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CHARACTERISTICS OF QUALITY OF LIFE IN UKRAINE AND IT'S COMPARISON WITH FOREIGN EXPERIENCE

Quality of life is recognized as one of the main characteristics of the level of social development of the countries by the modern international community. Priority in economic results and achievements of scientific and technological progress are gradually moving away in the past, without taking into account the priority of human development. For Ukraine, which declares itself as a democratic social state, it is of particular relevance to ensure a decent quality of life for the population, including it's level of every individual region.

Particularly relevant are the issues of content, constituents, the formation of further ways of improving, measuring and assessing the quality of life, which helps to clarify certain aspects of structural changes in the state, to assess the strengths and weaknesses of the model of life of modern society. Assessing the quality of life and shaping directions for its improvement make it possible to identify ways and mechanisms of transition to a policy of improving the quality of life as a strategic task, which depends not only on the future of an individual country, but also on civilization as a whole. Therefore, Ukraine, which aspires to belong to the European civilization, has the need to develop a new modern socio-economic concept of its sustainable development, with the aim of ensuring an adequate level of quality of life by transforming social policy models, finding new ways, directions, mechanisms, tools for social and economic development.

To assess the quality of life of the population, we use indicators of social standards and determine the real opportunities of the population. And to confirm our results, we compare the quality of life in Ukraine with other countries. An important issue is the income of the population, which defines additional opportunities for well-being. In the income structure, the largest share is work payment, so the state can influence the wealth of citizens. Every year, we see an increase in the cost of living and the minimum wage. Each budget for the next year is intended to increase the solvency of citizens through the growth of different social guarantees and standards. The first problem is the low rate of growth of citizens' incomes. Although the minimum wage is rising by 15% or 20%, however, real wages, taking into account the consumer price index, are growing slowly. The experience of foreign countries shows that a high level of remuneration is the foundation for a successful social policy of the state. This can be explained by the fact that people are able to secure a comfortable life and do not require additional payments from the state. Household savings are channeled into retirement insurance, financial market operations or consumption. Unfortunately, the quality of life of the population is low in Ukraine, which requires additional control and support from the state.

Despite the positive dynamics of the subsistence minimum and the wage level in Ukraine, the correlation between these indicators remains unjustified. The

European Social Charter is an international document that sets out the individual social economic rights of the citizens of the countries that have signed this treaty. The document provides for the social orientation of each country's economy and fixes high material standards of living. The European Social Charter was ratified by the VRU on 14/09/2006. As we can see, the governments of European countries consider social development of citizens a priority. The policy is based on the principle that a country cannot be rich if the population is poor. That is, raising citizens' incomes is both a goal and a tool for economic development and enrichment. For example, the minimum wage should be at least 2.5 subsistence wages. Today, the Ukrainian government's policies does not fully comply with the Charter requirements.

In order to compare the quality of life of citizens in Ukraine and in other countries of the world, two world rankings are worthy of attention: the Quality of Life Index for Country 2019 and the Social Development Index developed by the American non-governmental organization Social Progress Imperative with the support of Deloitte.

Ukraine ranked 62nd in the survey of Quality of Life Index for Country 2019, which annually compiles the Numbeo service.

As a result of using these metrics, we have standardized values of quality of life for comparison and ranking. The assessment includes the factors that affect the outcome differently. The formula offers the following qualitative estimates: "Very Low", "Low", "Moderate", "High", "Very High" (Table 1).

Table 1.

CHARACTERISTICS OF QUALITY OF LIFE IN UKRAINE *

| | <i>Quality of life indicato</i> | <i>Ukraine</i> |
|--|---------------------------------|-------------------|
| | Purchasing Power Index | 32,16 (Very Low) |
| | Safety Index | 51,59 (Moderate) |
| | Health Care Index | 50,75 (Moderate) |
| | Climate Index | 70,69 (High) |
| | Cost of Living Index | 28,86 (Very Low) |
| | Property price to Income Ratio | 14,57 (High) |
| | Traffic Time Index | 37,58 (Moderate) |
| | Pollution Index | 66,17 (High) |
| | Quality of Life Index | 102,16 (Moderate) |

* Based on the Quality of Life Index for Country 2019 rating system

According to the information in Table 1, we observe mostly low and average quality of life indicators, except for the climate index, pollution index and the property price to income ratio, the purchasing power level in Ukraine is estimated to be very low.

Among the countries ranked in the Quality of Life Index for Country 2019 above Ukraine were: Lithuania, which ranked 29th, Latvia ranked 34th, Poland ranked 35th, and Belarus, ranked 37th.

According to the results of the 2019 Global Survey of the Social Development Index, developed by the American non-governmental organization Social Progress Imperative, with the support of Deloitte, Ukraine ranked 80th among 149 countries in the world. This index determines country ratings based on indicators that have a direct impact on people's quality of life.

Michael Green, a Chief Executive Officer of the Social Progress Imperative, noted that Ukraine has relatively stable indicators in the Social Progress Index. Ukraine shows quite good results in the field of education. In other sectors of the economy there has been no significant progress. In environmental and inclusivity, progress has also been relatively weak compared to other countries with similar prosperity. According to Michael Green, an important conclusion for Ukraine is that while the level of social progress of the country has remained fairly equal in terms of indicators, there are other countries with similar levels of development that have been able to improve their results quickly.

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