

Consumer Survey

2016, September

Consumer confidence has improved from last year

The consumer confidence indicator (CCI) stood at 14.4 in September, having been 15.7 in August and 13.1 in July. Last year in September, the CCI received the value 4.2. The long-term average for the CCI is 11.7. The data are based on Statistics Finland's Consumer Survey, for which 1,202 people resident in Finland were interviewed between 1 and 20 September.

Consumer confidence indicator (CCI)



1) average 10/1995 - 09/2016

Of the four components of the CCI, only assessments of the household's saving possibilities weakened in September from August. Views of Finland's economy and the consumers' own economy remained almost unchanged and views on unemployment improved slightly. Compared with the corresponding period last year, all the components of the CCI apart from saving improved clearly in September.

In September, consumers' expectations concerning Finland's economy were bright. By contrast, consumers' views on their own economy were rather subdued and the views concerning general unemployment were on the long-term average level. Consumers considered their own saving possibilities good over the next 12 months.

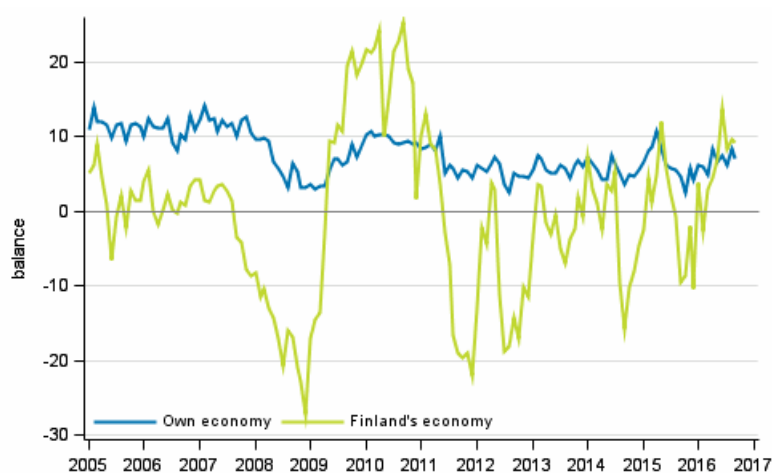
In September, consumers regarded the time favourable for buying durable goods and especially for taking out a loan but not for saving. In September, the personal threat of unemployment experienced by employed consumers was at the long-term average level.

Consumers' own and Finland's economy

In September, 39 per cent of consumers believed that Finland's economic situation would improve in the coming twelve months, while 19 per cent of them thought that the country's economy would deteriorate. Twelve months previously, the corresponding proportions were 24 and 36 per cent in September.

In all, 25 per cent of consumers believed in September that their own economy would improve and 14 per cent of them feared it would worsen over the year.

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



Unemployment and inflation

Altogether 28 per cent of consumers thought in September that unemployment would decrease over the year, while 30 per cent of them believed it would increase. The corresponding proportions were 28 and 33 per cent one month ago and 12 and 61 per cent one year ago.

Thirteen per cent of employed persons reckoned in September that their personal threat of unemployment had lessened over the past few months, while 20 per cent thought it had grown. Twenty-three per cent of employed persons felt that they were not threatened by unemployment at all.

Consumers estimated in September that consumer prices would go up by 1.3 per cent over the next 12 months. The predicted long-term average inflation rate is 2.2 per cent.

Buying of durable goods

In September, 47 per cent of consumers thought the time was favourable for making major purchases. General intentions to spend money were still moderate. Sixteen per cent of households were fairly or very certain to buy a car and six per cent a dwelling during the next 12 months. In September, 19 per cent of households were planning to spend money on renovating their dwelling within a year.

Saving and taking out a loan

In September, 52 per cent of consumers considered saving worthwhile. In all, 66 per cent of households had been able to lay aside some money and 77 per cent believed they would be able to do so during the next 12 months.

In September, 70 per cent of consumers regarded the time good for raising a loan. Twelve per cent of households considered raising a loan within one year.

Consumer confidence by major region and population group

In September, consumers' confidence in the economy was strongest in Greater Helsinki. Among population groups, upper-level salaried employees were most optimistic. Pensioners and unemployed persons had the gloomiest expectations concerning economic development.

Prevalence of modern equipment in households in August

In August, as many as 88 per cent of households with persons aged 15 to 84 had a home computer and 90 per cent had an Internet connection at their disposal. Fifty-two per cent of households owned a tablet. Seventy-five per cent of households owned at least one smartphone and 17 per cent some type of wearable technology like an activity tracker or smartwatch.

Twenty-eight per cent of households were watching a smart TV in August. As many households had a gaming console and three per cent even a remote-controlled camera copter. Eighty per cent of households owned a car in August. More information about the prevalence of equipment can be found in Appendix figures 12 to 15 and in the database tables.

Consumers' views of the economy

	Average 10/1995-	Max. 10/1995-	Min. 10/1995-	09/2015	08/2016	09/2016	Outlook
A1 Consumer confidence indicator, CCI = (B2+B4+B7+D2)/4	11.7	22.9	-6.5	4.2	15.7	14.4	+
B2 Own economy in 12 months' time (balance)	8.3	14.1	2.3	4.8	8.2	7.1	-
B4 Finland's economy in 12 months' time (balance)	3.2	25.3	-27.1	-9.5	9.7	9.2	+
B6 Inflation in 12 months' time (per cent)	2.2	4.6	0.6	1.5	1.4	1.3	
B7 Unemployment in Finland in 12 months' time (balance)	-4.1	27.6	-51.1	-28.3	-3.9	-1.7	=
B8 Own threat of unemployment now (balance)	-1.4	7.6	-18.8	-3.7	-1.5	-3.1	=
C1 Favourability of time for purchasing durables (balance)	18.3	41.8	-14.2	15.5	24.4	21.4	+
C2 Favourability of time for saving (balance)	10.4	36.8	-19.6	5.2	9.4	3.7	-
C3 Favourability of time for raising a loan (balance)	17.3	42.0	-47.1	14.3	31.7	29.5	+
D2 Household's saving possibilities in the next 12 months (balance)	39.4	52.2	10.9	49.7	48.8	42.9	+

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.

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 equipment are in households. For the Consumer Survey, answers are given by means of answer options (qualitative survey).

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

The population of the Consumer Survey comprises 4.5 million persons aged 15 to 84 and their 2.6 million households in Finland. A sample of 2,350 persons is drawn for the survey for every month. The same sample is also used for the data collection of the Finnish Travel Survey. The target area is the whole country and the respondents of the survey represent the population in Finland, according to age, gender, region of domicile and native language.

The interviews of the Consumer Survey are conducted from Statistics Finland's Telephone Interview Centre (CATI) during the first two or three weeks of the month. In September 2016, in all, 1,202 responses were gained, so the non-response rate of the survey was 48.9 per cent (incl. over-coverage). 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 response data of the Consumer Survey are expanded to the whole population with weighting coefficients. 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

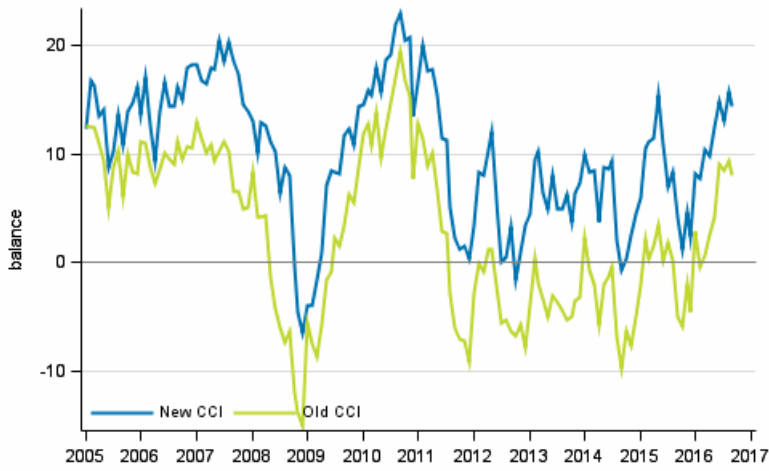
Appendix table 1. Consumers' views and intentions

	Average 10/1995-	Max. 10/1995-	Min. 10/1995-	09/2015	08/2016	09/2016	Outlook
A1 Consumer confidence indicator, CCI = (B2+B4+B7+D2)/4	11.7	22.9	-6.5	4.2	15.7	14.4	+
A2 Old CCI = (B1+B2+B3+B4+C1)/5	6.0	19.4	-15.0	-4.9	9.4	8.1	+
A3 Micro indicator = (B2+D1+D2)/3	25.4	33.4	9.5	28.6	29.4	27.5	+
A4 Macro indicator = (B4+B7)/2	-0.5	22.8	-39.1	-18.9	2.9	3.8	+
B1 Own economy now (balance)	3.8	9.8	-4.0	-1.0	3.7	2.7	-
- Better (%)	23.3	30.6	16.4	17.7	24.6	22.2	
- Worse (%)	16.4	22.7	11.4	19.4	17.2	17.0	
B2 Own economy in 12 months' time (balance)	8.3	14.1	2.3	4.8	8.2	7.1	-
- Better (%)	25.7	33.4	18.2	24.1	27.3	25.2	
- Worse (%)	11.4	17.7	6.6	15.5	13.2	14.4	
B3 Finland's economy now (balance)	-3.4	29.5	-60.9	-34.4	0.9	0.1	=
- Better (%)	25.7	62.1	2.0	6.1	28.2	26.3	
- Worse (%)	29.0	88.5	4.2	61.9	23.6	23.7	
B4 Finland's economy in 12 months' time (balance)	3.2	25.3	-27.1	-9.5	9.7	9.2	+
- Better (%)	31.0	57.3	11.6	24.4	38.7	38.9	
- Worse (%)	23.1	57.3	6.0	36.1	17.6	18.8	
B5 Inflation now (per cent)	2.3	5.8	-2.0	0.6	0.6	0.7	
B6 Inflation in 12 months' time (per cent)	2.2	4.6	0.6	1.5	1.4	1.3	
B7 Unemployment in Finland in 12 months' time (balance)	-4.1	27.6	-51.1	-28.3	-3.9	-1.7	=
- Less (%)	29.7	60.8	6.4	12.2	28.4	28.3	
- More (%)	35.0	83.3	6.9	60.7	33.0	29.9	
B8 Own threat of unemployment now (balance)	-1.4	7.6	-18.8	-3.7	-1.5	-3.1	=
- Decreased (%)	12.8	20.0	5.3	12.0	13.1	13.0	
- Increased (%)	17.3	31.9	7.9	18.8	18.3	20.1	
C1 Favourability of time for purchasing durables (balance)	18.3	41.8	-14.2	15.5	24.4	21.4	+
- Favourable time (%)	44.6	62.4	29.6	45.7	49.7	47.2	
- Unfavourable time (%)	26.3	45.7	17.7	30.3	25.3	25.7	
C2 Favourability of time for saving (balance)	10.4	36.8	-19.6	5.2	9.4	3.7	-
- Good time (%)	57.8	80.7	33.4	53.1	57.0	51.6	
- Bad time (%)	36.6	58.5	15.5	42.7	39.0	43.8	
C3 Favourability of time for raising a loan (balance)	17.3	42.0	-47.1	14.3	31.7	29.5	+
- Good time (%)	61.9	78.2	13.3	59.1	72.1	70.1	
- Bad time (%)	31.0	83.4	12.1	35.9	21.9	24.1	
D1 Household's financial situation now (balance)	28.4	35.1	14.7	31.5	31.2	32.4	+
- Can save (%)	59.6	70.0	38.6	65.0	66.0	65.9	
- Uses savings or gets into debt (%)	6.8	10.1	4.5	7.7	8.0	7.3	

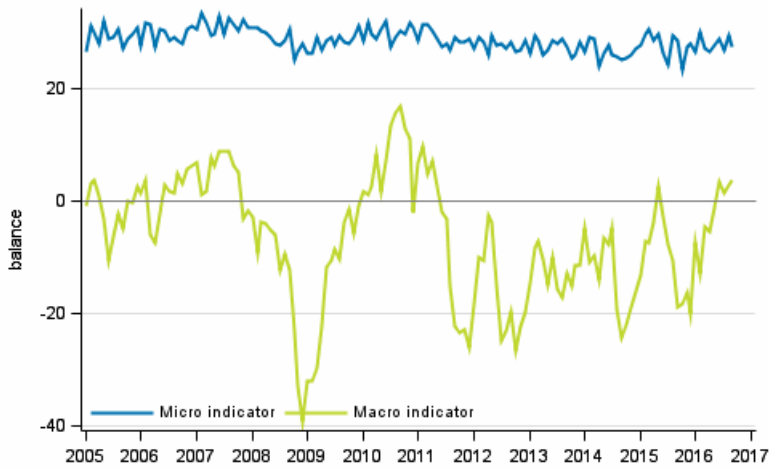
	Average 10/1995-	Max. 10/1995-	Min. 10/1995-	09/2015	08/2016	09/2016	Outlook
D2 Household's saving possibilities in the next 12 months (balance)	39.4	52.2	10.9	49.7	48.8	42.9	+
- Can save (%)	74.0	82.3	56.6	81.4	79.9	76.7	
- Cannot save (%)	24.2	40.3	16.5	17.8	19.2	22.1	
D5 Household's intentions to raise a loan in the next 12 months (% of households)	13.2	17.8	9.1	12.1	13.6	12.3	-
- Yes, certainly (%)	5.6	8.5	3.1	5.8	6.5	5.9	
- Possibly (%)	7.6	11.4	5.0	6.3	7.1	6.4	
E1 Spending on durables, next 12 months vs last 12 months (balance)	-8.9	-2.4	-18.2	-12.5	-9.8	-10.8	-
- More (%)	21.5	30.8	13.9	16.2	20.2	18.3	
- Less (%)	32.8	40.4	26.5	33.9	32.5	32.6	
E2 Intentions to buy a car in the next 12 months (% of households)	16.8	21.7	12.7	13.3	17.4	16.2	-
- Very likely (%)	8.6	12.1	5.1	6.2	8.5	8.1	
- Fairly likely (%)	8.2	10.4	5.3	7.1	8.8	8.2	
E4 Intentions to buy a dwelling in the next 12 months (% of households)	7.0	11.3	4.1	7.2	7.2	5.7	-
- Yes, certainly (%)	3.0	5.2	1.3	2.9	3.0	1.8	
- Possibly (%)	4.0	6.2	2.2	4.4	4.2	3.9	
E5 Intentions to spend money on basic repairs of dwelling in the next 12 months (% of households)	18.8	27.0	9.8	18.7	19.1	19.4	=
- Very likely (%)	12.5	19.0	5.0	12.4	12.1	13.7	
- Fairly likely (%)	6.4	9.1	3.2	6.3	7.0	5.7	

Appendix figures

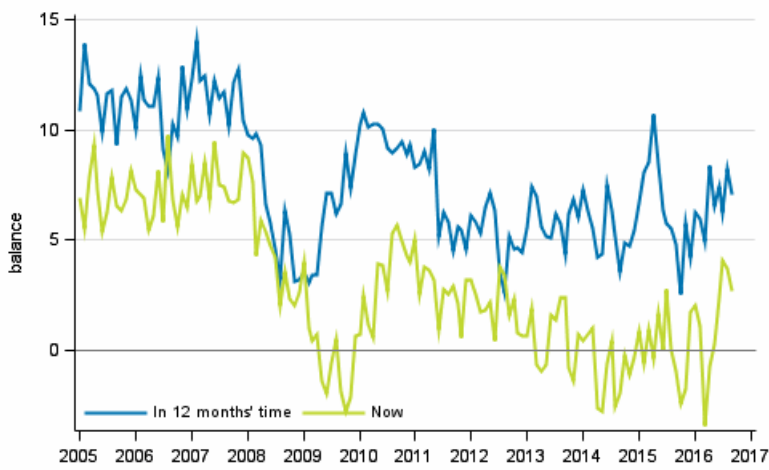
Appendix figure 1. Consumer confidence indicator (CCI)



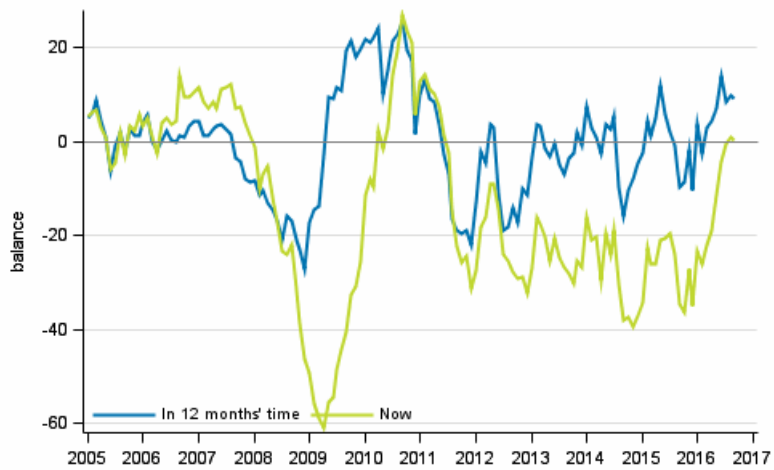
Appendix figure 2. Micro and macro indicators



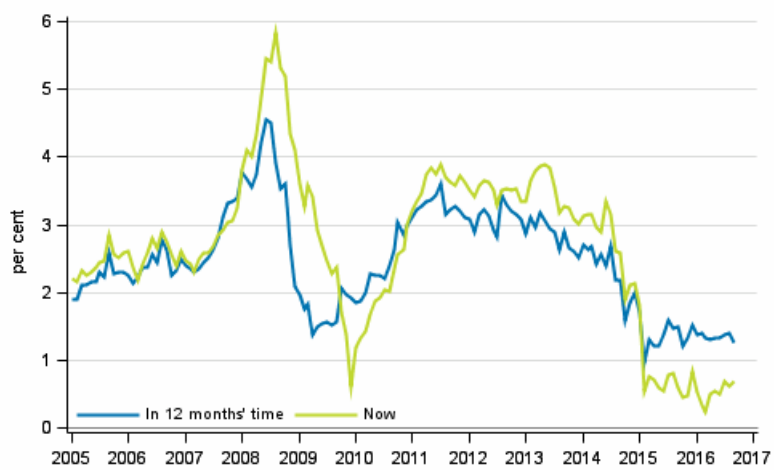
Appendix figure 3. Own economy



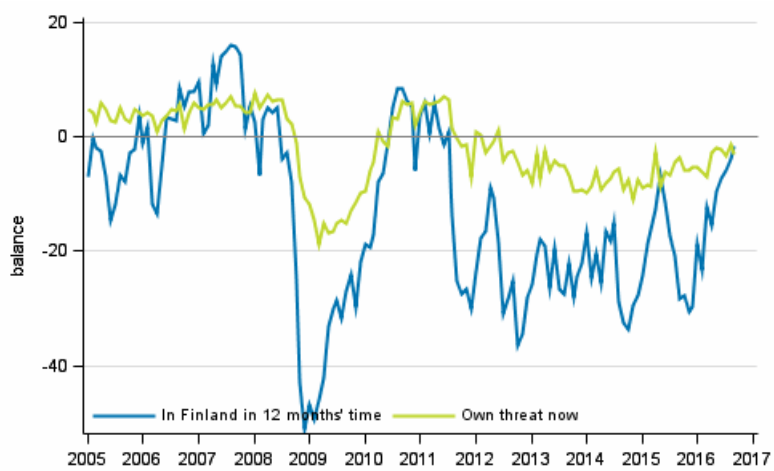
Appendix figure 4. Finland's economy



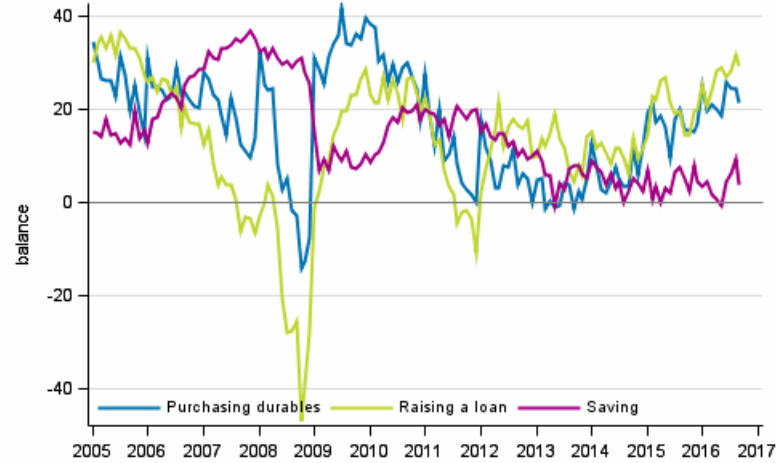
Appendix figure 5. Inflation



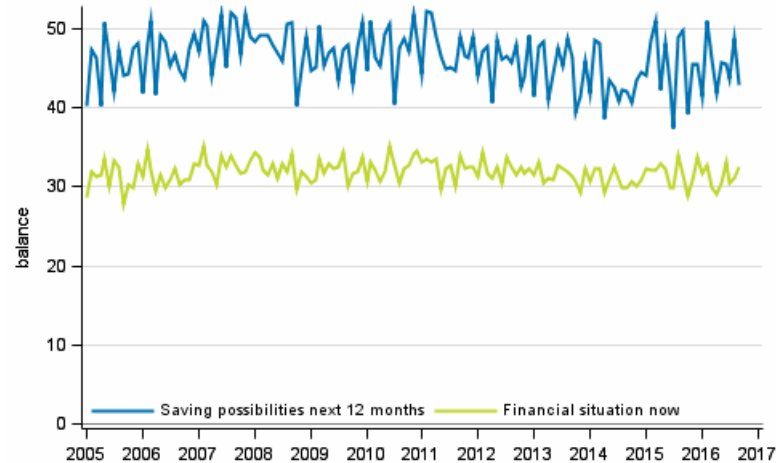
Appendix figure 6. Unemployment



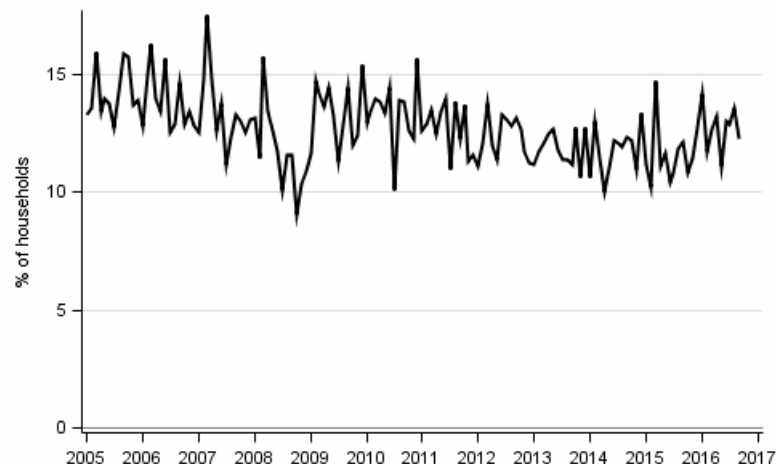
Appendix figure 7. Favourability of time for



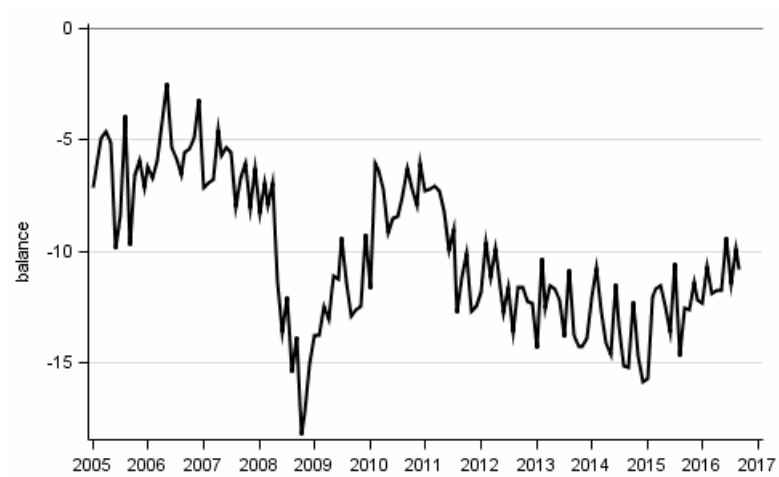
Appendix figure 8. Household's financial situation and saving possibilities



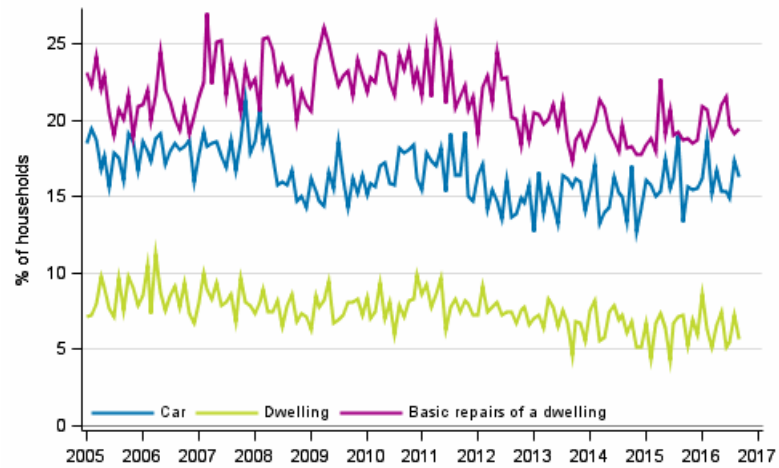
Appendix figure 9. Household's intentions to raise a loan, next 12 months



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

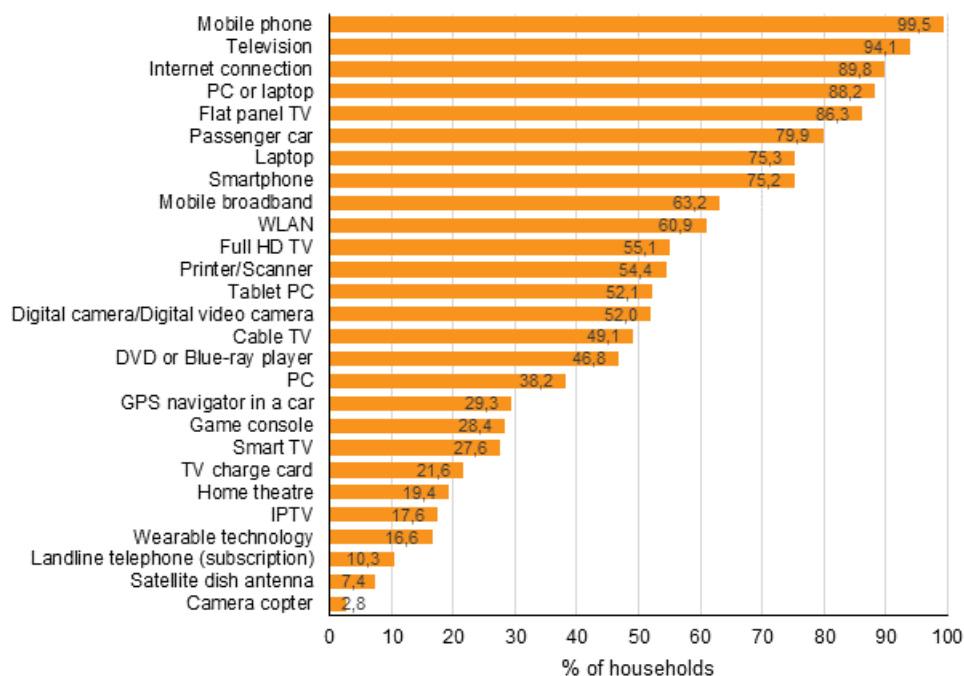


Appendix figure 11. Household's intentions to buy, next 12 months

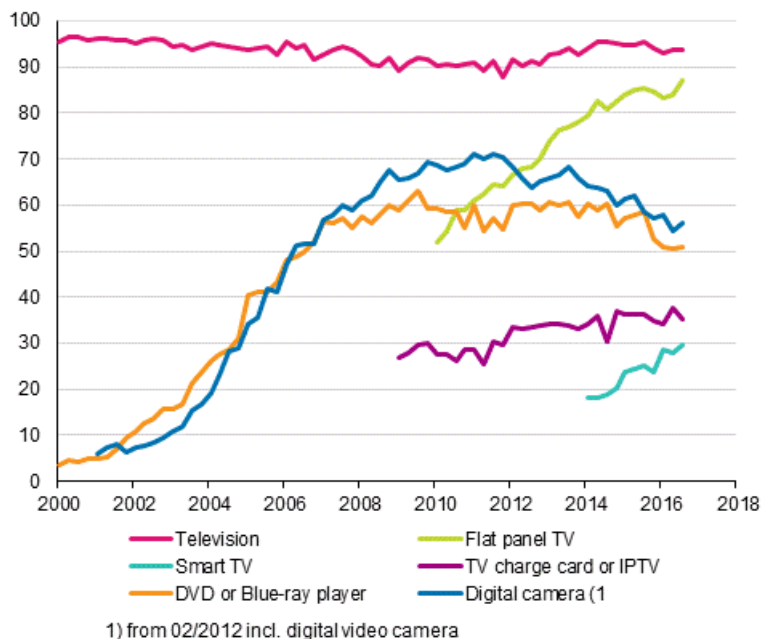


Prevalence of modern equipment in households

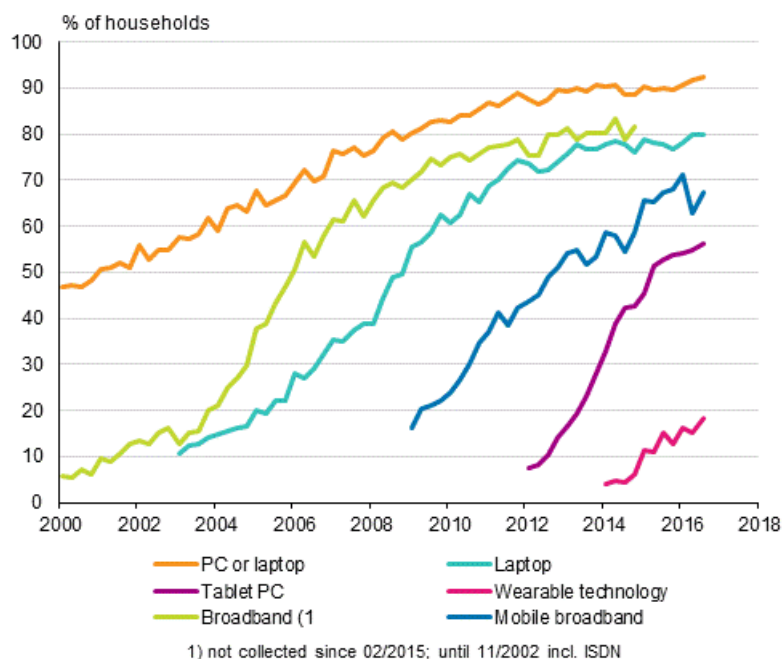
Appendix figure 12. Prevalence of equipment and connections in households, August 2016



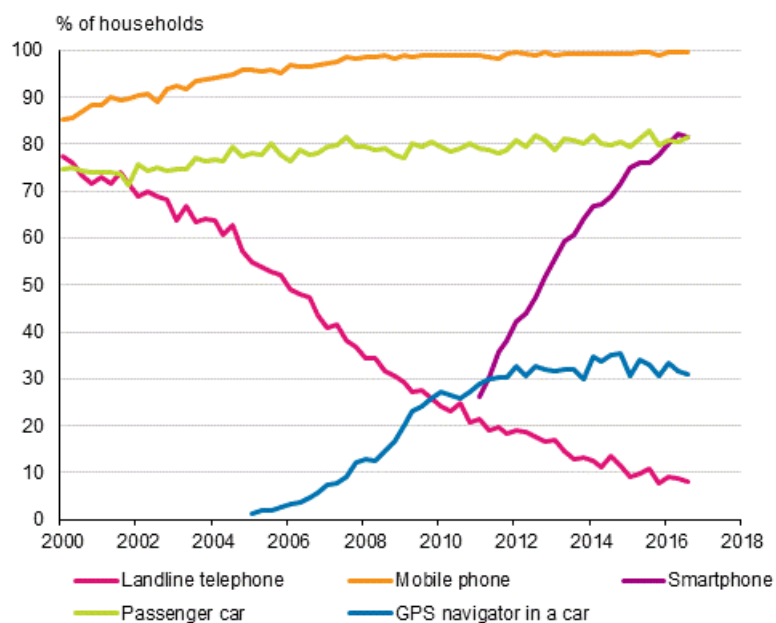
Appendix figure 13. Television equipment in households 2/2000–8/2016 (15 to 74-year-old target persons' households)



**Appendix figure 14. Information technology in households
2/2000–8/2016 (15 to 74-year-old target persons' households)**



**Appendix figure 15. Telephones and car in households 2/2000–8/2016
(15 to 74-year-old target persons' households)**



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Source: Consumer Survey 2016, September. Statistics Finland