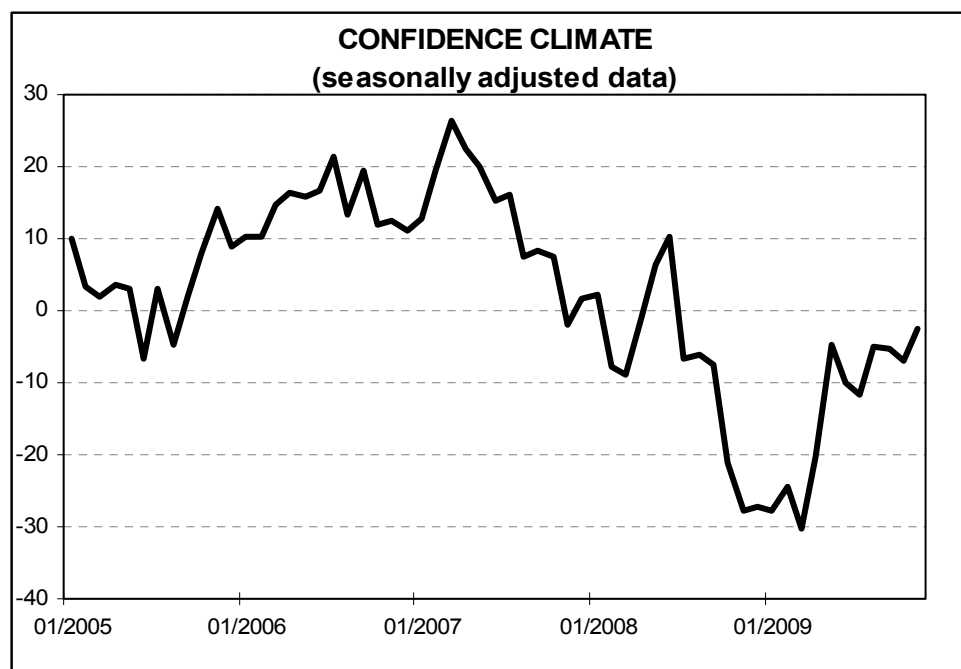




Date: 26 November 2009

CONFIDENCE IN MARKET SERVICES' RECOVERS IN NOVEMBER

- The confidence climate, considered net of seasonal factors, climbed to -2 (from -7 in the previous month)
- The improvement was due to the recovery in forecasts on order books and to the increase in the balance for the general economic trend. A drop in the balance for current orders, however, was still reported
- The rise in confidence was widespread at sector level: the climate bounced to -8 (from -14) in household services, to -4 (from -11) in financial services and to 2 (from -3) in business services
- Slight differences arose at regional level: confidence improved in the North East (to 2, from -1), the Centre (to -4, from -13) and the South (to 9, from -12) but worsened in the North West (to -9, from -6)
- Among the index-building variables, the balance for the ongoing employment trend recovered (to -7, from -9); a slight deterioration was instead reported in forecasts (balance to 1, from 2)



Data on December shall be released on 29 December 2009

The next ISAE surveys are scheduled as follows:

23 December January 2009: ISAE Monthly Consumer Survey (*Reference period: January*)

The full text of ISAE Surveys (either hardcopy or electronic format) is available for sale (for further information see the website www.isae.it)

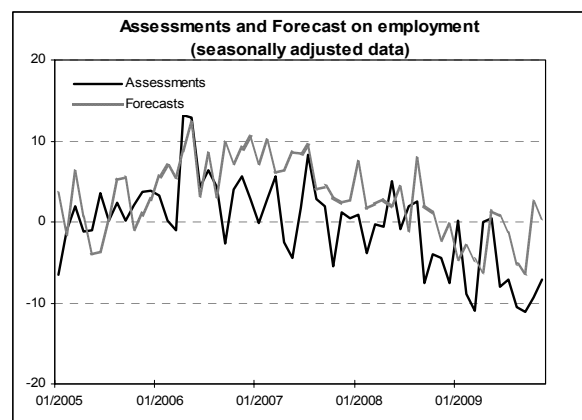
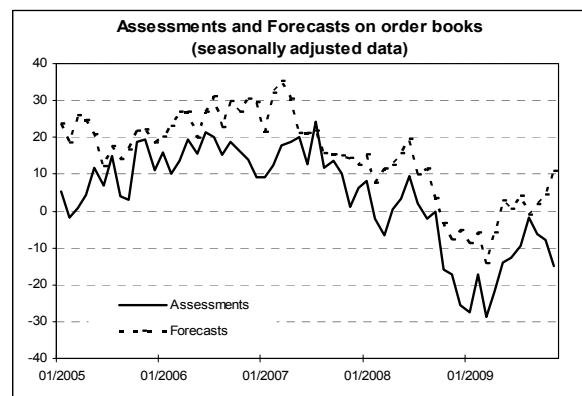
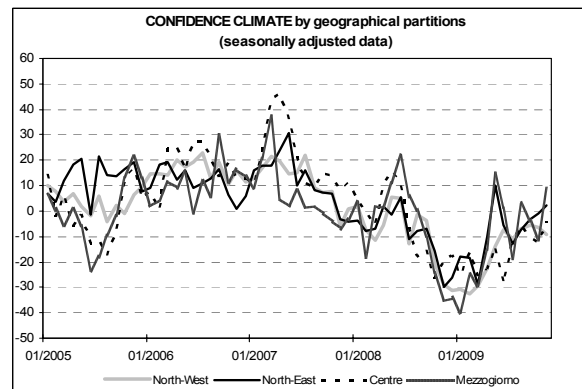
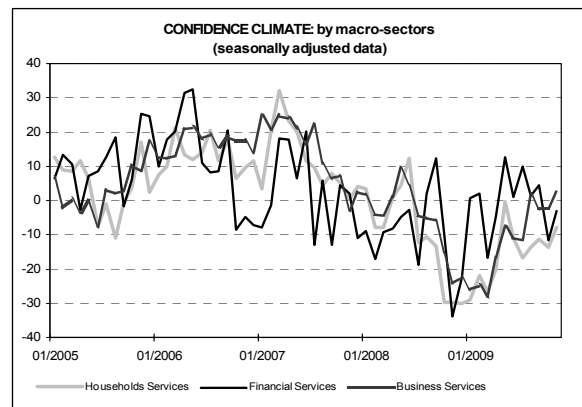
General results

According to the ISAE survey carried out between 2 and 20 November on a panel of 2,000 firms, confidence in Market services recovered in November. The index, considered net of seasonal factors, climbed to -2 (from -7 in the previous month). The improvement was due to the recovery in forecasts on order books and to the increase in the balance for the general economic trend. A drop in the balance for current orders, however, was still reported. Slight differences arose at regional level: confidence improved in the North East (to 2, from -1), the Centre (to -4, from -13) and the South (to 9, from -12) but worsened in the North West (to -9, from -6)

Situation in the reference period

A worsening in current orders was reported in November (seasonally adjusted balance from -8 to -15). Employment assessments improved, though holding steady to negative levels (from -9 to -7).

Slight differences arose at sector level. As to household services, a new drop was recorded in the balance for orders (from -16 to -17), and the balance for employment held steady to negative values (-10).



In financial services, the balance for order books improved but held steady to negative levels (from -15 to -10) whereas the balance for employment decreased (from 5 to -2). Unfavourable order assessments were expressed by the operators in the household services sector (from -1 to -11); employment assessments were less pessimistic than the previous month (seasonally adjusted balance from -10 to -4).

At regional level, the order assessments slumped in the North West (from -6 to -23) whereas the balance for employment recovered (from -9 to -5). In the North East, moderately negative values were reported on in the balance for orders (-3); employment assessments, on the contrary, recovered (balance from -9 to -2). In the Centre, the balance for orders increased to -12 (from -13) and the balance for employment held steady at -13. In the South, the balances dropped to -18 and -11 from -16 and 1, respectively.

Outlook on the following three months

Improvements were reported in November forecasts on order books (seasonally adjusted balance from 4 to 10) and the general economic trend (from -18 to -3). The balance for expected employment, instead, slightly deteriorated (from 2 to 1). As to prices, the weak inflationary pressures reported in the previous month were confirmed and the balance increased to -1 (from -3 in October).

Slight differences were observed in the sector and regional analyses. Compared to

October, more optimistic signals were sent from household services operators on both orders (balance from -3 to 1) and the Italian economy (from -23 to -8). A deterioration, instead, was reported in the balance for employment (from 2 to -1). In financial services, the balances for orders and the general economic trend increased (from 14 to 16 and from -32 to -17, respectively) but a deterioration was observed in employment expectations (from -1 to -7). Compared to the previous month, the operators from the business service sector sent more optimistic signals on all variables.

At regional level, expectations improved in the North West both for orders (balance from 12 to 14), employment (from 1 to 5), and the general economic situation (from -24 to -19). In the North East, operators were more optimistic than the previous month on both orders (balance from -9 to 6) and employment (from -1 to 5); a deterioration, however, was reported in the balance for the Italian economy (from 9 to 3). In the Centre, the balances for orders and the general economic trend improved (from -8 and -16 to -4 and 3, respectively); however, the balance for employment sank to -16 (from -1). In the South, a sharp growth was reported on both order expectations and economic prospects (from 8 and -27 to 21 and 24, respectively) but a slight decrease was observed in the balance for employment (from 1 to 0).