

TCCI Barometer

September 2009



TCCI Barometer - The concept

“Establishing a reliable tool for monitoring the financial, business and social activity in the Prefecture of Thessaloniki”



TCCI Barometer - The characteristics

- Conduct every six months (March – September, 2nd fortnight)
- Monitoring five (5) populations of interest:
 - Residents – Consumers in the Prefecture of Thessaloniki (Consumer Survey)
 - Retail Trade companies in the Prefecture of Thessaloniki (Retail Trade Survey)
 - Industries – Manufacturers in the Prefecture of Thessaloniki (Industry Survey)
 - Services companies in the Prefecture of Thessaloniki (Services Survey)
 - Construction companies in the Prefecture of Thessaloniki (Construction Survey)
- Conduct via telephone interviews (CATI system)
- Total sample of 1.500 respondents (700 consumers & 800 companies)
- Questionnaires along the lines of instructions for investigating economic climate (DG – ECFIN)



TCCI Barometer – September 2009



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1

Consumer Survey

Consumer Confidence Indicator

Prefecture of Thessaloniki : -32

Greece : -39

European Union : -17

Consumer Confidence Indicator (March 2009)

Prefecture of Thessaloniki : -46

Greece : -56

European Union : -32

Source:

1.Prefecture of Thessaloniki: TCCI Barometer

2.Greece : FEIR

3.European Union : DG ECFIN



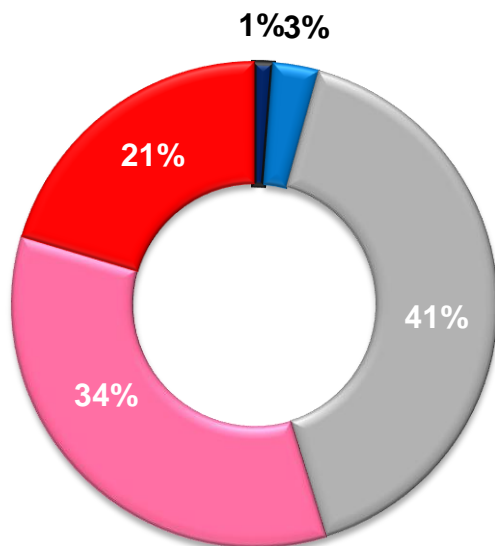
TCCI Barometer – September 2009

1

Consumer Survey

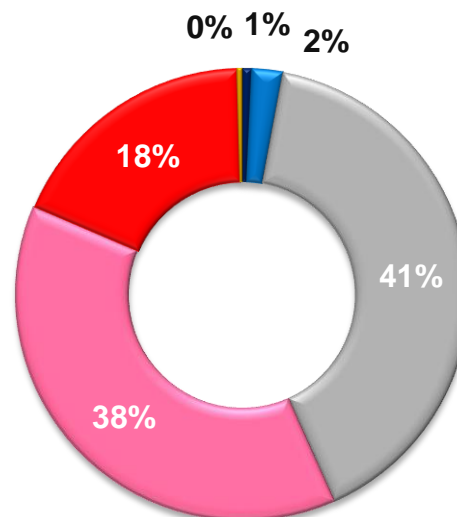
March 2009

How has the financial situation of your household changed over the last 12 months? It has...



- got a lot better
- got a little better
- stayed the same
- got a little worse
- got a lot worse

How has the financial situation of your household changed over the last 12 months? It has...



- got a lot better
- got a little better
- stayed the same
- got a little worse
- got a lot worse
- don't know

Balances (Positive – Negative)

THE:	-35
GR:	-50
EU:	-17

Balances (Positive – Negative)

THE:	-35
GR:	-40
EU:	-18



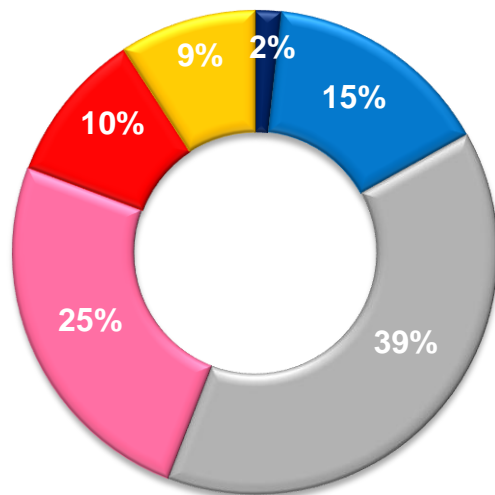
TCCI Barometer – September 2009

1

Consumer Survey

March 2009

How do you expect the financial position of your household to change over the next 12 months? It will...

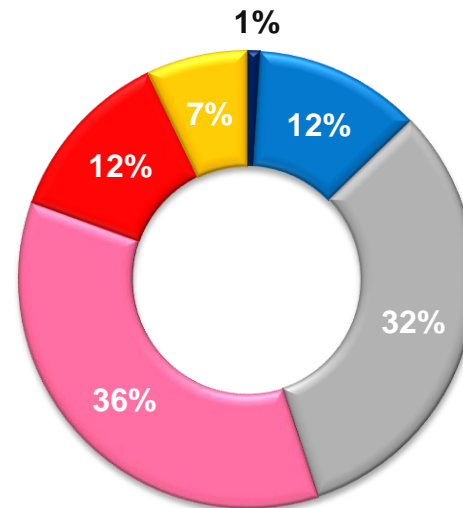


- get a lot better
- get a little better
- stay the same
- get a little worse
- get a lot worse
- don't know

Balances (Positive – Negative)

THE: -13
GR: -22
EU: -3

How do you expect the financial position of your household to change over the next 12 months? It will...



- get a lot better
- get a little better
- stay the same
- get a little worse
- get a lot worse
- don't know

Balances (Positive– Negative)

THE: -23
GR: -39
EU: -10

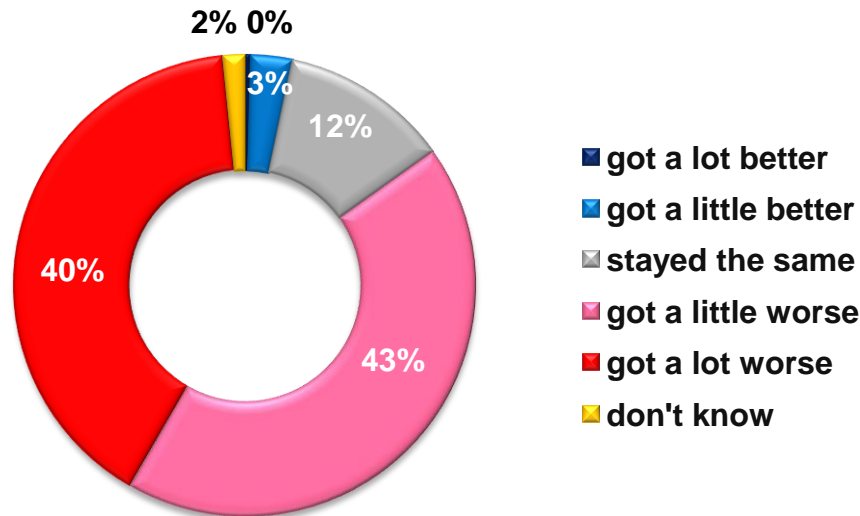


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1

Consumer Survey

How do you think the general economic situation in the country has changed over the past 12 months?
It has...

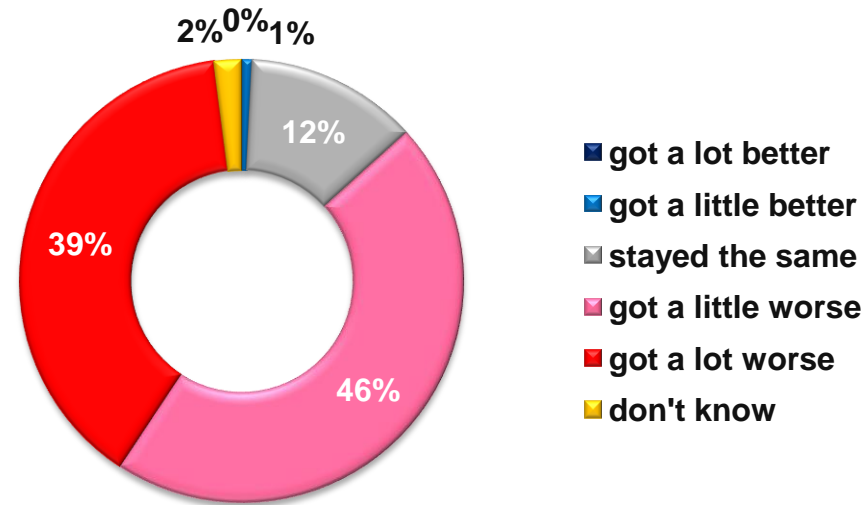


Balances (Positive – Negative)

THE:	-60
GR:	-71
EU:	-58

March 2009

How do you think the general economic situation in the country has changed over the past 12 months? It has...



Balances (Positive – Negative)

THE:	-61
GR:	-71
EU:	-67



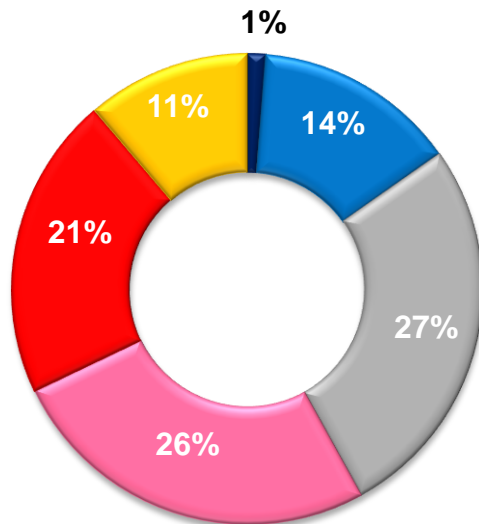
TCCI Barometer – September 2009

1

Consumer Survey

March 2009

How do you expect the general economic situation in this country to develop over the next 12 months?
It will...

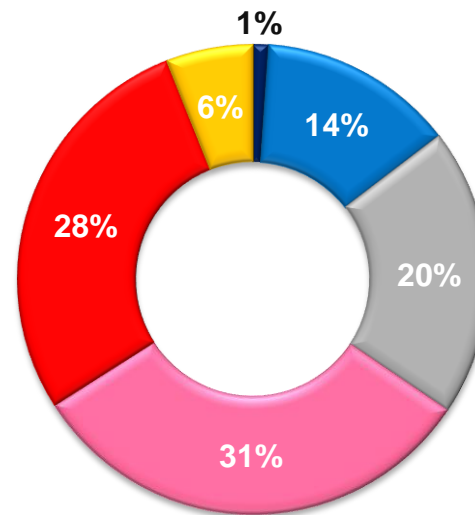


- get a lot better
- get a little better
- stay the same
- get a little worse
- get a lot worse
- don't know

Balances (Positive – Negative)

THE:	-26
GR:	-38
EU:	-11

How do you expect the general economic situation in this country to develop over the next 12 months?
It will...



- get a lot better
- get a little better
- stay the same
- get a little worse
- get a lot worse
- don't know

Balances (Positive – Negative)

THE:	-36
GR:	-64
EU:	-40



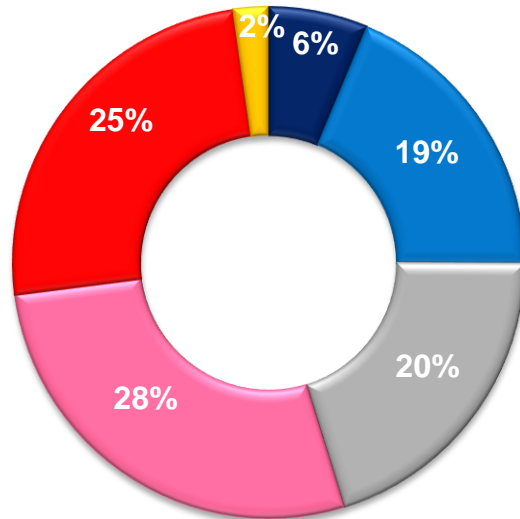
TCCI Barometer – September 2009

1

Consumer Survey

March 2009

How do you think that consumer prices have developed over the last 12 months? They have...

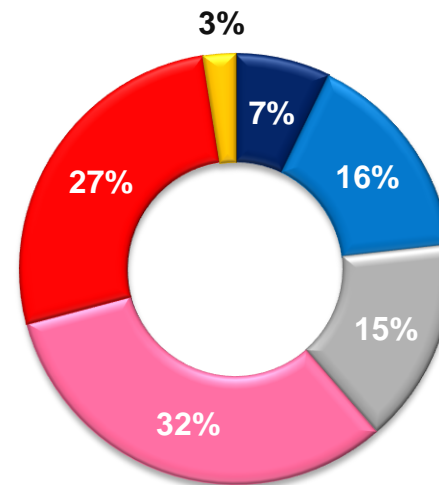


- fallen
- stayed about the same
- risen slightly
- risen moderately
- risen a lot
- don't know

Balances (Positive – Negative)

THE:	+23
GR:	+45
EU:	-2

How do you think that consumer prices have developed over the last 12 months? They have...



- fallen
- stayed about the same
- risen slightly
- risen moderately
- risen a lot
- don't know

Balances (Positive – Negative)

THE:	+28
GR:	+55
EU:	+26



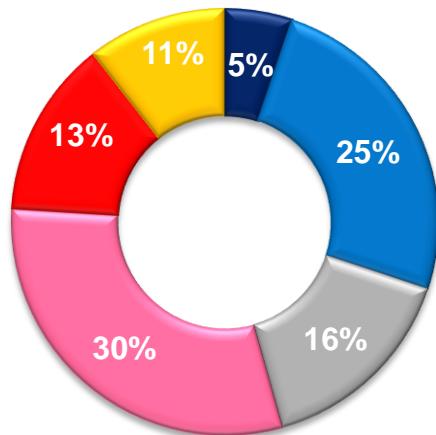
TCCI Barometer – September 2009

1

Consumer Survey

March 2009

By comparison with the past 12 months, how do you expect that consumer prices will develop in the next 12 months? They will...

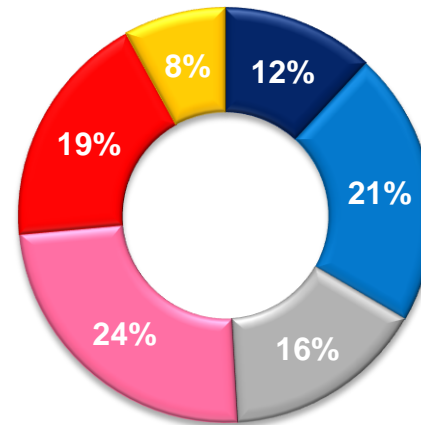


- fall
- stay about the same
- increase at a slower rate
- increase at the same rate
- increase more rapidly

Balances (Positive – Negative)

THE: +11
GR: +7
EU: -9

By comparison with the past 12 months, how do you expect that consumer prices will develop in the next 12 months? They will...



- fall
- stay about the same
- increase at a slower rate
- increase at the same rate
- increase more rapidly
- don't know

Balances (Positive – Negative)

THE: +8
GR: +31
EU: +2

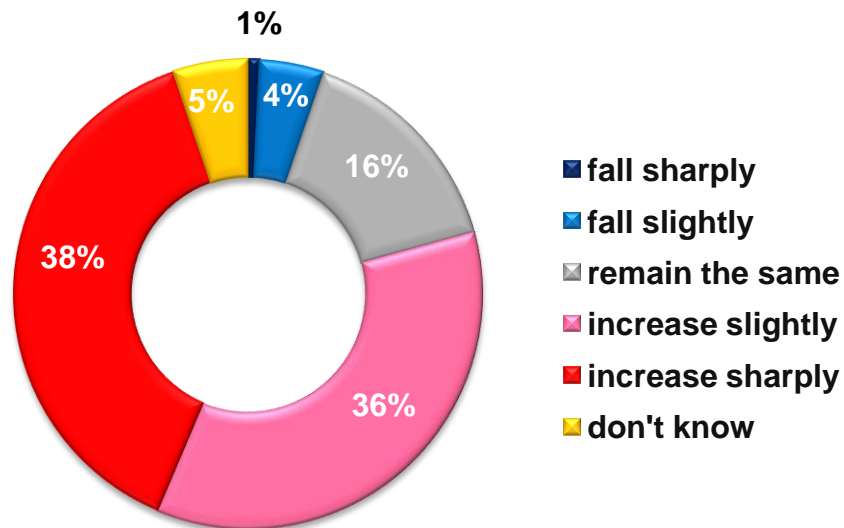


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1

Consumer Survey

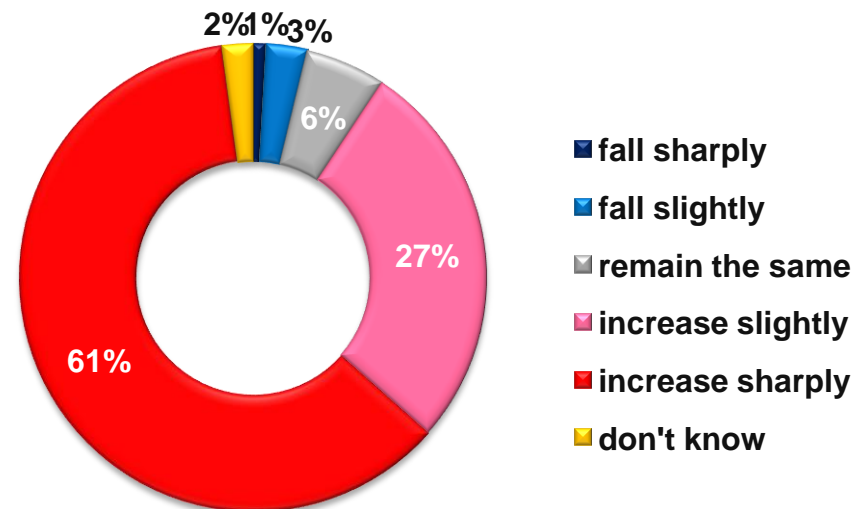
How do you expect the number of people unemployed in this country to change over the next 12 months?
The number will...



Balances (Positive – Negative)

THE:	-53
GR:	-47
EU:	-46

March 2009
How do you expect the number of people unemployed in this country to change over the next 12 months? The number will...



Balances (Positive – Negative)

THE:	-73
GR:	-71
EU:	-66

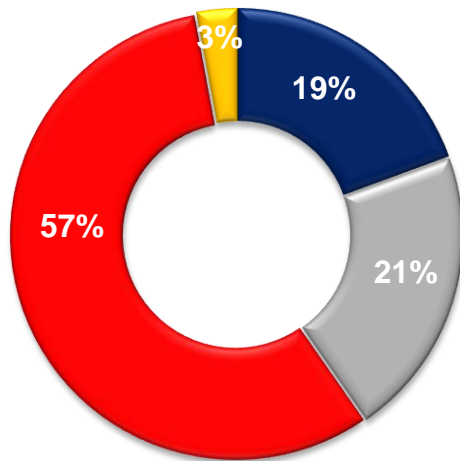


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1

Consumer Survey

In the view of the general economic situation, do you think that now it is the right moment for people to make major purchases such as furniture, electrical/electronic devices, etc.?



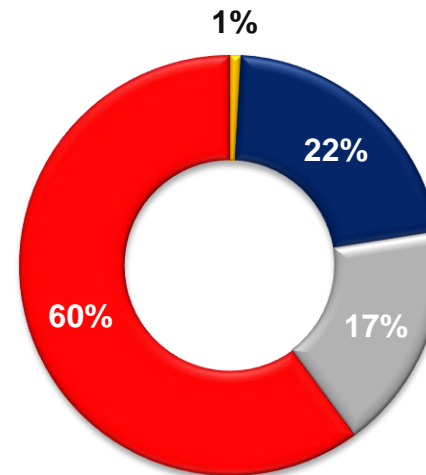
- yes, it is the right moment now
- it is neither the right moment nor the wrong moment
- no, it is not the right moment now
- don't know

Balances (Positive – Negative)

THE:	-37
GR:	-44
EU:	-15

March 2009

In the view of the general economic situation, do you think that now it is the right moment for people to make major purchases such as furniture, electrical/electronic devices, etc.?



- don't know
- yes, it is the right moment now
- it is neither the right moment nor the wrong moment
- no, it is not the right moment now

Balances (Positive – Negative)

THE:	-38
GR:	-48
EU:	-24

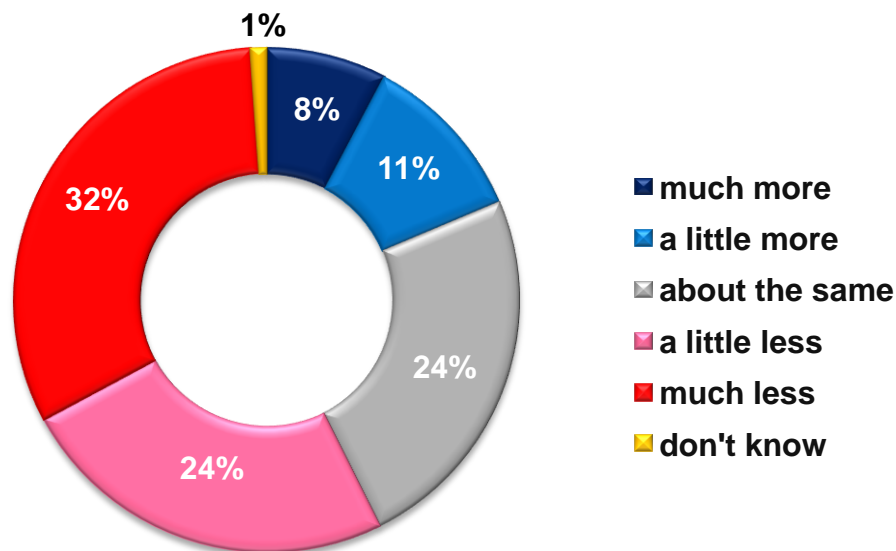


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1

Consumer Survey

Compared to the past 12 months, do you expect to spend more or less money on major purchases (furniture, electrical/electronic devices, etc.) over the next 12 months? I will spend...

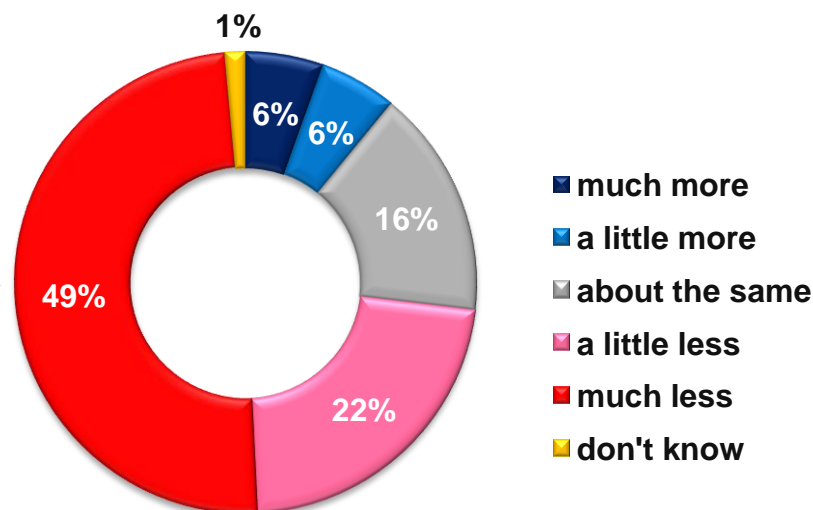


Balances (Positive – Negative)

THE: -31
GR: -33
EU: -24

March 2009

Compared to the past 12 months, do you expect to spend more or less money on major purchases (furniture, electrical/electronic devices, etc.) over the next 12 months? I will spend...



Balances (Positive – Negative)

THE: -52
GR: -37
EU: -25



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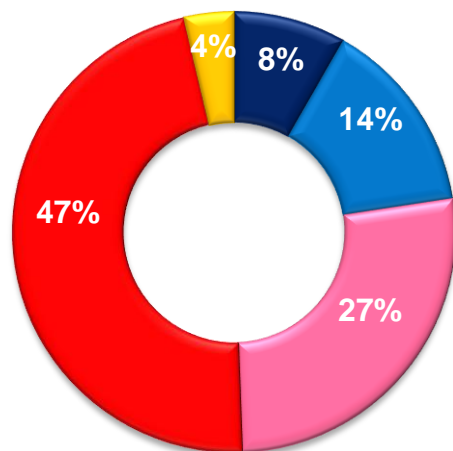
1

Consumer Survey

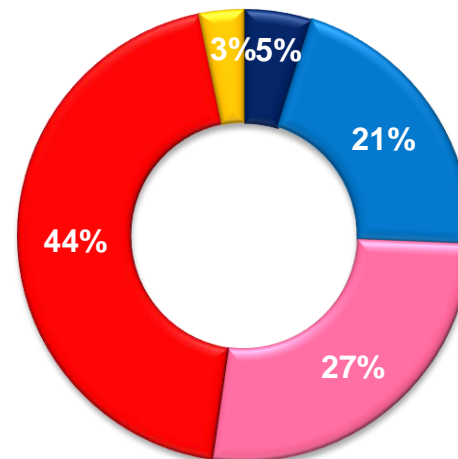
March 2009

In view of the general economic situation, do you think that now is...?

In view of the general economic situation, do you think that now is...?



- a very good moment to save
- a fairly good moment to save
- not a good moment to save
- a very bad moment to save
- don't know



- a very good moment to save
- a fairly good moment to save
- not a good moment to save
- a very bad moment to save
- don't know

Balances (Positive – Negative)

THE:	-45
GR:	-46
EU:	+14

Balances (Positive – Negative)

THE:	-43
GR:	-36
EU:	+13



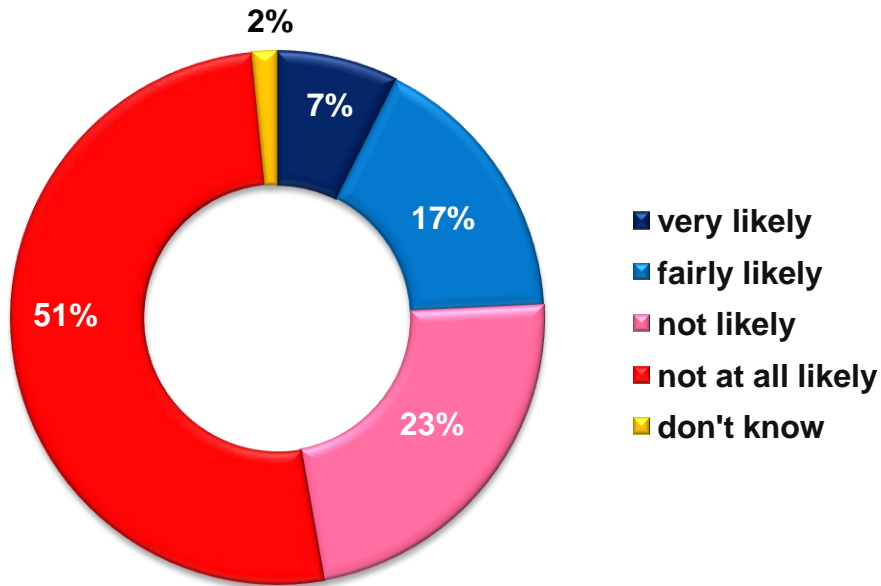
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1

Consumer Survey

March 2009

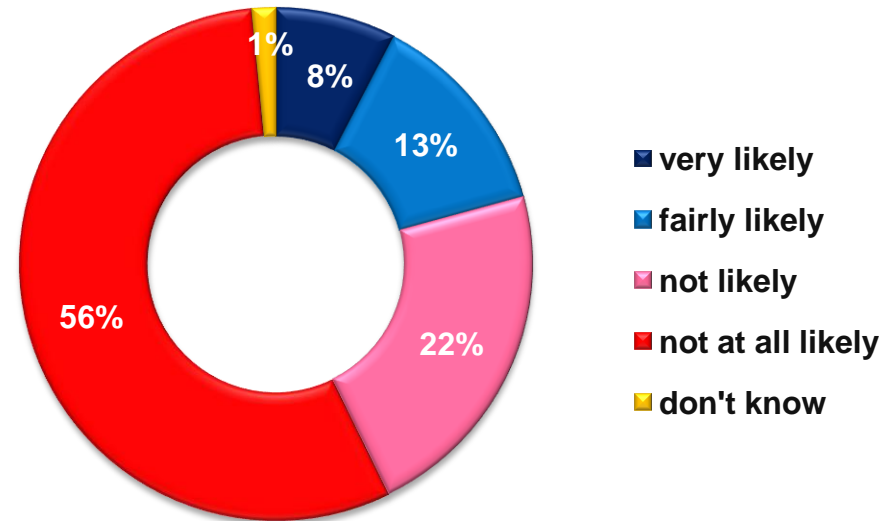
Over the next 12 months, how likely is it that you save any money?



Balances (Positive – Negative)

THE:	-47
GR:	-50
EU:	-8

Over the next 12 months, how likely is it that you save any money?



Balances (Positive – Negative)

THE:	-53
GR:	-49
EU:	-11

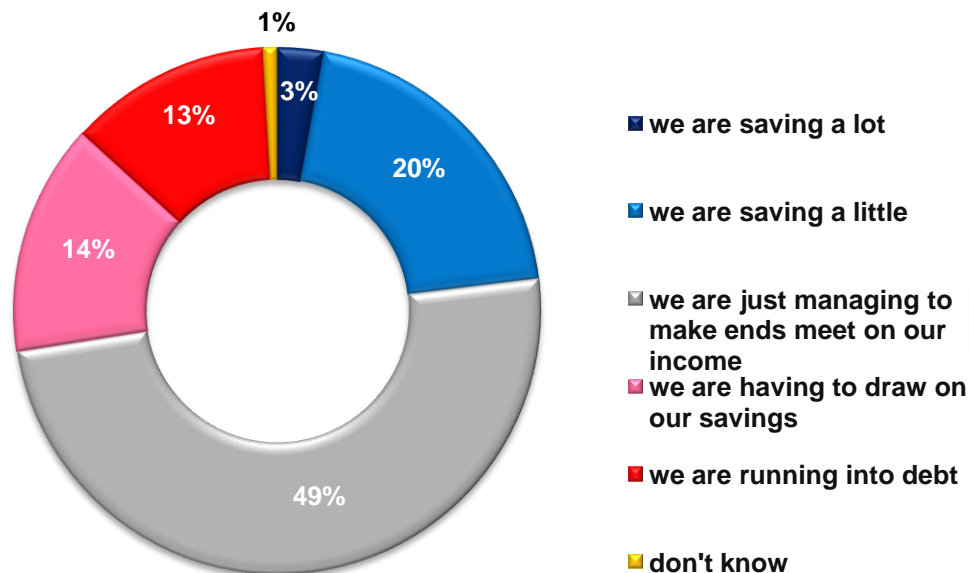


TCCI Barometer – September 2009

1

Consumer Survey

Which of these statements best describes the current financial situation of your household?



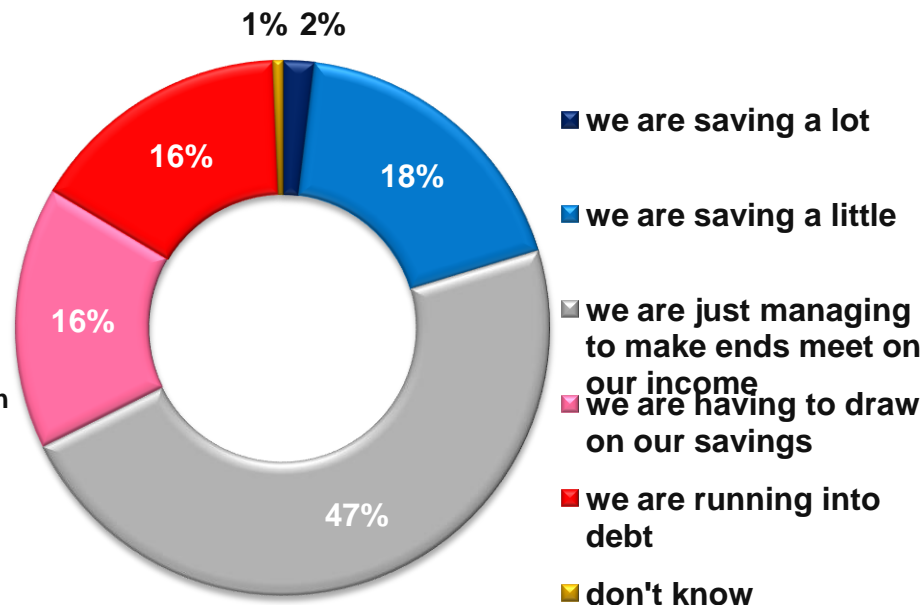
- we are saving a lot
- we are saving a little
- we are just managing to make ends meet on our income
- we are having to draw on our savings
- we are running into debt
- don't know

Balances (Positive – Negative)

THE: -7
GR: -1
EU: +12

March 2009

Which of these statements best describes the current financial situation of your household?



- we are saving a lot
- we are saving a little
- we are just managing to make ends meet on our income
- we are having to draw on our savings
- we are running into debt
- don't know

Balances (Positive – Negative)

THE: -13
GR: +2
EU: +13



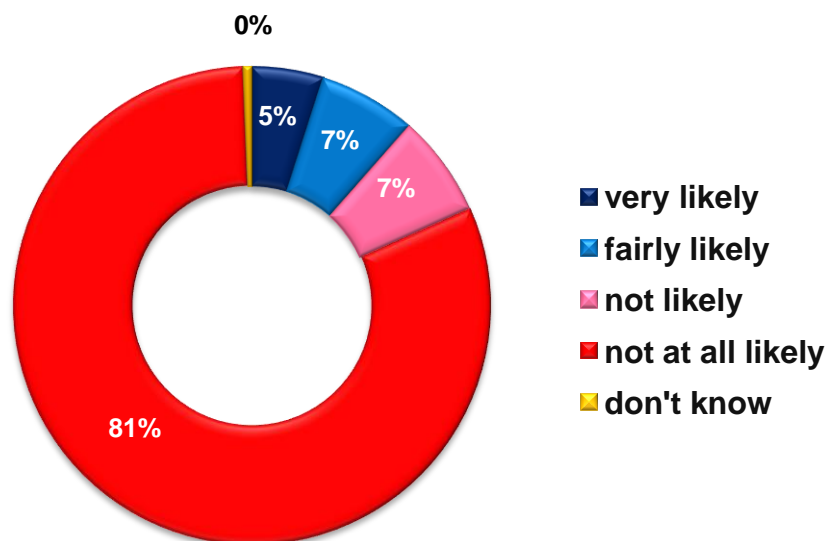
TCCI Barometer – September 2009

1

Consumer Survey

March 2009

How likely are you to buy a car over the next 12 months?

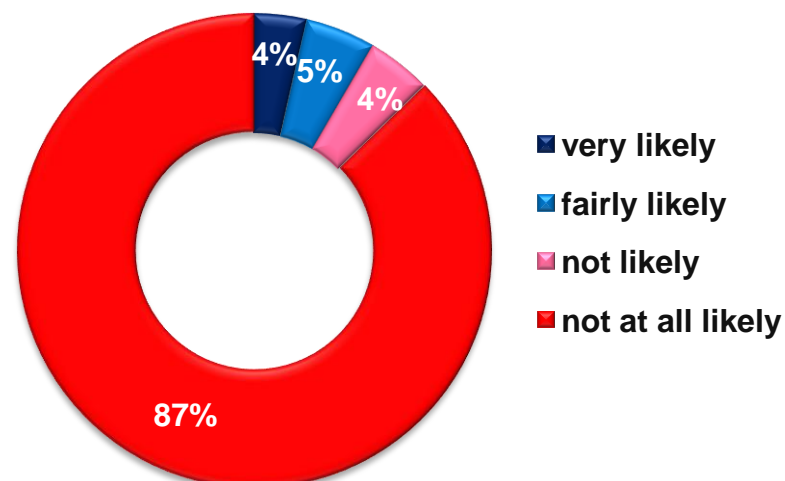


Balances (Positive – Negative)

THE:	-76
GR*:	-76
EU*:	-74

*Data of July '09

How likely are you to buy a car over the next 12 months?



Balances (Positive – Negative)

THE:	-83
GR*:	-78
EU*:	-74

*Data of January '09

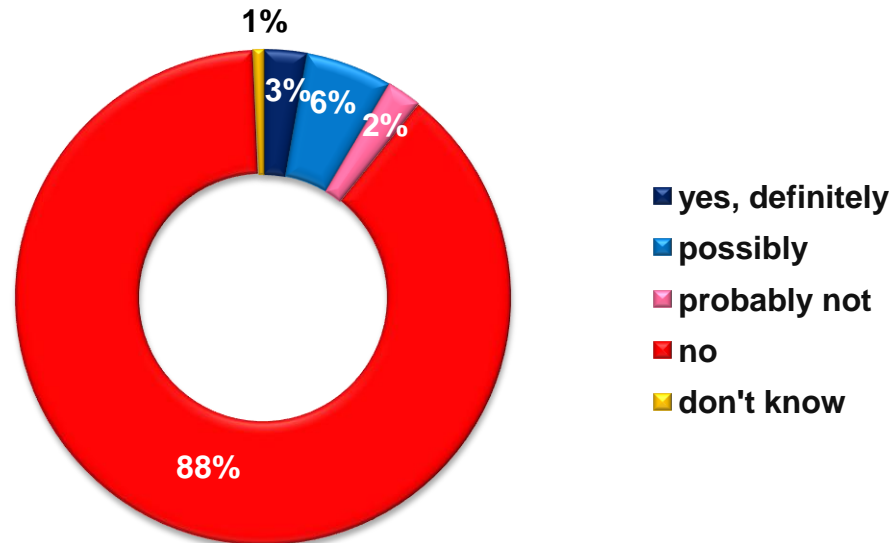


TCCI Barometer – September 2009

1

Consumer Survey

Are you planning to buy or build a home over the next 12 months (to live in yourself, for a member of your family, as a holiday home, to let etc.)?



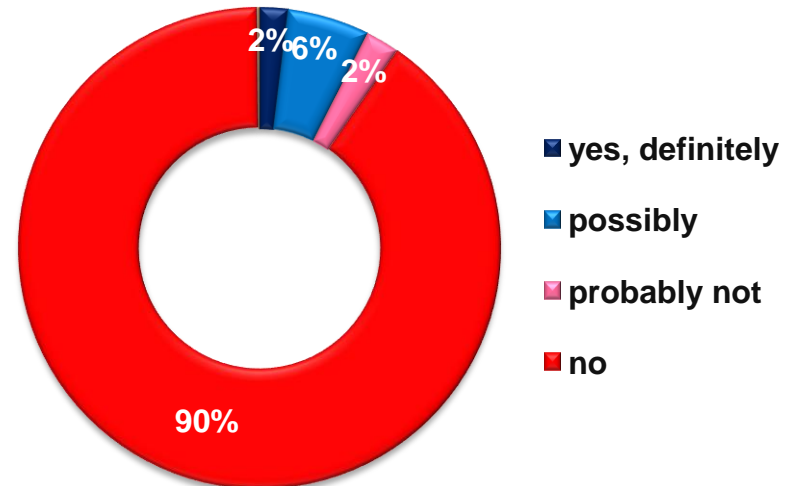
Balances (Positive – Negative)

THE: -84
GR*: -80
EU*: -88

*Data of July '09

March 2009

Are you planning to buy or build a home over the next 12 months (to live in yourself, for a member of your family, as a holiday home, to let etc.)?



Balances (Positive – Negative)

THE: -87
GR*: -87
EU*: -90

*Data of January '09



TCCI Barometer – September 2009

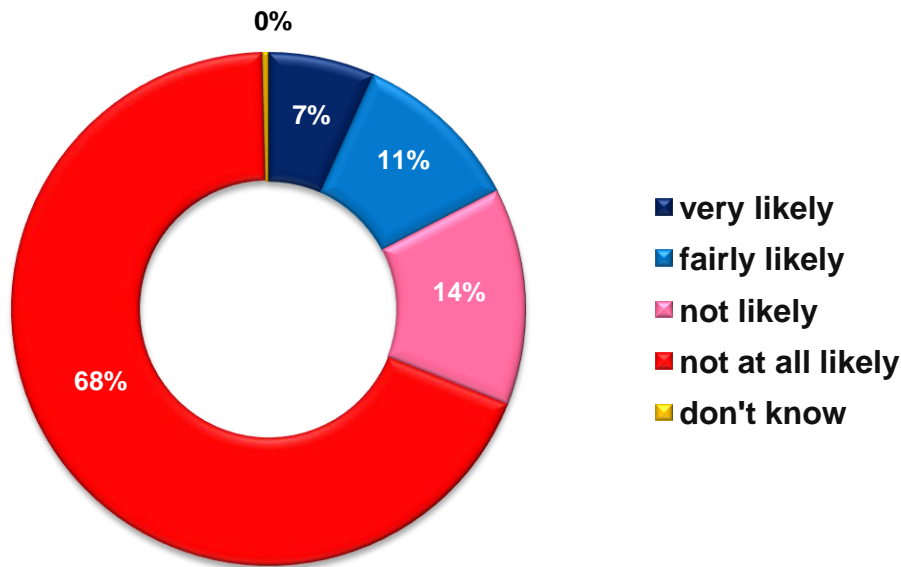
1

Consumer Survey

March 2009

How likely are you to spend any large sums of money on home improvements or renovations over the next 12 months?

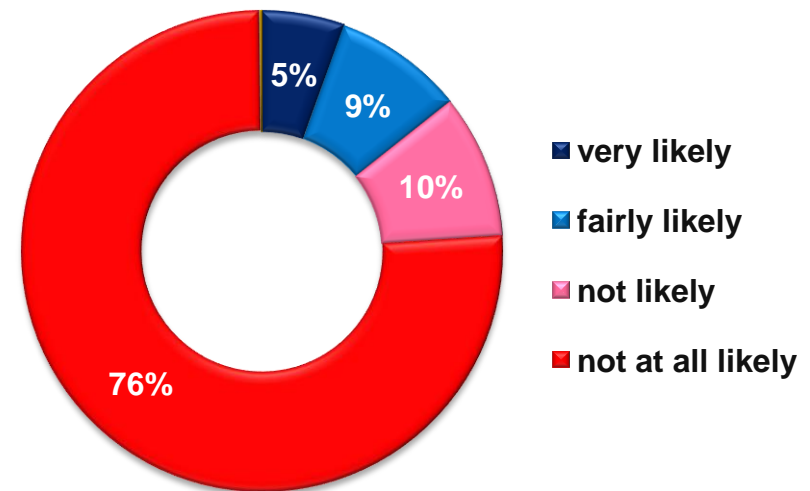
How likely are you to spend any large sums of money on home improvements or renovations over the next 12 months?



Balances (Positive – Negative)

THE: -63
GR*: -66
EU*: -58

*Data of July '09



Balances (Positive – Negative)

THE: -71
GR*: -68
EU*: -60

*Data of January '09



TCCI Barometer – September 2009



TCCI Barometer – September 2009

2

Industry Survey

Business Expectations Indicator (Industrial Sector)

Prefecture of Thessaloniki	:	-16
Greece	:	-24
European Union	:	-24

Business Expectations Indicator (Industrial Sector) – March 2009

Prefecture of Thessaloniki	:	-28
Greece	:	-37
European Union	:	-39

Source:

1. Prefecture of Thessaloniki: TCCI Barometer
2. Greece : FEIR
3. European Union : DG ECFIN

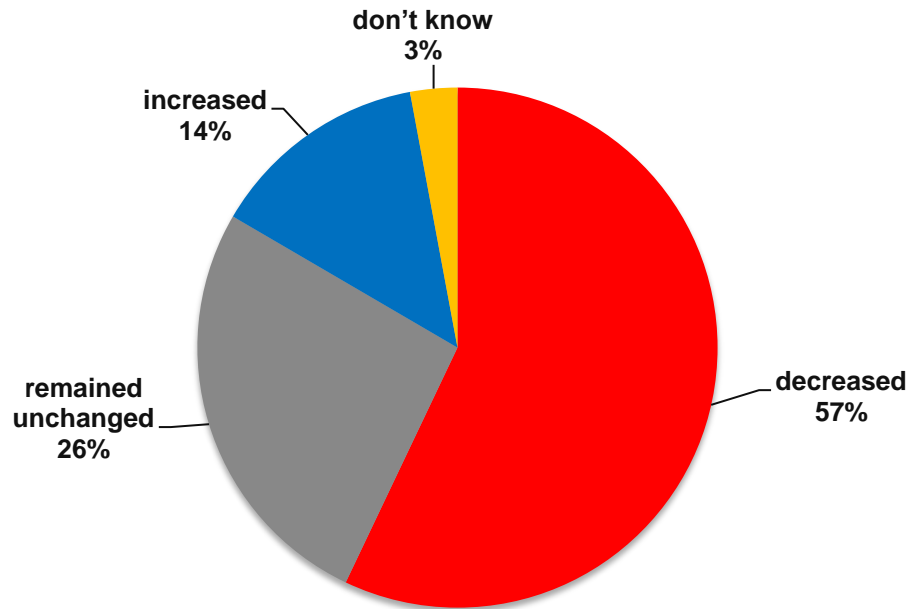


TCCI Barometer – September 2009

2

Industry Survey

How has your production developed over the past 6 months? It has:

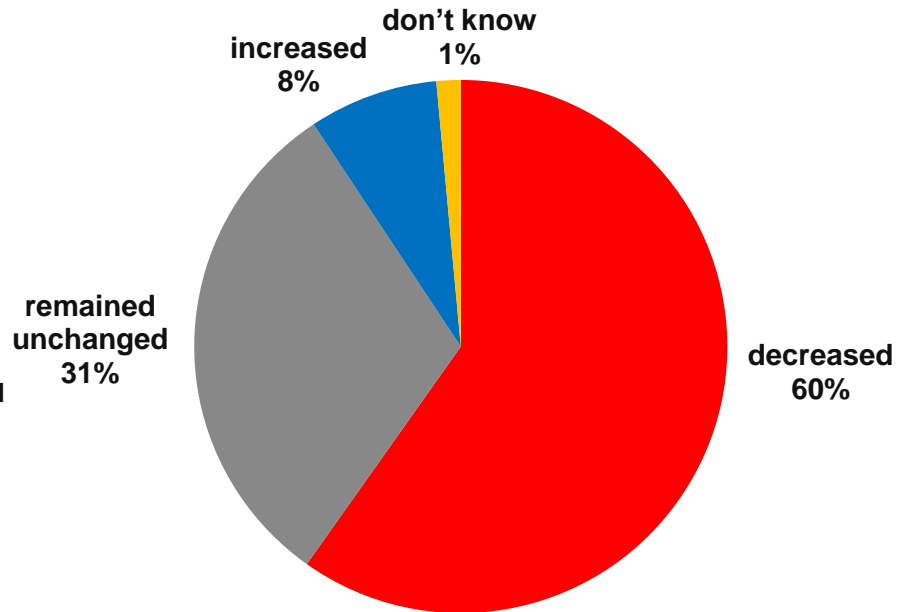


Balances (Positive – Negative)

THE:	-45
GR:	-20
EU:	-20

March 2009

How has your production developed over the past 6 months? It has:



Balances (Positive – Negative)

THE:	-53
GR:	-35
EU:	-46



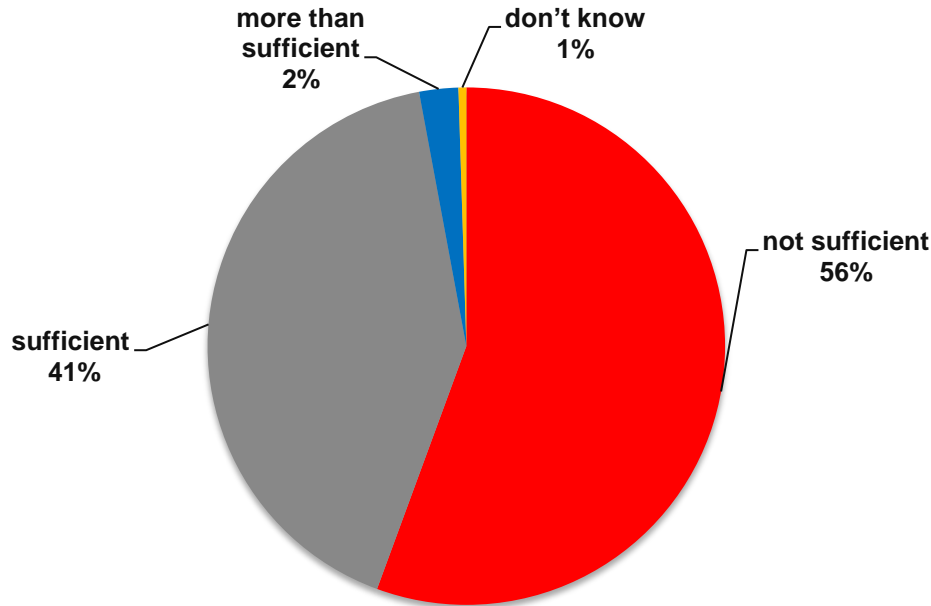
TCCI Barometer – September 2009

2

Industry Survey

March 2009

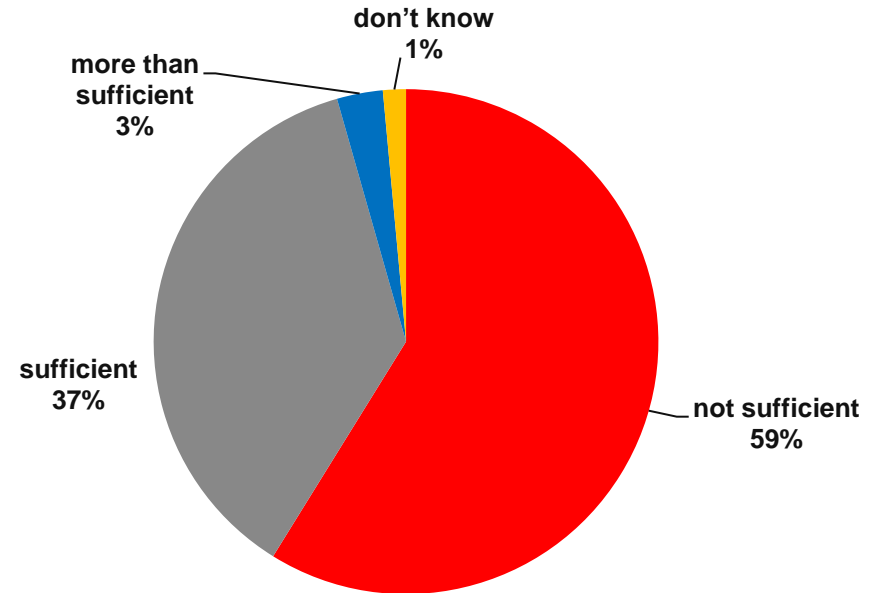
Do you consider your current overall order books to be:



Balances (Positive – Negative)

THE:	-53
GR:	-54
EU:	-55

Do you consider your current overall order books to be:



Balances (Positive – Negative)

THE:	-57
GR:	-56
EU:	-61

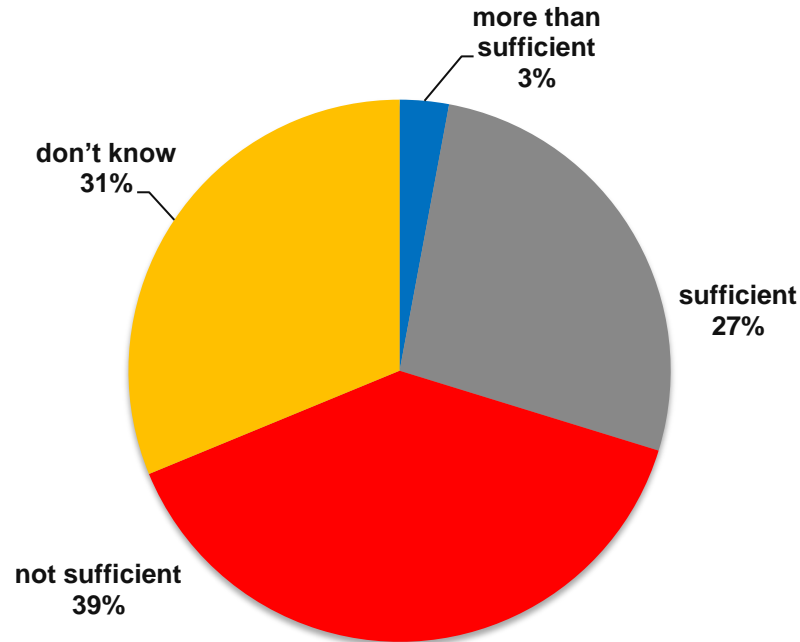


TCCI Barometer – September 2009

2 Industry Survey

March 2009

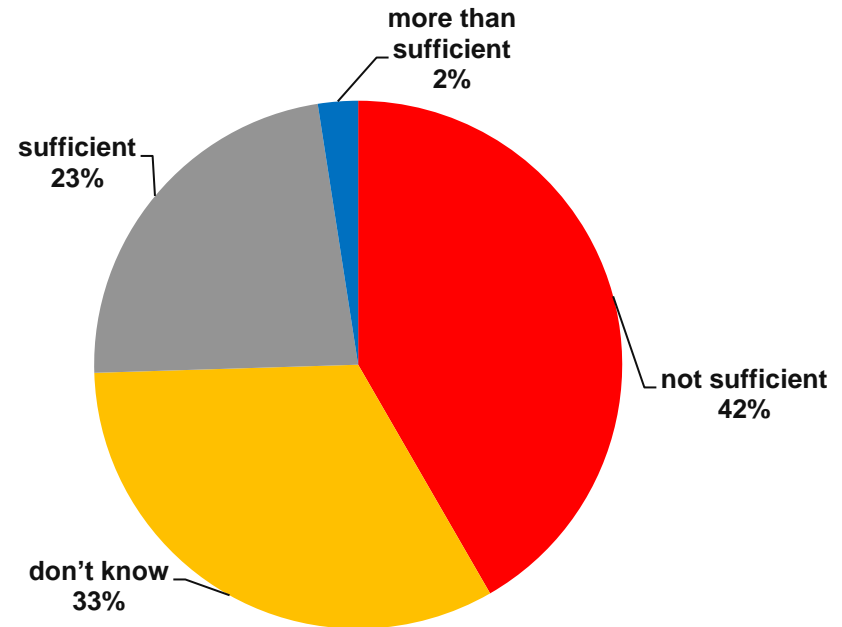
Do you consider your current export order books to be:



Balances (Positive – Negative)

THE:	-52
GR:	-45
EU:	-55

Do you consider your current export order books to be:



Balances (Positive – Negative)

THE:	-58
GR:	-53
EU:	-60

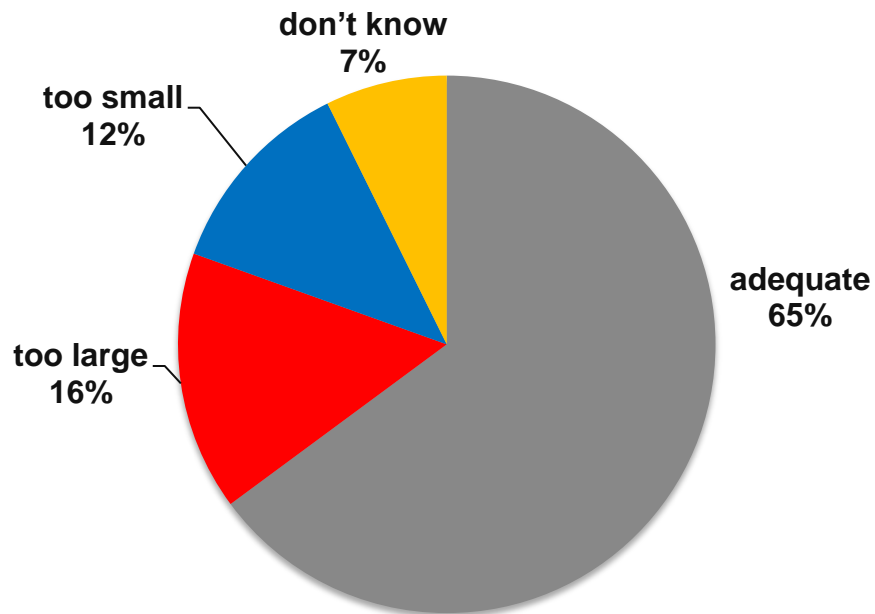


TCCI Barometer – September 2009

2

Industry Survey

Do you consider your current stock of finished products to be:

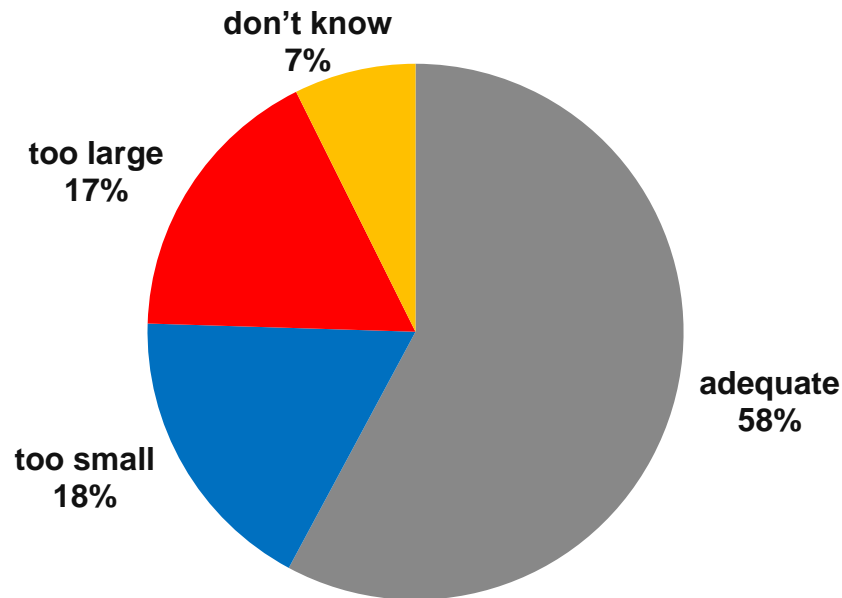


Balances (Positive – Negative)

THE:	+04
GR:	+20
EU:	+11

March 2009

Do you consider your current stock of finished products o be:



Balances (Positive – Negative)

THE:	-01
GR:	+34
EU:	+22

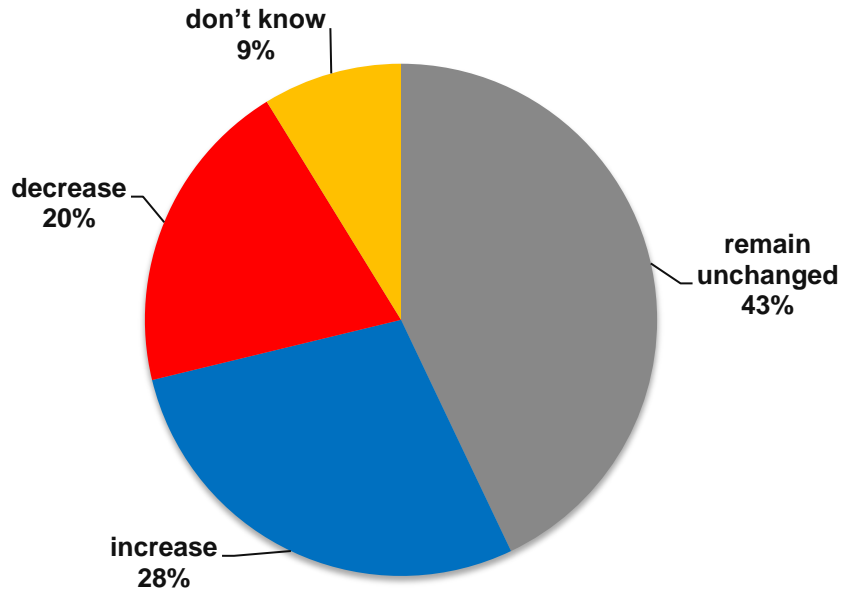


TCCI Barometer – September 2009

2

Industry Survey

How do you expect your production to develop over the next 6 months? It will...

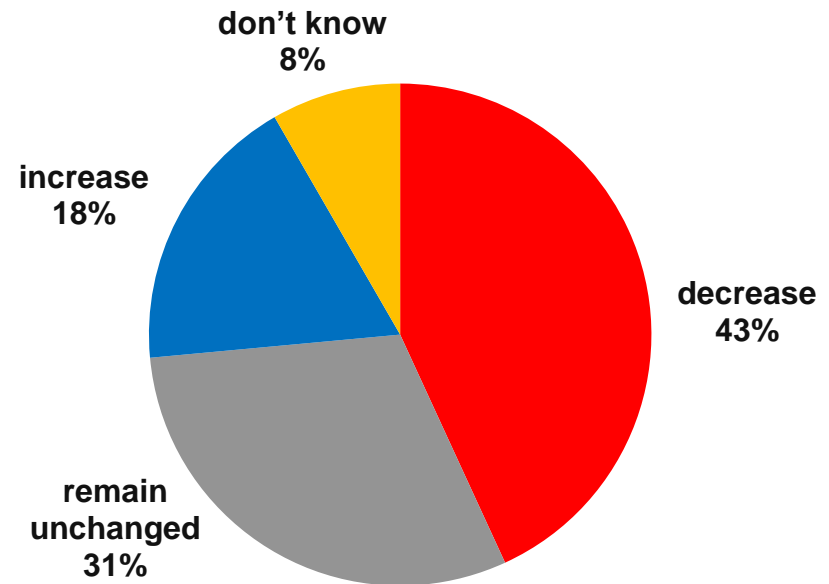


Balances (Positive – Negative)

THE:	+09
GR:	+01
EU:	-06

March 2009

How do you expect your production to develop over the next 6 months? It will...



Balances (Positive – Negative)

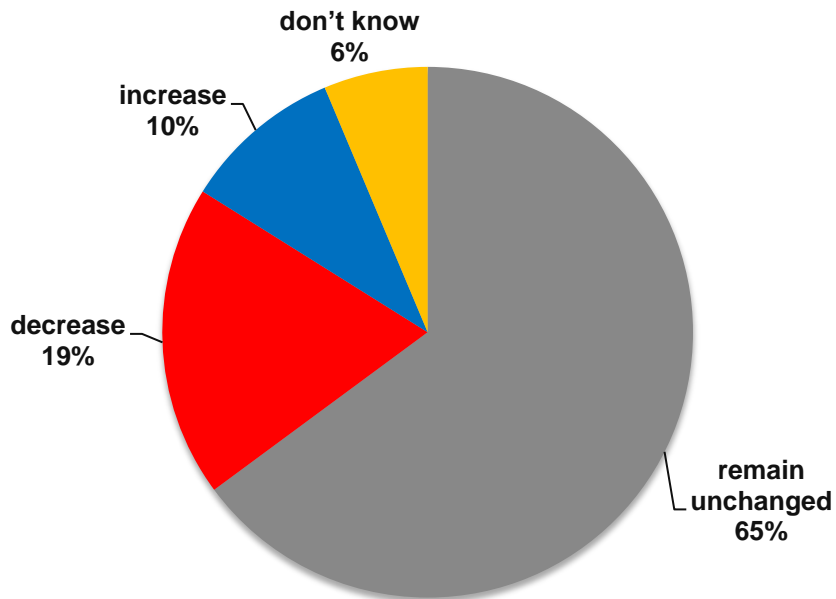
THE:	-27
GR:	-20
EU:	-35



TCCI Barometer – September 2009

2 Industry Survey

How do you expect your selling prices to change over the next 6 months? They will...

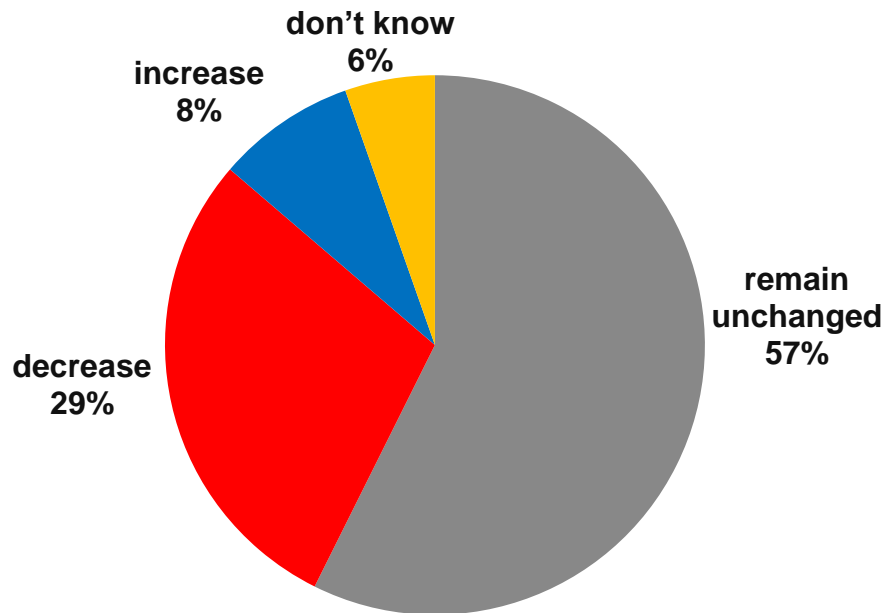


Balances (Positive – Negative)

THE:	-10
GR:	-07
EU:	-08

March 2009

How do you expect your selling prices to change over the next 6 months? They will...



Balances (Positive – Negative)

THE:	-22
GR:	-18
EU:	-13



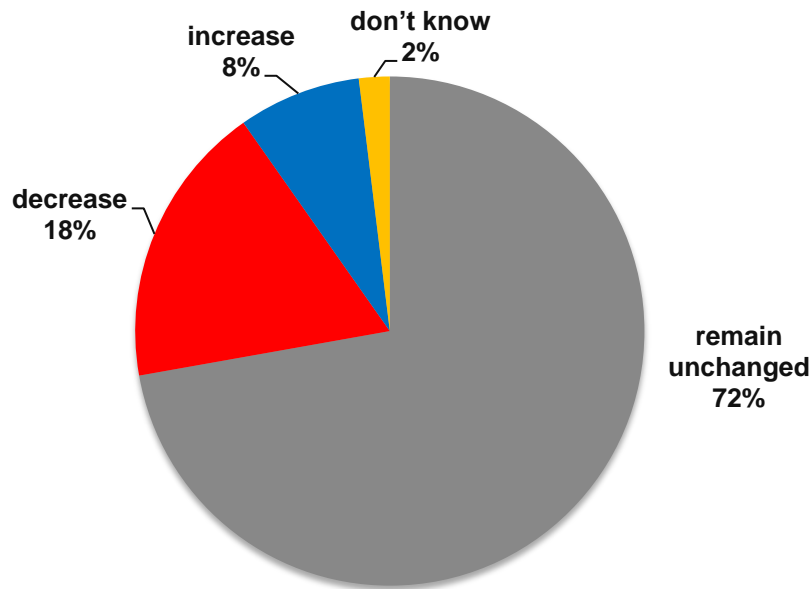
TCCI Barometer – September 2009

2

Industry Survey

March 2009

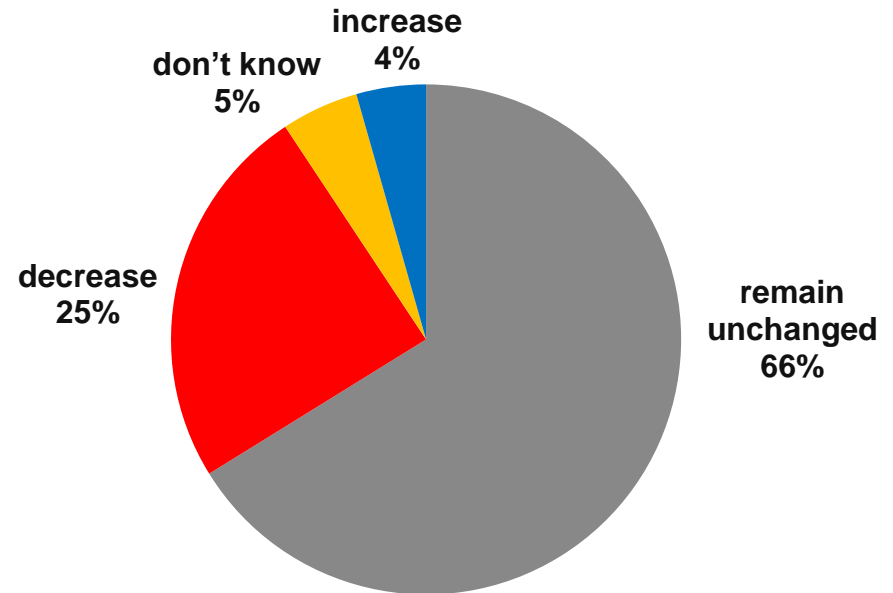
How do you expect your firm's total employment to change over the next 6 months? It will...



Balances (Positive – Negative)

THE:	-10
GR:	-22
EU:	-30

How do you expect your firm's total employment to change over the next 6 months? It will...



Balances (Positive – Negative)

THE:	-21
GR:	-36
EU:	-41



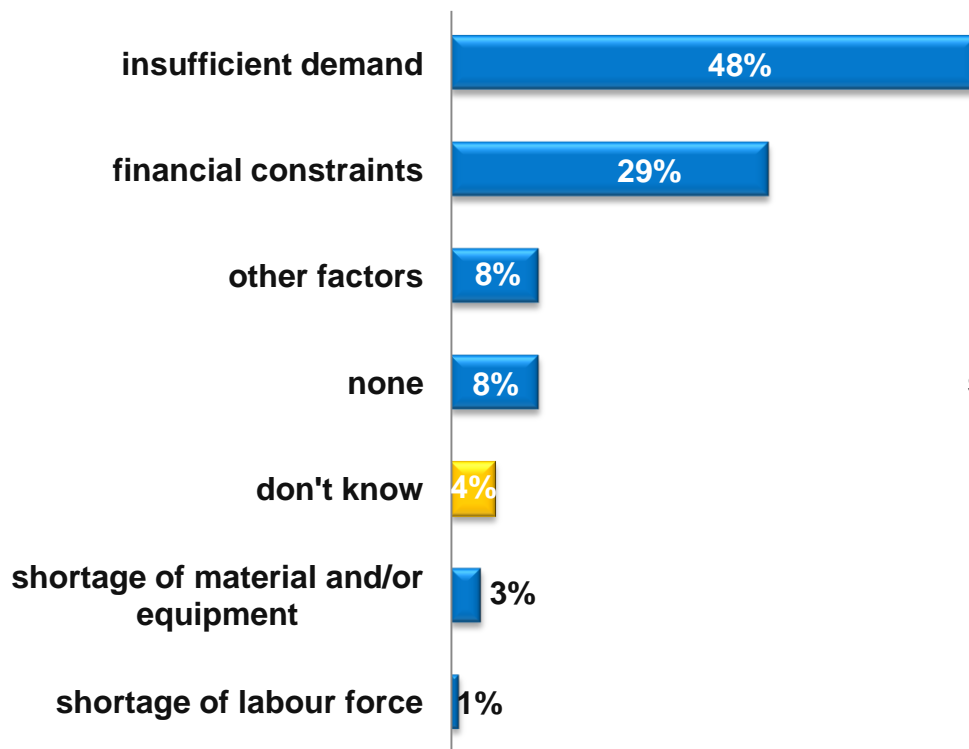
TCCI Barometer – September 2009

2

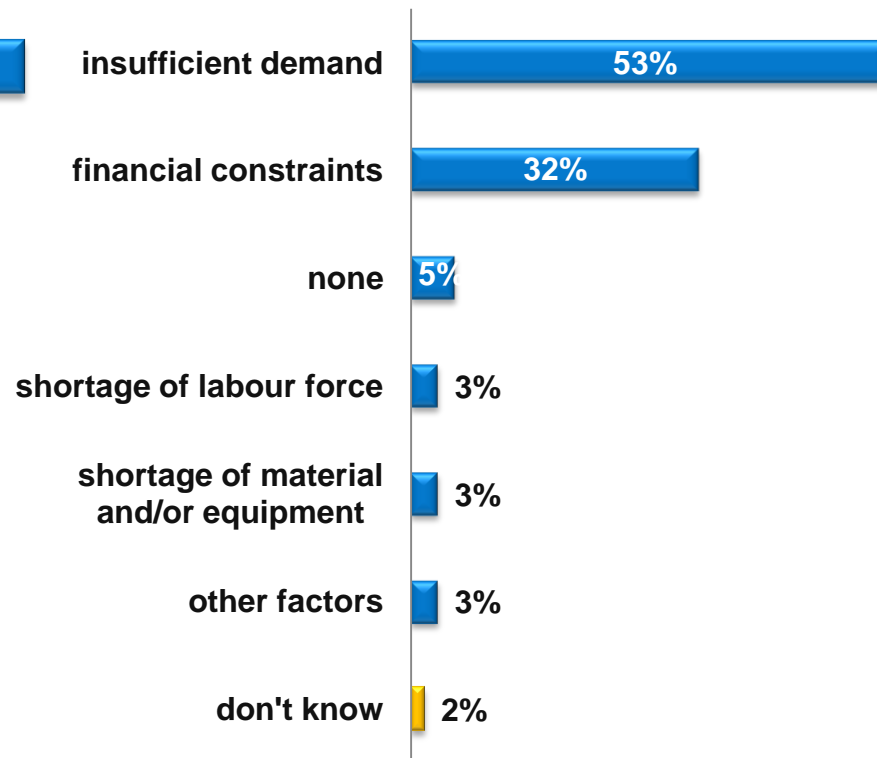
Industry Survey

March 2009

What main factors are currently limiting your production?



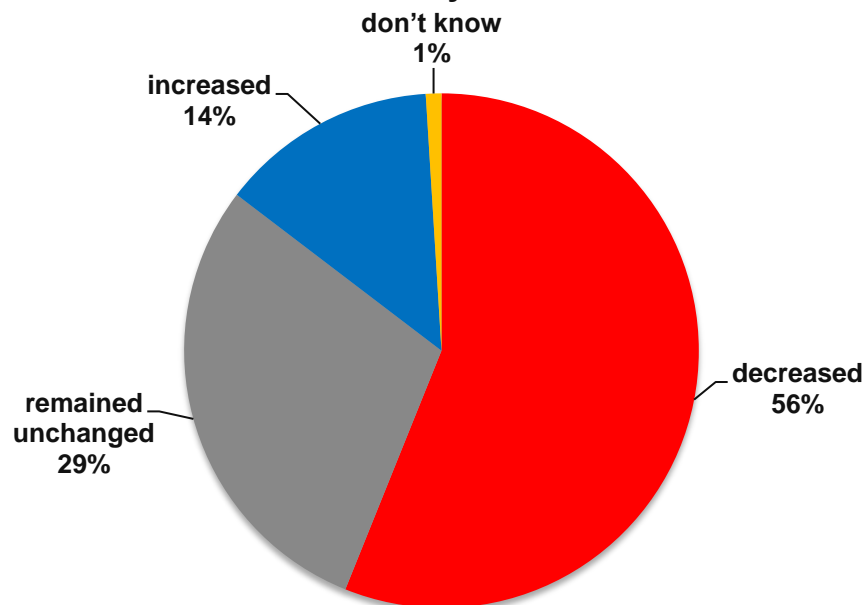
What main factors are currently limiting your production?



TCCI Barometer – September 2009

2 Industry Survey

How have your orders developed over the past 6 months? They have...

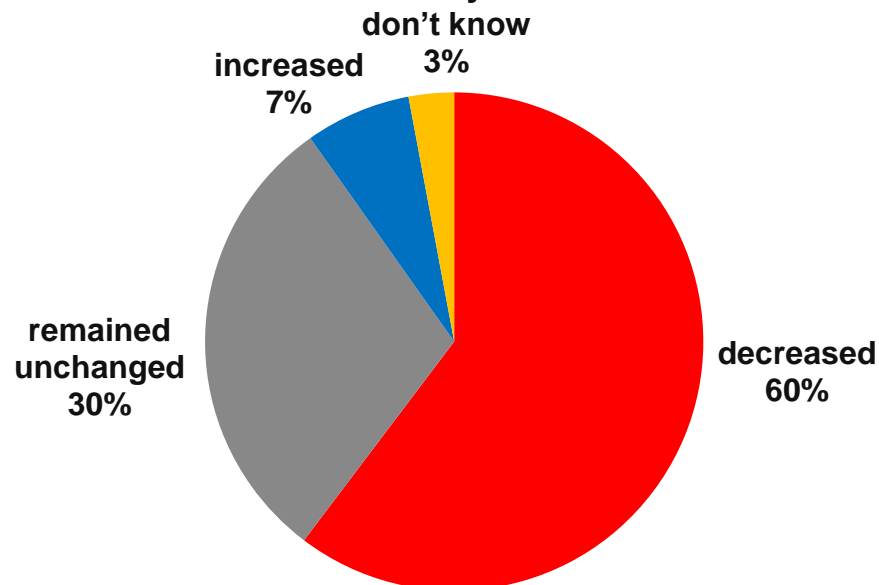


Balances (Positive – Negative)

THE:	-43
GR:	-30
EU:	-22

March 2009

How have your orders developed over the past 6 months? They have...



Balances (Positive – Negative)

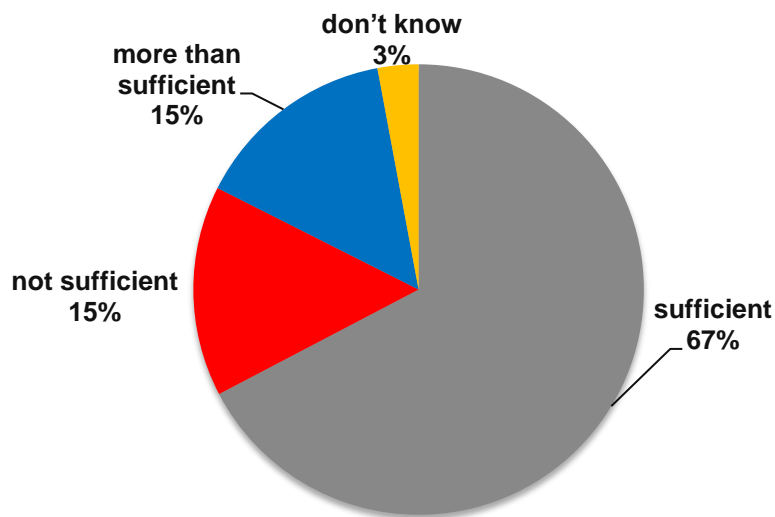
THE:	-53
GR:	-35
EU:	-46



TCCI Barometer – September 2009

2 Industry Survey

Considering your current order books and the expected change in demand over the coming months, how do you assess your current production capacity? The current production capacity is...



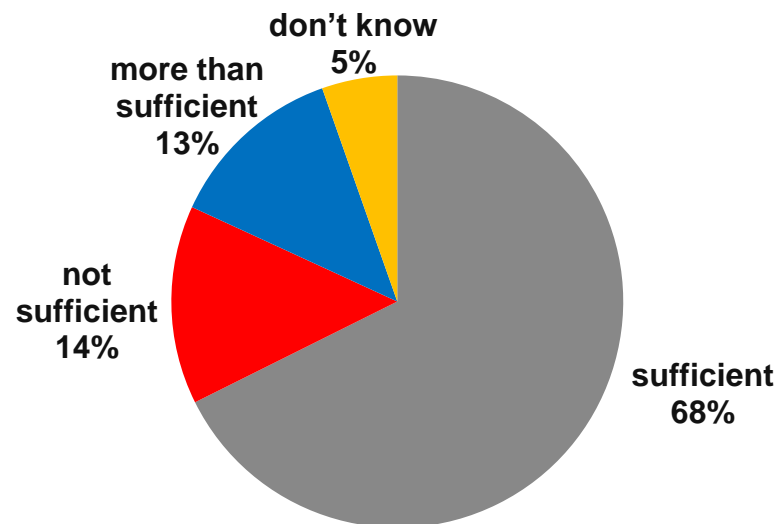
Balances (Positive – Negative)

THE:	-01
GR:*	+41
EU:*	+51

*Data of July '09

March 2009

Considering your current books and the expected change in demand over the coming months, how do you assess your current production capacity? The current production capacity is...



Balances (Positive – Negative)

THE:	-02
GR:*	+31
EU:*	+36

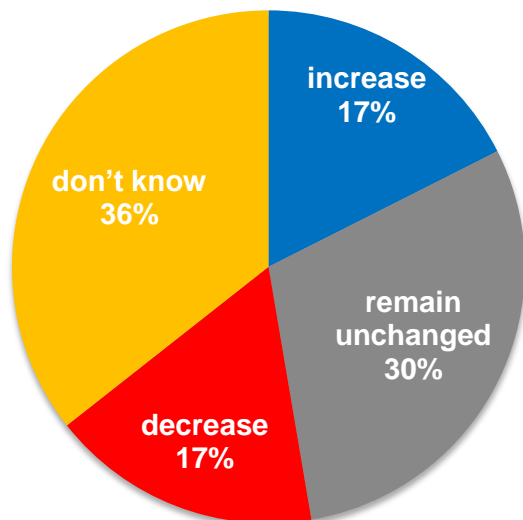
*Data of January '09



TCCI Barometer – September 2009

2 Industry Survey

How do you expect your export orders to develop over the next 6 months? They will...

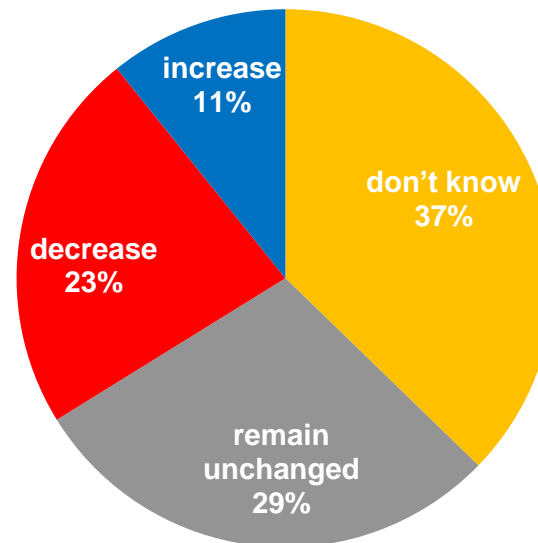


Balances (Positive – Negative)

THE:	+01
GR:	-09
EU:	-10

March 2009

How do you expect your export orders to develop over the next 6 months? They will...



Balances (Positive – Negative)

THE:	-20
GR:	-09
EU:	-28



TCCI Barometer – September 2009

2

Industry Survey

	Thessaloniki	Greece*	European Union*
**How many months of production are assured by your current overall order books?	3,8	4,2	3,1
***At what capacity is your company currently operating (as a percentage of full capacity)?	65,2%	68,3%	70,2%

** Percentage of those who answered: 83%

*** Percentage of those who answered: 93%

Source:

1. Prefecture of Thessaloniki: TCCI Barometer

2. *Greece : FEIR – July 2009

3. *European Union : DG ECFIN – July 2009



TCCI Barometer – September 2009



TCCI Barometer – September 2009

3 Services Survey

Business Expectations Indicator (Services Sector)

Prefecture of Thessaloniki	:	-24
Greece	:	-19
European Union	:	-11

Business Expectations Indicator (Services Sector) – March 2009

Prefecture of Thessaloniki	:	-33
Greece	:	-17
European Union	:	-31

Source:

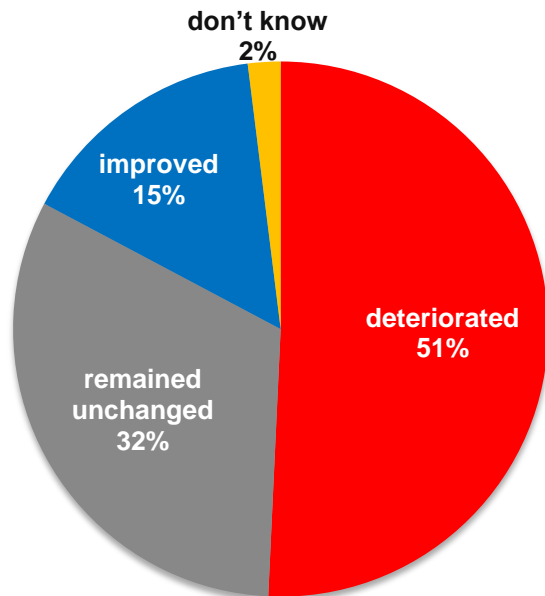
1. Prefecture of Thessaloniki: TCCI Barometer
2. Greece : FEIR
3. European Union : DG ECFIN



TCCI Barometer – September 2009

3 Services Survey

How has your business situation developed over the past 6 months? It has...

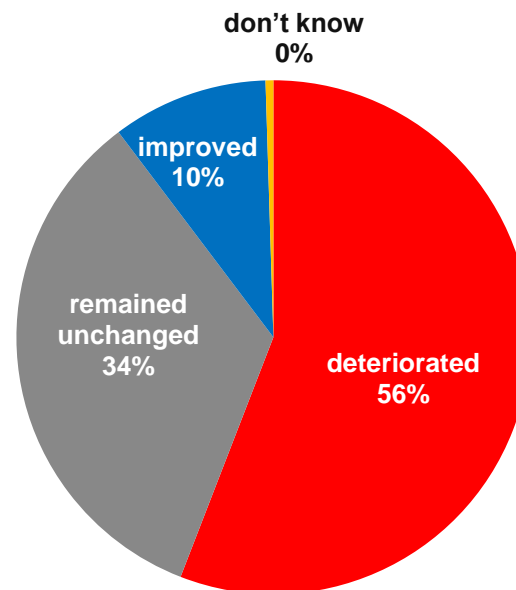


Balances (Positive – Negative)

THE:	-36
GR:	-14
EU:	-18

March 2009

How has your business situation developed over the past 6 months? It has...



Balances (Positive – Negative)

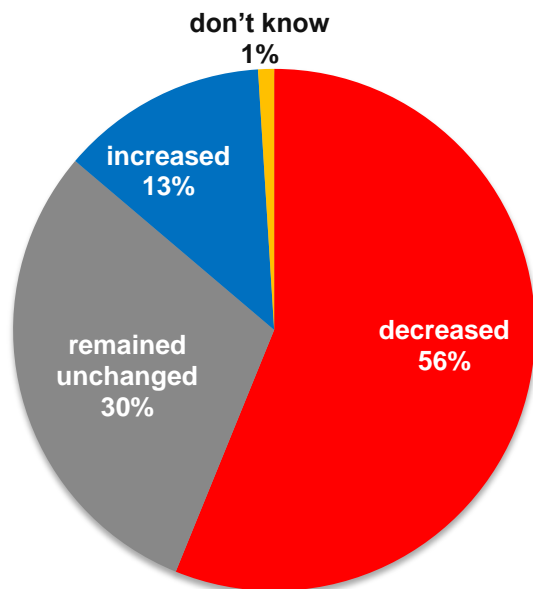
THE:	-46
GR:	-14
EU:	-39



TCCI Barometer – September 2009

3 Services Survey

How has demand (turnover) for your company's services changed over the past 6 months? It has...

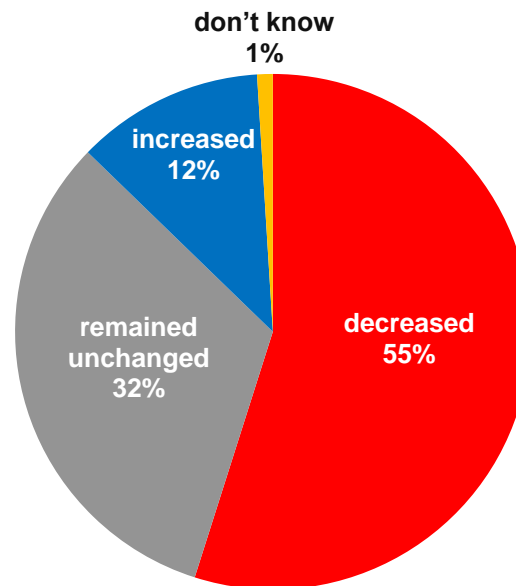


Balances (Positive – Negative)

THE:	-44
GR:	-17
EU:	-12

March 2009

How has demand (turnover) for your company's services changed over the past 6 months? It has...



Balances (Positive – Negative)

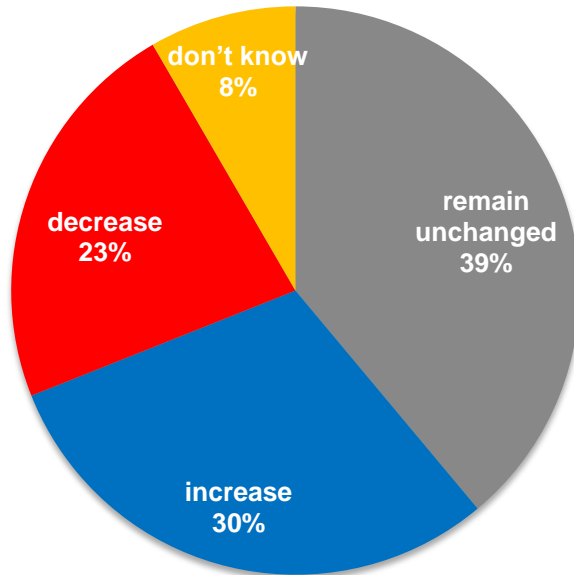
THE:	-44
GR:	-17
EU:	-30



TCCI Barometer – September 2009

3 Services Survey

How do you expect the demand (turnover) for your company's services to change over the next 6 months? It will...

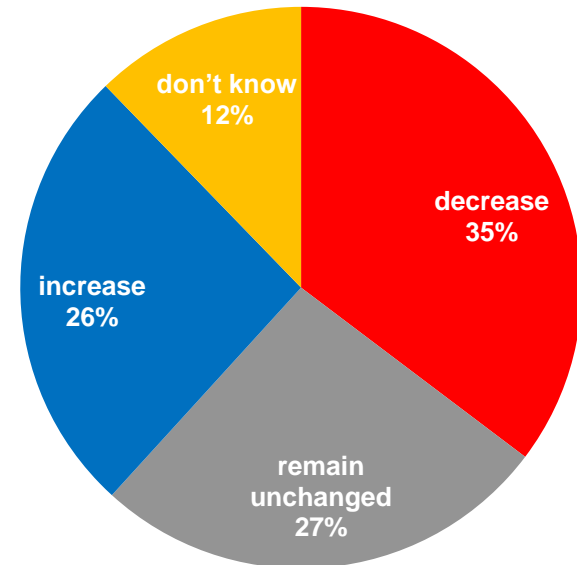


Balances (Positive – Negative)

THE:	+8
GR:	-25
EU:	-4

March 2009

How do you expect the demand (turnover) for your company's services to change over the next 6 months? It will...



Balances (Positive – Negative)

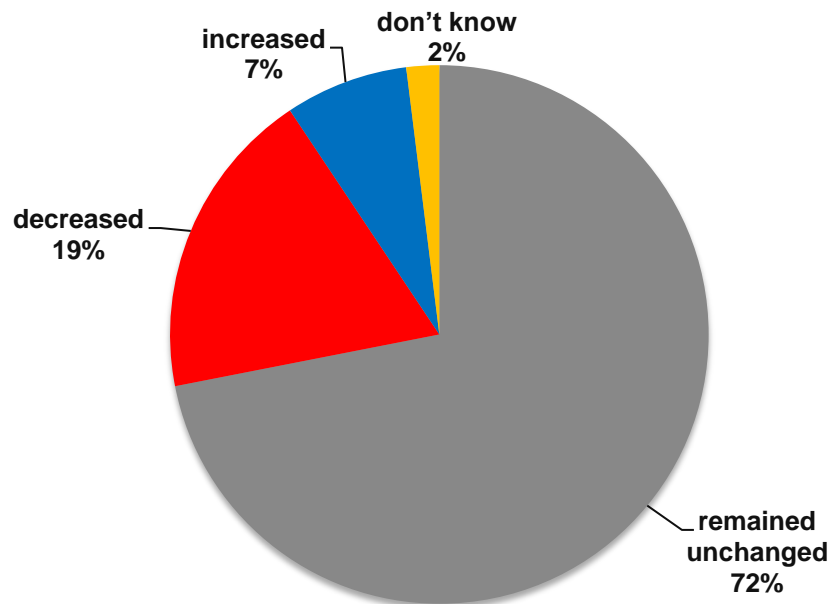
THE:	-11
GR:	-20
EU:	-24



TCCI Barometer – September 2009

3 Services Survey

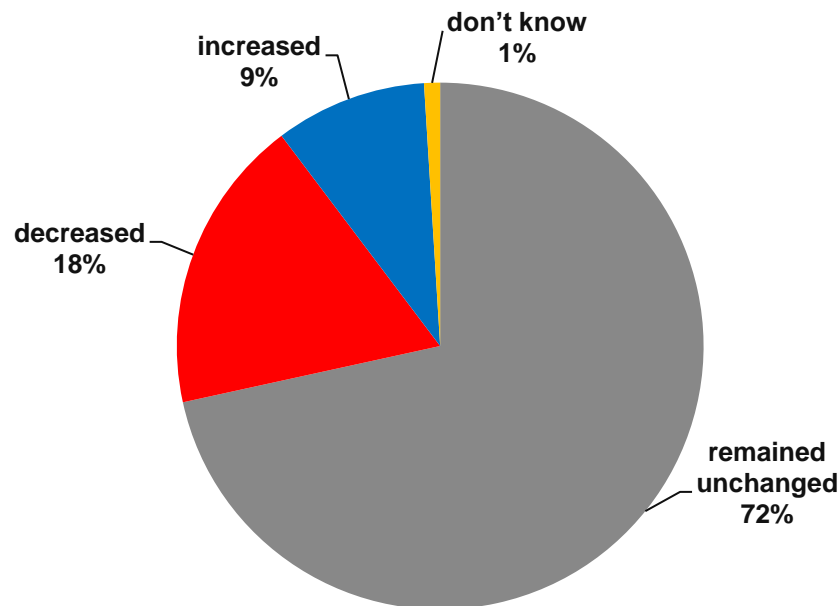
How has your firm's total employment changed over the past 6 months? It has...



Balances (Positive – Negative)

THE:	-12
GR:	-21
EU:	-18

March 2009
How has your firm's total employment changed over the past 6 months? It has...



Balances (Positive – Negative)

THE:	-9
GR:	-12
EU:	-21

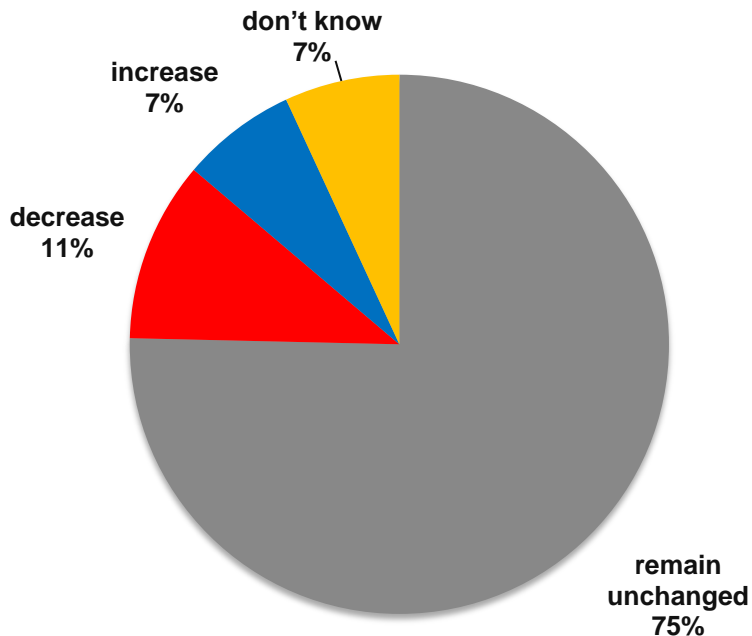


TCCI Barometer – September 2009

3 Services Survey

March 2009

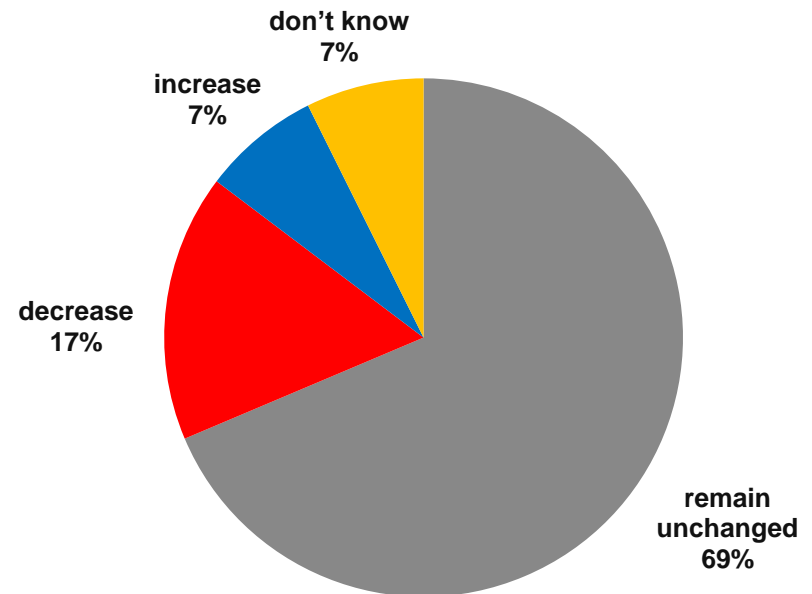
How do you expect your firm's total employment to change over the next 6 months? It will...



Balances (Positive – Negative)

THE:	-4
GR:	-23
EU:	-13

How do you expect your firm's total employment to change over the next 6 months? It will...



Balances (Positive – Negative)

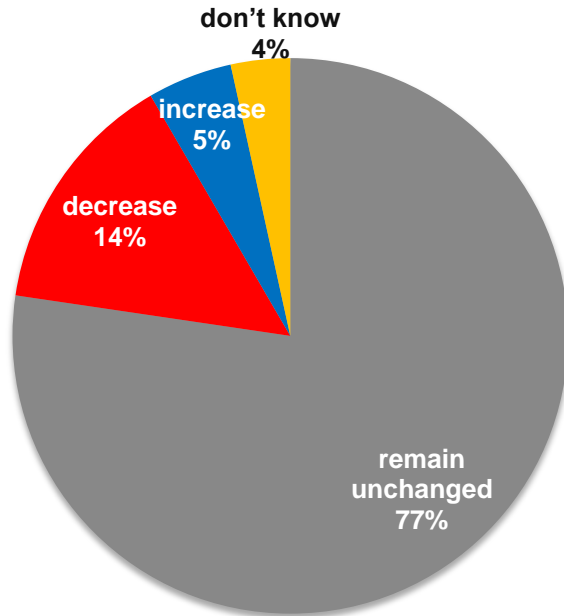
THE:	-10
GR:	-12
EU:	-20



TCCI Barometer – September 2009

3 Services Survey

How do you expect the prices you charge to change over the next 6 months? They will...

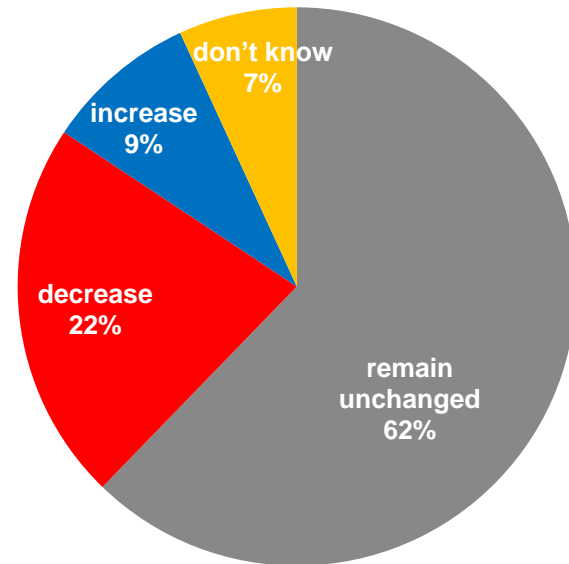


Balances (Positive – Negative)

THE:	-10
GR:	+1
EU:	-7

March 2009

How do you expect the prices you charge to change over the next 6 months? They will...



Balances (Positive – Negative)

THE:	-14
GR:	-7
EU:	-9

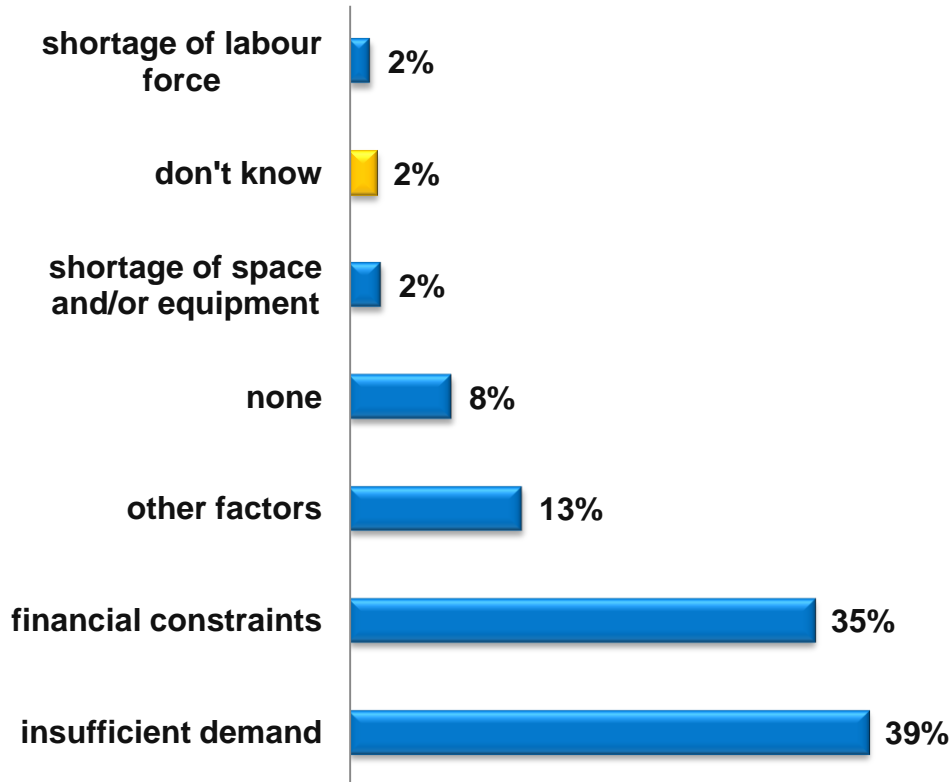


TCCI Barometer – September 2009

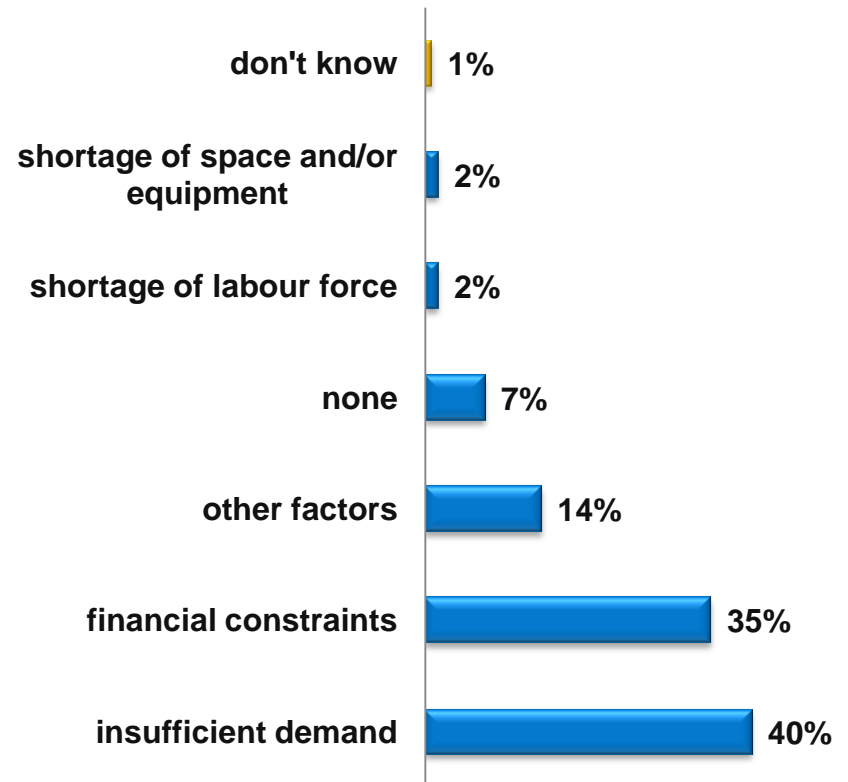
3 Services Survey

March 2009

What main factors are currently limiting your business?



What main factors are currently limiting your business?



TCCI Barometer – September 2009



TCCI Barometer – September 2009

4

Retail Trade Survey

Business Expectations Indicator (Retail Trade Sector)

Prefecture of Thessaloniki	:	-28
Greece	:	-7
European Union	:	-11

Business Expectations Indicator (Retail Trade Sector) – March 2009

Prefecture of Thessaloniki	:	-32
Greece	:	-38
European Union	:	-22

Source:

1. Prefecture of Thessaloniki: TCCI Barometer
2. Greece : FEIR
3. European Union : DG ECFIN

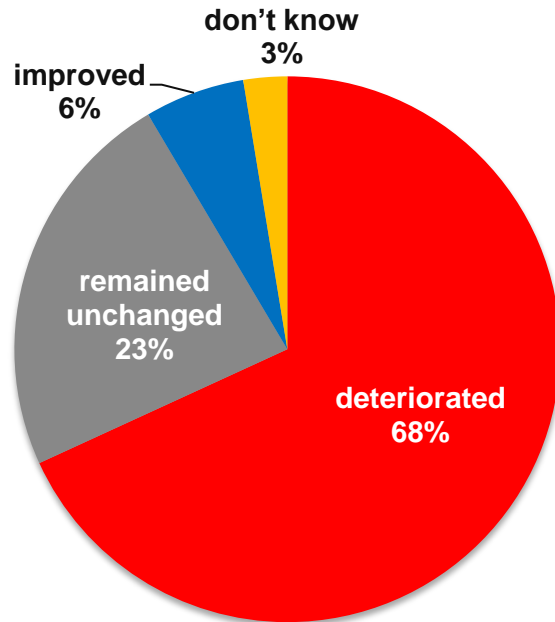


TCCI Barometer – September 2009

4

Retail Trade Survey

How has (have) your business activity (sales) developed over the past 6 months? It has...(They have...)

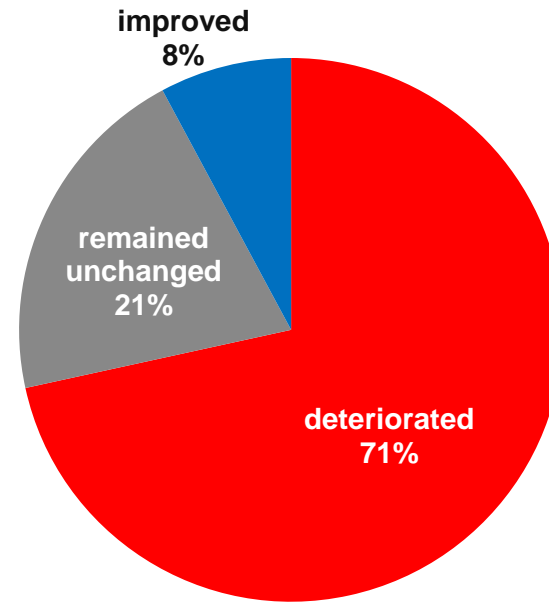


Balances (Positive – Negative)

THE:	-64
GR:	+5
EU:	-13

March 2009

How has (have) your business activity (sales) developed over the past 6 months? It has...(They have...)



Balances (Positive – Negative)

THE:	-64
GR:	-49
EU:	-26

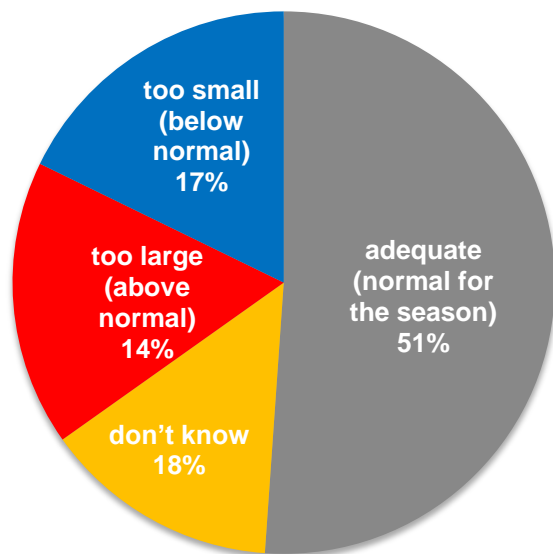


TCCI Barometer – September 2009

4

Retail Trade Survey

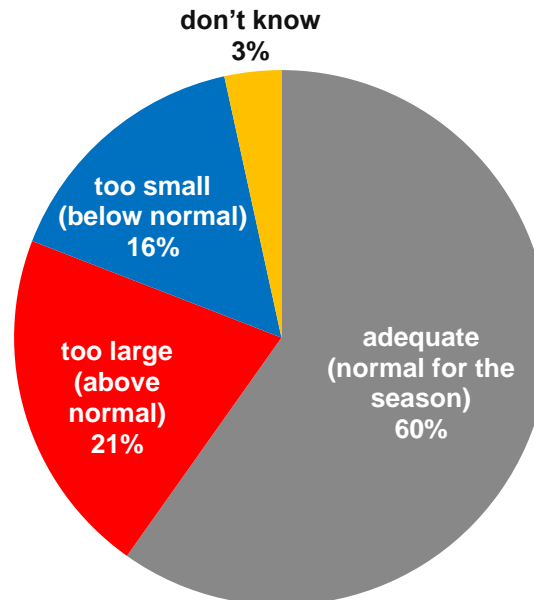
Do you consider the volume of stock you currently hold to be:



Balances (Positive – Negative)

THE:	-4
GR:	+10
EU:	+9

March 2009
Do you consider the volume of stock you currently hold to be:



Balances (Positive – Negative)

THE:	+5
GR:	+33
EU:	+13



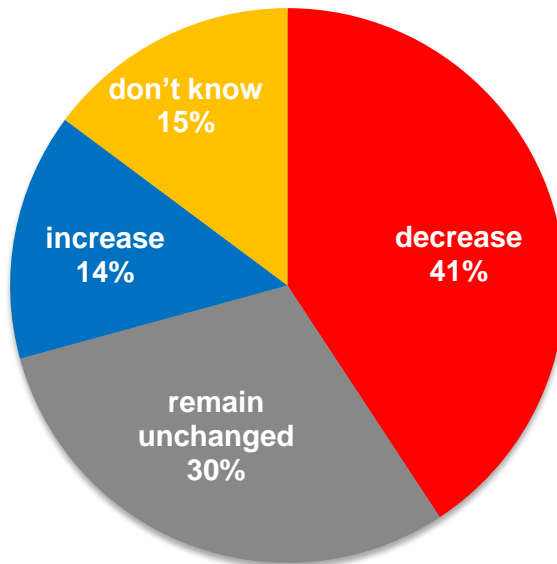
TCCI Barometer – September 2009

4

Retail Trade Survey

March 2009

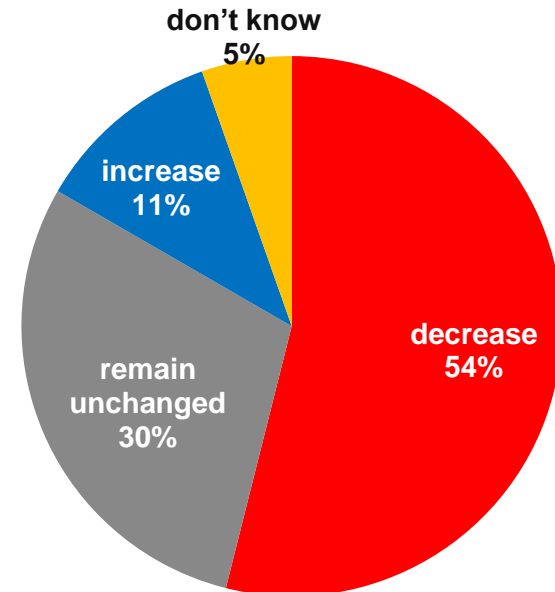
How do you expect your orders placed with suppliers to change over the next 6 months? They will...



Balances (Positive – Negative)

THE:	-31
GR:	-19
EU:	-14

How do you expect your orders placed with suppliers to change over the next 6 months? They will...



Balances (Positive – Negative)

THE:	-43
GR:	-48
EU:	-30

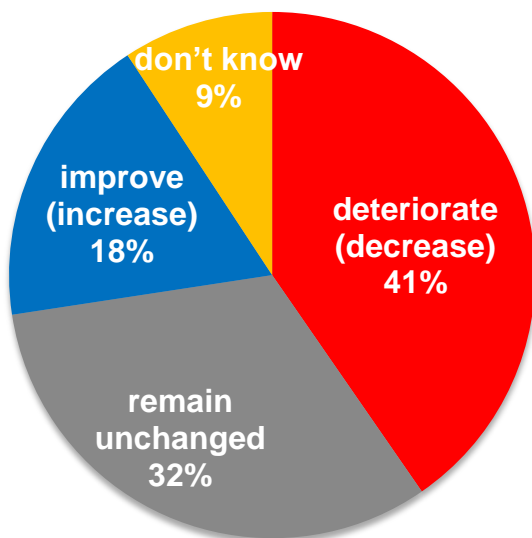


TCCI Barometer – September 2009

4

Retail Trade Survey

How do you expect your business activity (sales) to change over the next 6 months? It (They) will...

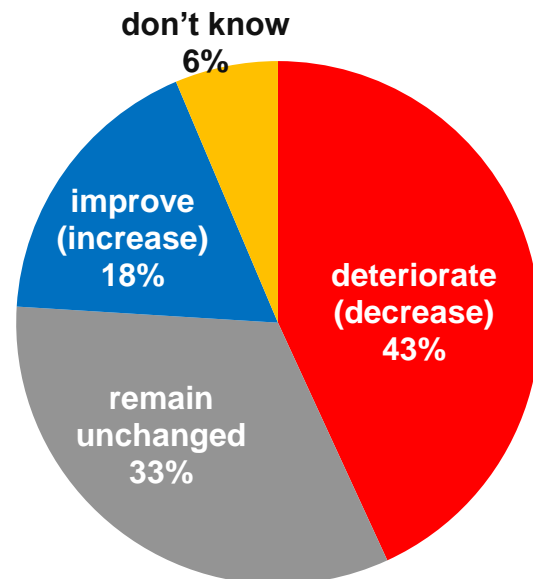


Balances (Positive – Negative)

THE:	-24
GR:	-15
EU:	-11

March 2009

How do you expect your business activity (sales) to change over the next 6 months? It (They) will...



Balances (Positive – Negative)

THE:	-25
GR:	-32
EU:	-27



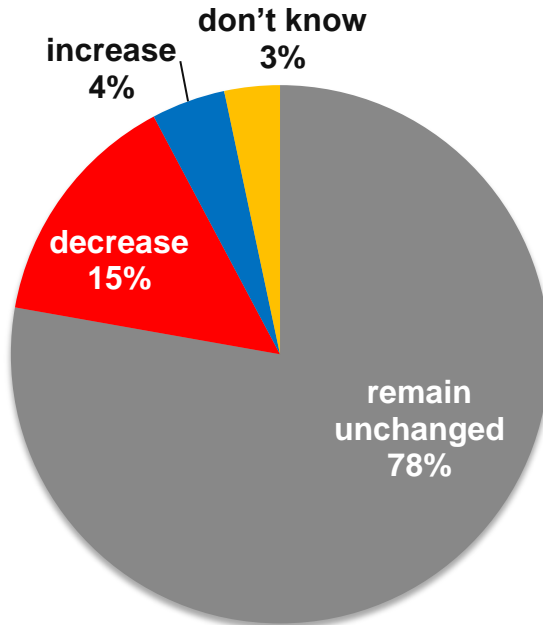
TCCI Barometer – September 2009

4

Retail Trade Survey

March 2009

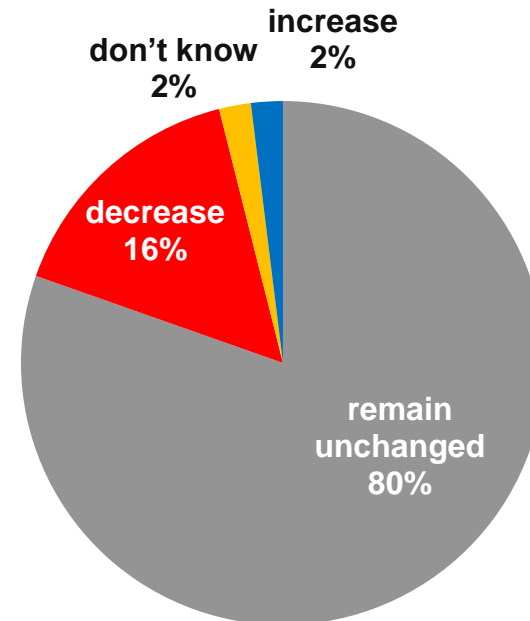
How do you expect your firm's total employment to change over the next 6 months? It will...



Balances (Positive – Negative)

THE:	-10
GR:	+5
EU:	-8

How do you expect your firm's total employment to change over the next 6 months? It will...



Balances (Positive – Negative)

THE:	-14
GR:	+20
EU:	-16

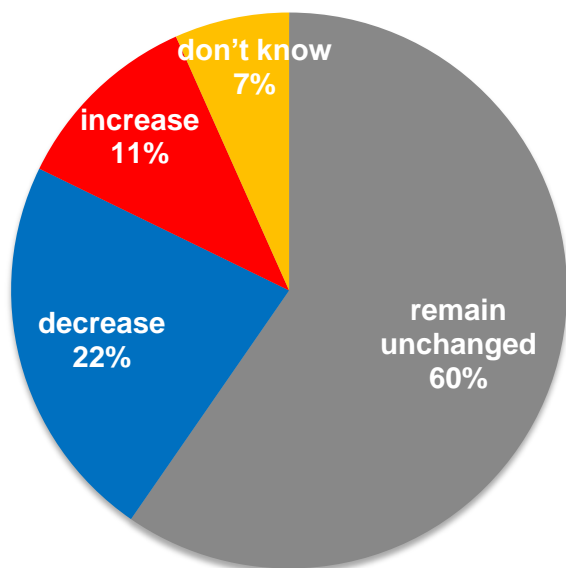


TCCI Barometer – September 2009

4

Retail Trade Survey

How do you expect the prices you charge to change over the next 6 months? They will...

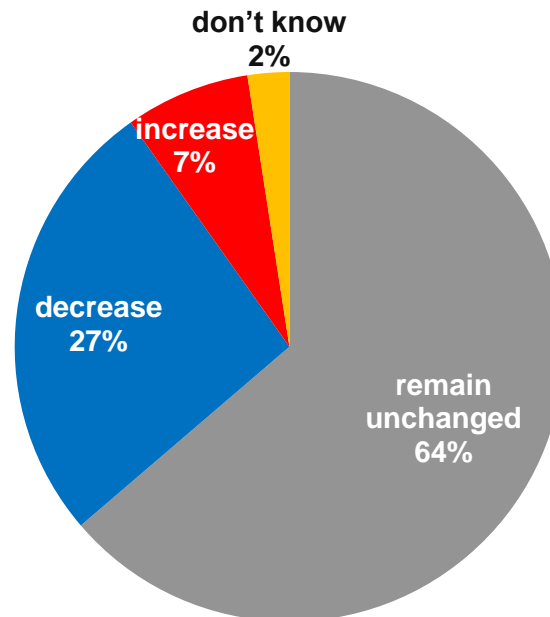


Balances (Positive – Negative)

THE:	-12
GR:	-16
EU:	-2

March 2009

How do you expect the prices you charge to change over the next 6 months? They will...



Balances (Positive – Negative)

THE:	-20
GR:	-19
EU:	+4



TCCI Barometer – September 2009



Construction Survey



TCCI Barometer – September 2009

5

Construction Survey

Business Expectations Indicator (Constructions Sector)

Prefecture of Thessaloniki : -38

Greece : -39

European Union : -35

Business Expectations Indicator (Constructions Sector) – March 2009

Prefecture of Thessaloniki : -42

Greece : -45

European Union : -38

Source:

1. Prefecture of Thessaloniki: TCCI Barometer
2. Greece : FEIR
3. European Union : DG ECFIN

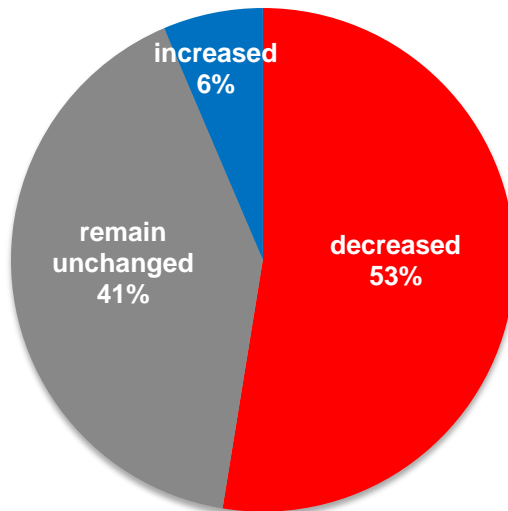


TCCI Barometer – September 2009

5

Construction Survey

How has your building activity developed over the past 6 months? It has...

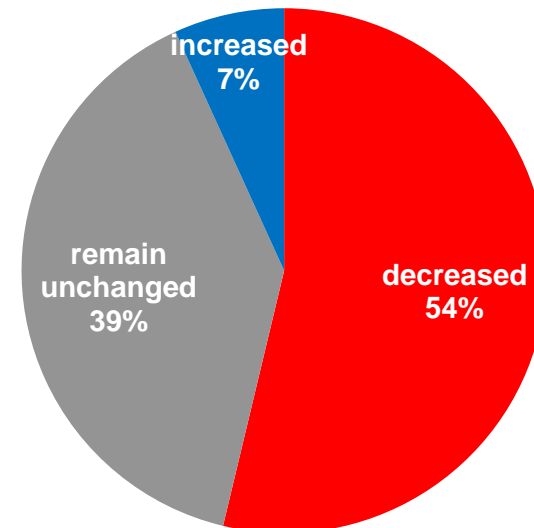


Balances (Positive – Negative)

THE:	-46
GR:	-23
EU:	-26

March 2009

How has your building activity developed over the past 6 months? It has...



Balances (Positive – Negative)

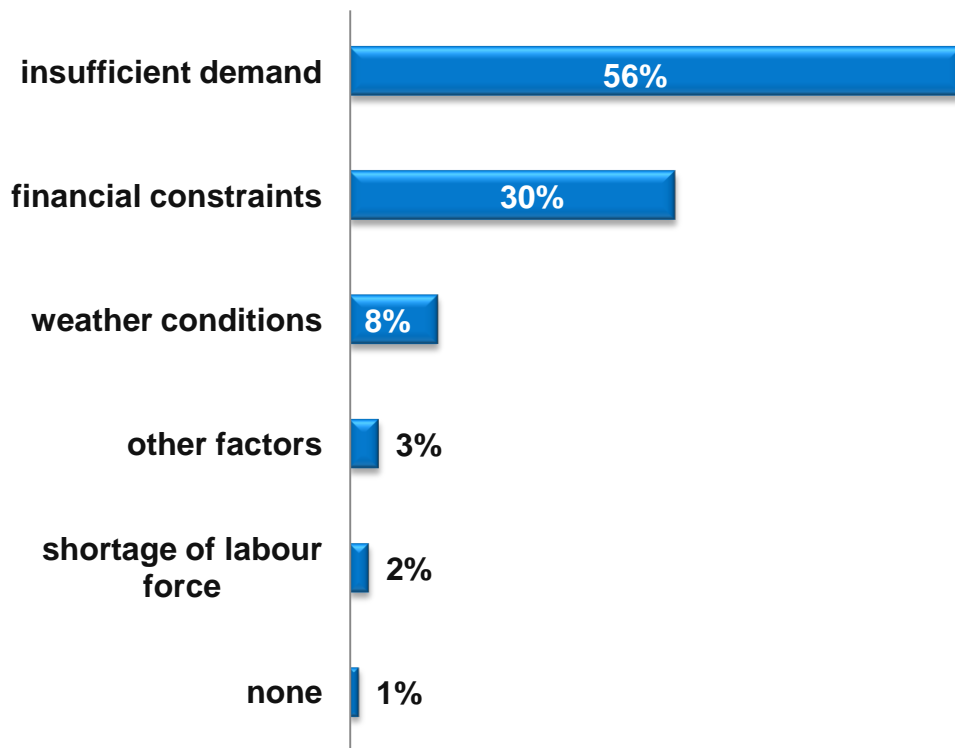
THE:	-47
GR:	-21
EU:	-29



TCCI Barometer – September 2009

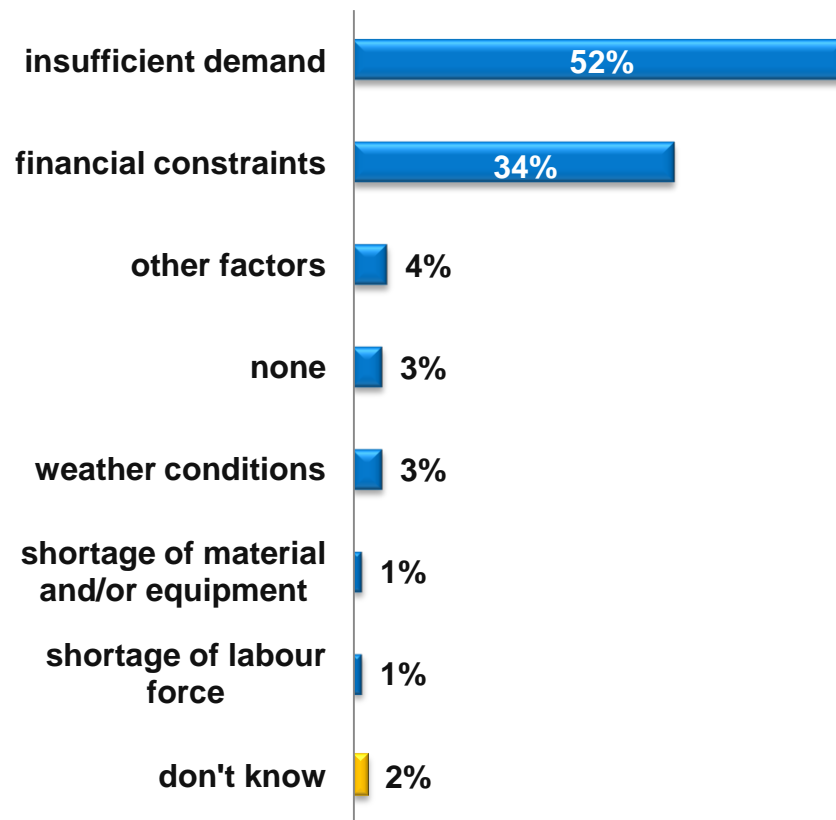
5 Construction Survey

What main factors are currently limiting your building activity?



March 2009

What main factors are currently limiting your building activity?

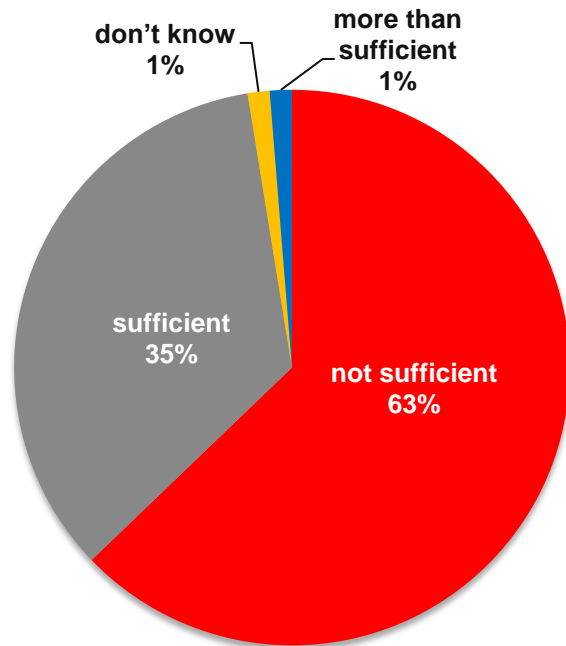


TCCI Barometer – September 2009

5

Construction Survey

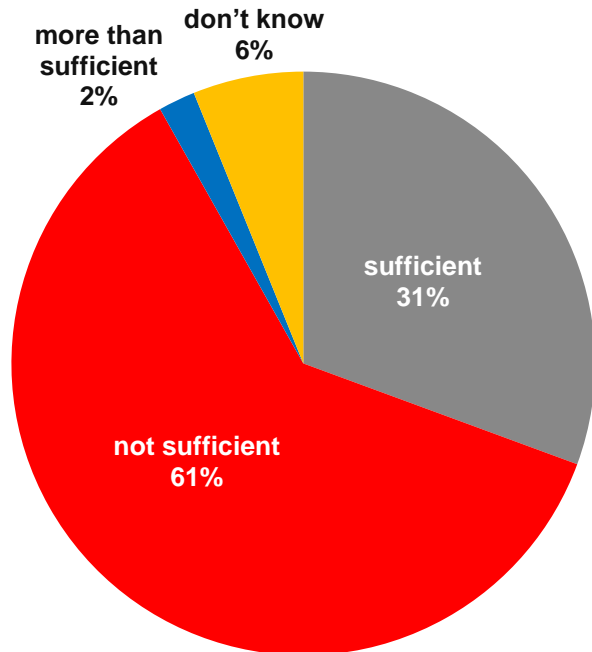
Do you consider your current overall order books to be:



Balances (Positive – Negative)

THE:	-62
GR:	-46
EU:	-49

March 2009
Do you consider your current overall order books to be:



Balances (Positive – Negative)

THE:	-63
GR:	-45
EU:	-44

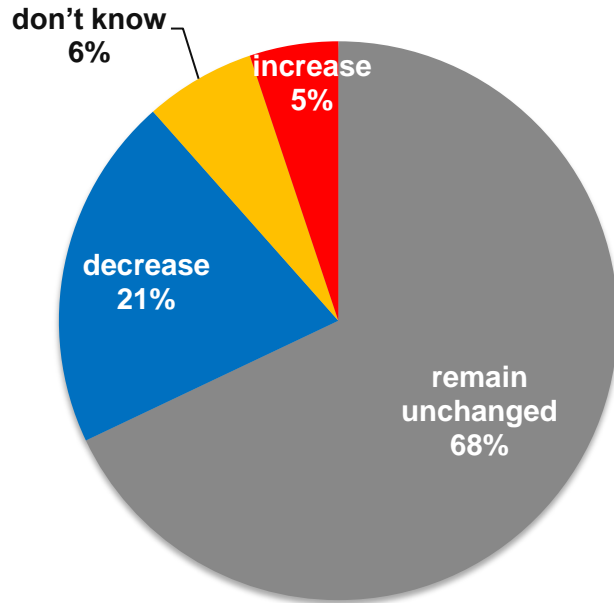


TCCI Barometer – September 2009

5

Construction Survey

How do you expect the prices you charge to change over the next 6 months? They will...

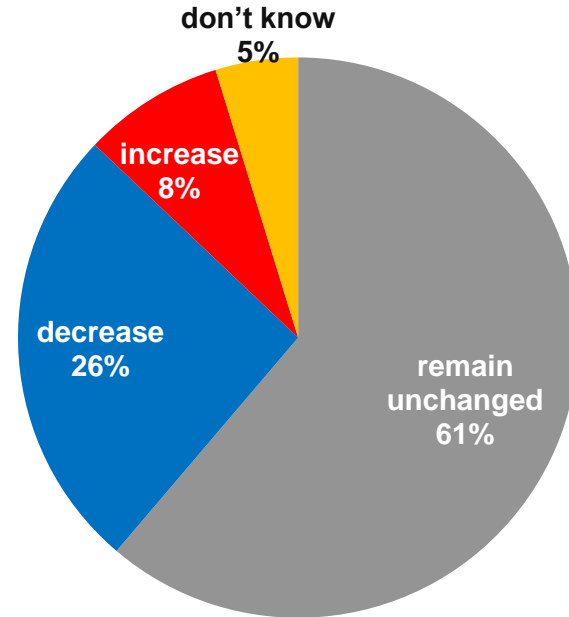


Balances (Positive – Negative)

THE:	-15
GR:	-32
EU:	-25

March 2009

How do you expect the prices you charge to change over the next 6 months? They will...



Balances (Positive – Negative)

THE:	-19
GR:	-46
EU:	-31

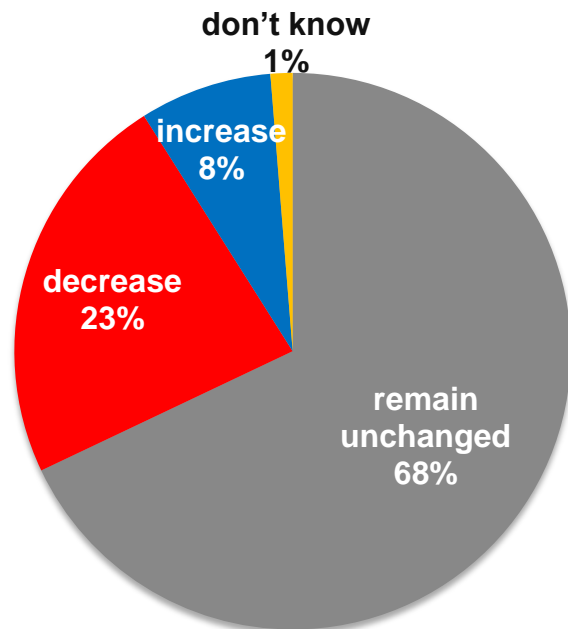


TCCI Barometer – September 2009

5

Construction Survey

How do you expect your firm's total employment to change over the next 6 months? It will...

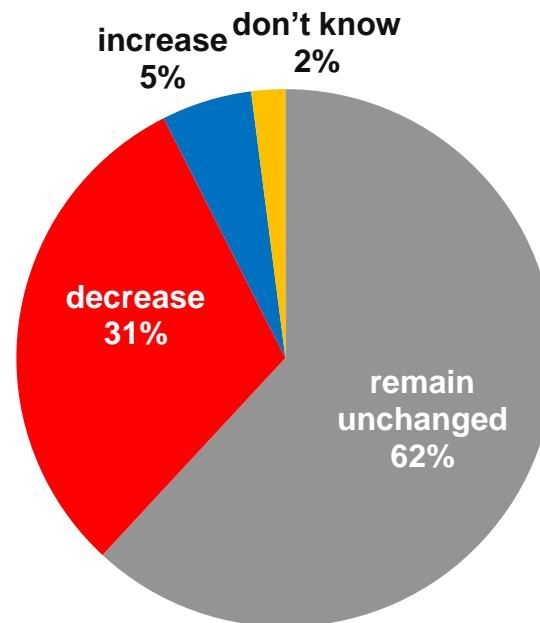


Balances (Positive – Negative)

THE:	-15
GR:	-33
EU:	-22

March 2009

How do you expect your firm's total employment to change over the next 6 months? It will...



Balances (Positive – Negative)

THE:	-26
GR:	-45
EU:	-31

