

# Informations

## Rapides

25 mars 2014 - n° 67  
Principaux indicateurs



### Monthly business survey in services – March 2014

## In March 2014, the business climate remains almost stable in services

### All services sector

According to business managers, the economic situation in services improves slightly in March 2014. The business climate composite indicator has increased by one point compared to February and stands at 93, still below its long-term average (100). The turning point indicator now indicates a neutral economic outlook dynamic.

Less business managers than in February report a slowdown in their activity in the recent period. However, their expectations of activity remain pessimistic. The balance on the general outlook, which relates the assessment of business leaders over their whole sector remains below its long-term average.

### Employment remains sluggish

In services sector except temporary employment agencies, the balances of opinion on past and expected employment are lower than their long-term averages.

### Economic outlook in the services sector

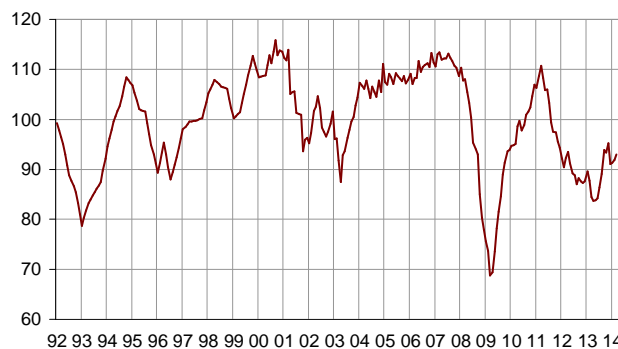
Balances of opinion, in %, seasonally adjusted

	Average*	Dec. 13	Jan. 14	Feb. 14	March 14
<b>Composite indicator</b>	<b>100</b>	<b>91</b>	<b>91</b>	<b>92</b>	<b>93</b>
General outlook	-7	-16	-16	-15	-15
Past activity	2	-3	-6	-7	-4
Expected activity	2	-10	-5	-7	-7
Expected demand	0	-8	-8	-9	-6
Business situation	-2	-14	-15	-13	-11
Past selling prices	-3	-11	-11	-10	-12
Expected selling prices	-2	-10	-9	-11	-11
Past employment except temporary work agencies	3	7	2	-2	-4
Expected employment except temporary work agencies	1	-2	1	-1	-3
Expected employment	2	-5	-4	-4	-4
Investments					
Past investments	1	0	1	-2	0
Expected investments	1	-1	2	-5	-7

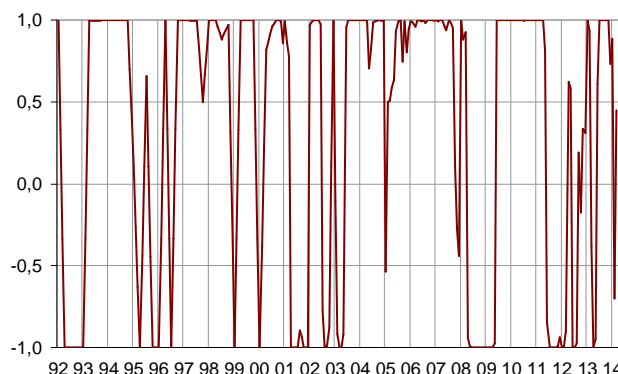
\* Average of the balances of opinion since 1988  
Source: Insee

### Composite indicator

Standardized indicator : average = 100 and standard deviation = 10



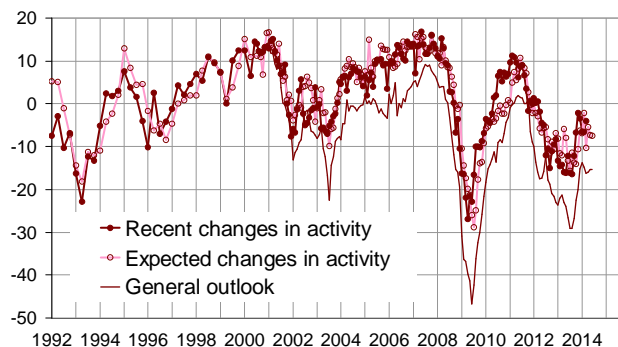
### Turning point indicator



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

### Activity

Balances of opinion, in %, seasonally adjusted



- **Road transport**

In road freight and mail activities, the balance of opinion on past activity is almost unchanged and stands over its long-term average. The balance of opinion on expected activity is around its long time average.

- **Accommodation and food service activities**

In accommodation and food service activities, less business managers than in February report a slowdown in their activity in the past three months. However, their business and demand expectations remain pessimistic.

- **Information and communication**

In information and communication, the balances of opinion on past activity and on expected activity are still well below their long-term average.

- **Real estate activities**

In real estate activities, business managers consider that activity is at its average level. They revise their expectations of activity upwards for the incoming months.

- **Professional, scientific and technical activities**

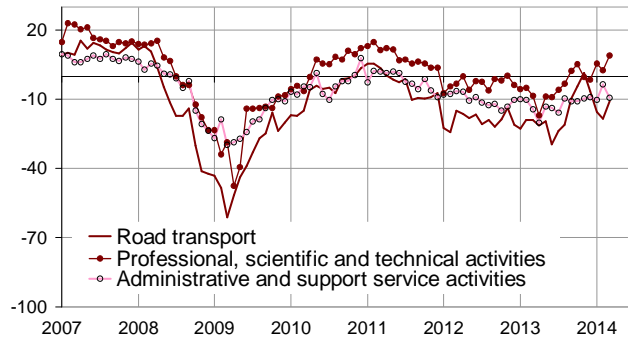
In professional, scientific and technical activities, business managers consider that activity has recovered in the recent months. However, they revise their expectations of activity and demand downwards.

- **Administrative and support service activities**

In administrative and support service activities, the balance of opinion on past activity is almost stable. The balance of opinion on expected activity recovers and exceeds its long-term average.

### Expected activity

Balances of opinion, %, CVS



### Detailed data

Balances of opinion, in %, seasonally adjusted

A21	Average*	Dec. 13	Jan. 14	Feb. 14	March 14
<b>(H) Road transport</b>					
Past activity	-8	-1	-1	3	2
Expected activity	-10	-7	-15	-18	-11
Expected demand	-13	-9	-18	-18	-12
Past employment	-8	0	-1	-6	-9
Expected employment	-11	-13	-10	-16	-11
<b>(I) Accommodation and food service activities</b>					
Past activity	-7	-17	-19	-14	-8
Expected activity	-7	-15	-15	-21	-22
Expected demand	-9	-14	-19	-25	-25
Past employment	-4	-8	-5	-6	-7
Expected employment	-5	-12	-13	-12	-14
<b>(J) Information and communication</b>					
Past activity	10	-11	-22	-24	-19
Expected activity	11	-24	-7	-17	-15
Expected demand	12	-5	0	-4	8
Past employment	7	-4	-3	-1	-9
Expected employment	11	-3	-4	-6	-2
<b>(L) Real estate activities</b>					
Past activity	7	-3	1	9	6
Expected activity	7	2	2	5	7
Expected demand	1	-6	-2	-3	-1
Past employment	3	2	5	7	0
Expected employment	2	-1	-5	-1	-3
<b>(M) Professional, scientific and technical activities</b>					
Past activity	-1	-7	-8	-7	-1
Expected activity	-2	-9	-10	-3	-9
Expected demand	-5	-12	-10	-11	-14
Past employment	1	0	-2	-5	-2
Expected employment	0	-8	-3	-5	-4
<b>(N) Administrative and support service activities</b>					
Past activity	6	9	13	4	3
Expected activity	5	-1	6	3	9
Expected demand	3	-7	-3	0	-3
Past employment	8	32	9	1	-6
Expected employment	6	3	3	3	4

\* 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...) is 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](#).
- Press contact: [bureau-de-presse@insee.fr](mailto:bureau-de-presse@insee.fr)

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