## **Consumer Confidence Survey**

165. telephone consumer survey carried out in October 2013 (approximately 1200 households)

Question/Assessment	oct. 10	jan. 11	april 11	july 11	oct. 11	jan. 12	april 12	july 12	oct. 12	jan. 13	april 13	july 13	oct. 1
1. Assessment of the general econom													
1.1 How, in your view, has the general													
significantly improved (++); marginally im			-	_				-				-	
Random sample <sup>1</sup> balance	+16	+17	+13	-5 10	-42 47	-47 52	-18	-24	-22	-10	-7	-9 14	+3
Overall population <sup>2</sup> interval balance	+10	+11	+7	-10	-47	-52	-23	-29	-27	-14	-12	-14	-2
(fromto)	+21	+22	+18	+0	-36	-42	-13	-19	-17	-5	-2	-4	+8
1.2 How do you think the general econ													
significantly improve (++); marginally imp													
Random sample <sup>1</sup> balance	+19	+15	+14	-22	-38	-29	-2	-20	-23	-0	+3	-6	+1
Overall population <sup>2</sup> interval balance	+14	+10	+9	-27	-43	-35	-7	-25	-28	-5 . 5	-2	-10	-4
(fromto)	+24	+20	+19	-17	-32	-24	+3	-15	-18	+5	+8	-1	+6
2. Assessment of price fluctuations ar	nd avnacted	nrica avn	octations										
·	-	-											
2.1 How, in your view, have prices cha	•					l /	S = = 24   =	. N					
risen sharply (++); risen slightly (+); rema Random sample¹ balance	ined virtually +49	+34	+64	+40	ralien snar -6	pıy (– –); ι +10	-32	; No answ +22	er given. +32	+25	+32	+44	+43
Overall population <sup>2</sup> interval balance	+49	+34	+59	+40	-о -12	+10	+32 +26	+22	+32 +27	+25	+32	+44	+39
(fromto)	+54	+40	+69	+45	-12 -1	+15	+37	+10	+37	+20	+20	+49	+48
,					-1	+13	731	721	+51	723	T31	743	T-4-0
2.2 How in your view will prices chang				-	roly ( \- \- !	Jon't lene	"No ana…	or aires					
rise sharply (++); rise slightly (+); remain Random sample <sup>1</sup> balance	virtually unch +51	ianged; ta +40	ıı siigntiy (– +69	, .			/; No answ +34	er given. +32	+39	+36	+34	+53	+54
Nandom sample balance Overall population <sup>2</sup> interval balance	+51	+40	+65	+38 +33	+11 +6	+25 +20	+34 +29	+32 +27	+39	+36	+34	+53 +49	+54
(fromto)	+56	+45	+74	+42	+16	+30	+38	+37	+43	+40	+30	+58	+58
,	. 50	1-10		. 72		. 50	. 55		1-10	1-10	.00	. 00	-50
3. Job security													
3.1 How, in your view, has job security	evolved? Is	there											
far less job security (); marginally less			tle change	; somewh	at more se	curity (+);	a lot more	security (+	++); Don't	know; No	answer giv	en.	
Random sample <sup>1</sup> balance	-52	-45	-23	-54	-72	-78	-64	-72	-71	-74	-65	-69	-54
Overall population <sup>2</sup> interval balance	-59	-51	-29	-59	-78	-83	-70	-78	-76	-79	-71	-74	-60
fromto)	-46	-39	-17	-48	-67	-73	-58	-66	-65	-69	-59	-63	-48
3.2 How do you expect the number of	people unen	nployed in	n Switzerla	nd to cha	ange over	the next	12 months	? The nui	mber will.				
ncrease sharply (++); increase slightly (+	-); remain virt	ually unch	anged; fall	slightly (-	-); fall shar	ply (– –); [	Oon't know	; No answ	er given.				
Random sample <sup>1</sup> balance	+17	+12	+16	+54	+73	+71	+49	+62	+67	+62	+47	+54	+4
													. 44
Overall population <sup>2</sup> interval balance	+12	+7	+11	+49	+68	+67	+44	+57	+62	+58	+42	+49	+40
	+12 +23	+7 +17	+11 +21	+49 +58	+68 +77	+67 +76	+44 +54	+57 +66	+62 +71	+58 +67	+42 +52	+49 +59	+40 +49
(fromto)													
(fromto)													
(fromto) 4. Household financial situation	+23	+17	+21	+58	+77	+76	+54						
(fromlo)  4. Household financial situation  4.1 How, in your view, has your house significantly improved (++); marginally im	+23	+17 cial situat	+21 ion chang	+58 ed over t	+77 he last 12	+76	+54 Has it	+66	+71	+67	+52	+59	
(fromto)  4. Household financial situation  4.1 How, in your view, has your house significantly improved (++); marginally im Random sample balance	+23 chold's finance proved (+); re -12	+17 cial situat emained v -6	+21  ion chang irtually unc -4	+58  ed over the hanged; graduate -12	+77 he last 12	+76 months? worse(-); -10	+54 <b>Has it</b> got signific	+66 antly wors -12	+71	+67 on't know;   -1	+52 No answer -10	+59 given. -8	+49
(fromto)  4. Household financial situation  4.1 How, in your view, has your house significantly improved (++); marginally im Random sample 1 balance  Overall population 2 interval balance	+23  chold's finance aproved (+); re -12 -17	+17  cial situat emained v  -6 -11	+21  ion chang irtually unc -4 -8	+58  ed over the hanged; graduate -12 -16	+77 he last 12 not slightly -10 -14	+76 months? worse(-); -10 -14	+54  Has it got signific -9 -13	+66 cantly wors -12 -16	+71 e (); Do -8 -13	+67 on't know; -1 -5	+52 No answer -10 -14	+59 given. -8 -12	+49 -6 -11
(fromto)  4. Household financial situation  4.1 How, in your view, has your house significantly improved (++); marginally im Random sample 1 balance Overall population 2 interval balance	+23  chold's finance proved (+); re -12	+17 cial situat emained v -6	+21  ion chang irtually unc -4	+58  ed over the hanged; graduate -12	+77 he last 12 got slightly -10	+76 months? worse(-); -10	+54 <b>Has it</b> got signific	+66 antly wors -12	+71 e (); Do -8	+67 on't know;   -1	+52 No answer -10	+59 given. -8	+49 -6 -11
(fromto)  4. Household financial situation  4.1 How, in your view, has your house significantly improved (++); marginally im Random sample balance  Overall population interval balance (fromto)	+23  chold's finance proved (+); re -12 -17 -8	+17 cial situat emained v -6 -11 -1	+21  ion chang irtually unc -4 -8 +1	+58 ed over th hanged; g -12 -16 -8	+77 he last 12 pot slightly -10 -14 -5	+76 months? worse(-); -10 -14 -5	+54 <b>Has it</b> got signific -9 -13 -4	+66 cantly wors -12 -16	+71 e (); Do -8 -13	+67 on't know; -1 -5	+52 No answer -10 -14	+59 given. -8 -12	+49 -6 -11
(fromto)  4. Household financial situation  4.1 How, in your view, has your house significantly improved (++); marginally im Random sample balance  Overall population interval balance (fromto)  4.2 How do you expect your household significantly improve (++); marginally improve (++); marg	+23  hold's finance proved (+); re -12 -17 -8 d's financial	+17  cial situatemained v  -6 -11 -1  situation	+21  ion chang irtually unc -4 -8 +1  to develo	+58  ed over the hanged; g -12 -16 -8 p over the	+77 he last 12 pot slightly -10 -14 -5	+76 months? worse(-); -10 -14 -5 months? N	+54  Has it got signific -9 -13 -4  Will it	+66 eantly wors -12 -16 -7	+71 e (); Do -8 -13 -4	+67 on't know; -1 -5 +3	+52 No answer -10 -14 -6	+59 given. -8 -12 -4	+49 -6 -11
(fromto)  4. Household financial situation  4.1 How, in your view, has your house significantly improved (++); marginally im Random sample balance  Overall population interval balance (fromto)  4.2 How do you expect your household significantly improve (++); marginally improve (sample) balance	+23  hold's finandial proved (+); reference (+); reference (+); reference (+); remetal prove (+); remetal pr	+17 cial situat emained v -6 -11 -1 situation ain virtual	+21  ion chang irtually unc -4 -8 +1 to develop ly unchang +6	+58  ed over the hanged; g -12 -16 -8 p over the ed; get ma -2	+77 he last 12 jot slightly -10 -14 -5 e next 12 i arginally w -3	+76 months? worse(-); -10 -14 -5 months? Norse (-); g +1	+54  Has it got signification -9 -13 -4  Will it et signification +0	+66 eantly wors -12 -16 -7 ently worse -3	+71 e (); Do -8 -13 -4 e (); Dor -2	+67 on't know; -1 -5 +3	+52  No answer -10 -14 -6  Io answer (	+59 given8 -12 -4 given1	+49 -6 -11 -2
(fromto)  4. Household financial situation  4.1 How, in your view, has your house significantly improved (++); marginally im Random sample <sup>1</sup> balance Overall population <sup>2</sup> interval balance (fromto)  4.2 How do you expect your househol significantly improve (++); marginally imp Random sample <sup>1</sup> balance Overall population <sup>2</sup> interval balance	+23  hold's financi proved (+); re -12 -17 -8 d's financial prove (+); rem +3 -2	+17  cial situatemained v -6 -11 -1 situation ain virtual +6 +2	+21  ion chang irtually unc -4 -8 +1  to develop ly unchang +6 +2	+58  ed over the hanged; g -12 -16 -8 p over the ed; get ma -2 -5	+77 he last 12 jot slightly -10 -14 -5 e next 12 i	+76 months? worse(-); -10 -14 -5 months? Vorse (-); g	+54  Has it got signific -9 -13 -4  Will it et significa	+66 santly wors -12 -16 -7	+71 e (); Do -8 -13 -4 e (); Dor -2 -6	+67  on't know; -1 -5 +3  o't know; N +4 +1	+52  No answer -10 -14 -6  lo answer ( +2 -1	+59 given8 -12 -4 given1 -5	-6 -11 -2
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fromto)  4. Household financial situation  4.1 How, in your view, has your house significantly improved (++); marginally im Random sample balance  Dverall population interval balance fromto)  4.2 How do you expect your household significantly improve (++); marginally improve (and population interval balance fromto)  5. Consumer trend  5.1 In the current economic situation to who have no choice but to run up deb We just manage to make ends meet; we Random sample balance	+23  hold's financial proved (+); reference (+); rem +3 -2 +7  there are houts. How is it are able to present the street of the street to present the street the stre	+17  cial situate mained v  -6 -11 -1 situation ain virtual +6 +2 +10  useholds in your hout some m +43	ion chang irtually unc -4 -8 +1 to develol ly unchang +6 +2 +10 that are ab busehold? oney aside +24	+58  ed over the hanged; g -12 -16 -8 p over the ed; get may -2 -5 +2  ble to put 2We are ex (+); We as +39	+77  he last 12 jot slightly -10 -14 -5 e next 12 i arginally w -3 -7 +1  money as running up are able to +41	+76  months? worse(-); -10 -14 -5 months? I orse (-); g +1 -3 +6  ide, other o debts ( put quite a +41	+54  Has it got significa -9 -13 -4 Will it et significa +0 -4 +4  s that ma -); We sor a bit of mon +41	+66  antily worse -12 -16 -7 antily worse -3 -7 +1 anage to m netimes ha ney aside i +40	+71  e (); Dor -8 -13 -4  e (); Dor -2 -6 +2  ake ends ave to draw (++); Don't +48	+67  on't know; N  -1  -5  +3  o't know; N  +4  +1  +8  meet and o' on our sa know; No  +50	+52  No answer -10 -14 -6  Io answer (+2 -1 +6  others stitivings (-); answer giv +41	+59 given8 -12 -4 given1 -5 +3	-6 -11 -2 -0 -4 +4
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(fromto)  4. Household financial situation  4.1 How, in your view, has your house significantly improved (++); marginally im Random sample <sup>1</sup> balance Overall population <sup>2</sup> interval balance (fromto)  4.2 How do you expect your household significantly improve (++); marginally improve (1+1); marginally improve (1+1); marginally improverall population <sup>2</sup> interval balance (fromto)  5. Consumer trend  5. Consumer trend  5. In the current economic situation to the who have no choice but to run up deb to who have no choice but to run up deb to who have no choice but to run up deb to make ends meet; we reandom sample <sup>1</sup> balance Overall population <sup>2</sup> interval balance	+23  hold's financial proved (+); reference (+); rem +3 -2 +7  there are houts. How is it are able to present the street of the street to present the street the stre	+17  cial situate mained v -6 -11 -1 situation ain virtual +6 +2 +10  useholds in your hout some m +43	ion chang irtually unc -4 -8 +1 to develol ly unchang +6 +2 +10 that are ab busehold? oney aside +24	+58  ed over the hanged; g -12 -16 -8 p over the ed; get may -2 -5 +2  ble to put 2We are ex (+); We as +39	+77  he last 12 jot slightly -10 -14 -5 e next 12 i arginally w -3 -7 +1  money as running up are able to +41	+76  months? worse(-); -10 -14 -5 months? I orse (-); g +1 -3 +6  ide, other o debts ( put quite a +41	+54  Has it got significa -9 -13 -4 Will it et significa +0 -4 +4  s that ma -); We sor a bit of mon +41	+66  antily worse -12 -16 -7 antily worse -3 -7 +1 anage to m netimes ha ney aside i +40	+71  e (); Dor -8 -13 -4  e (); Dor -2 -6 +2  ake ends ave to draw (++); Don't +48	+67  on't know; N  -1  -5  +3  o't know; N  +4  +1  +8  meet and o' on our sa know; No  +50	+52  No answer -10 -14 -6  Io answer (+2 -1 +6  others stitivings (-); answer giv +41	+59 given8 -12 -4 given1 -5 +3	-6 -111 -2 -0 -4 +4 +4 +3;
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<sup>&</sup>lt;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>&</sup>lt;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