

Informations *Rapides*

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Main Indicators

■ Monthly confidence consumer survey – August 2015

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• Personal situation

Financial situation: stable

In August, households' opinion of their *financial situation*, *past* as well as *future* one, was stable. The two corresponding balances stayed clearly below their long-term average.

Households were almost as numerous in August as in July to think it was a *suitable time to make major purchases*: the corresponding balance gained 1 point in August and remained above its long-term average.

Saving capacity: decreasing

In August, households' opinion of their *current saving capacity* was virtually stable (-1 point), close to its long-term average. However, they were more pessimistic concerning their *future saving capacity*: the corresponding balance dropped by 3 points. It thus fell back below its long-term average.

A significantly lower proportion of households thought it was an *opportune time to save*: the corresponding balance fell by 10 points. Already below its long-term average, it deviated more clearly from it.

Consumer confidence synthetic index

Balance, SA, normalised to 100 with a standard error of 10



CONSUMER OPINION: synthetic index and opinion balances

Balance of responses, seasonally adjusted

	Av. (1)	2015			
		May	June	July	August
Synthetic index (2)	100	93	94	93	93
Financial sit., past 12 m.	-19	-27	-27	-28	-28
Financial sit., next 12 m.	-4	-13	-12	-12	-12
Current saving capacity	8	7	7	8	7
Expected saving capacity	-10	-7	-8	-8	-11
Savings intentions, next 12 m.	18	2	8	6	-4
Major purchases intentions, next 12 m.	-14	-14	-12	-13	-12
Standard of living, past 12 m.	-43	-58	-57	-57	-57
Standard of living, next 12 m.	-23	-33	-35	-35	-35
Unemployment, next 12 m.	32	57	54	55	52
Consumer prices, past 12 m.	-13	-56	-54	-53	-51
Consumer prices, next 12 m.	-34	-41	-37	-37	-36

(1) Average value between January 1987 and December 2014

(2) This indicator is normalised in such a way that its average equals 100 and standard error equals 10 over the estimation period (1987-2014).

Source: INSEE, monthly consumer confidence survey

• Economic situation in France

Standard of living in France: opinion stable, at its highest level since October 2007

In August, households' opinion of the *past standard of living* in France was stable for the third consecutive month; the corresponding balance thus remained at its highest level since October 2007. Similarly, their appreciation on the *future standard of living* has been stable for three months. These two balances remained nevertheless far below their long-term averages.

Unemployment: fears declining

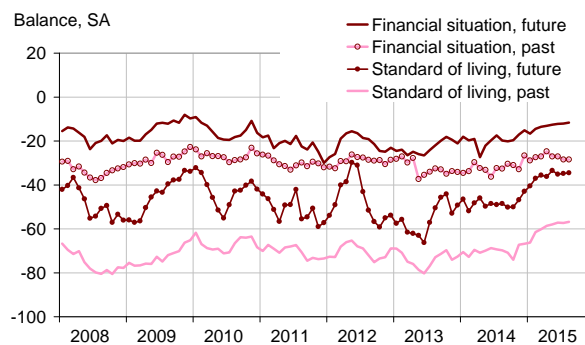
In August, fears of households regarding unemployment eased somewhat: the corresponding balance of opinion decreased by 3 points. It stayed however substantially above its long-term average.

Future inflation: virtually stable

In August, households were slightly more numerous to think that prices increased over the last twelve months (+2 points). Nevertheless, the corresponding balance remained clearly below its long-term average.

The share of households expecting a rise in prices was almost stable in August (+1 point). The corresponding balance remained therefore close to its long-term average.

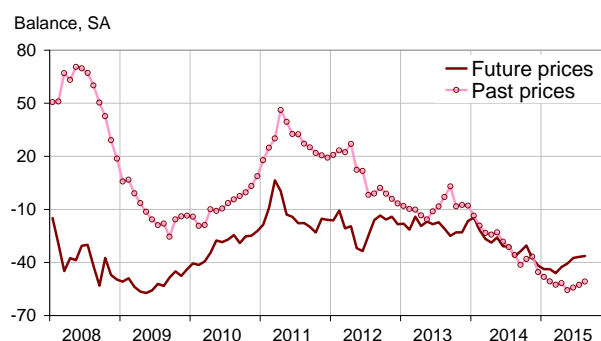
Balances on personal financial situation and standard of living



Households' unemployment expectations



Households' perception of prices



For more information:


Definition - The synthetic households' confidence index summarizes households' opinion of the economic situation: a higher value means a more favorable households' judgement of the economic situation. It is calculated using a factor analysis technique. This technique which enables a summary of 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 in making 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.

Answers to this survey were collected between July 28th and August 18th 2015.

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 the seasonal adjusted balances history for each publication.

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