

Service sector and the information society

Service sector and the information society

1. Structure of the service sector

Service sector continues to grow

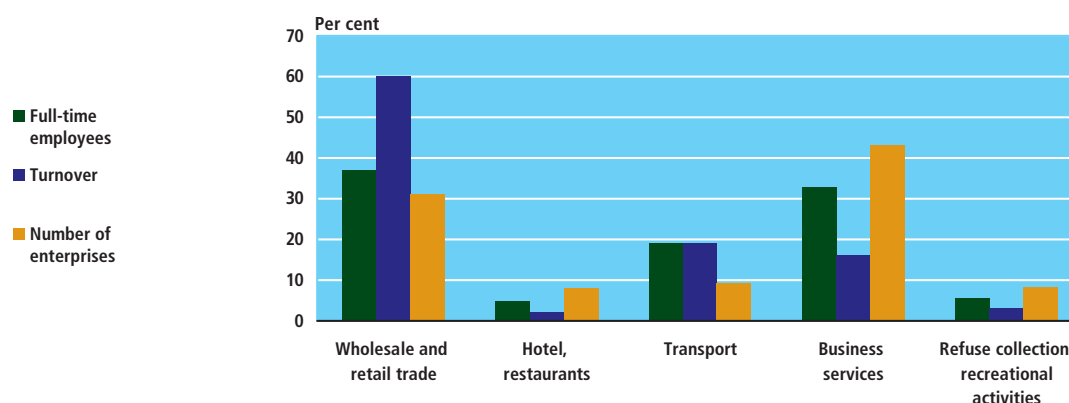
The service sector comprises a number of different industries with one thing in common: the production of services. These industries include the wholesale and retail trade, hotels and restaurants, transport, telecommunication and postal services, financial services and business activities, comprising ICT services, research and development, auditing and book-keeping, cleaning, leasing of machinery and equipment, temporary employment agencies, etc. The service 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 2004. In comparison, the number of persons employed in manufacturing has declined by 3 per cent from 1992-1999. From 1999 to 2004 it has decreased by 10 per cent.

Wholesale and retail trade account for the highest turnover and number of employees

The structure of the private service sector is illustrated in figure 1. In 2004, the greatest number of persons employed was found within the wholesale and retail trade, which accounted for 302,000 full-time employees. Next was business activities with 269,000 persons employed. In 2004, the wholesale and retail trade accounted for the greatest part of the service sector's overall turnover with 60 per cent, followed by transport which generated 19 per cent, and business services with 16 per cent. Business services accounted for 43 per cent of the total number of business enterprises within the service sector and the wholesale and retail trade for 31 per cent.

Figure 1

Employment, turnover and number of enterprises in the service sector. 2004



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2. Retail trade

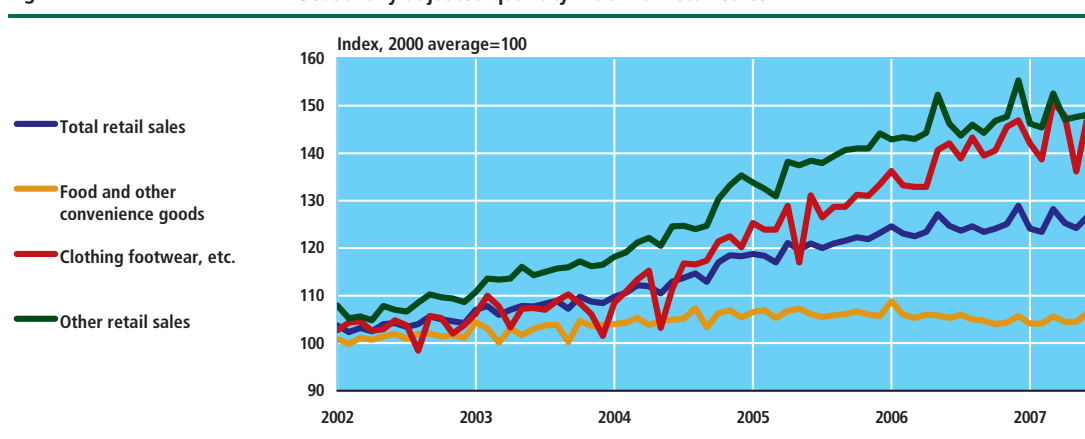
Slight increase in retail sales

Retail sales are 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* represent respectively 50 and 40 per cent of total retail sales. *Clothing, etc.* represents the remaining 10 per cent.

The total turnover within retail sales has seen an increasing trend in the recent years. 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 2006, whereas *clothing, etc.*, and *other consumer goods* had increased markedly to 147 and 156, respectively, and this was the main reason for the increase in retail sales.

Figure 2

Seasonally adjusted quantity index for retail sales



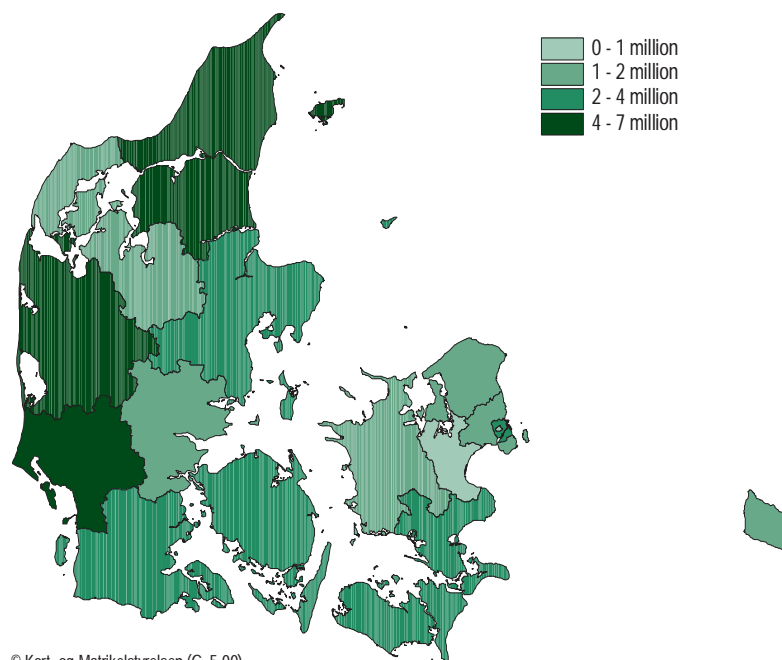
3. Tourism

Slight decrease in nights spent in 2006

In 2006, the total number of nights spent at hotels, etc., camping sites, hostels, marinas and holiday dwellings rented through Danish agencies was 44.4 million. This is an increase of 2.7 million or 6 per cent compared to the previous year. The increase is due to 8 per cent more Danish and 3 per cent more foreign nights spent, compared to 2005. All areas experienced progress in 2006: Hostels (14 per cent), houses (8 per cent), marinas (5 per cent), camp sites (4 per cent), and hotels, etc. (3 per cent).

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Figure 3 Total number of overnight stays in counties. 2006



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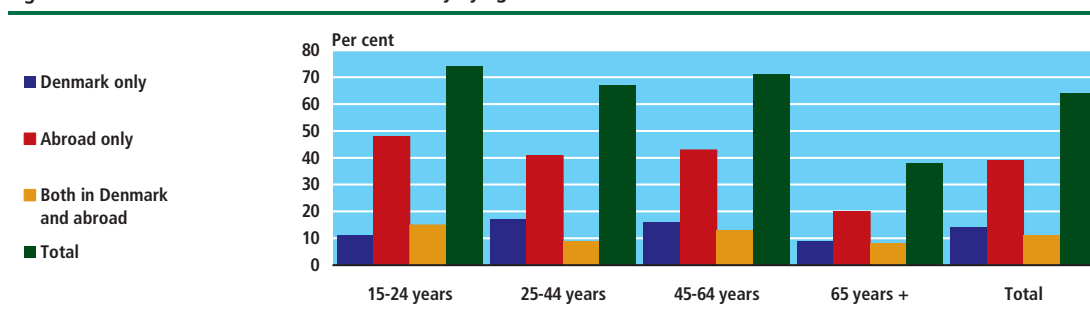
See table 312.

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 four nights in 2005. 2.2 million persons took a holiday trip abroad in 2005 and 1.1 million went on a holiday trip in Denmark. Some Danes took a holiday trip abroad as well as in Denmark. 60 per cent of the trips abroad were by plane, while eight out of ten of the trips in Denmark were by car. For 24 per cent of the trips in Denmark, the type of accommodation was rented holiday dwellings, 23 per cent were with family/friends, and 10 per cent were in own holiday dwellings. Camping was also a popular way of going on holiday in Denmark with 19 per cent of all trips. The most popular type of accommodation abroad was hotels with 55 per cent, while 17 per cent stayed with family/friends. 4.4 million holiday trips with at least four nights were made by Danes in 2005, 80 per cent abroad.

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Figure 4 Danes on holiday by age and destination. 2005



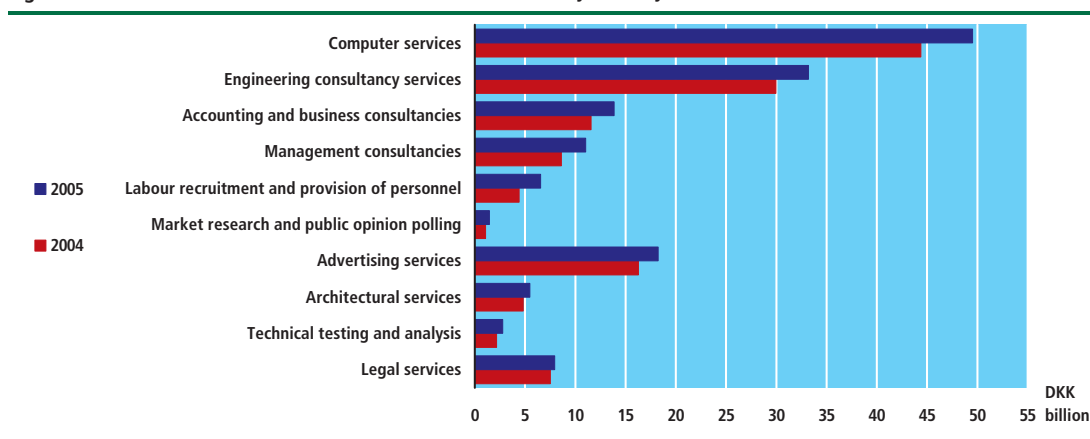
See table 309.

4. Business services

Business services

Business services 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 services like cleaning, packaging and guard and surveillance-services. The common element is that the companies within business services primarily deliver services to other companies. The following focuses on the knowledge intensive services.

Figure 5 Turnover in business services by industry



Note: The figure shows the knowledge-intensive services.

High turnover in the it-services sector

In 2005, the turnover in the knowledge-intensive services was approximately DKK 150 billion. With DKK 49.5 billion, firms in the it-services sector had the largest turnover, corresponding to one third of the total turnover in the knowledge-

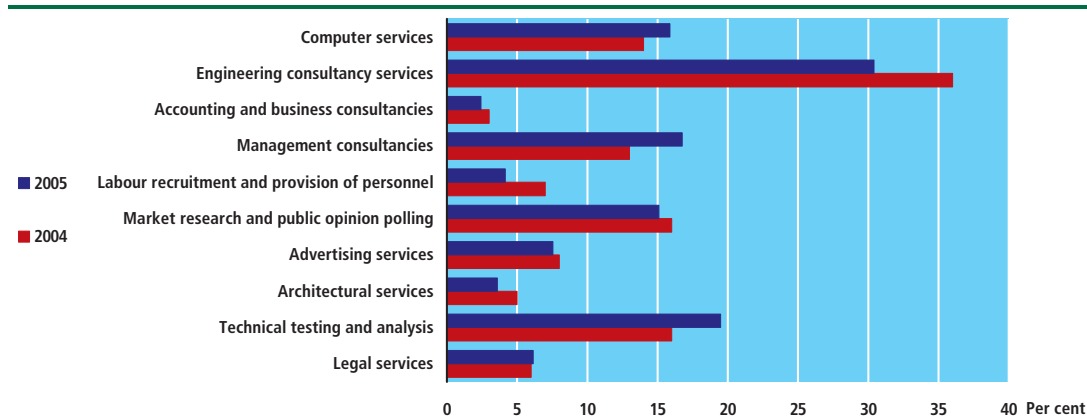
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intensive services. In 2005, the five services with the highest turnover was *it design and development services* (DKK 16.7 billion), *computer facilities management services* (DKK 6.0 billion), *accounting services* (DKK 5.7 billion), *project management services in relation to engineering services* (DKK 5.3 billion) and *full service advertising services* (DKK 4.2 billion). The private sector is the largest customer and 83 pct. of the turnover was realized by this sector. Of this, 73 per cent stems from firms and 9 per cent from organizations and private individuals. The public sector represents 17 per cent of the total turnover.

Export of knowledge-intensive services

The total export within the knowledge-intensive services was approximately DKK 23.3 billion in 2005. The export accounted for 15 per cent of the turnover. The largest export was found in the sector for consulting engineers and it-services. Together, they had an export of DKK 18 billion in 2005, corresponding to three fourths of the total export of the knowledge-intensive services. In 2005, the five largest exported services was *development and design of software* (DKK 4.4 billion), *development of civil engineering projects* (DKK 3.0 billion), *development related to processes and facilities within the manufacturing industry* (DKK 1.9 billion), *turnkey projects, incl. mounting of ready-made production plants* (DKK 1.8 billion) and *operation of customer's it-systems* (DKK 0.8 billion). In 2005, Danish firms exported a little more knowledge-intensive services to EU than to the rest of the world. In this way, export to EU constituted 54 per cent of the total export, while export to the rest of the world constituted 46 per cent.

Figure 6 Export share of turnover in business services by industry



Note: The figure shows the 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 the use of information technology by enterprises, the public

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sector and families, e.g. the Internet. Statistics Denmark's publications on the information society are available at www.dst.dk/it.

The ICT sector

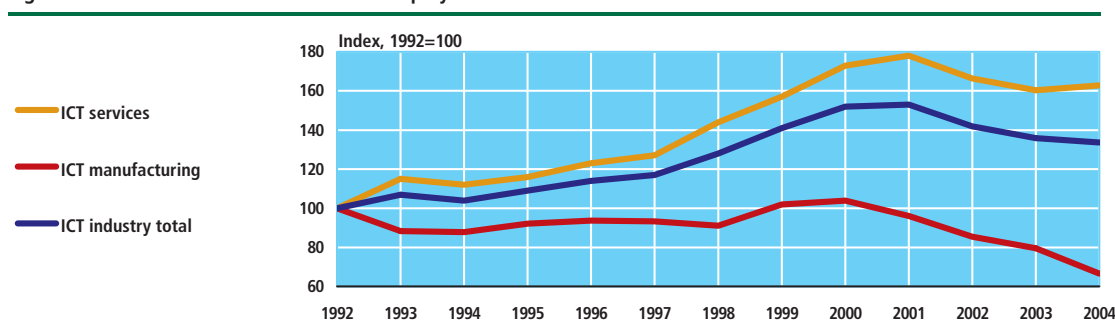
The ICT sector comprises enterprises that produce products and services within electronics, ICT, computer software, telecommunications, and other areas primarily based on information technologies. The ICT sector can be divided into ICT manufacturing, ICT wholesale, telecommunications, and ICT consultancy services.

Declining employment in ICT service industries

In 2004, the Danish ICT sector employed a total of 91,500 full-time persons, a decrease of 1.6 per cent compared to 2003. Of these, consultancy services accounted for 40 per cent and ICT wholesale for 23 per cent, while ICT manufacturing and telecommunications accounted for, respectively, 15 per cent and 22 per cent. Since the beginning of the 1990s, the number of full-time employed persons in ICT manufacturing has been decreasing. In 2004, there was 34 per cent less full-time persons than in 1992. As the only industry, ICT service industries have experienced a growth rate of 1.5 per cent compared to the previous year and have experienced an overall growth rate of 63 per cent since 1992. Since 2002, the number of full-time employed persons in private non-agricultural industries has decreased, but is still 34 per cent larger than in 1992.

Figure 7

Full-time employees in the ICT sector

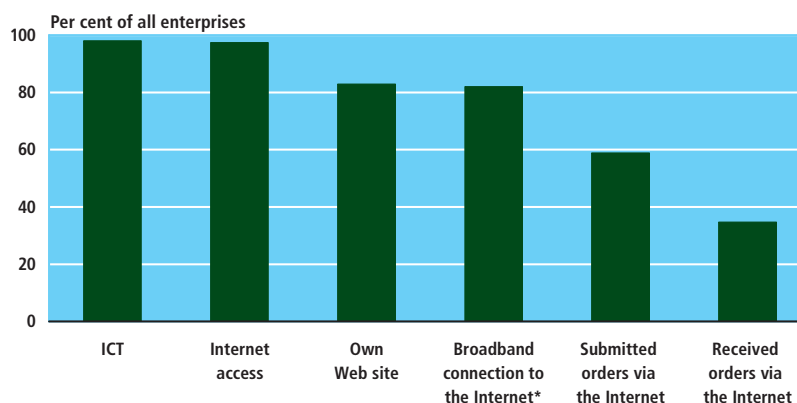


Use of ICT by enterprises

In the beginning of 2006, nearly all enterprises had access to the Internet and more than eight out of ten enterprises had their own website. Eight out of ten enterprises also had a broadband connection to the Internet (i.e. ADSL or another wire-based connection). As regards electronic commerce, approximately six out of ten enterprises had submitted orders via the Internet and more than every third enterprise had received orders.

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Figure 8 Use of ICT by enterprises. 2006

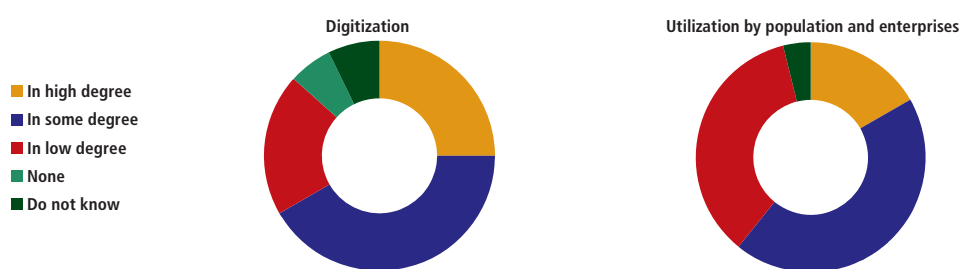


Note 1: Based on data reported by 4,041 enterprises with ten or more persons employed.
 Note 2: A broadband connection comprises ADSL and similar or another cable-based Internet connection.
 See table 324 and 325.

Use of ICT by the public sector

Forms are typically digitalized in the public sector to some degree. 42 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. 25 per cent of the public authorities had, to a high degree, digitalized, 20 per cent to a low degree. 6 per cent replied that they did not offer digitalized forms and 7 per cent replied “do not know”.

Figure 9 Digitalized forms in the public sector. 2006



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

However, the rate of utilization among the public authorities that have digitalized forms is lower. Here, 17 per cent of the authorities hold the view that the forms are, to a high degree, used by citizens and enterprises, 44 per cent to some degree and 35 per cent that they are used to a low degree. No authorities offered digitalized forms that were not used.

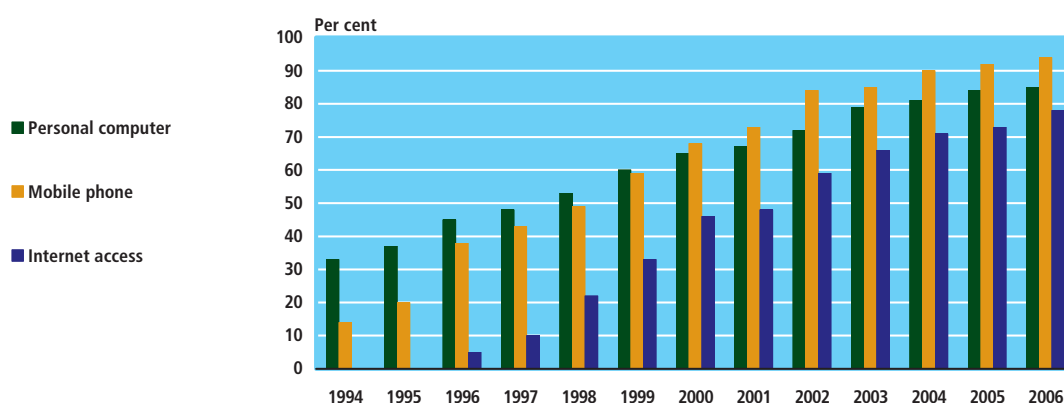
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Danish families' access to ICT goods is increasing

An increasing number of Danish families have access to PC, the Internet and mobile phones at home. In 2006, 78 per cent had access to the Internet at home, compared to 54 per cent in 2001, only five years earlier. Since 2000, the dissemination of mobile phones has passed the dissemination of the PC. In 2006, as many as 94 per cent of Danish families had a mobile phone, against 68 per cent in 2000. In 2006, 85 per cent of the families had a PC at home.

Figure 10

Families' access to ICT goods



Note: 1 January.

See table 330.

Almost nine out of ten can access the Internet

In 2006, 89 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 2004 (83 per cent). The main reason for the increase is that more people are now able to access the Internet both from their workplace and from their home. In 2006, 57 per cent of the population can access the Internet from their workplace, compared to 49 per cent in 2004. At that time, 83 per cent had access to the Internet from their home. In 2006, 26 per cent of the population could only access the Internet from their home. This is almost the same as in 2004 (25 per cent).

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 health activities, courses and education, as well as job search. The ranking of each purpose among the two sexes is very much similar.

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Men make more use of the Internet

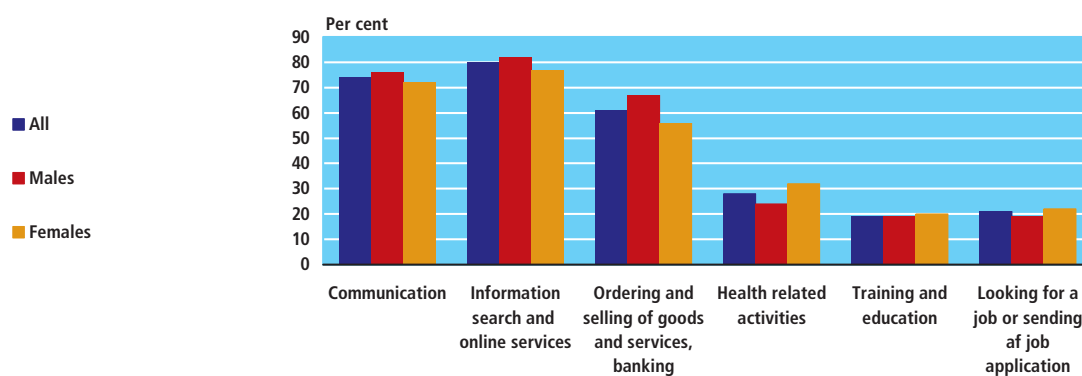
In the last month of 2006, 80 per cent of the population have used the Internet searching for information and using on-line services. 82 per cent of men used the Internet for this purpose, while the share of women was 77 per cent.

Almost three out of four use the Internet for communication

74 per cent 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. 76 per cent of men use the Internet for this purpose and 72 per cent of women.

Figure 11

Internet usage for private purposes. 2006



Other purposes related to the use of the Internet

In 2006, more than 60 per cent of the population used the Internet for buying or selling goods or services and for settling banking transactions. 28 per cent used the Internet for health-related activities, while 19 per cent used the Internet for purposes related to courses and education. 21 per cent used the Internet for job search outside the place of work.

Table 308

Value index for retail sale

	2004	2005	2006
	2000 = 100		
Retail trade and repair work exc. of m. vehicles	116	123	128
Retail trade of food	113	114	115
Retail sale of food in non-specialized stores	113	115	116
Grocer's shops	87	85	85
All-night shops	110	116	114
Supermarkets	105	105	108
Discount stores	146	152	150
Retail sale of food in specialized stores	108	108	113
Retail sale of fruit and vegetables	108	107	98
Retail sale of meat and meat products	112	125	137
Retail sale of fish and game	153	112	150
Bakers' shops, retail sale of bread, cakes	125	137	139
Retail sale of chocolate and sugar confectionery	92	90	107
Retail sale of tobacco products	126	110	117
Retail sale of wine	76	64	66
Retail sale of cheese	83	84	84
Other retail sale of food in specialized stores	195	212	205
Hypermarkets and department stores	111	116	121
Retail sale of pharmaceutical goods, cosmetic art.	123	131	139
Retail sale of medical and orthopaedic goods	123	129	135
Perfumery shops	125	132	155
Chemists (not licensed to dispense medicines)	127	144	155
Retail sale of clothing, footwear	120	135	145
Retail sale of textiles	110	100	102
Retail sale of ladies' clothing	124	145	150
Retail sale of men's clothing	115	138	153
Retail sale of men's and ladies' clothing	122	132	141
Retail sale of baby articles and children's clothing	150	169	203
Retail sale of footwear	104	109	114
Retail sale of leather goods	123	159	182
Other retail sale	133	147	156
Retail sale of furniture, household appliances	123	138	149
Retail sale of furniture	132	142	158
Retail sale of carpets	122	135	142
Retail sale of furnishing fabrics	115	124	131
Retail sale of kitchen utensils, glass and china	212	229	236
Retail sale of electric household appliances	161	177	203
Retail sale of radio and television goods	84	87	94
Retail sale of records, CD's, cassettes etc.	109	117	123
Retail sale of musical instruments	129	136	141
Retail sale of hardware ¹	98	101	107
Retail sale of building materials	140	181	192
Retail sale of paints and wallpaper	120	119	106
Retail sale in other specialized stores etc.	154	166	171
Retail sale of books, newspapers and stationery	106	106	100
Retail sale of watches and clocks	121	140	156
Retail sale of watches, clocks and jewellery	109	126	140
Retail sales of jewellery	117	123	134
Retail sale of glasses	133	142	152
Retail sale of photographic equipment	89	86	96
Gift shops	238	310	315
Retail sale of sports goods	123	130	139
Retail sale of toys and games	125	129	133
Retail sale of bicycles and mopeds	120	129	133
Retail sale of computers and standard software	148	141	148
Florist's shops, retail sale of plants and seeds	155	169	165
Retail sale via mail-order houses	115	123	123

 For further information visit www.statbank.dk/deta11 and deta 21

Table 309

Holiday trips. 2005

	Holiday trips		
	4 nights +		1-3 nights
	Denmark	Abroad	
Trips, total	1 532 000	3 532 000	3 163 000
Nights per trip	6,98	9,86	2,22
Means of transport	per cent		
Aeroplane	1	60	7
Car	78	26	69
Bus	3	9	7
Train	13	3	13
Ship	2	2	3
Boat	2	0	..
Bicycle	1	0	..
Other	1	0	2
Accommodation			
Hotel	6	55	24
Holiday centre	4	3	4
Camping site	19	8	8
Youth hostel	2	1	..
Rented dwelling	24	11	5
Own dwelling	10	3	8
Boat	2	1	..
Family/friends	23	17	38
Other	10	1	13
Destination			
Denmark	100	•	76
Norway	•	6	2
United Kingdom	•	5	2
Sweden	•	7	7
Germany	•	6	7
France	•	10	1
Spain	•	13	..
Greece	•	5	..
Europe, total	•	36	5
Other countries	•	12	..

Table 310

Business trips. 2005

	Business trips	
	Denmark	Abroad
Trips	964 000	1 178 000
Nights per trip	2,31	3,79
Means of transport	per cent	
Aeroplane	4	78
Car	74	16
Bus	6	3
Train	16	1
Ship	1	3
Boat
Bicycle
Other	0	0
Destination		
Denmark	100	•
Norway	•	9
United Kingdom	•	9
Sweden	•	18
Germany	•	13
France	•	5
Spain	•	4
Greece	•	..
Europe, other	•	31
Other countries	•	11

Table 311

Holiday rates for residents in Denmark

	2004 ¹	2005 ¹
	thousands	
Population, 15 years and over	4 380	4 393
	per cent	
Pct. taking holiday trip		
1 holiday trip	33	32
2 holiday trips	17	17
3 holiday trips	8	9
4 holiday trips	3	4
5 holiday trips and more	1	2
Holiday trip, total	62	64
No holiday trip	38	36
	thousands	
Number of persons taking holiday trips	2 721	2 814
Number of holiday trips	4 430	5 064
	trips	
Trips per traveller	1,63	1,80
Trips per person	1,01	1,15

¹ Calculated as the average of two surveys (October and January).

Table 312

Nights spent by type of accommodation. 2006

	Hotels, etc.	Camping sites ¹	Youth hostels	Marinas ²	Holiday dwellings	Total
thousand person-nights						
All Denmark	14 334	11 753	1 234	1 695	15 408	44 424
Copenhagen and Frederiksberg Municipality	3 944	-	349	35	-	4 328
Copenhagen County	906	258	37	50	2	1 253
Frederiksborg County	390	521	81	97	362	1 451
Roskilde County	208	233	37	9	33	520
West Zealand County	253	477	57	95	377	1 259
Storstrøm County	1 143	814	61	178	834	3 030
Bornholm Municipality	497	312	50	57	640	1 556
Funen County	908	1 345	93	452	773	3 571
South Jutland County	559	1 467	83	176	1 415	3 700
Ribe County	697	1 099	45	5	3 277	5 123
Vejle County	764	634	60	60	268	1 786
Ringkøbing County	428	679	41	15	3 507	4 670
Aarhus County	1 036	1 342	93	228	1 079	3 778
Viborg County	386	594	31	31	646	1 688
North Jutland County	2 215	1 980	116	208	2 196	6 715
Nationality:						
Denmark	8 461	8 565	787	877	3 480	22 170
Sweden	1 203	255	88	159	333	2 038
Norway	1 239	270	71	38	674	2 292
Germany	670	1 925	89	539	10 360	13 583
United Kingdom	522	35	26	•	•	583
Netherlands	272	445	20	55	393	1 185
Europe, other	1 131	1	119	•	•	1 251
United States	402	2	9	•	•	413
Other countries	434	255	25	27	168	909

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. ² The statistics covers the period May-September.

For further information visit www.statistikbanken.dk/tur1, tur4 and tur8

Table 313

Hotels, camping sites, youth hostels and marinas. 2006

	Hotels, etc.	Hotel beds	Hotel rooms	Camping sites	Camping units	Youth hostels	Youth hostels beds	Marinas	Berths
All Denmark	521	103 440	41 808	425	88 986	100	12 222	298¹	52 471
Copenhagen and Frederiksberg Municipality	69	19 673	10 234	7	1 762	3	1 792	10	3 001
Copenhagen County	27	5 171	2 751	20	3 938	2	323	10	4 414
Frederiksborg County	25	3 328	1 469	7	1 722	5	743	17	4 803
Roskilde County	11	1 574	709	27	4 119	2	288	10	2 328
West Zealand County	24	2 354	1 134	31	6 134	9	816	18	3 059
Storstrøm County	30	8 212	2 214	16	2 376	9	822	47	4 940
Bornholm Municipality	21	3 867	1 257	48	9 248	6	789	18	1 078
Funen County	48	7 424	3 234	44	10 574	11	1 132	49	8 263
South Jutland County	31	5 619	2 082	30	6 635	10	970	21	3 330
Ribe County	31	5 019	1 779	25	4 810	5	495	5	438
Vejle County	31	5 338	2 626	31	5 529	6	664	10	3 431
Ringkøbing County	29	4 880	1 787	50	10 909	6	472	14	1 559
Aarhus County	43	7 613	3 377	25	4 850	10	1 045	25	5 345
Viborg County	19	3 742	1 184	64	16 380	4	448	14	1 525
North Jutland County	82	19 626	5 972	166	17 711	12	1 423	30	4 957

¹ 8 harbour further did'nt want to take part in the examination.

For further information visit www.statistikbanken.dk/tur22

Table 314

Sales and exports of services in the sector for legal activities. 2005

	Legal activities	
	Total	Of which export
	DKK mio.	
Total	7 938	487
	per cent	
Products, total	100	100
Legal advisory and representation services in civil law	7	2
Arbitration case and mediation	1	1
Insolvency consultancy services	5	0
Administration consultancy services	2	0
Legal advisory and representation services in criminal law	3	0
Legal advisory and representation services in business/commercial law	35	64
Business and management consultancy services	5	17
Private consultancy services	9	0
Accounting, bookkeeping and auditing services; tax consultancy services	1	1
Real estate consultancy services	14	2
Debt-collection consultancy services	5	0
Legal advisory and representation services in technology law	1	1
Legal advisory and representation services in labour law	3	1
Legal advisory and representation services in environment law	0	0
Other legal advisory and information services	2	0
Patent and copyright consultancy services	2	8
Notarial services	0	0
Other services	3	0

For further information visit www.statbank.dk/11

Table 315

Sales and exports of services in the sector for consulting architectural activities. 2005

	Consulting architectural activities	
	Total	Of which exports
	DKK mio.	
Total	5 477	197
	per cent	
Products, total	100	100
Advisory and pre-design architectural services	29	25
Architectural design services for buildings and other structures	55	62
Urban planning and urban renewal benefits og byfornyelsesydelser	3	6
Landscape architectural services	3	1
Other architectural services	5	3
Engineering design services	4	2
Other architectural and engineering services	1	0
Map making	0	0
Training services	0	0
Technical test and analysis	0	0
Business and management consultancy services	0	0
Other additional products	0	1

For further information visit www.statbank.dk/11

Table 316

Sales and exports of goods and services in the sector for engineering consultancy activities. 2005

	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.						
Total	15 121	9 197	5 269	607	3 008	33 202	10 100
	per cent						
Products, total	100	100	100	100	100	100	100
Development of the construction of buildings and test drilling and boring	16	2	0	1	0	8	1
Construction of utility projects for electricity	7	4	0	0	5	5	0
Development of civil engineering projects	8	1	51	0	0	12	30
Development related to processes and facilities within the manufacturing industry	4	37	0	0	0	12	18
Construction of utility project for fluids	2	1	0	0	0	1	1
Construction of utility projects for telecommunications and broadcasting	0	0	0	0	0	0	0
Other projecting services	5	2	0	11	4	4	1
Project management services	30	8	0	0	1	16	5
Planning and analysis related to investments	3	4	0	5	1	3	1
Services, operation	3	2	5	0	1	3	4
Technical testing and analysis services	2	2	0	1	6	2	0
Geological and geophysical activities	0	0	0	11	1	0	0
Extraction of minerals and other geological services	0	0	0	47	0	1	0
Geophysical services n.e.c.	0	0	0	13	0	0	0
Land surveyors and cartographic activities	0	0	0	0	0	0	0
Other engineering activities and related technical consultancy	11	9	1	6	56	13	12
Engineering design services including integrated engineering services for turnkey projects	3	1	34	0	4	7	18
Construction	0	0	0	2	0	0	0
Sale of products	2	21	9	0	10	9	7
Technical testing and analysis	0	0	0	0	6	1	0
Business and management consultancy services	0	0	0	0	1	0	0
Computer services	1	0	0	0	0	1	1
Education and research	0	0	0	0	3	0	0
Other additional products	2	5	0	4	2	2	1

For further information visit www.statbank.dk/radgavn1

Table 317

Sales and exports of services in the sector for advertising activities.
2005

	Advertising services		Other advertising services and advertising dissemination	
	Sales	Of which exports	Sales	Of which exports
	DKK mio.			
Total	11 999	985	6 241	392
	per cent			
Products, total	100	100	100	100
Sale or leasing of advertising space or time with commission	20	7	9	1
Sale or leasing of advertising space or time without commission	9	12	27	49
Other services	1	0	1	5
Full service advertising	31	41	7	9
Direct marketing	8	3	5	0
Advertising design	22	29	5	26
Other advertising services	7	8	38	9
Other sales	1	0	8	0

For further information visit www.statbank.dk/reklam1

Table 318

Sales and exports of services in the sector for accounting and bookkeeping. 2005

	Accounting, bookkeeping and auditing activities	
	Sales	Of which exports
	DKK mio.	
Total	13 868	337
	per cent	
Products, total	100	100
Auditing services	41	57
Auditing and bookkeeping services	29	11
Payroll accounts	1	0
Tax consultancy activities, incl. tax return form, corporation tax	13	18
Other auditing and bookkeeping activities	4	1
Business consultancy activities	11	12
ICT consultancy activities	1	1
Education	0	0
Other service activities	2	0

For further information visit www.statbank.dk/bogrev1

Table 319

Sales and exports of services in the sector for market research and public opinion polling activities. 2005

	Market research and public opinion polling services	
	Sales	Of which exports
	DKK mio.	
Total	1 449	219
	per cent	
Products, total	100	100
Qualitative surveys	13	18
Quantitative ad hoc surveys	27	39
Quantitative continuous/regular surveys	22	31
Market research services	4	6
Other surveys	0	1
Public opinion polling services	2	2
Advertising services	10	0
Telemarketing	19	1
Business and management consultancy services	1	1
Computer services	0	0
Training services	0	0
Other sales.	3	1

For further information visit www.statbank.dk/arked1

Table 320

Sales and exports of other business consultancy activities. 2005

	Other business consultancy activities	
	Sales	Of which exports
	—DKK mio.—	
Total	11 025	1 847
	per cent	
Products, total	100	100
Organizational planning consultancy activities	7	12
Strategic consultancy activities	11	14
Financial consultancy activities	4	6
Human resource consultancy activities	14	7
Marketing consultancy activities	7	10
Production consultancy activities	5	4
Public relations consultancy activities	3	2
Project management consultancy activities	6	3
Supply chain management consultancy activities	1	1
Business process consultancy activities	3	6
Other business consultancy activities	14	5
Industrial injuries consultancy activities	2	0
Environmental consultancy activities	0	0
Other scientific and technical consultancy activities n.e.c.	2	5
Auditing, bookkeeping and tax consultancy activities	1	0
ICT consultancy activities	6	16
Education	10	2
Other service activities	3	5

For further information visit www.statbank.dk/bogrev1

Table 321

Sales and exports of services in the sectors for temporary employment agencies and recruitment agencies. 2005

	Temporary employment agencies		Recruitment agencies	
	Sales	Of which export	Sales	Of which exports
	DKK mio.			
Total	5 673	227	885	45
	per cent			
Products, total	100	100	100	100
Placement services of executive search services	1	0	67	93
Placement services of ICT and computer specialists	0	0	3	2
Placement services of other specialists	0	0	7	2
Placement services of office support personnel and other workers	2	0	8	2
Teachers	0	-	-	-
Computer staff	1	-	-	-
Executive search services	19	0	-	-
Industrial/Manufacturing	25	14	-	-
Transport/Logistics	11	6	-	-
Commercial/Trade	1	0	-	-
HORECA	3	-	-	-
Which nurses	7	26	0	-
Social and health assistants	7	0	0	-
Social and health helpers	8	0	0	-
Doctors	3	50	-	-
Other health staff	5	0	0	-
Other supply services	6	0	-	-
Outplacement services	0	-	6	0
Business and management consultancy services	0	0	8	0
Computer services	0	-	-	-
Training services	0	-	-	-
Other services	0	3	-	-

For further information visit www.statbank.dk/vikar1

Table 322

Sales of services in the sector for general and specialized cleaning. 2005

	General cleaning		Specialized cleaning	
	Sales	Of which export	Sales	Of which exports
	DKK mio.			
Total	9 751	2	1 106	52
	per cent			
Products, total	100	100	100	100
General cleaning	74	48	18	0
Specialized cleaning in new buildings	1	0	7	0
Specialized cleaning in the health sector	5	0	0	0
Specialized cleaning related to insurance covered damages	2	0	23	0
Other specialized cleaning	0	0	33	100
Window cleaning	5	0	9	0
Property maintenance etc.	3	0	0	0
Other sales	10	52	9	0

Flere tal og oplysninger findes på www.statistikbanken.dk/ren1

Table 323

Sales and exports of goods and services by ICT activity. 2005

	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.								
Total	3 225	6 643	30 944	3 442	1 085	734	3 445	49 517	7 860
	per cent								
Products, total	100	100	100	100	100	100	100	100	100
Development and design of software	4	50	39	9	3	1	23	34	57
Design of software									
Consultancy related to hardware	53	1	2	0	0	0	1	5	4
Other software and computer consultancy services	8	7	17	3	0	3	33	15	9
Computer facilities management and data processing	0	1	16	9	3	8	13	12	10
Other computer related services	4	0	4	0	1	2	1	3	2
Data processing, web hosting and related services	3	1	2	73	3	1	7	8	4
Database activities and online issues	0	0	0	1	65	0	0	2	1
Web portals	0	0	0	0	18	0	0	1	0
Issues of standard software	0	9	2	0	2	0	2	3	5
Online issues of software	0	1	0	0	0	0	0	0	1
Maintenance and repair of office machinery	0	0	0	0	0	23	0	0	0
Maintenance of computers and related equipment	0	0	1	0	1	43	3	2	0
ICT-related training	1	0	1	0	0	0	0	1	0
Software reselling of software not produced by the business	10	0	6	2	0	6	4	5	1
Resale of hardware and equipment	14	26	5	2	1	11	3	8	3
Other resale	1	0	1	1	0	0	4	1	1
Business and management consultancy services	0	0	0	0	0	0	2	0	0
Other sales	0	1	2	1	4	2	3	2	11

For further information visit www.statbank.dk/it1

Table 324

Enterprises' use of ICT. 2006

	Internet access	Own web site	Broadband connection to the internet ²
	per cent		
All enterprises¹	97	83	82
Industry			
Manufacturing	98	87	84
Construction	97	75	74
Ws. and retail trade; hotels, restaurants	97	84	83
Transport, post and telecomm.	95	68	79
Finance and business activities	98	90	87
Full-time employees			
10-19	95	77	77
20-49	99	86	85
50-99	99	92	90
100 +	100	97	95

¹ Figures are based on the replies for January 2007 of 4 041 enterprises with at least 10 employees. ² ADSL, etc., or other cable based connection (i.e. access faster than analogue modem or ISDN).

For further information visit www.statbank.dk/vita and www.dst.dk/ict

Table 325

Enterprises' use of the internet (selected areas). 2006

	Banking or other financial services ²	Visited web sites of public authorities	Training and education of personnel	Placing orders via the internet in 2005	Receiving orders via the internet in 2005 ²
	per cent				
All enterprises¹	92	87	16	59	35
Industry					
Manufacturing	95	88	10	60	36
Construction	90	84	6	45	28
Ws. and retail trade; hotels, restaurants	91	86	19	61	42
Transport, post and telecomm.	89	81	13	48	33
Finance and business activities	92	91	29	71	28
Full-time employees					
10-19	90	82	13	52	34
20-49	93	90	15	61	36
50-99	95	93	21	69	33
100 +	94	93	32	78	36

¹ Figures are based on the replies for January 2006 of 4 041 enterprises with at least 10 employees. ² Exclusive enterprises in the financial sector.

For further information visit www.statbank.dk/vita and www.dst.dk/ict

Table 326

ICT security measures in enterprises. 2006

	All enterprises	10-49 full-time employees	50 or more full-time employees
	per cent of enterprises with Internet access		
Antivirus software	94	93	99
Firewall	87	84	98
Off-site data backup security servers	83	81	93
Server with safe connection ¹	60	56	78
Data encryption for reasons of confidentiality	21	16	40

¹ Supporting security protocols, e.g. SSL or SHTTP.

For further information visit www.statbank.dk/vita and www.dst.dk/ict

Table 327

The ICT sector in Denmark. 2004

	Enter- prises	Full-time equivalent employees	Turn- over	Wages and salaries
	number of		DKK mio.	
Private non-agricultural industries, total	205 121	1 266 273	2 328 067	418 242
ICT industries, total	9 449	91 530	193 878	42 002
ICT manufacturing	584	13 800	18 151	5 065
ICT wholesale trade	1 515	21 320	78 414	1 033
Telecommunications	279	20 144	47 333	8 638
ICT consultancy services	7 071	36 266	49 980	17 973

Table 328

Access to the internet by the population. 2006

	Access to the internet, total	Access from both home and work place	Only access from home	Only access from work place
Total	89	57	26	6
Sex				
Male	90	57	26	6
Female	88	57	25	6
Age				
16-19 years	98	84	9	5
20-39 years	96	67	21	8
40-59 years	94	66	22	7
60-74 years	65	16	46	3
Employment				
Basic school	80	43	31	7
General upper secondary education and vocational education and training	91	56	28	6
Videregående uddannelse	97	76	17	4
Student	99	83	7	9
Wage-earning employee	94	57	27	10
Salaried employee	99	85	7	7
Self-employed	94	78	13	4
Unemployed/retired	62	•	62	•
Regions				
East of the Great Belt	90	60	24	7
West of the Great Belt	88	55	27	6

For further information visit www.statbank.dk/bebrit1

Table 329

ICT and telephony

	2004	2005
Subscriber line, fixed network	3 491 806	3 352 886
Per 100 inhabitants	64.5	61.8
Mobil subscriptions	5 167 998 ¹	5 478 246 ¹
Per 100 inhabitants	95.5 ¹	100.9 ¹
Internet subscriptions	1 682 635	1 791 341
Per 100 inhabitants	31.3	32.9
xDSL subscriptions	638 961	835 605
Cable modem subscriptions	362 618	461 817
Cable TV subscriptions	1 364 763	1 436 792
	— mio. minutes —	
Domestic traffic, fixed network	16 164	13 034
International traffic, fixed network	635	619
Domestic traffic, mobile network	4 989	6 276
International traffic, mobile network	173	209
	— mio. number —	
SMS sent	6 555	8 424
MMS sent	12	24
	— DKK mio. —	
Revenue	38 074	39 460

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.

Source: National Telecom Agency.

Table 330

Households possessing consumer durables

	2004	2005	2006	2004	2005	2006
	thousands			per cent		
Number of families	2 350	2 356	2 323	100	100	100
Of which possessing:						
Tumble dryer	1 124	1 114	1 196	48	47	51
Washing machine	1 791	1 857	1 869	76	79	80
Dishwasher	1 405	1 330	1 465	60	56	63
Microwave oven	1 551	1 603	1 649	66	68	71
Video recorder	1 997	1 977	1 922	85	84	83
Video camera	541	574	747	23	24	32
CD player	2 039	2 162	2 184	92	93	94
PC	1 907	1 974	1 975	81	84	85
Answering machine	1 133	1 100	1 172	48	47	50
Mobile telephone	2 126	2 175	2 173	90	92	94
DVD-player	1 260	1 598	1 926	54	68	83
CD-ROM	1 703	1 884	1 810	73	80	78
DVD for PC	1 205	1 396	1 527	51	59	66
Access to the internet	1 669	1 712	1 855	71	73	80
Digital camera	820	1 132	1 417	...	48	61
Digital video camera	239	277	413	...	12	18
DVD-recorder	128	179	304	...	8	13
Flat screen TV	451	19
MP3 player	920	40
MP4 player	67	3
DAB digital radio	317	14
GPS navigation	339	15

Note: The results 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