

Services sector and the information society

1. Structure of the services sector

Business activities account for highest increase.

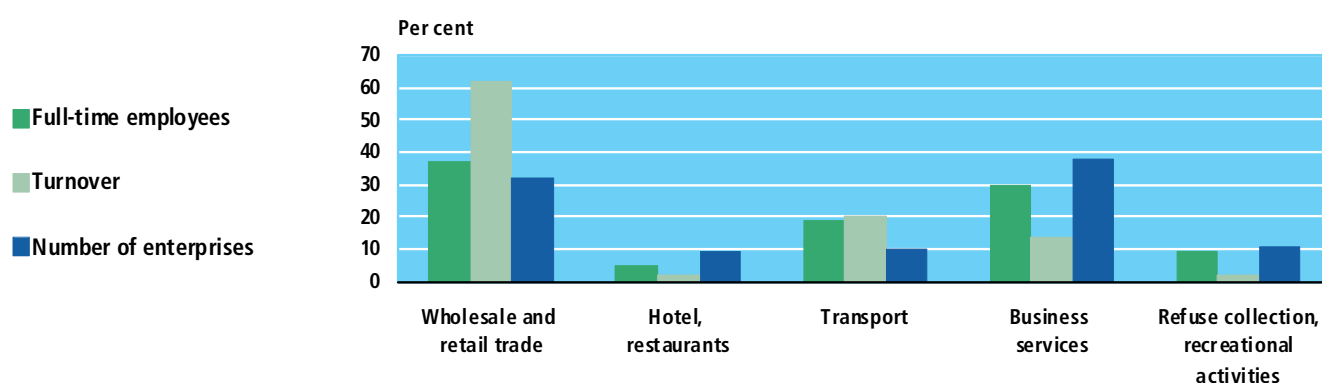
The services sector comprises a number of different industries with one thing in common: the production of services. These industries include the wholesale and retail trade, hotels and restaurants and catering, transports, telecommunications and postal services, financial services and business activities comprising ICT services, research and development, auditing and book-keeping, cleaning, leasing of machinery and equipment, temporary employment agencies, etc. The services sector has experienced a 20 per cent increase in employment during the period 1992-1999, whereas the number of persons employed in manufacturing has declined by 3 per cent. A more detailed description of transport is given in the next chapter.

Wholesale and retail trade account for the highest number of persons employed

The structure of the private services sector is illustrated in figure 1. In 2000, the greatest number of persons employed was found within the wholesale and retail trade, which accounted for 309,000 full-time employees. Next was business activities with 250,000 persons employed. In 2000, the wholesale and retail trade accounted for 62 per cent of the total value added, followed by transport which generated 20 per cent, and business services with 14 per cent. Business services accounted for 38 per cent of the total number of business enterprises within the services sector and the wholesale and retail trade for 32 per cent.

Figure 1

Employment and value added within the service sector 2000



2. Retail trade

Slight increase in retail sales

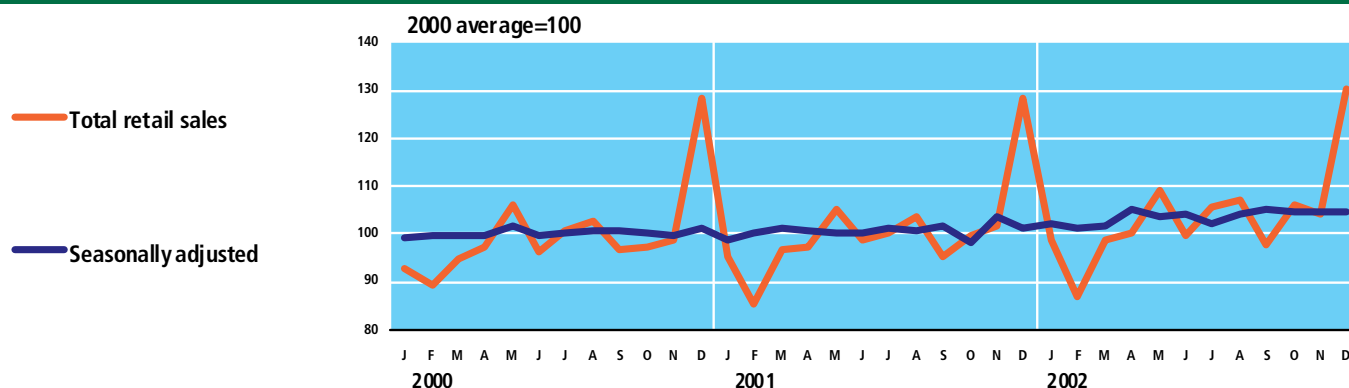
Internal trade is the greatest group within the services sector and is traditionally divided into retail and wholesale trade. Figures on developments in wholesale trade are not published by Statistics Denmark. There is a slight increase in the trend of deflated turnover for retail trade, which appears from figure 2. There are, however, differences in the trends seen in the three retail categories, *Food and other everyday commodities, clothing, etc. and other consumer goods*. The seasonally

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adjusted quantity index of *food, other consumer goods* remain almost unchanged around 100 per cent. The increase in the quantity index of retail sales is mainly accounted for by the developments in the index of *other consumer goods* and to a lesser degree the developments in *clothing, etc.*

Figure 2

Monthly seasonally adjusted deflated turnover index of retail sales



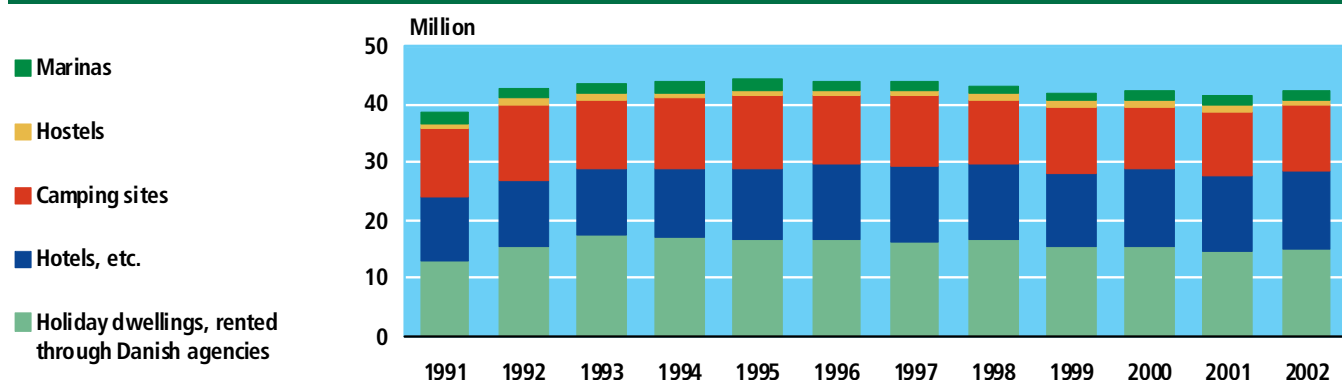
3. Tourism

Slight increase in hotel nights

The year 2002 saw a total of 13.4 million nights spent at hotels, etc. in Denmark. This represents an increase of 223,900 or 2 per cent more nights when compared to the year before. The overall increase is due to 3 per cent more nights spent by Danish visitors, while the number of foreign nights remained unchanged and made up 44 per cent of the total nights spent. The number of hotel nights spent by German, Swedish, American and British visitors decreased by 66,600, 37,000, 31,800 and 25,700, respectively. The Norwegian, Spanish, Belgian, French and Dutch nights spent decreased by 129,500, 10,900, 8,600, 7,900 and 5,800. Denmark had 560 hotels, etc. with at least 40 permanent beds compared to 557 in the previous year (end-July 2002). These hotels comprised a total of 41,200 rooms and 105,200 beds. 26 per cent of all hotel beds were in the Greater Copenhagen Area, 22 per cent in the Danish islands and the remaining 52 per cent in Jutland, where North Jutland County accounted for 20 per cent.

Figure 3

Number of nights spent, by category



Also rise in holiday dwellings rented in 2002

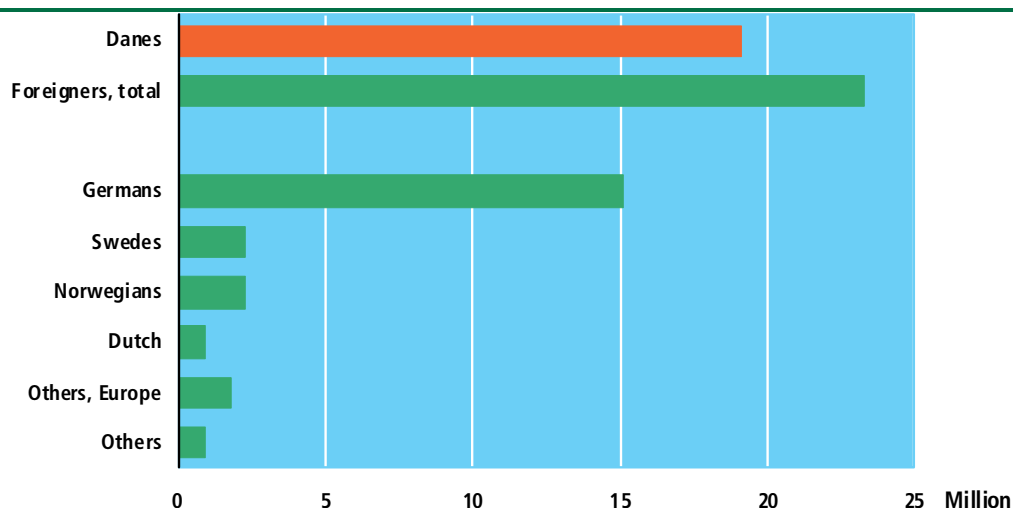
In 2002, holiday dwellings rented through Danish agencies accounted for 15.2 million nights or an increase of 2 per cent compared to the previous year. There are changes in the allocation nationalities in 2002, compared to the record year 1992/93, as the proportion of visitors from Germany have fallen by 9 percentage points, while nights spent by visitors from Denmark have increased by 7 percentage points. However, visitors from Germany remain the most dominant customer group by far, as approximately 76 per cent of all nights spent in holiday dwellings are spent by German visitors. Visitors from Denmark accounted for 15 per cent, and visitors from Sweden, Norway and the Netherlands made up, respectively 2, 4 and 2 per cent of all nights spent in holiday dwellings

Danes go camping more often

The year 2002 saw a total of 11.2 million nights spent at camping sites, corresponding to an increase of 2 per cent compared to 2001. The number of nights spent at camping sites by Danish visitors increased by 393,000 or 5 per cent, whereas the percentage of nights spent by foreign visitors fell by 127,000 or 4 per cent. At the end of July 2002, Denmark had 438 camping sites with 75 or more camping units (a unit accommodates three persons) compared to 439 in 2001. In 2002, there was a total of 90,000 camping units. In 2002, 68 per cent of the total camping capacity was found in Jutland, 20 per cent in Zealand, 3 per cent in Bornholm and 10 per cent in Funen. North Jutland County accounted for 18 per cent of the total camping capacity.

Figure 4

Number of nights spent, by nationality 2000



Marinas

In 2002, 305 Danish ports and harbours had a total of 53,100 permanent mooring berths for marine pleasure craft. During the period June-August 2002, a total of 1.5 million nights were spent at these sites. Danish visitors accounted for 50 per cent, German visitors for 32 per cent, and Swedish visitors for 10 per cent. Dutch and Norwegian visitors accounted for the majority of the remaining nights.

Hostels

At the end of July 2002, Denmark had 103 hostels with a total of 11,400 beds. Danish hostels accommodated 1.1 million overnight visitors in 2002, the same level as in 2001. Danish nights spent increased by 2 per cent, whereas foreign

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nights spent decreased by 3 per cent. Danes accounted for 63 per cent of all nights spent at Danish hostels in 2002.

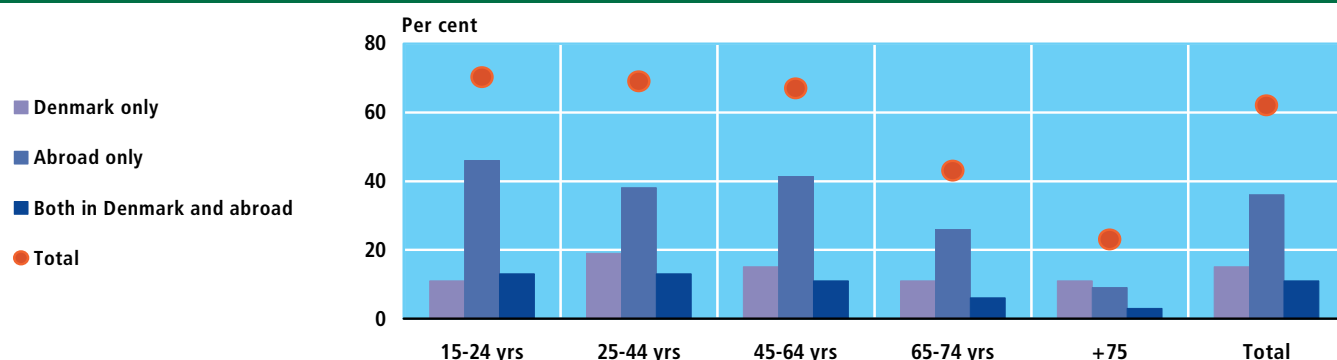
Danes on holiday and business trips

Almost 2.7 million adult Danes, corresponding to 62 per cent of the adult population, went on one or more trips with at least 4 nights spent abroad in 2001. The frequency of travel abroad was greatest amongst young people. Almost 70 per cent of 15-24 year-olds took a holiday trip in 2001. In 2001, 2.0 million adult Danes went on a holiday trip abroad and 1.1 million went on a holiday trip in Denmark. Here, travel rates abroad were highest for the 15-24 year-olds, 59 per cent, while the number of holiday trips in Denmark was the highest for the 25-44 year-olds, 32 per cent in 2001.

Adult Danes went on a total of 4.7 million holiday trips with at least 4 nights spent both in Denmark and abroad in 2001. Almost two-thirds of these trips had foreign destinations.

Figure 5

Danes on holiday trips in 2001, by age and destination



4. Business activities

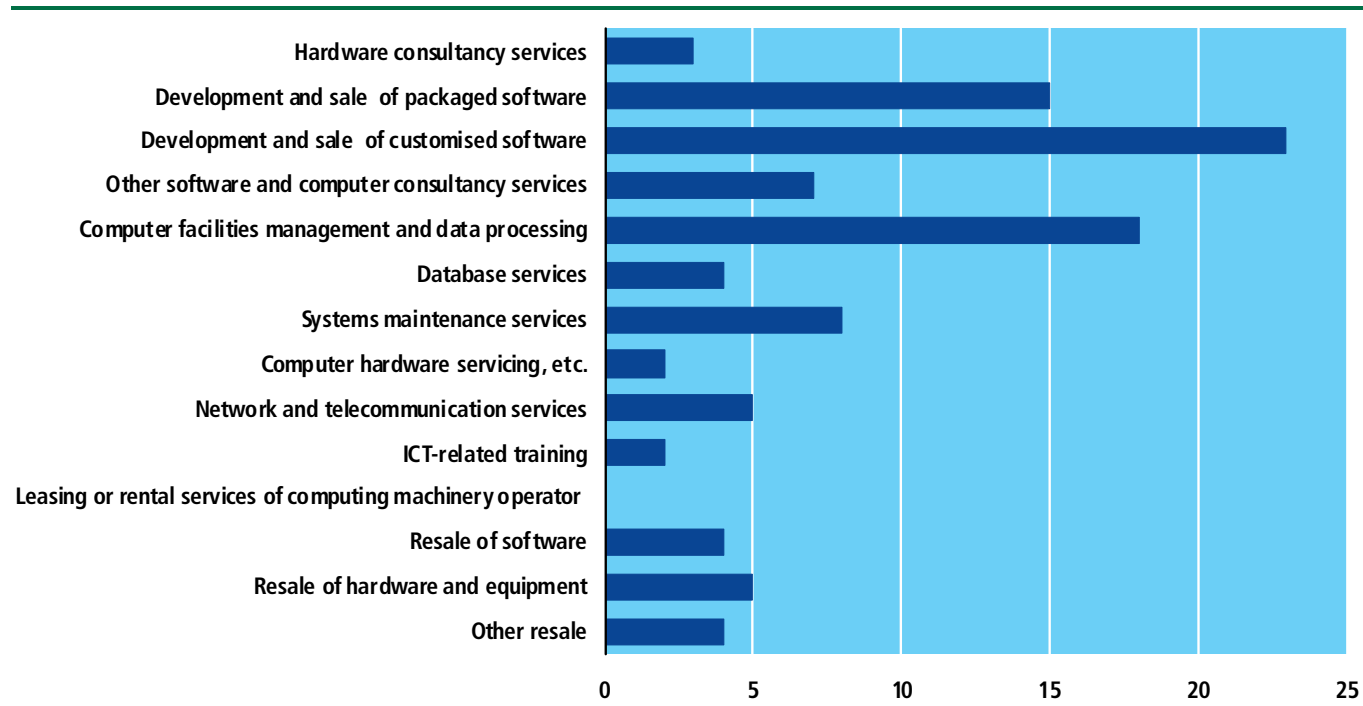
Business activities

Business activities comprise a heterogeneous number of industries. The industry group consists of knowledge-intensive industries, such as ICT consultancy services, consulting engineers, auditing and book-keeping, architects, etc., but also a number of industries engaged in operational services, e.g. cleaning, packaging activities, investigation and security activities and addressing agencies. A common feature of this group is that the business enterprises are primarily engaged in supplying services to other business enterprises.

Sales generated by the ICT Service Industries

In 2001, sales generated by the ICT Service Industries amounted to almost DKK 38 billion. With 38 per cent the development and sale of software accounted for the greatest percentage of the total turnover. This represents a fall of 3 percentage points compared to the previous year. The figure represents a fall in development and sale of customised software from 32 pct to 23 pct in 2001. Whereas development and sale of packaged software increased from 9 per cent to 15 pct over the same period. Computer facilities management, including data processing is the second-largest group and increased from 13 per cent in 2000 to 18 per cent of total turnover in 2001.

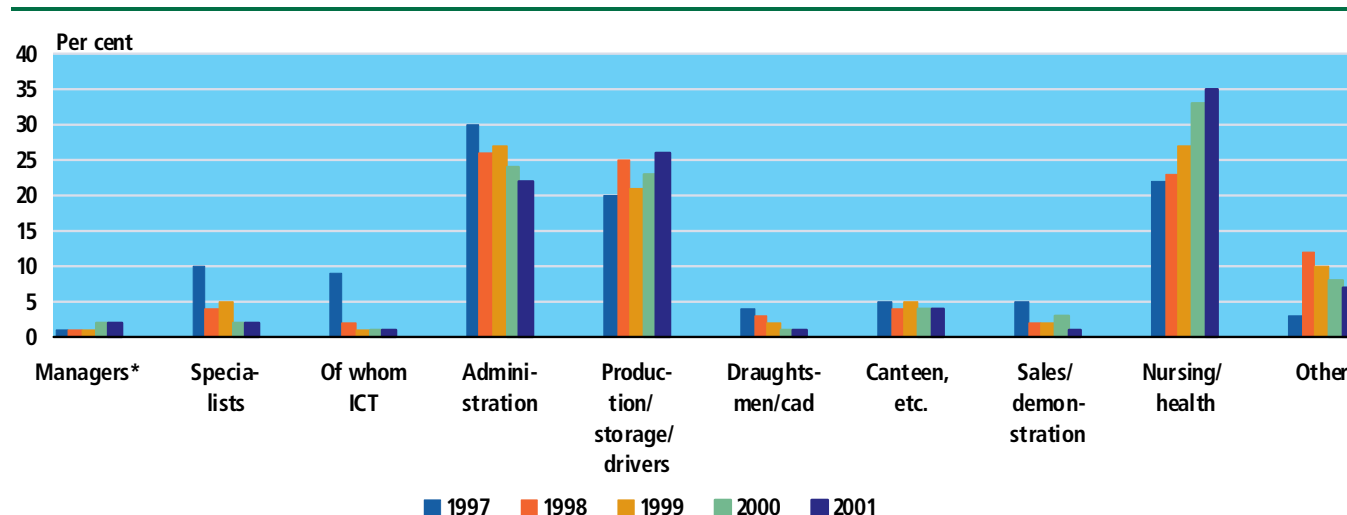
Figure 6 Sales in the Danish ICT sector 2001, by types of services (per cent)



Turnover of temporary employment agencies

Job provision of temporary staff in the area of nursing and health accounts for the greatest proportion of turnover of temporary employment agencies in 2001, i.e. 34 per cent. This is a considerable increase compared to 1997, where the area of nursing and health accounted for 22 per cent of total turnover. Nurses, social and health assistants accounted for 25 per cent of the turnover of temporary employment agencies, while doctors only account for 3 per cent. Job provision of personnel for production, storage, drivers is the second-largest group, accounting for 26 per cent of total turnover, followed by personnel for administration, which is also of great significance for turnover of temporary employment agencies, accounting for 22 per cent.

Figure 7 Total turnover of temporary employment agencies by types of service



* Management and middle management staff

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The ICT sector

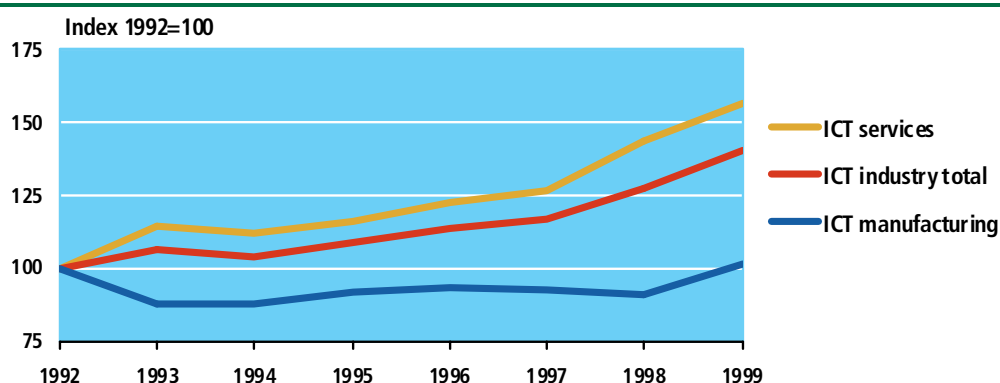
An analysis of the information society can be made partly via the supply side in the form of enterprises in the ICT sector and partly via the demand side in the form of use of information technology by enterprises and families and electronic commerce. The demand side will be addressed in section 5. The ICT sector comprises those enterprises which produce products and services within electronics, ICT, computer software, telecommunications, and other areas which are primarily based on information technologies. The ICT sector can be divided into ICT Manufacturing, ICT Wholesale, Telecommunications, and ICT Consultancy services. All these comprise a total of 35 individual industries.

Steep growth rate in ICT Service Industries

In 2000, the Danish ICT sector employed a total of 104,000 full-time persons. Of these, consultancy services accounted for 33 per cent and wholesale for 27 per cent. Manufacturing accounted for 21 per cent and telecommunications accounted for 20 per cent of all full-time persons employed within the ICT sector. ICT manufacturing experienced a roughly constant number of full-time employees in the period 1992-1999, whereas the ICT Service Industries experienced some of the most rapid development within Danish enterprises with a growth rate of 57 per cent during the same period. For the purposes of comparison, it should be mentioned that the overall growth rate for Danish private non-agricultural industry during the period 1992 -1999 was 16 per cent.

Figure 8

Number of full-time persons employed in the ICT sector



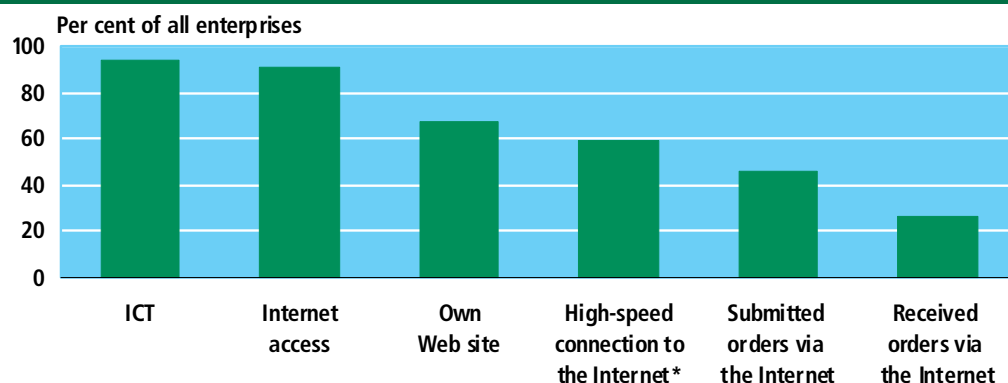
5. The information society

Use of ICT by enterprises

In 2002, nine out of ten enterprises with five or more persons employed had access to the Internet and two out of three enterprises had their own website. About six out of ten enterprises had high-speed connection to the Internet (e.g. broadband connection or ADSL). As regards electronic commerce, almost half of the enterprises had submitted orders via the Internet and one out of four enterprises had received orders.

Figure 9

Use of ICT by enterprises in 2002



Note 1: Based on data reported by 3,549 enterprises with 5 or more persons employed. 2002 relates to the end of the year.

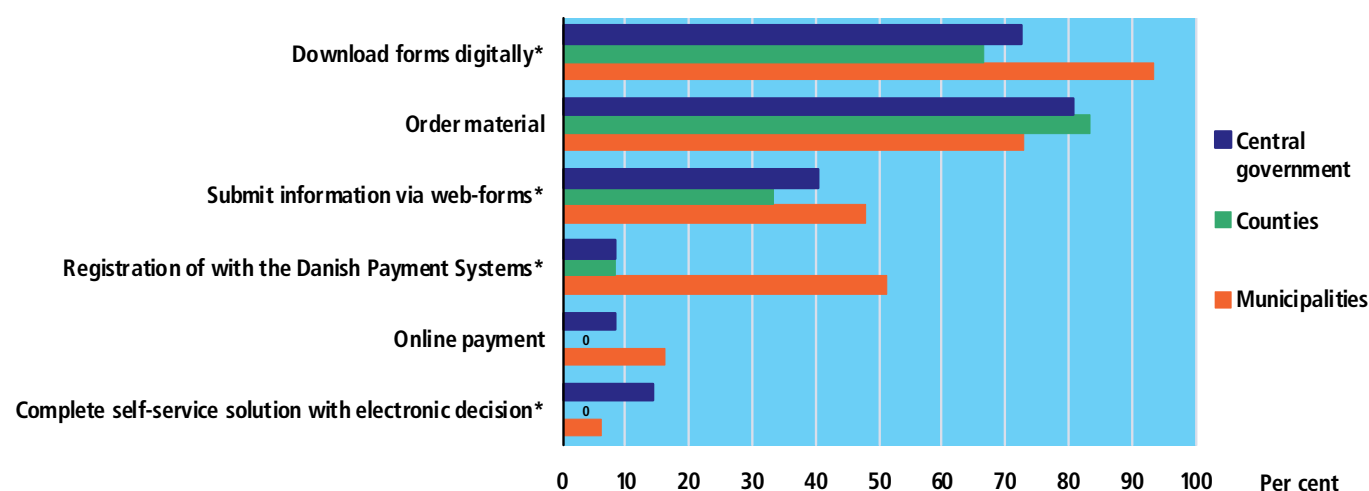
Note 2: High-speed connection to the Internet comprises: Broadband connection at min. 2 Mbit/sec., ADSL, etc.

Use of the Internet by the public sector

Most public authorities have a website where citizens or enterprises are able to download forms and order information material. With respect to downloading forms from the website, 93 per cent of the municipalities offer this service, followed by the central government and the counties.

Figure 10

Digital services offered to citizens and enterprises



* Either via functionality on the website or via direct link to external website (eg. joint public site).

Few interactive solutions are available

A lower number of public authorities offered interactive solutions to users, enabling them to submit information by means of web-forms. 40 per cent in the central government, 33 per cent of the counties and 48 per cent of the municipalities offered this solution. The possibility of a complete self-service solution, involving an electronic decision is only offered by a low number of public authorities. 14 per cent in the central government, 6 per cent of the municipalities and no counties offered this solution¹.

¹ It is assumed that these figures, to some extent, underestimate the electronic self-service solutions offered by the municipalities, due to, e.g. a number of joint local authority solutions, involving complete self-service.

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Electronic payment is offered to a certain extent in the public sector

Electronic payment is offered to a certain extent, but primarily by the municipalities. In 51 per cent of the municipalities it is possible to register with PBS (Danish Payment Systems) on the website, compared to 8 per cent in the central government and the counties. With respect to online payment the municipalities account for 16 per cent, compared to 8 per cent in the central government, and in none of the counties. The possibility of electronic payment in the municipalities is presumably due to an increasing number of payments by citizens and enterprises.

Use of PC and the Internet by Danish families is increasing

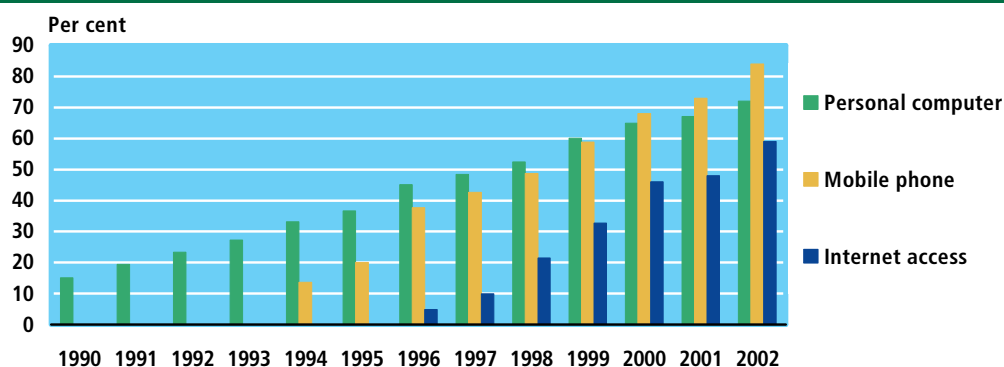
An increasing number of Danish families have access to PC and the Internet in their homes. In 2002, 59 per cent had access to the Internet in the home, compared to only 8 per cent in 1997. In 1997, 47 per cent of all families had a PC in their home; this proportion increased to 72 per cent in 2002.

Many families have a mobile phone

Similar to the increasing number of families with PC and Internet access, more and more families have a mobile phone. Almost 84 per cent of all Danish families have a mobile phone.

Figure 11

Families' access to ICT goods



Note: As of 1 January.

75 per cent of all Danes have Internet access

Considering the individual's access to the Internet, 76 per cent of all Danes had Internet access either from the home, place of work or educational institution in 2002. This is an increase, compared to 2001, when 73 per cent had access. The increase is accounted for by people who have access to the Internet from the home. In 2002, 64 per cent of the population had access to the Internet from the home,

² It must be assumed that these figures, to some extent, underestimate the electronic self-service solutions offered by the municipalities, due to, e.g. a number of joint local authority solutions, involving complete self-service.

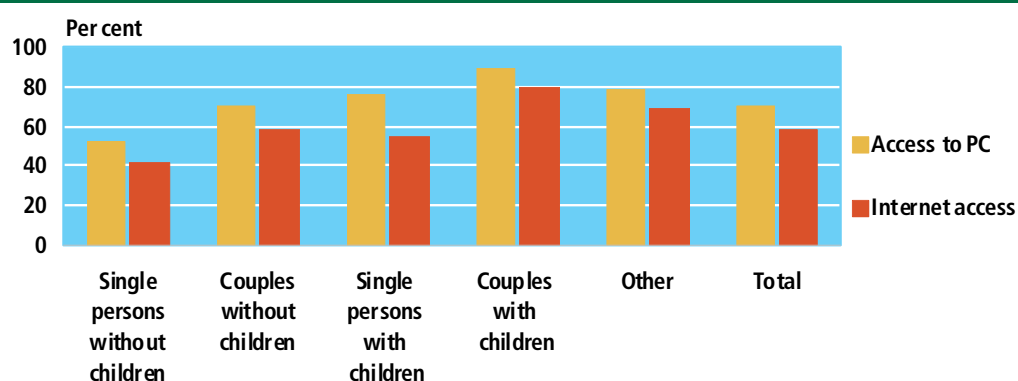
compared to 60 per cent in 2001. The number who had Internet access from the place of work remained unchanged with 53 per cent 56 per cent of the population were connected to the Internet at least once a week and 38 per cent were connected to the Internet every day in 2002.

Families with young children have Internet access

Especially families with children and cohabiting couples have access to the Internet in their home, which appears from figure 12. Couples with children account for the highest proportion with respect to access to PC and the Internet, where 90 per cent had access to PC and 80 per cent had Internet access in 2002. Only 53 per cent of single persons without children had access to PC and 41 per cent of them had access to the Internet.

Figure 12

Access to PC and the Internet in the home



Men are the most frequent users

45 per cent of all men were connected to the Internet every day from their home and 62 per cent were connected to the Internet at least once a week. For comparison, only 32 per cent of all women were connected to the Internet every day and 51 per cent at least once a week.

One half of all students are connected to the Internet every day

Like gender, the frequency of Internet usage is closely linked to occupation. 32 per cent of the students were connected to the Internet every day in 2002 and more than half of them at least once a week. Also salaried employees are very often connected to the Internet. 56 per cent on a daily basis, and 76 per cent at least once a week. 47 per cent of the self-employed are also connected to the Internet every day and 61 per cent was connected at least once a week. Only 12 per cent of the group comprising economically inactive persons were connected to the Internet every day and 22 per cent at least once a week.

Figure 13 The frequency of Internet usage in the home 2002

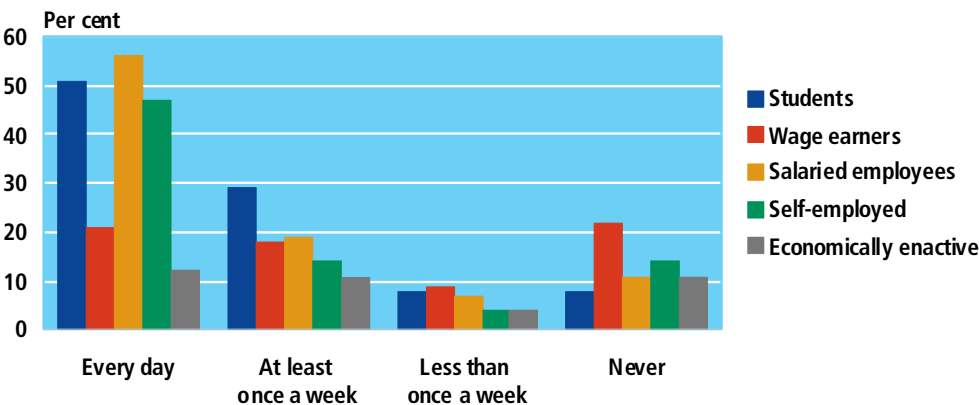


Table 330

Value index for retail sale

	2000	2001	2002
	2000 = 100		
Retail trade of food etc.	100	104	107
Retail sale of food in non-specialized stores	100	104	108
Grocer's shops	100	99	101
All-night shops	100	103	103
Supermarkets	100	102	103
Discount stores	100	111	120
Retail sale of food in specialized stores	100	102	106
Retail sale of fruit and vegetables	100	97	106
Retail sale of meat and meat products	100	102	102
Retail sale of fish and game	100	103	110
Bakers' shops, retail sale of bread, cakes etc.	100	104	112
Retail sale of chocolate and sugar confectionery	100	97	96
Retail sale of alcoholic and other beverages	100	97	92
Retail sale of tobacco products and wine	100	100	104
Retail sale of cheese	100	107	106
Other retail sale of food in specialized stores	100	105	119
Hypermarkets and department stores	100	104	108
Retail sale of pharmaceutical goods, cosmetic art.	100	107	111
Retail sale of medical and orthopaedic goods	100	106	111
Perfumery shops	100	109	103
Chemists (not licensed to dispense medicines)	100	108	114
Retail sale of clothing, footwear etc.	100	100	105
Retail sale of textiles etc.	100	101	110
Retail sale of ladies' clothing	100	102	109
Retail sale of men's clothing	100	97	99
Retail sale of men's and ladies' clothing	100	101	106
Retail sale of baby articles and children's clothing	100	108	127
Retail sale of footwear	100	97	100
Retail sale of leather goods	100	100	96
Other retail sale	100	107	115
Retail sale of furniture, household appliances	100	102	108
Retail sale of furniture	100	102	111
Retail sale of furnishing fabrics	100	100	105
Retail sale of kitchen utensils, glass and china	100	99	90
Retail sale of electric household appliances	100	106	125
Retail sale of radio and television goods	100	95	92
Retail sale of records, CD's, cassettes etc.	100	97	96
Retail sale of musical instruments	100	102	108
Retail sale of hardware	100	101	114
Retail sale of building materials	100	104	113
Retail sale of paints and wallpaper	100	100	121
Retail sale in other specialized stores etc.	100	118	131
Retail sale of books, newspapers and stationery	100	100	107
Retail sale of carpets	100	89	103
Retail sale of watches and clocks	100	96	103
Retail sale of watches, clocks and jewellery	100	98	90
Retail sale of jewellery	100	100	97
Retail sale of glasses	100	106	112
Retail sale of photographic equipment	100	97	92
Gift shops	100	106	129
Retail sale of sports goods	100	98	108
Retail sale of toys and games	100	100	108
Retail sale of bicycles and mopeds	100	98	101
Retail sale of computers and standard software	100	100	129
Florist's shops, retail sale of plants and seeds	100	104	116
Retail sale via mail-order houses	100	88	94

Table 331

Holiday trips 2001

	Holiday trips		
	4 nights +		1-3 nights
	Denmark	Abroad	
Trips, total	1 594 000	3 102 000	3 536 000
Nights per trip	7.57	10.25	2.26
Means of transport	per cent		
Aeroplane	1	50	5
Car	81	33	65
Bus	3	12	8
Train	11	2	19
Ship	2	2	1
Boat	1	0	..
Bicycle	1	0	..
Other	0	0	2
Accommodation			
Hotel	8	57	
Holiday centre	5	2	23
Camping site	19	10	9
Youth hostel	2	2	..
Rented dwelling	24	9	6
Own dwelling	15	3	12
Boat	1	1	..
Family/friends	24	15	44
Other	2	1	5
Destination			
Denmark	100	•	81
Norway	•	6	1
United Kingdom	•	3	2
Sweden	•	8	7
Germany	•	6	5
France	•	12	..
Spain	•	12	..
Greece	•	8	..
Europe, total	•	30	3
Other countries	•	15	..

Table 332

Business trips 2001

	Business trips	
	Denmark	Abroad
Trips	1 055 000	1 190 000
Nights per trip	2.44	4.18
Means of transport	per cent	
Aeroplane	6	69
Car	62	22
Bus	5	4
Train	27	2
Ship	0	3
Boat
Bicycle
Other
Destination		
Denmark	100	•
Norway	•	7
United Kingdom	•	15
Sweden	•	20
Germany	•	19
France	•	..
Spain	•	..
Greece	•	..
Europe, other	•	31
Other countries	•	8

Table 333

Holiday rates for residents in Denmark

	2000 ¹	2001 ¹
	thousands	
Population, 15 years and over	4 350	4 357
	per cent	
Pct. taking holiday trip		
1 holiday trip	33	33
2 holiday trips	17	18
3 holiday trips	6	8
4 holiday trips	2	3
5 holiday trips and more	1	1
Holiday trip, total	60	62
No holiday trip	40	38
	thousands	
Number of persons taking holiday trips	2 606	2 711
Number of holiday trips	4 416	4 700
	trips	
Trips per traveller	1.69	1.73
Trips per person	1.02	1.08

¹ Calculated as the average of 3 surveys (October, January and April).

Table 334**Hotels, camping sites, youth hostels and marinas 2002**

	Hotels, etc.	Hotel beds	Hotel rooms	Camping sites	Camping units	Youth hostels	Youth hostels beds	Marinas	Berths
All Denmark	560	105 185	41 194	438	89 741	103	11 363	53 061	52 555
Copenhagen Municipality	66	16 001	8 641	1	450	2	778	2 871	2 689
Frederiksberg Municipality	4	1 421	548	-	-	-	-	-	-
Copenhagen County	26	4 822	2 554	5	1 255	2	286	4 392	4 392
Frederiksborg County	27	3 417	1 497	21	4 000	5	717	4 717	4 719
Roskilde County	11	1 487	669	7	1 710	2	232	2 178	2 178
West Zealand County	18	1 901	927	25	3 774	9	789	3 000	3 008
Storstrøm County	32	7 591	2 152	31	6 381	9	766	4 979	4 954
Bornholm County	43	6 903	2 304	16	2 412	6	789	1 180	927
Funen County	44	6 865	3 016	49	9 125	11	1 092	8 288	8 294
South Jutland County	34	4 646	1 584	48	11 056	10	1 012	3 753	3 750
Ribe County	34	5 477	1 777	33	6 542	7	770	408	408
Vejle County	31	4 932	2 420	27	4 912	6	633	3 306	3 306
Ringkøbing County	27	4 608	1 676	31	5 675	7	534	1 653	1 653
Aarhus County	49	9 827	3 807	51	10 971	11	1 161	5 627	5 627
Viborg County	20	4 295	1 281	27	5 124	4	425	1 644	1 602
North Jutland County	94	20 992	6 341	66	16 354	12	1 379	5 065	5 048

Note. Hotels, motels, inns, boarding houses and holiday centre with 40 beds or over. Camping sites with 75 camping units or over. Marinas with berths for guests.

Table 335

Nights spent by type of accommodation 2002

	Hotels, etc.	Camping sites	Youth hostels	Marinas	Holiday dwellings	Total
thousand person-nights						
All Denmark	13 404	11 208	1 073	1 518	15 172	42 377
Copenhagen Municipality	3 122	1	157	27	-	3 306
Frederiksberg Municipality	179	-	-	-	-	179
Copenhagen County	687	196	38	39	-	958
Frederiksborg County	378	559	73	93	340	1 443
Roskilde County	171	222	33	12	25	464
West Zealand County	205	445	59	83	335	1 126
Storstrøm County	1 093	709	63	168	724	2 757
Bornholm County	561	290	51	50	612	1 564
Funen County	826	1 180	101	401	769	3 277
South Jutland County	525	1 517	79	153	1 338	3 613
Ribe County	707	985	75	3	3 299	5 070
Vejle County	701	672	56	58	285	1 772
Ringkøbing County	477	636	34	16	3 339	4 502
Aarhus County	1 120	1 371	102	209	1 080	3 880
Viborg County	408	613	33	25	708	1 788
North Jutland County	2 245	1 814	120	181	2 317	6 677
Nationality:						
Denmark	7 474	7 956	673	759	2 231	19 094
Sweden	1 336	312	117	148	334	2 248
Norway	1 245	240	77	47	693	2 302
Germany	924	2 096	67	492	11 507	15 086
United Kingdom	486	26	13	5	...	531
Netherlands	241	370	19	57	271	958
Europe, other	874	192	73	7	136	1 281
United States	298	2	8	1	...	309
Other countries	526	15	27	2	...	569

Note. Hotels, motels, inns, boarding houses and holiday centre with 40 beds or over. Camping sites with 75 camping units or over. Marinas with berths for guests. Privately-owned holiday dwellings which are let through a Danish renting agency.

¹ Data for Copenhagen Municipality is included in Copenhagen County.

Table 336

Sales of goods and services by sector for engineering consultancy activities 2001

	Activities					Total
	Engineering consultancy activities related to construction and civil engineering	Engineering consultancy activities related to industrial and mechanical engineering	Mounting and delivery of ready-made production plants	Geological surveying and prospecting activities	Other technical consultancy	
	DKK mio.					
Sales, total	11 926	3 953	5 167	392	2 728	24 166
	per cent					
Products, total	100	100	100	100	100	100
Projecting services	31	63	49	0	6	36
Project management	29	6	1	1	6	16
Planning and analysis related to investments (urban planning, transport, environment, etc.)	4	4	1	0	8	4
Activities related to maintenance, administration, etc. of buildings and plants	3	1	2	-	4	3
Other technical advisory services	9	3	2	79	37	11
Business and management consultancy services	0	2	-	-	13	2
Computer services	1	3	0	1	3	1
Construction	2	-	-	5	6	2
Other sales	21	18	45	14	17	25

Table 337

Sales of goods and services in the sectors for temporary employment agencies and recruitment agencies 2001

	Temporary employment agencies	Recruitment agencies
	DKK mio.	
Sales, total	3 190	598
	per cent	
Products, total	100	100
Placement services	5	78
Executive search services	1	52
Placement services of specialists	1	19
of which IT and computer staff	0	6
Placement services of office support personnel and other workers	3	7
Supply services	94	-
Supply services of management and middle management staff	2	-
Supply services of specialists	1	-
of which IT and computer staff	0	-
Supply services of office support personnel	22	-
Supply services of canteen and kitchen staff	4	-
Supply services of nursing personnel	34	-
of which nurses	12	-
social and health assistants	6	-
social and health helpers	7	-
doctors	3	-
Supply services of technical industrial workers (CAD etc.)	1	-
Supply services of commercial workers	1	-
Supply services of non-technical industrial workers	26	-
Other supply services	3	-
Other services	1	22
of which outplacement services	0	3
other consultancy services	1	18
other services	0	1

Table 338

Sales of goods and services in the sector for market research and public opinion polling activities 2001

	Market research and public opinion polling services
	DKK mio.
Sales, total	926
	per cent
Products, total	100
Market research services	61
Qualitative surveys	11
Quantitative ad hoc surveys	22
Qualitative continuous/regular surveys	28
Public opinion polling services	3
Advertising services	3
Business and management consultancy services	2
Computer services	1
Training services	1
Other sales	29

Table 339

Sales of goods and services in the sectors for accounting, book-keeping, auditing activities and business and management consultancy activities 2001

	Accounting, bookkeeping and auditing activities	Business and management consultancy activities
	DKK mio.	
Sales, total	10 684	9 088
	per cent	
Products, total	100	100
Accounting, bookkeeping, auditing services and tax consultancy services	84	2
Auditing services	40	1
Accounting and bookkeeping services, except tax returns	31	1
Tax consultancy services, including tax returns	13	0
Business and management consultancy services	13	63
Business organization consultancy services	2	22
Strategic consultancy services	2	18
Financial management consultancy services	4	4
Human resources management consultancy services	0	9
Other business and management consultancy services	5	10
Computer services	2	27
Hardware consultancy services	2	6
Software and other computer consultancy services	0	19
Other computer related services	0	2
Training services	0	5
Other sales	1	3

Table 340

Sales of goods and services in the sector for advertising and other advertising activities 2001

	Advertising services
	DKK mio.
Sales, total	19 141
	per cent
Products, total	100
Advertising services	90
Sale or leasing of advertising space or time	47
Full service advertising	18
Direct marketing	14
Advertising design	11
Other advertising related services	6
Photography services related to advertising	1
Production of films for advertising	2
Public relations services	1
Compiling and selling list services	0
Other advertising related services.	2
Market research and public opinion polling services	0
Business and management consultancy services	1
Computer services	1
Training services	0
Other sales	3

Table 341

The ICT sector in Denmark 2000

	Enter- prises	Full-time equivalent employees	Turn- over	Wages and salaries
	number of		DKK mio.	
Private non-agricultural industries, total	195 961	1 257 488	2 117 544	374 396
ICT industries, total	9 083	104 011	198 434	39 900
Manufacturing	589	21 486	25 474	6 258
Wholesale trade	1 697	27 657	92 292	11 310
Telecommunications	201	20 792	38 740	6 933
Consultancy services	6 596	34 076	41 929	15 399

Table 342

Sales of goods and services by ICT activity 2001

	Activities						Total
	Hardware consultancy	Software consultancy and supply	Data processing	Database activities	Maintenance and repair of office, accounting and computing machinery	Other computer-related activities	
	DKK mio.						
Sales, total	647	30 110	4 057	1 010	679	1 707	38 210
	per cent						
Products, total	100	100	100	100	100	100	100
Hardware consultancy services	14	3	1	1	2	6	3
Development and sale of packaged software	4	18	5	2	0	3	15
Development and sale of customised software	9	24	24	6	1	15	23
Other software and computer consultancy services	9	8	2	0	2	6	7
Computer facilities management and data processing	6	16	45	1	0	9	18
Database services	1	3	3	54	0	4	4
Systems maintenance services	5	10	3	3	2	3	8
Computer hardware servicing, repair and maintenance of computing machinery and equipment	2	1	1	3	65	0	2
Network and telecommunication services	1	3	1	22	7	43	5
ICT-related training	2	2	0	1	-	1	2
Leasing or rental services of computing machinery without operator	1	0	-	0	0	0	0
Resale of software	5	4	2	1	1	1	4
Resale of hardware and equipment	38	4	9	1	5	3	5
Other sales	3	4	4	5	15	6	4

Table 343

Enterprises' use of ICT 2002

	Internet access	Own web site	High-speed connection to the internet ²
	per cent		
All enterprises¹	91	67	59
Industry			
Manufacturing	95	74	61
Construction	87	54	35
Ws. and retail trade; hotels, restaurants	92	69	62
Transport, post and telecomm.	85	52	54
Business activities etc.	94	77	77
Full-time employees			
5-9	85	58	46
10-19	94	66	57
20-49	98	78	73
50-99	99	89	85
100 +	99	93	95

¹ Figures are based on the replies of 3 549 enterprises with at least 5 employees. ² Broadband connection (min. 2 Mbit/sec.), ADSL etc.

Table 344**Enterprises' use of the internet (selected areas) 2002**

	Banking and financial services	Interaction with public authorities	Recruitment of personnel	Placing orders via the internet	Receiving orders via the internet
	per cent of enterprises with internet access				
All enterprises¹	82	72	21	50	28
Industry					
Manufacturing	82	73	20	50	24
Construction	83	65	11	33	23
Ws. and retail trade; hotels, restaurants	81	68	20	51	36
Transport, post and telecomm.	83	72	15	43	26
Business activities etc.	83	85	37	70	25
Full-time employees					
5-9	82	65	14	47	28
10-19	81	73	17	46	28
20-49	83	77	26	53	28
50-99	83	83	35	62	28
100 +	80	87	58	78	33

¹ Figures are based on the replies of 3 401 enterprises with internet access and at least 5 employees.

Table 345

ICT security problems encountered by enterprises 2002

	All enterprises ¹	5-49 full-time employees	50 or more full-time employees
	per cent of enterprises with internet access		
Virus attack	43	42	49
Software defects	33	31	46
Other internet problems	32	31	39
Hardware defects	30	28	45
Loss of data due to lack of backup	7	7	9
Denial of service attack	4	3	8
Unauthorized access	3	3	7
Sabotage	3	3	2
Economical ICT abuse	1	1	2
Blackmail or threats	1	1	0

¹ Figures are based on the replies of 3 401 enterprises with internet access and at least 5 employees.

Table 346

Access to the internet by the population 2002

	Access to the internet, total home and work place	Access from both home and work place	Only access from home	Only access from work place
Total	76	41	23	12
Sex				
Male	78	43	24	11
Female	75	39	22	13
Age				
16-19 years	94	61	17	16
20-39 years	86	50	22	14
40-59 years	81	46	22	13
60-74 years	38	7	27	3
Employment				
Student	95	65	9	22
Wage-earning employee	70	20	36	14
Salaried employee	94	66	12	15
Self-employed	80	46	28	6
Unemployed/retired	38	0	38	0
Regions				
East of the Great Belt	80	46	22	12
West of the Great Belt	73	38	24	12

Table 347

Households possessing consumer durables

	2000	2001	2002	2000	2001	2002
	thousands			per cent		
Number of households	2 269	2 302	2 318	100	100	100
Of which possessing:						
Private home	1 427	1 413	1 334	63	61	58
Summer dwelling	240	240	208	11	10	9
Tumble dryer	909	978	989	40	42	43
Washing machine	1 753	1 753	1 748	76	76	75
Dishwasher	1 114	1 113	1 284	49	48	55
Microwave oven	1 177	1 285	1 350	52	56	58
Video recorder	1 765	1 897	1 896	78	82	82
CD player	1 904	2 050	2 126	84	89	92
PC	1 539	1 539	1 679	65	67	72
Answering machine	1 073	1 073	1 073	42	47	46
Mobile telephone	1 534	1 680	1 956	68	73	84
Fax	336	303	304	15	13	13
DVD-player	148	216	492	7	9	21
Video camera	461	517	498	20	22	21
CD-ROM	1 202	1 368	1 426	53	59	62
DVD for PC	300	477	588	13	21	25
Access to the internet	1 052	1 107	1 375	46	48	59

Note. The figures are based on telephone interviews with a representative sample of the population between 16 and 74 years old. The results were then weighted to the number of families in the whole country comprising one, or more than one, persons between 16 and 74 years old who live in the same dwelling and are related to each other (including co-habiting couples), although allowing for a maximum of one married/co-habiting couple per family. The results are accurate to within +/- 2.5 pct.

Table 348

Postal service

	2000	2001
Establishments	number	
Postal establishments, total	1 116	1 083
Post offices	100	94
Branch post offices	1 016	989
Letter boxes	9 806	9 837
Stamp selling establishments	5 847	5 830
Mail handled etc.	thousands	
Ordinary letters, total	1 444 200	1 414 700
Priority mail	1 143 500	1 083 200
Non-priority mail	300 700	331 500
Other mail items		
Registered and insured letters	1 985	1 832
Parcels	31 700	31 800
Cash-on-deliveries	2 833	2 487
Newspapers	437 876	408 180
Wrappers ¹	791	250
Unaddressed mail	913 410	911 247
Personnel, total	29 916	27 884

¹ Discontinued on July the 1st, 2001

Source: Post Denmark.

Table 349

Telephone service

	2000	2001
	thousands	
Telephone subscribers	3 835	3 860
Per 100 inhabitants	72	72
Mobile telephone subscribers	3 364	3 960 ¹
Per 100 inhabitants	63	74 ¹
ISDN connection	376	407
	mio. minutes	
International fixed net traffic from Denmark	701	728
Outgoing mobile traffic	2 695	2 979
	DKK mio.	
Revenue	33 750	35 126
Investments	9 015	10 646 ²

¹ Including pre-paid cards that have been active within the last 12 months. A pre-paid card is defined as active if there has been outgoing calls from the telephone (the pre-paid card) or reloads of the pre-paid card within the last 12 months.

² Posted investments in UMTS-licenses not included for 2001.

Source: National Telecom Agency.