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LEVEL OF INCOME OF POPULATION: THE CURRENT STATE AND PERSPECTIVES

Research actuality. Quality life population depends on the level of profits population. The standard of living population represents efficiency realization social and economical politics citizens, housekeeping, society. The Government must create all terms for effective employment population, providing the same all-round development people do not only as a worker but also individual.

The purpose of research is discovering of living standard and incomes of population in Ukraine.

Ukrainian scientists made grounded research to considerate of real problem concerning to the improvement of living standard and incomes of Ukrainians. Study of tendencies stratification population in country and in regions, sources of forming incomes' features, the problems overcoming poverty and upgrading life population are sanctified in scientific thesis of Hnybidenko I., Kolot A., Libanova E., Sokolyk M., Cherenko L. Connection taxation and differentiation profits of population investigated Alekseev A., Archangelskyi Y., Mandybura V., Radzievskyi O., Skrypnyk A.

Ukraine must be oriented on the European values that include one main condition such as democratic and legal state that is oriented to the achievement of social aims. People with the corresponding level of income, educational professional potential, proper terms of residence, cultural development, social rights and guarantees must be priorities existence of our national policy.

Research result. The living standard of population characterizes the degree satisfaction material and spiritual necessities people in society, i.e. quality life population, size prosperity and welfare. On determination of the UNO, the living standard of population includes totality indexes such as: labor terms, provision accommodation, foodstuffs, education, consumption funds and accumulation. I.e. the row of economic, social, political, cultural, innovative, ecological and other factors influences on the living standard population [1].

In Ukraine such phenomenon is inherent as differentiation income population i.e. difference in access to property and power different classes, task forces and layers population within the limits of the certain economic system that is represented in the level of their profits [2].

Main reason of such difference in modern society is the economic system, based on a private, collective and state estate that assists alienation majority population from the getting income, possibility management operations and

management distribution results productive activity.

Data of Government ministry of statistics in Ukraine in 2011 show correlation total revenues 10 most and the least provided population presented 4,9 times (in 2010 5,1 times), including among an urban population 5 times (5,1 times), among rural 4,3 times (4,4 times). 20% most solvent population got, as well as in a previous year, 36 all total revenues [3]. Differentiation income has an enormous amount factors, but a basic factor is absence of the proper just politics of Government.

To increase income level as a constituent living standard Government must direct actions in such spheres:

- support housekeeping and native producers;
- bringing investments in an economy;
- input of new technologies;
- adjusting process forming of primary profits population;
- support citizens for piling up money;
- rising solvent demand population as bases for the economy growing.

Thus, the necessary condition further rising incomes of population is an increase efficiency native production. Increasing a level income of population will assist realization consumer demand, which will stimulate derivative demand on the industrial products, innovative developments and economy growing of Ukraine. Due to the measures smoothing income of citizens Ukraine must become more competitive in European economic space and worldwide.

References:

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3. Social indicators of living standard population in 2011 / Government service of statistics Ukraine, 2012. – [E-resource]. – Access mode: <http://www.ukrstat.gov.ua>.