

Informations *Rapides*

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Main Indicators

■ Monthly confidence consumer survey – October 2014

In October 2014, households' confidence was stable

In October 2014, households' confidence was stable. The synthetic confidence index remained at its September level (85). Over the last three months, households' confidence has been slightly edging down. It remained clearly below its long-term average.

• Personal situation

Financial situation: almost stable

In October, households' opinion of their *future financial situation* was stable. Their appreciation of their *past financial situation* was almost stable (-1 point).

The share of households to consider it was a *suitable time to make major purchases* increased slightly (+2 points).

These three balances remained clearly below their long-term average.

Saving capacity: almost stable

In October, households' opinion of their *future saving capacity* was almost stable (-1 point), and so was their opinion of their *current saving capacity* (+1 point, after 3 months of stability). These two balances remained above their long-term average.

The share of households to consider it was an *opportune time to save* increased slightly in October (+2 points), and remained close to its long-term average.

Consumer confidence synthetic index



CONSUMER OPINION: synthetic index and opinion balances

Balance of responses, seasonally adjusted

	Av. (1)	2014				
		July	Aug.	Sept.	Oct.	
Synthetic index (2)	100	86	86	85	85	
Financial sit., past 12 m.	-19	-33	-33	-31	-32	
Financial sit., next 12 m.	-4	-18	-20	-21	-21	
Current saving capacity	8	14	14	14	15	
Expected saving capacity	-10	0	1	-2	-3	
Savings intentions, next 12 m.	18	18	16	17	19	
Major purchases intentions, next 12 m.	-14	-26	-26	-28	-26	
Standard of living, past 12 m.	-43	-70	-70	-73	-75	
Standard of living, next 12 m.	-23	-50	-49	-51	-52	
Unemployment, next 12 m.	32	66	62	66	63	
Consumer prices, past 12 m.	-13	-31	-35	-40	-37	
Consumer prices, next 12 m.	-34	-29	-35	-32	-29	

(1) Average value between January 1987 and December 2013

(2) This indicator is normalised in such a way that its average equals 100 and standard error equals 10 over the estimation period (1987-2013).

Source: INSEE, monthly consumer confidence survey

- **Economic situation in France**

Standard of living in France: slipping slightly

In October, households' opinion of the *past standard of living* in France deteriorated slightly (-2 points), and their appreciation of the *future standard of living* was almost stable (-1 point). These two balances remained far below their long-term average.

Unemployment: fears decreasing

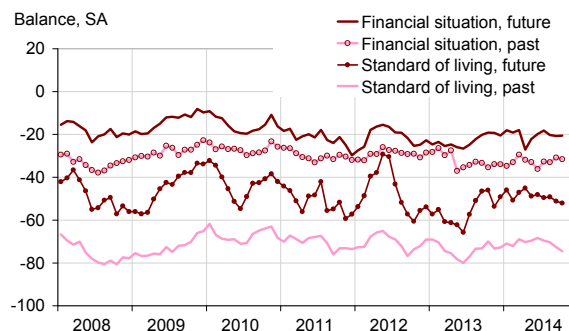
Households were slightly less pessimistic regarding future unemployment: the corresponding balance lost 3 points. Nevertheless it remained above its long-term average.

Past inflation: increasing anew

Households were more numerous again to think prices went up. The corresponding balance increased by 3 points in October, after a 34 points drop between November 2013 and September 2014. Yet it remained clearly below its long-term average.

Households were meanwhile more numerous in October to expect a rise in prices (+3 points, as in September). The corresponding balance thus remained above its long-term average.

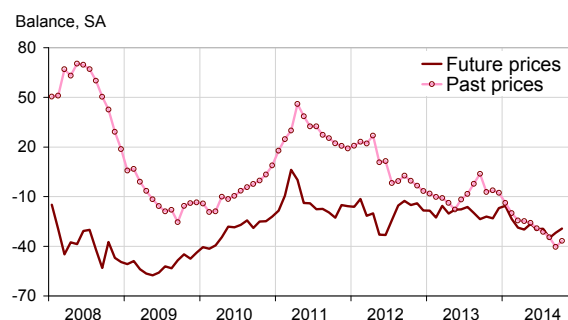
Balances on personal financial situation and standard of living



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 30th September and 20th October 2014.

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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