

The 30th meeting of the Voorburg Group on Service Statistics

Session: Sector Papers

ISIC 7410, *Specialized design activities*



INSTITUTO NACIONAL
DE ESTADÍSTICA Y GEOGRAFÍA

September 21st to 25th, 2015
Sydney, New South Wales,
Australia

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1.- Introduction

- The measurement of **specialized design activities** represents a **great challenge**.
- Where **human talent is the main asset**.
- Applied in the **search for solutions in any field**, for example, in engineering, architecture, industry, communication and other creative disciplines.
- The Sector Paper is a **summary of contributions and experience** presented and discussed by **Canada; Turkey; Hungary; Australia** and **Sweden**, during the 29th Voorburg Group Meeting.



2.- Classification

While there are some differences between the classifications, mainly at the levels of disaggregation, there is equivalence in the specialized design activities:

Comparison between industry classifiers

ISIC, Rev. 4	NAICS 2012	NACE, Rev. 2	ANZSIC 2006
Division 74 Other professional, scientific and technical activities	5414 Specialized Design Services	74.1 Specialized design activities	6924, Other specialized design services



Products classification, three classifiers were presented:

- *Central Product Classification, CPC ver. 2.0*
- *Classification of Products by Activity (CPA 2008)*
- *North American Product Classification System, NAPCS*



CPC Ver. 2.0

Statistical Classification of Products by Activity in the European Economic Community, 2008 version

-> M: PROFESSIONAL, SCIENTIFIC AND TECHNICAL SERVICES
 -> 74: Other professional, scientific and technical services
 -> 74.1: Specialised design services
 -> 74.10: Specialised design services
 -> 74.10.1: Interior, industrial and other specialised design services

CODE: 74.10.11
 DESCRIPTION: Interior design services
 THIS ITEM INCLUDES: This subcategory includes:
 - interior design services such as the planning and designing of interior spaces to meet the physical, aesthetic and functional needs of people
 - drawing up of designs for interior decorating
 - interior decorating
 THIS ITEM EXCLUDES: This subcategory excludes:
 - architectural design services, see 71.11

CPA 2008

Group	Class	Subclass	Description
839	8391	83911	Other professional, technical and business service
	8392	83912	Specialty design services
		83919	Interior design services
		83920	Industrial design services
			Other specialty design services
		Original design	



NAPCS

Industry Subject area	Tile
5414	Interior design services Full-service interior design services Full-service interior design services for residential buildings, except historical restoration Full-service interior design services for non-residential buildings, except historical restoration

As well as industry classification, **products classification is different between each classifier, mainly at product-level**



3.- Turnover

- In accordance with the 2014 Country progress report^[1], from 28 countries polled, 20 countries reported the compilation and processing of statistics on turnover for specialized design activities, **there is a good coverage and data availability.**
- In each country there are different levels of:
 - Aggregation,
 - Size of market and, participation in the economy, etc.,
 - **Specialized design activities are sufficiently represented and have information about the number of units, employment and turnover, among other items.**

^[1]Source: John Murphy/U.S. Census Bureau/29th Voorburg Group Meeting/ Country Progress Report: 2014.



4.- Service Producer Price Index (SPPI)

- **Price indices data availability is limited**, according to the 2014, Country progress report^[1], just few countries calculated price index for the specialized design activities.
- Services (or products) produced by the specialized design activities are varied, the **price method** can be based on:
 - **contracts,**
 - **hours worked by project,**
 - **fees or rates per consulting,**
 - **percentages of advancement in the project**
- There is no a standard method, making it difficult to a homogeneous prices collection.

^[1] Source: John Murphy/U.S. Census Bureau/29th Voorburg Group Meeting/ Country Progress Report: 2014.



5.- Main conclusions

Options for developing **Turnover** Specialized Design Activities

Category	Data source	Level of detail collected	Frequency	Cost	Comments
Best	Survey	Industry turnover	Annual and/or sub-annual collection (monthly or quarterly)	Most expensive Largest response burden	Due to the variety of services provided, what is to be collected in this sector must be considered carefully. Timely data
Good	Survey/Census	Industry detail only	Annual and/or sub-annual (monthly or quarterly)	Expensive High response burden	Industry detail may not be sufficient to identify important products. Timely data
Minimum	Administrative data (tax data, industry association data etc.)	Industry detail only	Annual	Least expensive Little or no response burden	Suitability for turnover measurement must be checked carefully Least timely



Options for developing **SPPI** Specialized Design Activities

1. - By now few countries calculated Service Producer Price Indexes for Specialized Design Activities, however, a common denominator in the industry seems to be the price by:

Hourly charge out rates
Contract
Projects

2. - The development of an **experimental or pilot survey is desirable to identify the type of products provided and pricing methods.**



Specialized design activities are characterized by:

- Small and medium-sized enterprises,
- Demographics of business is another factor that influences their treatment and that implies having updated frames and directories,
- Services (products) generated by the industry are very varied, however, a system of surveys and experimental studies as well as researching pricing methods, will result in better statistics on this industry.





Thank you very much!

Comments?

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