

# Informations Rapides

23 janvier 2014 - n° 21  
Principaux indicateurs



## ■ Monthly business survey in the building industry – January 2014

### The economic climate stays unfavorable in the building industry in January 2014

According to the business managers surveyed in January 2014, the situation stays unfavorable in the building industry: the composite indicator loosed one point and stays below its long-term average. The turning-point indicator has gone into the unfavorable zone.

#### Activity remains deteriorated

Business managers consider that their activity is still deteriorated in the recent period. They stay pessimistic about their activity in the few next months.

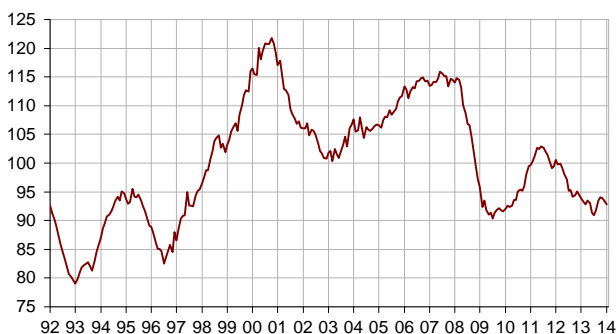
The general business outlook, which expresses the business manager's opinions about the general trend in the sector, is sharply below its long term average.

#### Decreasing employment

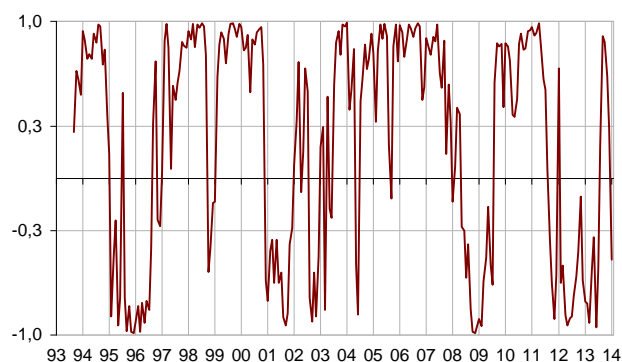
Employment in the building industry is grim: more business managers than in December indicate job losses for the next few months. The balances of opinion corresponding to past employment and expected employment stay significantly below their long-term average.

#### 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*	Oct. 13	Nov. 13	Dec. 13	Jan. 14
Composite indicator	100	94	94	94	93
Past activity	-3	-14	-9	-17	-20
Expected activity	-5	-17	-14	-18	-19
Gen. business outlook	-18	-29			-33
Past employment	-3	-14	-17	-15	-18
Expected employment	-3	-9	-17	-17	-21
Opinion on order books	-20	-47	-48	-49	-48
Order books (in month)	5,3	7,0	6,8	6,2	6,2
Productive capacity utilisation rate	88,9	85,9	85,7	86,7	86,9
Obstacles to production increase (in %)	33	24	23	26	27
- Because of workforce shortage (in %)	15,5	4,5	3,9	2,9	3,1
Recruiting problems (in %)	59	46			46
Expected prices	-13	-29	-28	-30	-35
Cash-flow position	-9	-27			-13
Repayment period	28	43			39

\* Mean since September 1993.

Source: French business survey in the building industry - Insee

### Order books are still considered lower than normal

In January, business managers still consider their order books lower than normal.

### Productive capacity underused again

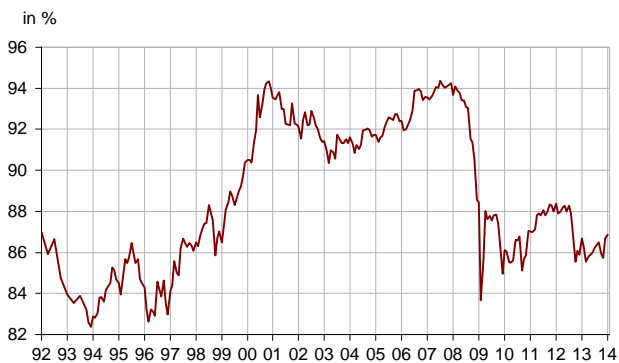
The productive capacity utilization rate has stabilized and stays below its long-term average. At the same time, more than one business manager out of four declares having difficulties increasing his activity. Approximately, one building firm out of two continues to have difficulties in recruiting labor force; this ratio is again under its long-term average.

### Prices not very dynamic

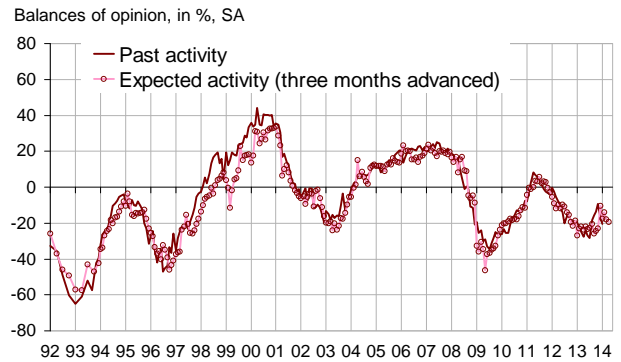
In January, more business managers than in December indicate price downturns. The corresponding balance of opinion remains sharply inferior to its long-term average.

According to business leaders, the cash-flow position of the overall sector is less deteriorated than the previous quarter and the repayment period is reduced slightly.

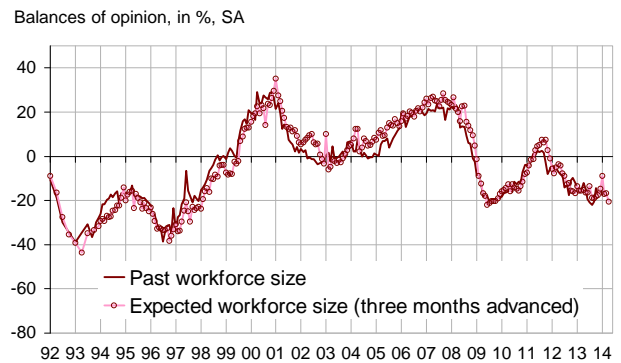
### Productive capacity utilization rate



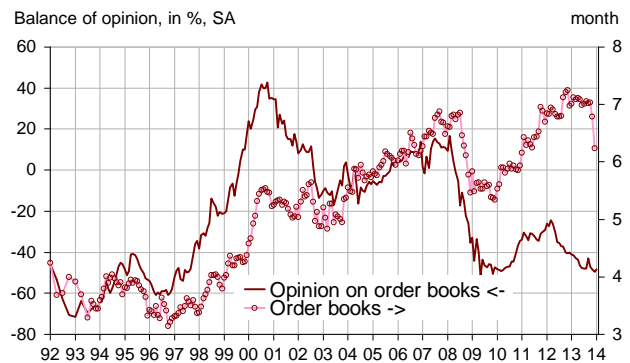
### Activity tendency in the building industry



### Workforce size tendency in the building industry



### Order books



#### 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](mailto:bureau-de-presse@insee.fr)

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