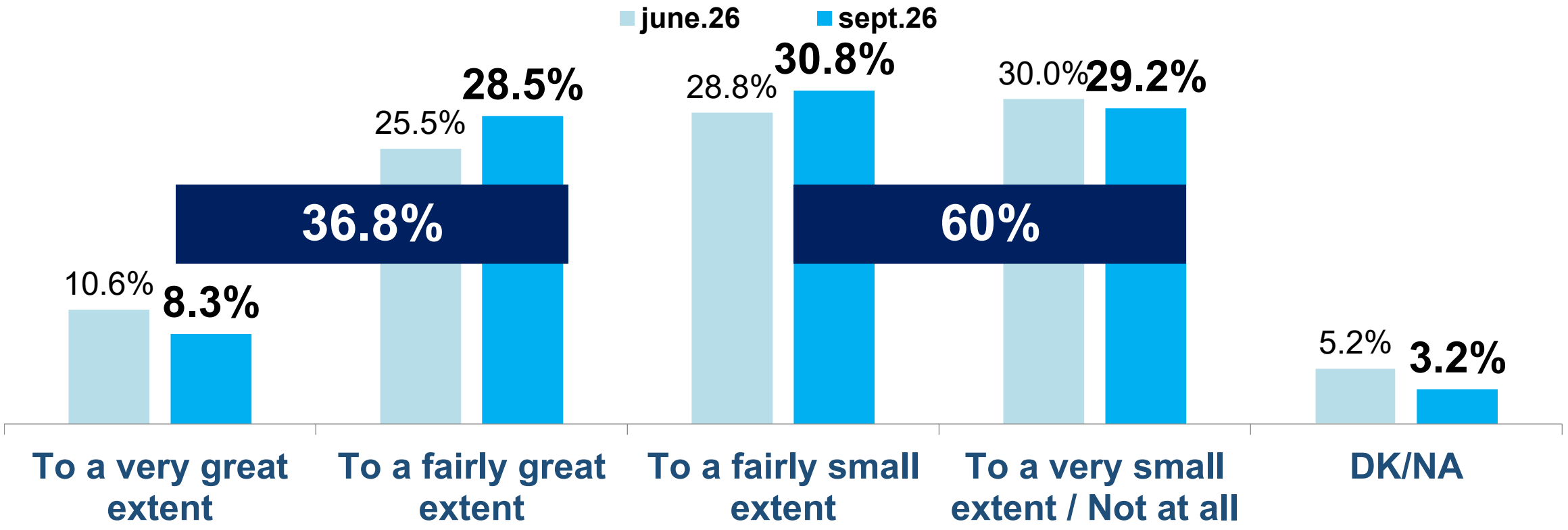
Personal Economic Situation Control Index: 8,3 + (28,5 × 0,5) − (30,8 × 0,5) − 29,2 = −22,05, meaning

−22,1 points (-1 point compared to June)



Profile. Control over One's Own Economic Situation

To a very small and fairly small extent

vs. To a very little and fairly little extent

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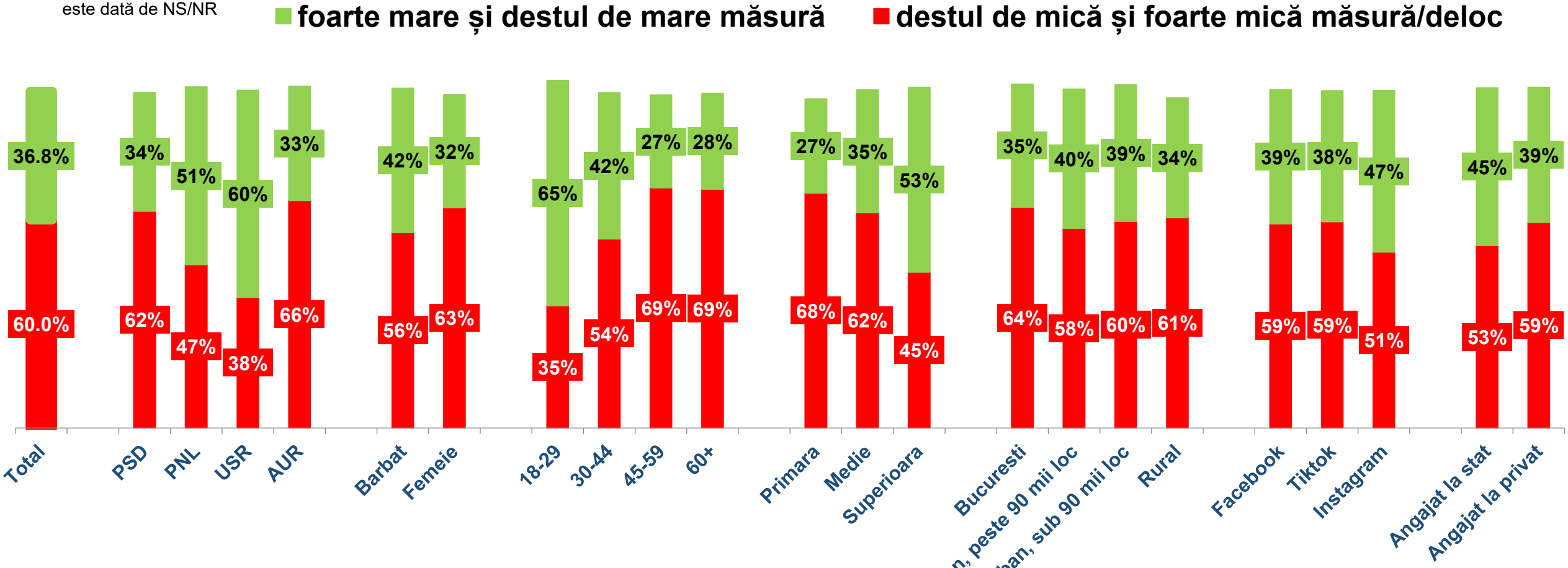
*diferența până la 100% este dată de NS/NR



Indicator	June	September	Δ
Income trend	−30,2	−30,1	+0,1
Income expectation	−26,2	−18,4	+7,8
Price expectation	−80,7	−81,8	−1,1
Economic control	−21,1	−22,1	−1,0
INDEXUL SENTIMENTULUI ECONOMIC newmoney.ro INSCOPRESEARCH	−39,5	−38,1	+1,4

- **The ESI moves marginally, from –39.5 points to –38.1 points.**
- **Economic sentiment remains locked in negative territory.**
- **Between June and September, the overall Index shows very little change.**
- **We are not witnessing a shift in climate, but rather the stabilization of an already entrenched state of economic distrust.**

Indicator	June	September	Δ
Income trend	−30,2	−30,1	+0,1
Income expectation	−26,2	−18,4	+7,8
Price expectation	−80,7	−81,8	−1,1
Economic control	−21,1	−22,1	−1,0
INDEXUL SENTIMENTULUI ECONOMIC newmoney.ro INSCOPRESEARCH	−39,5	−38,1	+1,4

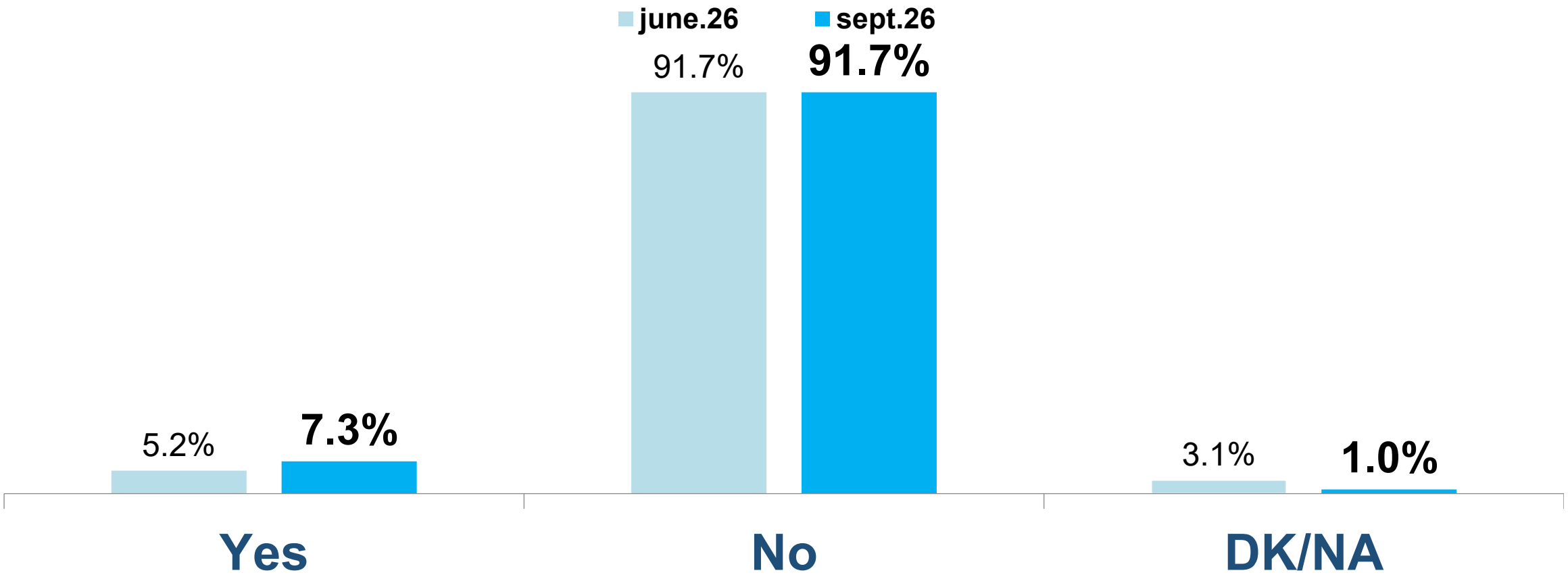
The only clear sign of improvement stems from income expectations.
Romanians view the next six months somewhat less pessimistically than in June, though this shift is not matched by a comparable improvement in their current economic experience.

Perceived inflation remains the hard core of economic pessimism.
Expectations of price increases are near-unanimous and show no signs of easing.
Even as income expectations see a slight uptick, the population continues to believe that purchasing power will remain under pressure.

Purchase Intention: Government Bonds

In the next 6 months, do you intend to: **Buy government bonds** *(% total sample)*

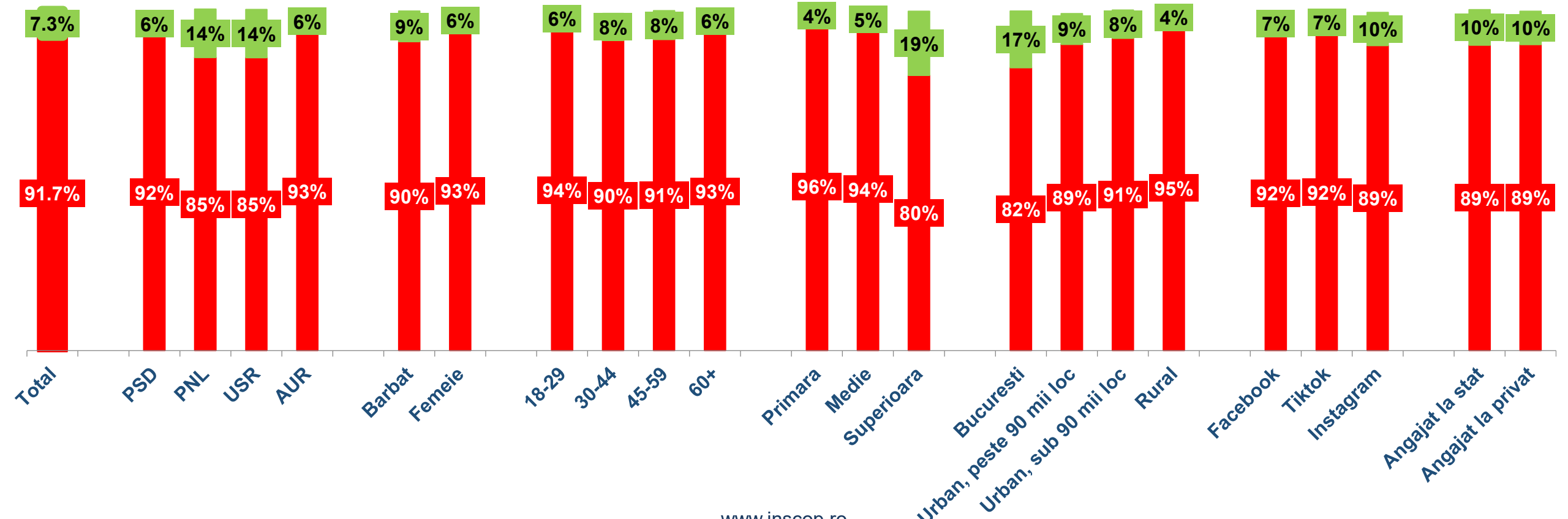
Government Bonds Purchase Index: 7,3 – 5,2 = **+2,1 points compared to June**



Profile. Purchase Intention: Government Bonds

Yes vs. No

*diferența până la 100%
este dată de NS/NR



Purchase Intention: Euros

In the next 6 months, do you intend to: **Buy euros** *(% total sample)*

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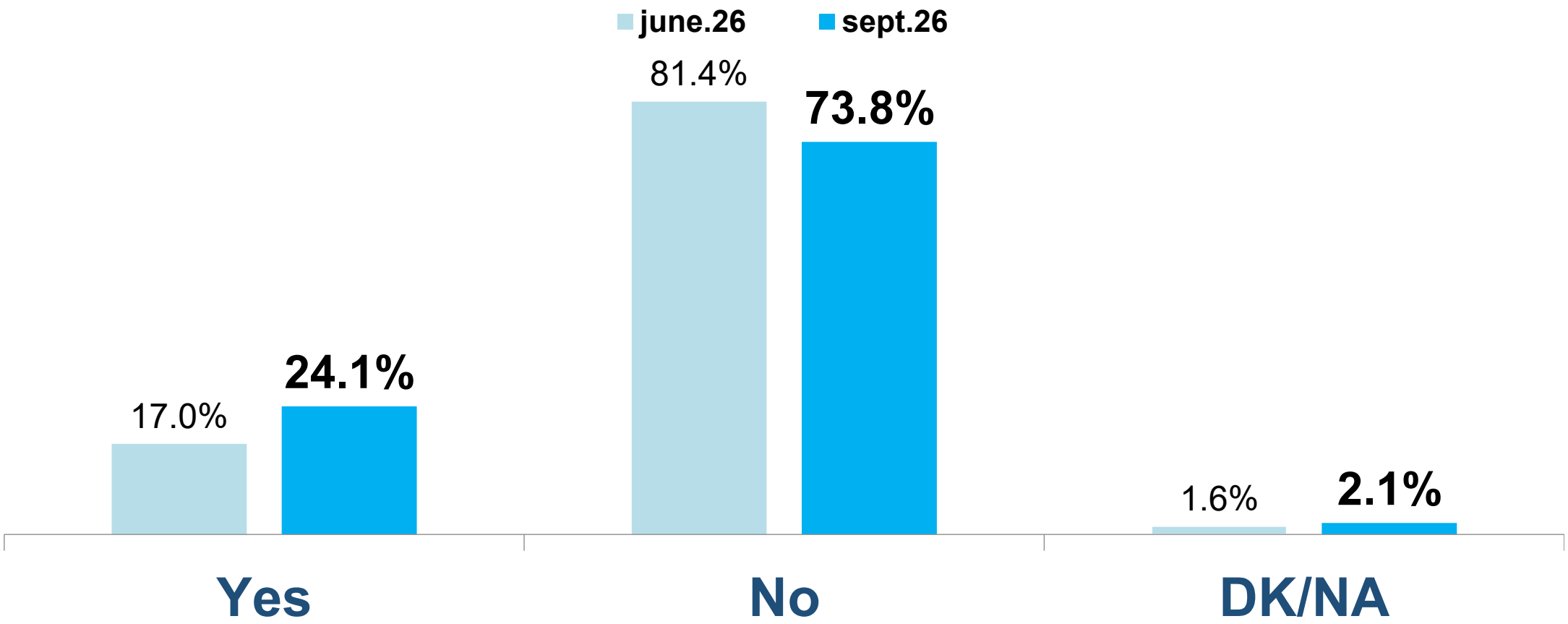
Euro Purchase Index: 24,1 – 17 = **+7,1 points compared to June**



Profile. Purchase Intention: Euros

Yes vs. No

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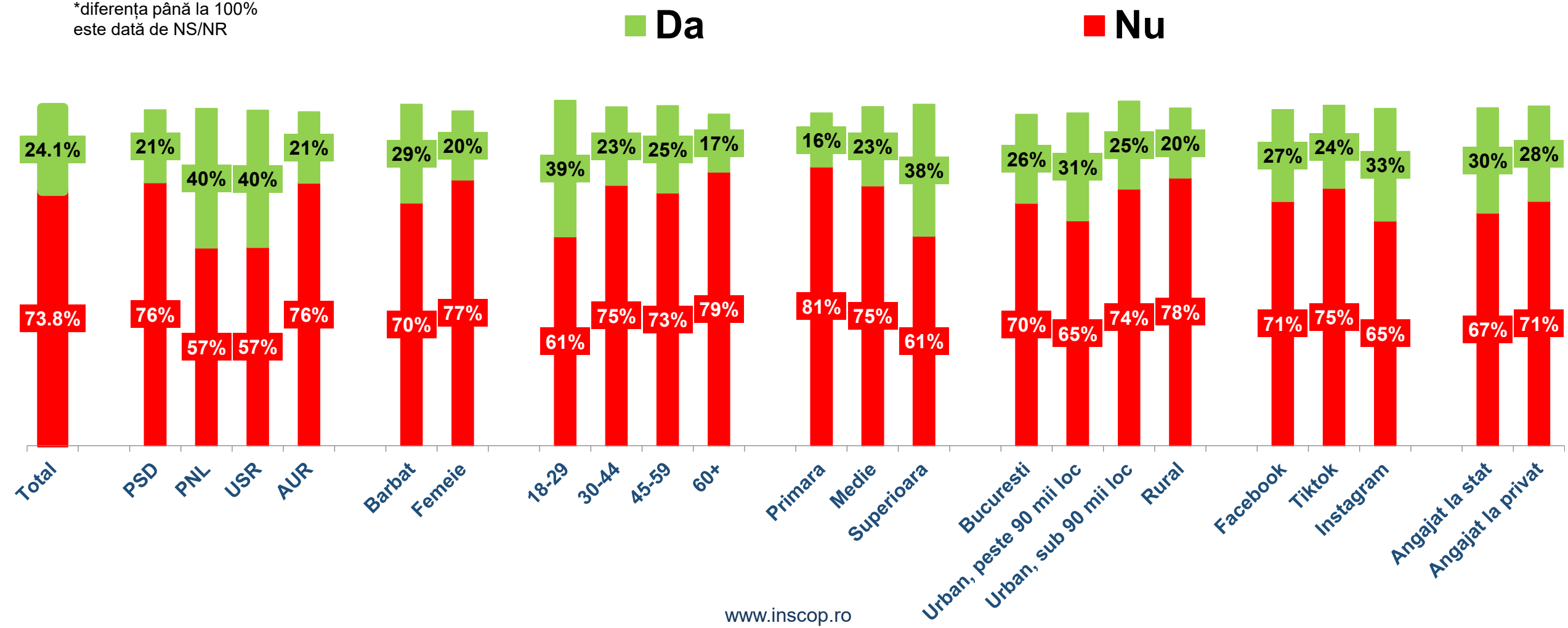
*diferența până la 100% este dată de NS/NR



Intention to Save in a Bank Deposit

In the next 6 months, do you intend to: **Save money in Romanian lei in a bank deposit** *(% total sample)*

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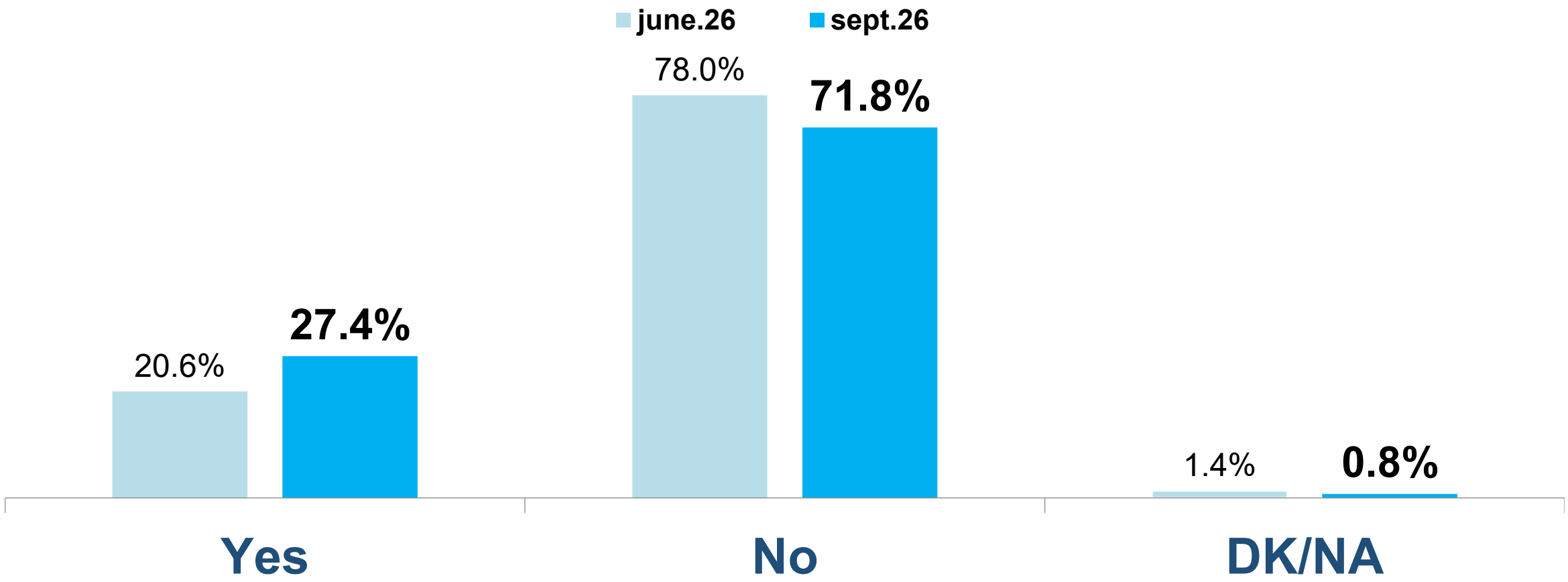
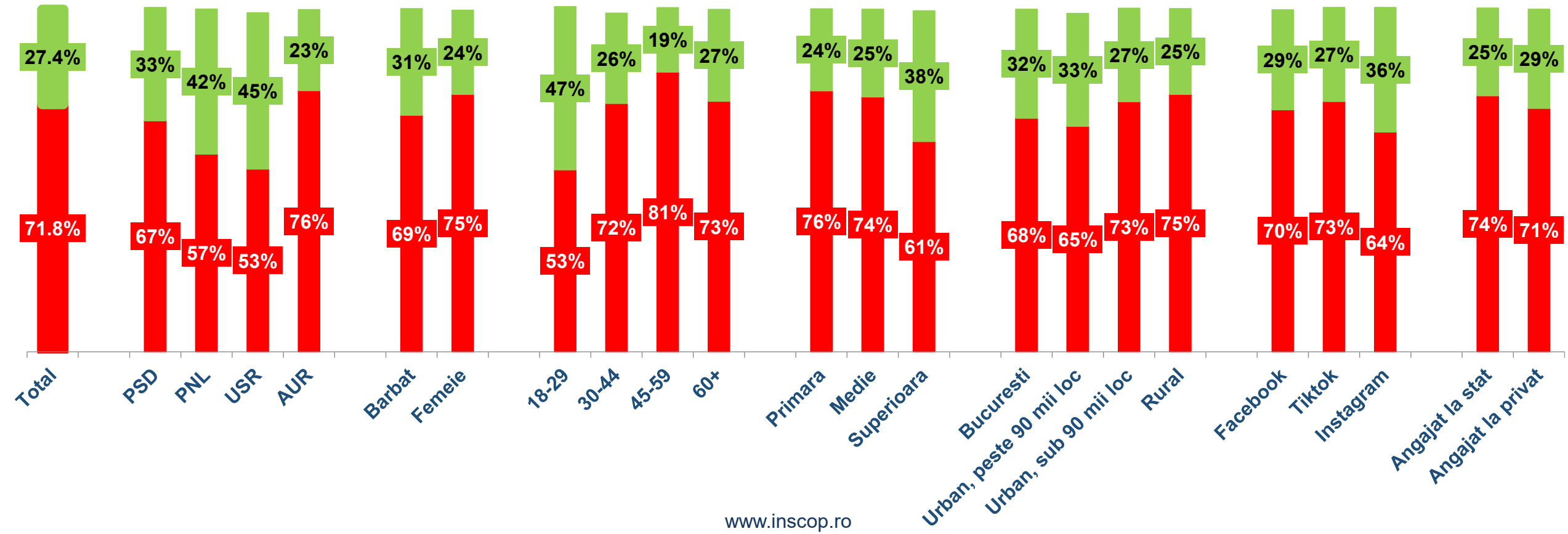
RON Bank Deposits Index: 27,4 – 17 = **+6,8 points compared to June**



Profile. Intention to Save in a Bank Deposit

Yes vs. No

*diferența până la 100%
este dată de NS/NR

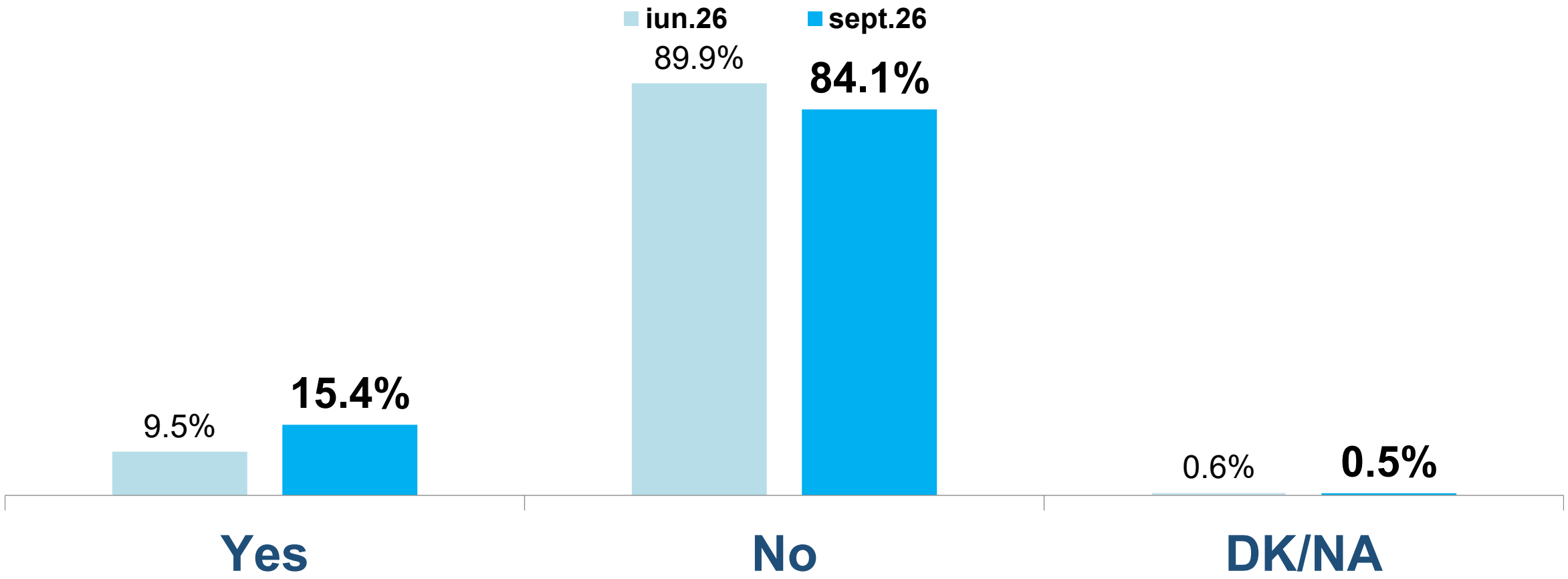


Purchase Intention: Car

In the next 6 months, do you intend to buy a durable good, such as:

Car *(% total sample)*

Car Purchase Index: 15,4 – 9,5 = **+5,9** **points compared to June**



Profile. Purchase Intention: Car

Yes vs. No

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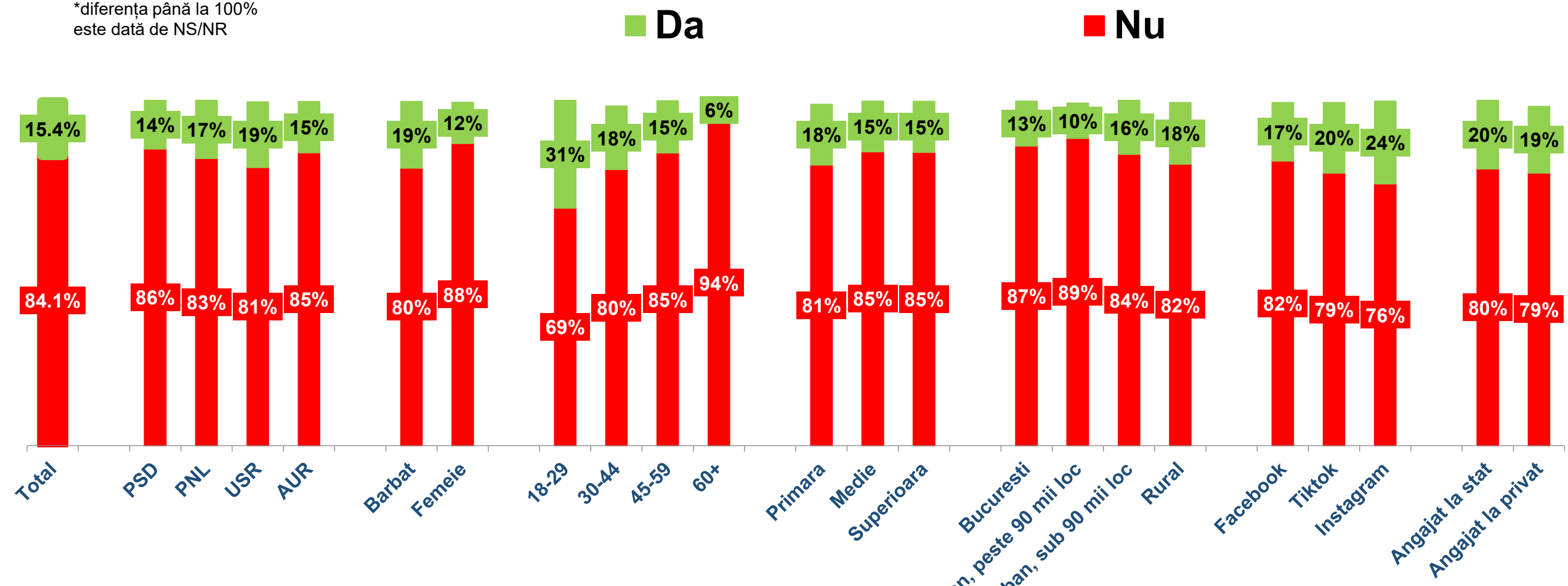
*diferența până la 100% este dată de NS/NR



Purchase Intention: Household Appliances / Furniture

In the next 6 months, do you intend to buy a durable good, such as:

Household appliances / furniture *(% total sample)*

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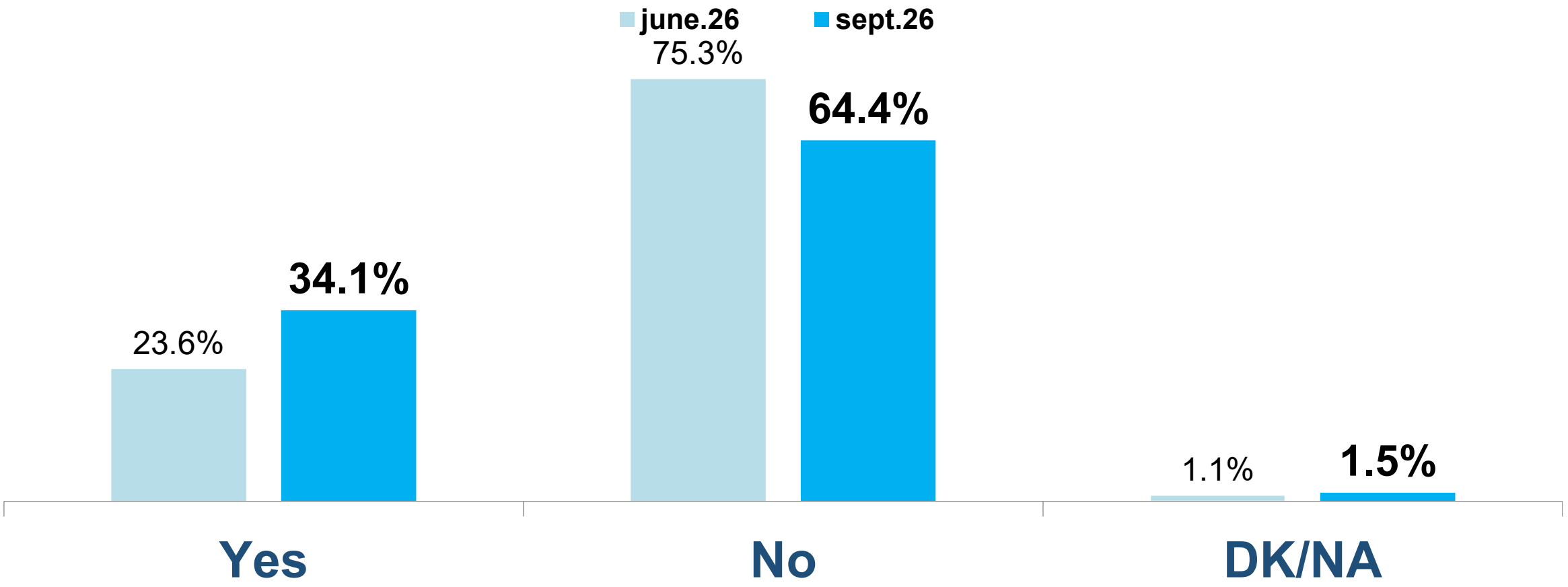
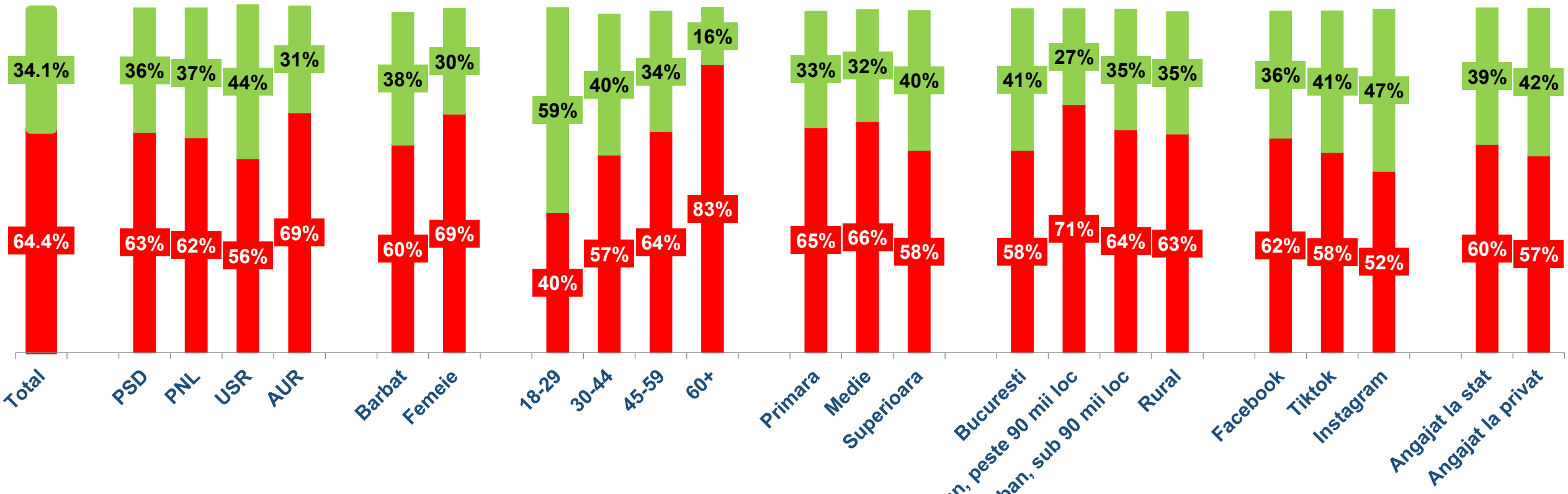
Durable Goods Purchase Index: 34,1 – 23,6 = **+10,5 points compared to June**



Profile. Purchase Intention: Household Appliances / Furniture

Yes vs. No

*diferența până la 100%
este dată de NS/NR



Purchase Intention: Residential Property

In the next 6 months, do you intend to buy a durable good, such as:
Residential property (studio, apartment or house) *(% total sample)*

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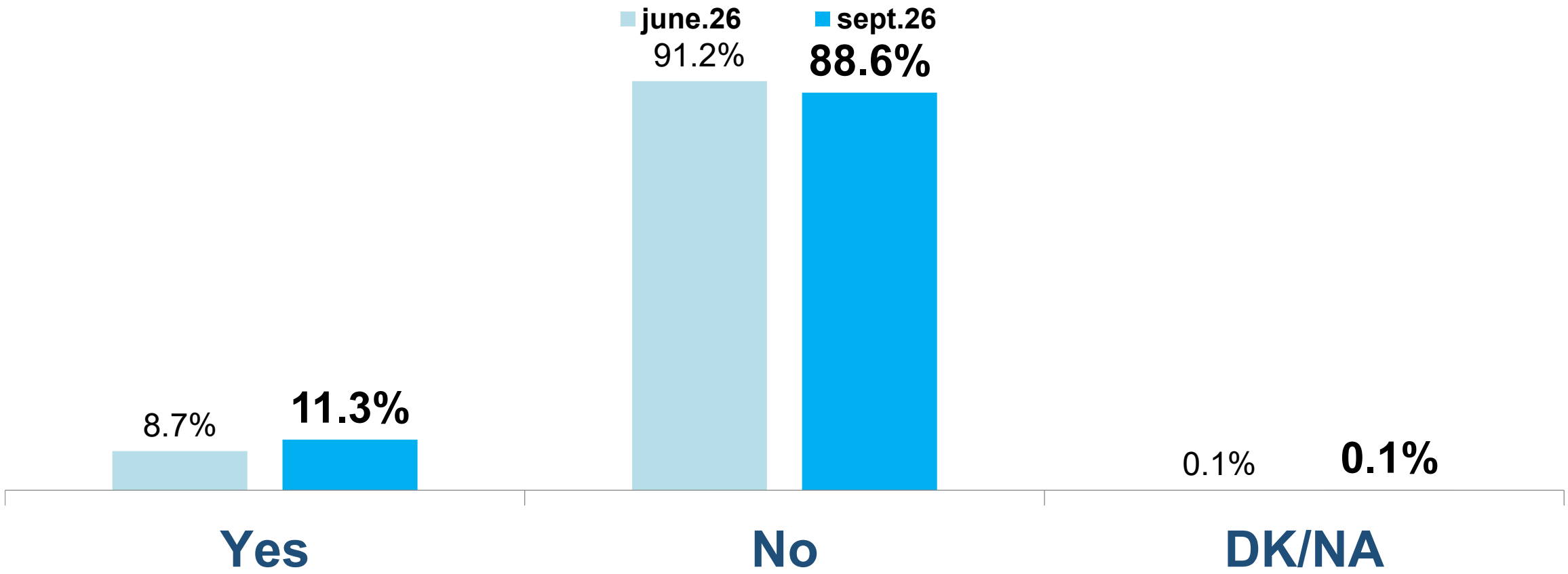
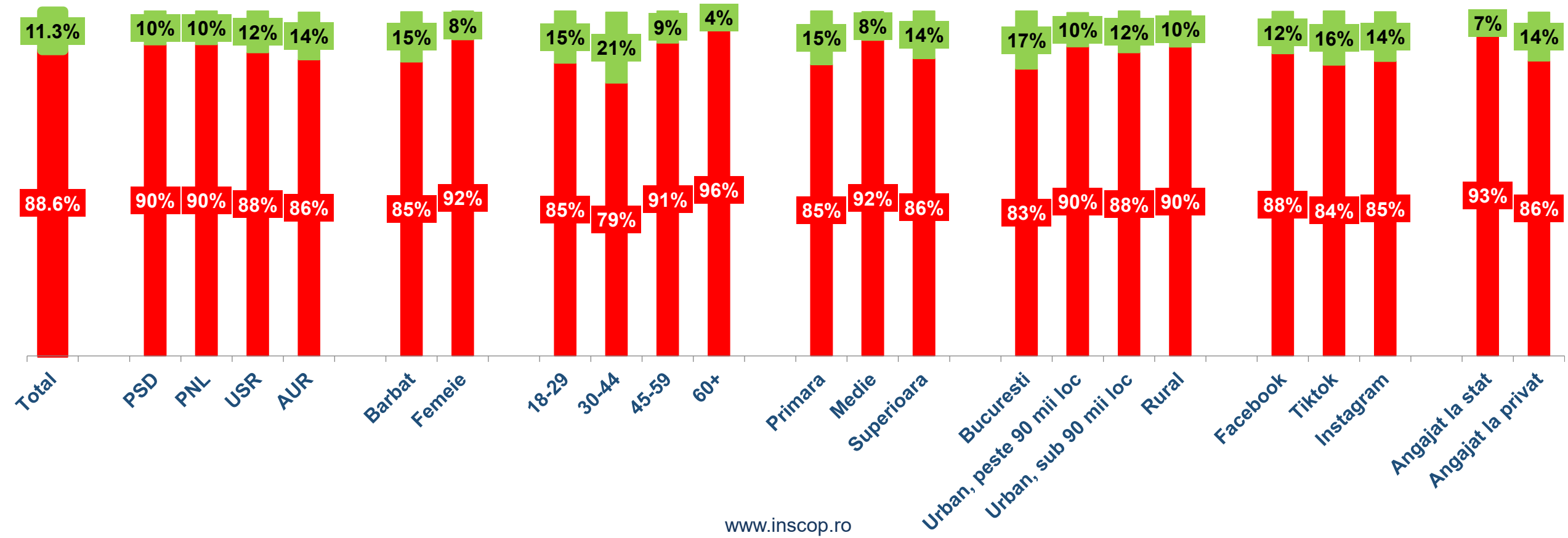
Housing Purchase Index: 11,4 – 8,7 = **+2,6 points compared to June**



Profile. Purchase Intention: Residential Property

Yes vs. No

*diferența până la 100%
este dată de NS/NR



Indicator	June	September	Δ
Government bonds	5,2	7,3	+2,1
Euro	17,0	24,1	+7,1
RON bank deposit	20,6	27,4	+6,8
Financial Activation Index	14,3	19,6	+5,3
Car	9,5	15,4	+5,9
Household appliances / furniture	23,6	34,1	+10,5
Residential property	8,7	11,3	+2,6
Major Consumption Intention Index	13,9	20,3	+6,4

The data reveals an apparent paradox: pessimism persists, yet the intention to take economic action is rising. Romanians are more frequently reporting intentions to save and invest, as well as intentions to make major purchases.

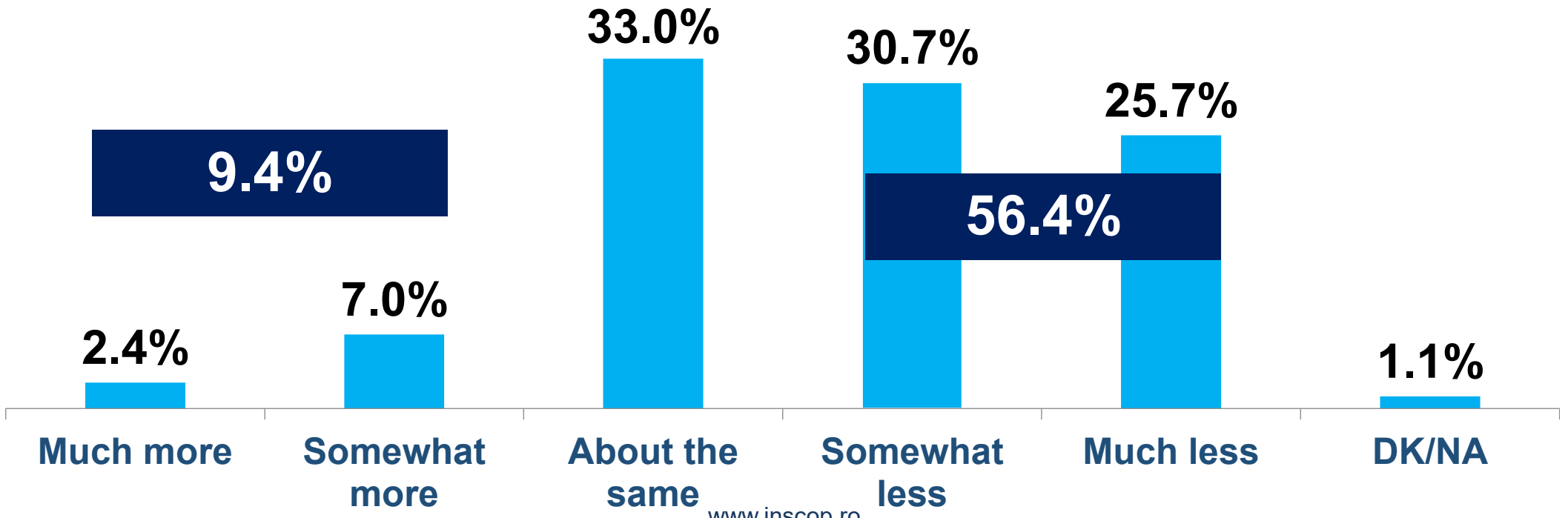
The data suggests not necessarily a return of optimism, but the onset of behavioral adaptation to an economic environment perceived as difficult and persistent.

Spending Trend

Thinking about the next six months compared with the present, do you intend to spend...

(% total sample)

Economic prudence is beginning to shift from a mindset into a consumption strategy. The dominant intention is not expansion, but the curbing of expenditures—a sign that households are attempting to build a protective buffer in an environment perceived as uncertain. The rise in certain purchase intentions does not contradict this picture, but may rather point toward a shift toward more selective and carefully prioritized consumption.



Profile. Spending Trend

Much more and somewhat more vs. About the same vs. Somewhat less and much less

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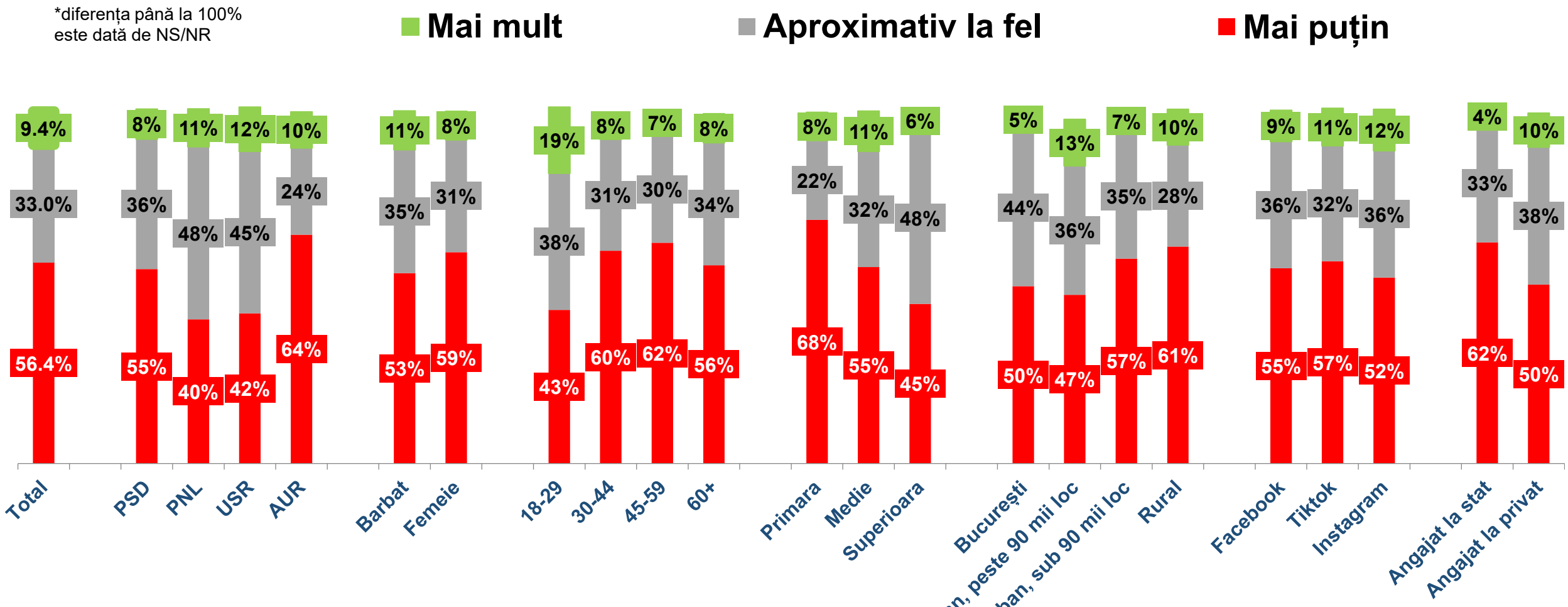
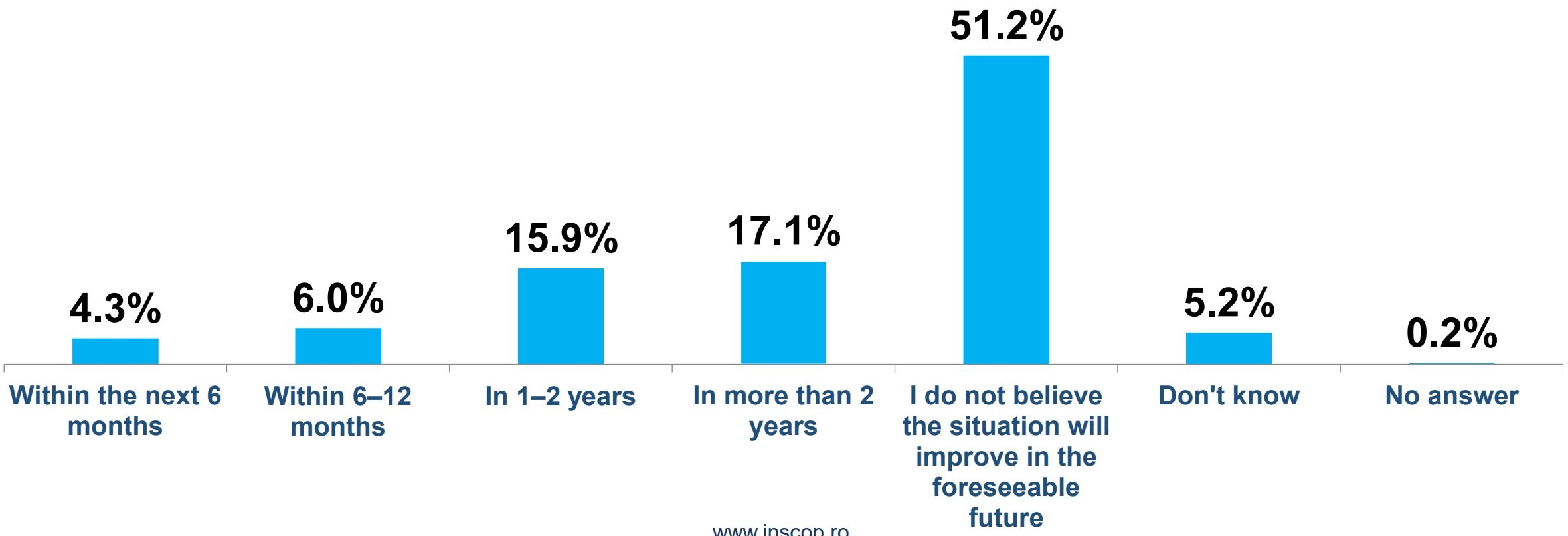
*diferența până la 100% este dată de NS/NR



Improvement in the Economic Situation

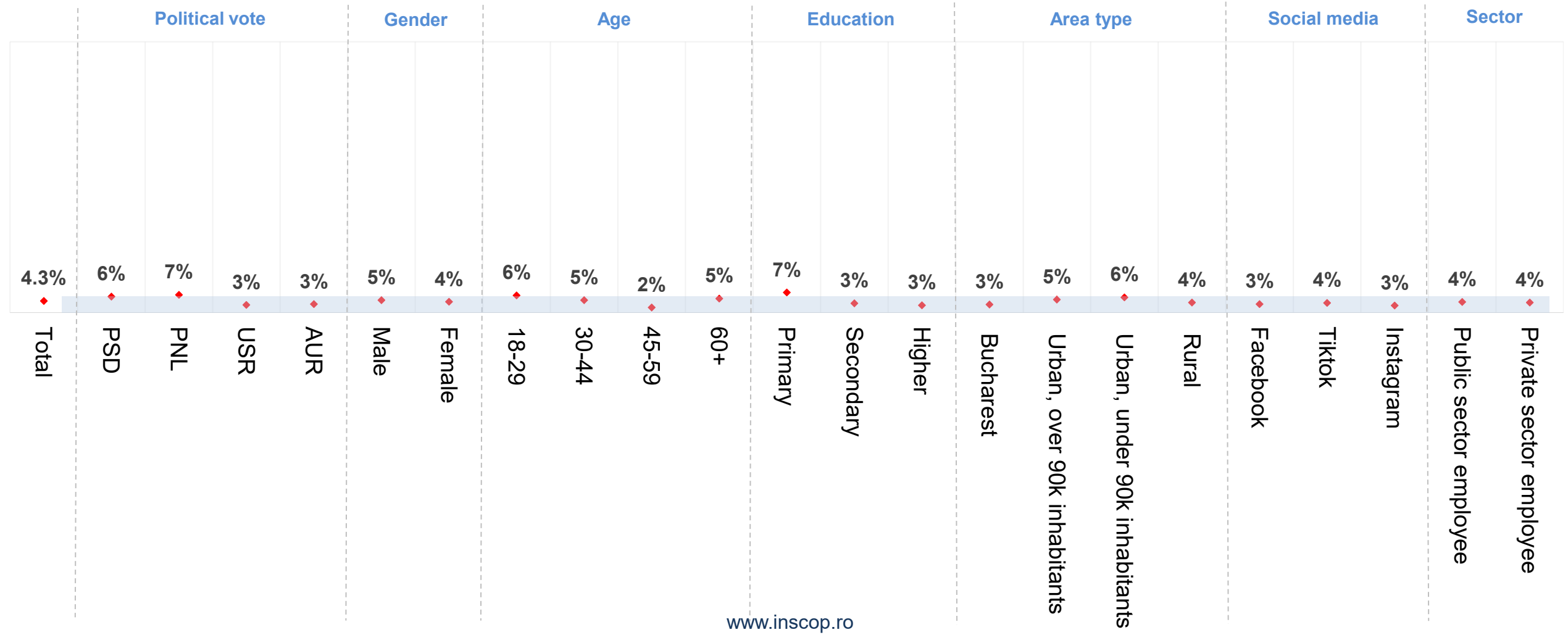
Thinking about Romania's current economic situation, when do you think people like you will begin to see a clear improvement in their economic situation? *(% total sample)*

Economic pessimism pertains not only to the present, but also to the perceived duration of difficulties. For a large portion of the population, recovery is either pushed far into the future or completely disappears from the foreseeable horizon. What emerges is not merely a deficit of optimism, but a deficit of economic outlook



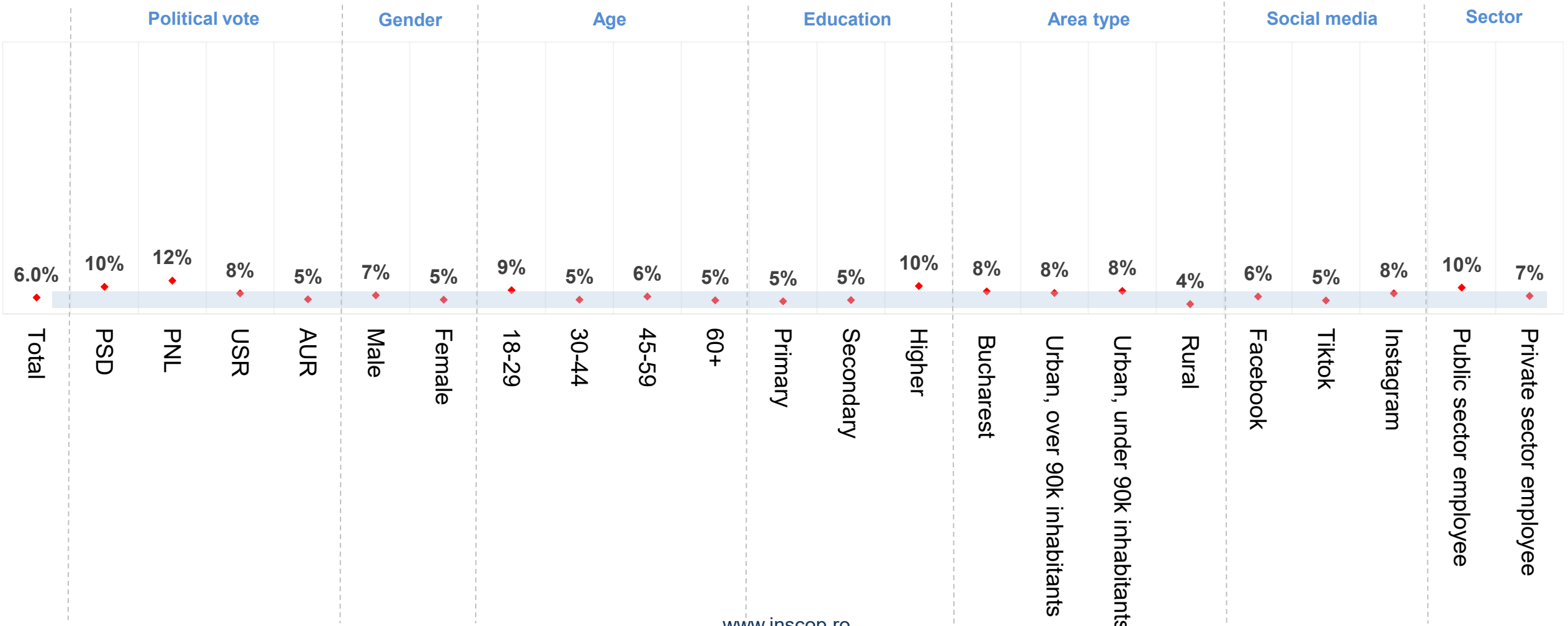
Improvement in the Economic Situation - Profile

Thinking about Romania's current economic situation, when do you think people like you will begin to see a clear improvement in their economic situation? *(% Within the next 6 months)*



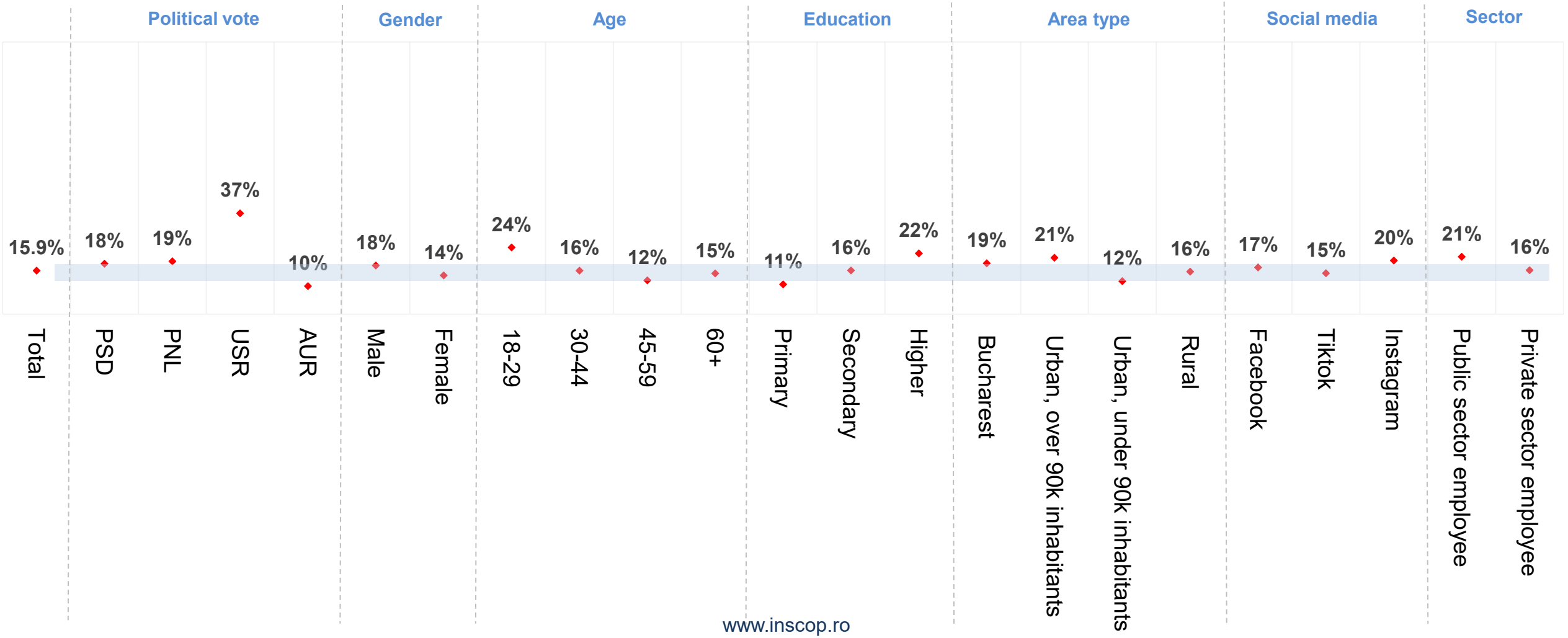
Improvement in the Economic Situation - Profile

Thinking about Romania's current economic situation, when do you think people like you will begin to see a clear improvement in their economic situation? *(% Within 6–12 months)*



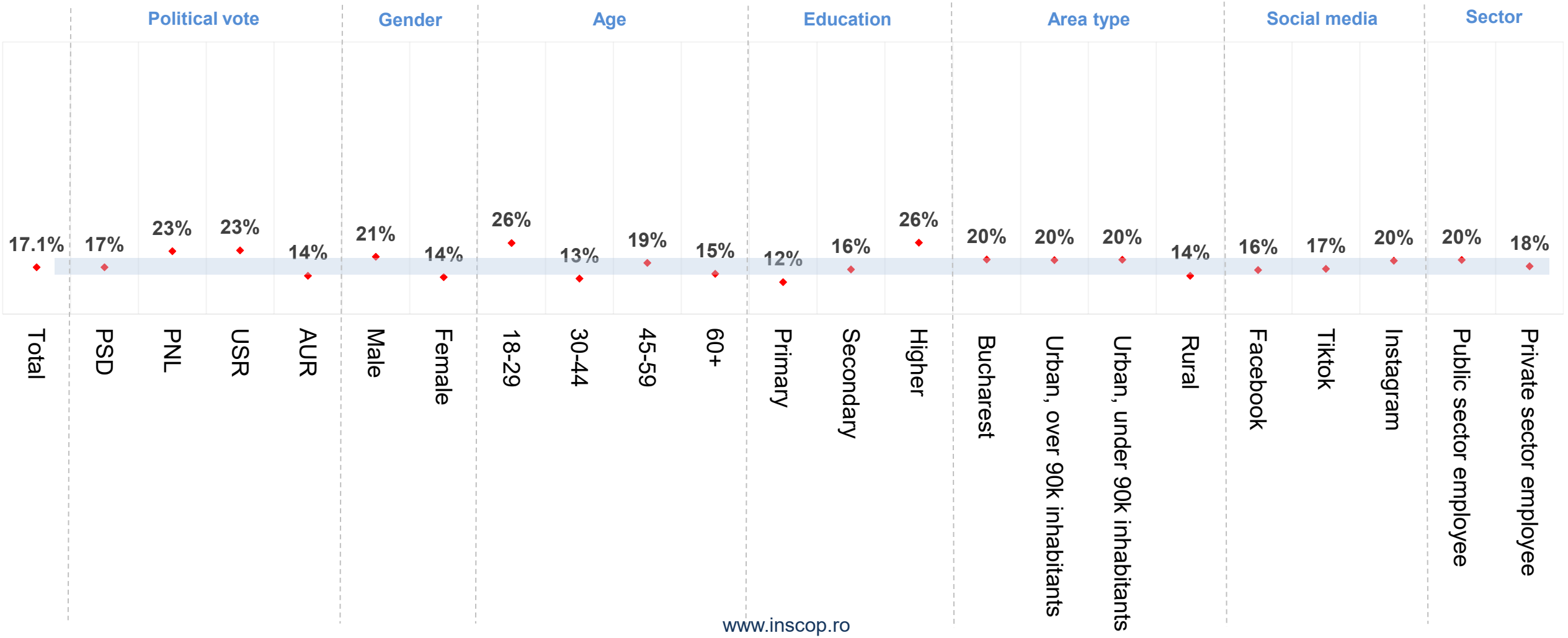
Improvement in the Economic Situation - Profile

Thinking about Romania's current economic situation, when do you think people like you will begin to see a clear improvement in their economic situation? *(% In 1-2 ani)*



Improvement in the Economic Situation - Profile

Thinking about Romania's current economic situation, when do you think people like you will begin to see a clear improvement in their economic situation? *(% In more than 2 years)*



Improvement in the Economic Situation - Profile

Thinking about Romania's current economic situation, when do you think people like you will begin to see a clear improvement in their economic situation?

(% I do not believe the situation will improve in the foreseeable future)

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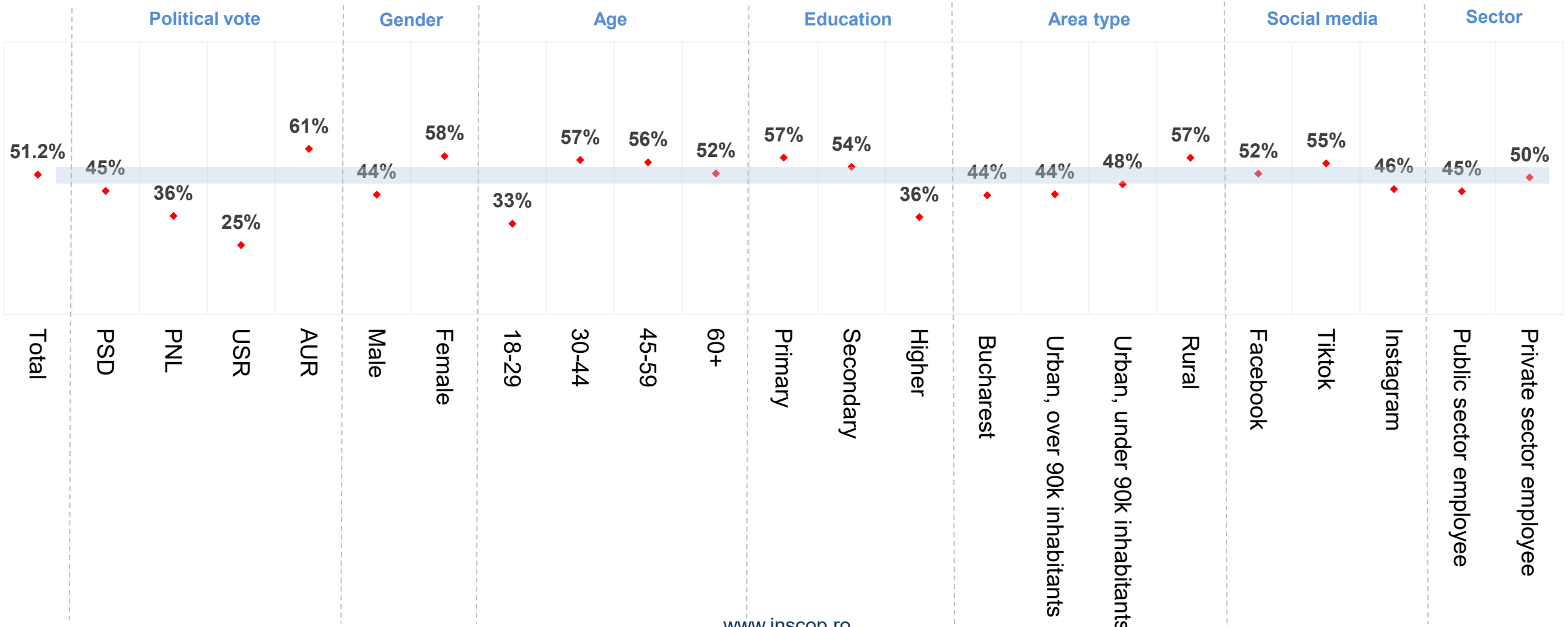

NORMALIZING ECONOMIC UNCERTAINTY

September data and the comparison with June 2026 show that we are entering a phase of "normalizing economic uncertainty." Not in the sense that people see the situation as normal or acceptable, but rather that **they are beginning to base their decisions on the assumption that difficulties will persist.**

We are not witnessing a return of optimism, but the onset of adaptation. Romanians appear to be reshaping their economic behavior to operate within a challenging environment they no longer view as temporary: greater caution in day-to-day spending, increased selectivity in purchases, and a heightened focus on protecting financial assets. These are the hallmarks of classic resilient behavior.

This is a textbook rational response to uncertainty: households appear to be calibrating their decisions for endurance rather than a swift recovery.

Thank you!

RESEARCH

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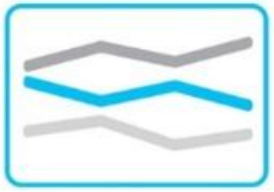
Sondaj de opinie reprezentativ



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