

Informations *Rapides*

27 août 2014 - n° 194
Principaux Indicateurs



■ Monthly business survey in services – August 2014

In August 2014, the business climate in services is unchanged

• All services sector

According to business managers, the economic situation in services has remained almost stable in August 2014. The business climate composite indicator has dropped by one point and stands at 93, still below its long-term average (100). The turning point indicator still indicates a favorable dynamic.

The balance on the general outlook, which relates the assessment of business leaders over their whole sector, has lost two points. It remains below its long-term average.

Business managers consider that activity has remained deteriorated in the recent period. After an improvement in July, business managers' expectations of activity are stable in August, still below their long-term average.

The balances of opinion on past and expected employment lie just below their long-term averages.

Economic outlook in the services sector

Balances of opinion, in %, seasonally adjusted

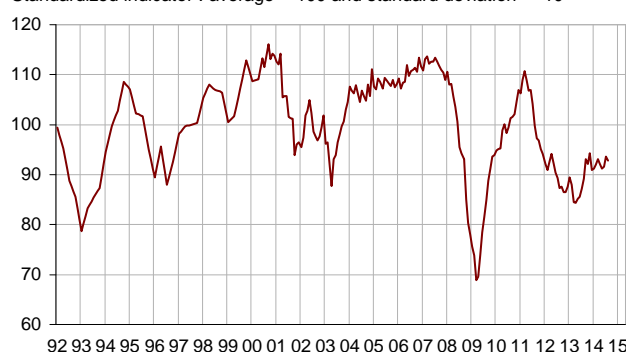
	Average*	May 14	June 14	July 14	Aug. 14
Composite indicator	100	91	92	94	93
General outlook	-8	-15	-16	-16	-18
Past activity	2	-2	-8	-7	-7
Expected activity	2	-11	-7	-3	-3
Expected demand	0	-9	-9	-7	-8
Business situation	-3	-5	-9	-13	-11
Past selling prices	-3	-12	-10	-8	-9
Expected selling prices	-2	-10	-9	-10	-9
Past employment except temporary work agencies	3	2	0	1	2
Expected employment except temporary work agencies	1	-4	-3	-1	-2
Expected employment except temporary work agencies	2	-3	-2	-3	-1
Investments					
Past investments	1	-3	-3	-1	0
Expected investments	1	-5	-1	1	1

* Average of the balances of opinion since 1988

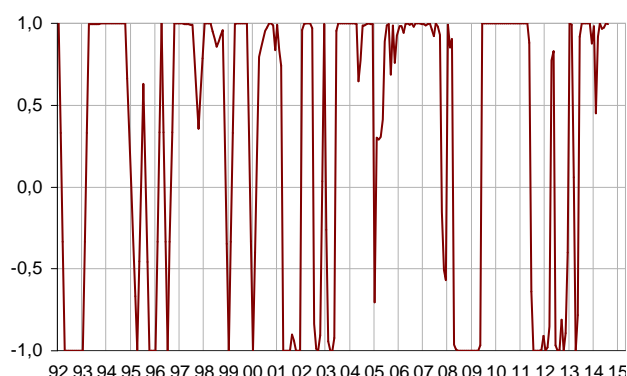
Source: Insee

Composite indicator

Standardized indicator : average = 100 and standard deviation = 10



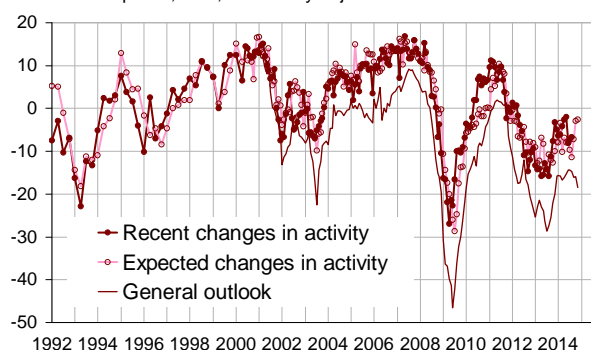
Turning point indicator



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 has recovered. Conversely, the balances of opinion on expected activity and expected demand have gone down.

- **Accommodation and food service activities**

In accommodation and food service activities, business managers consider that their activity has accelerated over the recent period. Their business prospects over the next few months have recovered.

- **Information and communication**

In information and communication, the balance of opinion on past activity has remained below its long-term average. Compared with July, business managers have hardly changed their forecasts of activity and demand.

- **Real estate activities**

In real estate activities, the balances of opinion on past activity and on expected activity have remained virtually unchanged.

- **Professional, scientific and technical activities**

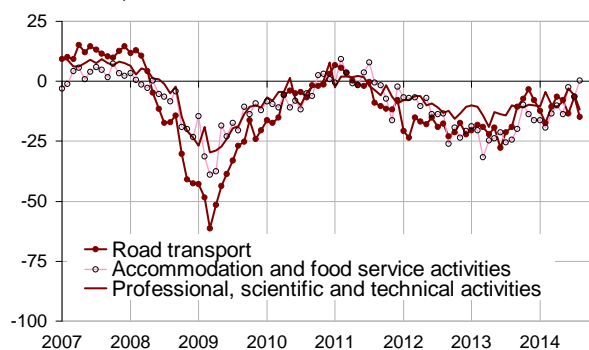
In professional, scientific and technical activities, business managers consider that activity has slowed down in the recent months. Their business expectations have deteriorated.

- **Administrative and support service activities**

In administrative and support service activities, the balance of opinion on past activity has remained stable below its long-term average. The balance of opinion on expected activity has increased.

Expected activity

Balances of opinion, %, CVS



Detailed data

Balances of opinion, in %, seasonally adjusted

A21	Average*	May 14	June 14	July 14	Aug. 14
(H) Road transport					
Past activity	-8	-8	-2	-10	0
Expected activity	-10	-8	-13	-6	-15
Expected demand	-13	-13	-14	-6	-19
Past employment	-8	-9	-10	-11	-9
Expected employment	-11	-10	-9	-7	-7
(I) Accommodation and food service activities					
Past activity	-7	-9	-14	-18	-1
Expected activity	-7	-14	-3	-6	0
Expected demand	-9	-20	-7	-6	-10
Past employment	-4	-9	-1	4	-2
Expected employment	-5	-12	1	-10	-3
(J) Information and communication					
Past activity	9	-8	-21	-9	-11
Expected activity	11	-27	-20	-2	-1
Expected demand	11	-2	-8	-2	-3
Past employment	7	-7	-11	-2	-2
Expected employment	11	-1	-4	-13	-8
(L) Real estate activities					
Past activity	7	5	5	6	5
Expected activity	7	9	2	0	2
Expected demand	1	-5	-4	-3	0
Past employment	3	-5	-4	2	-2
Expected employment	2	-2	0	6	11
(M) Professional, scientific and technical activities					
Past activity	-1	-5	-6	-5	-8
Expected activity	-2	-8	-3	-6	-12
Expected demand	-5	-12	-12	-14	-15
Past employment	1	1	3	0	2
Expected employment	0	-1	-5	-1	-4
(N) Administrative and support service activities					
Past activity	6	8	-3	-4	-4
Expected activity	5	-3	-2	3	8
Expected demand	3	-5	-7	-2	-3
Past employment	8	15	6	6	7
Expected employment	6	2	-1	7	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

- [Follow us on Twitter @InseeFr_News](#): https://twitter.com/InseeFr_News

Next publication: 23 09 2014 at 08h45