

# **SOCIAL INNOVATIONS AS THE INSTRUMENT OF IMPROVEMENT OF THE UKRAINIAN POPULATION QUALITY OF LIFE**

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The quality of life is a complex characteristic of the population activity conditions that is expressed in objective indicators and value judgment of satisfaction of material, social, and cultural requirements.

The great influence on the formation of parameters of quality of life is exerted by the social sphere. The social sphere represents an essential part of the modern economy. Its feature is the high destiny of the state participation in financing and in the direct taking the benefits, that are made in it.

Today the social sphere of our country needs the introductions of innovations because the constantly changed reality imposes new requirements to its services.

An analysis of the international index of the standard of living (Prosperity Index) is

prepared for the identification of the major activity concerning the quality of life improvement in Ukraine.

In a more detailed analysis of the index components, it is revealed that the best result is shown by the education sub-index that says about a good level of the educational services providing.

By the results of marketing poll of the Ukrainian population, the greatest assessment is received about such factors as the state of health, arrangement of the settlement, living conditions; the smallest ones are about an employment guarantee, social protection, trust to the power.

Thus, the social sphere of our country needs introductions of innovations because the constantly changed reality imposes new requirements to its services.