

Informations *Rapides*

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Principaux indicateurs

■ Monthly confidence consumer survey – August 2013

In August 2013, households' confidence increased again (+2 points)

Warning

This publication marks a significant innovation. Now Insee publishes the results of consumer surveys for the month of August.

In August 2013, households' confidence kept increasing. The synthetic confidence index gained 2 points compared with July, after a 3 points increase in July with respect to June.

• Personal situation

Financial situation : slightly increasing

In August, households' appreciation of their *financial situation* slightly increased, both their past situation (+1 point) and future situation (+2 points). However, the balance of opinion on whether August was a *suitable time to make major purchases* slightly decreased (-1 point). These three balances remained clearly below their long term averages.

Savings: decreasing

In August, households' opinion about their *current saving capacity* was stable, as was their opinion about their *savings capacity in the next 12 months*, these two balances remaining considerably above their long term average.

In August, the part of households to consider it *opportune to save* sharply decreased (+1 point). This balance remained however distinctly above its long term average.

Consumer synthetic index



CONSUMER OPINION: synthetic index and opinion balances

Balance of responses, seasonally adjusted

	Average (1)	2013			
		May	June	July	August
Synthetic index (2)	100	79	79	82	84
Financial sit., past 12 m.	-19	-37	-35	-34	-33
Financial sit., next 12 m.	-4	-27	-27	-25	-23
Current saving capacity	8	14	14	16	16
Expected saving capacity	-10	-2	-6	-1	-1
Savings intentions, next 12 m.	18	29	31	29	24
Major purchases intentions, next 12 m.	-14	-32	-34	-28	-29
General economic sit., past 12 m.	-43	-78	-79	-76	-72
General economic sit., next 12 m.	-23	-63	-66	-58	-51
Unemployment, next 12 m.	32	78	80	63	62
Consumer prices, past 12 m.	-13	-18	-13	-9	-2
Consumer prices, next 12 m.	-34	-17	-18	-16	-21

(1) Average value between January 1987 and December 2012

(2) This indicator is normalised in such a way that its average equals 100 and standard error equals 10 over the estimation period (1987-2012).

• Economic situation in France

General economic situation in France: increasing again

In August, households' opinion about the *past general economic situation* in France increased (+4 points). Their opinion on the *expected general economic situation* noticeably rose (+7 points): after reaching its lowest value in June, it had already bounced in July. Nevertheless, these balances remained clearly below their long term averages.

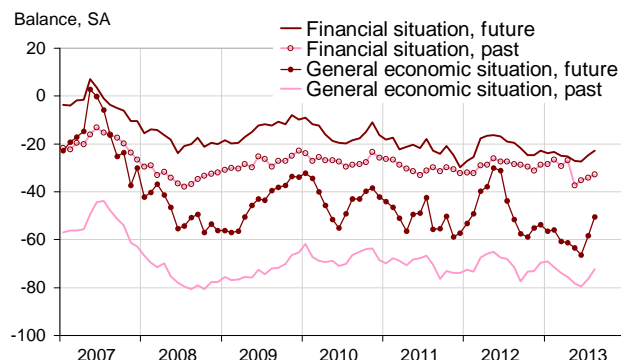
Future unemployment: July's decrease confirmed

In August, households' anticipations of future employment were almost stable. The corresponding balance lost 1 point, after a 17 points decrease in July, and reached its lowest level since June 2012. However, it remained above its long term average.

Inflation's appreciation: increasing again

In August, households were more numerous than in July to estimate that *past inflation* increased. The corresponding balance increased by 7 points. However, households' opinion about *future inflation* decreased (-5 point). Both balances remained above their long term average.

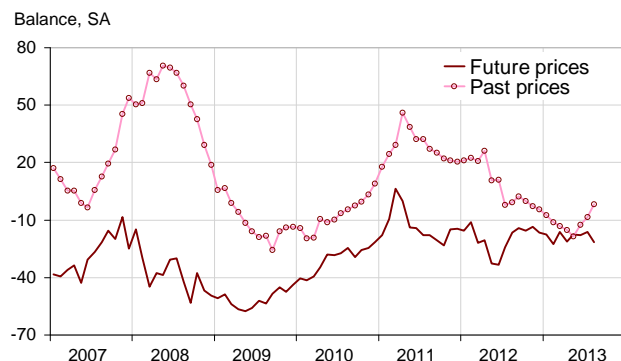
Balances on personal financial situation and general economic situation



Households' unemployment expectations



Households' perception of prices



For more information :

Definition - The synthetic households confidence index summarizes their opinion about the economic situation : a higher value means a more favorable households' judgment about the economic situation. It is calculated using factor analysis technique. This technique enables to summarize concomitant movements of variables that display high correlations with each other . The index describes here the common factor of 8 balances of opinion: past and future general economic situation in France, past and future personal financial situation, unemployment, timeliness to make major purchases, current savings capacity (balance named until 2010 « current financial situation ») and expected savings capacity (formerly named « savings capacity »).

Calculation method - Around 2000 households are surveyed each month by telephone. Surveys occur during the first three weeks of each month. The estimate of August that appears on the graphs comes from the linear interpolation of data resulted from July and September surveys.

Answers to this survey were collected between 30th July and 20th August 2013.

For each question asked, a balance of opinion is calculated as the difference between the percentages of positive and negative answers. Since the level of these balances is not directly significant, comments above only lean on their changes and their distance to long-term average.

Seasonal coefficients are calculated again each month, hence the slight revision of seasonal adjusted balances history for each publication.

- Further data (historical data, methodology, connected web pages ...) are available on the HTML page of this indicator : <http://insee.fr/en/themes/info-rapide.asp?id=20>
- Historical data are available on the BDM : [G389](#)
- Press contact : bureau-de-presse@insee.fr

Next publication: September 26th 2013 at 8:45