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Peculiarities of the formation of human capital in rural areas in the pre-war period

■ **Abstract.** In Ukraine, there is a systemic crisis related to the reduction of the population in rural areas. As a result, settlements disappear, the industrial and social sphere declines. Revival of rural areas is becoming a problematic process, and one of the main reasons for this is the lower quality of life of rural residents compared to residents of large cities. The purpose of the study was to assess individual components of human capital formation in rural areas in the pre-war period. In the research process, a dialectical method of cognition, a systematic approach to the study of economic phenomena and processes, an abstract-logical, statistical grouping and a method of comparing averages using the Student's t-Test were used. It was established that in 2019-2021, the incomes of rural households increased from UAH 96,692 to UAH 118,890. Households in rural areas and in large cities were also grouped according to the level of self-assessment of their income level. It was established that in households with an income of up to UAH 40,000 the share of those who assessed the level of their income as "It was enough and savings were made" in rural areas and in large cities was equal to 0.8%. The specific weight of those who assessed their income level as "It was not possible to provide even enough food" was equal to 14.2% and 11.4%, respectively. A study of the impact of the level of income on the amount of expenses for such items as food, education and health care was conducted. The specific weight of expenditure on food products in their total value was determined. It has been established that the amount of expenditure on food products is clearly dependent on the level of household income both in rural areas and in large cities. In rural areas, healthcare costs were 22% lower than in large cities. The results of this study can be used during the development of the state strategy for the post-war reconstruction of rural areas

■ **Keywords:** households; household incomes; household expenses; income structure; quality of life; sustainability

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■ INTRODUCTION

The full-scale invasion of the Russian Federation into Ukraine had a significant impact on the level and quality of life of the population which forced millions of people to leave their homes, emigrate and start life anew. Also, the number of financial losses increased. As a result of these events, the financial losses of households were very significant, which seriously affected their quality and standard of living. People stopped their normal economic activities, tax payments, the connections and logistics chains developed over the years were disrupted. O. Novikova *et al.* (2023) and V. Opanasiuk (2023) believe that it is the losses in human capital, despite significant material losses, that are the main losses of Ukraine. At the same time, in 2023, when drawing up the state budget, the government predicts GDP (gross domestic product) growth at the level of approximately 3%. According to forecasts of the Ukraine Economic Outlook group, in the event of a cessation of hostilities in 2023, in 2024 the gross domestic product may even be slightly higher than in 2021, and by 2025, the wage level will already exceed 2021 (Kulyk, 2022; Ukraine Economic Outlook, n.d.) This is an optimistic forecast, but it is realistically calculated and quite possible under the conditions of economic reforms and the fight against corruption in the post-war period. There should be a clear picture of the situation that existed on the eve of the military aggression of the Russian Federation. This will provide an opportunity to better understand the problems that existed on the eve of the war and may be relevant again in the process of gradually reaching the level of household incomes in 2021.

As D. Melnychuk (2015) notes, the concept of human capital has a political and economic meaning and characterizes the patterns of distribution of the social product between different strata of the population. The author defines human capital as an economic asset that is formed as a result of investments through the acquisition of knowledge and appropriate modification of the productive capabilities of an individual (labour team, society as a whole), and is a form of representation of the latter in the course of work, which provides a certain income to the participants of the investment and production process. From the point of view of A. Kolot *et al.* (2009), human capital is: "Formed and developed as a result of investments and accumulated by a person, a certain stock of health, knowledge, skills, abilities, motivations, which is purposefully used in a certain sphere of economic activity, contributes to increasing labour productivity and, thanks to this, affects the growth of the income of its owner, the profit of the enterprise and the national income". Researchers Y. Yao & Y. Zhang (2023) pay attention to the influence of difficult times for the country on the formation of human capital. On the example of China, it was analysed how hunger affects the formation of human capital. The authors' conclusion was that the negative impact of the difficulties experienced will decrease, but only with the next generation. The authors also drew attention to the problems of human capital formation related to energy consumption in a historical perspective (Hondroyannis *et al.*, 2022; Awaworyi Churchill *et al.*, 2023), the impact of changes in the amount of human capital on economic growth (Eftimoski, 2022), the factor of human capital on career growth (Andersen *et al.*, 2022).

It should also be noted that the problems of household income formation are related to the formation of human capital. According to O. Lozychenko (2022), it is considered that the household is a separate economic institution, which is an association of individuals who carry out joint activities related to household management. The level of human capital in the country will largely depend on how the wealth of households is formed. C. Barone *et al.* (2022) analysed the prevalence of approaches to the social situation of households according to the criteria of income, class and social status based on the publications of the most cited sociological journals. Their conclusion was that income indicators dominate the research compared to criteria of the class and social status. The problems of income and expenditure formation were studied in the works of A.T. Byrne & D.R. Just (2022), D.W. Schanzenbach (2023). Ukrainian scientists S.Yu. Goncharova & I.V. Buryak (2021), O. Lozychenko (2021) also pay considerable attention to the issues of household income formation. The purpose of this study was to assess the socio-demographic characteristics of rural households compared to households in large cities, the structure of their costs and resources and the level of material well-being of various social groups.

■ MATERIALS AND METHODS

The statistical data of state observations of the living conditions of households served as the basis of the research. The file Anonymous microdata on key indicators of household income, expenditure and living conditions (2019; 2020; 2021) included 8,107 households (17.4 thousand people) in 2019, 7,849 households (16.9 thousand people) in 2020 and 7,614 households (16.2 thousand people) in 2021. This statistical survey is based on a survey of a selected group of households, which represents the structure of the population of Ukraine according to various criteria. Detailed information about the organization, methodology of conducting the Survey of Living Conditions of Households, distribution of its results to the general population, data quality, etc. is posted on the official website of the State Statistics Service of Ukraine (Demographic and social statistics..., n.d.). The survey does not cover the institutional population (military servicemen, persons in prison, persons permanently living in boarding houses, homes for the elderly), marginal strata (homeless, etc.), as well as the population living on temporarily occupied territory. Depersonalized microdata protection methods were applied to the published data in order to minimize the risk of indirect identification of a specific statistical unit. The file includes variables related to income and resources, individual socio-demographic characteristics of households, the amount of expenses, food consumption. Households also indicated additional information related to the type of settlement (a large city, a rural area, a small town), the region of residence, the number of persons in the household and the type of household (with children, without children).

During the work, all households of Ukraine were divided into eleven groups according to the income level from to UAH 40,000 up to more than UAH 240,000 and structural shifts in their distribution in rural areas for 2019-2021 were investigated (Table 1).

Table 1. Specific weight of households with different income levels in rural areas in Ukraine in 2019-2021

Income level, UAH	2019		2020		2021	
	number	in % to the total number	number	in % to the total number	number	in % to the total number
up to 40,000	548	17.0	420	13.1	263	8.5
40,000.1-60,000	564	17.5	578	18.0	496	16.0
60,000.1-80,000	481	15.0	515	16.0	488	15.8
80,000.1-100,000	402	12.5	405	12.6	377	12.2
100,000.1-120,000	326	10.1	320	9.9	322	10.4
120,000.1-140,000	235	7.3	212	6.6	247	8.0
140,000.1-160,000	186	5.8	215	6.7	201	6.5
160,000.1-180,000	140	4.4	154	4.8	170	5.5
180,000.1-200,000	91	2.8	106	3.3	136	4.4
200,000.1-240,000	126	3.9	136	4.2	151	4.9
more than 240,000	118	3.7	157	4.9	244	7.9

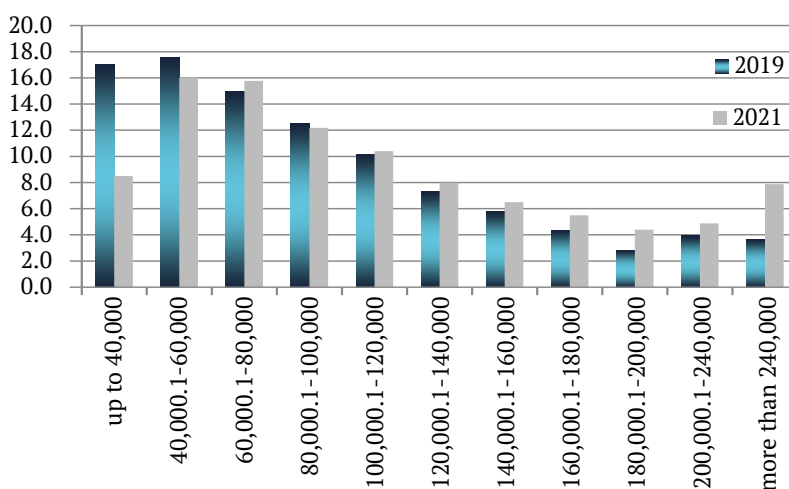
Source: created by the authors based on Anonymous microdata on key indicators of household income, expenditure and living conditions (2019; 2020; 2021)

The purpose of this analysis was to assess changes in the dynamics of incomes of individual groups of households relative to their total number. A comparison of the reliability of differences in the level of income between groups and in dynamics was made with the help of the method of comparing averages using the Student's t-test. A separate assessment was made between the level of self-assessment of one's income and the level of income of households both in rural areas and in large cities. Household members had the opportunity to answer the question regarding income adequacy by choosing one of the four answer options: "It was enough and savings were made"; "It was enough, but no savings were made"; "Constantly denied the most necessary things, except for food"; "It was not possible to provide even enough food". Differences in the income levels of residents of large cities and rural areas were also compared using the Student's t-test. The choice of these two types of settlements was determined by migration processes from the village to large cities, which have been taking place for the past seventy years. The study was conducted in accordance with the Declaration of Helsinki (n.d.). All participants were informed

about the purpose of the study, confidentiality, the utilization of their data, and potential risks. When examining the influence of the household income level on the amount of expenses, the following positions were distinguished: influence on food, education, and health care. Data processing was carried out across rural areas and large cities, which made it possible to assess the relationship between the level of income and the absolute and relative level of expenses for selected items of households with different income levels. Reliability of differences between groups was performed with the help of the method of comparing means using the Student's t-test.

■ RESULTS AND DISCUSSION

When analysing the given data (Table 1), it should be noted that in 2019, the largest share of households fell to the first two groups with an income of up to UAH 60,000 (34.5% of the entire population). Whereas in 2021, their specific weight was already equal to 24.5%, that is, it decreased by exactly 10.0%. The share of households of the last two groups with the highest level of income in 2019 was equal to 7.65%, and in 2021 – to 12.8% (Fig. 1).

**Figure 1.** Distribution of rural households by income level in Ukraine in 2019 and 2021, %

Source: created by the authors based on Anonymous microdata on key indicators of household income, expenditure and living conditions (2019; 2020; 2021)

Specific weight of households with an income level of UAH 80,000 up to UAH 12,000 remained stable. At the same time, the average level of income increased from UAH 96,692 up to UAH 118,890. At first glance, this growth indicates an increase in the level of income. However, considering that the accumulated inflation during this period was equal to 19.6%, such an increase in income actually only compensates for inflationary losses (Consumer

price..., 2019; Consumer price..., 2020; Consumer price..., 2021). The reliability of differences between the income levels of 2019–2021 was checked with the help of the method of comparing averages, using the Student's t-test. The resulting span dendrogram is shown in Figure 2. In this way, there is a situation when a clear increase in the level of household incomes is nominal, without an increase in their real value.

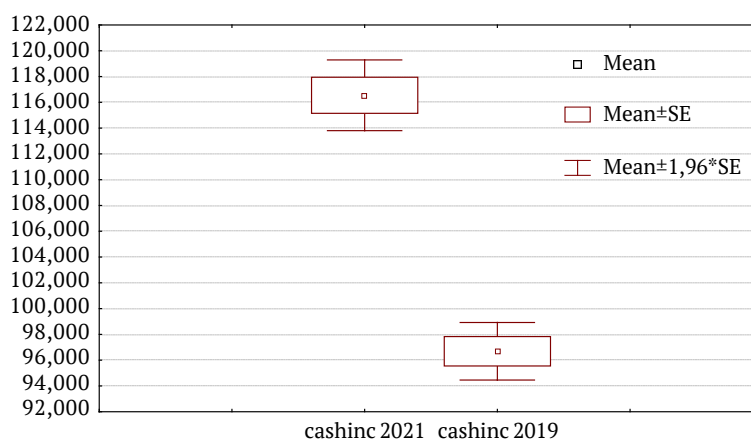


Figure 2. Dendrogram of household incomes in rural areas of Ukraine in 2019 and 2021

Note: the dot inside is the average value; the rectangle – value of one standard deviation; the whiskers are the value of two standard deviations

Source: created by the authors

It should be emphasized separately that the average income for all households in large cities was UAH 144,422, while in rural areas it was UAH 118,890. This difference is significant and determines many problems of the rural population which is forced to reduce its expenses. Such situation leads to population migration from rural areas and their depopulation. This is a matter of state policy and national security.

An assessment of the specific weight of the household survey was carried out depending on the level of income, separately in rural areas (RA) and in large cities (LC). The logic of such comparison is due to the fact that in Ukraine, internal migration from villages to large cities has been

taking place since the time of collectivization. Since the 1990s, rural migration has grown even more significantly and has become one of the dominant factors that determines the size of the rural and urban population (Maly-novska, 2018; Pozniak, 2020). Another criterion for division was the self-assessment of income sufficiency by the households themselves. There were 4 possible answer options: “It was enough and savings were made” (1st option); “It was enough, but no savings were made” (2nd option); “Constantly denied the most necessary things, except for food” (3rd option); “It was not possible to provide even enough food” (4th option). In the given table, the numbering of the answer options is presented by groups (Table 2).

Table 2. The specific weight of households with different levels of self-assessment by households of their income level in rural areas and in large cities of Ukraine in 2021, %

Income level, UAH	1 st option		2 nd option		3 rd option		4 th option	
	LC	RA	LC	RA	LC	RA	LC	RA
up to 40,000	0.8	0.8	20.8	20.9	64.2	66.9	14.2	11.4
40,000.1–60,000	0.7	3.4	21.5	26.0	70.7	60.3	7.2	10.3
60,000.1–80,000	3.1	3.7	32.8	37.5	61.4	50.8	2.8	8.0
80,000.1–100,000	6.2	6.9	40.9	41.6	51.5	44.8	1.5	6.6
100,000.1–120,000	7.9	11.8	48.4	47.8	40.1	33.5	3.6	6.8
120,000.1–140,000	8.3	11.7	56.9	51.8	31.7	29.6	3.2	6.9
140,000.1–160,000	10.4	12.4	60.1	60.7	28.2	24.4	1.2	2.5
160,000.1–180,000	10.4	15.9	67.4	54.7	20.8	27.1	1.4	2.4
180,000.1–200,000	16.0	12.5	66.4	62.5	17.6	23.5	0.0	1.5
200,000.1–240,000	19.8	19.2	63.5	64.2	16.8	13.9	0.0	2.6
more than 240,000	24.4	27.0	68.0	64.8	7.3	6.1	0.3	2.0

Note: RA – rural areas; LC – large cities

Source: created by the authors based on Anonymous microdata on key indicators of household income, expenditure and living conditions (2019; 2020; 2021)

It can be stated that the level of self-esteem is clearly dependent on the level of household income. Thus, in the group of households with an income level of up to UAH 40,000, the share of those who assessed their income level as “It was enough and savings were made” in rural areas and in large cities was equal to 0.8%. While the percentage of those who rated their income level as “Couldn’t provide even enough food” was 14.2% and 11.4%. In this group of households, the largest specific weight was of those who assessed their financial status as “Constantly denied the most necessary things, except for food”. It was equal to 64.2% in large cities and 66.9% in rural areas. In the group with an income level of UAH 12,000-140,000 the specific weight of those who belonged to the first group was already equal to 8.7% in large cities and 11.7% in rural areas. 3.2% of households in large cities and 6.9% in rural

areas belonged to group four “It was not possible to provide even enough food”. Households of the last group, with an income level of more than UAH 240,000. The specific weight of those who belonged to the first group, was equal to 24.4% in large cities and 27.7% in rural areas. The share of households belonging to the fourth group was equal to 0.3% in large cities and 2.0% in rural areas.

The proof that these discrepancies are not random was the examination of the data on the difference in average incomes between groups of households 1 and 4. For this, the method of comparing means using the Student’s t-test was used again. It was found that the probability that the mean values could be random is almost 0. Constructed graphs of dendrograms visually confirm this (Fig. 3). In this case, it is only necessary to state that the level of disagreements in rural areas turned out to be more significant than in large cities.

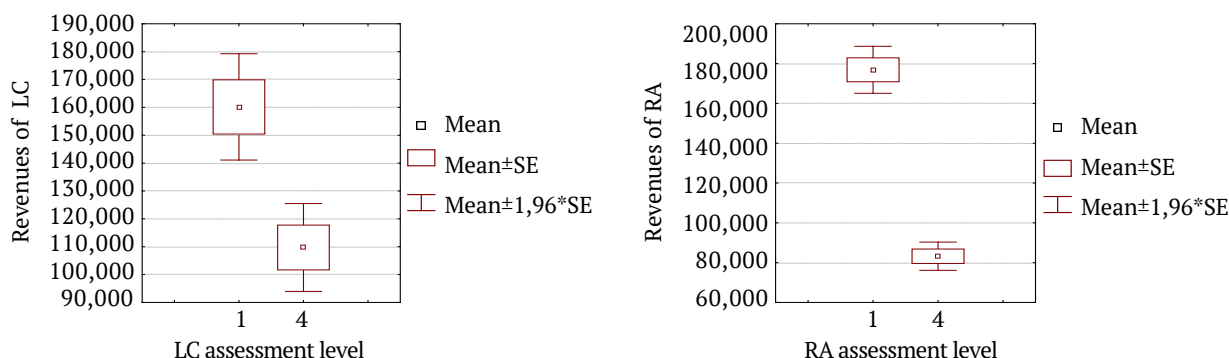


Figure 3. Dendrogram of household incomes in large cities and rural areas with different levels of self-esteem (groups 1 and 4) in Ukraine in 2021

Note: the dot inside is the average value; rectangle – value of one standard deviation; whiskers are the value of two standard deviations

Source: created by the authors

An assessment of the impact of the level of income on the amount of expenses for such items as food, education and health care was carried out. The specific weight of food costs in their total amount was also determined. This indicator is a kind of index of the quality of life. It is believed

that a country can be classified as a kind of elite group according to the level of its economic development and the quality of life of the population, if the share of expenditure on food does not exceed 20-25% (Larsen, 2014; Sydorчук *et al.*, 2022). The obtained results are shown in Table 3.

Table 3. The impact of the level of household income on the amount of expenses for individual items in large cities and rural areas of Ukraine in 2021

Income level, UAH	Food		Specific weight of food costs to all costs, %		Health care		Education	
	LC	RA	LC	RA	LC	RA	LC	RA
up to 40,000	22,923	19,218	70.6	63.0	1,650	1,674	217	0
40,000.1-60,000	29,346	22,971	58.2	45.8	3,241	3,339	316	15
60,000.1-80,000	36,148	28,892	51.5	41.4	4,238	4,114	593	33
80,000.1-100,000	43,440	34,200	48.1	38.3	3,871	4,609	528	159
100,000.1-120,000	48,463	37,877	43.9	34.5	6,634	5,693	684	236
120,000.1-140,000	50,906	42,192	39.3	32.6	5,745	5,968	1,338	232
140,000.1-160,000	60,152	44,021	40.4	29.4	7,633	5,081	1,789	647
160,000.1-180,000	57,327	49,888	33.9	29.6	9,310	4,927	2,626	527
180,000.1-200,000	65,483	56,292	34.6	29.7	6,840	7,124	2,004	1,186
200,000.1-240,000	72,467	55,717	33.5	25.6	8,529	7,199	2,973	1,062
more than 240,000	79,602	70,975	24.1	22.8	9,417	8,905	4,518	1,256

Source: created by the authors based on Anonymous microdata on key indicators of household income, expenditure and living conditions (2019; 2020; 2021)

The obtained data give grounds for the conclusion that there is a close relationship between the amount of household income and the amount of their expenditure on food products. Households with an income of up to UAH 40,000 spent on food in large cities equalled UAH 22,923, or 70.6% of the total expenditure. In rural areas, these indicators were equal to UAH 19,218 and 63.0%. In the group of households with an income level of 120,000-140,000 UAH expenditure on food products in large cities was equal to UAH 50,906 (39.3% of their total value), and in rural areas – UAH 42,192 (32.6% of their total value). In the group with the highest level of income, the amount of expenditure on food products was equal to UAH 79,602 in large cities (24.1% of their total amount), in rural areas this figure was UAH 70,975 (22.8% of their total value). Therefore, it

should be stated that households in large cities spent significantly more on food products than households in rural areas. The average cost of this item in large cities was UAH 51,504 against UAH 37,730 in rural areas. In this case, the explanation of this situation can be the fact that rural residents consume part of food products of their own production, but this cannot completely compensate for this difference.

The reliability of differences was checked using the method of comparing means using the Student's t-test between groups 1 and 4 according to the level of self-assessment of household income. The given dendrograms make it possible to ascertain the significance of the differences in the specific weight of expenses on the level of nutrition from the selected factor (Fig. 4).

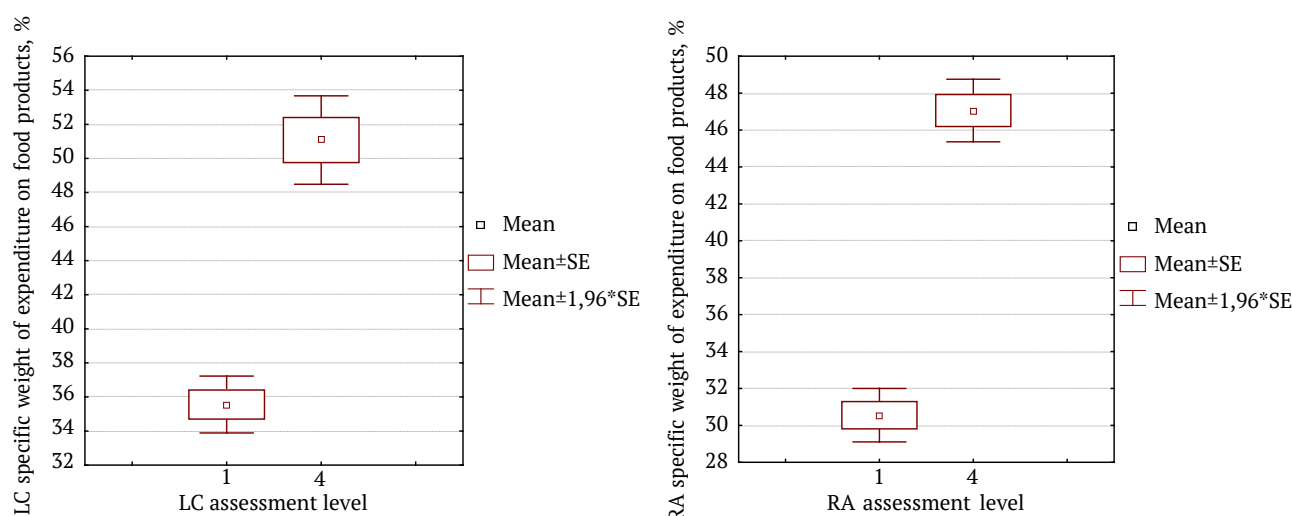


Figure 4. Dendrogram of the specific weight of food expenditure of households in large cities and rural areas with different levels of self-esteem (groups 1 and 4) of Ukraine in 2021

Note: the dot inside is the average value; the rectangle – value of one standard deviation; the whiskers are the value of two standard deviations

Source: created by the authors

Based on this, it can be stated that in Ukraine, only in the group of the most affluent households, the level of expenditure on food products corresponds to their value in the developed countries of the world. In this respect, the gap is very significant. In addition to the level of expenditure on food products, the level of expenditure on health care and education are significant factors affecting the quality of human capital. In this case, first of all, it should be noted that the level of spending on education in rural areas is significantly inferior to its value in large cities. In particular, in the group of households with incomes of UAH 120,000-140,000 the amount of expenses for education equalled UAH 1,338, respectively, and UAH 232. In the group with an income level of more than UAH 240,000 – UAH 4,518, respectively, and UAH 1,256. On average, households in large cities spent UAH 7,478 on education, while in rural areas – UAH 3,357 (Table 3). This is the evidence that residents of rural areas have significantly fewer opportunities to provide their children with quality education. In this case, the problem may be that people do not have the opportunity to pay for additional courses and classes for children due to the absence of such

courses. Perhaps the influence is due to the peculiarities of the mentality of rural residents who believe that these expenses can be saved. But such position may lead to a decrease in the competitiveness of rural school graduates on the labour market in the future.

The amount of health care costs was quite similar for different groups. At the same time, out of the eleven selected groups, in seven of them the costs in large cities exceeded their value in rural areas. This conclusion is confirmed by the average values of these expenses for the entire population, which were equal to UAH 6,305 in large cities and UAH 5,173 in rural areas. Although such difference is not significant, it also indicates the limited access of rural residents to medical services.

It should be noted that studies related to the level and quality of life of the rural population, the causes of migration, and poverty are of considerable interest for Ukrainian scientists (Radchenko *et al.*, 2023). In particular, V.L. Zhakhovska (2019) notes that the rural population is socially vulnerable to a greater extent than the urban population and more often exposed to the risks of poverty and social exclusion. Among the prerequisites that affect these processes,

the author singles out the aging of the rural population, the difficulty of finding employment due to the remoteness of their places of residence from cities and settlements, which are centres of economic activity, the automation of workplaces and the release of a significant share of workers from agriculture, the preservation of a high level of informal employment. M.P. Butko *et al.* (2021) link the development of rural areas and communities with the development of agrarian formations and the formation of balanced business environment. V. Riabokon (2021) also emphasizes that the problems of preserving the Ukrainian countryside and human capital are mutually dependent. The decentralization reform should contribute to solving these tasks.

Foreign researchers paid considerable attention to the issues of poverty and the level of wealth of households. C. Luo *et al.* (2020), on the example of China, based on sociological research of rural households, concluded that income inequality creates poverty, but the economic growth that takes place in the country's economy makes it possible to reduce the level of poverty. A similar conclusion was made by S.H.C. Matt *et al.* (2012) on the example of the analysis of sociological data of one of the provinces of Malaysia. The authors of the study drew attention to the fact that non-agricultural incomes provide an opportunity to reduce the level of poverty, but lead to increased differentiation of households by the level of prosperity. Studies by O. Neme Castillo & C. Chiatchoua (2022), C.O. Omodeo (2022) on poverty in developing countries made it possible to establish that international companies entering their market can improve the social situation and reduce poverty. A. Rodriguez-Alvarez *et al.* (2021) draw attention to the issue of so-called "energy poverty", that is, the inability of individual households to pay their energy bills. According to the researchers, one of the effective measures to solve this problem is direct subsidies from the state and increasing energy efficiency. Another problem concerns the relationship between the level of poverty and the development of democratic institutions. C. Dörffel & A. Freytag (2023) concluded that democratic countries can help reduce poverty by encouraging redistribution, removing barriers for the poor, that is, democratization reduces poverty.

C.M. Lindsay (1971), O. Yavorska (2018) noted that the correct measure of return on investment in human capital is the wealth effect from increased wages. It was concluded that the indicator of "difference in income" of employees contains a difference due to the size of investments. G.S. Becker *et al.* (1990) also analysed investment in human capital, but from a different angle. They concluded that societies with limited human capital choose large families and invest little in each member, but those with abundant human capital do the opposite. An example of this is many developing countries. Ukraine also falls into this group of countries in terms of its income, but it differs in that the birth rate in Ukraine is one of the lowest in the world. The need for an optimal tax policy regarding investments in human capital is also emphasised (Stantcheva, 2017). At the same time, it is important to reduce taxation with age, which will make it possible to maintain the appropriate level of human capital. A. Angelsen *et al.* (2014) conducted a comparative income analysis of approximately 8,000 households in 24 developing countries and concluded that environmental income accounts for 28% of

total household income, 77% of which is attributable to natural forests. It is concluded that the preservation of the natural environment and forests, in particular, is a necessary condition for the growth of incomes of rural residents. One of the problems is also the irrationality of households in planning expenses and the inability to optimize future incomes. According to G. Kaplan & G.L. Violante (2014) households show large propensities to consume due to additional temporary income and small propensities to consume due to news of future income.

All the mentioned issues and problems have a direct impact on the level and quality of human capital formation. The conducted research made it possible to clarify and specify certain aspects of the formation of human capital in Ukraine in the pre-war period from the point of view of both the level of income and expenses for the main consumer items.

■ CONCLUSIONS

The conducted research revealed a number of problems in the formation of the appropriate level of human capital in rural areas of Ukraine in the pre-war period and made it possible to establish the following: in 2019-2021, there was a nominal increase in the level of household incomes in rural areas, which did not lead to their real increase. The comparison of the distribution of households in large cities and in rural areas between the amount of income and the level of their self-esteem revealed their clear dependence, which was also confirmed by the method of comparing averages using the Student's t-test.

The assessment of the absolute and relative value of food costs proved that their value is clearly dependent on the income level of households both in rural areas and in large cities. However, only in the group of households with an income level of more than UAH 240,000, the specific weight of expenditure on food was equal to 22.8% in rural areas, which can be considered a level corresponding to developed countries. It is noted that rural households spend significantly less on education compared to residents of large cities. The difference in these expenses exceeded two times. Based on this, it can be argued that such difference in costs can significantly affect the level of competitive positions of rural youth in the labour market in the future. It was also established that households in rural areas spend less on health care than in large cities. In this case, the difference in costs was not significant, but again, this is evidence of fewer opportunities for rural residents to receive quality medical services. Based on the conducted research, it can be concluded that the state should pay much more attention to the development of rural areas, which, in turn, will make it possible to stop their depopulation, and give rural residents equal conditions, in terms of quality of life, with residents of large cities. Ultimately, this will make it possible to restore not only rural settlements, but also to form and improve the quality of human capital in rural areas.

The loss of human capital is one of the main obstacles to the country's further revival. The problem lies, on the one hand, in creating conditions for the return of the population from emigration, and on the other – in restoring the economic conditions of the population's quality of life. These problems are interrelated and will require solutions

in the first stages of post-war reconstruction. Therefore, further research in this direction may be aimed at assessing the impact of the war on the quality and problems of human capital formation in Ukraine in general and in rural areas in particular.

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Особливості формування людського капіталу на сільських територіях у передвоєнний період

■ **Анотація.** В Україні має місце системна криза пов'язана зі скороченням населення на сільських територіях. Внаслідок цього зникають населенні пункти, занепадає виробнича та соціальна сфера. Відродження сільських територій стає проблемним процесом і одною з головних причин цьому є нижча якість життя сільських мешканців у порівнянні з мешканцями великих міст. Метою дослідження була оцінка окремих складових формування людського капіталу на сільських територіях у передвоєнний період. У процесі дослідження використано діалектичний метод пізнання, системний підхід до вивчення економічних явищ і процесів, абстрактно-логічний, статистичних групувань, метод порівняння середніх з використанням t-критерію Ст'юдента. Встановлено, що у 2019-2021 роках доходи сільських домогосподарств зросли з 96692 грн. до 118890 грн. Було також здійснено групування домогосподарств на сільських територіях та у великих містах за рівнем самооцінки рівня своїх доходів. Встановлено, що в домогосподарств з рівнем доходу до 40000 грн. питома вага тих, хто оцінював рівень своїх доходів «Було достатньо і робили заощадження» в сільській місцевості та у великих містах дорівнювала 0,8 %. Питома вага тих, хто оцінював свій рівень доходу, як «Не вдавалося забезпечити навіть достатнє харчування» дорівнювала 14,2 % та 11,4 % відповідно. Проведено дослідження впливу рівня доходів на величину витрат по таким статтям, як продукти харчування, освіта та охорона здоров'я. Визначено питому вагу витрат на продукти харчування в їх загальній величині. Встановлено, що величини витрат на продукти харчування знаходяться у чіткій залежності від рівня доходів домогосподарств як на сільських територіях, так і у великих містах. На сільських територіях витрати на охорону здоров'я були на 22 % меншими ніж у великих містах. Результати даного дослідження можуть бути використанні під час розробки державної стратегії повоєнного відновлення сільських територій

■ **Ключові слова:** домогосподарства; доходи домогосподарств; витрати домогосподарств; структура доходів; якість життя; сталий розвиток