

DEMOGRAPHY, LABOR ECONOMY, SOCIAL ECONOMY AND POLITICS

Analysis and classification of factors affecting the standard of living of the population

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The article examines the main factors affecting the standard of living of the population. This research is urgent due to several reasons. First, there is still a low number of similar research paper as well as studies devoted to particular group of factors. Second, social problems become more and more urgent in Ukraine and requires additional attention from the scientific point of view.

A review of studies of other scientists and their proposals concerning the classification of these factors using different classification characteristics allows conducting critical analysis of existing approaches to classification. The author uses qualitative approach to literature analysis. In particular, the author analyses classification proposed by some Russian and Ukrainian researchers. Most of these classifications are based on those for other spheres of social and eco-

nomical activities and many of them do not take into account practical needs in social security area. Moreover, many researchers use indicators of social policy effectiveness while discussing factors that influence the standard of living of the population. This approach can be correct when those indicators serve to evaluate factor. However, the factors can be hidden and their influence is not obvious that require other indicators that are not traditionally used in the evaluation of social policy.

On the basis of the obtained results, the author formulates recommendations for improving the existing classifications, taking into account current practical problems. In particular, it is proposed to modify some classification characteristics, add new ones, suggests improvement of the existing division of the factors.