

Informations *Rapides*

23 juillet 2014 - n° 172

Principaux indicateurs



■ Monthly business survey in the building industry – July 2014

The economic climate gets worse in the building industry in July 2014

According to the business managers surveyed in July 2014, the situation gets worse again in the building industry. The composite indicator has slumped by two points and has reached its lowest level (88) since mid-2009. It stays below its long-term average. The turning-point indicator stay in the unfavorable zone.

Activity remains deteriorated

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

The general business outlook, which expresses the business manager's opinions about the general trend in the sector, is also much worse than the last quarter and is sharply below its long-term average.

Decreasing employment

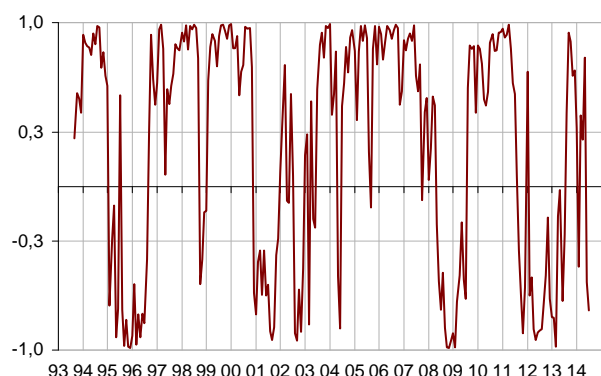
Business managers stay pessimistic about job. The corresponding balances of opinion to past and expected employment remain substantially below their long-term average.

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*	April 14	May 14	June 14	July 14
Composite indicator	100	93	94	90	88
Past activity	-3	-17	-16	-18	-25
Expected activity	-6	-20	-19	-20	-29
Gen. business outlook	-18	-35			-48
Past employment	-3	-20	-14	-27	-28
Expected employment	-3	-20	-19	-24	-22
Opinion on order books	-21	-41	-43	-47	-53
Order books (in month)	5,3	6,9	6,9	6,8	6,4
Productive capacity utilisation rate	88,8	86,1	85,5	85,3	85,1
Obstacles to production increase (in %)	33	23	24	23	20
- Because of workforce shortage (in %)	15,2	2,9	3,3	3,7	4,5
Recruiting problems (in %)	59	46			45
Expected prices	-13	-33	-35	-33	-38
Cash-flow position	-9	-22			-25
Repayment period	28	40			46

* Mean since September 1993.

Source: French business survey in the building industry - Insee

Order books are still considered lower than normal

In July, much more business managers than in June consider their order books lower than normal. The corresponding balance of opinion is substantially below its long-term average.

Productive capacity underused again

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

45 % of building firm still have difficulties in recruiting labor force; this ratio is under its long-term average.

Prices not very dynamic

In July, more business managers than in June indicate price downturns. But the corresponding balance of opinion is well below its long-term average.

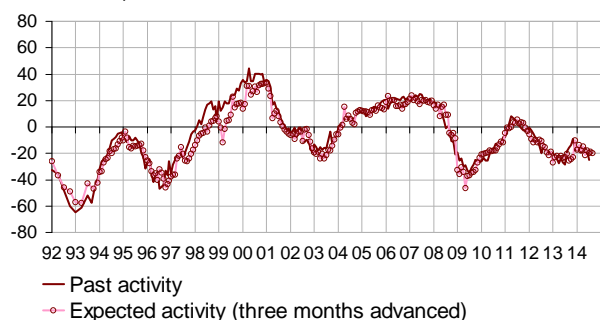
According to business leaders, the cash-flow position of the overall sector is slightly more deteriorated than in the previous quarter and the repayment period gets longer.

Productive capacity utilization rate



Activity tendency in the building industry

Balances of opinion, in %, SA



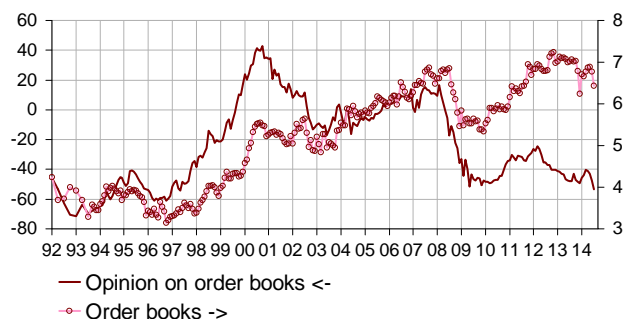
Workforce size tendency in the building industry

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...) 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
- Follow us on Twitter @InseeFr_News: https://twitter.com/InseeFr_News

Next publication: 27 08 2014 at 08h45