Consumer Confidence Survey

171. telephone consumer survey carried out in April 2015 (approximately 1200 households)

Question/Assessment	april 12	july 12	oct. 12	jan. 13	april 13	july 13	oct. 13	jan. 14	april 14	july 14	oct. 14	jan. 15	**april 15**
1. Assessment of the general economic situation													
1.1 How, in your view, has the general economic situation developed over the last 12 months? Has it ...													
significantly improved (++); marginally improved (+); remained virtually unchanged; marginally deteriorated (–);significantly deteriorated (– –); Don't know; No answer given.													
Random sample[1] balance	-18	-24	-22	-10	-7	-9	+3	+12	+5	+7	-9	+1	**-22**
Overall population[2] interval balance	-23	-29	-27	-14	-12	-14	-2	+7	+1	+2	-13	-4	**-27**
(from ...to)	-13	-19	-17	-5	-2	-4	+8	+17	+10	+12	-5	+5	**-17**
1.2 How do you think the general economic situation will developed over the next 12 months? Will it ...													
significantly improve (++); marginally improve (+); remain virtually unchanged; marginally deteriorate (–);significantly deteriorate (– –); Don't know; No answer given.													
Random sample[1] balance	-2	-20	-23	-0	+3	-6	+1	+18	+8	+5	-14	-12	**-8**
Overall population[2] interval balance	-7	-25	-28	-5	-2	-10	-4	+13	+3	+0	-18	-17	**-13**
(from ...to)	+3	-15	-18	+5	+8	-1	+6	+22	+13	+10	-9	-7	**-3**
2. Assessment of price fluctuations and expected price expectations													
2.1 How, in your view, have prices changed over the last 12 months? Have they ...													
risen sharply (++); risen slightly (+); remained virtually unchanged; fallen slightly (–); fallen sharply (– –); Don't know; No answer given.													
Random sample[1] balance	+32	+22	+32	+25	+32	+44	+43	+46	+45	+45	+45	+32	**-3**
Overall population[2] interval balance	+26	+16	+27	+20	+28	+39	+39	+41	+40	+40	+40	+27	**-8**
(from ...to)	+37	+27	+37	+29	+37	+49	+48	+50	+49	+49	+49	+37	**+3**
2.2 How in your view will prices change over the next 12 months? Will they ...													
rise sharply (++); rise slightly (+); remain virtually unchanged; fall slightly (–); fall sharply (– –); Don't know; No answer given.													
Random sample[1] balance	+34	+32	+39	+36	+34	+53	+54	+53	+49	+55	+53	+29	**+6**
Overall population[2] interval balance	+29	+27	+34	+32	+30	+49	+50	+49	+45	+51	+49	+24	**+1**
(from ...to)	+38	+37	+43	+40	+39	+58	+58	+57	+54	+59	+58	+34	**+11**
3. Job security													
3.1 How, in your view, has job security evolved? Is there ...													
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[1] balance	-64	-72	-71	-74	-65	-69	-54	-57	-47	-49	-57	-54	**-70**
Overall population[2] interval balance	-70	-78	-76	-79	-71	-74	-60	-63	-53	-55	-62	-60	**-76**
(from ...to)	-58	-66	-65	-69	-59	-63	-48	-51	-41	-43	-51	-48	**-65**
3.2 How do you expect the number of people unemployed in Switzerland to change over the next 12 months? The number will…													
increase sharply (++); increase slightly (+); remain virtually unchanged; fall slightly (–); fall sharply (– –); Don't know; No answer given.													
Random sample[1] balance	+49	+62	+67	+62	+47	+54	+45	+40	+30	+33	+51	+52	**+51**
Overall population[2] interval balance	+44	+57	+62	+58	+42	+49	+40	+35	+25	+29	+46	+48	**+46**
(from ...to)	+54	+66	+71	+67	+52	+59	+49	+44	+35	+38	+55	+57	**+55**
4. Household financial situation													
4.1 How, in your view, has your household's financial situation changed over the last 12 months? Has it ...													
significantly improved (++); marginally improved (+); remained virtually unchanged; got slightly worse(–); got significantly worse (– –); Don't know; No answer given.													
Random sample[1] balance	-9	-12	-8	-1	-10	-8	-6	-8	-5	-7	-7	-5	**-4**
Overall population[2] interval balance	-13	-16	-13	-5	-14	-12	-11	-12	-10	-11	-12	-10	**-8**
(from ...to)	-4	-7	-4	+3	-6	-4	-2	-3	-0	-2	-3	-0	**+1**
4.2 How do you expect your household's financial situation to develop over the next 12 months? Will it ...													
significantly improve (++); marginally improve (+); remain virtually unchanged; get marginally worse (–); get significantly worse (– –); Don't know; No answer given.													
Random sample[1] balance	+0	-3	-2	+4	+2	-1	-0	+4	+1	-2	+0	+2	**+5**
Overall population[2] interval balance	-4	-7	-6	+1	-1	-5	-4	+0	-3	-7	-4	-2	**+0**
(from ...to)	+4	+1	+2	+8	+6	+3	+4	+8	+5	+2	+4	+6	**+9**
5. Consumer trend													
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.													
Random sample[1] balance	+41	+40	+48	+50	+41	+45	+41	+47	+44	+46	+40	+49	**+45**
Overall population[2] interval balance	+36	+35	+43	+45	+36	+41	+37	+42	+39	+41	+35	+44	**+40**
(from ...to)	+46	+45	+53	+55	+46	+50	+46	+52	+49	+51	+45	+54	**+50**
5.2 Do you think that now is a good time to make major purchases (major household appliances, furniture, car, etc.)? 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[1] balance	+1	-2	-1	+9	+5	+0	-5	+8	+1	+8	-1	+7	**+15**
Overall population[2] interval balance	-4	-6	-5	+4	+0	-4	-10	+3	-4	+4	-6	+3	**+10**
(from ...to)	+5	+3	+4	+13	+10	+5	-0	+12	+6	+13	+3	+12	**+20**
5.3 Over the next 12 months, how likely is it that you save any money? Very likely (++); fairly likely (+); not likely (–); not at all likely (– –); Don't know; No answer given.													
Random sample[1] balance	+20	+15	+25	+34	+23	+26	+25	+25	+25	+28	+19	+38	**+31**
Overall population[2] interval balance	+12	+7	+17	+26	+15	+17	+16	+17	+16	+20	+11	+29	**+22**
(from ...to)	+28	+24	+33	+42	+32	+34	+34	+34	+34	+37	+28	+47	**+39**
6. Consumer barometer index 1.2, -3.2, 4.2 and 5.3.													
Random sample[1] balance	-8	-17	-17	-6	-5	-9	-5	+2	+1	-1	-11	-6	**-6**
Overall population[2] interval balance	-13	-23	-22	-11	-10	-14	-10	-4	-5	-6	-17	-12	**-11**
(from ...to)	-2	-12	-12	-1	+1	-3	+1	+7	+7	+5	-6	-0	**-0**

[1] 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.

[2] With a 95% accuracy rate, the balance represents the overall population, i.e. all households in the given interval (confidence region).