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FORMATION OF THE PERCEPTIONAL PORTRAIT OF THE REPRESENTATIVE OF THE MIDDLE CLASS

Goal. The purpose of this article is to analyze the peculiarities of forming middle class

representatives in the Metropolitan Macroregion.

Methodology. The methodological basis of the research is the theoretical basis of the functioning of the sociosystem. The main methods of research are: system-structural, synthesis, statistical, ballroom, literary.

Results. Approaches to the assessment of the middle class in Ukraine are revealed. The main criteria for determining the middle class are highlighted. Distribution of respondents by their own identification was revealed. The perceptual portrait of the middle class representative of the Metropolitan Macro Region of Ukraine is described.

Scientific novelty. The scientific novelty consists in the analysis of the peculiarities of the formation of a representative of the middle class in the Metropolitan area of Ukraine.

Practical significance. The research is an important part of the organization of perceptual analysis of the middle class in Ukraine. It is aimed at identifying territorial differences in the formation of the middle class, taking into account the system of indicators.

Key words: middle class, character of the middle class assessment, self-identification of the middle class, problems of formation of the middle class, perceptual portrait of the middle class.

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