

**SWEDISH EXPERIENCES OF STATISTICAL SURVEYS ON  
THE SERVICE SECTOR**

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## SWEDISH EXPERIENCES OF STATISTICAL SURVEYS ON THE SERVICE SECTOR

### 1. Background

The demand for statistical information on the private sector has increased during the last decades. In the year 1985 Statistics Sweden started a special project with the aim to improve and develop service statistics. The primary purpose was to create an annual statistics of economic variables for the service sector. The statistics should give information on a detailed level of industries; the lowest digit-level for retail trade and business services, more aggregate level for social and personal service activities. The statistics should at least give basic data to the national accounts. The secondary purpose was to give deeper and more detailed information on service activities for different industries not annual but every third or five year.

The project also includes plans to improve and develop the short-term statistics. That is very urgent as this statistics, for several of the industries, give basic data to the calculation of the final consumption.

To enable these purposes, with the shortage of resources we have to live with, it was necessary to combine currently statistics with information from administrative sources.

#### Annual statistics

The main part of the annual statistics is based on administrative data. The first step was to increase the sample of the statistics on financial accounts. Every enterprise with 50 and more employees were already surveyed so the increase was on small enterprises (less than 50 employees). The new sample enables us to give information on a rather detailed activity classification. In number the total surveyed enterprises are about 2000 and the sample consists of about 7500 enterprises (that is about seven per cent of the total population).

The enterprises with 50 and more employees are receiving a detailed questionnaire from us but nearly all answers can be taken from their balance-sheet. From the enterprises with less than 50 employees we get the balance-sheets from a public authority and do not need to bother these enterprises with questionnaires.

The statistics on financial accounts cover only companies but not sole proprietorship. For these enterprises we have by a special permission from the government access to income-tax return forms and can take a sample. This sample covers only enterprises with employees.

Sole proprietorship without employees and companies without employees and with a low turn-over (less than 200 000 SEK) are estimated with help from VAT-registration information.

#### Short-term statistics

The short-term statistics cover wholesale, retail trade, hotels and restaurants, business

services and services to the private sector. The statistics give information on turnover on a quarterly base and indexfigures on a monthly base. However, the statistics are unreliable due to low response rate. The statistics do not catch the structural transformation either. We are, during 1991 and 1992, working with improvements to reduce these shortcomings.

### **Surveys based on mail questionnaire**

To get more detailed information about the service sector, as for example sales by product, type of expenditure, category of customer and investments, we every year carry out between two and four surveys based on mail questionnaires. The total sample varying between 2500 and 5000 enterprises. The surveys include both companies and sole proprietorship. The experiences from these surveys are presented under point 3 in this document.

## **2. Statistical information from enterprises based on confidence**

In Sweden, and in most of other countries, the typical service enterprise is rather small. Of all enterprises within the service sector nearly 60 % are enterprises without employees. Enterprises with 1-9 employees respond to 35 % of total enterprises, enterprises with 10-49 employees respond to 6 % and enterprises with 50 or more employees only 1 %. Of all enterprises within the service sector, 30 % belongs to sole proprietorship.

If we want to have reliable statistical information on the service sector we are dependant of getting figures from the small enterprises including sole proprietorship. We therefore try to include these small enterprises in the statistics as far as possible even if we have to ask them directly. In order to get a high response rate, also from the small enterprises we have worked hard to create confidence between the enterprises and the statistical office. Below we give examples on actions carried out to raise the confidence of the enterprises.

a) Regulation by law of use of information submitted for statistics.

The secrecy law in Sweden states that information given for statistical purposes have to be kept secret for a period of 70 years for information on individuals and for 20 year for information on enterprises.

The main rule states absolute secrecy for all information collected from individuals (both private persons and legal persons). Some exceptions are given. Statistics Sweden may according to law pass on information

- in the enterprise register
- about deceased persons
- in employment and wages statistics
- needed by scientists for research
- without identification

if it is obvious that this will not harm the individual involved or anyone close to that individual.

In practice, Statistics Sweden never releases any figures with identification from enterprises, even for scientific research, without approval in writing from the enterprise involved.

b) Confidentiality legislation.

Every employee in Statistics Sweden has signed a confirmation that s/he is aware of the secrecy law and can in case of intentional disclosure or disclosure through deficient carefulness be punished according to rules in the criminal code. All secret information has to be locked in, when not in process. Data processing of all secret information on computers is regulated in detail. Only those who work with a given set of statistics have the right to access the information on computer. All access codes are secret. Our computer safety system (Top Secret) records all accesses and failed attempts to get access to information.

c) Public statements from politicians about the need for independent, correct and broad information.

Open debate on what statistics should be produced with state funds and the opportunity for anyone to order and pay for complementary statistics makes it easier for us to explain the need for statistics to those who have to provide the information. The planning process at Statistics Sweden gives us every third year a reason to discuss with main users of statistics the plans for the coming three-year.

d) Questionnaires designed to facilitate the submission of the figures.

The response burden for enterprises has been studied several times in Sweden and in the latter part of the seventies we had a state committee studying that question in great detail. A lot of efforts was made to bring down the response burden. All enquiries were studied in order to reduce collection of information on the same or similar items to a minimum. The use of administrative data was advocated and the size of samples was questioned.

Some years after the state committee had finished its work, a new legislation was introduced. According to that legislation enterprises formed a body, The Delegation for Enterprises Reporting, for the supervision of their reporting obligations. We have to discuss all changes in the collection of information from enterprises with this delegation. We have to state in the cover of the relevant forms whether or not we have reached consensus. The fact that the delegation has to look through all new or changed enquiries, guarantees that we always have the views of the enterprises before we start our data collection.

Statistics Sweden has since the seventies taken part in discussions on legislation and guidelines for bookkeeping. In that work we have been able to adopt our requirements to bookkeeping requirements and to some degree influence the bookkeeping requirements. A lot of our items of information have been defined in bookkeeping terms in the published guidelines.

Next to all regularly collected statistics are compulsory for the enterprises. The obligation for the enterprises and the owners of houses with more than two apartment is stated in law. The fact that the parliament had made response compulsory to the enterprises we use as sign of how important parliament consider economic statistics. Our main line is to convince the enterprises to collaboration. Very seldom we use the law as a threat.

We use a method to allocate samples that allows us to distribute the response burden for the enterprises. In our enquiries all the large enterprises have to participate. For the smaller enterprises we try to distribute the burden both over enterprises and over time. Our goal is that small enterprises shall not participate in more than four statistics and that small enterprises will not be in the sample for a survey for longer time than five years.

#### **e) Integrity of the statistical office**

Statistics Sweden follows the International Statistical Institute's Declaration on Professional Ethics. We try to make clear the integrity of statistical office and that we are using the professional ethics as guiding principles.

### **3. Intermittent statistical surveys by mail questionnaire**

#### **3.1 Aim and background**

The aim with the surveys by questionnaire is to give basic data to the national accounts especially the input output analysis. They will also give more detailed information on different industries demanded by the enterprises themselves, mass media and other interested parties. The demand for the results has been important from the enterprises themselves and from associations of different industries. Also authorities and public bodies have been very interested in the results. The use of the results for the national accounts has been less than expected. The main reason has been their difficulties to use intermittent sources.

#### **3.2 Population and sample**

The surveys are carried out intermittently with an interval of two or three years. Annual surveys are also made, for example computer consultancy has been inquired every year from 1987 - 1990. The reason has been their rapid growth the last years. Other industries, for example legal activities has only been inquired every fifth year. The goal is to cover all service industries within a period of three years.

The population consists of enterprises, companies and sole proprietorship, which according to our enterprise register have their main activity in the service sector. In order to lower the response burden and to use the sample size in an optimal way, we only include sole proprietorship with employees and the rest of these enterprises are estimated with help from the VAT-register. Companies without employees and with turnover less than 200 000 SEK are also excluded and only estimated with information from the VAT-register.

The sample is co-ordinated with the sample of the financial accounts in order to use the balance sheets as a check-up or use that information as a substitute when we have a drop-out of the questionnaire.

The sample-size varies according to different industries. Generally the sample size is 10 % of the population. Every enterprise with 50 or more employees are included and the others are sample-surveyed. We have resources to inquire between 3000 and 5000 enterprises every year.

#### **3.3 Industries surveyed so far (year in brackets is the accounting year)**

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- a) All business services 1985
- b) Renting of machinery and equipment 1985, 1988
- c) Supporting and auxiliary transport activities; annual since 1985
- d) Activities of travel agencies; annual since 1985
- e) Hotel and restaurants 1986, 1989
- f) Recreational, culture and sporting activities 1987, 1990
- g) Wholesale trade 1988
- h) Architectural, engineering and other technical activities 1988
- i) Business services except for legal activities and architectural, engineering and other technical services 1989
- j) Retail trade 1989
- k) Legal activities, computer consultancy and architectural, engineering and technical services 1990
- l) Repair of motor vehicles and personal and household goods 1990
- m) Research and development 1990
- n) Private education 1990
- o) Private health and social work 1990
- p) Washing and (dry-) cleaning of textile and fur products 1990
- q) Sewage and refuse disposal, sanitation and similar activities 1990

(The results from surveys with accounting year 1990 will not be ready until nov-dec 1991).

Examples of questionnaires are given in Appendix.

### **3.4 Experiences of different industries**

#### **3.4.1 Business services**

##### **Response rate**

To carry out a survey on business services with a mail questionnaire was found to be rather easy. Most of the enterprises are interested in the survey and understand the importance of the statistics. Many of the respondents are well educated and seems to have no problem with the questionnaire. That is the case for both small and big enterprises. The only enterprises where they question the survey is among legal activities and market research.

The response rate was for both 1985 and 1989 about 80 % for the total. Split up on different size of the enterprises (1985)

0 employee	71 per cent
1-10 employees	81 "
11-50 "	86 "
51 - "	99 "
Total	79 "

Split up on different activities you get the following response rate (1989)

- accounting, book-keeping and auditing 80 per cent

- computer consultancy	85 "
- advertising, market research and public opinion..	66 "
- typewriting and duplicating	70 "
- business and management consultancy	87 "
- investigation and security	81 "
- other business activity	76 "
Total	78 "

The response rate for the surveys of the accounting year 1988 was

- computer consultancy	82 per cent
- architectural, engineering and related technical consultancy	75 "
- renting of machinery and equipment	71 "

### **The experience of Central Product Classification CPC**

When split up the revenues on different products we have tried to follow CPC as far as possible and with the most far-reaching harmonization for the surveys of 1990. When designing the questionnaire we have also had a lot of discussions with service producers which will be the respondents of the questionnaires.

In general, it is our opinion that the present CPC is quite useful for statistical purposes. It may be so that the dynamics, characterising some sectors, still makes it difficult to decide on a sustainable standard. In an operational environment, i.e. collection of data by CPC level, we have found that the standard for some divisions is too detailed. This remark may be true for legal services, accounting, auditing and book-keeping services, taxation services, management consulting services and engineering services. In these cases, we do not expect to be able to capture any production value by the product suggested.

In other cases, we think that CPC is too rough. For example, non-customised software or packaged software products are almost non-existent throughout the system. They only appear in subclass 63252 bundled with sales of computers.

We have tried to follow CPC as far as possible but we have observed that respondents in some cases seem to be more interested in product divisions by type of end use than by the more process-oriented criteria based CPC divisions. We therefor want to state that various aspects of services production may be of interest to describe.

Our opinions on "Computer and related services" were presented at the previous Voorburg group meeting, see documentation from the fifth meeting , volume I.

The product classification of "architectural,engineering activities and related technical consultancy" has been more harmonized to CPC 1990 than previous years. We think that the CPC in this area will be quite useful. We observe that the breakdown is preferable from analytical point of view.

However, we have had problems to spit up the revenues as detailed as CPC. The enterprises providing these services are classified into one activity (industry) only. The list of products would then be too long if we should cover all products. We therefor have been

forced to make some aggregations. Another problem from our present activity classification is that it does not separate architectural services from interior decoration services.

To split up engineering activities has been the most difficult for us. We have discussed that with some respondents and we thought we had found a practical solution. However, from the experience of the survey 1990 so far, we found that the respondents have had some problems to split their revenues on different engineering services and a big part of the revenues will be under "other engineering services".

Enterprises working with "urban planning and landscape architectural services", "related scientific and technical consulting services" and "technical testing and analysis services" seems to have less problems. Their activities seems to be more homogenous and well defined.

In our register "marketing research" and "advertising services" are grouped together. In our questionnaire for 1989 we split the revenues up on

- sales from advertising
- intermediary of advertising
- marketing research
- sales of goods
- other revenues.

In the case of advertising services we have the opinion that CPC 87110 should be divided into

- time selling services
- space selling services
- outdoor display and billboard advertising services.

We also think that

- direct mail advertising services

should be specified. We assume that these services are included in CPC 87190 "other advertising services". We also would be in favour of specifying

- (commercial) exhibitions services

now included in CPC 87909 "Other business services". We will try to split the revenues up on these products when we carry out our next survey on advertising services.

The questionnaires for

- . computer consultancy
- . architectural, engineering and related technical services
- . research and development
- . private education

are translated and presented in Appendix.

### **Expenditure of the enterprise**

When we first discussed the question of split up of expenditure with the respondents, they were very doubtful and did not want to answer this question. We could not come to an agreement with the Delegation for Enterprises Reporting. Therefor the first surveys only had a question on total expenditure. However, from the surveys of 1990 we succeeded to



get an agreement on a split up of the expenditure even if it is rather rough. For enterprises within business services we ask for

- labour costs
- purchase of primary produce/consumable supplies
- purchase of service
- other expenditure

Total expenditure.

As we can see from the result so far, the enterprises seem to have answered the question without big problems.

### **Revenues split up on different categories of customers**

The question on categories of customers has given the respondents some troubles. Their accounting do not give enough information to fill in the questionnaire. Often the questionnaire is filled in by somebody responsible for the enterprise' accounting and book-keeping. Even if there is a good knowledge of categories of customers in the enterprise, the person who fill in the questionnaire does not know it. We have got a lot of comments on this question and often the respondent has left it aside. However, when we talk with the respondent we most often find out that they have the information, at least they can give good estimates but not exact figures. As we have found that there is a strong demand for this information when the result is ready, we will go on to include the question in the surveys.

WE asked for the revenues distributed on

Domestic sales

- manufacturing enterprises
- trade enterprises
- bank, finance and insurance enterprises
- other enterprises within the service sector
- government and local authorities
- household

Export.

### **Investments**

We first asked for investments in a traditional way. We asked for

- new buildings (not purchased but really new built) and new constructions
- machinery, inventories, motor vehicles (gross)
- sales of machinery, inventories, motor vehicles
- value of new agreements for leasing of machinery, inventories, motor vehicles.

The respondents seem to have no problems with this question.

Investments in business service enterprises are not so comprehensive. More interesting should be information of their "investments" on education and improved knowledge of their staff. We have discussed this with respondents representing the enterprises but it has so far been difficult to come to an agreement on an appropriate question. However, we have taken a small step ahead by asking for

- expenditure for education of the staff.

The expenditure is defined according to accounting rules and does not include wages. With this definition the respondents have had no problems with the question. We will continue the discussion on how to design this question (or questions) and hope to improve in to the surveys of 1991.

### **3.2.4 Wholesale trade**

Wholesale trade has only been surveyed more detailed once, the accounting year 1988. We made an survey less comprehensive 1984 just to get an idea of the most important groups of products within each industry.

The survey 1988 was split up on 15 industries and each industry got their own specialized questionnaire. The co-operation with the respondents were very easy and they were very interested in the results. One reason can be that most of the enterprises within wholesale trade are big companies and you have very few sole proprietorship. Their accounting system for stocks also give them good possibilities to fill in the questionnaire.

### **Response rate**

The response rate for the total was 73 % and for enterprises with more than 50 employees it was 85 %. Split up on different industries you got the following response rate.

Wholesale dealing with

- animals, seeds, grain, animal feed	81 per cent
- hides and skins of leather, textile fibres	72 "
- primary processing of wood	75 "
- chemicals	78 "
- metals, metal ores	77 "
- construction materials	69 "
- waste and scrap	66 "
- wrapping	70 "
- machinery	80 "
- food and beverages	74 "
- textiles, clothing	61 "
- household appliances	73 "
- other household goods	74 "
- all transport equipment	70 "
- fuels	88 "
Total	73 %.

### **Product classification**

The split up of revenues on different products has not been made according to CPC but to guidelines to the current Swedish industrial classification and to the results from the survey carried out in 1984. Each industry got their own product specification which varied between four and ten product groups. For some of the industries for example wholesale with machinery and wholesale with other household goods it has been difficult to give appropriate products and a big part of the revenues have been accounted under "other

revenues". For wholesale we think the new classification according to ^T,!!, and CPC will be an advantage.

### **Revenue by categories and structure of customers**

Two of the questions were about kind of customers. The first one (the same for all surveys) was spilt up of revenues by

Domestic sales

- manufacturing etc. (See page 8).

The other question was about geographical spit up of customers. We asked the respondents to spit up the revenues, in per cent, by type of customers

- in their own community

- in their own county

- other customers in Sweden

- customers abroad.

The response rate for these questions was lower than for the total survey. The response rate for the first question was 94 % of all answered questionnaires and the same for the second question was 89 %.

### **Other questions**

Questions on investments and employments did not give any problems for the respondents.

### **3.4.3 Retail trade**

The most difficult industry to survey is, according to our experiences, the retail trade. This industry includes many small companies and many sole proprietorship which can influence the result. But these enterprises have been more difficult to motivate than small enterprises with other activities. They can not understand the use of the statistics and they do not want to have any information of their own. Many of the respondents have education on a low level which can conduce to the low motivation. We worked harder with this survey than any of the others but in spite of that we got a very low response rate.

The survey was split up on 10 different industries and each industry got their own specialized questionnaire.

### **Response rate**

The response rate split up on different industries within retail trade

- store houses and supermarkets	100 %
- food and beverages	42 %
- pharmaceutical, perfumery	55 %
- tobacco, books and newspapers	53 %
- clothing and footwear	58 %
- furniture and other household applications	55 %
- watches, clocks, jewellery, "leisure" goods	54 %
- other durable goods	58 %
- retail of cars	75 %

- retail of fuel	68 %
Total	56 %.
Response rate split up by size of enterprise give	
0 employee	49 %
1-10 employee	52 %
11-50 employee	56 %
51 - employee	92 %
Total	56 %.

### **Experiences of CPC**

All 10 industries got their own specialized questionnaire. We have not followed CPC but made our own split up of products based on earlier surveys. We have tried to ask very detailed on sales of products previous years but failed. Now we gave more aggregated groups of products and the result was in some way better. Still we found that the enterprises have very difficult to answer on sales according to products. That can also be one reason of the low response rate. We hope that the ongoing computerizing of the retail trade will give us better information on sales by product.

### **Sales by the days of the week**

The respondents were asked to give their total revenues from sales split up (in per cent) on the different days of the week. They were asked to give the distribution for a "standard" week for example the week 19 or 40 but not all revenues of the year distributed on the days of the week. We also told respondents that they could estimate the figures. Even with these instructions the respondents complained about the question and found it difficult to answer. We also got a lower response rate on this question than on others. Of the total amount of revenues we got 67 per cent distributed on the days of the week.

### **Sales per invoice**

The respondents were asked to account how much, in per cent, of their total revenues were sales to other enterprises. As for the question of sales by the days of the week we got a lower response rate than for the survey as a total. However, some of the respondents, who did not answer, can be enterprises without invoice.

### **Number of shops**

The respondents were asked to give the number of shops belonging to the enterprise. They had no problems to answer the question.

### **Area of the shop**

The enterprises were demanded to give information on total area of the enterprise including area used for the staff, stock etc. We also asked for total area for the shops defined as the area accessible for the customers. The respondents complained on the

question and found it difficult to answer. We thought we had given good instructions to the question but we found that many of the respondents had misunderstood us. The only information we give from the question is average area per shop.

### **Investments**

We asked the same question of investments as for business services (see page 8). The enterprises within retail trade had the same problems as enterprises within other industries not more not less.

#### **3.4.4 Hotel and restaurants**

The hotel- and restaurant industry has been surveyed twice, the accounting year 1986 and 1989, with about the same arrange. It has been rather easy to carry out the survey but we have had some problems to motivate enterprises with a few employed. In these enterprises the owner often works in the restaurant or the hotel. In the same time he is responsible for all accounting which can be comprehensive. Then it its easy to understand that the questionnaire will come on a second hand. To one-person enterprises we have a good relationship.

### **Response rate**

The response rate according to size of enterprise was the following

	1986	1989
0 employee	71 %	63 %
1-10 employees	68 %	61 %
11-50 employees	72 %	83 %
50 - employees	98 %	92 %
Total	75 %	70 %.

The response rate for 1986 was somewhat higher than 1989. One reason can be that we for the first survey got a very strong support from the Association of Hotel and Restaurant Enterprises. We had their support also 1989 but they did not encourage the enterprises to answer as they did the first time. In both surveys, the enterprises with restaurants as the main activity had somewhat higher response rate than the hotel enterprises.

### **The experience of CPC**

The split up of the revenues on products followed CPC in some extent. We asked for the following account

- accommodation services
- restaurant service
- catering
- sales of goods
- other revenues.

We think that is the most detailed level the enterprises can answer the question and we think CPC is too detailed for this industry. Most of the respondents seemed to have no problem with the split up we demanded.

### **Kind of activity**

From our enterprise register we stratified hotels in one stratum and restaurants in another. The Association of Hotel and Restaurant Enterprises was very interested in what kind of hotel or restaurants there are within the hotel- and restaurant sector and asked us to try to give some information. Therefor we asked for the revenues split up on establishments and asked for accounting on the revenues by a given list of category of establishment;

- Hotel with a restaurant
- Hotel without a restaurant (breakfast room is not a restaurant)
- Holiday centres, youth hostels or other kind of accommodations
- Camping and caravanning sites
- Conference centre (not open for public accommodation)
- Restaurant within an enterprise or authority (not open for the public)
- Restaurants with the mainpart of the service at lunchtime
- Restaurant with dance or other kind of entertainment
- Restaurants with both lunch and dinner service
- Pizzeria, chinese, greece or other restaurant with a special nationality influence
- Fastfood restaurant
- Cafe'
- Restaurants "at the road"
- Other, specify....

### **Enterprise expenditure**

Hotels and restaurants surveyed 1989 were the first enterprises we demanded to split up their expenditures. The respondents answered without problem but we asked on a aggregated level

- labour costs
  - purchase of primary produce/consumable supplies
  - other expenditure
- Total expenditure.

### **Investments**

For this industry we did not ask for investments in new buildings or constructions. In Sweden the investments in hotels and restaurants do not come from enterprises within this sector but from other specialized "real estate" companies. Therefor it seems to be of no sense to ask. Instead we asked for

- expenditure for education of the staff
  - machinery, inventories, motor vehicles (gross)
  - sales of machinery, inventories, motor vehicles
  - value of new arrangements for leasing of machinery, inventories, motor vehicles
- with a good result.

## **4. Summery of some of the results**

### **4.1 Business services in Sweden 1989**

- In 1989, there were about 33 000 enterprises in the business service sector in Sweden. Some 31 500 of these were in business. The number of enterprises has increased by 11 per cent/year since 1985, when the business services numbered about 22 000 enterprises.
- In 1989, the total employment was 140 000 persons, of which 128 100 were employees and 11 900 were self-employed. Employment has increased by 7 per cent/year since 1985, when the figure was 108 000.
- Total business income amounted to SEK 107.5 milliard, to be compared to SEK 49 milliard 1985. Total income has increased by more than 21 per cent/year.
- The largest 220 enterprises with 50 employees or more accounted for 0,7 per cent of the total number of enterprises and 37 per cent of the total revenue earned in the business services.
- The mean annual turn-over per gainfully employed amounted to SEK 890 thousand.
- The value added per gainfully employed to SEK 325 thousand.
- The operating profit before depreciation/operating income amounted to 7 per cent for business service.

#### **4.2 Wholesale trade 1988**

- In 1988, there were about 21 000 enterprises within wholesale trade; about 20 000 of them were in business.
- The total employment was 180 600 persons, of which about 159 000 were employees and nearly 22 000 were self-employed.
- Total income amounted to SEK 474 milliard and total business expenditure were SEK 445 milliard.
- Wholesale with machinery, tools, equipment was the biggest part of wholesale trade with 7 800 enterprises and about 62 700 employed.
- The mean annual turn-over per gainfully employed amounted to SEK 2 626 thousand.
- The value added for the wholesale trade amounted to SEK 70 billion and the value added per gainfully employed to 389 thousand.

#### **4.3 Retail trade**

- In 1989, there were about 70 300 enterprises in retail trade; some 69 300 were in business.
- In 1989, the total employment was 242 500 persons, of which 210 100 were employees and 32 400 were self-employed.

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- Total business income amounted to SEK 339.1 milliard and total business expenditure were SEK 320.6 milliard.
- Retail sale of food and beverages was the biggest part of retail trade with 15 700 enterprises and about 75 000 gainfully employed.
- The mean annual turnover per gainfully employed to SEK 1 398 thousand.
- The mean annual turnover per enterprise amounted to SEK 4 825 thousand.
- The value added for the retail trade amounted to SEK 61.3 milliard and the value added per gainfully employed to SEK 253 thousand.
- The largest 340 enterprises (with 50 employees or more), accounted for 0.5 per cent of the total number of enterprises and 44 per cent of total revenue earned in the retail trade.
- During a normal week in retail trade, Friday represent 20 per cent of the turnover. The representation of the turnover for the other days of the week are as follows; Saturday 12 per cent, Sunday 5 per cent, Monday 16 percent, Tuesday and Wednesday both 15 per cent and Thursday 17 per cent.

#### **4.4 Hotels and restaurants 1989**

- In Sweden there were about 10 400 enterprises with hotels and/or restaurants in 1989 of which 8 400 were operating.
- The operating enterprises consisted of 6 700 restaurants, 1 200 hotels, 100 camping sites and 400 other enterprises with hotels and/or restaurants as secondary business.
- The number of man-year amounted to about 84 000 of which about 53 000 in restaurants and about 29 000 hotels.
- The gainfully employed consisted of about 12 500 entrepreneurs, 10 000 salaried employees and 61 500 workers.
- The total sales amounted to about SEK 36 milliard.
- The 25 largest enterprises accounted for more than 23 per cent of the total income.
- The restaurants accounted for SEK 23 milliard or 63 per cent of the total sales.
- The hotels and camping sites accounted for more than SEK 13 milliard of the total sales of which about SEK 6 milliard was income from restaurant business.
- The value added for the industry amounted to SEK 15.3 milliard of which the restaurants accounted for SEK 9 milliard and the hotels and camping-sites for SEK 5,9 milliard.



- The sales per gainfully employed amounted to SEK 433 thousand for the restaurants and SEK 430 thousand for the hotels.
- The operating profit amounted to 8.1 per cent for the restaurants and 10 per cent for the hotels.
- Of the enterprises, 74 per cent were open the whole year, while 26 per cent were open only for the season.

The data reported are secrecy safeguarded according to the law of secrecy, chapter 9, 4§ (SFS 1980:100)  
Obligation to render information according to SCB-FS/1988:9

Consultation has been made with The Delegation for Enterprises Reporting.

## SERVICE STATISTICS 1990

Returned to the SCB  
latest the 14th of June 1991

Name of the survey

**F/SE 8323**

Activity according to SCBs enterprise register

### COMPUTER AND RELATED SERVICES

**ACTIVITY OF THE ENTERPRISE (Give a detailed description of kind of activity)**

#### ENTERPRISES REVENUE 1990

	SCB cod	1 000 SEK
Total revenue.....	01	

State exactly period for the figures given

Year	Month	Year	Month

#### SPLIT UP OF REVENUE 1990

	SCB cod	1 000 SEK
<b>Consultances</b>		
a) Consultancy services related to the installation of computer hardware.....	02	
b) Software implementation services.....	03	
- management services and project planning.....	04	
- systems development services, technical systems.....	05	
- system development services, administrative systems.....	06	
- systems maintenance services.....	07	
<b>Education and training services to clients.....</b>	<b>08</b>	
<b>Dataprocessing services</b>		
a) advisory to the customers.....	09	
b) data processing and tabulation services.....	10	
c) registration of data.....	11	
d) tele communication services.....	12	
e) other data processing services.....	13	
<b>System integration services: computers and systems.....</b>	<b>14</b>	
<b>Data base services: electronic information services.....</b>	<b>15</b>	
<b>Other computer related services n. e. c. please specify.....</b>	<b>16</b>	
<b>Other revenues from services.....</b>	<b>17</b>	
<b>Sales (and leasing) of goods:</b>		
a) resale of computers and equipment.....	18	
b) resale of systems program and utilities.....	19	
c) resale of application software packages.....	20	
d) own production of application software packages.....	21	
<b>Other revenues, please specify.....</b>	<b>99</b>	
<b>Total revenues (row 01)</b>	<b>100</b>	

**Directions about the basic account (BAS 90) for revenues, costs and investments can be found in the instructions.**

Data about the enterprises revenues can be collected from the closing of the books 1990. Do not include the financial and the extraordinary revenues, VAT or subsidy from the public sector. However, rent, tenancy and provision will be included.

The data given refer to the enterprise, not to possible combine.

Other revenues include rent, tenancy, licence, royalties, insurance repayment etc (notice account 38, BAS 90)

# ENTERPRISES EXPENDITURE 1990

	SCB cod	1 000 SEK
Labour costs (wages + social fees).....	22	
Purchase of primary products/consumable supplies.....	23	
Purchase of services.....	24	
Other costs.....	25	
<b>TOTAL expenditure</b>	<b>101</b>	

----- Do not include the costs for financial and extraordinary costs, depreciation, VAT or discounts.

## REVENUES SPLIT UP ON CATEGORIES OF CUSTOMERS 1990

	SCB cod	1 000 SEK
<b>Domestic sales</b>		
- Manufacturing enterprises.....	26	
- Trade enterprises.....	27	
- Bank, finance and insurance enterprises.....	28	
- Other enterprises within the service sector.....	29	
- Government and local authorities.....	30	
- Household/private persons.....	31	
<b>Export</b> .....	<b>32</b>	
<b>TOTAL</b>		<b>100%</b>

The information given may be estimated.

For example: contractors, consultants, advertising enterprises, the Post Office, the National Telecommunication, hotel and restaurant etc.

----- Public companies counts as enterprise. Not as public authority.

----- As foreign sales counts only invoice outside Sweden. Invoice to foreign enterprises subsidiaries or representatives in Sweden counts as domestic sales.

## INVESTMENTS 1990

	SCB cod	1 000 SEK
Expenditure for education of the staff.....	33	
New buildings and new constructions.....	34	
Machinery, inventories, motor vehicles (gross).....	35	
Sales of machinery, inventories, motorvehicles.....	36	
Value of new contracts from leasing of machinery, inventories, motorvehicles.....	36	

----- The costs according to account 581 (BAS 90) i.e. acclimation, further education etc and fees for external courses, boarding costs for internal arranged courses and travelling expenses in connection with education etc.

----- State the cost price according to leasing contract. The data will refer to contracts started during the year.

## EMPLOYMENT 1990

	SCB cod	Number of employed (annual account)
Employers.....	102	
Employees.....	103	

----- As employers counts owner of close company, private firm, trading company etc and member of a family who work permanent in the company without being employed.

## COMMENTS


Signature of authorized person	Telephone Number
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The data reported are secrecy safeguarded according to the law of secrecy, chapter 9, 4§ (SFS 1980:100)  
Obligation to render information according to SCB-FS/1988:9

Consultation has been made with The Delegation for Reporting.

## SERVICE STATISTICS 1990

Returned to the SCB  
latest the 14th of June 1991

Name of the survey  
**F/SE 83240**

Activity according to SCBs enterprise register

### ARCHITECTURAL, ENGINEERING AND OTHER TECHNICAL ACTIVITIES

**ACTIVITY OF THE ENTERPRISE (Give a detailed description of kind of activity)**

#### ENTERPRISES REVENUE 1990

	SCB cod	1 000 SEK
Total revenue.....	01	

State exactly period for the figures given

Year	Month	Year	Month
		—	

#### SPLIT UP OF REVENUE 1990

	SCB cod	1 000 SEK
Advisory (in general).....	02	
Engineering and architectural design services.....	03	
Urban planning and landscape architectural services.....	04	
Engineering design services for the construction of foundation and building structures including electrical installation for buildings.....	05	
Engineering design services for the construction of civil engineering works including transportation, infrastructure projects etc.....	06	
Engineering design services for industrial process and production.....	07	
Integrated engineering services (turnkey projects) within transportation, watersupply and sanitation, manufacturing and other projects.....	08	
Other engineering projects.....	09	
Constructing services within specialized areas; acoustics, traffic control system, construction of new products.....	10	
Related scientific and technical consulting services.....	11	
Technical testing and analysis services.....	12	
Development and consulting services within electronic and computer systems.....	13	
Services n. e. s. (please, specify).....	14	
Sales of merchanties.....	15	
Other revenues, please specify.....	99	
TOTAL revenues	100	

Directions about the basic account (BAS 90) for revenues, costs and investments can be found in the instructions.

Data about the enterprises revenues can be collected from the closing of the books 1990. Do not include the financial and the extraordinary revenues, VAT or subsidy from the public sector. However, rent, tenancy and provision will be included.

The data given refer to the enterprise, not to possible combine.

The information given may be estimated.

Other revenues include rent, tenancy, licence, royalties, insurance repayment etc (notice account 38, BAS 90)

# ENTERPRISES EXPENDITURE 1990

	SCB cod	1 000 SEK
Labor costs (wages + social fees).....	22	
Purchase of primary products/consumable supplies.....	23	
Purchase of services.....	24	
Other costs.....	25	
<b>TOTAL expenditure</b>	<b>101</b>	

----- Do not include the costs for financial and extraordinary costs, depreciation, VAT or discounts.

## REVENUES SPLIT UP ON CATEGORIES OF CUSTOMERS 1990

	SCB cod	1 000 SEK
<b>Domestic sales</b>		
- Manufacturing enterprises.....	26	
- Trade enterprises.....	27	
- Bank, finance and insurance enterprises.....	28	
- Other enterprises within the service sector.....	29	
- Gouvernement and local authorities.....	30	
- Household/privat persons.....	31	
<b>Export</b> .....	<b>32</b>	
<b>TOTAL</b>		<b>100%</b>

The information given may be estimated.

For example: contractors, consultants, advertising enterprises, the Post Office, the National Telecommunication, hotel and restaurant etc.

----- Public companies counts as enterprise. Not as public authority.

----- As foreign sales counts only invoice outside Sweden. Invoice to foreign enterprises subsidiaries or representatives in Sweden counts as domestic sales.

## INVESTMENTS 1990

	SCB cod	1 000 SEK
Expenditure for education of the staff.....	33	
New buildings and new constructions.....	34	
Machinery, inventories, motor vehicles (gross).....	35	
Sales of machinery, inventories, motorvehicles.....	36	
Value of new contracts from leasing of machinery, inventories, motorvehicles.....	36	

----- The costs according to account 581 (BAS 90) i.e. acclimation, further education etc and fees for external courses, boarding costs for internal arranged courses and travelling expenses in connection with education etc.

----- State the cost price according to leasing contract. The data will refer to contracts started during the year.

## EMPLOYMENT 1990

	SCB cod	Number of employed (annual account)
Employers.....	102	
Employees.....	103	

----- As employers counts owner of close company, private firm, trading company etc and member of a family who work permanent in the company without being employed.

## COMMENTS


Signature of authorized person	Telephone Number
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The data reported are secrecy safeguarded according to the law of secrecy, chapter 9, 4§ (SFS 1980:100)  
Obligation to render information according to SCB-FS/1988:9

Consultation has been made with The Delegation for Enterprises Reporting.

## SERVICE STATISTICS 1990

Returned to the SCB  
latest the 14th of June 1991

Name of the survey

**F/SE 83240**

Activity according to SCBs enterprise register

### EDUCATION SERVICE

**ACTIVITY OF THE ENTERPRISE (Give a detailed description of kind of activity)**

#### ENTERPRISES REVENUE 1990

	SCB cod	1 000 SEK
Total revenue.....	01	

State exactly period for the figures given

Year	Month	Year	Month

#### SPLIT UP OF REVENUE 1990

	SCB cod	1 000 SEK
Compulsory school education.....	02	
Compulsory school education for handicapped.....	03	
Upper secondary school education.....	04	
Folk high school education.....	05	
Dramatic school, painting school and other.....	06	
Upper secondary school for handicapped.....	07	
University or college education.....	08	
Education in labour management and rationalisation	09	
Psychological or sociological education.....	10	
Driving school activities.....	11	
Correspondence school, education by radio or television .....	12	
Conference center and education in connection with developement assistance work in development countries.....	13	
Study circle and other hobby activities.....	14	
Preschool education service.....	15	
Revenues from other education activities.....	16	
Other revenues.....	17	
TOTAL revenues	18	

Directions about the basic account (BAS 90) for revenues, costs and investments can be found in the instructions.

Data about the enterprises revenues can be collected from the closing of the books 1990. Do not include the financial and the extraordinary revenues, VAT or subsidy from the public sector. However, rent, tenancy and provision will be included.

The data given refer to the enterprise, not to possible combine.

The information given may be estimated.

Other revenues include rent, tenancy, licence, royalties, insurance repayment etc (notice account 38, BAS 90)

# ENTERPRISES EXPENDITURE 1990

	SCB cod	1 000 SEK
Labour costs (wages + social fees).....	22	
Purchase of primary products/consumable supplies.....	23	
Purchase of services.....	24	
Other costs.....	25	
TOTAL expenditure	101	

----- Do not include the costs for financial and extraordinary costs, depreciation, VAT or discounts.

The breakdown can be made in per cent of the total expenditure. However, give the total expenditure in 1 000 SEK.

# REVENUES SPLIT UP ON CATEGORIES OF CUSTOMERS 1990

	SCB cod	1 000 SEK
Household/private persons.....	24	
Enterprises.....	25	
Government and local authorities.....	26	
TOTAL		100%

The information given may be estimated.

# INVESTMENTS 1990

	SCB cod	1 000 SEK
Expenditure for education of the staff.....	33	
New buildings and new constructions.....	34	
Machinery, inventories, motor vehicles (gross).....	35	
Sales of machinery, inventories, motorvehicles.....	36	
Value of new contracts from leasing of machinery, inventories, motorvehicles.....	36	

----- The costs according to account 581 (BAS 90) i.e. acclimation, further education etc and fees for external courses, boarding costs for internal arranged courses and travelling expenses in connection with education etc.

----- State the cost price according to leasing contract. The data will refer to contracts started during the year.

# EMPLOYMENT 1990

	SCB cod	Number of employed (annual account)
Employers.....	102	
Employees.....	103	

----- As employers counts owner of close company, private firm, trading company etc and member of a family who work permanent in the company without being employed.

# COMMENTS


Signature of authorized person	Telephone Number
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The data reported are secrecy safeguarded according to the law of secrecy, chapter 9, 4§ (SFS 1980:100)  
Obligation to render information according to SCB-FS/1988:9

Consultation has been made with The Delegation for Enterprises Reporting.

## SERVICE STATISTICS 1990

Returned to the SCB  
latest the 14th of June 1991

Name of the survey

**F/SE 932**

Activity according to SCBs enterprise register

### RESEARCH

**ACTIVITY OF THE ENTERPRISE** (Give a detailed description of kind of activity)


### ENTERPRISES REVENUE 1990

	SCB cod	1 000 SEK
Total revenue.....	01	

State exactly period for the figures given

Year	Month	Year	Month

### SPLIT UP OF REVENUE 1990

	SCB cod	1 000 SEK
Sales.....	02	
Grants and subsidies.....	35	
from		
- private companies and persons.....	36	
- official authorities in public sector.....	37	
Other revenues.....	17	
TOTAL revenues.....	38	

Directions about the basic account (BAS 90) for revenues, costs and investments can be found in the instructions.

Data about the enterprises revenues can be collected from the closing of the books 1990. Do not include the financial and the extraordinary revenues, VAT or subsidy from the public sector. However, rent, tenancy and provision will be included.

The data given refer to the enterprise, not to possible combine.

If possible, give the breakdown in 1 000 SEK or in per cent.

----- Account group 3 exclusive account 308 according to BAS 90.

### ENTERPRISES EXPENDITURE 1990

	SCB cod	1 000 SEK
Labour costs (wages + social fees).....	22	
Purchase of primary products/consumable supplies.....	23	
Purchase of services.....	24	
Other costs.....	25	
TOTAL expenditure	101	

----- Do not include the costs for financial and extraordinary costs, depreciation, VAT or discounts.

The breakdown can be made in per cent of the total expenditure. However, give the total expenditure in 1 000 SEK.



# REVENUES SPLIT UP ON CATEGORIES OF CUSTOMERS 1990

	SCB cod	1 000 SEK
Household/private persons.....	24	
Enterprises.....	25	
Government and local authorities.....	26	
TOTAL		100%

The information given may be **estimated**.

# INVESTMENTS 1990

	SCB cod	1 000 SEK
Expenditure for education of the staff.....	33	
New buildings and new constructions.....	34	
Machinery, inventories, motor vehicles (gross).....	35	
Sales of machinery, inventories, motorvehicles.....	36	
Value of new contracts from leasing of machinery, inventories, motorvehicles.....	36	

←---- The costs according to account 581 (BAS 90) i.e. acclimation, further education etc and fees for external courses, boarding costs for internal arranged courses and travelling expenses in connection with education etc.

←---- State the cost price according to leasing contract. The data will refer to contracts started during the year.

# EMPLOYMENT 1990

	SCB cod	Number of employed (annual account)
Employers.....	102	
Employees.....	103	

←---- As employers counts owner of close company, private firm, trading company etc and member of a family who work permanent in the company without being employed.

# COMMENTS


Signature of authorized person	Telephone Number
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