



# Initialization in the Swedish SPPI

Marcus Fridén, Statistics Sweden

## What the questionnaire looks like today

The information you submit is protected according to Chapter 24 Section 8 of the Public Access to Information and Secrecy Act (2009:403). Reporting is mandatory under the law (2007:360) on official statistics. Consultation has taken place with Näringslivet (Business) (NÄR).

12345678910  
 Trafikföretag Aktieföretag  
 CEO/CFO  
 Fåntulls väg 1  
 75161 Småland, Skogås

**Service Producer Price Index**  
 Quarter 3, 2015 ← SCB: 489  
 PPIES/PR 0

Send in the requested information no later than November 30th in enclosed envelope.

1. Does the product group below, according to SPIN 2007, conform to your activities?  
 Yes  No → Go to Comments on the next page and describe how your activities do not conform. Provide your contact information and return your completed form to SCB.

**Product Group: 58.130, Publishing services of newspapers**  
 This class includes publishing of newspapers, including advertising newspapers, published at least four times a week. Publishing can be done in print or electronic form, including on the Internet. E.g. Printed newspapers, On-line newspapers, Advertising space in newspapers both printed and electronic.

2. Select a product within the product group above that your enterprise is selling.  
 Specify a product so that it is possible to follow the annotated price quarterly. The product should be representative for the enterprise's sales within the product group above. Include all relevant information for the detailed product.  
 Examples:  
 Subscription GP, weekends, 1 year  
 Advertisement in NT, 1 module, placement not specified

Product specification:


3. Which proportion of the turnover for the product specified above is sold to customers outside of Sweden?  
 %

Please turn page

Statistiska centralbyrån  
 Statistics Sweden  
 Postal Address: Box 24, 102  
 104 01 Stockholm  
 Contact person: Marcus Fridén  
 Tel: +46 (0)8 490 940 94  
 Fax: +46 (0)8 490 940 94  
 E-mail: info@scb.se

4. What was the net price during the collection period?  
 Average price per unit, after rebates, relating to the transactions for the specific quarter. Do not include VAT.  
 Price:

Transaction currency:  
 SEK  EUR  USD  DKK  GBP  NOK  Other:

5. Which unit is used for measuring the price?  
 Per service:  Hourly rate  Daily rate  Quarterly rate  Other, please specify:

6. What is the source on which the price is based?  
 Agreement/contract  
 One-off transactions  
 Transfer price  
 Other, please specify:

Comments

7. How long did it take to fill in the questionnaire? Optional  
 Minutes

Contact information  
 First name:   
 Surname:   
 Phone number:   
 Mobile:   
 E-mail:

Thank you for your participation!

**Tailored instructions**  
 The written instructions are very important to make sure we get a good specification right away. The instructions are tailored for each specific product group.

The respondents can call us if they have questions. We call them if it appears to be errors in the questionnaire or if the specification is not detailed enough.

We ask about exports but currently do not use the information. We plan to use it in the future.

**About the sample process**  
 The sample is updated annually. Around 20 to 25 % of the sample is rotated every year. A lot of effort is put into the initialization process. Lack of resources constrains us from visiting new enterprises. Visits are limited to development phases and when problems occur with large enterprises.

Combinations of enterprise and product group are sampled. I.e. one enterprise can be sampled in multiple product groups, if they report that to SBS.

The sample is drawn in September, using SBS data from 2 years ago, i.e. in 2016, SBS data for 2014 is used. Last year around 1600 questionnaires were sent out.

The response rate is usually around 80 % in the initialization process. A little more than half of these turn into new price observations. The rest has stopped producing the requested service, gone bankrupt or the price of the service can not be measured accurately.

Questionnaires are sent out early October, asking for prices for the 3<sup>rd</sup> quarter. Prices for the 4<sup>th</sup> quarter are then reported online.

The unique ID number for each questionnaire is used to connect the questionnaire with the enterprise information.

**Scanning is used**  
 Boxes marked with yellow and tickable boxes are scanned at Statistics Sweden in Örebro and then entered into a database. Some data transformation is then done in SAS software before loading into the PPI database.

Prior to 3 years ago, when we started to scan the questionnaires, everything had to be entered manually, causing typing errors, besides taking a lot of time.

The comments section is not scanned. It has to be checked and read manually before scanning.

**Why not use an electronic questionnaire?**  
 Since several products can be sampled, the questionnaires might have to be distributed on more than one respondent.

It is also easier for the enterprise to find the right respondent if they do not have to log in to see what information we ask for.

