MEETING OF THE WORKING GROUP

"Business Services Statistics"

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Evaluation of the development project

Chairperson: Ms Inger Öhman
Interpretation requested from DE, EN and FR to DE, EN and FR

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EVALUATION REPORT

‘Business Services Statistics’

Statistics Sweden and Eurostat

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CONTENTS

1. Background

In 1999, Eurostat, with the support of DG Enterprise, started the development project “Business Services – Methodological Development and Harmonised Data Collection”. The main purpose of the project was to improve the statistical coverage of the business services sector. The first phase of the development project focused on computer and related services (division 72 of NACE). The second phase concentrated on computer services, as well as selected activities of other business services (division 74 of NACE). Methodological development and harmonised data collection, with breakdown of turnover by products and clients as key variables, were the most important elements of the project.

The project has now advanced to a stage where methodological guidelines have been developed and tested, and the results from the first harmonised data collection in the majority of Member States are available.

The purpose of this evaluation report is to compile the Member States’ different methodological reports.

2. Survey methods

Below is a description of the Member States’ different survey methods:

Austria: Austria has only surveyed computer services, using the Business Register as the sampling frame. The data collection was concentrated on enterprises with 5 or more employees. Enterprises with more than 50 employees are all covered in the sample. There was no legal obligation for the enterprises to provide the data.

Denmark: The Business Register was the basis for selecting the enterprises. All enterprises with 10 or more employees were selected. Among the remaining enterprises, a random sample was selected proportionally to the number of enterprises in the various NACE classes. The surveys carried out were compulsory except for the question concerning turnover from the three biggest clients, which was voluntary.

Finland: The Business Register of Statistics Finland was used as a sampling frame. The sampling method used was a stratified sample. All enterprises with more than 20 employees were included, together with a sample of smaller ones. Cut-off sampling was performed by excluding the smallest enterprises, in terms of turnover, from the smallest stratum (less than 5 employees). The surveys were carried out on a voluntary basis.

France: The annual survey on services (EAE-S) was used for conducting the surveys. The surveys do not correspond exactly to the demands of the harmonised EU surveys but they are close enough. For enterprises with more than 30 employees, the surveys were exhaustive. For enterprises with less than 30 employees, a sample was used. The reference year 1999 was used for all surveys.

Ireland: The surveys were conducted as supplementary questionnaires to the main Annual Service Inquiry. Enterprises with 10 or more employees were all covered in the sample.

Italy: Only computer services were surveyed. The Italian Business Register was used as the sampling frame. A census for enterprises with more than 50 employees was carried out. For smaller enterprises, a one stage stratified random sample was used. The survey was obligatory and the reference year was 2000.

Luxembourg: A census of enterprises with more than 10 employees was used. For smaller enterprises, they investigated 50 per cent of the population when there were more than 30 enterprises in the size class and carried out a census when there were less then 30 enterprises in the size class. The surveys were obligatory.

Portugal: The survey was exhaustive for enterprises with more than 50 employees or a turnover of more than 500 000 Euro. For the smaller enterprises, a stratified sample according to NACE (four digits) and employment classes was carried out. The data collection method used was a compulsory survey.

Spain: The questionnaires to collect the data were annexed to the Service Annual Survey. The Central Directory of Enterprises has been used as a frame of the survey. The data collection was carried out by sample survey. Enterprises with more than 20 employees were all covered in the sample.

Sweden: The Swedish Business Register was used as the sampling frame. Enterprises with more than 50 employees were all covered in the sample. Cut-off sampling was performed by excluding the smallest enterprises, in terms of turnover and/or number of employees (less than 1 employee or an annual turnover less than 500 000 SEK). The surveys were obligatory.

United Kingdom: The sample was drawn from the Inter-Departmental Business Register. The surveys were statutory for enterprises within the Great Britain.

3. Deviations from the harmonised EU questionnaires

The country questionnaires were based on the final harmonised versions of the questionnaires developed by Eurostat in co-operation with participating Member States. Some countries adapted the EU questionnaires slightly and added some extra questions:

Denmark: A few alterations were made, mostly including more detailed breakdowns.

Finland: The questionnaire included extra breakdowns of enterprise clients in all activities.
- manufacturing (incl. energy and construction)
- wholesale and retail trade
- transport storage and communication
- business services
- financing and insurance
- other

Finland also introduced an additional question to all activities in order to monitor the respondent burden:

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NACE	Minutes
72	13,9
74.12	15,0
74.13	6,8
74.14	12,3
74.2	13,2
74.4	17,4
Employment size class	
-9	11,9
10-49	13,1
50-249	19,5
250+	20,0
TOTAL AVERAGE	**13,9**

Italy: The Italian questionnaire included an extra breakdown on enterprise clients called *Others* (such as non-profit organisations, etc.). They also added extra questions on e-trade, training and employment. Finally, questions about compilation formality of the questionnaire were added.

Spain: The questionnaire concerning division 72 of NACE included the following extra breakdowns of enterprise clients:

- public sector
- industry
- provision of water, gas and electricity
- trade
- hotels and restaurants
- public transport
- private transport
- telecommunications
- computer
- bank, secure and other credit institutions
- services to enterprises
- public health
- private health
- public teaching
- private teaching
- households
- others

Furthermore, in the questionnaire on computer services, a question entitled *Revenues from rights of intellectual property income* was added. There were also questions about the *distribution of personnel employed* (e.g. position in the enterprise, age groups, professional category).

In the same way as Finland, Spain had included a question about the time the respondents spent answering the questionnaires. In average the respondents spent approximately 60 minutes to compile the necessary information and filling in the questionnaire. This can be compared to the Finnish results where it took approximately 14 minutes. Are these measuring the same thing? There seem to be a big difference in the time spent answering the questionnaires.

Spain also included an extra variable in class 74.13 *Other market research services.* Furthermore, Spain included extra variables in class 74.12 *Other related services* as well as in class 74.14 *Public relations and communication assistance services.*

Sweden: The Swedish survey added one extra definition in the breakdown of clients, *Non-profit institutions.* The enterprises were also asked to break down information by clients for every product and not just the main products of each activity category. Some extra questions were added in the computer services questionnaire after discussions with business associates organisations.

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4. Computer services (division 72)

4.1 Survey execution

Country	Population	Sample size	Response rate (%)
Austria	795[1]	591	40
Denmark	-	910	85[2]
Finland	-	428	42
Ireland	4 870	990	41
Italy	55 962	6 493	40
Luxembourg	459	278	44
Portugal	3 114	1 058	40
Spain	20 123	3 882	61
Sweden	23 763	1 133	75
UK	-	1 949	73

4.2 Experience and feedback from respondents

The experiences from the country reports show that, in most cases, the enterprises were able to break down the turnover by products and clients, even if some problems were detected.

Finland's experiences show that enterprises had difficulties in providing client and product breakdowns, as no internal reporting system supports this. It is also quite clear that IT services can be classified in a number of ways meaning that, at best, there are good but not necessarily harmonised estimates across enterprises.

The feedback from the Austrian enterprises was mostly positive concerning the questionnaire and product descriptions. In most cases, enterprises were able to break down their turnover by clients and products. The product descriptions were very helpful as only about 6 per cent of the responding enterprises asked for additional information. The client breakdown was much easier for the respondents than the product breakdown.

Both the Austrian and Swedish surveys showed that the distinction between telecom and IT activities was not always clear; occasionally these sectors overlapped. The Swedish experience is that this causes growing problems when defining business activities and this is also visible in product breakdowns.

Another problem in the Austrian survey was the separation of *Other software and computer consultancy services* from *Systems maintenance services* and *Computer hardware servicing, repair and maintenance*.

[1] Due to the decision not to collect data from enterprises with less than 5 employees, the population for stratification procedures was 795 enterprises exceeding this size class criteria.
[2] The response rates for the question that was voluntary were considerably lower.

The products entitled *Leasing and rental services of computing machinery* and *Business and management consulting services* are of minimal significance for computer services enterprises (this is also the case in Denmark). *Income from intellectual property rights* is negligible as well.

In Spain, the feedback is that the questionnaire collects the information correctly.

Sweden found that some Internet service providers belonging to NACE 72 were included in the survey, but these businesses are not always in line with the traditional IT businesses.

Furthermore, the Swedish experience shows that it seems to have been fairly easy to divide turnover into different product classes (this may be a result of the contact with the business associations), except for some large enterprises. Austria and Finland experienced the same. The turnover in the large enterprises often comes from complex products and therefore they have had problems to break it up into different product categories. Some of the large enterprises did not find their products within the categories available. The experience is the opposite in Denmark. The smallest enterprises seem to have had the greatest problems in splitting up the turnover into the product classes.

In Sweden and Finland, some of the large enterprises have also been unable to divide the turnover according to type of client.
The extra breakdown of enterprise clients in Finland did not seem to cause problems for the enterprises. This was also the indication received in the testing phase. (This extra breakdown was done even in division 74).

4.3 Discussion points

In Austria, the products *Leasing and rental services of computing machinery*, *Business and management consulting services* and *Income from intellectual property rights* were of minimal significance. It would be interesting to note if other countries had the same experience.

One experience from the Swedish and Austrian survey was that the telecom and IT sectors often seem to overlap. However, to only survey computer services would lead to correcting only for over-coverage and not for under-coverage. One way to handle this problem would be to survey computer services and telecom at the same time.

5. Market research (class 74.13)

5.1 Survey execution

Country	Population	Sample size	Response rate (%)
Finland	-	59	51
Denmark	-	53	91
France	2 843	597	76
Ireland	131	36	28
Luxembourg	22	22	32
Portugal	621	621	6
Spain	3 693	510	65
Sweden	559	184	79
UK	-	138	76

5.2 Experience and feedback from respondents

The experiences from the Finnish, Danish and Swedish surveys are that the enterprises have generally replied to the questionnaire without problems. The extra breakdowns introduced for market research i.e. *Qualitative research*, *Quantitative ad-hoc surveys* and *Quantitative ongoing surveys* appeared to have worked well.

In the Spanish questionnaire, the product *Other market research services* was added. The provisional share or turnover result of this new product was very big in comparison to the other products in the harmonised EU questionnaire. Market research services can be developed using the data collected with a survey or data from other sources (e.g. a register or database). The breakdown of turnover for this activity should include this fact, not only taking into account the surveys. The Spanish opinion is that this is the reason for the large percentage of turnover reflected in the product *Other market research services.*

Experiences from the Swedish survey show problems with incorrect NACE codes in this class. Approximately 40 per cent of all enterprises in the sample had incorrect codes. Most of these enterprises belong to NACE 74, such as 74.4 Advertising.

5.3 Discussion points

There are very few enterprises in this activity and a large number with incorrect NACE codes. Many of the enterprises that are wrongly classified seem to belong to 74.4 *Advertising services*. One suggestion would be to combine these two surveys. Would the reporting be combined as well? Now they are separate sectors in Annex 1.
In Spain, there appears to have been problems with the breakdown of *Market research*. It would be interesting to note if other countries experienced the same problems. However, there is no concrete proposal from Spain on this point - see the discussion above.

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In the Danish survey *Computer services* only represent one per cent of the total turnover. *IT related training services* represent less than one per cent. Denmark suggests to join these two questions in the questionnaire.

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6. Accounting, business and management consultancy (classes 74.12 & 74.14)

6.1 Survey execution

Country	Population	Sample size	Response rate (%)
Finland	-	474	50
Denmark	-	705	81
France	63 011	5342	80
Ireland	5 912	1 206	44
Luxembourg	767	437	43
Portugal	10 963	1 757	53
Spain	40 113	1 497	79
Sweden	40 241	1 311	77
UK	-	1 730	79

6.2 Experience and feedback from respondents

Some Finnish accounting enterprises had problems in breaking down their products into the required categories, as their accounting systems do not necessarily support the provision of this kind of information. Other problems were reported for providing/provision of information on the client structure, as these types of statistics are not generally available in a systematic manner. Furthermore, the Finnish accounting companies often have a wide spread of clients which presumably makes the issue quite difficult to estimate.

The Spanish questionnaire was slightly modified compared to the harmonised EU questionnaire, which was not considered detailed enough. A product related to accounting, bookkeeping and auditing services was added, called *Other related services*. The final result was that most of the turnover belonged to this new product.

In both Sweden and Finland, in terms of turnover the "residual product" in the business and management consultancy services sector entitled *Other business and management consultancy*, turned out to be the most important product of all.

Furthermore, the Swedish and Finnish experiences from the surveys are that the provision of IT consultancy services appeared to be fairly insignificant by business and management consultancy companies. In Sweden, this applies to accounting enterprises as well.

In Finland, the small enterprises have, in general, put the entire turnover into the class *Education/training*. This indicates that it is difficult to separate consulting and training as they are often integrated. Drawing a line between the two is largely a matter of respondents' judgement.

In Spain, the product *Public relations and communication assistance services* was added, taking it out of *Other business and management consultancy service*. Even with this change, as in Finland and Sweden the product *Other business and management consultancy service* generated the biggest share of turnover of all products related to business and management consultancy services.

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In Denmark, the enterprises did not seem to have any difficulties with the questionnaire. But some enterprises claimed that the product categories did not correspond with their bookkeeping.

6.3 Discussion points

Concerning class 74.12, it appears that the product breakdown has worked reasonably well, although some enterprises experienced difficulties. In Spain, most of the turnover appeared in the product *Other related services*. Other countries did not seem to need this extra breakdown.

Concerning class 74.14, there appeared to be more difficulty in breaking up the turnover into products. The product *Other business and management consultancy services* seem to account for a large share of the turnover. This may indicate that a finer and more detailed product breakdown is necessary.

Furthermore the products *Computer services* and *Training services* are of almost no significance. A suggestion is therefore to delete them from the questionnaire, or at least not to separate them.

Some countries had problems with incorrect NACE codes. In Sweden, this problem was the worst in class 74.14, where a lot of “residual” enterprises seemed to use this code.

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7. Architectural and engineering services (group 74.2)

7.1 Survey execution

Country	Population	Sample size	Response rate (%)
Finland	-	374	44
Denmark	-	669	85
France	56 991	6 269	77
Ireland	3 983	757	46
Luxembourg	362	216	51
Portugal	4 812	1 194	52
Spain	78 424	1 374	78
Sweden	25 792	1 021	82
UK	-	1 484	78

7.2 Experience and feedback from respondents

The experience in both Finland and Sweden is that the product classification was not satisfactory. It was too construction-orientated and did not adequately define a considerable part of engineering services, such as those related to machinery. In Sweden, these items are often part of residual categories even though they are fairly important.

In Finland, there were problems with the product *Project management services*, as these cannot normally be separated from the technical design projects. Other unclear issues reported were the placement of geo-technical services or automation design.

In Sweden, some technical consultancy enterprises provide large technical systems, including both the machinery and the technical consultation. In some cases, these enterprises could not separate the two different parts, so the total turnover for the system was regarded as a consultancy service. In Sweden, as well in Denmark, architects found it difficult to split up their turnover. For instance, they were confused by all the categories within *Engineering design services* that they are not involved in. One suggestion would be to design a questionnaire solely for architects.

The Danish survey showed that enterprises involved in turnkey projects found it difficult to split up the turnover into different categories of engineering design services.

The Spanish experience is that the architectural breakdown seems to reflect well the structure of the services in this activity. On the other hand, the engineering breakdown was not as effective. A more detailed breakdown is necessary. One suggestion is to add a product called *Engineering design services for telecommunications.*

7.3 Discussion points

Experiences from the surveys showed that the architects had problems with product breakdown mostly because they where confused by the different product categories. One proposal is therefore to split the questionnaire into two, i.e. one for architects and another for engineering enterprises.

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However, one problem may occur that all countries are not able to separate architects from engineers. If the two questionnaires are split into two, Spain proposes to use the same breakdown structure in architectural as in engineering services. The Spanish proposal is as follows:

- Architectural services (architectural assessment services, building design and drafting activities, project management and supervision of construction, other architectural services)
- Engineering services (engineering assessment and consultancy services, engineering design services, project management and supervision, other engineering services)
- Town and city planning services
- Other architectural and engineering services

Furthermore, the questionnaire seems to have been too construction-orientated and did not adequately catch a considerable part of engineering services, such as that related to machinery. One proposal from Denmark is to include a new product, such as *Turnkey services*. The experience from the other countries is that this extra product breakdown does not seem to be necessary.

In Finland, the survey results indicate that there has probably been a problem with the concept of exports. At least a part of the businesses seem to have included indirect exports in the given figure. It should also be made clear in the questionnaire if it is only the design work that is required or if the related consulting should also be included. The businesses almost unanimously reported that it would be very difficult or impossible to separate design as a separate item. It was also unclear if the questionnaire was actually designed to separate consultancy work and design-related work, when related to building structures, for example. Another experience is that a large part of the enterprises used an incorrect NACE code. In Sweden, some of the incorrect enterprises belonged to the industry sector, e.g. division 45.

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8. Advertising services (group 74.4)

8.1 Survey execution

Country	Population	Sample size	Response rate (%)
Finland	-	225	40
Denmark	-	415	75
France	19 593	2 939	77
Ireland	501	210	37
Luxembourg	161	92	42
Portugal	3 693	978	36
Spain	18 551	957	63
Sweden	12 007	881	65
UK	-	510	72

8.2 Experience and feedback from respondents

Finland emphasises that NACE 74.4 is a mixture of media companies and advertising companies, whose business and turnover volumes differ considerably. A great majority of media agencies' turnover consists of media purchases and sales, which greatly raises turnover. On the other hand, advertising agencies' turnover for design, etc. is fairly small compared to the media agencies. It already proved in the testing phase problematic to interpret the ”production” in terms of turnover.

In fact, the Finnish figures show that the bulk of respondents' turnover is generated by sales of advertising space and time by some 5 enterprises. This approach needs to be reconsidered as this now leads to the question of what the survey figures show about the production of advertising services.
In the Swedish questionnaire, a question about costs for buying media space and time was added. This enabled the Swedish National Accounts to use the turnover figure for sale or leasing of advertising space or time. Sweden did, however, report gross figures to Eurostat. Would this be helpful for other countries.

Finland points at the contradiction between the concept of *Full-service advertising agencies* and *Services of media buying agencies/Advertising design*. If an agency carries out the latter two activities, it is more or less a *Full-service advertising agency* by definition. According to a Finnish business association, there are only few full service agencies - as it can be understood here – in Finland.

Finland, Spain and Sweden found that the enterprises often tend to allocate their turnover to the class *Full-service advertising agencies* probably because it was easy and tempting to do so. Finland believes that the survey failed in these critical product questions due to the conceptual problems mentioned above. The existence of this problem has been discussed already in the Finnish pilot testing report from Autumn 2001.

Due to the problems described above, the figures for Finland on products should preferably be ignored in this survey, as they do not fully reflect the activity in a proper manner. Finland proposes a complete rethink of the existing approach and results, i.e. to discover what the results really imply and what could be done to revise the approach.

Denmark and Sweden found that another problem relates to a lack of clarity in the distinction between graphical and advertising related activities. There are enterprises classified within advertising whose main activities are concentrated on printing or on transferring logos or other advertising designs onto different types of products. The enterprise does not necessarily carry out any design-related activity, as its activities are concentrated on buying relevant material (e.g. pencils, umbrellas, t-shirts, etc.) and receiving logo designs and other designs from their customer's advertising company.

In Finland, Spain and Sweden, businesses had problems with the point C: *Sales by media*. The reasons for this are probably that, even though the classification given in the question followed a rather standard approach, the enterprises were not able to place their activity in this framework. Finland and Sweden were not able to report any results for this section.

Finland also found it unclear why households were included as clients. This question caused some problems, as households are often the target group of commercials but they are not paying clients, as is meant in this case.

In Finland, advertising agencies reported that they would have problems in understanding the question on exports. According to the businesses it is quite typical that advertising agencies take care of domestic customers' advertising abroad. From the advertising companies perspective, they get their fee from exports and therefore they had problems with the definition "foreign clients", as these are often "domestic" for them.

8.3 Discussion points

In almost every participating country, *Sale or leasing of advertising space or time* constitutes approximately half of the total turnover in NACE 74.4. A great majority of media agencies' turnover consists of media purchases and sales, which greatly raises turnover. This approach needs to be reconsidered as it leads to the question of what the survey figures show about the production of advertising services.

Many advertising enterprises tend to allocate their turnover to the class *Full-service advertising agencies*. One reason could be that some of the activities (e.g. photography services, production of films, etc.) are often a part of a full-service job. Another problem is that the distinction between graphical and advertising related activities is not quite clear.

Due to the above-mentioned problems, we suggest that a more thorough investigation concerning the advertising business is necessary if this survey is to be carried out in the future.

In some countries, businesses had problems with the point C: *Sales by media*. Finland and Sweden were not able to report any results for this section. We suggest that this question should not be included in a future survey.

Finland suggests that market research, photography services, production of films for advertising and other “subsidiary services” should be included in the definition “other products”, as examples. This is because these services are almost always purchased from third parties.

Finally, it was above suggested that the survey on 74.13 could be combined with the one on 74.4.

9. Concluding remarks

In conclusion, there are some overall comments and experiences that are important to discuss before launching a new data collection.

Before moving on to a third phase, the demands from National Accounts and Service Price Index should be explored and co-ordinated. These demands should be seen as a minimum standard when dealing with the breakdown of products and clients. This could also mean that the project should expand to other divisions besides NACE 72 and 74. In the Eurostat/OECD joint Working Group on services prices development, a time schedule and list of future needs have been compiled, including labour recruitment and provision of personnel, industrial cleaning and security services (NACE 74.5, 74.6 and 74.7).

The data collection should also be more closely linked to the SBS regulation concerning time schedules.

Based on the received results and demands from National Accounts and Service Price indices, it is important to re-evaluate the necessity of the product breakdown related to activities outside the core activities. If results show that these other activities are of minor significance, it would be more useful to elaborate further on the core question, for example, by using descriptions, examples and a possible further breakdown of products related to the core activities. Overall, the applied breakdowns cannot be considered as too detailed or excessively demanding for the enterprises. Some feedback received from the business associations often referred to the too broad categories in order to describe their own field adequately and usually their own data collection operated clearly on a more detailed level.

To help the respondents, it is important to allow a small number of possible respondents and associations to take part in the design of the questionnaire, so that it will be possible to adapt the questions to country conditions.

The results for NACE 74.13, 74.2 and 74.4 show that the percentages of turnover due to computer services, training and business and management consultancy services are insignificant and it is therefore proposed that these be deleted from the questionnaires.

For NACE 74.12 and 74.14, services related to training are negligible and should be deleted from the questionnaire. Services related to computer services are significant but it is perhaps not necessary to have three variables.

Many of the enterprises have commented that their internal systems are not set up to provide the details requested (little conflicting with the 3rd point). However, most enterprises have been able to give an estimate. From many countries, the impression is that the quality of the replies differs considerably from one enterprise to another. Does this apply to all questionnaires?

One of the main problems in the surveys has been related to incorrect NACE codes, which often involves the wrong classification of the 4th figure. Only surveying some of the 4-digit NACE codes within a division could cause some problems. If the NACE codes are corrected, this means that they are only corrected for over-coverage and not for under-coverage. To solve this problem, all classes within a division should be surveyed. As far as the BS project is concerned, this would mean an extension to cover remaining sectors of division 74.

A differing (ProdCom framework instead of SBS) view can be found from the UK report. The UK is conducting a Eurostat-funded scope study to investigate the feasibility of extending ProdCom to cover services, ServCom (Services of the European Community). The UK believes that it is more appropriate to collect this turnover by product information under the ProdCom regulation than the SBS regulation. The UK view is not in line with the strategy on services statistics approved by June 2002 BSDG and September 2002 SPC meetings. Development of business services statistics within the SBS framework is one of the key elements of the strategy on services statistics.

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Annex 1
Turnover by product in per cent

74.12 Accounting, book-keeping and auditing activities; tax consultancy

	DK	ES	IE	FI	SE	UK
Accounting, book-keeping and auditing services; tax consultancy services	83.6	90.0	70.0	89.1	89.2	67.1
Business and management consultancy services	12.7	3.3	25.3	3.7	7.5	19.1
Other additional products n.e.c and training services	1.7	6.7	3.0	5.9	2.4	12.3

74.13 Market research and public opinion polling

	DK	ES	FI	SE	UK
Sale or leasing of advertising space or time	0.0	0.0	0.0	1.8	0.0
Other advertising related services	2.8	0.0	0.0	0.0	0.9
Market research services	61.7	85.7	90.0	91.7	45.7
Public opinion polling services	2.5	10.2	4.2	2.0	5.9
Business and management consultancy services	1.6	0.0	0.2	1.1	11.3
Training services	1.2	0.5	0.1	0.0	0.3
Other additional products n.e.c	29.0	3.5	3.6	1.4	35.6

74.14 Business and management consultancy activities

	DK	ES	IE	LU	FI	SE	UK
Accounting, book-keeping and auditing services; tax consultancy services	1.3	1.5	0.6	11.8	1.2	2.7	1.0
Business and management consultancy services	63.3	89.4	89.3	45.3	85.2	90.3	56.3
Training services	5.0	0.5	1.2	1.5	8.5	1.4	2.1
Other additional products n.e.c	2.9	8.5	5.3	41.4	2.6	3.8	37.2

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74.2 Architectural and engineering activities and related technical consultancy

	DK	ES	IE	FI	SE	UK
Architectural services	13.9	3.8	27.7	9.3	10.9	9.2
Engineering design services incl. integrated engineering service for turnkey services	31.5	38.8	29.7	69.0	52.7	33.0
Urban planning services	0.6	6.0	1.2	3.5	1.1	1.1
Project management services	14.3	10.4	6.3	5.0	10.6	8.2
Others architectural and engineering services	14.1	31.2	6.6	4.8	17.7	6.1
Construction	1.5	2.9	16.4	2.0	1.1	6.8
Business and management consultancy services	1.6	0.0	0.3	0.6	0.5	7.8
Training services	0.2	0.5	0.0	0.3	0.5	7.8
Other additional products n.e.c	20.9	6.5	10.8	4.7	4.2	25.4

74.4 Advertising

	DK	ES	IE	LU	PT	FI	SE	UK
Sale or leasing of advertising space or time	46.9	41.4	27.9	58.4	62.0	49.1	51.2	59.6
Planning, creating and placement services of advertising	42.6	57.0	66.6	21.1	29.8	39.6	37.1	27.3
Other advertising related services	5.5	1.2	4.0	6.8	6.8	6.8	7.6	4.1
Market research services	0.4	0.0	0.0	0.0	0.1	0.2	1.5	0.4
Public opinion polling services	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Business and management consultancy services	0.5	0.0	0.1	0.8	0.0	0.5	0.0	0.9
Training services	0.1	0.0	0.0	0.4	0.0	0.3	0.1	0.1
Other additional products n.e.c	2.9	0.3	1.4	12.6	1.1	3.4	2.1	7.5

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72.1 Hardware consultancy

	DK	ES	LU	PT	FI	SE	UK
Hardware consultancy services	13.6	91.8	20.4	3.3	9.2	67.5	10.3
Software supply	22.1	3.3	41.8	44.6	46.1	9.5	39.8
Other computer services	13.8	1.7	22.2	10.7	18.9	1.3	3.7
Network and telecommunication services	1.0	0.0	1.2	2.6	0.4	2.0	1.5
Leasing or rental services of computing machinery without operator	1.0	0.0	2.0	0.0	0.0	0.0	0.0
Resale	44.9	2.1	8.0	20.8	14.6	15.7	17.3
Training services	1.5	0.7	0.5	0.3	0.0	0.2	0.4
Other additional products n.e.c	1.8	0.4	0.3	11.5	0.0	3.7	17.6

72.2 Software consultancy and supply

	DK	ES	LU	AT	PT	FI	SE	UK
Hardware consultancy services	2.9	3.4	12.7	0.5	0.7	1.6	3.7	5.2
Software supply	50.0	54.9	36.8	67.1	35.6	57.2	83.9	59.0
Other computer services	30.0	25.0	25.6	18.1	9.8	21.7	5.1	15.9
Network and telecommunication services	3.4	1.9	4.7	0.7	1.5	1.3	1.1	0.8
Leasing or rental services of computing machinery without operator	0.0	0.0	0.8	0.4	0.1	1.1	0.4	0.1
Resale	8.5	11.2	12.7	10.6	30.3	11.6	3.0	9.4
Training services	1.9	1.0	0.8	1.3	0.6	-	0.6	0.3
Other additional products n.e.c	3.1	2.7	2.2	0.4	3.9	2.1	1.8	4.6

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72.3 Data processing

	DK	ES	PT	FI	SE	UK
Hardware consultancy services	0.8	3.4	5.7	0.4	0.8	2.5
Software supply	30.5	1.8	25.5	53.7	18.5	12.5
Other computer services	52.8	89.4	44.0	32.0	61.0	45.4
Network and telecommunication services	1.1	0.7	0.0	1.3	5.1	0.5
Leasing or rental services of computing machinery without operator	0.0	0.0	0.0	0.5	1.6	0.3
Resale	11.4	0.4	17.3	9.8	6.3	6.1
Training services	0.1	0.4	0.3	0.0	0.5	0.6
Other additional products n.e.c	3.4	4.1	6.0	1.2	4.1	31.0

72.4 Data base activities

	DK	PT	FI	SE	AT	UK
Hardware consultancy services	0.5	0.0	0.1	0.3	0.0	3.3
Software supply	8.3	0.0	48.0	6.5	0.0	33.8
Other computer services	61.1	78.9	32.9	86.6	100	23.9
Network and telecommunication services	21.9	0.0	18.2	1.0	0.0	0.0
Leasing or rental services of computing machinery without operator	0.2	0.0	0.0	0.0	0.0	0.0
Resale	2.3	15.8	0.1	2.4	0.0	4.0
Training services	1.0	2.6	-	0.0	0.0	0.0
Other additional products n.e.c	4.6	0.0	0.1	3.1	0.0	26.9

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72.5 Maintenance and repair of office, accounting computing machinery

	DK	ES	AT	PT	SE	UK
Hardware consultancy services	2.0	0.4	2.0	5.6	5.2	13.2
Software supply	2.7	2.8	5.9	11.1	12.8	16.7
Other computer services	67.8	80.8	79.6	19.0	69.6	42.8
Network and telecommunication services	7.1	6.9	0.5	2.4	0.8	3.2
Leasing or rental services of computing machinery without operator	0.2	0.0	1.2	0.0	0.0	0.2
Resale	19.3	5.4	8.9	39.8	10.3	10.3
Training services	0.0	0.5	1.5	0.3	0.2	1.3
Other additional products n.e.c	0.7	3.2	0.3	21.5	0.9	10.3

72.6 Other computer related activities

	DK	IE	AT	PT	SE	UK
Hardware consultancy services	6.4	3.0	0.0	0.7	2.0	3.5
Software supply	23.9	28.3	25.8	25.7	17.1	32.3
Other computer services	15.8	12.5	0.0	10.3	10.9	5.7
Network and telecommunication services	43.1	19.5	0.0	0.2	6.0	9.1
Leasing or rental services of computing machinery without operator	0.0	1.3	0.0	0.1	1.9	0.0
Resale	3.6	15.5	0.0	33.8	35.5	34.4
Training services	1.2	1.3	0.0	4.6	3.3	1.5
Other additional products n.e.c	5.6	17.2	74.2	24.3	12.0	10.2