

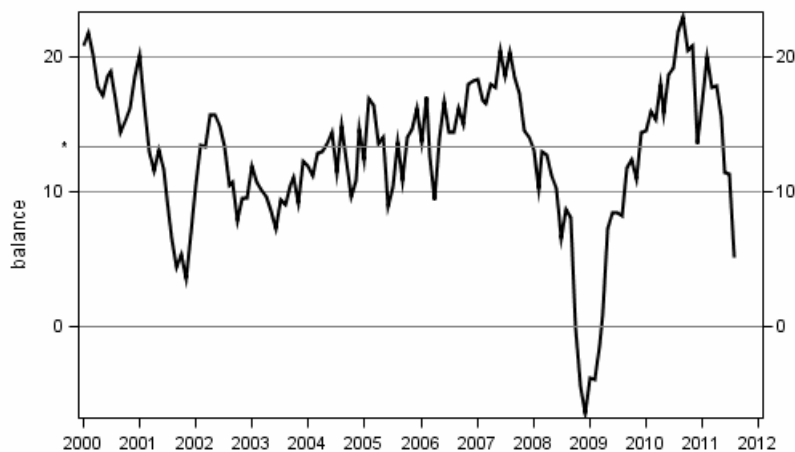
Consumer Survey

2011, August

Consumers' views about Finland's economy and employment gloomier in August

Consumer confidence in the economy weakened clearly in August compared with both one month and one year ago. The consumer confidence indicator stood at 5.1 in August, whereas in July it was 11.3 and in June 11.4. In last year's August, the confidence indicator received the value 21.9. Its long-term average is 13.3. The data are based on Statistics Finland's Consumer Survey, for which 1,446 people resident in Finland were interviewed between 1 and 19 August.

Consumer confidence indicator



* average 10/1995 - 08/2011

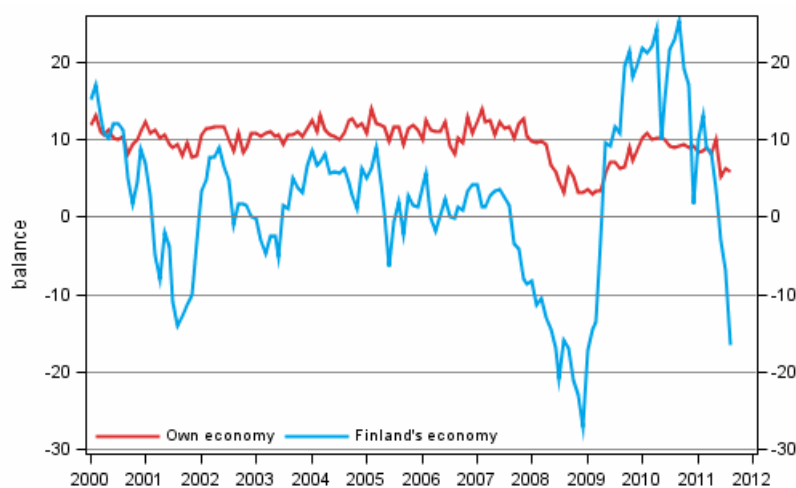
Of the four components of the consumer confidence indicator, expectations concerning Finland's economy and the development of unemployment weakened sharply in August from the previous month and especially from the corresponding period of one year ago. Estimates of the country's economy were the most pessimistic since the winter 2008 to 2009, and consumers were last more worried about growing unemployment at the beginning of 2010.

Consumers' views on their own economy also weakened slightly in August and were worse than the long-term average. By contrast, assessments concerning own saving possibilities still remained bright. Consumers felt personally threatened by unemployment slightly more than in previous months. In August

consumers thought prices would rise a bit slower in future. Saving was regarded as considerably more worthwhile than purchasing of durable goods or raising a loan, in particular.

In August only 18 per cent of consumers believed that Finland's economic situation would improve in the coming twelve months, while clearly more, or 45 per cent, of them thought that the country's economy would deteriorate. In July the corresponding proportions were 24 and 34 per cent and in last year's August very optimistic 55 and 10 per cent. In all, 24 per cent of consumers believed in August that their own economy would improve and 15 per cent of them feared it would worsen over the year. One month earlier, the corresponding proportions were 26 and 15 per cent, and one year earlier 27 and 11 per cent.

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



In August, only 17 per cent of consumers still thought that unemployment would decrease in Finland over the next year, while as many as 42 per cent of them believed it would increase. The corresponding proportions were 31 and 28 per cent in July, and 39 and 20 per cent one year ago.

In August, 13 per cent of employed persons reckoned that their personal threat of unemployment had decreased over the past few months, but already slightly more, or 14 per cent of them, thought it had grown. These proportions were 18 and 11 per cent in July, and 17 and 14 per cent one year ago. In August, 51 per cent of employed persons thought the threat had remained unchanged and 21 per cent felt that they were not threatened by unemployment at all.

Consumers predicted in August that consumer prices would go up by 3.1 per cent over the next 12 months. One month earlier the predicted inflation rate was 3.6 per cent, and its long-term average is 2.2 per cent.

Altogether 65 per cent of consumers considered saving worthwhile in August. Sixty-three 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 August, 45 per cent of consumers regarded the time good for raising a loan. One month earlier the respective proportion was 51 per cent and one year earlier 64 per cent. However, more households than in July and as many as last year, or 14 per cent, were planning in August to take out a loan within one year.

In August, 41 per cent of consumers thought the time was favourable for buying durable goods. Twelve months ago the respective proportion was 52 per cent. Consumption intentions were mostly moderate in August, but many households had plans to spend money on, for instance, home furnishings, purchasing

of entertainment electronics and travel during the next six months. Sixteen per cent of households were fairly or very certain to buy a car and eight per cent a dwelling during the next 12 months. In last year's August the corresponding proportions were 18 and 8 per cent.

The population of the Consumer Survey comprises approximately 4.1 million persons and 2.5 million households in Finland. The size of the sample of the Consumer Survey is 2,200 persons monthly. In August, the non-response rate of the Survey was 34.3 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.

Consumers' views of the economy

	Average 10/1995-	Max. 10/1995-	Min. 10/1995-	08/2010	07/2011	08/2011	Outlook
A1 Consumer confidence indicator, CCI = (B2+B4+B7+D2)/4	13,3	22,9	-6,5	21,9	11,3	5,1	--
B2 Own economy in 12 months' time (balance)	9,1	14,1	2,3	8,9	6,2	5,8	--
D2 Household's saving possibilities in the next 12 months (balance)	37,6	52,2	10,9	47,4	45,1	44,7	+
B4 Finland's economy in 12 months' time (balance)	5,2	25,3	-27,1	22,8	-7,1	-16,5	--
B7 Unemployment in Finland in 12 months' time (balance)	1,4	27,6	-51,1	8,5	1,0	-13,6	-
B8 Own threat of unemployment now (balance)	1,1	7,6	-18,8	3,1	6,5	1,6	+/-
B6 Inflation in 12 months' time (per cent)	2,2	4,6	0,6	2,4	3,6	3,1	
C1 Favourability of time for buying durable goods (balance)	21,0	41,8	-14,2	29,0	14,1	8,4	--
C2 Favourability of time for saving (balance)	11,4	36,8	-19,6	20,2	18,5	20,6	+
C3 Favourability of time for raising a loan (balance)	18,1	42,0	-47,1	17,9	1,8	-4,4	--

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 (seasonally adjusted) Consumer Survey results for all EU countries will be later 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 2,200 persons monthly. The non-response rate nowadays being between 30 and 35 per cent, more than 1,400 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 74-year-old population in Finland, according to age, gender, province 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

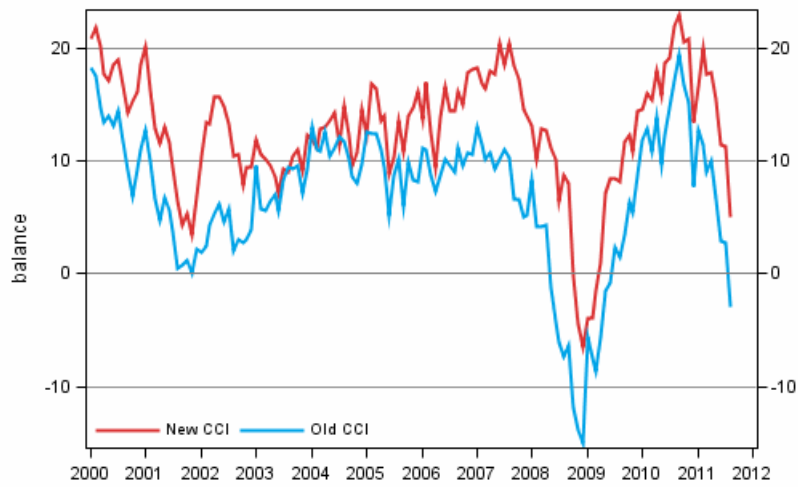
Appendix table 1. Consumers' views and intentions

	Average 10/1995-	Max. 10/1995-	Min. 10/1995-	08/2010	07/2011	08/2011	Outlook
A1 Consumer confidence indicator, CCI = (B2+B4+B7+D2)/4	13,3	22,9	-6,5	21,9	11,3	5,1	--
A2 Old CCI = (B1+B2+B3+B4+C1)/5	8,6	19,4	-15,0	17,1	2,7	-2,9	--
A3 Micro indicator = (B2+D1+D2)/3	24,7	33,4	9,5	29,0	28,0	26,9	+
A4 Macro indicator = (B4+B7)/2	3,3	22,8	-39,1	15,7	-3,1	-15,1	--
B1 Own economy now (balance)	4,8	9,8	-4,0	5,3	2,8	2,5	-
- Better (%)	24,3	30,6	16,7	24,2	22,5	23,1	
- Worse (%)	15,7	22,7	11,4	15,0	17,8	18,5	
B2 Own economy in 12 months' time (balance)	9,1	14,1	2,3	8,9	6,2	5,8	--
- Better (%)	26,2	33,4	18,2	26,9	25,6	23,9	
- Worse (%)	10,4	17,2	6,6	11,2	15,0	14,7	
B3 Finland's economy now (balance)	2,9	29,5	-60,9	19,4	-2,5	-14,7	-
- Better (%)	30,3	62,1	2,0	54,7	30,7	19,7	
- Worse (%)	22,4	88,5	4,2	15,9	32,3	44,5	
B4 Finland's economy in 12 months' time (balance)	5,2	25,3	-27,1	22,8	-7,1	-16,5	--
- Better (%)	31,8	57,3	11,6	54,8	23,8	17,8	
- Worse (%)	20,6	57,3	6,0	10,1	34,4	45,4	
B5 Inflation now (per cent)	2,2	5,8	-2,0	2,0	3,9	3,7	
B6 Inflation in 12 months' time (per cent)	2,2	4,6	0,6	2,4	3,6	3,1	
B7 Unemployment in Finland in 12 months' time (balance)	1,4	27,6	-51,1	8,5	1,0	-13,6	-
- Less (%)	34,3	60,8	6,4	38,6	30,5	17,2	
- More (%)	29,4	83,3	6,9	20,0	28,1	42,3	
B8 Own threat of unemployment now (balance)	1,1	7,6	-18,8	3,1	6,5	1,6	+/-
- Decreased (%)	14,0	20,0	5,3	16,6	17,8	13,2	
- Increased (%)	14,9	31,9	7,9	14,2	10,9	13,9	
C1 Favourability of time for buying durable goods (balance)	21,0	41,8	-14,2	29,0	14,1	8,4	--
- Favourable time (%)	45,6	62,4	29,6	51,6	43,1	41,0	
- Unfavourable time (%)	24,6	45,7	17,7	22,6	29,0	32,6	
C2 Favourability of time for saving (balance)	11,4	36,8	-19,6	20,2	18,5	20,6	+
- Good time (%)	58,7	80,7	33,4	66,7	64,3	65,3	
- Bad time (%)	35,3	58,5	15,5	29,6	31,5	30,4	
C3 Favourability of time for raising a loan (balance)	18,1	42,0	-47,1	17,9	1,8	-4,4	--
- Good time (%)	62,7	78,2	13,3	63,9	51,3	45,4	
- Bad time (%)	29,8	83,4	12,1	31,6	44,1	49,7	
D1 Household's financial situation now (balance)	27,4	35,1	14,7	30,6	32,7	30,1	+
- Can save (%)	58,0	70,0	38,6	64,8	66,3	62,7	
- Uses savings or gets into debt (%)	6,7	10,1	4,5	7,4	5,3	7,3	

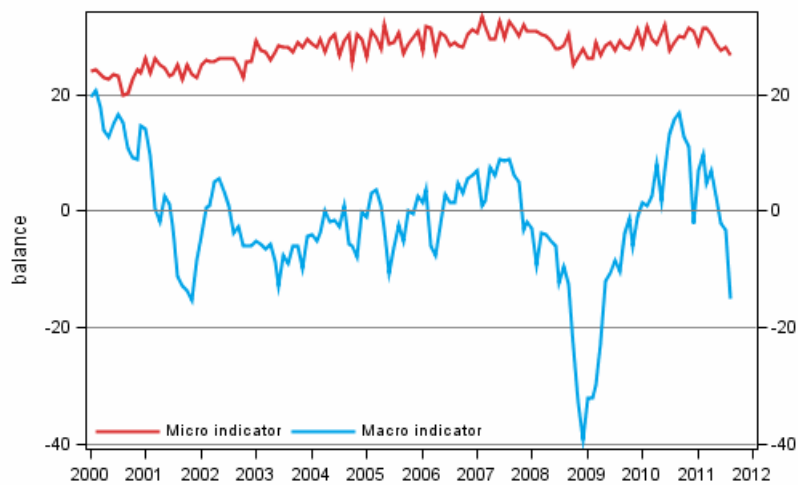
	Average 10/1995-	Max. 10/1995-	Min. 10/1995-	08/2010	07/2011	08/2011	Outlook
D2 Household's saving possibilities in the next 12 months (balance)	37,6	52,2	10,9	47,4	45,1	44,7	+
- Can save (%)	72,7	82,3	56,6	79,7	78,7	77,2	
- Cannot save (%)	25,2	40,3	16,5	18,7	20,7	21,6	
D5 Household's intentions to raise a loan in the next 12 months (% of households)	13,5	17,8	9,1	13,9	11,0	13,8	+/-
- Yes, certainly (%)	5,6	8,5	3,1	6,2	5,8	6,5	
- Possibly (%)	7,9	11,4	5,2	7,7	5,2	7,4	
E1 Spending on durable goods, next 12 months vs last 12 months (balance)	-7,8	-2,4	-18,2	-7,5	-9,0	-12,7	--
- More (%)	22,9	30,8	14,3	21,2	19,6	18,5	
- Less (%)	32,4	40,4	26,5	30,7	30,7	35,0	
E2 Intentions to buy a car in the next 12 months (% of households)	17,6	21,7	14,2	18,2	19,1	16,4	-
- Very likely (%)	9,1	12,1	6,3	9,9	10,9	8,4	
- Fairly likely (%)	8,5	10,4	6,2	8,2	8,2	8,0	
E4 Intentions to buy a dwelling in the next 12 months (% of households)	7,1	11,3	4,1	7,9	7,7	8,3	+
- Yes, certainly (%)	3,1	5,2	1,3	3,1	3,7	3,0	
- Possibly (%)	4,0	6,2	2,2	4,8	4,1	5,2	
E5 Intentions to spend money on basic repairs of dwelling in the next 12 months (% of households)	18,5	27,0	9,8	24,3	24,0	20,8	+
- Very likely (%)	12,0	19,0	5,0	17,3	17,1	14,5	
- Fairly likely (%)	6,4	9,1	3,2	7,0	6,9	6,3	

Appendix figures

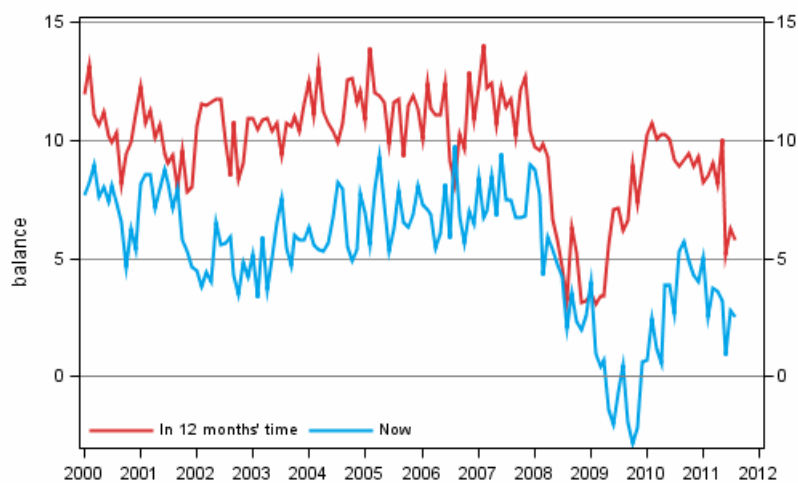
Appendix figure 1. Consumer confidence indicator (CCI)



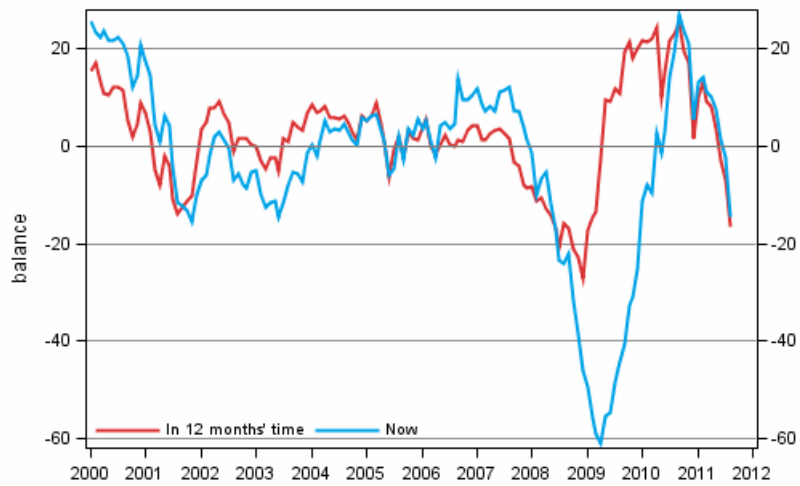
Appendix figure 2. Micro and macro indicators



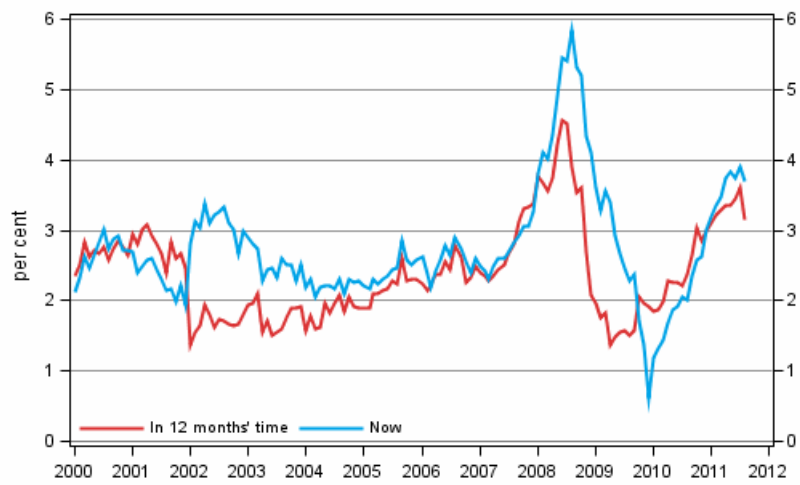
Appendix figure 3. Own economy



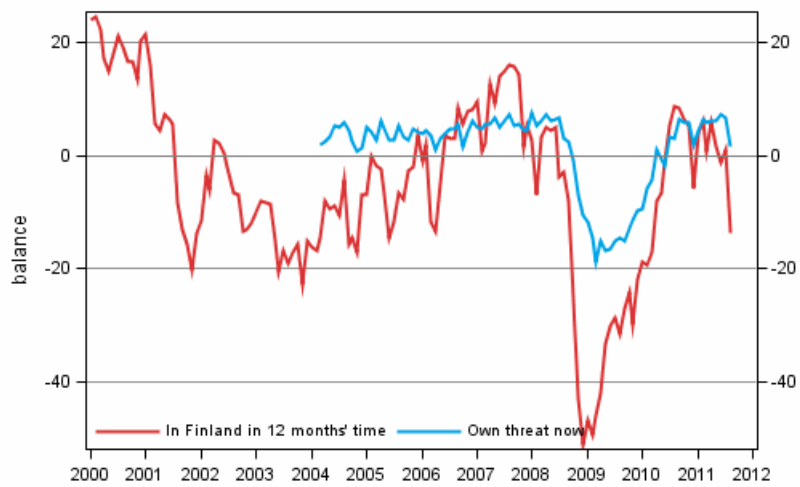
Appendix figure 4. Finland's economy



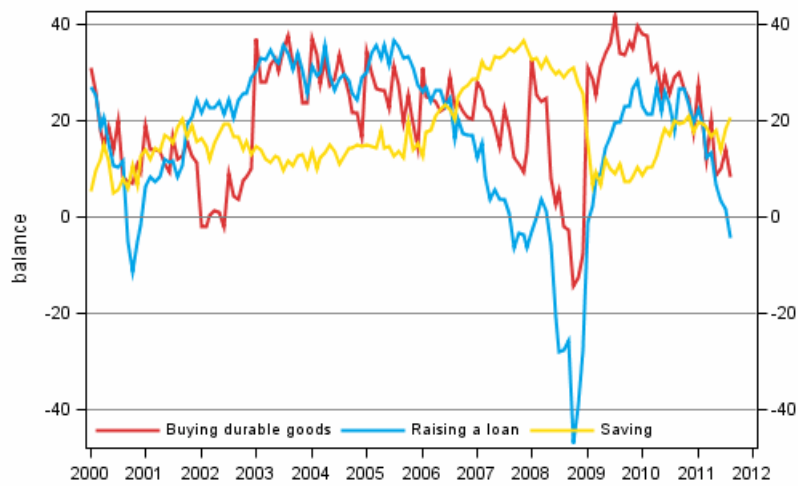
Appendix figure 5. Inflation



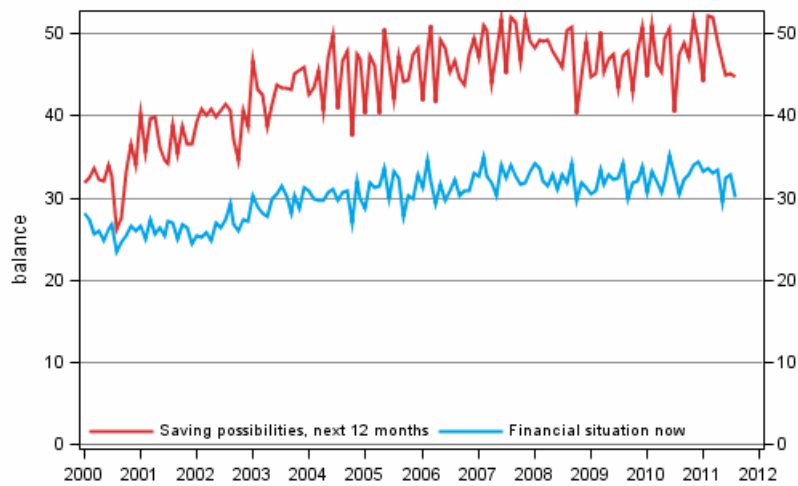
Appendix figure 6. Unemployment



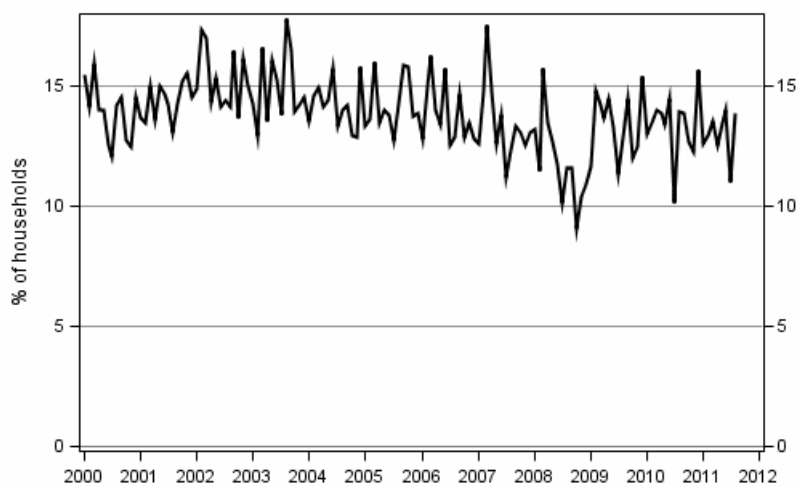
Appendix figure 7. Favourability of time for



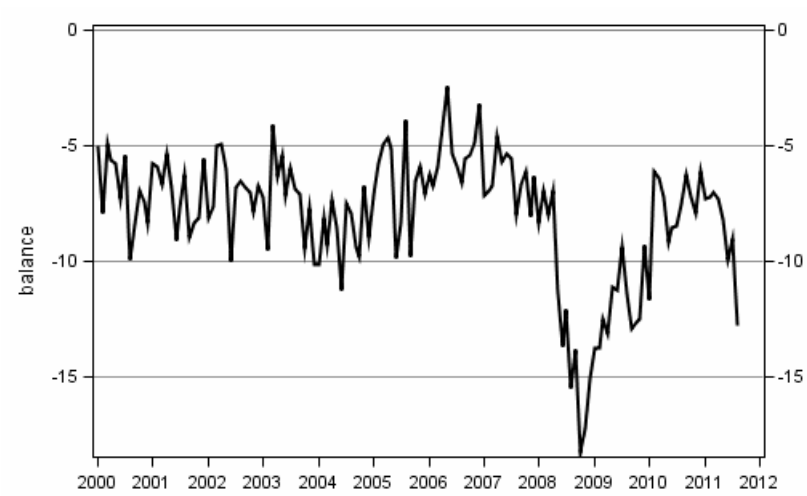
Appendix figure 8. Household's financial situation



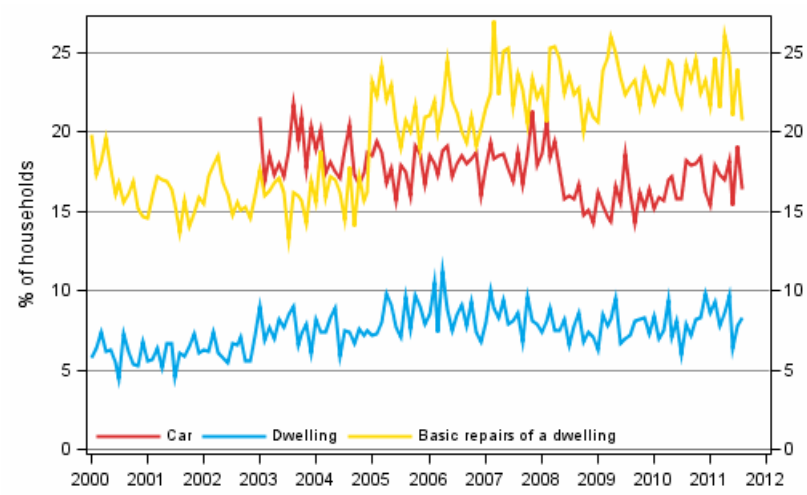
Appendix figure 9. Intentions to raise a loan, next 12 months



Appendix figure10. Spending on durable goods, next 12 months vs last 12 months



Appendix figure 11. Intentions to buy, next 12 months



Suomen virallinen tilasto
Finlands officiella statistik
Official Statistics of Finland

Income and Consumption 2011

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Source: Consumer Survey 2011, August. Statistics Finland