

Informations *Rapides*

23 janvier 2015 - n° 17

Principaux indicateurs



■ Monthly business survey in the building industry – January 2015

In January 2015, the economic climate has slightly declined in the building construction industry

According to the business managers surveyed in January 2015, the business climate is still deteriorated in the building construction industry. The composite indicator has lost one point (from 89 to 88), and deviating further from its long-term average (100). The turning point indicator has gone into the unfavorable zone.

Activity is still deteriorated

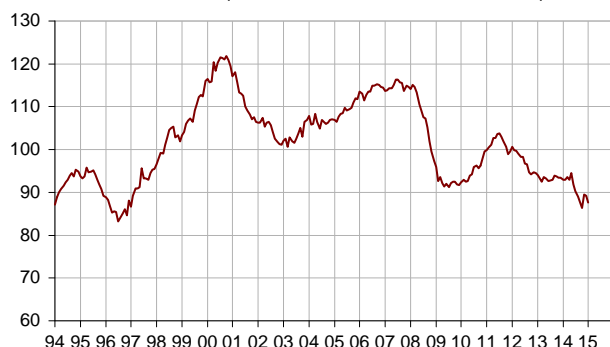
In January 2015, as business managers as in December have deemed that their activity has deteriorated in the recent period. They are substantially more pessimistic about their expected activity and the corresponding balance has reached its lowest level since May 2009. The two corresponding balances are well below their long-term average. The business managers' opinions about the general trend in the sector have worsened : the balance of opinion of the general business outlook, already much below its long-term average, has further deteriorated since October.

Increased pessimism about expected workforce

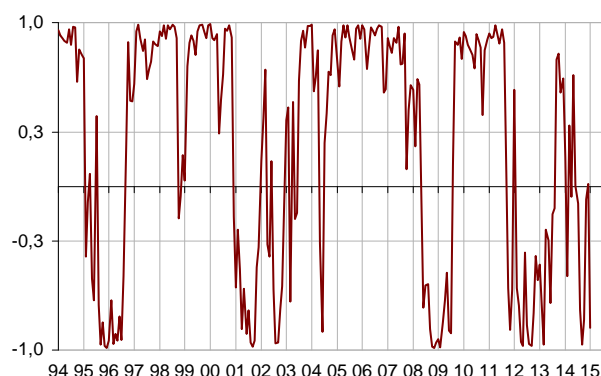
More business managers than in December have pointed out a fall in past and expected employment. The corresponding balances are substantially below their long-term average.

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. 14	Nov. 14	Dec. 14	Jan. 15
Composite indicator	100	86	89	89	88
Past activity	-3	-33	-22	-21	-21
Expected activity	-6	-34	-24	-27	-35
Gen. business outlook	-19	-46			-50
Past employment	-4	-32	-26	-26	-30
Expected employment	-3	-26	-25	-25	-30
Opinion on order books	-22	-59	-58	-58	-57
Order books (in month)	5.3	6.5	6.4	6.3	6.0
Productive capacity utilisation rate	88.7	84.6	84.6	84.2	84.0
Obstacles to production increase (in %)	33	17	21	21	20
- Because of workforce shortage (in %)	14.9	3.3	3.4	3.1	3.1
Recruiting problems (in %)	58	41			38
Expected prices	-14	-35	-36	-38	-36
Cash-flow position	-10	-25			-27
Repayment period	29	44			49

* Mean since September 1993.

Source: French business survey in the building industry - INSEE

Order books are considered very low

Business managers have still considered their order books lower than normal.

Slightly over unused productive capacity

In January 2015, the productive capacity utilization rate continues to fall and has reached its lowest level since February 2009. At the same time, one business manager out of five declare having difficulties increasing, against one out of three in average since 1993.

Only 38 % of construction firms still have difficulties in recruiting labor force, against 58 % in average.

Cash flow position slightly more deteriorated

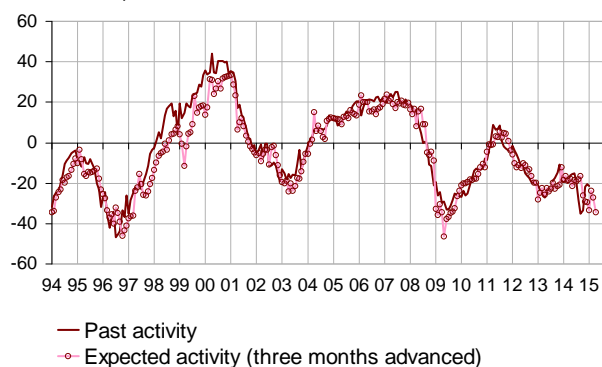
In January, slightly fewer business managers than in December indicate price downturns. However, the corresponding balance of opinion remains clearly below its long-term average. According to business leaders, the cash-flow position of the overall sector is a little more deteriorated than in the previous quarter and the repayment period gets longer.

Productive capacity utilization rate



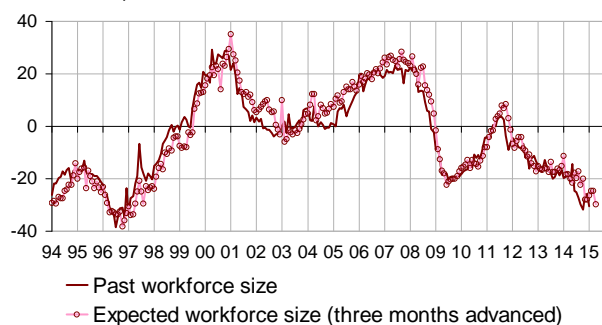
Activity tendency in the building industry

Balances of opinion, in %, SA



Workforce size tendency in the building industry

Balances of opinion, in %, SA




Order books

Balance of opinion, in %, SA



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, etc.) is available on the web 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
-  Follow us on [Twitter](#) @InseeFr_News: https://twitter.com/InseeFr_News

Next publication: 24 02 2015 at 08h45