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Mini-presentations on Turnover/Output

Specialized Design Activities in Turkey

Abdullah YUKSEL

abdullah.yuksel@tuik.gov.tr

Department of Short Term Statistics
Construction and Services Statistics Group

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1. CLASSIFICATIONS

1.1. Activity Classification

Specialised design enterprises are classified in accordance with the Statistical Classification of Economic Activities in the European Community, NACE Rev.2.

- ✚ 74 Other professional, scientific and technical activities
 - 74.1 Specialised design activities
 - 74.10 Specialised design activities
 - This class includes:
 - fashion design
 - industrial design
 - activities of graphic designers
 - activities of interior decorators
 - 74.2 Photographic activities
 - 74.3 Translation and interpretation activities
 - 74.9 Other professional, scientific and technical activities n.e.c.

1.2. Product Classification

Specialised design enterprises are classified in accordance with the Classification of Products by Activity (CPA)

- ✚ 74.10 Specialised design services
 - 74.10.1 Interior, industrial and other specialised design services
 - 74.10.11 Interior design services
 - 74.10.12 Industrial design services
 - 74.10.19 Other specialised design services
 - 74.10.2 Design originals
 - 74.10.20 Design originals

2. MARKET CHARACTERISTICS

“Imagination is more important than knowledge. For knowledge is limited, whereas imagination embraces the entire world.”- Albert Einstein

Design takes a more and more growing role to ensure innovations and competitiveness. Understanding of innovation has been greatly expanded including their investments in design and in creative industries, using design for improving the result and the process. Particularly design allows creating products and services with high added value and ultimately ensures excellence in global competition.

Design lies at the heart of the strategic nexus linking culture and sustainable development and innovation, playing a paramount role in today world's creative economy. Also design and innovation are the key factors for developing countries in the way of becoming a member of modern world.

Each year almost 9.000 students start studying interior architecture, industrial product design, fashion design and graphic design divisions of universities in Turkey. However the number of employees working for specialised design companies is too low. Most probable reason for this is large companies mostly prefer to employ designers in their own structure. Therefore it is not easy to measure the design activities. Another challenge for measuring the output of this activity is some interior design companies not only do the design but also do some kind of interior construction and furnishing.

Mostly small and medium size companies are dominant in this activity.

Table 1: Annual indicators for specialised design activities in Turkey

NACE Rev.2	Year	Number of enterprises	Turnover	Number of persons employed
74.1	2009	1 538	291 464 411	6 029
	2010	1 474	223 878 027	4 640
	2011	1 537	190 090 628	3 140

Source: Structural Business Statistics, Turkstat 2011

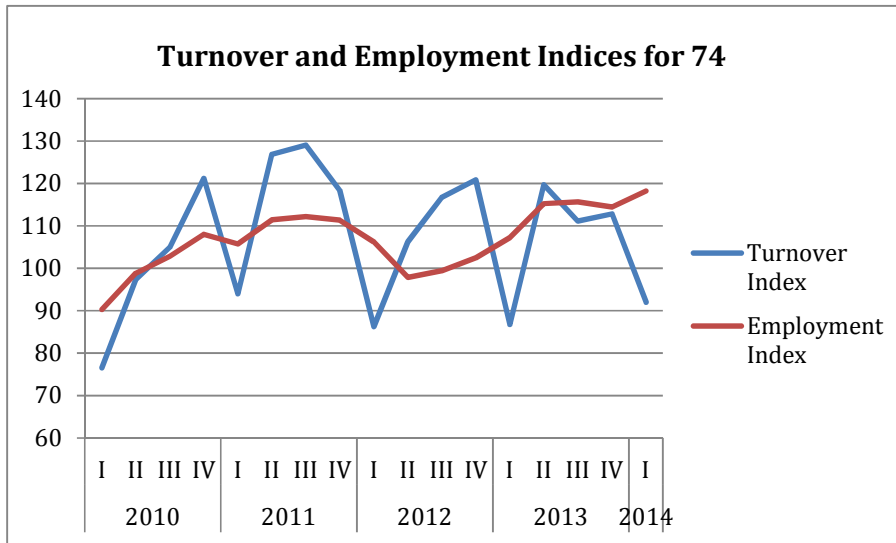
As specialised design activities is mostly a business to business sector, the turnover is not closely correlated with the real output. The turnover is reported at the time of payment rather than the time of production. Also it is not easy to define and measure the products because the quality varies even for each work. In contrast to the importance of design activities it has a very low share of business turnover.

Table 2: Other professional, scientific and technical activities in Turkey

NACE Rev.2	Number of enterprises	Turnover (TL)	Value added at factor cost (TL)	Number of persons employed
74	11 339	812 820 176	238 000 712	20 648
74.1	1 537	190 090 628	44 706 459	3 140
74.2	7 606	212 399 078	44 851 860	11 881
74.3	1 100	99 170 727	41 647 685	2 293
74.9	1 096	311 159 743	106 794 708	3 334

Source: Structural Business Statistics, Turkstat 2011

Chart 1: Quarterly Turnover and Employment Indices for specialised design activities in Turkey



Source: Trade and Services Indices, Turkstat 2014-Q1

3. SURVEYS

Data on turnover for specialized design activities are obtained from the structural business statistics (SBS) and short-term statistics (STS). STS data is disseminated at two digit level of NACE Rev.2.

3.1. Quarterly survey

Quarterly Trade and Services Survey is applied to enterprises of Specialized Design activity.

Sampling and full enumeration:

- ✚ 50 or more employees → full enumeration
- ✚ 5-49 employees → sample
- ✚ 0-4 employees → sample

Threshold:

- ✚ None

Data compiled in the survey:

- ✚ Employment
 - Number of employees
 - Number of unpaid working proprietors (owners) and unpaid family workers
- ✚ Hours worked in the reference period

- ✚ Wages and salaries
 - Total of gross payments paid regularly every month to employees
 - Total of gross payments paid irregularly not every month to employees
 - Social security contribution of employer
 - Payment in lieu of notice and seniority allowance payments
- ✚ Turnover

3.2. Annual Survey

Annual information on turnover of enterprises comes from structural business statistics in accordance with the Regulation (EC) No 295/2008 of the European Parliament and of the Council of 11 March 2008 concerning structural business statistics.

Sampling and full enumeration:

- ✚ Sampling:
 - enterprises having more than 20 employees and for the enterprises active in some special classes
- ✚ Full enumeration:
 - enterprises having less than 20 employees

Threshold:

- ✚ None

Data compiled in the survey:

- ✚ Number of enterprises
- ✚ Number of local units
- ✚ Employment
 - Number of persons employed
 - Number of employees
 - Number of part-time employees
 - Number of apprentices
- ✚ Number of hours worked by employees
- ✚ Personnel cost
 - Wages and salaries
 - Social security costs
- ✚ Turnover
- ✚ Production value
- ✚ Value-added at factor cost
- ✚ Total purchases of goods and services
- ✚ Change in stocks of goods and services
 - Change in stocks of goods and services purchased for resale in the same condition as received

- Change in stocks of finished products and work in progress manufactured by the unit
- ✚ Gross investments
 - Gross investment in land
 - Gross investment in existing buildings and structures
 - Gross investment in construction and alteration of buildings
 - Gross investment in machinery and equipment

4. DATA DISSEMINATION

4.1. Quarterly Results

The quarterly results are disseminated under “Trade and Services Indices” title.

http://www.turkstat.gov.tr/PreTablo.do?alt_id=1037

The following statistical tables are disseminated on the web site for the base year 2010:

- ✚ Trade and Services Seasonally and Calendar Adjusted Turnover Index and Percentage Changes
- ✚ Trade and Services Seasonally and Calendar Adjusted Employment Index and Percentage Changes
- ✚ Trade and Services Seasonally and Calendar Adjusted Hours Worked Index and Percentage Changes
- ✚ Trade and Services Seasonally and Calendar Adjusted Gross Wages-Salaries Index and Percentage Changes
- ✚ Trade and Services Indices

4.2. Annual Results

The quarterly results are disseminated under “Annual Industry and Service Statistics” title.

http://www.turkstat.gov.tr/PreTablo.do?alt_id=1035

- ✚ Employment and Basic Indicators by Sections in Industry and Service Sectors
- ✚ Employment and Some Basic Indicators by Economic Activity
- ✚ Some Basic Indicators by Economic Activity
- ✚ Employment by Size Classes and Divisions
- ✚ Some Basic Indicators by Size Classes and Divisions
- ✚ Number of Employees and Personnel Cost by Economic Activity

- 📊 Change in Stocks
- 📊 Number of Enterprises and Characteristics of Employees by Economic Activity
- 📊 Number of Employees in Full-Time Equivalent Units and Hours Worked by Employees by Economic Activity
- 📊 Fixed Capital Investment and Sales by Economic Activity
- 📊 Some Basic Indicators by Local Units