

Informations Rapides

25 mars 2014 - n° 68
Principaux indicateurs



■ Monthly business survey in the building industry – March 2014

The economic climate stays almost stable in the building industry in March 2014

According to the business managers surveyed in March 2014, the situation stays almost stable in the building industry. The composite indicator has increased by one point but stays below its long-term average. The turning-point indicator is in the neutral zone.

Activity remains deteriorated

In March 2014, Business managers consider that their activity is still deteriorated in the recent period. Slightly fewer business managers than in February forecast a fall of their activity for the next few months. The balances of opinion corresponding stay significantly below their long-term average.

Decreasing employment

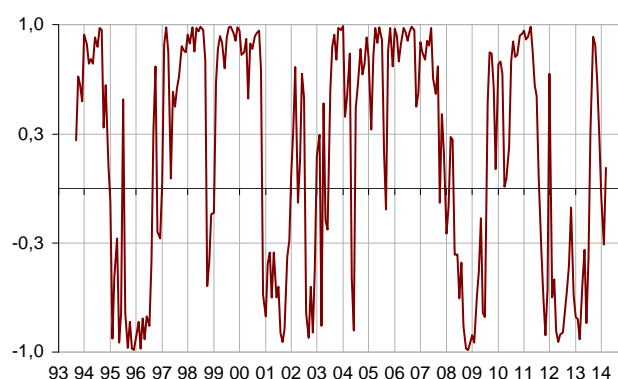
Fewer business managers than in February indicate job losses for the next few months. The balances of opinion corresponding to past employment and expected employment stay substantially below their long-term average.

Composite indicator

Standardized with mean equal to 100 and a standard deviation equal to 10



Turning-point indicator



Lecture: close to 1 (respectively -1), it indicates a favorable climate (respectively unfavorable).

Building industry economic outlook

Balances of opinion, in %, SA

	Mean*	Dec. 13	Jan. 14	Feb. 14	March 14
Composite indicator	100	94	93	93	94
Past activity	-3	-17	-18	-16	-18
Expected activity	-5	-18	-15	-21	-19
Gen. business outlook	-18		-33		
Past employment	-3	-15	-19	-18	-16
Expected employment	-3	-17	-19	-22	-17
Opinion on order books	-20	-49	-46	-44	-41
Order books (in month)	5,3	6,2	6,7	6,7	6,7
Productive capacity utilisation rate	88,9	86,7	86,2	85,7	85,6
Obstacles to production increase (in %)	33	26	26	24	24
- Because of workforce shortage (in %)	15,4	2,9	4,1	3,6	3,4
Recruiting problems (in %)	59		46		
Expected prices	-13	-30	-30	-30	-29
Cash-flow position	-9		-13		
Repayment period	28		39		

* Mean since September 1993.

Source: French business survey in the building industry - Insee

Order books are still considered lower than normal

In March, fewer business managers than in February consider their order books lower than normal. However the balance of opinion stays sharply inferior to its long-term average.

Productive capacity underused again

The productive capacity utilization rate has stabilized and stays below its long-term average. At the same time, one business manager out of four declares having difficulties increasing his activity.

Prices not very dynamic

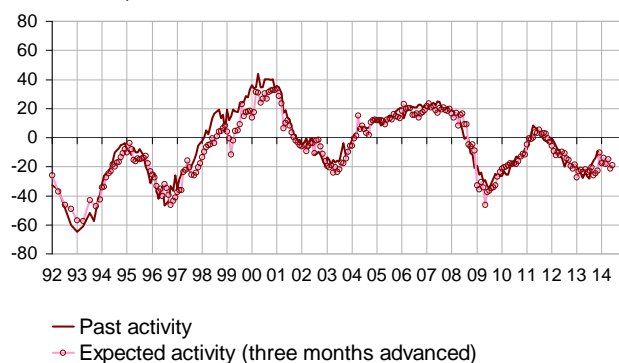
In March, almost as business managers as in February indicate price downturns. The corresponding balance of opinion is still well below its long-term average.

Productive capacity utilization rate



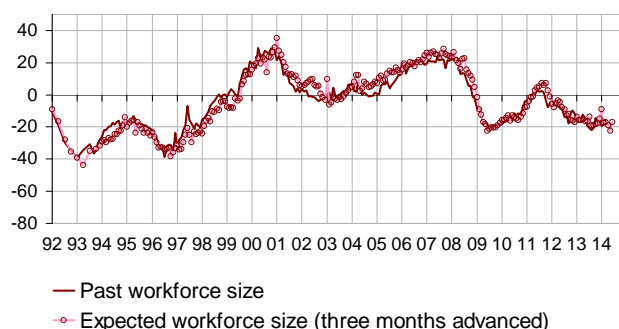
Activity tendency in the building industry

Balances of opinion, in %, SA



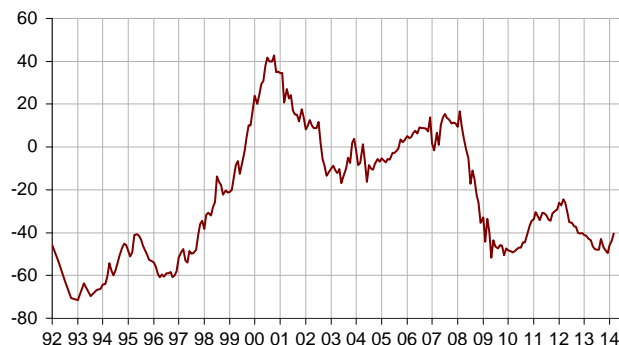
Workforce size tendency in the building industry

Balances of opinion, in %, SA



Opinion on order books

Balance of opinion, in %, SA



For further information:

The balance of opinion is calculated as the difference between the percentage of responses "increase" and the percentage of responses "decrease".

- Additional information (long series, methodology, links...) is available on the HTML page of this indicator: <http://www.insee.fr/en/themes/info-rapide.asp?id=56>
- Historical data are available on the BDM: [G1273](#), [G1276](#), [G1274](#).
- Press contact: bureau-de-presse@insee.fr

Next publication: 24 04 2014 at 08h45