Turnover for Specialized Design Activities in Turkey

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Classifications

Activity Classification: 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.
Classifications

Product Classification: CPA 2008

- 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
Market conditions

- Design takes a more and more growing role to ensure innovations and competitiveness.
- Design allows creating products and services with high added value and ultimately ensures excellence in global competition.
- Design and innovation are the key factors for developing countries in the way of becoming a member of modern world.
Market conditions

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 interior construction and furnishing.
Market conditions

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

<table>
<thead>
<tr>
<th>NACE Rev.2</th>
<th>Year</th>
<th>Number of enterprises</th>
<th>Turnover</th>
<th>Number of persons employed</th>
</tr>
</thead>
<tbody>
<tr>
<td>74.1</td>
<td>2009</td>
<td>1 538</td>
<td>291 464 411</td>
<td>6 029</td>
</tr>
<tr>
<td></td>
<td>2010</td>
<td>1 474</td>
<td>223 878 027</td>
<td>4 640</td>
</tr>
<tr>
<td></td>
<td>2011</td>
<td>1 537</td>
<td>190 090 628</td>
<td>3 140</td>
</tr>
</tbody>
</table>

Source: Structural Business Statistics, Turkstat 2011
Market conditions

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.
Market conditions

In contrast to the importance of design activities it has a very low share of business turnover. USD/TL = 2.17

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

Source: Structural Business Statistics, Turkstat 2011
Market conditions

Quarterly figures are available only for two digit level of services sectors.

![Chart showing turnover and employment indices for 2010-2014]

*Source: Trade and Services Indices, Turkstat 2014-Q1*
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.

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
Surveys

**Threshold**
- None

**Data compiled in the survey**
- Employment
- Hours worked in the reference period
- Wages and salaries
- Turnover
Surveys

Annual Survey

Sampling and full enumeration

- 0-19 employees → sample
- 20 and more employees → full enumeration

Threshold

- None
Surveys

Data compiled in the survey

- Number of enterprises
- Number of local units
- Employment
- Number of hours worked by employees
- Personnel cost
- Turnover
- Production value
- Value-added at factor cost
- Total purchases of goods and services
- Change in stocks of goods and services
- Gross investments
Data Dissemination

**Quarterly Results**

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


**Annual Results**

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

Summary

- A small but very important sector
- Hard to measure output
- Quarterly results at two digit level of NACE
- More detailed annual results
Thank you for your attention