

Informations *Rapides*

29 août 2013 - n° 196
Principaux Indicateurs



■ Monthly business survey in services – August 2013

In august 2013, the business climate improved slightly in services sector

• All services sector

According to business managers, the economic situation in services improved slightly in august 2013. The business climate synthetic indicator rose by two points, and reaches 88, still below its long-term average (100). Business managers consider that their activity remained damaged in the last few months. Their expectations of business and demand have been recovering slightly.

The general outlook rose by two points compared with July but remained well below its long-term average. The turning point indicator indicates a favourable economic dynamic.

Employment is still sluggish

In services sector (except temporary employment agencies), business managers consider that employment remained sluggish. However, more of them have been anticipating a rebound in employment for the coming months.

Economic outlook in the services sector

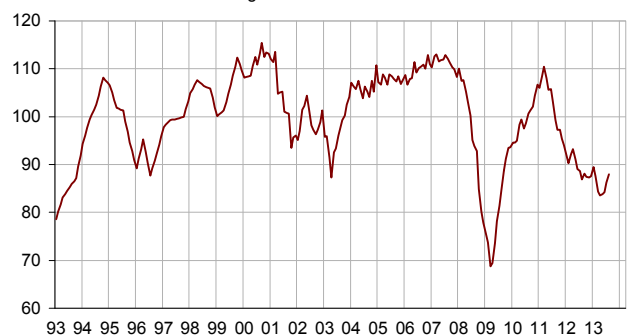
Balances of opinion, in %, seasonally adjusted

	Average*	May 13	June 13	July 13	Aug. 13
Composite indicator	100	84	84	86	88
General outlook	-7	-29	-27	-22	-20
Past activity	3	-16	-12	-16	-16
Expected activity	3	-11	-14	-14	-12
Expected demand	0	-17	-16	-13	-9
Business situation	-2	-18	-16	-13	-15
Past selling prices	-3	-12	-12	-12	-11
Expected selling prices	-2	-12	-12	-13	-11
Past employment	3	-6	-5	-6	-6
except temporary work agencies	1	-5	-8	-5	-10
Expected employment	2	-13	-8	-7	-4
except temporary work agencies	0	-14	-10	-10	-6
Investments					
Past investments	1	-4	-4	-5	-3
Expected investments	1	-5	-5	1	-1

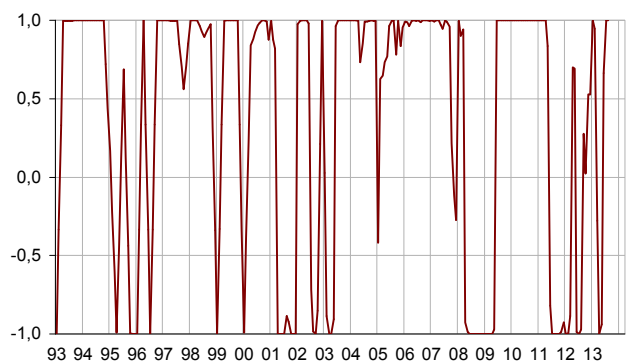
* Average of the balances of opinion since 1988
Source: Insee

Composite indicator

Standardized indicator : average = 100 and standard deviation = 10



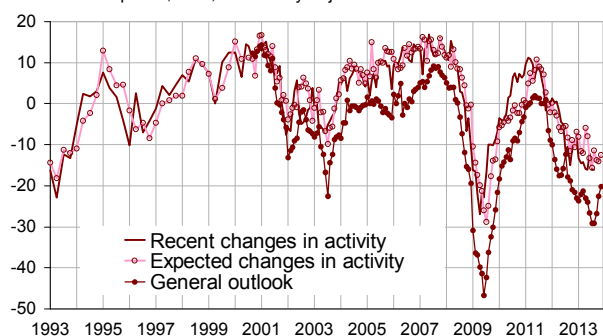
Turning point indicator



Note: close to 1 (respectively -1), this indicator indicates a favourable short-term economic situation (respectively unfavourable).

Activity

Balances of opinion, in %, seasonally adjusted



- **Road transport**

In road freight and mail activities, less business managers than in July consider that activity declined in the recent months. Their expectations of activity and demand have been recovering.

- **Accommodation and food service activities**

In accommodation and food service activities, business managers assess that activity remained gloomy in the recent period. Their forecasts of business and demand are pessimistic.

- **Information and communication**

In information and communication, business managers indicate that activity declined over the last few months. Their expectations for the coming months remain unfavorable.

- **Real estate activities**

In real estate activities, the balance of opinion on past activity went up. However, business managers do not expect an improvement in the coming months.

- **Professional, scientific and technical activities**

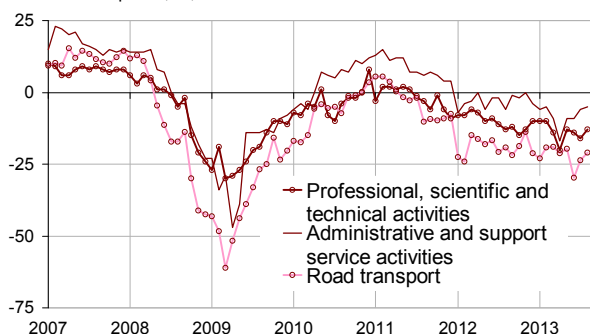
In professional, scientific and technical activities, business managers estimate that activity remained degraded in the recent period. Their expectations of activity and demand have been recovering slightly.

- **Administrative and support service activities**

In administrative and support service activities, business managers indicate that activity remained dull in the recent period. Their forecasts of activity are unchanged even if they expect to benefit from a better demand in the coming months.

Expected activity

Balances of opinion, %, CVS



Detailed data

Balances of opinion, in %, seasonally adjusted

A21	Average*	May 13	June 13	July 13	Aug. 13
(H) Road transport					
Past activity	-8	-36	-26	-31	-21
Expected activity	-10	-20	-30	-24	-21
Expected demand	-13	-30	-31	-29	-21
Past employment	-8	-19	-17	-9	-7
Expected employment	-11	-21	-18	-17	-13
(I) Accommodation and food service activities					
Past activity	-6	-39	-28	-19	-20
Expected activity	-7	-25	-21	-27	-26
Expected demand	-9	-27	-27	-31	-27
Past employment	-4	-11	-14	-11	-18
Expected employment	-5	-20	-14	-13	-13
(J) Information and communication					
Past activity	11	-18	-8	-24	-32
Expected activity	12	-6	-14	-16	-13
Expected demand	12	-10	-11	0	-1
Past employment	7	-9	-3	-7	-10
Expected employment	12	-10	-10	-11	-7
(L) Real estate activities					
Past activity	7	7	0	-2	3
Expected activity	8	-1	1	-1	0
Expected demand	2	-9	-3	-4	-5
Past employment	3	1	-3	1	-3
Expected employment	2	-1	-5	-5	0
(M) Professional, scientific and technical activities					
Past activity	-1	-10	-14	-14	-14
Expected activity	-1	-13	-14	-16	-13
Expected demand	-5	-22	-21	-21	-16
Past employment	1	3	-7	-4	-5
Expected employment	0	-11	-7	-6	-6
(N) Administrative and support service activities					
Past activity	6	-9	-8	-11	-8
Expected activity	5	-9	-9	-6	-5
Expected demand	3	-12	-12	-8	1
Past employment	8	-6	4	-6	0
Expected employment	6	-10	-5	2	7

* Average of the balances of opinion since 1988 (2006 for road transport)

For further information:

- A balance of opinion is calculated as the difference between the percentage of response «increase» and the percentage of response « decrease ».

- Additional information (long series, methodology, links...) are available on the HTML page of this indicator:

<http://www.insee.fr/fr/themes/indicateur.asp?id=62>

- Historical data are available on the BDM: [G1244](#), [G1245](#), [G1246](#).

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