

# Informations *Rapides*

27 août 2014 - n° 195

Principaux indicateurs



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

### The economic climate remains deteriorated in the building industry in August 2014

**Warning:** seasonal coefficients and parameters of composite indicator were updated for this survey.

According to the business managers surveyed in August 2014, the situation remains deteriorated in the building industry. The composite indicator has decreased by one point and has reached its lowest level (89) since 1997. It stays below its long-term average. The turning-point indicator is in the unfavorable zone.

#### Activity remains deteriorated

Substantially more business managers than in July indicate a fall in their past and expected activity. The corresponding balances of opinion are significantly below their long-term average.

#### Decreasing employment

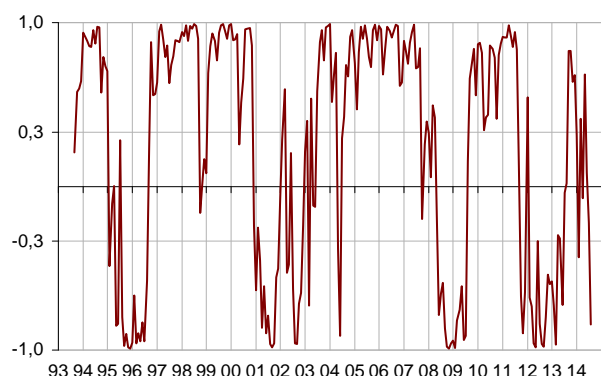
More business managers than in July indicate job losses for the next few months. The balances of opinion corresponding to past and expected employment remain substantially below their long-term average.

#### 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*	May 14	June 14	July 14	Aug. 14
Composite indicator	100	94	92	90	89
Past activity	-3	-15	-15	-19	-26
Expected activity	-6	-18	-17	-26	-29
Gen. business outlook	-18			-48	
Past employment	-3	-14	-25	-25	-27
Expected employment	-3	-17	-22	-20	-27
Opinion on order books	-21	-44	-47	-52	-51
Order books (in month)	5,3	6,9	6,8	6,4	6,6
Productive capacity utilisation rate	88,8	85,5	85,3	85,3	85,4
Obstacles to production increase (in %)	33	24	23	20	21
- Because of workforce shortage (in %)	15,2	3,3	3,7	4,4	4,5
Recruiting problems (in %)	59			45	
Expected prices	-13	-34	-31	-35	-34
Cash-flow position	-9			-25	
Repayment period	28			46	

\* Mean since September 1993.

Source: French business survey in the building industry - Insee

### Order books are still considered lower than normal

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

### Productive capacity underused again

The productive capacity utilization rate is almost stable and stays below its long-term average. At the same time, almost one business manager out of five declares having difficulties increasing his activity.

### Prices not very dynamic

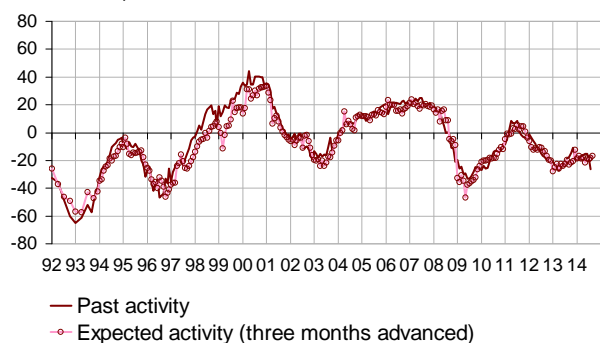
In August, almost as many business managers as in July indicate price downturns. The corresponding balance of opinion is well below its long-term average.

#### Productive capacity utilization rate



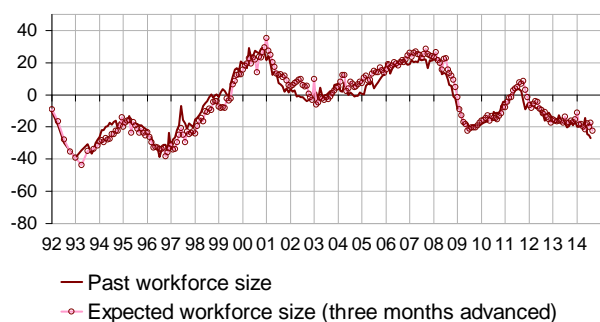
### Activity tendency in the building industry

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...) 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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