

16 June 2014

**Services Sector Price Indices (SSPI). Base 2010**  
First quarter 2014. *Provisional data*

**Advertising services registers a decrease of almost four points in its annual rate, up to –6.9%**

**The annual rate of the *Telecommunications* services stands at 0.1%, after registering an increase of two points and a half**

**Annual evolution of prices in services**

Nine out of the 15 activities in the services sector, for which price indices are calculated, experienced a decrease in their annual variation rate in the first quarter of 2014, whereas it registered an increase in five of them.

Among the services with a decrease in their annual rate, worth noting:

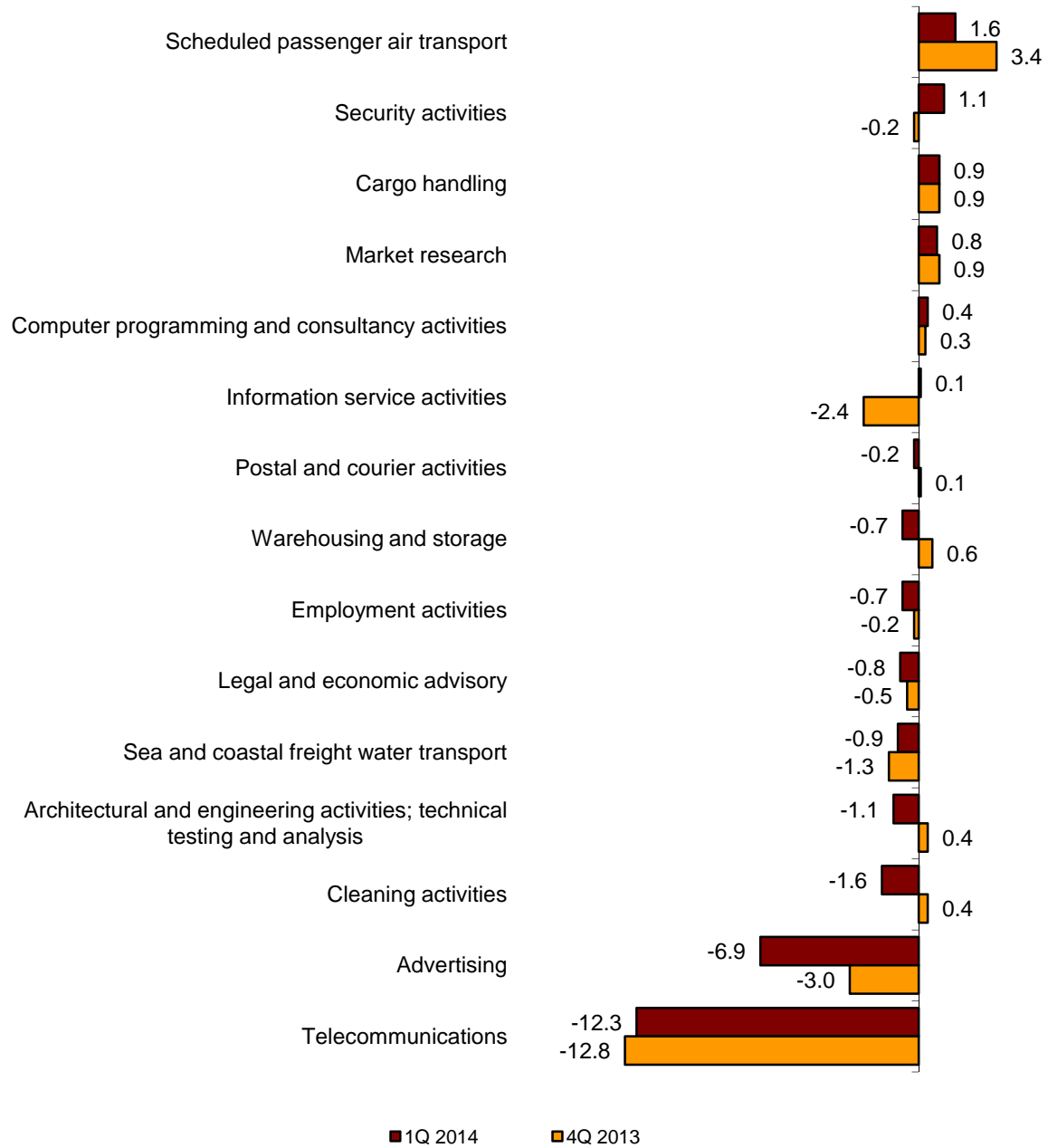
- **Advertising**, whose annual rate decreased almost four points, up to **–6.9%**, due to the greater decrease in the prices of this activity this quarter, as compared with the previous year.
- **Cleaning activities**, whose annual variation decreased two points and stood at **–1.6%**, the lowest since the beginning of the series in the first quarter 2007. This behaviour was due to the decrease in the prices of this service in this quarter, as compared with the increase registered in 2013.
- **Scheduled passenger air transport**, whose rate stood at **1.6%**, almost two points below that of the previous quarter. This decrease was due to the lower increase of the prices this quarter as compared to the same period of the previous year.

On the other hand, the activities with the greatest increases in their annual variation were:

- **Information service activities**, whose annual variation stood at **0.1%**, two points and a half higher than that registered in the previous quarter. This behaviour was due to the increase registered in prices this month, as compared to the decrease of the previous year.
- **Security activities**, whose rate stood at **1.1%**, more than one point over that registered in the fourth quarter 2013, showing the increase registered in the prices of these services this quarter, as compared to the decrease registered in the previous year.
- **Telecommunications**, whose annual rate registered an increase of half a point, reaching **–12.3%**. This behaviour was due to the lower decrease of the prices of this activity this quarter, as compared to the first quarter 2013.

**Annual rates of the IPSS. Base 2010**

Index by sectors



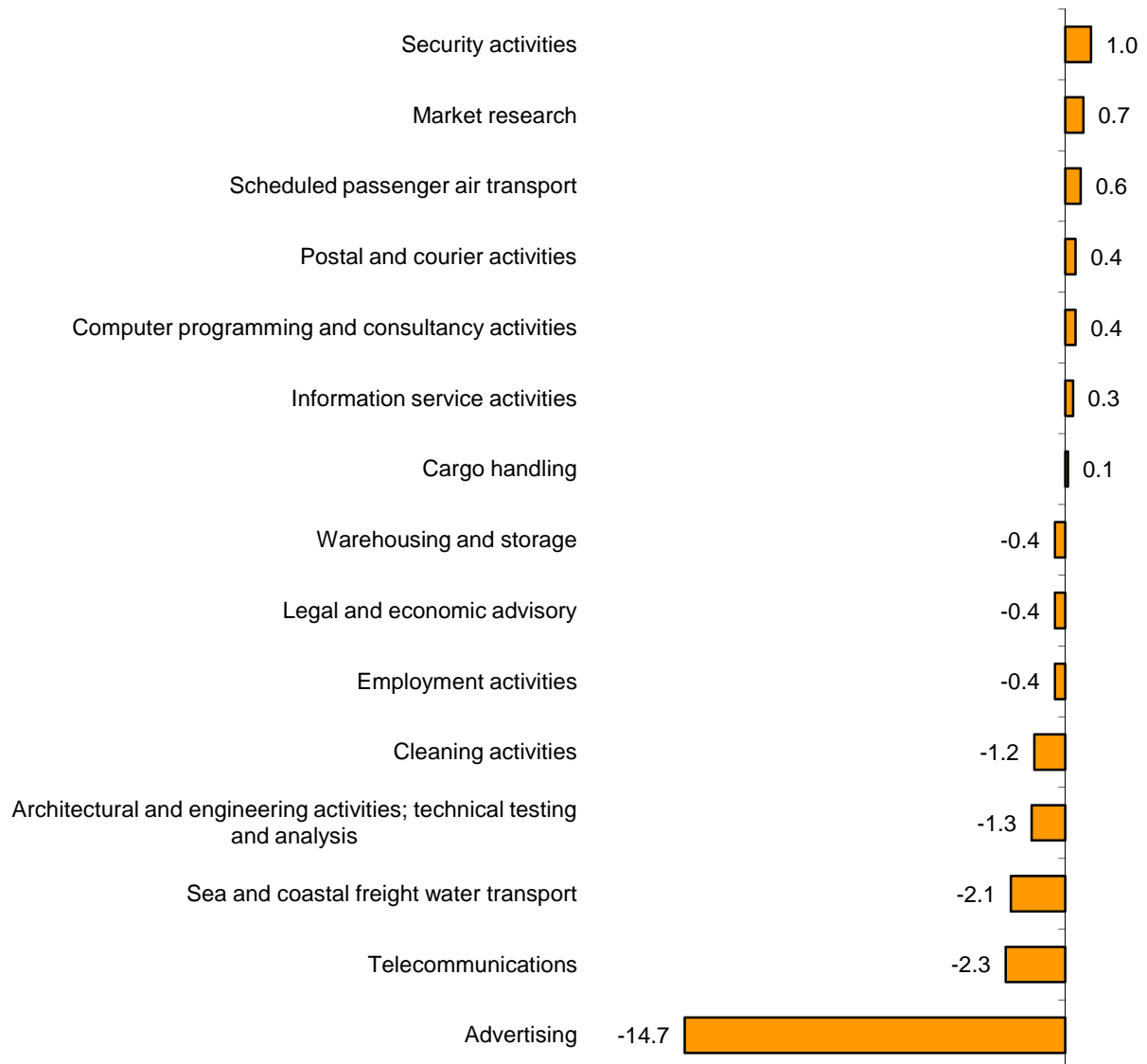
**Quarterly evolution of the prices of services**

The greatest price decreases registered in the first quarter 2014, as compared with the fourth quarter of 2013, were recorded in *Advertising* (-14.7%), *Telecommunications* (-2.3 %) and *Sea and coastal freight water transport* (-2.1%).

Among the activities that increased their prices this quarter, as compared with the previous quarter, it is worth noting *Security activities* (1.0%), *Market research* (0.7%) and *Scheduled passenger air transport* (0.6%).

**Quarterly rates of the SSPI. Base 2010.**

Index by sectors



## Services Sector Price Indices. Base 2010

### First quarter of 2014

Provisional data

#### 1. National Indices by sectors

	Index	% Variation		
		Over the previous quarter	Year to date	All over the year
1. Sea and coastal freight transport	100.2	-2.1	-2.1	-0.9
2. Scheduled passenger air transport	110.5	0.6	0.6	1.6
3. Warehousing and storage	101.1	-0.4	-0.4	-0.7
4. Cargo handling	106.0	0.1	0.1	0.9
5. Postal and courier activities	99.0	0.4	0.4	-0.2
6. Telecommunications	73.6	-2.3	-2.3	-12.3
7. Computer programming and consultancy activities	102.6	0.4	0.4	0.4
8. Information service activities	94.5	0.3	0.3	0.1
9. Legal and economic activities	99.6	-0.4	-0.4	-0.8
10. Architectural and engineering activities; technical testing and analysis	98.6	-1.3	-1.3	-1.1
11. Advertising	86.4	-14.7	-14.7	-6.9
12. Market research	103.7	0.7	0.7	0.8
13. Employment activities	100.5	-0.4	-0.4	-0.7
14. Security activities	101.6	1.0	1.0	1.1
15. Cleaning activities	99.3	-1.2	-1.2	-1.6

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