

Statistics on Products in the Market Services Sector Year 2005

Enterprise dedicated to freight transport by road are those that most outsource their production

Database and Postal Service companies are the most specialised, concentrating more than 82% of their invoicing on their main activities

Today, for the first time, the INE is issuing its Statistics on Products in the Services Sector. Part of the information provided in this Statistical Research used to be included, although in a less detailed manner, in the Annual Services Survey and the Annual Trade Survey.

This Statistical Research currently allows us to learn that, among other data of interest, Travel Agencies invoice 47.3% of their turnover with companies of the same sector, or that Data Base and Postal Service companies are the most specialised, as their main activities concentrate 82% of their turnover.

Activities analysed in the Statistics on Products 2005

Main activity	Number of Companies	Turnover (millions of €)
Sales and repair of vehicles; retail fuel sales	76.596	115.762
Wholesale trade and intermediaries	206.612	368.906
Retail trade and repair of household goods	535.729	193.778
Hotels and other accommodation (*)	20.443	15.650
Travel agencies (*)	8.373	16.348
Railway Transport	7	1.765
Metropolitan transport	3	584
City and intercity transport by bus	4.496	4.434
Freight transport by road	135.549	33.009
Maritime Transport	216	1.669
Air transport	54	8.411
Postal activities	6.056	4.573
Computer activities	28.881	18.224
Audiovisual activities	7.631	11.069
Legal and economic advice	157.011	21.999
Market studies	3.721	1.216
Technical services	100.235	20.605
Advertising	22.626	16.110
Labour recruitment and provision of personnel	2.961	4.282

(*) Only main companies have been included within these activities, for the purpose of this Statistics on Products

The Statistics on Products in the Services Sector presents a turnover breakdown of products sold (pursuant to the National Classification of Products by Activities) of a large portion of the activities that comprise the Market Services Sector. Although this classification differs in some cases, as new services are incorporated or other bordering ones are included so that companies can breakdown their turnover figures in a more appropriate manner.

The detailed breakdown of the turnover on a product basis allows to correctly appoint the main activity, as service companies usually undertake more than one activity. The breakdown also allows to undertake the reclassification works entailed by the migration from the current activity classification (NACE Rev.1.1) to the recently passed (NACE Rev. 2).

Degree of specialization

Within Computer Services, companies Database companies are the most specialised, concentrating 82.77% of their turnover on databases and web-portals.

On the other hand whose main activity is Consulting Computer Equipment are the least specialised, as they obtain 52.42% of their turnover by rendering this service.

Computer services: breakdown of total net turnover by products

Products	Main activity of the enterprise					
	72.4	72.5	72.1	72.3	72.2	
TOTAL	100%	100%	100%	100%	100%	
<i>Computer products</i>						
1. Database services and web portals	72.4	82.77%	0.10%	1.26%	1.15%	0.37%
2. Maintenance and repair of office, accounting and computing machinery	72.5	0.16%	73.00%	0.78%	2.39%	2.52%
3. Hardware consultancy services	72.1	0.26%	0.26%	52.42%	0.45%	3.90%
4. Computer facilities management services (outsourcing)	72.3	0.25%	3.31%	3.01%	41.66%	5.39%
5. Computer programming services	72.2	3.05%	2.05%	5.16%	5.23%	38.64%
6. Data processing, hosting and related services	72.3	7.19%	0.33%	0.86%	32.46%	1.33%
7. Hardware and other information technology consultancy services	72.2	3.92%	3.67%	16.25%	11.69%	23.88%
8. Installation services of computers and peripheral equipment	72.2	0.04%	2.65%	3.05%	0.68%	4.98%
9. Software publishing	72.2	0.55%	0.32%	0.00%	0.31%	4.83%
<i>Other products</i>						
10. Manufacture of computers and peripheral equipment	30.0	0.00%	0.29%	0.86%	0.02%	1.47%
11. Resale (wholesale and retail)	51/52	0.66%	11.15%	6.06%	1.36%	8.66%
12. Telecommunication	64.2	0.54%	1.73%	0.00%	0.75%	0.87%
13. IT-related training	80.4	0.15%	0.17%	3.87%	0.41%	0.72%
14. Renting machinery and equipment (including computers)	71.3	0.00%	0.11%	0.40%	0.01%	1.06%
15. Business and management consultancy services	74.14	0.12%	0.10%	1.51%	0.21%	0.51%
16. Other activities		0.34%	0.76%	4.51%	1.22%	0.87%

72.1 Hardware consultancy services

72.2 Hardware and other information technology consultancy services and Installation services of computers and peripheral equipment

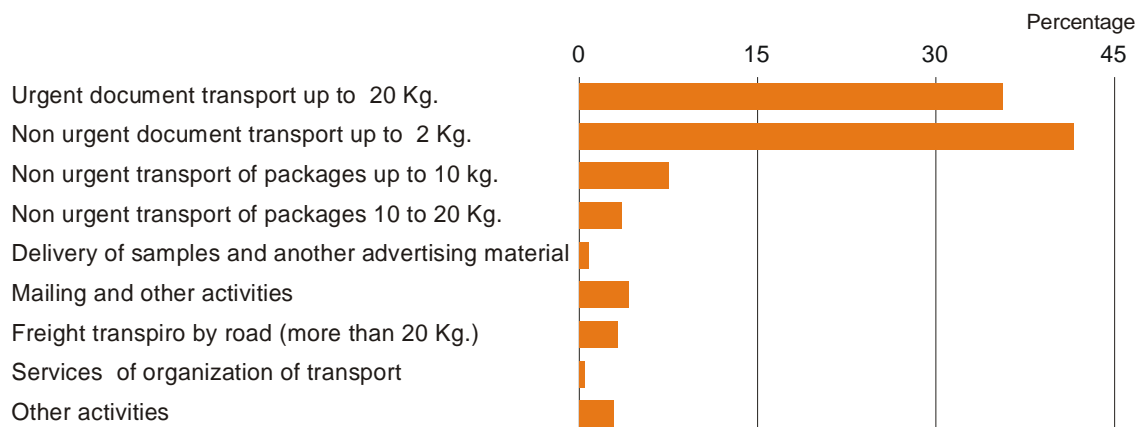
72.3 Data processing

72.4 Database services and web portals

72.5 Maintenance and repair of office, accounting and computing machinery

Regarding Postal Services, 88.37% of the total turnover of the companies in this sector was concentrated in services related to its main activity (transport of documents and packages weighing under 20 Kg.).

Postal services: breakdown of total turnover



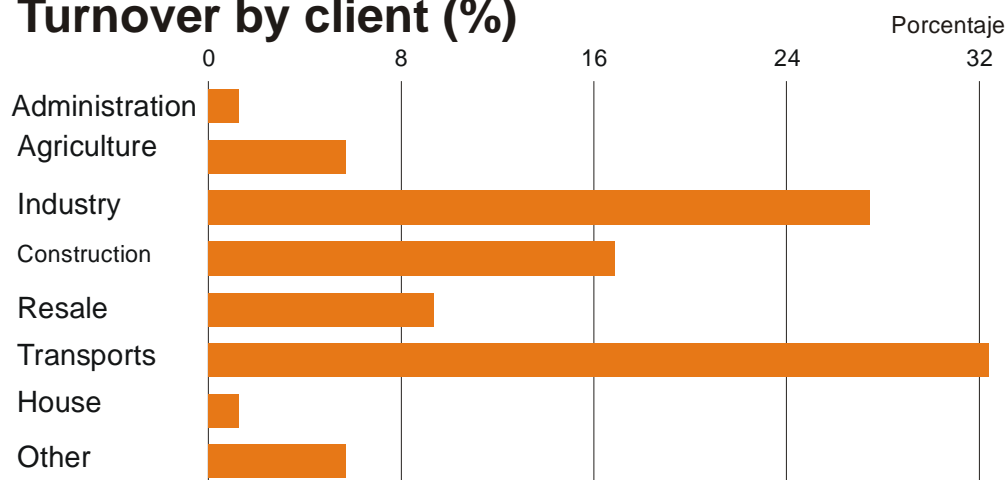
Demand for services and outsourcing

Turnover breakdown by customer activity sector provides information on the demand for services and outsourcing on each sector.

To this regard, it is worth noting that **subcontracting is a wide-spread practice among companies dedicated to Freight transport by road**, as 32.4% of the turnover generated by the sector corresponded to operations rendered to customers within the sector.

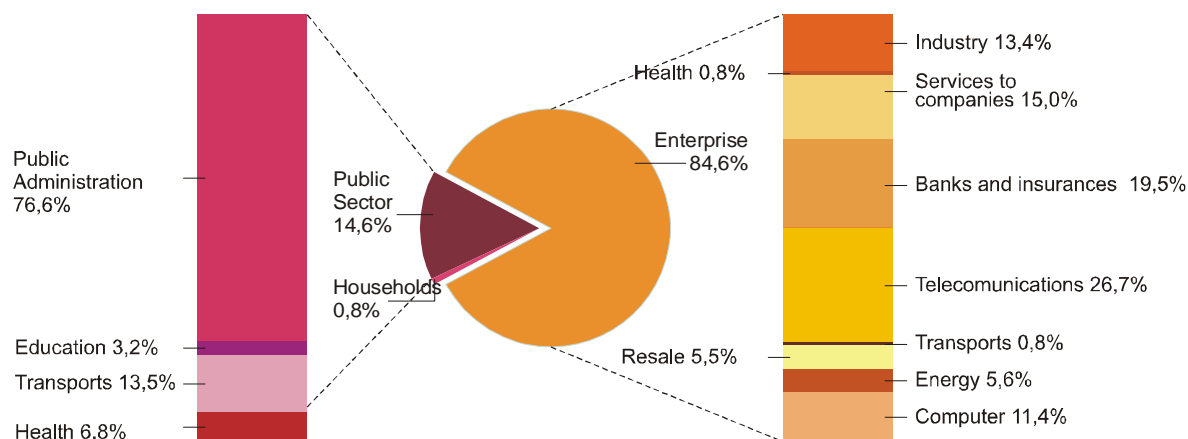
The following sectors demanding this service are Industry, Construction and Trade.

Freight transports by road Turnover by client (%)



The Computer Sector renders services to companies (84.6% of the total turnover), Public Sector (14.6%) and Households (0.8%). Within companies, main customers for this belong to Telecommunications, Banking and Insurance.

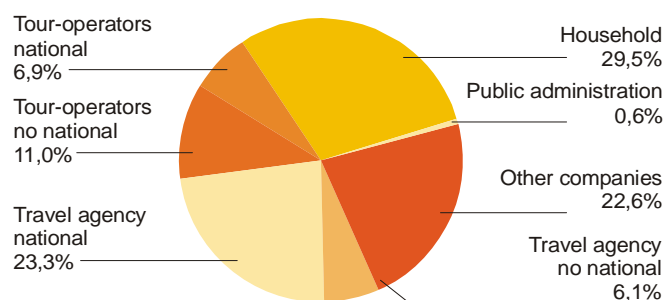
Clients of the computer sector



The main customers of Travel Agencies are companies within their own sector. In fact, almost half of the turnover is invoiced to other agencies and Tour-operators. Less than one third of travel agency sales corresponds to household business.

Travel agencies

Types of clients



Specific variables

In order to determine activities, the survey analyses specific variables that allow to grasp a better understanding of the sector.

Thus, the greatest percentage in non-specialized trade sales corresponds to establishments over 2,500 square meters, while specialized trade is mainly developed through small-sized establishments.

Within the Transport sector, 40% of buses are less than 5 years old and 73% of them have less than 65 seating places.

Retail

Activityd / Size of the locals	Less of 399 m ²	400 to 2.499 m ²	More than 2.499 m ²
52.1 Retail sale in non specialised store	18.14%	40.65%	41.20%
52.2 food, beverage and tobacco	98.77%	1.23%	0.00%
52.3 Chemist, cosmetic and pharmacy	98.20%	1.80%	0.00%
52.42 y 52.43 personnel equipment	80.09%	19.04%	0.87%
52.41-52.44 a 52.46 household equipmen	59.17%	25.82%	15.02%
52.47 y 52.48 Other retail	87.99%	8.89%	3.12%
52.5 Second-hand	91.65%	8.35%	0.00%

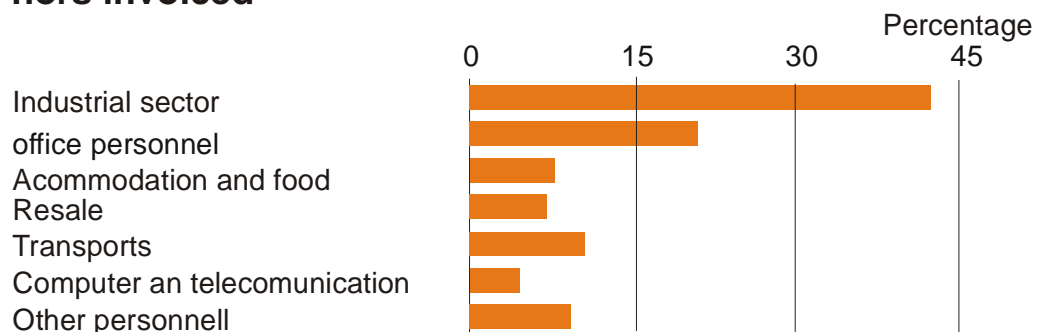
Transports by bus

Vehicles	Número	%
Vehicles according to seats		
TOTAL	47,909	100%
Less of 65 seats	35,097	73.3%
De 65 a 90	6,749	14.1%
More than 90	6,063	12.7%
Vehicles according to number of years		
TOTAL	47,909	100%
Less 5 years	19,097	39.9%
De 5 a 10	17,160	35.8%
De 11 a 15	8,105	16.9%
More than 15	3,547	7.4%

Regarding Temporary employment companies, 43% of the hours they invoiced to other companies corresponded to industry workers. On another hand, office staff accounted for 20% of the total.

Temporary Employment Agency Activities:

hors invoiced



Within the Advertising sector media **centrals obtain over half of their turnover by re-selling television time-frames** The following most used supports for including advertising campaigns are newspapers and external advertising.

Advertising: breakdown by media

	Percentage
TOTAL	100.00%
Newspapers	22.50%
Radio	7.20%
Television	51.15%
Internet	1.23%
External	11.07%
Direct	3.44%
Other means	3.42%

General Methodology

The **Annual Services Sector Product Survey** is a structural survey, aimed at companies dedicated to Trade, Tourism (main companies in accommodation activities and travel agencies), Transport (travellers and merchandise for each means), Information Technologies (computer and audiovisual activities) and Services provided to companies (Legal and economic advice, Market studies, Technical services, Advertising and Labour recruitment and provision of personnel). This Survey is a part of the Annual Services Survey.

These statistics provide information on the characteristics specific to each of the activities that comprise the services sector, in order to carry out a more precise sectorial analysis adapted to each activity. This Survey is the base for the of Prices of Services index from the optics of the producer

For further information see **INEbase-www.ine.es** All press releases at: **www.ine.es/prensa/prensa.htm**

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