

## Services sector and the information society

### 1. Structure of the services sector

#### Business activities account for highest increase

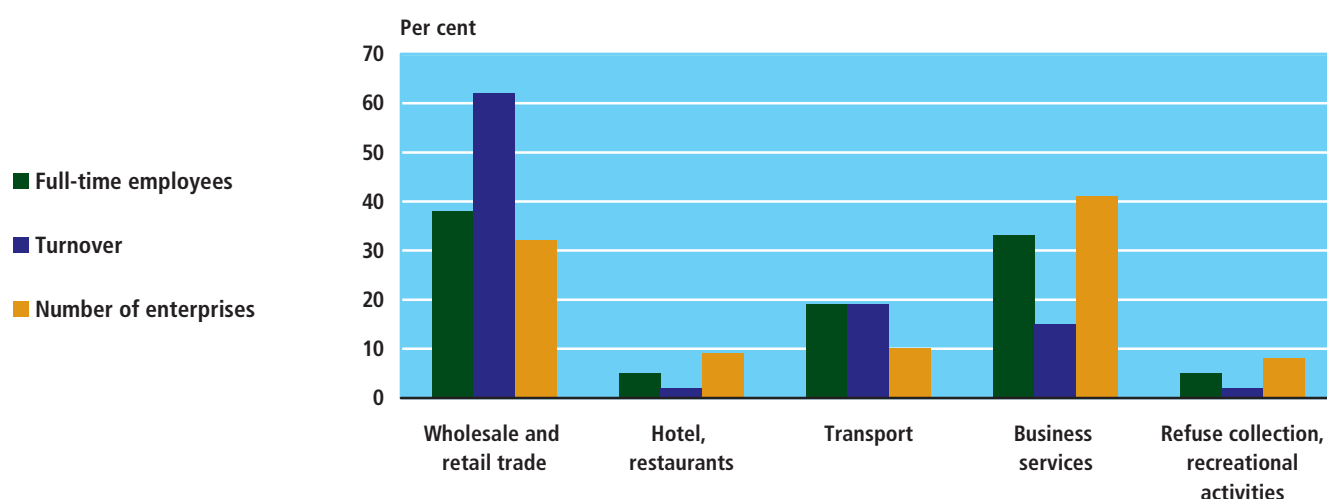
The services sector comprises a number of different industries with one thing in common: the production of services. These industries include the wholesale and retail trade, hotels and restaurants and catering, transports, telecommunications and postal services, financial services and business activities, 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, followed by a 5 per cent growth from 1999 to 2002. In comparison, the number of persons employed in manufacturing has declined by 3 per cent from 1992-1999. Up to 2002 it has been stabilized.

#### 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 2002, the greatest number of persons employed was found within the wholesale and retail trade, which accounted for 301,000 full-time employees. Next was business activities with 265,000 persons employed. In 2002, the wholesale and retail trade accounted for 62 per cent of the total value added, followed by transport which generated 19 per cent, and business services with 15 per cent. Business services accounted for 41 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 services sector 2002



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### 2. Retail trade

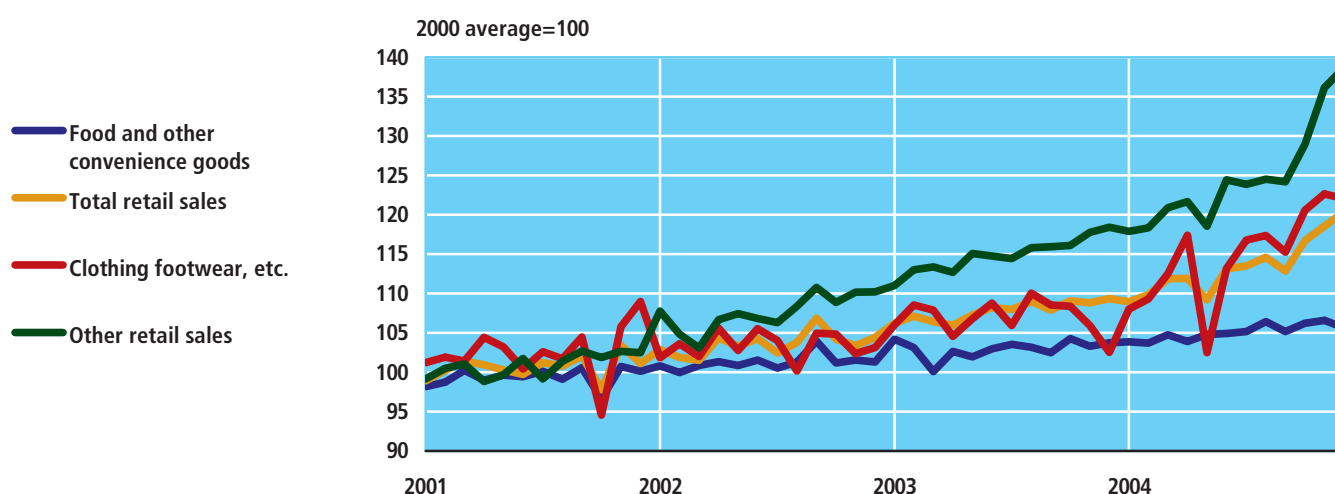
#### Slight increase in retail sales

The total turnover within retail sales saw an increasing trend. The retail sales is divided into three categories, *Food and other everyday commodities, clothing, etc.* and *other consumer goods* (equipment for accommodation and leisure). *Food and other everyday commodities* and *other consumer goods* represents respectively 50 and 40 per cent of the total retail sales.

There are great differences in the trends seen in retail sales for the three commodity groups during recent years. The seasonally adjusted quantity index for *food and other everyday commodities* shows a slight increase to 106 at the end of 2004, whereas *clothing, etc.*, and *other consumer goods* had increased to 122 and 139, and this was the main reason for the increase in retail sales.

Figure 2

Monthly seasonally adjusted deflated turnover index of retail sales



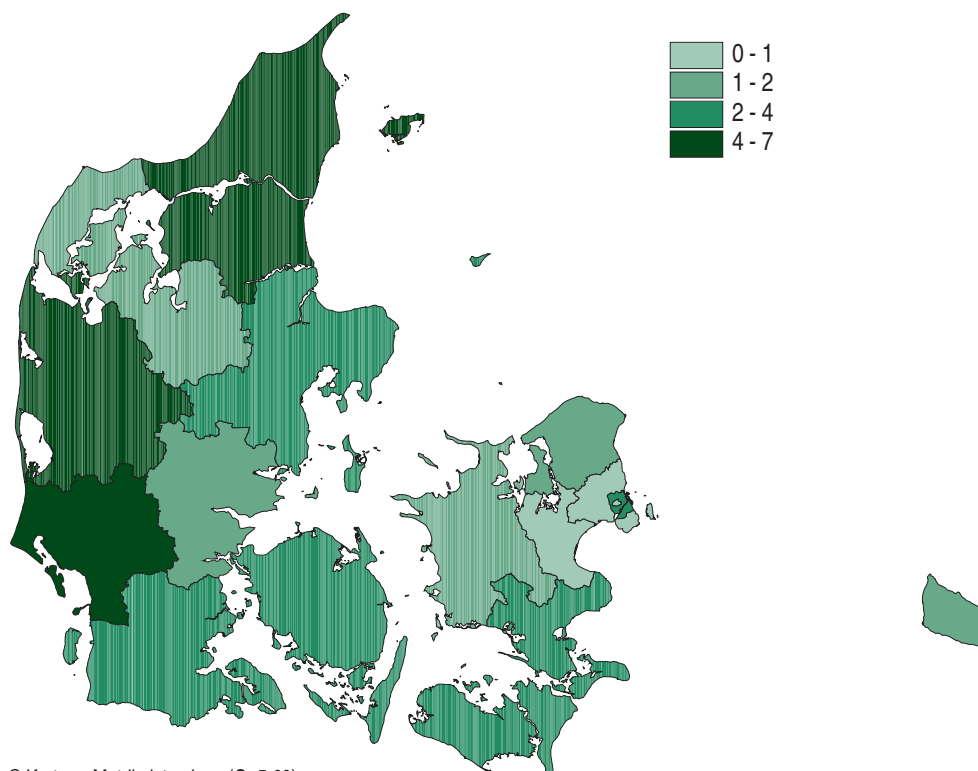
### 3. Tourism

#### Decrease in nights spent in 2004

In 2004, the total number of nights spent at hotels, etc., camping sites, hostels, marinas and holiday dwellings rented through Danish agencies was 42.2 mio. This is a decrease of 1.3 mio. or 3 per cent compared to the previous year. The decrease is due to the rainy summer in 2004, compared to the good summer weather with more hours of sunshine than usually in 2003. The decline in 2004 should be seen in the light of the great increase in 2003 on 1,1 million or 3 per cent more nights spend in the previous year. There was a fall in the nights spend in the following areas: houses (-6 percent); camp sites (- 5 percent); hostels (- 5 per cent) and harbours (-8 per cent). However, the hotels did experience an advance in 2004 (3 per cent). The Danes represented 47 per cent of the nights spent, while the Germans represented 33 per cent, and the Swedes and Norwegians each accounting for 5 per cent. The counties of Nordjylland, Ribe and Ringkøbing each accounted for over 4 mio. nights for all categories, whereas Roskilde County accounted for under 1 mio.

Figure 3

Total number of overnight stays in counties (mio.) 2004



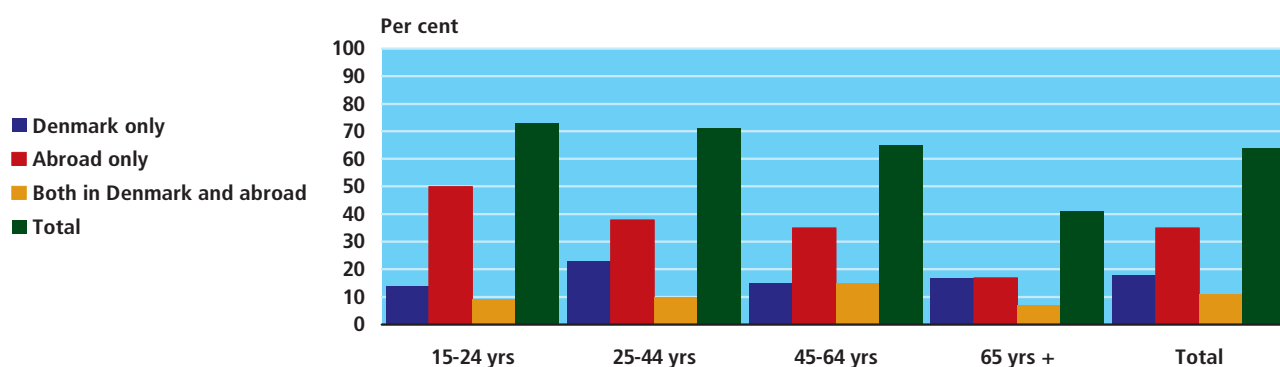
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### Danes on holiday and business trips

2.8 million adult Danes, corresponding to 64 per cent of the adult population, went on one or more trips with at least 4 nights in 2003. 2.0 million persons took a holiday trip abroad in 2002 and 1.3 million went on a holiday trip in Denmark. Some Danes took a holiday trip abroad as well as in Denmark. About half of the trips were by plane, while 80 per cent of the trips in Denmark were by car. For about 24 per cent of the trips in Denmark, the type of accommodation was with family/friends, 26 per cent were in rented holiday dwellings and 10 per cent were in own holiday dwellings. Camping was also a popular way of going on holiday in Denmark with 21 per cent of all trips. The most popular type of accommodation abroad was hotels with 53 per cent, while 18 per cent stayed with family/friends. 5.2 million holiday trips were made by Danes in 2003, 63 per cent abroad.

Figure 4

Danes travelling abroad in 2003, after age and destination



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### 4. Business activities

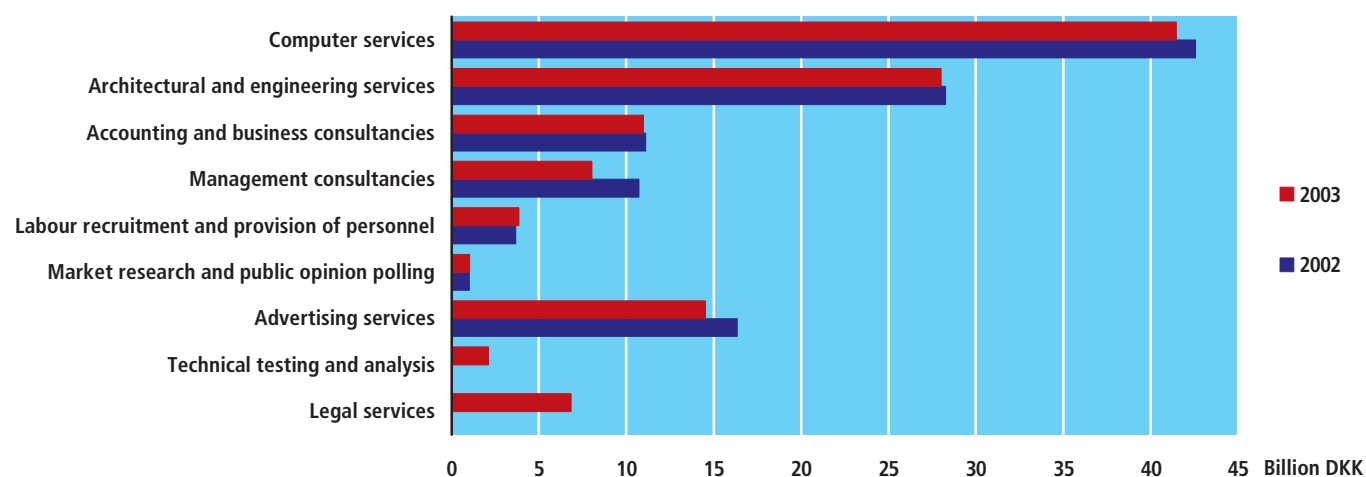
#### Business activities

Business activities comprise a range of different services. It includes the knowledge-intensive services like the ICT-consultancy, consulting engineers, Auditing and book-keeping, architects etc., but also operational service like cleaning, packaging and guard- and surveillance-services. The common element is, that the companies within business activities primarily deliver services to other companies.

#### Unchanged or slightly decreasing turnover

Unchanged or slightly declining turnover accounted for by business units engaged in business activities in 2003. At the same time, the business units have further focussed attention on their core competencies – a trend which was also seen in 2002. For example, 95 pct. of the turnover of law firms can be attributed to what can be called the main activities of the industry – legal cases and other legal advice – and only 5 pct. to other services. The same can be seen in business units engaged in IT services, where 82 pct. of total turnover is accounted for by the main products of the industry.

Figure 5 Development in sales within business activities, by industry

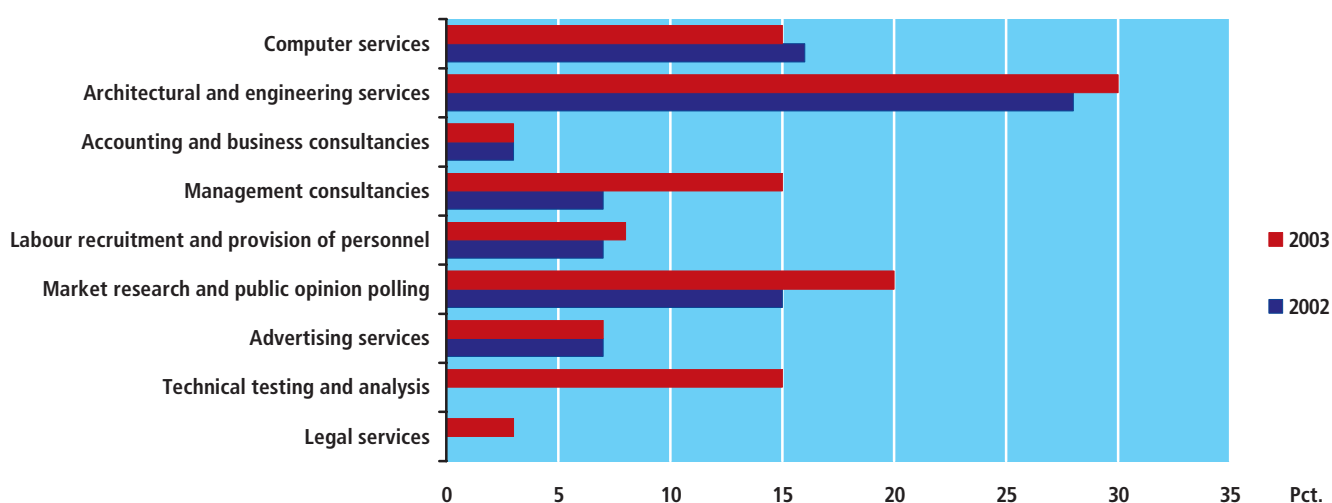


#### Exports of knowledge-intensive services

The total turnover within the knowledge-intensive services was 122 billion DKK in 2003. The export accounted for 15 per cent of the turnover, just as it did in 2002.

There are differences in exports within the industries comprising business activities in 2003, where auditing and book-keeping account for 3 per cent and consulting engineers account for 30 per cent. All industries account for an increase in exports. ICT consultancy services made up 50 per cent of total sales within development and sale of packaged software, and 18 per cent of total sales were ascribed to development and sale of customised software in 2003.

Figure 6 Export share of sales within knowledge-intensive services



## 5. The information society

### About the information society

An analysis of the information society can be made partly via the supply side in the form of enterprises and employment in the ICT sector and partly via the demand side in the form of use of information technology by enterprises, public sector and families, e.g. the Internet. Statistics Denmark's publications on the information society are available at [www.dst.dk/it](http://www.dst.dk/it).

### The ICT sector

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.

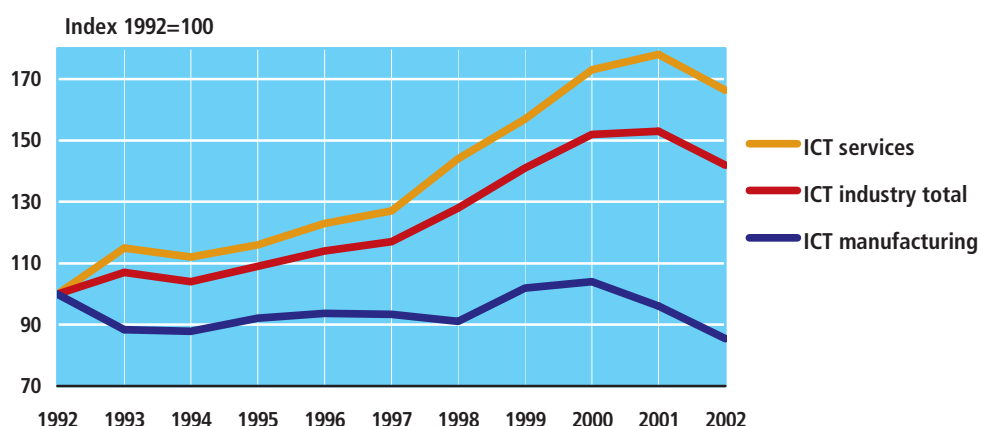
### Steep growth rate in ICT service industries

In 2002, the Danish ICT sector employed a total of 97,000 full-time persons. Of these consultancy services accounted for 39 per cent and ICT wholesale for 27 per cent, while ICT manufacturing and telecommunications accounted for, respectively 15 per cent and 20 per cent. Since the beginning of the 1990's, the number of full-time employed persons in ICT manufacturing has roughly remained constant, while ICT service industries have experienced some of the most rapid developments within Danish enterprises with an overall growth rate of 66 per cent from 1992 to 2002, in spite of a decrease from 2001 to 2002. For the purposes of comparison, the overall growth rate for Danish private non-agricultural industry was 33 per cent during the same period.

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Figure 7

Full-time employees in the ICT sector 1992-2002

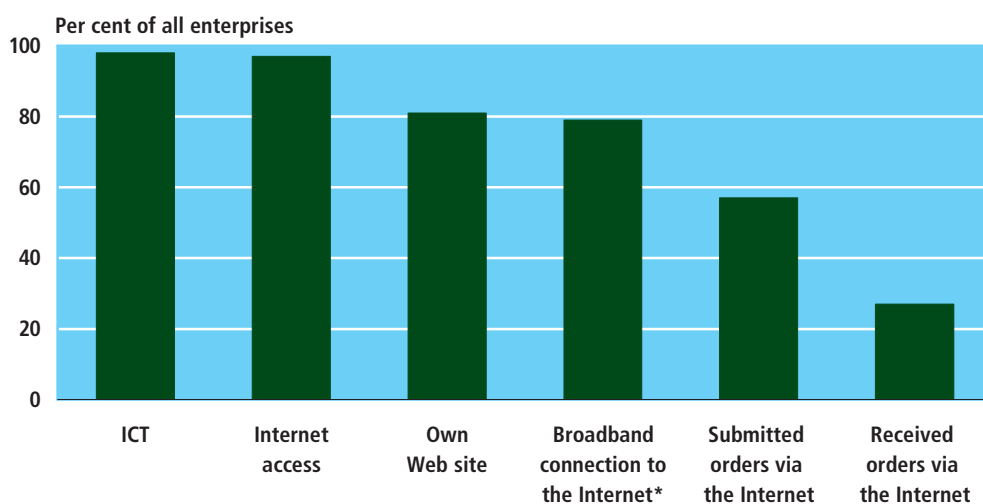


### Use of ICT by enterprises

In the beginning of 2004, nearly all enterprises had access to the Internet and eight out of ten enterprises had as well their own website as high-speed connection to the Internet (e.g. broadband connection or ADSL). As regards electronic commerce, more than half of the enterprises had submitted orders via the Internet and more than one out of four enterprises had received orders.

Figure 8

Use of ICT by enterprises 2004



Note 1: Based on data reported by 4000 enterprises with 10 or more persons employed.

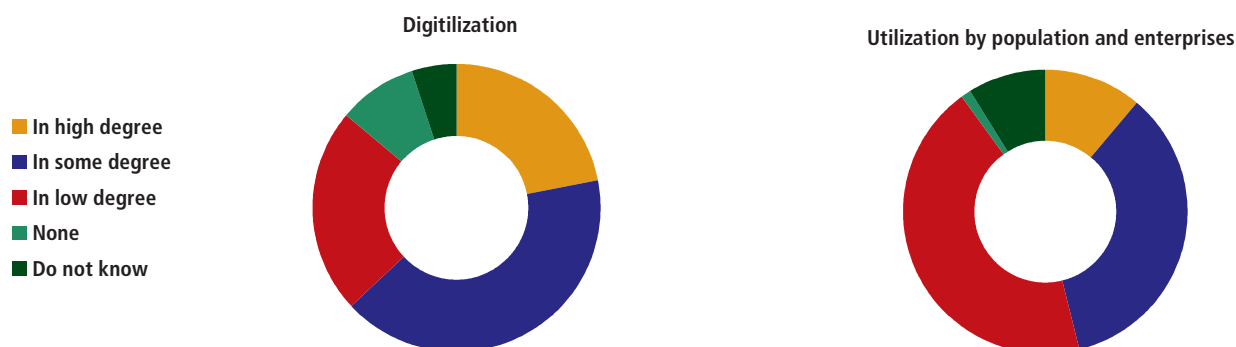
Note 2: High-speed connection to the Internet comprises: Broadband connection, ADSL, etc.

### Use of ICT by the public sector

Forms are, to some degree, typically digitalized in the public sector. 41 per cent of the public authorities in the central government, counties and municipalities hold the view that they have, "to some degree" digitalized citizen- or business-oriented forms. 22 per cent of the public authorities had, to a high degree, digitalized, 23 per cent to a low degree, 9 per cent replied that they did not offer digitalized forms and 5 per cent replied "do not know".

Figure 9

Digitalized forms in the public sector 2004



Note: Figures represent qualified estimates of digitalization, rather than exact figures.

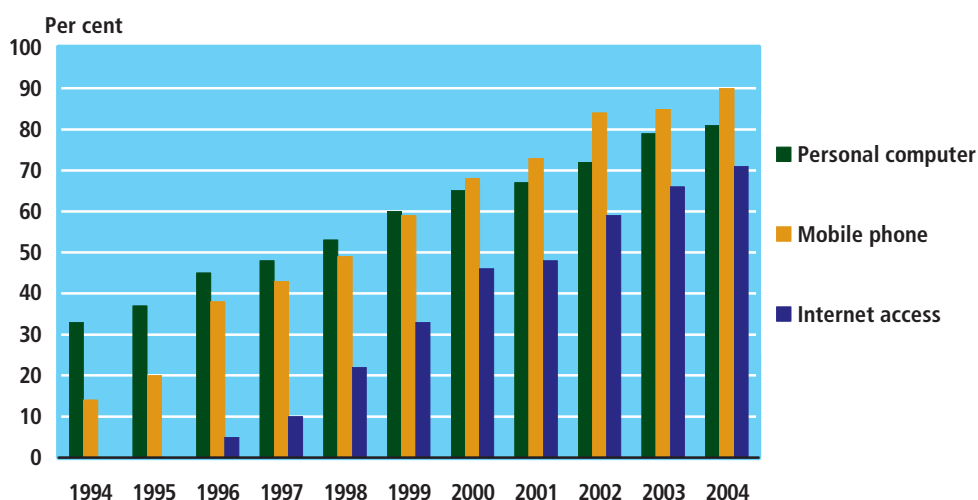
However, the rate of utilization among the public authorities which have digitalized forms is lower. Here, 11 per cent of the authorities hold the view that the forms are, to a high degree, used by citizens and enterprises, 38 per cent to some degree and 42 per cent that they are used to a low degree. There were only 1 per cent of authorities with digitalized forms, which were not used.

### Danish families' access to ICT goods is increasing

An increasing number of Danish families have access to PC, the Internet and mobile phones. In 2004, 71 per cent had access to the Internet in the home, compared to only 33 per cent in 1999. Since 2000 the dissemination of mobile phones has passed the dissemination of the PC. In 2004 90 per cent of the Danish families have a mobile phone against 59 per cent in 1999. In 2004 81 per cent of the families had a PC at home.

Figure 10

Families' access to ICT goods



Note: As of 1 January.

### Four out of five can access the Internet

In 2004, 83 per cent of the population were able to access the Internet from their home, workplace or educational institution. This is an increase in comparison to 2003 (79 per cent). The reason for the increase is that more people now are able to access the Internet from their workplace. In 2004, 58 per cent of the population

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cent can access the Internet from their workplace, compared to 52 per cent in 2003. In 2004, 75 per cent of the population could access the Internet at home. In 2004, 25 per cent of the population can only access the Internet from their home.

### Private purposes related to internet usage

The most common purpose of using the internet is related to searching information and using on-line services, as well as communications. Purchases or sales of goods or services are also very widespread. For the purposes shown, men account for higher shares than women. However, this excludes purposes related to courses and education, as well as job search. However, the ranking of each purpose among the two sexes is completely similar.

### Men make more use of the internet searching for information and using on-line services

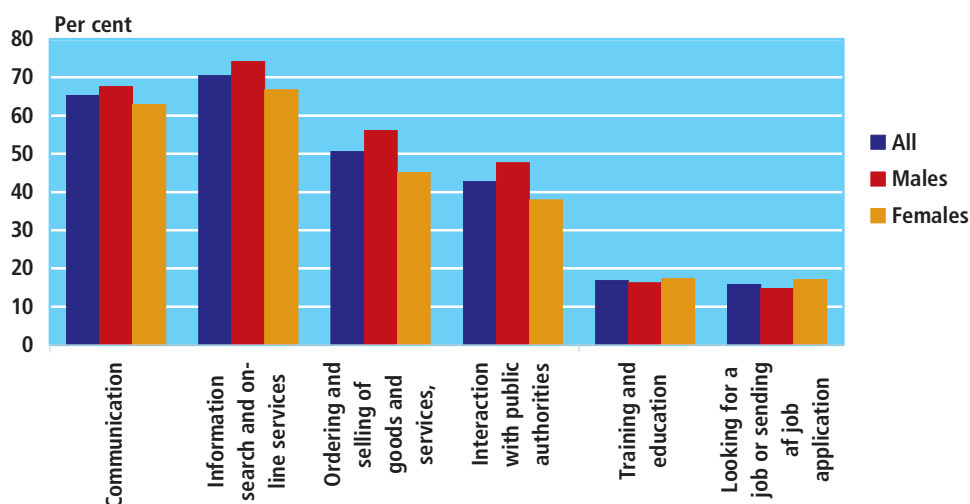
Within the last month of 2004, 70 pct. of the population have used the internet searching for information and using on-line services. 74 pct. of men used the internet for this purpose, while the share of women was 67 pct.

### Almost 2 out 3 use the internet for communicating

65 pct. of the population have used the internet for communicating, i.e. sending and receiving e-mails, making telephone calls via the internet/video conference and chatting in discussion groups. 68 pct. of men use the internet for this purpose and 63 pct. of women.

Figure 11

The Internet usage 2003



### Other purposes related to the use of the internet

In 2004, just over half of the population used the internet for buying or selling goods or services and for settling banking transactions. 43 pct. were in contact with public authorities, while 17 pct. used the internet for purposes related to courses and education. 16 pct. used the internet for job search outside the place of work.



Table 335

## Value index for retail sale

	2002	2003	2004
	2000 = 100		
<b>Retail trade and repair work exc. of m. vehicles</b>	<b>107</b>	<b>112</b>	<b>116</b>
<b>Retail trade of food</b>	<b>107</b>	<b>109</b>	<b>110</b>
<b>Retail sale of food in non-specialized stores</b>			
Grocer's shops	101	91	87
All-night shops <sup>1</sup>	101	115	110
Supermarkets	103	106	105
Discount stores	120	139	146
<b>Retail sale of food in specialized stores</b>			
Retail sale of fruit and vegetables	106	108	108
Retail sale of meat and meat products	102	105	112
Retail sale of fish and game	110	122	153
Bakers' shops, retail sale of bread, cakes	112	114	125
Retail sale of chocolate and sugar confectionery	96	93	92
Retail sale of tobacco products <sup>1</sup>	92	118	126
Retail sale of wine	104	106	76
Retail sale of cheese	106	84	83
Other retail sale of food in specialized stores	119	147	195
<b>Hypermarkets and department stores</b>	<b>108</b>	<b>109</b>	<b>111</b>
<b>Retail sale of pharmaceutical goods, cosmetic art.</b>			
Retail sale of medical and orthopaedic goods	115	119	123
Perfumery shops	103	117	125
Chemists (not licensed to dispense medicines)	114	120	127
<b>Retail sale of clothing, footwear</b>	<b>106</b>	<b>110</b>	<b>117</b>
Retail sale of textiles	110	116	110
Retail sale of ladies' clothing	109	115	124
Retail sale of men's clothing	99	98	115
Retail sale of men's and ladies' clothing	106	114	122
Retail sale of baby articles and children's clothing	127	134	150
Retail sale of footwear	100	99	104
Retail sale of leather goods	96	105	123
<b>Other retail sale</b>	<b>109</b>	<b>117</b>	<b>125</b>
<b>Retail sale of furniture, household appliances</b>			
Retail sale of furniture	111	118	132
Retail sale of carpets	103	115	122
Retail sale of furnishing fabrics	105	105	115
Retail sale of kitchen utensils, glass and china <sup>1</sup>	90	97	212
Retail sale of electric household appliances	125	149	161
Retail sale of radio and television goods	92	82	84
Retail sale of records, CD's, cassettes etc.	96	104	109
Retail sale of musical instruments	108	118	129
Retail sale of hardware <sup>1</sup>	114	128	98
Retail sale of building materials	113	121	140
Retail sale of paints and wallpaper	121	113	120
<b>Retail sale in other specialized stores etc.</b>			
Retail sale of books, newspapers and stationery	107	104	106
Retail sale of watches and clocks	103	107	121
Retail sale of watches, clocks and jewellery	90	97	109
Retail sales of jewellery	97	104	117
Retail sale of glasses	112	116	133
Retail sale of photographic equipment	92	99	88
Gift shops	129	175	238
Retail sale of sports goods	108	112	123
Retail sale of toys and games	108	116	125
Retail sale of bicycles and mopeds	101	112	120
Retail sale of computers and standard software	129	169	148
Florist's shops, retail sale of plants and seeds	116	136	155
Retail sale via mail-order houses	94	107	115

 For further information visit [www.statbank.dk/deta11](http://www.statbank.dk/deta11) and deta 21

Table 336

## Holiday trips 2003

	Holiday trips		
	4 nights +		1-3 nights
	Denmark	Abroad	
<b>Trips, total</b>	<b>1 927 000</b>	<b>3 269 000</b>	<b>4 716 000</b>
Nights per trip	7.45	10.06	2.26
<b>Means of transport</b>	per cent		
Aeroplane	1	51	7
Car	80	31	68
Bus	4	13	6
Train	11	2	14
Ship	2	2	3
Boat	1	0	..
Bicycle	1	0	..
Other	0	0	1
<b>Accommodation</b>			
Hotel	9	53	
Holiday centre	6	6	24
Camping site	21	10	7
Youth hostel	1	2	..
Rented dwelling	26	7	5
Own dwelling	10	3	7
Boat	2	2	..
Family/friends	24	18	50
Other	2	0	6
<b>Destination</b>			
Denmark	100	•	80
Norway	•	6	3
United Kingdom	•	5	3
Sweden	•	9	4
Germany	•	6	4
France	•	11	..
Spain	•	12	..
Greece	•	7	..
Europe, total	•	30	6
Other countries	•	14	..

Note. For trips with 1-3 nights hotels and holiday centre are combined.

Table 337

## Business trips 2003

	Business trips	
	Denmark	Abroad
<b>Trips</b>	<b>1 248 000</b>	<b>1 352 000</b>
<b>Nights per trip</b>	<b>2.29</b>	<b>3.26</b>
<b>Means of transport</b>	per cent	
Aeroplane	3	77
Car	69	18
Bus	6	3
Train	19	1
Ship	0	0
Boat	..	..
Bicycle	..	..
Other	3	0
<b>Destination</b>		
Denmark	100	•
Norway	•	6
United Kingdom	•	10
Sweden	•	17
Germany	•	15
France	•	..
Spain	•	..
Greece	•	..
Europe, other	•	40
Other countries	•	12

Table 338

## Holiday rates for residents in Denmark

	2002 <sup>1</sup>	2003 <sup>1</sup>
	thousands	
<b>Population, 15 years and over</b>	<b>4 365</b>	<b>4 370</b>
	per cent	
<b>Pct. taking holiday trip</b>		
1 holiday trip	34	35
2 holiday trips	17	17
3 holiday trips	6	8
4 holiday trips	2	3
5 holiday trips and more	1	2
<b>Holiday trip, total</b>	<b>61</b>	<b>64</b>
<b>No holiday trip</b>	<b>39</b>	<b>36</b>
	thousands	
Number of persons taking holiday trips	2 671	2 802
Number of holiday trips	4 697	5 196
	trips	
<b>Trips per traveller</b>	<b>1.76</b>	<b>1.85</b>
<b>Trips per person</b>	<b>1.08</b>	<b>1.19</b>

<sup>1</sup> Calculated as the average of 2 surveys (October and January).

Table 339

## Nights spent by type of accommodation 2004

	Hotels, etc.	Camping sites	Youth hostels	Marinas	Holiday dwellings	Total
thousand person-nights						
<b>All Denmark</b>	<b>13 640</b>	<b>11 505</b>	<b>1 006</b>	<b>1 440</b>	<b>14 630</b>	<b>42 221</b>
Copenhagen Municipality	3 588	-	167	22	-	3 777
Frederiksberg Municipality	98	-	-	-	-	98
Copenhagen County	760	217	41	39	16	1 073
Frederiksborg County	325	513	69	87	320	1 313
Roskilde County	169	210	33	8	32	452
West Zealand County	230	464	48	77	336	1 155
Storstrøm County	1 116	748	55	167	724	2 810
Bornholm Municipality	541	266	51	46	597	1 500
Funen County	822	1 264	100	378	860	3 424
South Jutland County	508	1 507	79	150	1 332	3 576
Ribe County	681	1 064	46	3	2 902	4 695
Vejle County	672	725	55	52	344	1 848
Ringkøbing County	457	644	33	14	3 296	4 444
Aarhus County	1 085	1 359	83	192	1 013	3 731
Viborg County	386	608	31	23	722	1 770
North Jutland County	2 203	1 915	115	183	2 138	6 554
<b>Nationality:</b>						
Denmark	7 675	8 247	656	709	2 621	19 908
Sweden	1 302	283	95	139	356	2 174
Norway	1 217	231	67	50	735	2 300
Germany	842	2 015	60	454	10 429	13 801
United Kingdom	541	25	12	-	-	578
Netherlands	248	482	16	61	352	1 159
Europe, other	296	211	66	-	-	573
United States	341	2	6	-	-	348
Other countries	1 178	10	28	27	137	1 379

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.

<sup>1</sup> Data for Copenhagen Municipality is included in Copenhagen County.

For further information visit [www.statistikbanken.dk/11](http://www.statistikbanken.dk/11)

Table 340

## Hotels, camping sites, youth hostels and marinas 2004

	Hotels, etc.	Hotel beds	Hotel rooms	Camping sites	Camping units	Youth hostels	Youth hostels beds	Marinas	Berths
<b>All Denmark</b>	<b>562</b>	<b>109 108</b>	<b>43 163</b>	<b>434</b>	<b>89 978</b>	<b>101</b>	<b>11 130</b>	<b>310</b>	<b>53 424</b>
Copenhagen Municipality	70	18 297	5 922	2	550	2	776	8	2 918
Frederiksberg Municipality	3	1 089	382	-	-	-	-	-	-
Copenhagen County	27	5 167	10 264	5	1 212	2	323	10	4 386
Frederiksborg County	25	2 960	2 732	21	4 068	5	736	18	4 845
Roskilde County	11	1 522	1 201	7	1 722	2	240	10	2 348
West Zealand County	21	2 163	685	26	4 018	9	830	21	3 365
Storstrøm County	31	8 256	1 059	31	6 147	9	766	49	4 992
Bornholm Municipality	41	6 394	2 250	16	2 394	6	800	18	1 074
Funen County	46	6 910	2 201	48	9 284	11	1 088	51	8 739
South Jutland County	33	5 735	3 061	47	10 854	11	1 060	23	3 501
Ribe County	35	5 648	2 144	31	6 743	5	471	5	437
Vejle County	28	4 755	1 882	27	5 009	6	638	10	3 335
Ringkøbing County	29	4 955	2 311	31	5 512	7	556	15	1 827
Aarhus County	50	9 989	1 812	50	10 899	10	1 015	27	5 328
Viborg County	20	4 450	3 935	25	4 825	4	436	15	1 636
North Jutland County	92	20 568	1 322	67	16 741	12	1 395	30	4 693

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.

 For further information visit [www.statistikbanken.dk/11](http://www.statistikbanken.dk/11)

Table 341

## Sales and exports of services in the sector for legal activities 2003

	Legal activities	
	Total	Of which exports
	DKK mio.	
<b>Sales, total</b>	<b>6 839</b>	<b>223</b>
	per cent	
<b>Products, total</b>	<b>100</b>	<b>100</b>
Criminal law	5	0
Business law	47	75
Labour law	3	1
Civil law	18	3
Legal advisory and representation services in statutory procedures of quasi-judicial tribunals, boards etc.	1	1
Legal advisory related to auctions	1	-
Other legal advisory and information services	20	8
Other services	5	12

Table 342

## Sales and exports of services in the sector for consulting architectural activities 2003

	Consulting architectural activities	
	Total	Of which exports
	—DKK mio.—	
<b>Sales, total</b>	<b>4 731</b>	<b>294</b>
	—per cent—	
<b>Products, total</b>	<b>100</b>	<b>100</b>
Advisory and pre-design architectural services	32	59
Architectural design services for buildings and other structures	48	32
Other architectural services	14	6
Engineering design services	3	0
Other architectural and engineering services	2	2
Other additional products	1	1



Table 343

## Sales and exports of goods and services in the sector for engineering consultancy activities 2003

	Activities					Total	Of which exports
	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.						
<b>Sales, total</b>	<b>14 244</b>	<b>6 076</b>	<b>4 299</b>	<b>490</b>	<b>2 908</b>	<b>28 017</b>	<b>8 341</b>
	per cent						
<b>Products, total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Projecting services	51	43	1	..	8	36	21
Project management services	17	5	1	..	6	11	6
Planning and analysis related to investments (urban planning, transport, environment, etc.)	5	21	-	..	19	9	5
Management and system maintenance services concerning construction	3	6	3	..	3	4	3
Technical testing and analysis services	18	3	2	..	44	16	11
Engineering design services including integrated engineering services for turnkey projects	2	0	40	..	0	7	20
Business and management consultancy services	0	0	-	..	1	0	0
Computer services	1	1	-	..	1	1	1
Construction	0	-	-	..	1	0	0
Sale of products	1	19	53	..	8	14	31
Other additional products	1	1	0	..	10	2	2

 For further information visit [www.statbank.dk/radgivn1](http://www.statbank.dk/radgivn1)

Table 344

Sales and exports of services in the sector for advertising activities  
2003

	Advertising services	
	Sales	Of which exports
	DKK mio.	
<b>Total</b>	<b>14 535</b>	<b>998</b>
	per cent	
<b>Products, total</b>	<b>100</b>	<b>100</b>
<b>Advertising services</b>	<b>94</b>	<b>96</b>
Sale or leasing of advertising space or time	49	51
Full service advertising	22	21
Direct marketing	4	7
Advertising design	12	15
Other advertising related services	7	2
<b>Business and management consultancy services</b>	<b>1</b>	<b>0</b>
<b>Computer services</b>	<b>0</b>	<b>0</b>
<b>Training services</b>	<b>0</b>	<b>0</b>
<b>Other sales</b>	<b>5</b>	<b>4</b>


 For further information visit [www.statbank.dk/reklam1](http://www.statbank.dk/reklam1)

Table 345

## Sales and exports of services in the sector for accounting and bookkeeping 2003

	Accounting, bookkeeping and auditing activities		Business and management consultancy activities	
	Sales	Of which exports	Sales	Of which exports
	DKK mio.			
<b>Total</b>	<b>10 975</b>	<b>281</b>	<b>8 030</b>	<b>1 171</b>
	per cent			
<b>Products, total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>Accounting, bookkeeping, auditing services and tax consultancy services</b>	<b>88</b>	<b>89</b>	<b>2</b>	<b>1</b>
Auditing services	44	59	0	1
Accounting services, except tax returns	15	4	1	1
Bookkeeping services, except tax returns	18	7	1	0
Tax consultancy services, including tax returns	11	20	0	0
<b>Business and management consultancy services</b>	<b>9</b>	<b>5</b>	<b>65</b>	<b>77</b>
Strategic consultancy services	3	2	17	10
Financial management consultancy services	3	1	2	1
Human resources management consultancy services	0	-	14	4
Other business and management consultancy services	2	3	32	62
<b>Computer services</b>	<b>1</b>	<b>4</b>	<b>15</b>	<b>15</b>
<b>Training services</b>	<b>0</b>	<b>-</b>	<b>10</b>	<b>3</b>
<b>Other sales</b>	<b>3</b>	<b>2</b>	<b>8</b>	<b>4</b>

 For further information visit [www.statbank.dk/bogrev1](http://www.statbank.dk/bogrev1)

Table 346

## Sales and exports of services in the sector for market research and public opinion polling activities 2003

	Market research and public opinion polling services	
	Sales	Of which exports
	DKK mio.	
<b>Total</b>	<b>1 045</b>	<b>213</b>
	per cent	
<b>Products, total</b>	<b>100</b>	<b>100</b>
<b>Market research services</b>	<b>78</b>	<b>95</b>
Qualitative surveys	15	19
Quantitative ad hoc surveys	34	52
Quantitative continuous/regular surveys	30	24
<b>Public opinion polling services</b>	<b>2</b>	<b>0</b>
<b>Advertising services</b>	<b>3</b>	<b>-</b>
<b>Business and management consultancy services</b>	<b>13</b>	<b>0</b>
<b>Computer services</b>	<b>1</b>	<b>4</b>
<b>Training services</b>	<b>1</b>	<b>-</b>
<b>Other sales</b>	<b>2</b>	<b>0</b>

 For further information visit [www.statbank.dk/arked1](http://www.statbank.dk/arked1)

Table 347

## Sales and exports of services in the sectors for temporary employment agencies and recruitment agencies 2003

	Temporary employment agencies		Recruitment agencies	
	Sales	Of which export	Sales	Of which exports
	DKK mio.			
<b>Total</b>	<b>3 422</b>	<b>233</b>	<b>447</b>	<b>66</b>
	per cent			
<b>Products, total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>Placement services</b>	<b>1</b>	<b>-</b>	<b>77</b>	<b>100</b>
Executive search services	0	-	57	99
ICT and computer specialists	0	-	7	1
Other specialists	0	-	7	-
Placement services of office support personnel and other workers	1	-	6	-
<b>Supply services of management</b>	<b>98</b>	<b>95</b>	<b>2</b>	<b>-</b>
Executive search services	21	0	2	-
Industrial/Manufacturing	24	35	-	-
Transport/Logistics	5	3	-	-
Commercial/Trade	2	0	-	-
HORECA	3	-	-	-
<b>Supply services of nursing personnel</b>	<b>39</b>	<b>57</b>	<b>-</b>	<b>-</b>
Of which nurses	11	27	-	-
Social and health assistants	9	-	-	-
Social and health helpers	8	-	-	-
Doctors	4	30	-	-
Other health staff	6	0	-	-
<b>Other supply services</b>	<b>4</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Other services</b>	<b>1</b>	<b>5</b>	<b>22</b>	<b>-</b>
Of which outplacement services	0	-	0	-
Business and management consultancy services	0	-	15	-
Computer services	0	-	1	-
Training services	0	-	3	-
Other services	1	5	3	-

For further information visit [www.statbank.dk/vikar1](http://www.statbank.dk/vikar1)

Table 348

Sales of services in the sector for general and specialized cleaning  
2002

	General cleaning	Specialized cleaning	Total
	DKK mio.		
<b>Sales, total</b>	<b>7 006</b>	<b>744</b>	<b>7 749</b>
	per cent		
<b>Products, total</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>General cleaning</b>	<b>73</b>	<b>2</b>	<b>66</b>
<b>Specialized cleaning</b>	<b>8</b>	<b>87</b>	<b>15</b>
of which in new buildings	0	6	1
in the health sector	5	0	5
cleaning related to insurance covered damages	1	20	2
<b>Other services</b>	<b>20</b>	<b>11</b>	<b>19</b>
Window cleaning	3	1	3
Property maintenance etc.	7	1	6
Other sales	10	9	10

Table 349

## The ICT sector in Denmark 2002

	Enter- prises	Full-time equivalent employees	Turn- over	Wages and salaries
	number of		DKK mio.	
<b>Private non-agricultural industries, total</b>	<b>196 133</b>	<b>1 278 887</b>	<b>2 212 760</b>	<b>398 233</b>
<b>ICT industries, total</b>	<b>9 072</b>	<b>97 175</b>	<b>201 962</b>	<b>41 643</b>
Manufacturing	576	17 732	25 527	6 062
Wholesale trade	1 641	24 449	85 021	11 050
Telecommunications	232	20 787	45 252	8 200
Consultancy services	6 623	34 207	46 162	16 332

Table 350

## Sales and exports of goods and services by ICT activity 2003

	Activities							Total	Of which exports
	Hardware consultancy	Publishing of standard-software	Software consultancy and supply	Data processing	Database activities	Maintenance and repair of office, accounting and computing machinery	Other computer-related activities		
	—DKK mio.—								
<b>Sales, total</b>	<b>1 096</b>	<b>6 262</b>	<b>24 949</b>	<b>4 488</b>	<b>1 612</b>	<b>794</b>	<b>2 263</b>	<b>41 464</b>	<b>6 262</b>
	—per cent—								
<b>Products, total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Hardware consultancy services	35	1	1	0	0	2	2	2	1
Development and sale of packaged software	1	58	15	1	1	2	12	19	50
Development and sale of customised software	1	3	35	28	2	3	5	25	18
Other software and computer consultancy services	5	3	13	1	0	2	11	9	7
Computer facilities management and data processing	3	0	11	43	6	1	21	13	8
Database services	0	0	1	9	64	1	4	4	2
System maintenance services	3	3	7	1	0	1	15	6	6
Computer hardware servicing, repair and maintenance of computing machinery and equipment	6	0	1	0	0	63	4	2	1
Network and telecommunication services	-	0	1	9	17	3	7	2	0
ICT-related training	0	0	1	0	0	0	1	1	0
Resale of software	10	1	6	1	0	2	8	4	3
Resale of hardware and equipment	35	29	6	5	-	19	8	10	2
Other resale	1	0	1	0	3	1	0	1	0
Business and management consultancy services	-	-	0	0	0	-	2	0	0
Other sales	1	0	2	1	6	2	0	2	3

For further information visit [www.statbank.dk/it1](http://www.statbank.dk/it1)



Table 351

## Enterprises' use of ICT 2004

	Internet access	Own web site	Broadband connection to the internet <sup>2</sup>
	per cent		
<b>All enterprises<sup>1</sup></b>	<b>97</b>	<b>81</b>	<b>79</b>
<b>Industry</b>			
Manufacturing	99	86	80
Construction	97	65	70
Ws. and retail trade; hotels, restaurants	97	83	83
Transport, post and telecomm.	93	70	69
Business activities, etc.	97	89	87
<b>Full-time employees</b>			
10-19	95	73	72
20-49	99	85	83
50-99	99	91	90
100 +	100	95	94

<sup>1</sup> Figures are based on the replies February 2004 of 4 000 enterprises with at least 10 employees. <sup>2</sup> ADSL, etc., or other cable based connection (i.e. access faster than analogue modem or ISDN).


 For further information visit [www.dst.dk/it](http://www.dst.dk/it)

Table 352

## Enterprises' use of the internet (selected areas) 2004

	Banking and financial services	Interaction with public authorities	Recruitment of personnel	Placing orders via the internet <sup>2</sup>	Receiving orders via the internet <sup>2</sup>
	per cent				
<b>All enterprises<sup>1</sup></b>	<b>84</b>	<b>84</b>	<b>27</b>	<b>57</b>	<b>27</b>
<b>Industry</b>					
Manufacturing	85	88	25	57	26
Construction	88	77	11	45	21
Ws. and retail trade; hotels, restaurants	83	84	29	58	34
Transport, post and telecomm.	81	77	22	50	26
Business activities etc.	83	90	47	73	21
<b>Full-time employees</b>					
10-19	82	78	19	50	26
20-49	87	88	29	61	27
50-99	88	94	36	66	27
100 +	84	95	59	79	31

<sup>1</sup> Figures are based on the replies February 2004 of 4 000 enterprises with internet access and at least 10 employees. <sup>2</sup> Orders placed/received during 2003.

For further information visit [www.dst.dk/it](http://www.dst.dk/it)

Table 353

## ICT security problems encountered by enterprises during 2003

	All enterprises <sup>1</sup>	10-49 full-time employees	50 or more full-time employees
	per cent of enterprises with internet access		
Disconnection from external network	35	34	41
Virus attack	32	31	39
Theft of data carrying equipment	16	13	32
Loss of data due to lack of backup	8	8	8
Unauthorized access	4	4	5
Denial of service attack	4	3	8
Sabotage	1	1	1
Economical ICT abuse	1	1	1
Blackmail or threats to data or software	1	1	1

<sup>1</sup> Figures are based on the replies February 2004 of 4 000 enterprises with internet access and at least 10 employees.

 For further information visit [www.dst.dk/it](http://www.dst.dk/it)

Table 354

## Access to the internet by the population 2004

	Access to the internet, total	Access from both home and work place	Only access from home	Only access from work place
<b>Total</b>	<b>83</b>	<b>49</b>	<b>25</b>	<b>9</b>
<b>Sex</b>				
Male	85	50	27	8
Female	82	49	24	9
<b>Age</b>				
16-19 years	96	75	7	14
20-39 years	90	58	23	10
40-59 years	89	56	25	8
60-74 years	54	10	38	5
<b>Employment</b>				
Student	96	75	6	15
Wage-earning employee	83	31	39	13
Salaried employee	96	76	11	10
Self-employed	91	57	29	5
Unemployed/retired	52	0	52	0
<b>Regions</b>				
East of the Great Belt	86	54	23	9
West of the Great Belt	82	45	28	8

 For further information visit [www.statbank.dk/fabrit1](http://www.statbank.dk/fabrit1) og [bebrit1](http://bebrit1)

Table 355

## Households possessing consumer durables

	2002	2003	2004	2002	2003	2004
	thousands			per cent		
Number of households	2 318	2 232	2 350	100	100	100
Of which possessing:						
Private home	1 334	1 300	1 384	58	63	59
Summer dwelling	208	272	255	9	12	11
Tumble dryer	989	1 109	1 124	43	50	48
Washing machine	1 748	1 833	1 791	75	82	76
Dishwasher	1 284	1 275	1 405	55	57	60
Microwave oven	1 350	1 442	1 551	58	65	66
Video recorder	1 896	1 796	1 997	82	80	85
Video camera	498	529	541	21	24	23
Digital video camera	...	...	239	...	...	10
Digital camera	...	...	820	...	...	35
CD player	2 126	2 039	2 162	92	91	92
DVD-player	492	827	1 260	21	37	54
DVD-recorder	...	...	128	...	...	5
Mobile telephone	1 956	1 888	2 126	84	85	90
Answering machine	1 073	1 079	1 133	46	48	48
PC	1 679	1 759	1 907	72	79	81
CD-ROM	1 426	1 531	1 703	62	69	73
DVD for PC	588	920	1 205	25	41	51
Access to the internet	1 375	1 480	1 669	59	66	71
Of which connected via:						
General modem	982	868	766	42	39	33
Fixed connection (ADSL)	128	371	565	6	17	24
Other (including cable)	266	241	338	11	11	14

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.

For further information visit [www.statbank.dk/varforbr](http://www.statbank.dk/varforbr)

**Table 356****Postal service**

	2000	2004
	number	
<b>Establishments</b>		
<b>Postal establishments, total</b>	<b>1 116</b>	<b>996</b>
Branch post offices	1 016	315
Letter boxes	9 806	9 186
Stamp selling establishments	5 847	4 451
	thousands	
<b>Mail handled etc.</b>		
<b>Ordinary letters, total</b>	<b>1 444 200</b>	<b>1 270 000</b>
<b>Parcels</b>	<b>31 700</b>	<b>37 100</b>
<b>Personnel, total</b>	<b>29 916</b>	<b>21 838</b>

Source: Post Denmark.

Table 357

## Telephone service

	2002	2003
	thousands	
Telephone subscribers	3 701	3 613
Per 100 inhabitants	69	67
Mobile telephone subscribers	4 478 <sup>1</sup>	4 767 <sup>1</sup>
Per 100 inhabitants	83 <sup>1</sup>	88 <sup>1</sup>
ISDN connection	394	377
	mio. minutes	
International fixed net traffic from Denmark	657	644
Outgoing mobile traffic	3 484	4 164
	DKK mio.	
Revenue	34 588	36 208
Investments	7 652	5 601

<sup>1</sup> 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.

Source: National Telecom Agency.