

# Consumer Confidence Survey

161. telephone consumer survey carried out in October 2012 (approximately 1200 households)

| Question/Assessment                                                                                                                                                                                                                                                                                                                                                                                                                                                      | oct. 09 | jan. 10 | april 10 | july 10 | oct. 10 | jan. 11 | april 11 | july 11 | oct. 11 | jan. 12 | april 12 | july 12 | oct. 12 |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|---------|----------|---------|---------|---------|----------|---------|---------|---------|----------|---------|---------|
| <b>1. Assessment of the general economic situation</b>                                                                                                                                                                                                                                                                                                                                                                                                                   |         |         |          |         |         |         |          |         |         |         |          |         |         |
| <b>1.1 How, in your view, has the general economic situation developed over the last 12 months? Has it ...</b>                                                                                                                                                                                                                                                                                                                                                           |         |         |          |         |         |         |          |         |         |         |          |         |         |
| significantly improved (++); marginally improved (+); remained virtually unchanged; marginally deteriorated (-); significantly deteriorated (--); Don't know; No answer given.                                                                                                                                                                                                                                                                                           |         |         |          |         |         |         |          |         |         |         |          |         |         |
| Random sample <sup>1</sup> balance                                                                                                                                                                                                                                                                                                                                                                                                                                       | -75     | -58     | -7       | +5      | +16     | +17     | +13      | -5      | -42     | -47     | -18      | -24     | -22     |
| Overall population <sup>2</sup> interval balance                                                                                                                                                                                                                                                                                                                                                                                                                         | -80     | -64     | -14      | -1      | +10     | +11     | +7       | -10     | -47     | -52     | -23      | -29     | -27     |
| (from ...to)                                                                                                                                                                                                                                                                                                                                                                                                                                                             | -69     | -53     | -1       | +11     | +21     | +22     | +18      | +0      | -36     | -42     | -13      | -19     | -17     |
| <b>1.2 How do you think the general economic situation will developed over the next 12 months? Will it ...</b>                                                                                                                                                                                                                                                                                                                                                           |         |         |          |         |         |         |          |         |         |         |          |         |         |
| significantly improve (++); marginally improve (+); remain virtually unchanged; marginally deteriorate (-); significantly deteriorate (--); Don't know; No answer given.                                                                                                                                                                                                                                                                                                 |         |         |          |         |         |         |          |         |         |         |          |         |         |
| Random sample <sup>1</sup> balance                                                                                                                                                                                                                                                                                                                                                                                                                                       | +18     | +24     | +44      | +33     | +19     | +15     | +14      | -22     | -38     | -29     | -2       | -20     | -23     |
| Overall population <sup>2</sup> interval balance                                                                                                                                                                                                                                                                                                                                                                                                                         | +12     | +19     | +38      | +28     | +14     | +10     | +9       | -27     | -43     | -35     | -7       | -25     | -28     |
| (from ...to)                                                                                                                                                                                                                                                                                                                                                                                                                                                             | +24     | +29     | +49      | +39     | +24     | +20     | +19      | -17     | -32     | -24     | +3       | -15     | -18     |
| <b>2. Assessment of price fluctuations and expected price expectations</b>                                                                                                                                                                                                                                                                                                                                                                                               |         |         |          |         |         |         |          |         |         |         |          |         |         |
| <b>2.1 How, in your view, have prices changed over the last 12 months? Have they ...</b>                                                                                                                                                                                                                                                                                                                                                                                 |         |         |          |         |         |         |          |         |         |         |          |         |         |
| risen sharply (++); risen slightly (+); remained virtually unchanged; fallen slightly (-); fallen sharply (--); Don't know; No answer given.                                                                                                                                                                                                                                                                                                                             |         |         |          |         |         |         |          |         |         |         |          |         |         |
| Random sample <sup>1</sup> balance                                                                                                                                                                                                                                                                                                                                                                                                                                       | +28     | +33     | +54      | +38     | +49     | +34     | +64      | +40     | -6      | +10     | +32      | +22     | +32     |
| Overall population <sup>2</sup> interval balance                                                                                                                                                                                                                                                                                                                                                                                                                         | +22     | +28     | +49      | +33     | +44     | +29     | +59      | +36     | -12     | +5      | +26      | +16     | +27     |
| (from ...to)                                                                                                                                                                                                                                                                                                                                                                                                                                                             | +33     | +38     | +59      | +43     | +54     | +40     | +69      | +45     | -1      | +15     | +37      | +27     | +37     |
| <b>2.2 How in your view will prices change over the next 12 months? Will they ...</b>                                                                                                                                                                                                                                                                                                                                                                                    |         |         |          |         |         |         |          |         |         |         |          |         |         |
| rise sharply (++); rise slightly (+); remain virtually unchanged; fall slightly (-); fall sharply (--); Don't know; No answer given.                                                                                                                                                                                                                                                                                                                                     |         |         |          |         |         |         |          |         |         |         |          |         |         |
| Random sample <sup>1</sup> balance                                                                                                                                                                                                                                                                                                                                                                                                                                       | +41     | +37     | +52      | +35     | +51     | +40     | +69      | +38     | +11     | +25     | +34      | +32     | +39     |
| Overall population <sup>2</sup> interval balance                                                                                                                                                                                                                                                                                                                                                                                                                         | +36     | +32     | +48      | +30     | +47     | +35     | +65      | +33     | +6      | +20     | +29      | +27     | +34     |
| (from ...to)                                                                                                                                                                                                                                                                                                                                                                                                                                                             | +45     | +41     | +56      | +40     | +56     | +45     | +74      | +42     | +16     | +30     | +38      | +37     | +43     |
| <b>3. Job security</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                   |         |         |          |         |         |         |          |         |         |         |          |         |         |
| <b>3.1 How, in your view, has job security evolved? Is there ...</b>                                                                                                                                                                                                                                                                                                                                                                                                     |         |         |          |         |         |         |          |         |         |         |          |         |         |
| far less job security (--); marginally less job security (-); very little change; somewhat more security (+); a lot more security (++); Don't know; No answer given.                                                                                                                                                                                                                                                                                                     |         |         |          |         |         |         |          |         |         |         |          |         |         |
| Random sample <sup>1</sup> balance                                                                                                                                                                                                                                                                                                                                                                                                                                       | -118    | -107    | -72      | -55     | -52     | -45     | -23      | -54     | -72     | -78     | -64      | -72     | -71     |
| Overall population <sup>2</sup> interval balance                                                                                                                                                                                                                                                                                                                                                                                                                         | -123    | -112    | -78      | -61     | -59     | -51     | -29      | -59     | -78     | -83     | -70      | -78     | -76     |
| (from ...to)                                                                                                                                                                                                                                                                                                                                                                                                                                                             | -113    | -102    | -65      | -48     | -46     | -39     | -17      | -48     | -67     | -73     | -58      | -66     | -65     |
| <b>3.2 How do you expect the number of people unemployed in Switzerland to change over the next 12 months? The number will...</b>                                                                                                                                                                                                                                                                                                                                        |         |         |          |         |         |         |          |         |         |         |          |         |         |
| increase sharply (++); increase slightly (+); remain virtually unchanged; fall slightly (-); fall sharply (--); Don't know; No answer given.                                                                                                                                                                                                                                                                                                                             |         |         |          |         |         |         |          |         |         |         |          |         |         |
| Random sample <sup>1</sup> balance                                                                                                                                                                                                                                                                                                                                                                                                                                       | +88     | +77     | +8       | +6      | +17     | +12     | +16      | +54     | +73     | +71     | +49      | +62     | +67     |
| Overall population <sup>2</sup> interval balance                                                                                                                                                                                                                                                                                                                                                                                                                         | +83     | +72     | +3       | +1      | +12     | +7      | +11      | +49     | +68     | +67     | +44      | +57     | +62     |
| (from ...to)                                                                                                                                                                                                                                                                                                                                                                                                                                                             | +93     | +82     | +14      | +12     | +23     | +17     | +21      | +58     | +77     | +76     | +54      | +66     | +71     |
| <b>4. Household financial situation</b>                                                                                                                                                                                                                                                                                                                                                                                                                                  |         |         |          |         |         |         |          |         |         |         |          |         |         |
| <b>4.1 How, in your view, has your household's financial situation changed over the last 12 months? Has it ...</b>                                                                                                                                                                                                                                                                                                                                                       |         |         |          |         |         |         |          |         |         |         |          |         |         |
| significantly improved (++); marginally improved (+); remained virtually unchanged; got slightly worse(-); got significantly worse (--); Don't know; No answer given.                                                                                                                                                                                                                                                                                                    |         |         |          |         |         |         |          |         |         |         |          |         |         |
| Random sample <sup>1</sup> balance                                                                                                                                                                                                                                                                                                                                                                                                                                       | -14     | -14     | -13      | -11     | -12     | -6      | -4       | -12     | -10     | -10     | -9       | -12     | -8      |
| Overall population <sup>2</sup> interval balance                                                                                                                                                                                                                                                                                                                                                                                                                         | -19     | -18     | -17      | -15     | -17     | -11     | -8       | -16     | -14     | -14     | -13      | -16     | -13     |
| (from ...to)                                                                                                                                                                                                                                                                                                                                                                                                                                                             | -10     | -9      | -8       | -6      | -8      | -1      | +1       | -8      | -5      | -5      | -4       | -7      | -4      |
| <b>4.2 How do you expect your household's financial situation to develop over the next 12 months? Will it ...</b>                                                                                                                                                                                                                                                                                                                                                        |         |         |          |         |         |         |          |         |         |         |          |         |         |
| significantly improve (++); marginally improve (+); remain virtually unchanged; get marginally worse (-); get significantly worse (--); Don't know; No answer given.                                                                                                                                                                                                                                                                                                     |         |         |          |         |         |         |          |         |         |         |          |         |         |
| Random sample <sup>1</sup> balance                                                                                                                                                                                                                                                                                                                                                                                                                                       | +0      | +6      | +7       | +10     | +3      | +6      | +6       | -2      | -3      | +1      | +0       | -3      | -2      |
| Overall population <sup>2</sup> interval balance                                                                                                                                                                                                                                                                                                                                                                                                                         | -4      | +2      | +3       | +5      | -2      | +2      | +2       | -5      | -7      | -3      | -4       | -7      | -6      |
| (from ...to)                                                                                                                                                                                                                                                                                                                                                                                                                                                             | +5      | +10     | +12      | +14     | +7      | +10     | +10      | +2      | +1      | +6      | +4       | +1      | +2      |
| <b>5. Consumer trend</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                 |         |         |          |         |         |         |          |         |         |         |          |         |         |
| <b>5.1 In the current economic situation there are households that are able to put money aside, others that manage to make ends meet and others still who have no choice but to run up debts. How is it in your household?...We are running up debts (--); We sometimes have to draw on our savings (-); We just manage to make ends meet; we are able to put some money aside (+); We are able to put quite a bit of money aside (++); Don't know; No answer given.</b> |         |         |          |         |         |         |          |         |         |         |          |         |         |
| Random sample <sup>1</sup> balance                                                                                                                                                                                                                                                                                                                                                                                                                                       | +35     | +38     | +35      | +43     | +37     | +43     | +24      | +39     | +41     | +41     | +41      | +40     | +48     |
| Overall population <sup>2</sup> interval balance                                                                                                                                                                                                                                                                                                                                                                                                                         | +31     | +33     | +30      | +38     | +32     | +38     | +20      | +35     | +36     | +36     | +36      | +35     | +43     |
| (from ...to)                                                                                                                                                                                                                                                                                                                                                                                                                                                             | +40     | +42     | +40      | +48     | +42     | +48     | +29      | +43     | +46     | +46     | +46      | +45     | +53     |
| <b>5.2 Do you think that now is a good time to make major purchases (major household appliances, furniture, car, etc.)?</b>                                                                                                                                                                                                                                                                                                                                              |         |         |          |         |         |         |          |         |         |         |          |         |         |
| Yes, now is a good time (+); Yes and no: there is no such thing as a right or a wrong time; No, now is not the right time to make major purchases, it is better to put it off until a later date (-); Don't know; No answer given.                                                                                                                                                                                                                                       |         |         |          |         |         |         |          |         |         |         |          |         |         |
| Random sample <sup>1</sup> balance                                                                                                                                                                                                                                                                                                                                                                                                                                       | -3      | +10     | -2       | +1      | +3      | +6      | -1       | -2      | +12     | +16     | +1       | -2      | -1      |
| Overall population <sup>2</sup> interval balance                                                                                                                                                                                                                                                                                                                                                                                                                         | -7      | +5      | -7       | -4      | -2      | +1      | -6       | -7      | +6      | +11     | -4       | -6      | -5      |
| (from ...to)                                                                                                                                                                                                                                                                                                                                                                                                                                                             | +2      | +15     | +3       | +6      | +8      | +11     | +4       | +3      | +17     | +21     | +5       | +3      | +4      |
| <b>5.3 Over the next 12 months, how likely is it that you save any money?</b>                                                                                                                                                                                                                                                                                                                                                                                            |         |         |          |         |         |         |          |         |         |         |          |         |         |
| Very likely (++); fairly likely (+); not likely (-); not at all likely (--); Don't know; No answer given.                                                                                                                                                                                                                                                                                                                                                                |         |         |          |         |         |         |          |         |         |         |          |         |         |
| Random sample <sup>1</sup> balance                                                                                                                                                                                                                                                                                                                                                                                                                                       | +13     | +19     | +15      | +27     | +24     | +30     | -9       | +9      | +16     | +22     | +20      | +15     | +25     |
| Overall population <sup>2</sup> interval balance                                                                                                                                                                                                                                                                                                                                                                                                                         | +4      | +11     | +6       | +18     | +15     | +21     | -17      | +1      | +7      | +13     | +12      | +7      | +17     |
| (from ...to)                                                                                                                                                                                                                                                                                                                                                                                                                                                             | +22     | +28     | +24      | +36     | +33     | +39     | -1       | +17     | +24     | +30     | +28      | +24     | +33     |
| <b>6. Consumer barometer index</b>                                                                                                                                                                                                                                                                                                                                                                                                                                       |         |         |          |         |         |         |          |         |         |         |          |         |         |
| <b>6.1 Old Index:</b> Average from indices 1.1, 4.1 and 4.2.                                                                                                                                                                                                                                                                                                                                                                                                             |         |         |          |         |         |         |          |         |         |         |          |         |         |
| Random sample <sup>1</sup> balance                                                                                                                                                                                                                                                                                                                                                                                                                                       | -30     | -22     | -4       | +1      | +2      | +6      | +5       | -6      | -18     | -18     | -9       | -13     | -11     |
| Overall population <sup>2</sup> interval balance                                                                                                                                                                                                                                                                                                                                                                                                                         | -34     | -27     | -9       | -4      | -3      | +1      | +0       | -11     | -23     | -23     | -13      | -18     | -15     |
| (from ...to)                                                                                                                                                                                                                                                                                                                                                                                                                                                             | -25     | -17     | +1       | +6      | +7      | +10     | +10      | -2      | -14     | -14     | -4       | -9      | -7      |
| <b>6.2 New Index (EU-compatible):</b> Average from indices 1.2, -3.2, 4.2 and 5.3.                                                                                                                                                                                                                                                                                                                                                                                       |         |         |          |         |         |         |          |         |         |         |          |         |         |
| Random sample <sup>1</sup> balance                                                                                                                                                                                                                                                                                                                                                                                                                                       | -14     | -7      | +14      | +16     | +7      | +10     | -1       | -17     | -24     | -19     | -8       | -17     | -17     |
| Overall population <sup>2</sup> interval balance                                                                                                                                                                                                                                                                                                                                                                                                                         | -20     | -13     | +8       | +10     | +1      | +4      | -7       | -22     | -30     | -25     | -13      | -23     | -22     |
| (from ...to)                                                                                                                                                                                                                                                                                                                                                                                                                                                             | -8      | -1      | +21      | +22     | +13     | +16     | +4       | -12     | -19     | -14     | -2       | -12     | -12     |

<sup>1</sup> The balance is the difference between the positive (+) and negative (-) answers. Superlative answers, e.g. "significantly improved" or "got significantly worse", count double. This means that an extreme value of + or - 200 may be reached. The balance is understood to mean the index. An index value of 0 means an equal number of positive and negative answers. All figures are rounded up.

<sup>2</sup> With a 95% accuracy rate, the balance represents the overall population, i.e. all households in the given interval (confidence region).  
See Die Volkswirtschaft, issue no. 3, March 1980, pp. 174 ff. for the type of survey and the survey's bases