

### Services sector and the information society

#### 1. Structure of the services sector

##### Services sector continues to grow

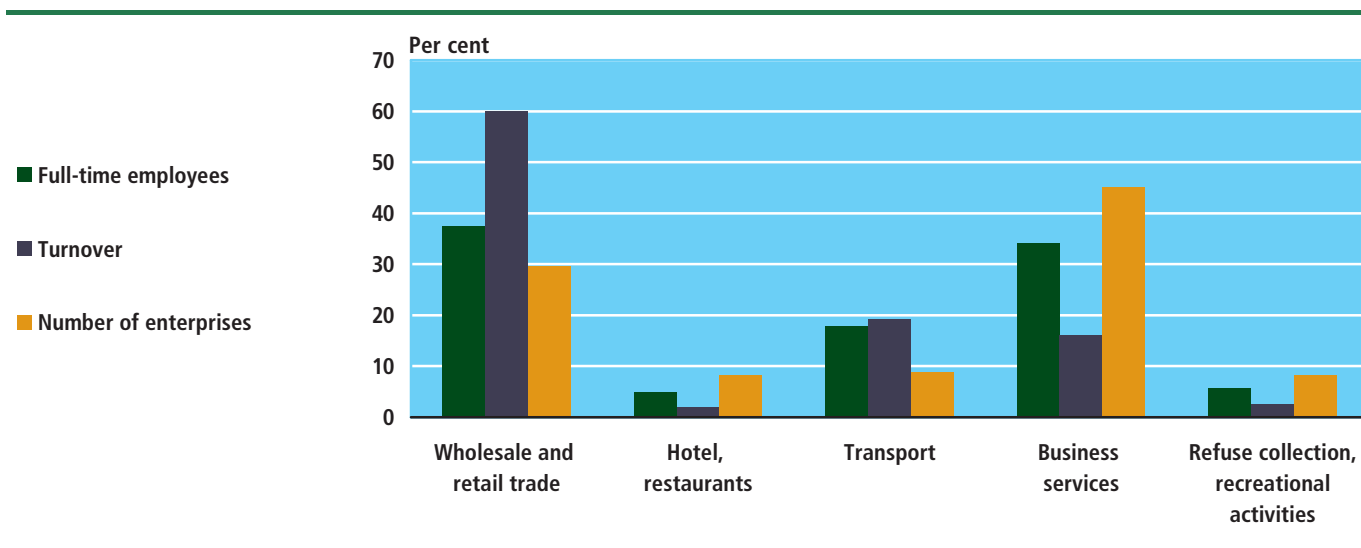
The services sector comprises a number of different businesses with one thing in common: the production of services. These businesses include the wholesale and retail trade, hotels and restaurants, transport, telecommunication and postal services, financial services and business services, comprising 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 8 per cent growth from 1999 to 2005. In comparison, the number of persons employed in manufacturing has declined by 3 per cent from 1992-1999. From 1999 to 2005 it has decreased by 13 per cent.

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

The structure of the private services sector is illustrated in figure 1. In 2005, the greatest number of persons employed was found within the wholesale and retail trade which accounted for 310,000 full-time employees. Next was business services with 282,000 persons employed. In 2005, the wholesale and retail trade accounted for the greatest part of the services 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 45 per cent, or nearly half, of the total number of business enterprises within the services sector. Wholesale and retail trade accounted for 30 per cent.

Figure 1

Employment, turnover and number of enterprises in the services sector. 2005



### 2. Retail trade

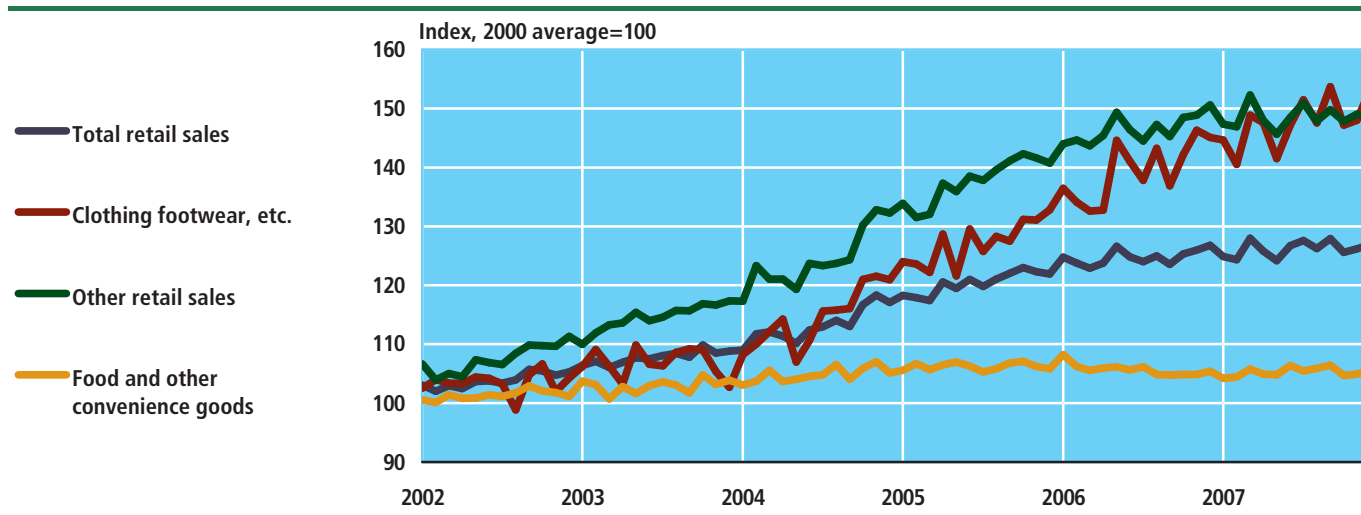
#### Slight increase in retail sales

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

The total turnover within retail sales has seen a slightly increasing trend in the recent years. There are great differences in the trends seen in retail sales for the three commodity groups. The seasonally adjusted quantity index for *food and other everyday commodities* shows a slight increase to 106 at the end of 2007, whereas *clothing, etc.*, and *other consumer goods* had increased markedly to 153 and 148, respectively, and this was the main reason for the increase in retail sales.

Figure 2

Seasonally adjusted quantity index for retail sales



### 3. Tourism

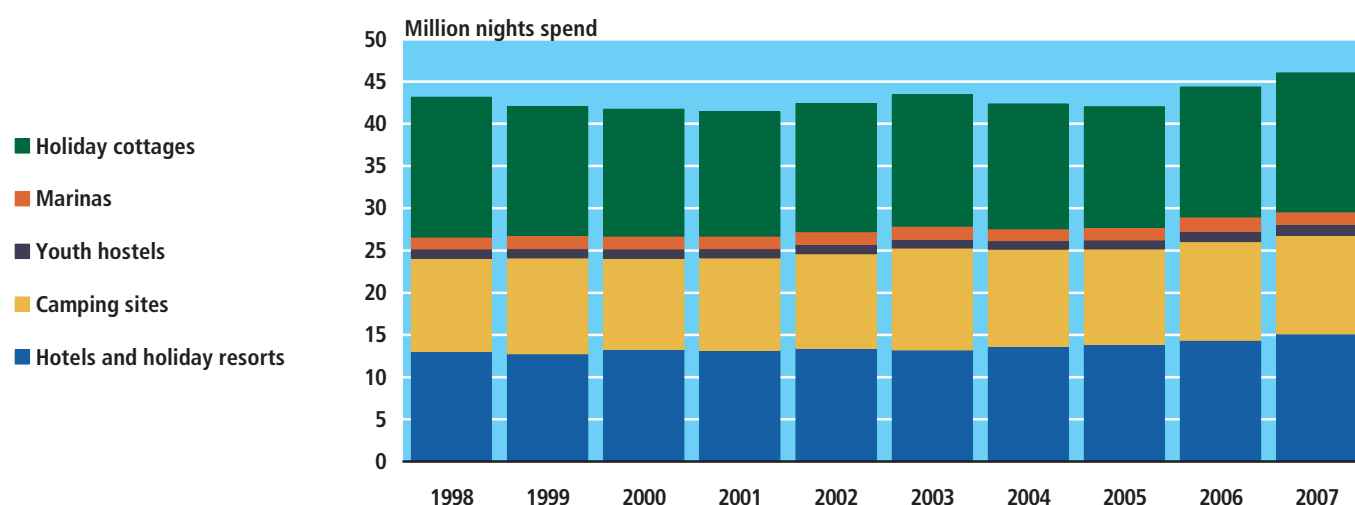
#### Increase in nights spent in 2007

In 2007 the total number of nights spent at hotels, etc., camping sites, hostels, marinas and holiday dwellings rented through Danish agencies was 46 million. This is an increase of 1.7 million or 4 per cent compared to the previous year. The increase includes 6 per cent more nights spent by Danes and 2 per cent more nights spent by foreigners, compared to 2006. Not all types of accommodation experienced progress in 2007: Holiday dwellings rented through Danish agencies increased by 7 per cent., hotels etc. increased by 5 per cent. and youth hostels went up with 5 per cent. Camping sites remained the same and marinas decreased by 12 per cent.

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Figure 3

Overnight stays by type



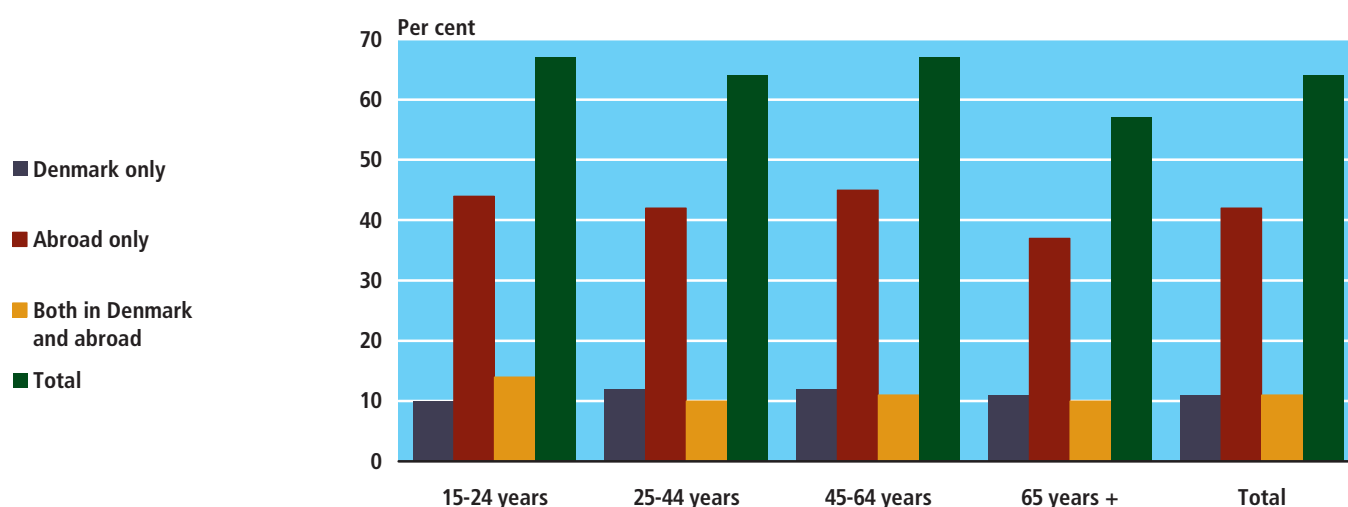
See table 313.

### 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 2006. 60 per cent of the trips abroad were by plane, while three out of four of the trips in Denmark were by car. For 23 per cent of the trips in Denmark, the type of accommodation was rented holiday dwellings, 27 per cent were with family/friends, and 12 per cent were in own holiday dwellings. Camping was also a popular way of going on holiday in Denmark with 18 per cent of all trips. The most popular type of accommodation abroad was hotels with 54 per cent, while 17 per cent stayed with family/friends. 5.9 million holiday trips with at least four nights were made by Danes in 2006, 70 per cent abroad.

Figure 4

Danes on holiday by age and destination. 2006



See table 310.

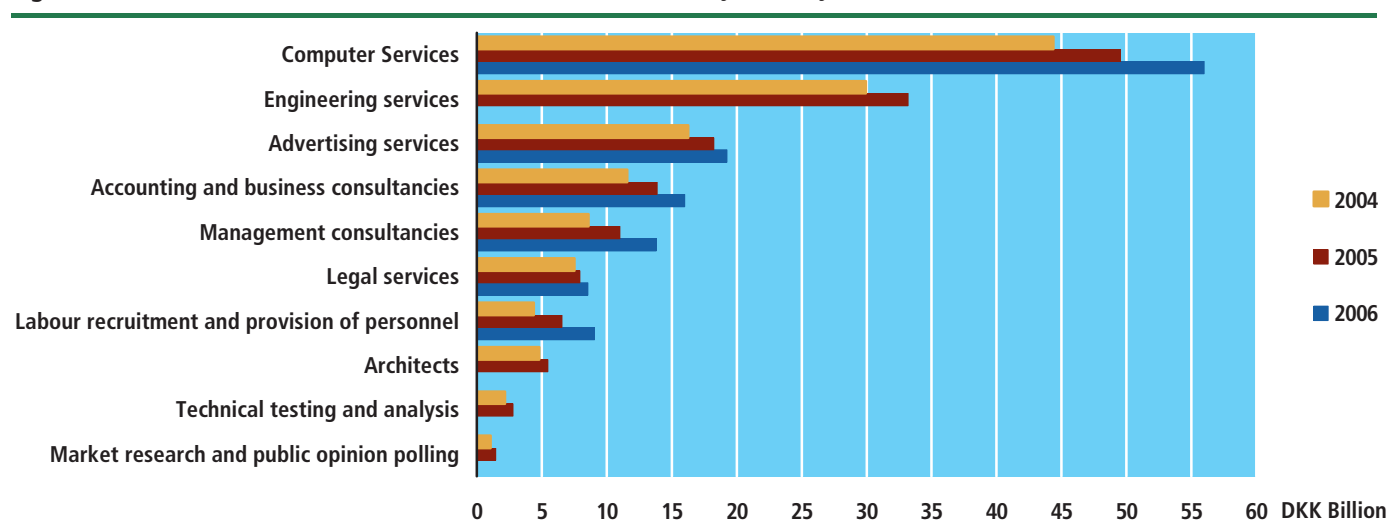
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### 4. Business services

#### 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.

Figure 5 Turnover in business services by industry



Note: The figure shows the knowledge-intensive services. From 2006 some industries are only covered every second year.

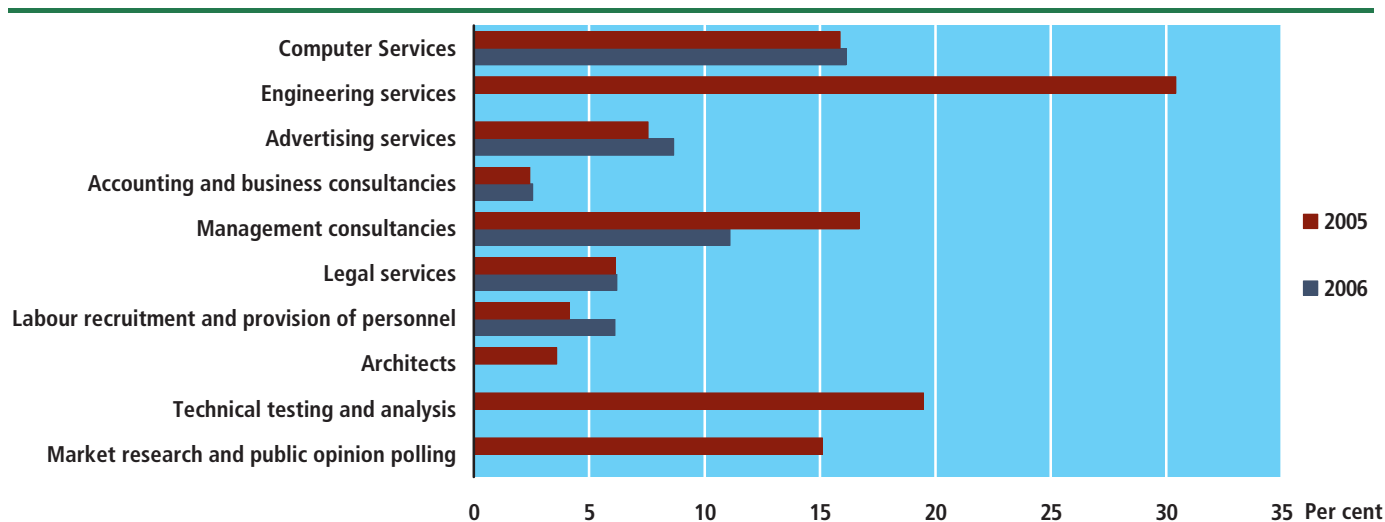
#### High turnover in the ICT-services sector

The total turnover in the business services covered in 2006 was approximately DKK 166 billion. With DKK 56 billion, firms in the ICT-services sector had the largest turnover, corresponding to one third of the total turnover in business services. In 2006, the services with the highest turnover was *computer programming* (DKK 19 billion). The private sector is the largest customer and 87 per cent. of the turnover was realized by this sector. Of this, 79 per cent stems from firms and 8 per cent from organizations and private individuals. The public sector represents 13 per cent of the total turnover.

#### Export of business services

The total export within business services was approximately DKK 29.3 billion in 2006 which corresponds to 18 per cent of the turnover. The largest export was found in the sector for forwarding and ICT-services. Together, they had an export of DKK 123.6 billion in 2006, corresponding to 81 per cent of the total export of the business services. In 2006, the largest exported service was *computer programming* (DKK 4 billion). In 2006, Danish firms exported more business services to EU than to the rest of the world. In this way, exports to EU constituted 67 per cent of the total export, while export to the rest of the world constituted 33 per cent.

**Figure 6** Export share of turnover in business services by industry



Note: The figure shows the knowledge-intensive services. From 2006 some industries are only covered every second year.

## 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 sector and by individuals. 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 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.

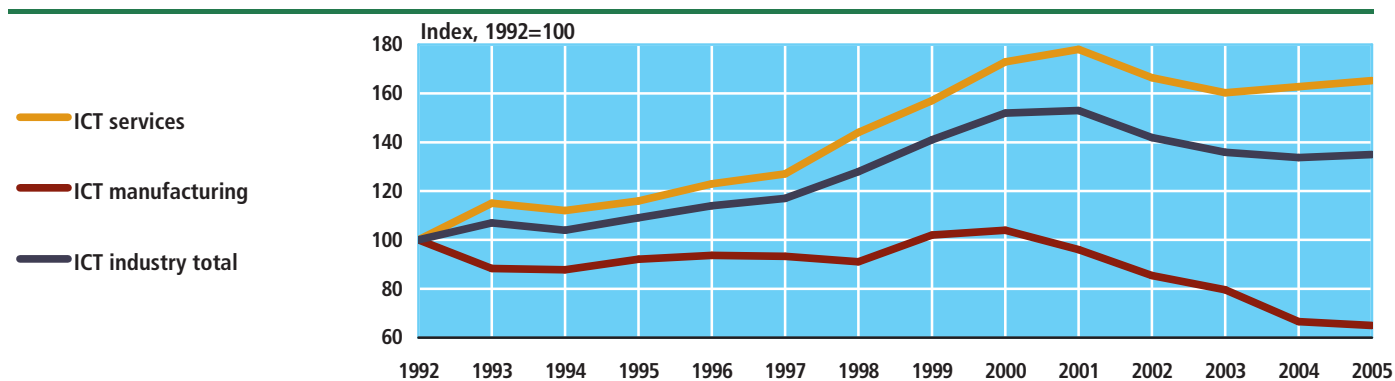
### Unchanged employment in ICT manufacturing

In 2005, the Danish ICT sector employed a total of 92,400 full-time persons which is almost the same level as in 2004. Of these, consultancy services accounted for 41 per cent and ICT wholesale for 24 per cent, while ICT manufacturing and telecommunications accounted for, respectively, 15 per cent and 21 per cent. Even if the employment for the ICT industry as a whole was unchanged, ICT service industries have experienced a growth rate of 1.4 per cent compared to the previous year. Conversely ICT manufacturing has experienced a decrease of 1.7 per cent.

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Figure 7

Full-time employees in the ICT sector

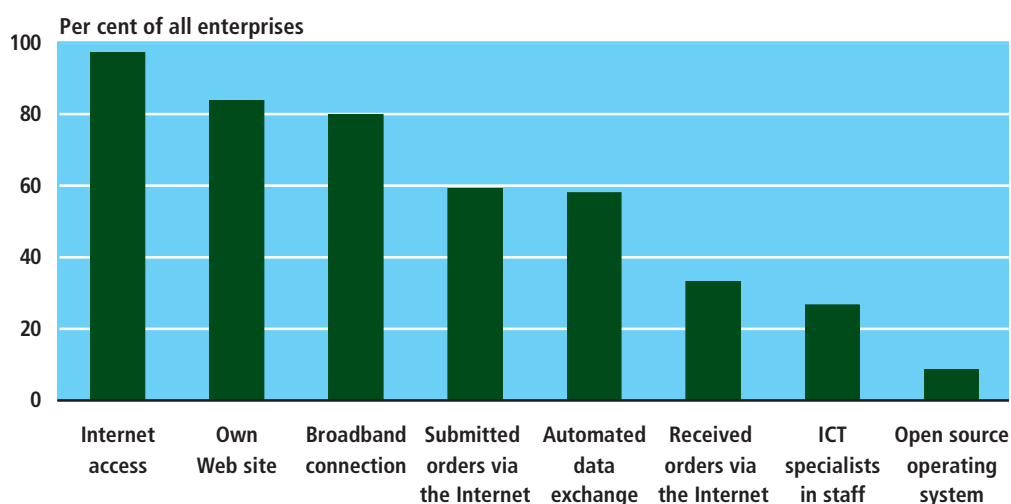


### Use of ICT by enterprises

In the beginning of 2007, 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.

Figure 8

Use of ICT by enterprises. 2007



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 318.

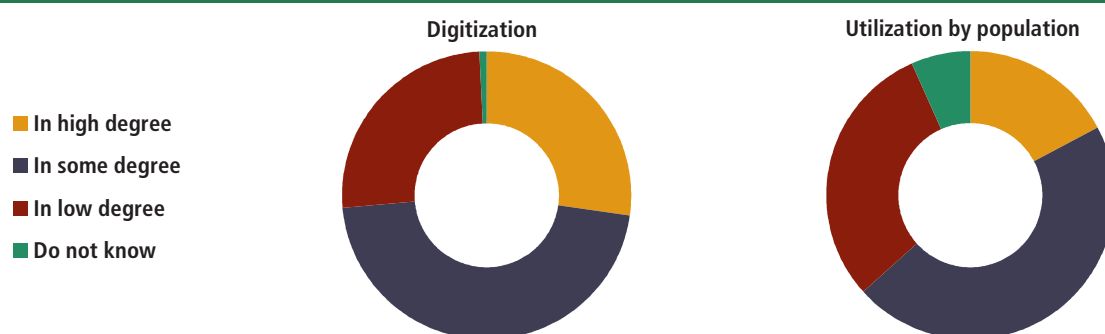
### Use of ICT by the public sector

Almost half of the public authorities that receive forms from citizens (46 per cent) hold the view that they have to some degree digitalized citizen-oriented forms, 27 per cent to a high degree and finally, 25 per cent claim that the forms are digitalized to a small degree or not at all.

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Figure 9

Digitalized forms in the public sector. 2007



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

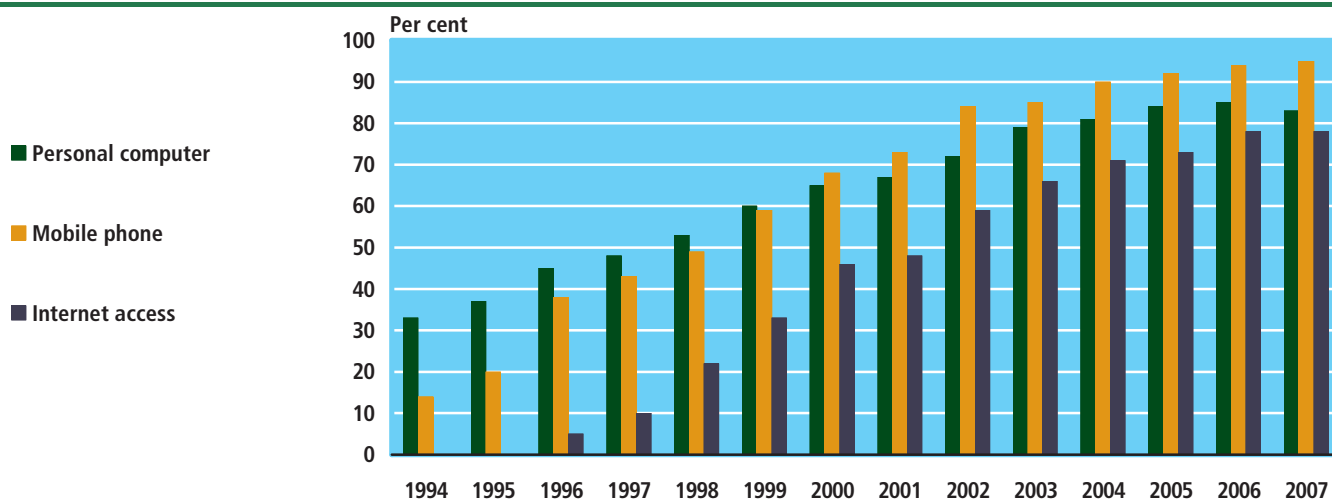
However, the rate of utilization among the public authorities that receive digitalized forms is lower. Here, 17 per cent of the authorities hold the view that the forms are, to a high degree, used by citizens, 46 per cent to some degree and 30 per cent that they are used to a low degree or not at all.

### Danes own more and more ICT goods

An increasing number of Danish families have personal computers, access to the Internet and mobile phones at home. In 2007, 78 per cent of families had access to the Internet at home, compared to 48 per cent in 2001, only six years earlier. Since 2000, the dissemination of mobile phones has passed the dissemination of PC's. In 2007, 95 per cent of Danish families had a mobile phone, up from 68 per cent in 2000. In 2007, 83 per cent of the families had a PC at home.

Figure 10

Families' access to ICT goods



Note: 1 January.

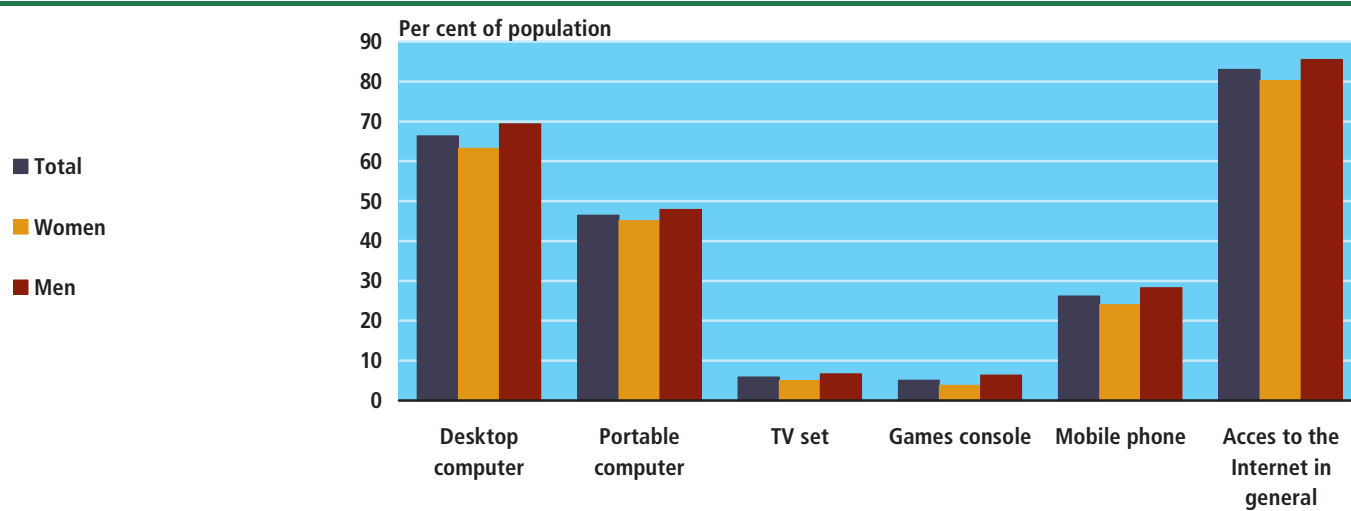
See table 323.

### Almost nine out of ten have access to the Internet

In 2007, 86 per cent of the population were able to access the Internet from home, workplace or educational institution. 51 per cent of the population had access to the Internet both from home and from their workplace or place of education. 32 per cent of the population could only access the Internet from their home. 3 per cent had access to the Internet from work or place of education but not from home.

Figure 11

Devices with access to the Internet at home. 2007



See table 321.

### Access to the Internet at home

The number of devices that provide access to the Internet is increasing. Today it is possible to access the Internet from a PC, a mobile phone, a game console or a TV-set.

In 2007, 83 per cent of Danes had access to the Internet from home. Two third accessed the Internet on a desktop computer. 47 per cent had access from a portable computer and one fourth from a mobile phone. A TV-set with a digital device was used by 6 per cent. Finally, 5 per cent of all individuals accessed the Internet at home on a game console like Xbox or Nintendo Wii.

Slightly more men than women had access to the Internet in 2007, and this includes all the categories mentioned above.



Table 309

## Value index for retail sale

|   | 2005       | 2006       | 2007       |
|---|------------|------------|------------|
|   | 2000 = 100 |            |            |
| <b>Retail trade and repair work exc. of m. vehicles</b>   | <b>123</b> | <b>128</b> | <b>131</b> |
| <b>Retail trade of food</b>                               | <b>114</b> | <b>115</b> | <b>119</b> |
| <b>Retail sale of food in non-specialized stores</b>      | <b>115</b> | <b>116</b> | <b>119</b> |
| Grocer's shops  | 85         | 85         | 86         |
| All-night shops   | 116        | 114        | 122        |
| Supermarkets  | 105        | 108        | 110        |
| Discount stores   | 152        | 150        | 157        |
| <b>Retail sale of food in specialized stores</b>          | <b>108</b> | <b>113</b> | <b>115</b> |
| Retail sale of fruit and vegetables                       | 107        | 98         | 98         |
| Retail sale of meat and meat products                     | 125        | 137        | 142        |
| Retail sale of fish and game                              | 112        | 150        | 160        |
| Bakers' shops, retail sale of bread, cakes                | 137        | 139        | 151        |
| Retail sale of chocolate and sugar confectionery          | 90         | 107        | 88         |
| Retail sale of tobacco products                           | 110        | 117        | 112        |
| Retail sale of wine                                       | 64         | 66         | 61         |
| Retail sale of cheese                                     | 84         | 84         | 91         |
| Other retail sale of food in specialized stores           | 212        | 205        | 212        |
| <b>Hypermarkets and department stores</b>                 | <b>116</b> | <b>121</b> | <b>123</b> |
| <b>Retail sale of pharmaceutical goods, cosmetic art.</b> | <b>131</b> | <b>139</b> | <b>137</b> |
| Retail sale of medical and orthopaedic goods              | 129        | 135        | 135        |
| Perfumery shops   | 132        | 155        | 176        |
| Chemists (not licensed to dispense medicines)             | 144        | 155        | 147        |
| <b>Retail sale of clothing, footwear</b>                  | <b>135</b> | <b>145</b> | <b>150</b> |
| Retail sale of textiles                                   | 100        | 102        | 96         |
| Retail sale of ladies' clothing                           | 145        | 150        | 150        |
| Retail sale of men's clothing                             | 138        | 153        | 160        |
| Retail sale of men's and ladies' clothing                 | 132        | 141        | 150        |
| Retail sale of baby articles and children's clothing      | 169        | 203        | 214        |
| Retail sale of footwear                                   | 109        | 114        | 116        |
| Retail sale of leather goods                              | 158        | 182        | 197        |
| <b>Other retail sale</b>                                  | <b>147</b> | <b>156</b> | <b>158</b> |
| <b>Retail sale of furniture, household appliances</b>     | <b>138</b> | <b>149</b> | <b>153</b> |
| Retail sale of furniture                                  | 142        | 158        | 164        |
| Retail sale of carpets                                    | 135        | 142        | 143        |
| Retail sale of furnishing fabrics                         | 124        | 131        | 135        |
| Retail sale of kitchen utensils, glass and china          | 229        | 236        | 224        |
| Retail sale of electric household appliances              | 177        | 203        | 208        |
| Retail sale of radio and television goods                 | 87         | 94         | 97         |
| Retail sale of records, CD's, cassettes etc.              | 117        | 123        | 128        |
| Retail sale of musical instruments                        | 136        | 141        | 157        |
| Retail sale of hardware <sup>1</sup>                      | 101        | 107        | 109        |
| Retail sale of building materials                         | 181        | 192        | 200        |
| Retail sale of paints and wallpaper                       | 119        | 106        | 98         |
| <b>Retail sale in other specialized stores etc.</b>       | <b>166</b> | <b>171</b> | <b>170</b> |
| Retail sale of books, newspapers and stationery           | 106        | 100        | 93         |
| Retail sale of watches and clocks                         | 140        | 156        | 208        |
| Retail sale of watches, clocks and jewellery              | 126        | 140        | 138        |
| Retail sales of jewellery                                 | 123        | 134        | 130        |
| Retail sale of glasses                                    | 142        | 152        | 157        |
| Retail sale of photographic equipment                     | 86         | 96         | 100        |
| Gift shops  | 310        | 315        | 316        |
| Retail sale of sports goods                               | 130        | 139        | 156        |
| Retail sale of toys and games                             | 129        | 133        | 138        |
| Retail sale of bicycles and mopeds                        | 129        | 133        | 119        |
| Retail sale of computers and standard software            | 141        | 148        | 151        |
| Florist's shops, retail sale of plants and seeds          | 169        | 165        | 161        |
| Retail sale via mail-order houses                         | 123        | 123        | 126        |

For further information visit [www.statbank.dk/deta11](http://www.statbank.dk/deta11) and [deta21](http://www.statbank.dk/deta21)

Table 310

## Holiday trips

|                           | 4 nights +       |                  |                  |                  | 1-3 nights       |                  |
|---------------------------|------------------|------------------|------------------|------------------|------------------|------------------|
|                           | Denmark          |                  | Abroad           |                  |                  |                  |
|                           | 2005             | 2006             | 2005             | 2006             | 2005             | 2006             |
| <b>Trips, total</b>       | <b>1 532 000</b> | <b>1 842 000</b> | <b>3 532 000</b> | <b>4 054 000</b> | <b>3 163 000</b> | <b>4 736 000</b> |
| Nights per trip           | 6.98             | 6.87             | 9.86             | 10.04            | 2.22             | 2.16             |
| <b>Means of transport</b> | per cent         |                  |                  |                  |                  |                  |
| Aeroplane                 | 1                | 2                | 60               | 60               | 7                | 7                |
| Car                       | 78               | 76               | 26               | 28               | 69               | 68               |
| Bus                       | 3                | 4                | 9                | 8                | 7                | 6                |
| Train                     | 13               | 13               | 3                | 2                | 13               | 16               |
| Ship                      | 2                | 3                | 2                | 2                | 3                | 2                |
| Boat                      | 2                | 1                | 0                | 0                | ..               | ..               |
| Bicycle                   | 1                | 1                | 0                | 0                | ..               | ..               |
| Other                     | 1                | 0                | 0                | 0                | 2                | 1                |
| <b>Accommodation</b>      |                  |                  |                  |                  |                  |                  |
| Hotel                     | 6                | 9                | 55               | 54               | 24               | 22               |
| Holiday centre            | 4                | 4                | 3                | 2                | 4                | 3                |
| Camping site              | 19               | 18               | 8                | 8                | 8                | 8                |
| Youth hostel              | 2                | 1                | 1                | 2                | ..               | 3                |
| Rented dwelling           | 24               | 23               | 11               | 9                | 5                | 6                |
| Own dwelling              | 10               | 12               | 3                | 4                | 8                | 9                |
| Boat                      | 2                | 0                | 1                | 1                | ..               | ..               |
| Family/friends            | 23               | 27               | 17               | 17               | 38               | 45               |
| Other                     | 10               | 5                | 1                | 2                | 13               | 3                |
| <b>Destination</b>        |                  |                  |                  |                  |                  |                  |
| Denmark                   | 100              | 100              | •                | •                | 76               | 80               |
| Norway                    | •                | •                | 6                | 6                | 2                | 2                |
| United Kingdom            | •                | •                | 5                | 4                | 2                | 2                |
| Sweden                    | •                | •                | 7                | 7                | 7                | 7                |
| Germany                   | •                | •                | 6                | 7                | 7                | 6                |
| France                    | •                | •                | 10               | 9                | 1                | 1                |
| Spain                     | •                | •                | 13               | 12               | ..               | ..               |
| Greece                    | •                | •                | 5                | 6                | ..               | ..               |
| Europe, total             |                  |                  | 36               | 31               | 5                | 2                |
| Other countries           | •                | •                | 12               | 18               | ..               | ..               |

Table 311

## Business trips

|                           | Denmark        |                  | Abroad           |                  |
|---------------------------|----------------|------------------|------------------|------------------|
|                           | 2005           | 2006             | 2005             | 2006             |
| <b>Trips</b>              | <b>964 000</b> | <b>1 174 000</b> | <b>1 178 000</b> | <b>1 128 000</b> |
| <b>Nights per trip</b>    | <b>2.31</b>    | <b>2.06</b>      | <b>3.79</b>      | <b>3.54</b>      |
| <b>Means of transport</b> | per cent       |                  |                  |                  |
| Aeroplane                 | 4              | 8                | 78               | 73               |
| Car                       | 74             | 72               | 16               | 16               |
| Bus                       | 6              | 3                | 3                | 6                |
| Train                     | 16             | 15               | 1                | 4                |
| Ship                      | 1              | 0                | 3                | 1                |
| Boat                      | ..             | ..               | ..               | ..               |
| Bicycle                   | ..             | ..               | ..               | ..               |
| Other                     | 0              | 0                | 0                | 0                |
| <b>Destination</b>        |                |                  |                  |                  |
| Denmark                   | 100            | 100              | •                | •                |
| Norway                    | •              | •                | 9                | 4                |
| United Kingdom            | •              | •                | 9                | 8                |
| Sweden                    | •              | •                | 18               | 21               |
| Germany                   | •              | •                | 13               | 17               |
| France                    | •              | •                | 5                | 5                |
| Spain                     | •              | •                | 4                | 2                |
| Greece                    | •              | •                | ..               | 1                |
| Europe, other             | •              | •                | 31               | 27               |
| Other countries           | •              | •                | 11               | 15               |

Table 312

## Holiday rates for residents in Denmark

|  | 2005         | 2006         |
|--|--------------|--------------|
|  | thousands    |              |
| <b>Population, 15 years and over</b>   | <b>4 393</b> | <b>4 412</b> |
|  | per cent     |              |
| <b>Pct. taking holiday trip</b>        |              |              |
| 1 holiday trip                         | 32           | 31           |
| 2 holiday trips                        | 17           | 18           |
| 3 holiday trips                        | 9            | 9            |
| 4 holiday trips                        | 4            | 4            |
| 5 holiday trips and more               | 2            | 2            |
| <b>Holiday trip, total</b>             | <b>62</b>    | <b>64</b>    |
| <b>No holiday trip</b>                 | <b>36</b>    | <b>36</b>    |
|  | thousands    |              |
| Number of persons taking holiday trips | 2 814        | 2 841        |
| Number of holiday trips                | 5 064        | 5 892        |
|  | trips        |              |
| <b>Trips per traveller</b>             | <b>1.80</b>  | <b>2.07</b>  |
| <b>Trips per person</b>                | <b>1.15</b>  | <b>1.55</b>  |

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

Table 313

## Nights spent by type of accommodation. 2007

|                                 | Hotels,<br>etc. | Camping<br>sites <sup>1</sup> | Youth<br>hostels | Marinas <sup>1</sup> | Holiday<br>dwellings | Total         |
|---------------------------------|-----------------|-------------------------------|------------------|----------------------|----------------------|---------------|
| — thousand person-nights —      |                 |                               |                  |                      |                      |               |
| <b>Denmark, total</b>           | <b>15 086</b>   | <b>11 684</b>                 | <b>1 297</b>     | <b>1 503</b>         | <b>16 465</b>        | <b>46 034</b> |
| The Capital Region of Denmark   | 5 930           | 1 067                         | 522              | 210                  | 1 080                | 8 813         |
| Region Zealand                  | 1 617           | 1 566                         | 165              | 253                  | 1 361                | 4 962         |
| Region South Denmark            | 3 148           | 4 255                         | 304              | 584                  | 4 730                | 13 016        |
| Region Central Jutland          | 1 797           | 2 533                         | 170              | 261                  | 6 495                | 11 256        |
| Region North Jutland            | 2 595           | 2 263                         | 136              | 195                  | 2 799                | 7 987         |
| Province Copenhagen Town        | 4 424           | ...                           | 357              | 53                   | 2                    | ...           |
| Province Copenhagen Suburbs     | 519             | ...                           | 39               | 16                   | ...                  | ...           |
| Province North Zealand          | 502             | ...                           | 79               | 93                   | 403                  | ...           |
| Province Bornholm               | 485             | ...                           | 48               | 47                   | 674                  | ...           |
| Province East Zealand           | 210             | ...                           | 39               | 9                    | 72                   | ...           |
| Province West and South Zealand | 1 407           | ...                           | 126              | 244                  | 1 289                | ...           |
| Province Funen                  | 921             | ...                           | 106              | 410                  | 885                  | ...           |
| Province South Jutland          | 2 227           | ...                           | 198              | 174                  | 3 845                | ...           |
| Province East Jutland           | 1 262           | ...                           | 108              | 239                  | 1 476                | ...           |
| Province West Jutland           | 535             | ...                           | 62               | 22                   | 5 019                | ...           |
| Province North Jutland          | 2 595           | ...                           | 136              | 195                  | 2 799                | ...           |
| <b>Nationality:</b>             |                 |                               |                  |                      |                      |               |
| Denmark                         | 9 255           | 8 677                         | 808              | 763                  | 3 889                | 23 392        |
| Sweden                          | 1 214           | 222                           | 83               | 123                  | 361                  | 2 003         |
| Norway                          | 1 279           | 263                           | 77               | 25                   | 835                  | 2 479         |
| Germany                         | 684             | 1 842                         | 100              | 500                  | 10 738               | 13 864        |
| United Kingdom                  | 521             | 34                            | 24               | ...                  | ...                  | ...           |
| Netherlands                     | 296             | 413                           | 20               | 63                   | 432                  | 1 224         |
| Europe, other                   | 1 090           | 225                           | 149              | ...                  | ...                  | ...           |
| United States                   | 346             | 2                             | 10               | ...                  | ...                  | ...           |
| Other countries                 | 401             | 5                             | 25               | 28                   | 211                  | 670           |

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> The statistics covers the period May-September.

For further information visit <http://www.statistikbanken.dk/hotel1, camp1, vandrer, lyst1 og ferieh3>

**Table 314****Hotels, camping sites, youth hostels and marinas. 2007**

|                               | Hotels,<br>etc. | Hotel<br>beds <sup>1</sup> | Hotel<br>rooms <sup>1</sup> | Camping<br>sites <sup>1</sup> | Camping<br>units <sup>1</sup> | Youth<br>hostels | Marinas    | Berths        |
|-------------------------------|-----------------|----------------------------|-----------------------------|-------------------------------|-------------------------------|------------------|------------|---------------|
| <b>Denmark, total</b>         | <b>552</b>      | <b>109 778</b>             | <b>44 068</b>               | <b>418</b>                    | <b>88 270</b>                 | <b>100</b>       | <b>296</b> | <b>52 488</b> |
| The Capital Region of Denmark | 160             | 35 460                     | 17 129                      | 43                            | 8 076                         | 15               | 54         | 13 238        |
| Region Zealand                | 64              | 12 716                     | 4 164                       | 64                            | 11 885                        | 20               | 74         | 10 422        |
| Region South Denmark          | 140             | 25 504                     | 9 935                       | 132                           | 29 238                        | 31               | 81         | 14 385        |
| Region Central Jutland        | 87              | 13 522                     | 6 015                       | 104                           | 20 387                        | 20               | 47         | 8 544         |
| Region North Jutland          | 101             | 23 152                     | 6 916                       | 76                            | 18 794                        | 14               | 40         | 5 899         |

<sup>1</sup> "Denmark, total" and the sum of the regions doesn't fit because the regions have there maximum capacity in different times of the year. The capacity is worked out as the maximum number there has been open in a year in the particular area.

 For further information visit <http://www.statbank.dk/hotel4> and [camp3](http://www.statbank.dk/camp3)

Table 315

## Sales and exports of services in the sector for advertising activities. 2006

|  | Advertising services |                  | Other advertising services and advertising dissemination |                  |
|--|----------------------|------------------|--|------------------|
|  | Sales                | Of which exports | Sales  | Of which exports |
|  | DKK mio.             |                  |  |                  |
| <b>Total</b>   | <b>11 946</b>        | <b>1 044</b>     | <b>7 293</b>   | <b>621</b>       |
|  | per cent             |                  |  |                  |
| <b>Products, total</b>   | <b>100</b>           | <b>100</b>       | <b>100</b>   | <b>100</b>       |
| Sale of advertising space or time in print media on a fee or contract basis  | 17                   | 24               | 25   | 11               |
| Sale of advertising space or time on the Internet on a fee or contract basis | 4                    | 24               | 3  | 11               |
| Sale of advertising space or time in TV/radio on a fee or contract basis     | 11                   | 14               | 11   | 22               |
| Sale of events related advertising   | 3                    | 5                | 8  | 5                |
| Other sale of advertising space or time on a fee or contract basis           | 11                   | 4                | 2  | •                |
| Re-salg of advertising space or time on a fee or contract basis              | 1                    | •                | 0  | •                |
| Full service advertising   | 22                   | 20               | 15   | 14               |
| Direct marketing   | 4                    | 3                | 10   | •                |
| Advertising design   | 22                   | 20               | 2  | 1                |
| Other advertising services   | 4                    | 5                | 12   | 9                |
| Other sales  | 2                    | 0                | 13   | 37               |

For further information visit [www.statbank.dk/prdst605](http://www.statbank.dk/prdst605)

Table 316

## Sales and exports of services in the sectors for temporary employment agencies and recruitment agencies. 2006

|  | Temporary employment agencies |                 | Recruitment agencies |                  |
|--|-------------------------------|-----------------|----------------------|------------------|
|  | Sales                         | Of which export | Sales                | Of which exports |
|  | DKK mio.                      |                 |                      |                  |
| <b>Total</b>   | <b>7 849</b>                  | <b>487</b>      | <b>1 213</b>         | <b>65</b>        |
|  | per cent                      |                 |                      |                  |
| <b>Products, total</b>   | <b>100</b>                    | <b>100</b>      | <b>100</b>           | <b>100</b>       |
| Executive search services  | 1                             | 0               | 64                   | 68               |
| Permanent placement services, other than executive search services | 2                             | 0               | 14                   | 0                |
| Computer and telecommunication personnel                           | 1                             | •               | 3                    | 3                |
| Other office support personnel                                     | 13                            | 0               | 2                    | 0                |
| Commercial and trade personnel                                     | 2                             | 0               | 0                    | 0                |
| Industrial workers   | 36                            | 52              | 2                    | 0                |
| Transport, warehousing and logistics                               | 10                            | 4               | •                    | •                |
| Hotel and restaurant personnel                                     | 3                             | 0               | •                    | •                |
| Nurses   | 7                             | 16              | •                    | •                |
| Social and health assistants                                       | 6                             | 0               | •                    | •                |
| Social and health helpers  | 9                             | 0               | •                    | •                |
| Doctors  | 3                             | 27              | •                    | •                |
| Other medical personnel  | 3                             | 0               | •                    | •                |
| Other personnel  | 4                             | 1               | 2                    | 11               |
| Other additional products n.e.c.                                   | 0                             | 0               | 12                   | 18               |

For further information visit [www.statbank.dk/prdst604](http://www.statbank.dk/prdst604)

Table 317

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

|  | Sales         |               | Of which exports |              |
|--|---------------|---------------|------------------|--------------|
|  | 2005          | 2006          | 2005             | 2006         |
|  | — mio. kr. —  |               |                  |              |
| <b>Total</b>   | <b>49 517</b> | <b>55 992</b> | <b>7 860</b>     | <b>9 034</b> |
|  | — pct. —      |               |                  |              |
| <b>Industries, total</b>   | <b>100</b>    | <b>100</b>    | <b>100</b>       | <b>100</b>   |
| Hardware consultancy   | 7             | 4             | 2                | 2            |
| Publishing of standard software                                      | 13            | 13            | 43               | 43           |
| Software consultancy and supply                                      | 62            | 61            | 49               | 49           |
| Dataprocessing   | 7             | 11            | 2                | 2            |
| Database activities  | 2             | 3             | 1                | 1            |
| Maintenance and repair of office, accounting and computing machinery | 1             | 1             | •                | •            |
| Other computer related activities                                    | 7             | 7             | 3                | 3            |

For further information visit [www.statbank.dk/prdst603](http://www.statbank.dk/prdst603)



Table 318

## Enterprises' use of ICT

|                                      | Internet access |           | Own web site |           | Broadband connection to the internet <sup>2</sup> |           |
|--------------------------------------|-----------------|-----------|--------------|-----------|---|-----------|
|                                      | 2006            | 2007      | 2006         | 2007      | 2006  | 2007      |
|                                      | per cent        |           |              |           |   |           |
| <b>Alle virksomheder<sup>1</sup></b> | <b>97</b>       | <b>97</b> | <b>83</b>    | <b>84</b> | <b>82</b>   | <b>80</b> |
| <b>Brancher</b>                      |                 |           |              |           |   |           |
| Industri                             | 98              | 98        | 87           | 88        | 84  | 81        |
| Bygge og anlæg                       | 97              | 97        | 75           | 73        | 74  | 71        |
| Handel, hotel og restauration        | 97              | 98        | 84           | 86        | 83  | 83        |
| Transport, post og tele              | 95              | 92        | 68           | 70        | 79  | 73        |
| Finans. og forretningsservice        | 98              | 98        | 90           | 92        | 87  | 86        |
| <b>Fuldtidsansatte</b>               |                 |           |              |           |   |           |
| 10-19 fuldtidsansatte                | 95              | 97        | 77           | 80        | 77  | 76        |
| 20-49 fuldtidsansatte                | 99              | 98        | 86           | 86        | 85  | 80        |
| 50-99 fuldtidsansatte                | 99              | 98        | 92           | 92        | 90  | 88        |
| 100 fuldtidsansatte +                | 100             | 99        | 97           | 94        | 95  | 95        |

<sup>1</sup> Based on replies for January 2007 from more than 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.statbank.dk/vita](http://www.statbank.dk/vita) and [www.dst.dk/ict](http://www.dst.dk/ict)

Table 319

## ICT security measures in enterprises. 2007

|  | All enterprises                              | 10-49 full-time<br>employees | 50 or more<br>full-time employees |
|--|--|------------------------------|-----------------------------------|
|  | per cent of enterprises with Internet access |                              |                                   |
| Antivirus software                       | 95   | 94                           | 99                                |
| Firewall                                 | 90   | 88                           | 98                                |
| Off-site data backup security servers    | 85   | 84                           | 94                                |
| Server with safe connection <sup>1</sup> | 61   | 57                           | 78                                |
| Data encryption for confidentiality      | 18   | 15                           | 32                                |

<sup>1</sup> Supporting security protocols, e.g. SSL or SHTTP.

For further information visit [www.statbank.dk/vita](http://www.statbank.dk/vita) and [www.dst.dk/ict](http://www.dst.dk/ict)

Table 320

## The ICT sector in Denmark. 2005

|                              | Enter-<br>prises | Full-time<br>equivalent<br>employees | Turn-<br>over  | Wages<br>and<br>salaries |
|------------------------------|------------------|--------------------------------------|----------------|--------------------------|
|                              | number of        |                                      | DKK mio.       |                          |
| <b>ICT industries, total</b> | <b>9 987</b>     | <b>92 357</b>                        | <b>222 425</b> | <b>44 213</b>            |
| ICT manufacturing            | 591              | 13 570                               | 20 318         | 5 217                    |
| ICT wholesale trade          | 1 523            | 21 807                               | 97 597         | 10 991                   |
| Telecommunications           | 317              | 19 149                               | 48 851         | 8 342                    |
| ICT consultancy services     | 7 556            | 37 831                               | 55 659         | 19 663                   |

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

Table 321

## Access to the internet individuals

|                                      | Access to the<br>internet,<br>total |           | Internet access from both<br>home and work/<br>place of education |           | Internet access<br>from home<br>only |           | Internet access<br>from work or place<br>of education only |          |
|--------------------------------------|-------------------------------------|-----------|---|-----------|--------------------------------------|-----------|--|----------|
|                                      | 2006                                | 2007      | 2006  | 2007      | 2006                                 | 2007      | 2006   | 2007     |
|                                      | per cent                            |           |   |           |                                      |           |  |          |
| <b>Total</b>                         | <b>89</b>                           | <b>86</b> | <b>57</b>   | <b>51</b> | <b>26</b>                            | <b>32</b> | <b>6</b>   | <b>3</b> |
| <b>Sex</b>                           |                                     |           |   |           |                                      |           |  |          |
| Male                                 | 90                                  | 88        | 57  | 52        | 26                                   | 33        | 6  | 3        |
| Female                               | 88                                  | 84        | 57  | 50        | 25                                   | 30        | 6  | 3        |
| <b>Age</b>                           |                                     |           |   |           |                                      |           |  |          |
| 16-19 years                          | 98                                  | 98        | 84  | 71        | 9                                    | 26        | 5  | 2        |
| 20-39 years                          | 96                                  | 95        | 67  | 67        | 21                                   | 24        | 8  | 4        |
| 40-59 years                          | 94                                  | 90        | 66  | 57        | 22                                   | 29        | 7  | 4        |
| 60-74 years                          | 65                                  | 58        | 16  | 7         | 46                                   | 50        | 3  | 1        |
| <b>Employment</b>                    |                                     |           |   |           |                                      |           |  |          |
| Primary or lower secondary education | 80                                  | 76        | 43  | 36        | 31                                   | 37        | 7  | 3        |
| Upper secondary education            | 91                                  | 89        | 56  | 51        | 28                                   | 34        | 6  | 4        |
| Tertiary education                   | 97                                  | 96        | 76  | 75        | 17                                   | 19        | 4  | 2        |

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

Table 322

## ICT and telephony

|                                       | 2005                   | 2006                   |
|---------------------------------------|------------------------|------------------------|
| Subscriber line, fixed network        | 3 348 904              | 3 098 580              |
| Per 100 inhabitants                   | 61.7                   | 56.9                   |
| Mobil subscriptions                   | 5 449 206 <sup>1</sup> | 5 830 479 <sup>1</sup> |
| Per 100 inhabitants                   | 100.4 <sup>1</sup>     | 107.0 <sup>1</sup>     |
| Internet subscriptions                | 1 808 765              | 1 900 010              |
| Per 100 inhabitants                   | 33.3                   | 34.9                   |
| xDSL subscriptions                    | 835 863                | 1 063 205              |
| Cable modem subscriptions             | 461 634                | 509 950                |
| Cable TV subscriptions                | 1 437 139              | 2 176 958              |
|                                       | mio. minutes           |                        |
| Domestic traffic, fixed network       | 13 165                 | 11 204                 |
| International traffic, fixed network  | 631                    | 595                    |
| Domestic traffic, mobile network      | 6 270                  | 7 314                  |
| International traffic, mobile network | 209                    | 252                    |
|                                       | mio.                   |                        |
| SMS sent                              | 8 423                  | 10 158                 |
| MMS sent                              | 24                     | 28                     |
|                                       | DKK mio.               |                        |
| Revenue                               | 40 062                 | 40 527                 |

<sup>1</sup> Including pre-paid cards that have been active within the last 3 months.

Source: National IT and Telecom Agency, Tele Yearbook 2006.

 For further information visit [www.itst.dk/statistik/Telestatistik/Telearbog](http://www.itst.dk/statistik/Telestatistik/Telearbog)

Table 323

## Households possessing consumer durables

|                          | 1990      | 1995  | 2000  | 2005  | 2007  |
|--------------------------|-----------|-------|-------|-------|-------|
|                          | thousands |       |       |       |       |
| Number of families       | 2 174     | 2 227 | 2 269 | 2 356 | 2 382 |
|                          | per cent  |       |       |       |       |
| Owner-occupied dwelling  | 59        | 60    | 63    | 59    | ...   |
| Summer dwellings         | 11        | 9     | 11    | 11    | ...   |
| Tumble dryer             | 24        | 33    | 40    | 47    | 47    |
| Washing machine          | 70        | 72    | 76    | 79    | 78    |
| Dishwasher               | 29        | 40    | 49    | 56    | 61    |
| Microwave oven           | 17        | 37    | 52    | 68    | 73    |
| Video recorder           | 42        | 73    | 78    | 84    | 76    |
| Cd player                | ...       | 66    | 84    | 93    | 90    |
| PC                       | 15        | 37    | 65    | 84    | 83    |
| Answering machine        | ...       | 26    | 42    | 47    | ...   |
| Mobile phone             | ...       | 20    | 68    | 92    | 95    |
| Fastnettelefonabonnement | 95        | ...   | ...   | ...   | 78    |
| Fax                      | ...       | 9     | 15    | ...   | ...   |
| DVD-player               | ...       | ...   | 7     | 68    | 84    |
| Video camera             | ...       | 15    | 20    | 24    | 30    |
| CD-ROM                   | ...       | 11    | 53    | 80    | ...   |
| DVD for PC               | ...       | ...   | 13    | 59    | ...   |
| Access to the internet   | ...       | ...   | 46    | 73    | 78    |
| Digital camera           | ...       | ...   | ...   | 48    | 65    |
| Digital video camera     | ...       | ...   | ...   | 12    | 21    |
| Dvd recorder             | ...       | ...   | ...   | 8     | 14    |
| Flat screen TV           | ...       | ...   | ...   | ...   | 29    |
| Digital TV               | ...       | ...   | ...   | ...   | 27    |
| MP3 player               | ...       | ...   | ...   | ...   | 47    |
| MP4 player               | ...       | ...   | ...   | ...   | 8     |
| DAB digital radio        | ...       | ...   | ...   | ...   | 20    |
| GPS navigation           | ...       | ...   | ...   | ...   | 19    |
|                          | number    |       |       |       |       |
| Persons interviewed      | 1 385     | 1 533 | 948   | 948   | 965   |

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 +/- 3 percentage points.

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

Table 324

## Expenses for Research &amp; Development

|  | 1998                       | 1999          | 2000          | 2001          | 2002          | 2003          | 2004          | 2005          |
|--|----------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
|  | DKK mio. in current prices |               |               |               |               |               |               |               |
| <b>Total R&amp;D expenses</b>              | <b>24 205</b>              | <b>26 420</b> | <b>29 023</b> | <b>31 883</b> | <b>34 430</b> | <b>36 075</b> | <b>36 451</b> | <b>37 958</b> |
| The public sector                          | 8 810                      | 9 269         | 9 657         | 10 017        | 10 666        | 11 146        | 11 663        | 12 050        |
| The private sector                         | 15 395                     | 17 151        | 19 366        | 21 866        | 23 764        | 24 929        | 24 788        | 25 908        |
|  | per cent                   |               |               |               |               |               |               |               |
| <b>R&amp;D-expenses in per cent of GDP</b> | <b>2.08</b>                | <b>2.18</b>   | <b>2.24</b>   | <b>2.39</b>   | <b>2.53</b>   | <b>2.58</b>   | <b>2.50</b>   | <b>2.45</b>   |
| The public sector                          | 0.76                       | 0.76          | 0.75          | 0.75          | 0.78          | 0.80          | 0.80          | 0.78          |
| The private sector                         | 1.32                       | 1.41          | 1.50          | 1.64          | 1.74          | 1.78          | 1.70          | 1.67          |

Source: Dansk Center for Forskningsanalyse.

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

Table 325

## Expenses for Research &amp; Development. Yearly real growth-rate

|                    | 1998                    | 1999          | 2001          | 2002          | 2003          | 2004          | 2005          |
|--------------------|-------------------------|---------------|---------------|---------------|---------------|---------------|---------------|
|                    | DKK mio. in 2005-prices |               |               |               |               |               |               |
| <b>Total</b>       | <b>25 834</b>           | <b>30 398</b> | <b>34 680</b> | <b>36 899</b> | <b>37 864</b> | <b>37 416</b> | <b>37 958</b> |
| The public sector  | 10 048                  | 10 664        | 10 896        | 11 432        | 11 699        | 11 959        | 12 050        |
| The private sector | 15 787                  | 19 734        | 23 784        | 25 467        | 26 165        | 25 458        | 25 908        |

Source: Dansk Center for Forskningsanalyse.

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