

Informations *Rapides*

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Main indicators

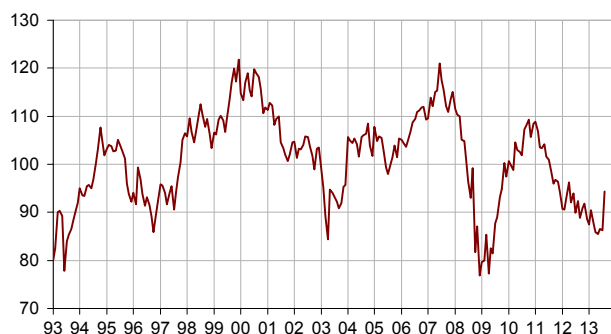
■ Monthly survey in the retail trade and in the trade and repair of motor vehicles - August 2013

In August 2013, the business climate recovered significantly in the retail trade and in the trade and repair of motor vehicles

According to the business managers, the business climate in the retail trade and in the trade and repair of motor vehicles recovered significantly in August 2013 : the composite indicator increased by 8 points. However it still remains under its long term average.

Business climate synthetic indicator

Mean=100, standard deviation=10



Much better general outlook

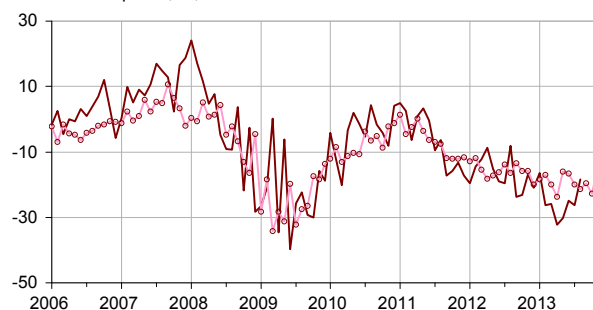
Less business leaders than in July declared a decrease in their past and previous activity: each of the three balances concerning recent sales, expected sales and ordering intentions rose but still remains under its mean level.

General business outlook have progressed for three surveys in a row, showing that business leaders have been substantially less pessimistic about the trade situation.

The balance concerning expected prices declined slightly.

Recent sales and ordering intentions

Balances of opinion, %, SA



— Recent sales —○— Ordering intentions (3 months forward)

Global data

Balances of opinion, in %, s.a.

	Ave. (1)	May 13	June 13	July 13	Aug. 13
Business climate	100	85	87	86	94
General business outlook	-30	-56	-54	-48	-36
Recent sales	-7	-30	-25	-26	-18
Expected sales	-3	-23	-19	-18	-12
Ordering intentions	-9	-21	-20	-23	-14
Stocks	11	8	11	13	7
Past selling prices (2)	-6	-6		-9	
Expected selling prices	-3	-2	-8	-2	-5
Cash position (2)	-15	-24		-26	
Workforce size: recent trend	0	-11	-9	-10	-7
Workforce size: future trend	-2	-10	-12	-12	-9

(1) Average since 1991 (2004 for recent and expected sales and ordering intentions).

(2) Bi-monthly question (odd-numbered months).

Source : monthly survey in the retail trade and in the trade and repair of motor vehicles - INSEE

Still unfavourable employment

According to the business leaders, employment creation rate slowed down a little over both the last few months and the next months. Each of the two balances still remains lower than its average.

- **Retail trade**

Progressing past and previous activity

Less trade retailers than in July declared a decrease in their past activity : in non-specialized trade, this trend has been very significant, and the corresponding balance is now closed to its average. In specialized trade, it has been less marked, and the balance is still low.

Retailers expectations are much less pessimistic : in both non-specialized and specialized trade, the balances concerning expected sales and ordering intentions have significantly increased, becoming nearer their average.

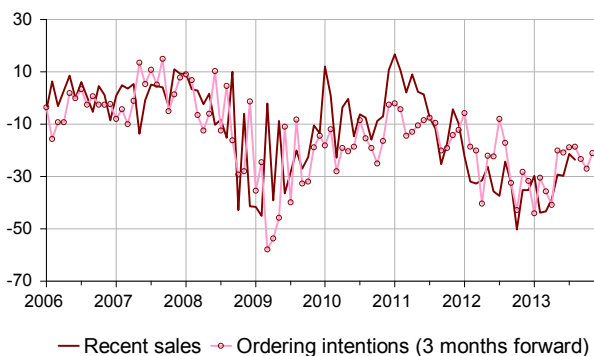
Stocks were overall estimated much lighter, getting under their average.

The expected prices balance remained stable, but it declined sharply in non-specialized trade and has gone up considerably in specialized trade.

- **Trade and repair of motor vehicles**

Recent sales and ordering intentions in motor vehicles

Balances of opinion, %, SA



Uncertain forecasts

Motor vehicle traders remained pessimistic about their past activity: the corresponding balance stabilised at a rather low level.

As on the past surveys, they are still divided about their forecasts: the expected sales balance fell again while it went up for ordering intentions.

More traders than in July anticipate a fall in prices.

Detailed data

Soldes d'opinion*, en %, CVS

	Moy. (1)	May 13	June 13	July 13	Aug. 13
Retail trade - Global data					
Recent sales	-4	-31	-23	-28	-16
Expected sales	1	-20	-18	-17	-6
Ordering intentions	-7	-20	-19	-23	-11
Stocks	10	7	11	16	6
Past selling prices (2)	-8	-3		-7	
Expected selling prices	-4	1	-9	-2	-4
Cash position (2)	-13	-22		-24	
Workforce size: recent trend	1	-8	-6	-6	-5
Workforce size: future trend	-1	-6	-10	-11	-7
Non specialized retail trade					
Recent sales	-1	-21	-10	-24	-7
Expected sales	6	-8	0	-6	6
Ordering intentions	2	-6	0	-16	-3
Stocks	7	-2	4	19	4
Past selling prices (2)	-7	4		3	
Expected selling prices	-4	11	-4	4	-8
Cash position (2)	-7	-10		-13	
Specialized retail trade					
Recent sales	-9	-43	-38	-34	-27
Expected sales	-6	-33	-34	-33	-19
Ordering intentions	-17	-38	-39	-32	-20
Stocks	14	18	19	13	8
Past selling prices (2)	-7	-11		-17	
Expected selling prices	-4	-10	-15	-9	1
Cash position (2)	-22	-36		-36	
Trade and repair of motor cars and motorcycles					
Recent sales	-11	-29	-30	-21	-24
Expected sales	-9	-31	-25	-20	-26
Ordering intentions	-14	-19	-23	-27	-21
Stocks	16	9	12	7	11
Past selling prices (2)	1	-14		-14	
Expected selling prices	5	-6	-4	-1	-5
Cash position (2)	-26	-29		-31	
Workforce size: recent trend	-9	-22	-16	-21	-17
Workforce size: future trend	-7	-22	-18	-20	-16

(1) Average since 1991 (2004 for recent and expected sales and ordering intentions, and for trade and repair of motor vehicles).INSEE

(2) Bi-monthly question (odd-numbered months).

Source : monthly survey in the retail trade and in the trade and repair of motor vehicles - INSEE

Learn more:

* A balance of opinion is the difference between weighted percentage of 'increase' or 'above normal' answers and weighted percentage of 'decrease' or 'below normal' answers.

** Non-specialized food retail trade (supers et hypermarkets) is 89 % of non-specialised retail trade, non-specialized non-food retail trade (department stores, retail sale via home-shopping) 11 %. The survey doesn't include specialised food retail trade.

- Complementary data (long series) and metadata (methodology, linked internet pages...) are available on the HTML page of this index: <http://www.insee.fr/en/themes/info-rapide.asp?id=86>
- Historical data are available on the BDM: [G1229](#), [G1230](#).
- Press contact: bureau-de-presse@insee.fr.