

# Informations Rapides

26 mars 2013 - n° 70  
Principaux indicateurs



## ■ Monthly confidence consumer survey – March 2013

### In March 2013, households' confidence decreased (-2 points)

In March 2013, households' confidence about the economic situation decreased: The synthetic confidence index lost 2 points, going back to last November's level. It thus remained below its long term average.

#### • Personal situation

##### **Financial situation: slightly decreasing**

In March, households' appreciation of their *financial situation* slightly decreased: the corresponding balances on *past and future financial situation* both lost 2 points. Their opinion on the *timeliness to make major purchases* was also almost stable (+1 point). These three balances remained clearly below their long term averages.

##### **Savings: increasing**

Households' opinion about their *current saving capacity* was almost stable in March (-1 point). Their opinion about their *savings capacity in the next 12 months* lost 3 points.

On the other hand, households considered it more opportune than in February to save: the corresponding balance of opinion gained 6 points, going back to last December's level. It remained however clearly beyond its long-term average.

Consumer synthetic index



#### CONSUMER OPINION: synthetic index and opinion balances

Balance of responses, seasonally adjusted

	Average (1)	2012		2013	
		Dec.	Jan.	Feb.	March
Synthetic index (2)	100	86	85	86	84
Financial sit., past 12 m.	-19	-29	-29	-28	-30
Financial sit., next 12 m.	-4	-23	-24	-23	-25
Current saving capacity	8	18	19	20	19
Expected saving capacity	-10	-2	-1	0	-3
Savings intentions, next 12 m.	18	37	36	31	37
Major purchases intentions, next 12 m.	-14	-28	-30	-31	-30
General economic sit., past 12 m.	-43	-69	-69	-71	-74
General economic sit., next 12 m.	-23	-53	-56	-56	-61
Unemployment, next 12 m.	32	72	70	73	76
Consumer prices, past 12 m.	-13	-3	-7	-11	-14
Consumer prices, next 12 m.	-34	-17	-18	-24	-17

(1) Average value between January 1987 and December 2012

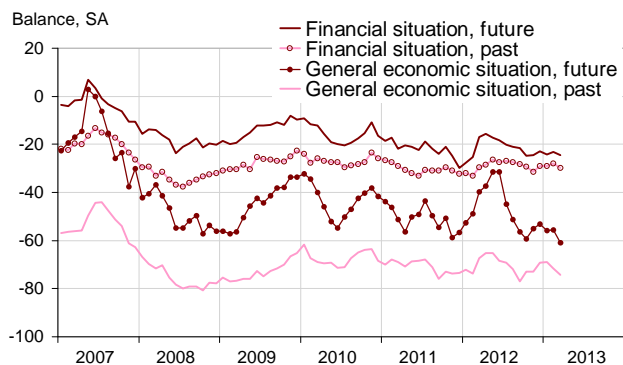
(2) This indicator is normalised in such a way that its average equals 100 and standard error equals 10 over the estimation period (1987-2012).

- **Economic situation in France**

**General economic situation in France: decreasing**

In March, households' opinion about the *expected general economic situation* in France decreased by 5 points, at its historically lowest level. Their opinion about *past general economic situation* also decreased, by 3 points. These balances of opinion remained clearly below their long-term averages.

**Balances on personal financial situation and general economic situation**



**Future unemployment: expectations increasing again**

Households were more numerous in March to forecast an increase in unemployment. The corresponding balance gained 3 points again and reached its highest level since July 2009. It remained widely above its long-term average.

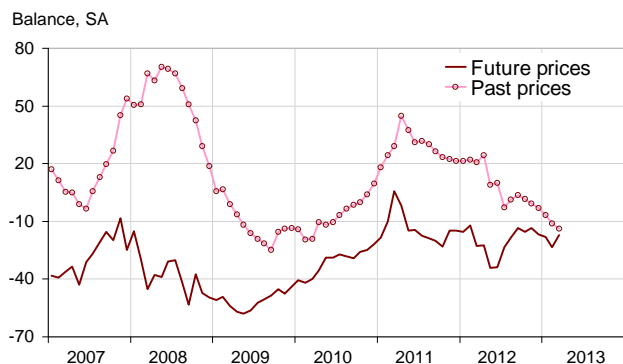
**Households' unemployment expectations**



**Inflation's appreciation: past decreasing, expectations increasing**

In March, households were less numerous than in February to estimate that *past inflation* increased. The corresponding balance lost 3 points, approaching its long-term average after a 17 points decrease since September 2012. However, their opinion about *future inflation* bounced by 7 points.

**Households' perception of prices**



**For more information :**

**Definition** - The synthetic households confidence index summarizes their opinion about the economic situation : a higher value means a more favorable households' judgment about the economic situation. It is calculated using factor analysis technique. This technique enables to summarize concomitant movements of variables that display high correlations with each other . The index describes here the common factor of 8 balances of opinion: past and future general economic situation in France, past and future personal financial situation, unemployment, timeliness to make major purchases, current savings capacity (balance named until 2010 « current financial situation ») and expected savings capacity (formerly named « savings capacity »).

**Calculation method** - Around 2000 households are surveyed each month by telephone. Surveys occur during the first three weeks of each month. The estimate of August that appears on the graphs comes from the linear interpolation of data resulted from July and September surveys.

Answers to this survey were collected between 28<sup>th</sup> February and 16<sup>th</sup> March 2013.

For each question asked, a balance of opinion is calculated as the difference between the percentages of positive and negative answers. Since the level of these balances is not directly significant, comments above only lean on their changes and their distance to long-term average.

Seasonal coefficients are calculated again each month, hence the slight revision of seasonal adjusted balances history for each publication.

- Further data (historical data, methodology, connected web pages ...) are available on the HTML page of this indicator : <http://insee.fr/en/themes/info-rapide.asp?id=20>
- Historical data are available on the BDM : [G389](#)
- Press contact : [bureau-de-presse@insee.fr](mailto:bureau-de-presse@insee.fr)