

Consumer Survey

2015, October

Consumers' confidence in their own economy weakened in October

Consumers' confidence in the economy has weakened further. The consumer confidence indicator (CCI) stood at 1.3 in October, having been 4.2 in September and 8.3 in August. In last year's October the CCI received the value 0.4. The long-term average for the CCI is 11.7. The data are based on Statistics Finland's Consumer Survey, for which 1,299 people resident in Finland were interviewed between 1 and 19 October.

Consumer confidence indicator (CCI)



1) average 10/1995 - 10/2015

Of the four components of the CCI, consumers' views concerning their own economy and household's saving possibilities, weakened in October compared with September. Views on Finland's economy and of unemployment remained unchanged but gloomy. Consumers' views concerning their own economy were weak in October and assessments concerning their own saving possibilities were on the long term average level.

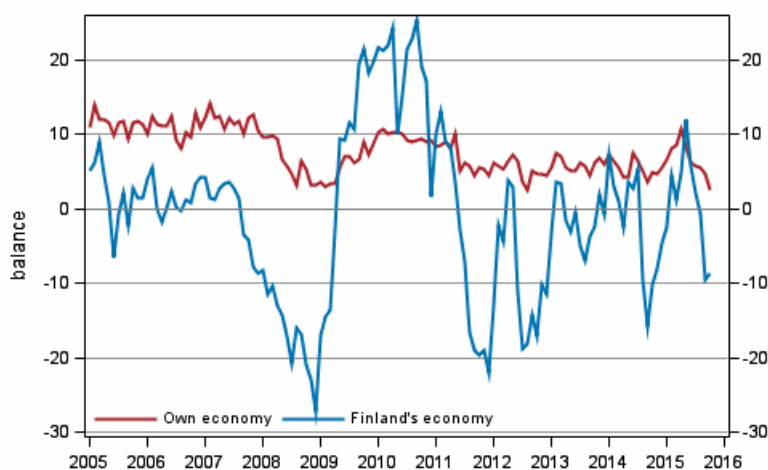
In October, consumers did not consider the time very favourable for raising a loan or buying durable goods, and, in particular, not for saving. In October, employed consumers felt personally more threatened by unemployment than on average, as was the case also in September and one year ago.

Consumers' own and Finland's economy

In October, 27 per cent of consumers believed that Finland's economic situation would improve in the coming twelve months, while more, or 37 per cent, of them thought that the country's economy would deteriorate. Twelve months previously, the corresponding proportions were 21 and 35 per cent in October.

In October, 22 per cent of consumers believed that their own economy would improve and 18 per cent of them feared it would worsen over the year. In September, the respective proportions were 24 and 16 per cent and twelve months ago 22 and 14 per cent.

Consumers' expectations concerning their own and Finland's economy in 12 months' time



Unemployment and inflation

Only 12 per cent of consumers thought in October that unemployment would decrease over the year, while 60 per cent of them believed it would increase. Twelve months earlier the respective proportions were even more pessimistic at 9 and 68 per cent.

Twelve per cent of employed persons reckoned in October that their personal threat of unemployment had lessened over the past few months, while 21 per cent thought it had grown. Twenty-four per cent of employed persons felt that they were not threatened by unemployment at all.

Consumers predicted in October that consumer prices would go up by 1.2 per cent over the next 12 months. In September, the predicted inflation rate was 1.5 per cent, and its long-term average is 2.2 per cent.

Buying of durable goods

In October, 44 per cent of consumers thought the time was favourable for buying durable goods. Sixteen per cent of households were fairly or very certain to buy a car and only five per cent a dwelling during the next 12 months. Nineteen per cent of households were planning to spend money on renovating their dwelling within a year.

Saving and taking out a loan

In all, 50 per cent of consumers considered saving worthwhile in October. In all, 62 per cent of households had been able to lay aside some money and 74 per cent believed they would be able to do so during the next 12 months. Households mostly save for a rainy day or for holiday making. After the popular fixed-term or investment accounts, the most common investment targets are investment funds.

In October, 58 per cent of consumers regarded the time good for raising a loan. Fewer households than normal, or 11 per cent of them, were planning in October to raise a loan within one year.

Consumer confidence by major region and population group

In October, Northern Finland and Greater Helsinki had a brighter view of the economy than the rest of the country. Among population groups, upper-level salaried employees were clearly most optimistic. Pensioners and unemployed persons had the gloomiest expectations concerning economic development.

Consumers' views of the economy

	Average 10/1995-	Max. 10/1995-	Min. 10/1995-	10/2014	09/2015	10/2015	Outlook
A1 Consumer confidence indicator, CCI = (B2+B4+B7+D2)/4	11,7	22,9	-6,5	0,4	4,2	1,3	--
B2 Own economy in 12 months' time (balance)	8,4	14,1	2,3	4,9	4,8	2,5	--
B4 Finland's economy in 12 months' time (balance)	3,1	25,3	-27,1	-10,2	-9,5	-8,7	--
B6 Inflation in 12 months' time (per cent)	2,2	4,6	0,6	1,6	1,5	1,2	
B7 Unemployment in Finland in 12 months' time (balance)	-3,6	27,6	-51,1	-33,7	-28,3	-27,7	--
B8 Own threat of unemployment now (balance)	-1,2	7,6	-18,8	-7,5	-3,7	-5,7	-
C1 Favourability of time for purchasing durables (balance)	18,2	41,8	-14,2	11,4	15,5	15,6	=
C2 Favourability of time for saving (balance)	10,7	36,8	-19,6	5,1	5,2	2,5	-
C3 Favourability of time for raising a loan (balance)	16,9	42,0	-47,1	13,8	14,3	14,4	=
D2 Household's saving possibilities in the next 12 months (balance)	39,1	52,2	10,9	40,5	49,7	39,1	=

The **balance figures** are obtained by deducting the weighted proportion of negative answers from that of positive answers. The **consumer confidence indicator** is the average of the balance figures for the CCI components. The balance figures and the confidence indicator can range between -100 and +100 – the higher (positive) balance figure, the brighter the view on the economy.

Explanations for **Outlook** column: ++ Outlook is very good, + Outlook is good, = Outlook is neutral, - Outlook is poor, -- Outlook is very poor. Deviation of balance from average has been compared to standard deviation.

The population and sample of the Survey

The population of the Consumer Survey comprises 4.5 million persons aged 15 to 84 and their 2.6 million households in Finland. The gross size of the monthly sample of the Survey is 2,350 persons. In October 2015, the non-response rate of the Consumer Survey was 44.7 per cent. The non-response rate includes those who refused from the survey or were otherwise prevented from participating, as well as those who could not be contacted.

EU results

The (seasonally adjusted) Consumer Survey results for all EU countries are released on the European Commission website: European Commission, DG ECFIN, Business and Consumer Survey Results; http://ec.europa.eu/economy_finance/db_indicators/surveys/index_en.htm

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1. Method of the Consumer Survey

The Consumer Survey is a telephone interview survey by means of which it is possible to measure Finns' images - assessments and expectations - of the general economic development and the financial situation of one's own household and intentions to make major purchases, save money or take out a loan. In addition, the survey is a tool for finding out how common modern machines and equipment are in households.

The first Finnish Consumer Survey was conducted in November 1987. Until 1991 it was carried out twice a year, in May and November. In 1992 the survey times were rose to four: the survey months were February, May, August and November. Since October 1995 the Consumer Survey data have been collected monthly on assignment of the European Commission.

The Consumer Survey has a totally new individual sample each month. The same sample is also used for the data collection of the Finnish Travel Survey and some other surveys as well. The sample size of the Consumer Survey is 2,350 persons monthly. The non-response rate nowadays being over 40 per cent, around 1,300 responses are gained every month. The non-response rate includes those who refused from the survey or were otherwise prevented from participating as well as those who could not be contacted.

The interviews are conducted from Statistics Finland's CATI Centre during the first two or three weeks of the month. The target area is the whole country and the respondents of the Consumer Survey represent the 15 to 84-year-old population in Finland, according to age, gender, region of domicile and native language.

All the response data of the Consumer Survey are weighted against the total population by means of sample weights. Weighting corrects the effects of non-response and improves the statistical accuracy of the data. The weights are established by using a calibration method and the probability of each observation to be included in the sample. The figures and series presented are not seasonally adjusted.

Appendix tables

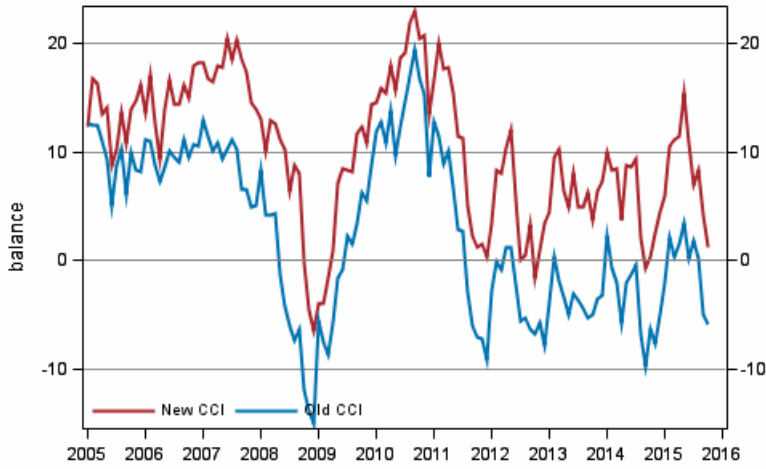
Appendix table 1. Consumers' views and intentions

	Average 10/1995-	Max. 10/1995-	Min. 10/1995-	10/2014	09/2015	10/2015	Outlook
A1 Consumer confidence indicator, CCI = (B2+B4+B7+D2)/4	11,7	22,9	-6,5	0,4	4,2	1,3	--
A2 Old CCI = (B1+B2+B3+B4+C1)/5	6,1	19,4	-15,0	-6,3	-4,9	-5,9	--
A3 Micro indicator = (B2+D1+D2)/3	25,2	33,4	9,5	25,4	28,6	23,4	-
A4 Macro indicator = (B4+B7)/2	-0,3	22,8	-39,1	-21,9	-18,9	-18,2	--
B1 Own economy now (balance)	3,9	9,8	-4,0	-0,2	-1,0	-2,5	--
- Better (%)	23,4	30,6	16,5	19,8	17,7	16,5	
- Worse (%)	16,3	22,7	11,4	20,2	19,4	19,4	
B2 Own economy in 12 months' time (balance)	8,4	14,1	2,3	4,9	4,8	2,5	--
- Better (%)	25,7	33,4	18,2	22,4	24,1	21,8	
- Worse (%)	11,2	17,7	6,6	14,2	15,5	17,7	
B3 Finland's economy now (balance)	-2,9	29,5	-60,9	-37,4	-34,4	-36,4	--
- Better (%)	26,1	62,1	2,0	4,7	6,1	5,4	
- Worse (%)	28,5	88,5	4,2	66,4	61,9	63,0	
B4 Finland's economy in 12 months' time (balance)	3,1	25,3	-27,1	-10,2	-9,5	-8,7	--
- Better (%)	30,8	57,3	11,6	20,6	24,4	26,7	
- Worse (%)	23,0	57,3	6,0	35,4	36,1	36,6	
B5 Inflation now (per cent)	2,3	5,8	-2,0	1,9	0,6	0,5	
B6 Inflation in 12 months' time (per cent)	2,2	4,6	0,6	1,6	1,5	1,2	
B7 Unemployment in Finland in 12 months' time (balance)	-3,6	27,6	-51,1	-33,7	-28,3	-27,7	--
- Less (%)	30,1	60,8	6,4	8,6	12,2	12,1	
- More (%)	34,6	83,3	6,9	67,5	60,7	59,8	
B8 Own threat of unemployment now (balance)	-1,2	7,6	-18,8	-7,5	-3,7	-5,7	-
- Decreased (%)	12,9	20,0	5,3	10,7	12,0	11,7	
- Increased (%)	17,0	31,9	7,9	23,5	18,8	21,2	
C1 Favourability of time for purchasing durables (balance)	18,2	41,8	-14,2	11,4	15,5	15,6	=
- Favourable time (%)	44,5	62,4	29,6	42,9	45,7	44,4	
- Unfavourable time (%)	26,3	45,7	17,7	31,5	30,3	28,8	
C2 Favourability of time for saving (balance)	10,7	36,8	-19,6	5,1	5,2	2,5	-
- Good time (%)	58,1	80,7	33,4	53,7	53,1	50,4	
- Bad time (%)	36,3	58,5	15,5	42,6	42,7	44,4	
C3 Favourability of time for raising a loan (balance)	16,9	42,0	-47,1	13,8	14,3	14,4	=
- Good time (%)	61,6	78,2	13,3	59,2	59,1	58,4	
- Bad time (%)	31,2	83,4	12,1	35,2	35,9	35,2	
D1 Household's financial situation now (balance)	28,3	35,1	14,7	30,7	31,5	28,7	=
- Can save (%)	59,4	70,0	38,6	63,4	65,0	62,3	
- Uses savings or gets into debt (%)	6,7	10,1	4,5	7,2	7,7	9,7	

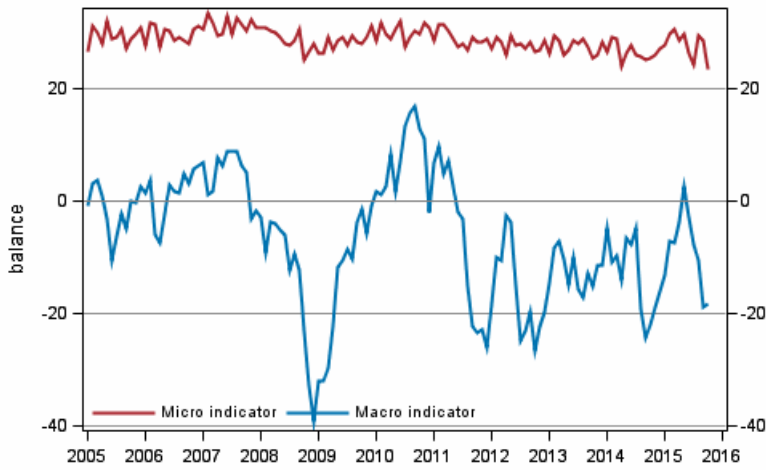
	Average 10/1995-	Max. 10/1995-	Min. 10/1995-	10/2014	09/2015	10/2015	Outlook
D2 Household's saving possibilities in the next 12 months (balance)	39,1	52,2	10,9	40,5	49,7	39,1	=
- Can save (%)	73,8	82,3	56,6	73,9	81,4	74,2	
- Cannot save (%)	24,4	40,3	16,5	25,0	17,8	25,0	
D5 Household's intentions to raise a loan in the next 12 months (% of households)	13,2	17,8	9,1	12,2	12,1	10,8	--
- Yes, certainly (%)	5,6	8,5	3,1	5,0	5,8	5,8	
- Possibly (%)	7,6	11,4	5,0	7,2	6,3	5,0	
E1 Spending on durables, next 12 months vs last 12 months (balance)	-8,8	-2,4	-18,2	-12,3	-12,5	-12,6	--
- More (%)	21,6	30,8	13,9	17,9	16,2	16,6	
- Less (%)	32,8	40,4	26,5	34,8	33,9	33,5	
E2 Intentions to buy a car in the next 12 months (% of households)	16,8	21,7	12,7	17,0	13,3	15,6	-
- Very likely (%)	8,6	12,1	5,1	7,9	6,2	7,1	
- Fairly likely (%)	8,2	10,4	5,3	9,1	7,1	8,6	
E4 Intentions to buy a dwelling in the next 12 months (% of households)	7,0	11,3	4,1	6,9	7,2	5,3	--
- Yes, certainly (%)	3,1	5,2	1,3	2,6	2,9	2,3	
- Possibly (%)	4,0	6,2	2,2	4,3	4,4	2,9	
E5 Intentions to spend money on basic repairs of dwelling in the next 12 months (% of households)	18,8	27,0	9,8	18,3	18,7	18,8	=
- Very likely (%)	12,4	19,0	5,0	13,1	12,4	12,1	
- Fairly likely (%)	6,4	9,1	3,2	5,1	6,3	6,7	

Appendix figures

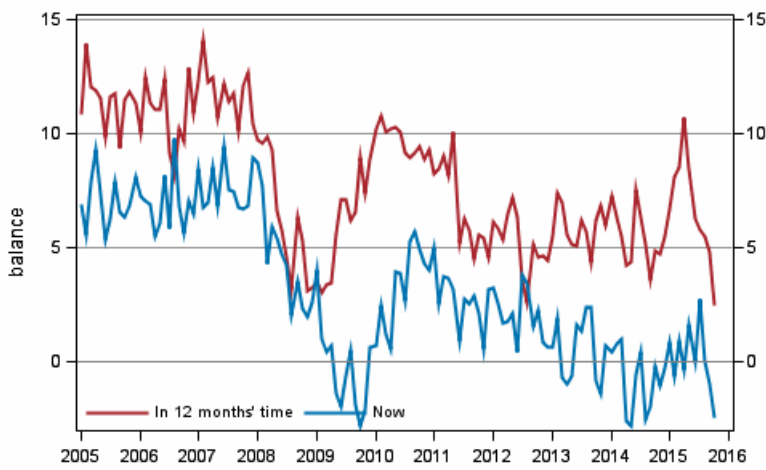
Appendix figure 1. Consumer confidence indicator (CCI)



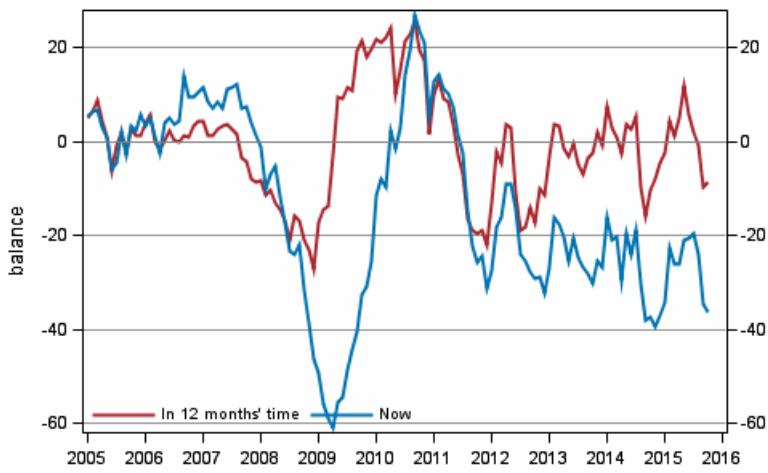
Appendix figure 2. Micro and macro indicators



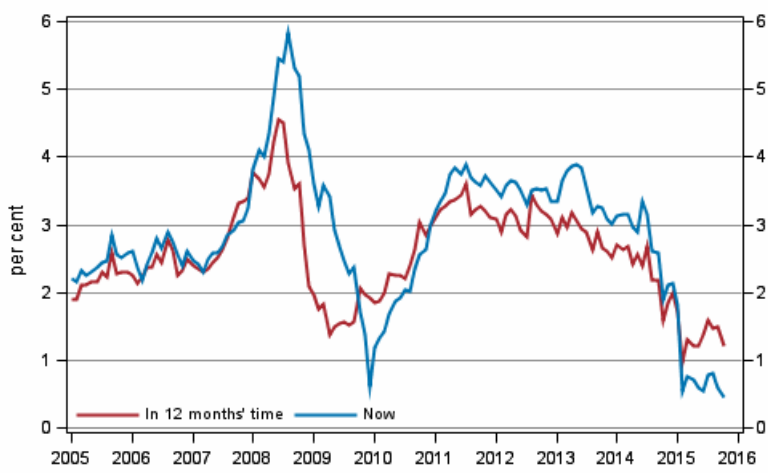
Appendix figure 3. Own economy



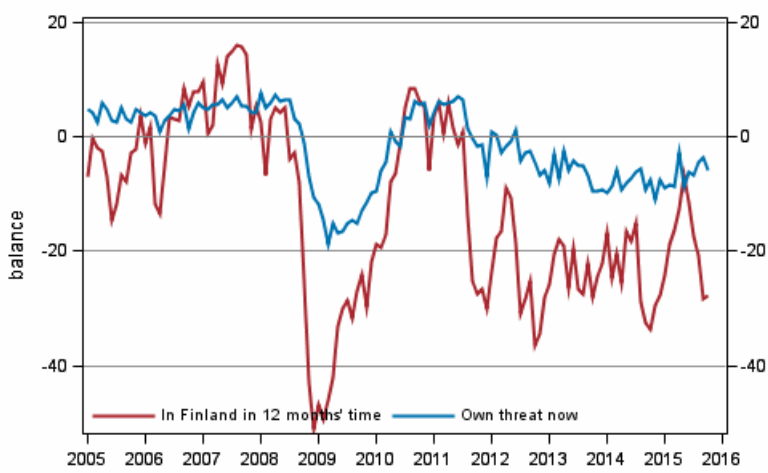
Appendix figure 4. Finland's economy



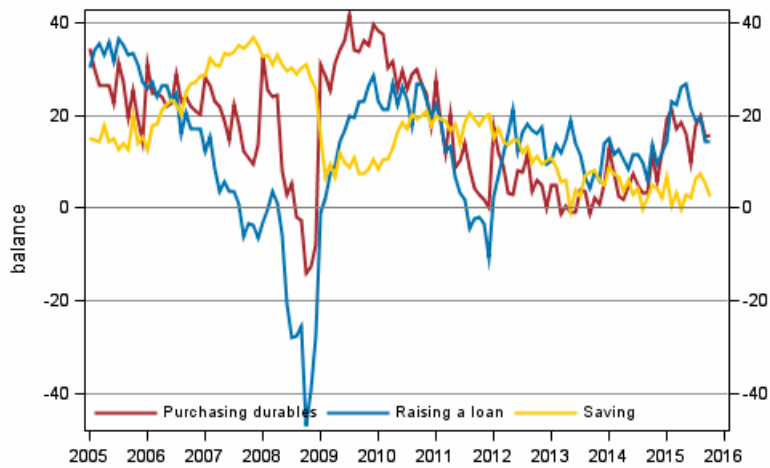
Appendix figure 5. Inflation



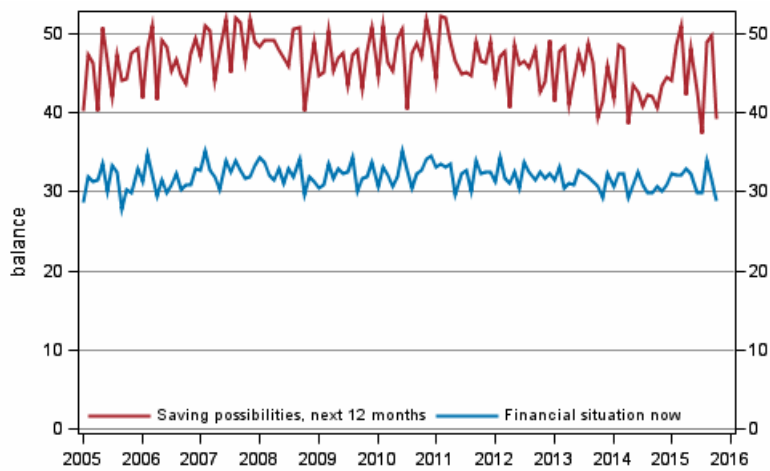
Appendix figure 6. Unemployment



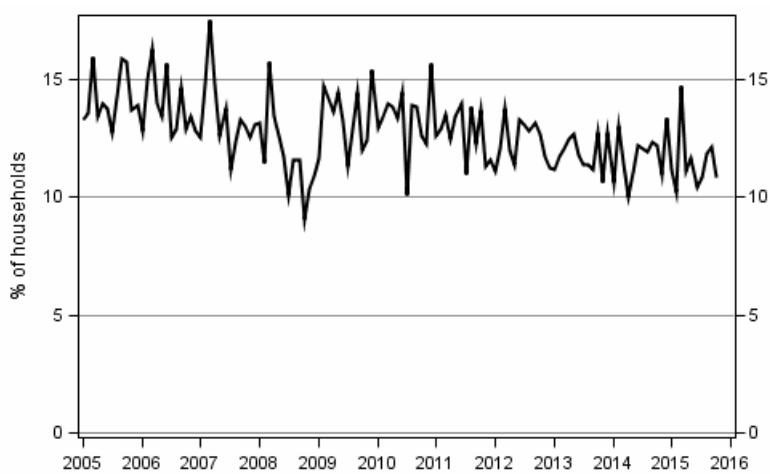
Appendix figure 7. Favourability of time for



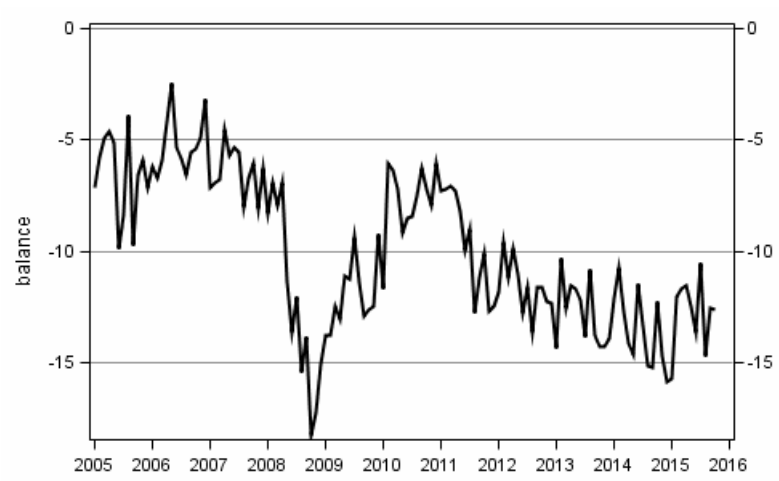
Appendix figure 8. Household's financial situation and saving possibilities



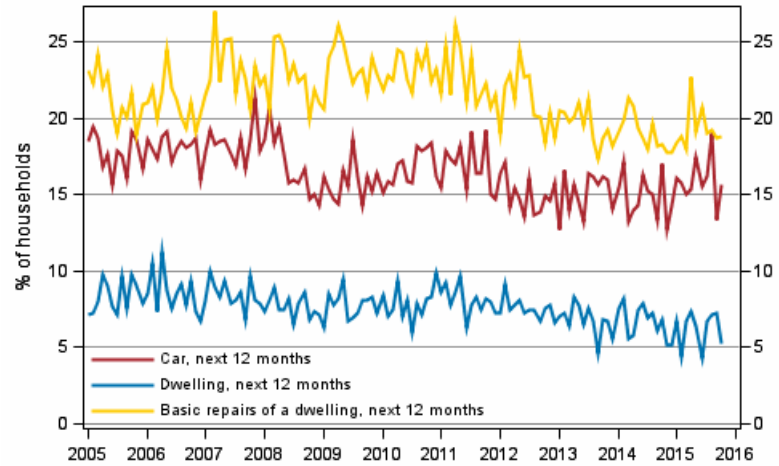
Appendix figure 9. Household's intentions to raise a loan, next 12 months



Appendix figure10. Spending on durables, next 12 months vs last 12 months



Appendix figure 11. Household's intentions to buy



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Source: Consumer Survey 2015, October. Statistics Finland