

## Business services in the sector for design

<b>0 Administrative Information about the Statistical Product</b>	<b>Latest update</b> November 11 2013
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<b>0.3 Responsible Authority, Office, Person, etc.</b> Business Development Ludmila Glinska, tf.: +45 39 17 38 81, e-post: <a href="mailto:lgj@dst.dk">lgj@dst.dk</a> .	<b>Shortcut to this page</b> <a href="http://www.dst.dk/declarations/123585">www.dst.dk/declarations/123585</a>
<b>0.4 Purpose and History</b> The purpose of business services statistics is to provide new information about the activities in the service sector and thereby improve the knowledge of the information society. Moreover, the purpose is to improve the information in the national accounts statistics regarding the service sector, and finally it contributes to the continuing maintenance of activity codes in the Central Business Register.	
<b>0.5 Users and Application</b>	
Users of the statistics are politicians, organizations and private firms. The statistics can be used when planning and provide an overview of the development taking place in the service sector.	
<b>0.6 Sources</b>	
The statistics are based on questionnaires.Plus turnover liable for VAT registered in the Central Business Register. From Business Services Statistics 2007 turnover from the statistics Purchases and Sales by Industry (VAT statistics) is used.	
<b>0.7 Legal Authority to Collect Data</b>	
The Act on Statistics Denmark (Lov om Danmarks Statistik), Section 8, cf. Order no. 599 of 22 June 2000.	
<b>0.8 Response burden</b>	
The response burden has not been calculated.	
<b>0.9 EU Regulation</b>	
From the reference year 2008: Regulation (EC) No. 295/2008 of the European Parliament and of the Council of 11 March 2008 concerning structural business statistics.	
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<b>1 Contents</b>	
<b>1.1 Description of Contents</b>	
The statistics provide information on the distribution of total turnover and exports on products and services. Furthermore the statistics provide information on the turnover and exports divided by clients. Finally, statistics on ownership is collected.	
<b>1.2 Statistical Concepts</b>	
<i>Units and population.</i> Questionnaires are posted to enterprises engaged in the sector. For a list of the variables in the sector see below:	
<i>Variables:</i>	

#### Product design

- Communication design except digital design
- Digital design
- Fashion design
- Interior design
- Servicedesign
- Design management
- Strategic design
- Other additional products n.e.c.

Information on three categories of client is collected:

- Public sector
- Households and non-profit institutions
- Enterprises

Furthermore, information on ownership is collected ie. if the ownership is Danish, intra-EU or extra-EU.

*Statistical aims.* In the publication the total turnover and exports of the activity codes are given in DKK millions and their distribution on products and services are given in per cent. Furthermore, the activity codes share of the turnover and exports of each products and services are given in per cent. Finally the share of total turnover of the different categories of clients is stated.

*Groupings.* In the publication the turnover is distributed by products and clients.

The activity codes are:

- Industrial design and product design (DB07) 74.10.10
- Communications design and graphic design (DB07) 74.10.20
- Activities of interior decorators and room design (DB07) 74.10.30

Dansk Branchekode 2007 (DB07) correspond to Nace Rev. 2 activity classification

The activity codes for 2003-2006 are:

- Interior designer (DB03) 74.87.10
- Fashion design and industrial plant design (DB03) 74.87.20

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## 2 Time

### 2.1 Reference Period

The distribution of turnover and exports by products and services cover the financial year.

### 2.2 Date of Publication

The statistic is published every second year.

The time of publication, i.e. the time that passes between the end of the reference period and the time of publication in *News from Statistics Denmark* is approximately 280 days.

### 2.3 Punctuality

The statistics are usually published without delay in relation to the scheduled date.

### 2.4 Frequency

The statistic is published every second year.

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### 3 Accuracy

#### 3.1 Overall accuracy

The sample for the year 2008 consists of questionnaires from about 118 enterprises equal to a share of reply of 97 per cent. However, only 99 questionnaires were usable due to firms changing industry code etc. The total turnover of these enterprises accounts for approximately 38 per cent of the total turnover of all enterprises engaged in sector for design services in 2008. The sample consists of all enterprises with 10 or more employees as well as a sample of enterprises with 1-9 employees.

The data from the questionnaires are grossed up to the provisional total turnover liable for VAT as it is registered in the Central Business Register. Consequently one should have reservations about the total turnover as the results are subject to some uncertainty. From the reference year 2007 there is furthermore grossed up to the turnover from the statistics Purchases and Sales by Industry (VAT statistics).

#### 3.2 Sources of inaccuracy

*Coverage:* In 2008, the sample covered approximately 38 per cent of the total turnover liable for VAT as it is registered in the Central Business Register.

*Selection:* In 2008, the sample consisted of 118 enterprises. The sample consists of all enterprises with 10 or more employees as well as a sample of enterprises with 1-9 employees. Only enterprises which are active at the end of the year were included.

*Collection/measuring:* Data are collected by questionnaires. In the questionnaire the enterprises are asked to distribute their turnover in DKK 1,000 by a number of products, services and client categories.

*Loss:* In 2008, the loss amounted to 16 per cent, which is mainly due to enterprises being registered with an incorrect activity code and enterprises being closed down.

*Adaptation:* The information is grossed up to the total level of the six-digit activity codes within the strata mentioned above.

*Model assumptions:* The sample consists of all enterprises with 10 or more employees as well as a sample of enterprises with 1-9 employees.

*Seasonally adjusted:* As the Business services statistics is conducted on a yearly basis, there is no seasonally adjustment.

#### 3.3 Measures on accuracy

The statistical uncertainty is not calculated.

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### 4 Comparability

#### 4.1 Comparability over Time

The survey was conducted for the first time in 2007 for the reference year 2006. The years 2006 and 2008 are not directly comparable because of new activity codes (Nace Rev.2) used in 2008 and changes in the sample. In the reference year 2008 the sample changes from consisting of all enterprises with 10 or more employees as well as a sample of 50 percent of enterprises with 5-9 employees and 10 percent of the enterprises with 1-4 employees to consisting all enterprises with 10 or more employees as well as a sample of enterprises with 1-9 employees.

#### 4.2 Comparability with other Statistics

In the VAT statistics and in the enterprise statistics the turnover is published for the legal unit. The business services statistics is also published for the legal unit and the data is grossed up to the provisional turnover liable for VAT as it is registered in the Central Business Register. The final turnover is not available at the time when data is grossed up and therefore the turnover in the business services statistics is not exactly the same as the turnover in the VAT statistics and the enterprise statistics. From the reference year 2008 there is furthermore grossed up to the turnover from the statistics Purchases and Sales by Industry (VAT statistics).

#### 4.3 Coherence between provisional and final statistics

Only provisional turnover is published.

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### 5 Accessibility

#### 5.1 Forms of dissemination

The statistics are published in *News from Statistics Denmark and Statistical News Service sector*.

#### 5.2 Basic material: Storage and usability

The questionnaires and data are stored for a number of years.

#### 5.3 Documentation

The statistical methods are described in greater detail in *Statistical News Service Sector*.

#### 5.4 Other Information

No other information is available.

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