

## Services sector and the information society

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### Structure of the services sector

#### Services sector continues to grow

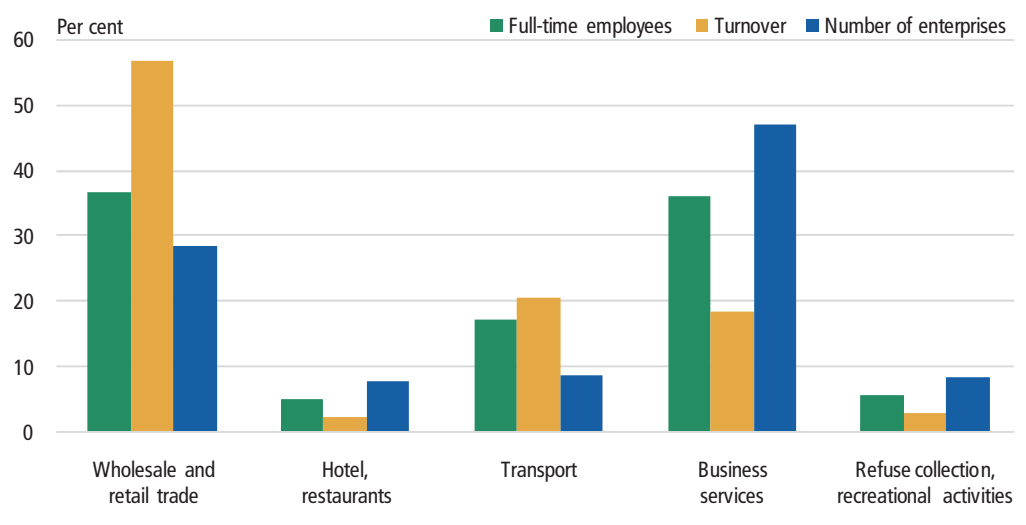
The services sector comprises a number of different businesses with one thing in common: the production of services. These businesses include the wholesale and retail trade, hotels and restaurants, transport, telecommunication and postal services, financial services and business services, comprising ICT services, research and development, auditing and book-keeping, cleaning, leasing of machinery and equipment, temporary employment agencies, etc.

The services sector has experienced a 20 per cent increase in employment during the period 1992-1999, followed by a growth of 17 per cent from 1999 to 2007. In comparison, the number of persons employed in manufacturing declined by 3 per cent from 1992-1999. From 1999 to 2007 the number declined by 10 per cent.

#### Wholesale and retail trade account for the highest turnover and number of employees

The structure of the private services sector is illustrated in figure 1. In 2007, the greatest number of persons employed was found within the wholesale and retail trade which accounted for 326,000 full-time employees. Next was business services with 322,000 persons employed. In 2007, the wholesale and retail trade accounted for the greatest part of the services sector's overall turnover with 57 per cent, followed by transport which generated 20 per cent, and business services with 18 per cent. Business services accounted for 47 per cent, or nearly half, of the total number of business enterprises within the services sector. Wholesale and retail trade accounted for 28 per cent.

**Figure 1** Employment, turnover and number of enterprises in the services sector. 2007



## 2

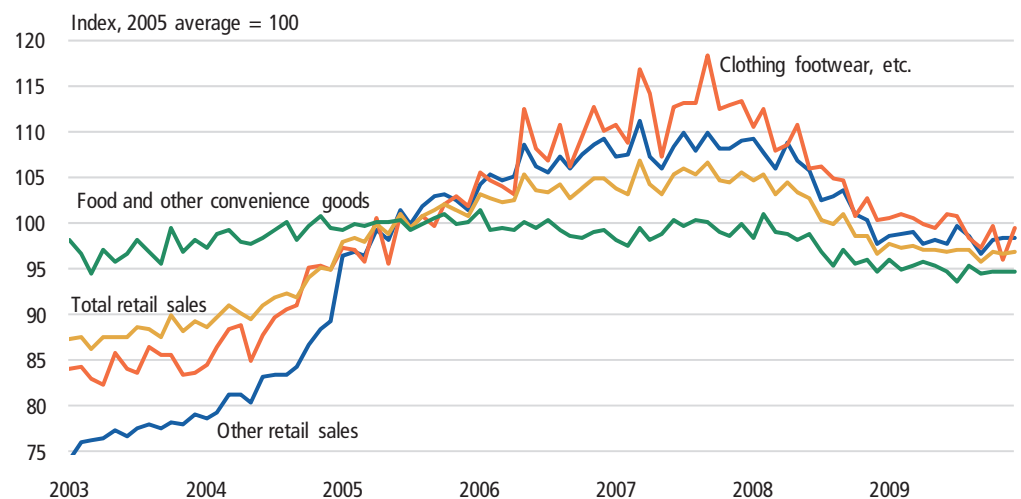
**Retail trade****Steadying of retail sales in 2009**

Retail sales are divided into three categories: Food and other everyday commodities, clothing etc., and other consumer goods (equipment for accommodation and leisure). Food and other everyday commodities and other consumer goods each represent around 45 pct. of total retail sales. Clothing, etc. represents the remaining 10 per cent.

Retail sales were steadying in 2009. Following the dramatic decrease of 2008, the trend of 2009 was relatively flat. The index ended in December 2009 close to the level of December 2008, and the fluctuations of the intervening months were relatively small.

Comparing the total retail sales of 2009 with 2008 we see a total decrease of 4.6 pct. The category of other consumer goods saw the biggest drop with 6.1 pct., and clothing etc. dropped by 5.9 pct. The sales of food and other everyday commodities dropped by 2.6 pct. from 2008 to 2009.

**Figure 2** Seasonally adjusted quantity index for retail sales



[www.statbank.dk/deta21x](http://www.statbank.dk/deta21x)

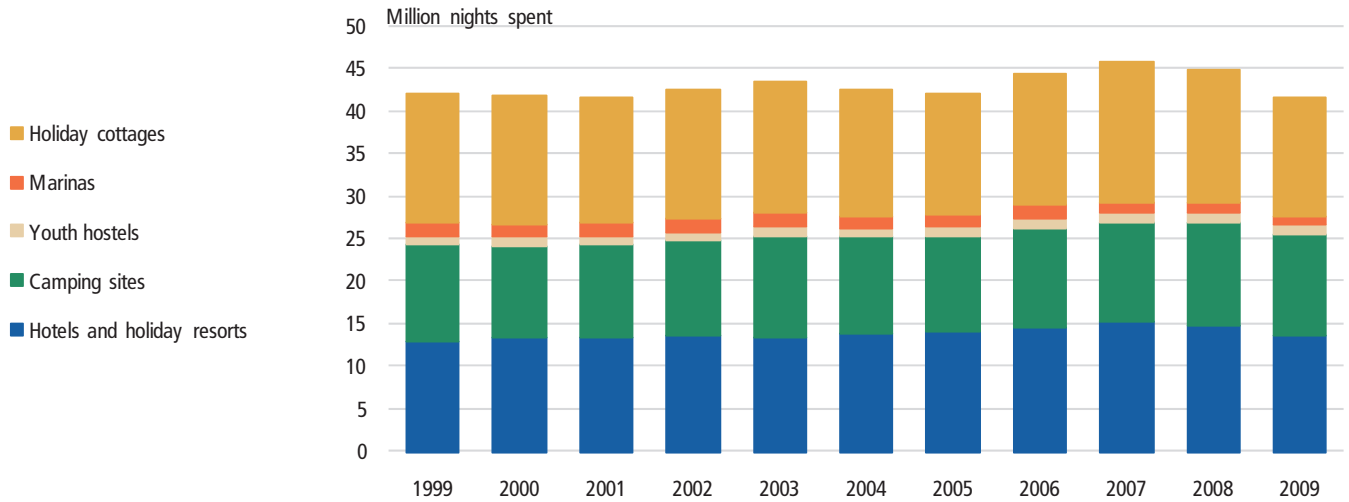
## 3

**Tourism****Decrease in nights spent in 2009**

In 2009, the total number of nights spent in hotels etc., camping sites, hostels, marinas and holiday cottages was 41.4 million. This is a decrease of 3.3 million or 7 percent fewer nights spent compared to the previous year. Compared to 2008, there were 5 percent fewer nights spent by Danes and 10 percent fewer nights spent by foreigners.

The development in nights spent in 2009 showed a decrease in all areas. Holiday cottages leased by Danish rental agencies decreased with 11 percent. Hotels etc. went down 7 percent and hostels decreased 10 percent. Marinas had a decrease of

5 percent, while the camping sites experienced the smallest decrease with 3 percent fewer nights spent.

**Figure 3**
**Overnight stays by type**


\* The statistics for holiday cottages 2008 is preliminary.

Note: Data is not comparable for marinas between 2006 and 2007 due to a change in crew size.

www.statbank.dk/turist

**Danes on holiday and business trips**

Adult Danes made 6,1 million holiday trips with at least four nights in 2008. Hereof, 64 percent were holiday trips abroad. Planes were the preferred means of transportation for travelling abroad, as 60 percent of the holiday trips were by plane. The Danes preferred the car on four out of five holiday trips in Denmark. For 43 percent of the trips in Denmark, the type of accommodation was family/friends, 20 percent were in own holiday dwellings, and 17 per cent were in rented holiday dwellings. Camping was also a popular way of going on holiday in Denmark with 11 per cent of all trips. The most popular type of accommodation abroad was hotels with 53 per cent, while 18 per cent stayed with family/friends.

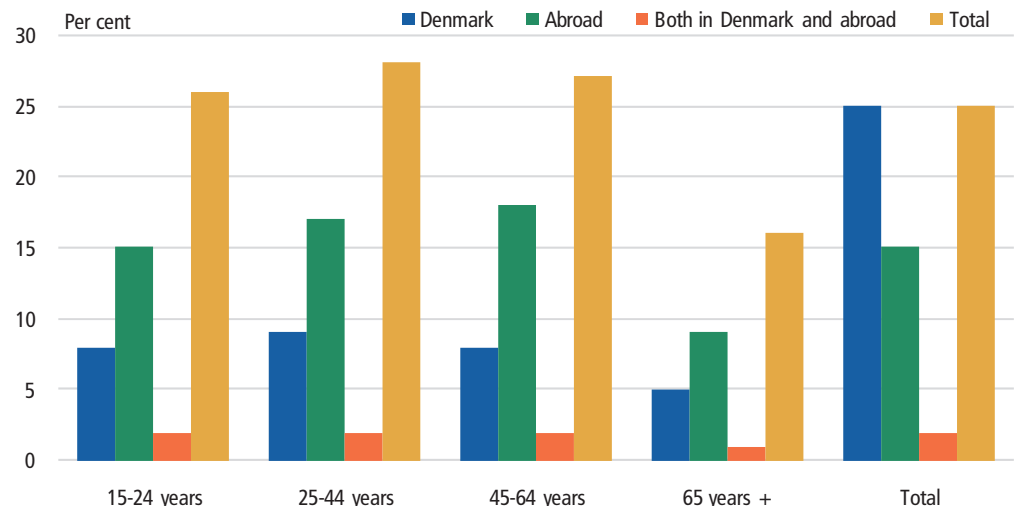
**Figure 4 Danes on holiday by age and destination. 2008**


Table 287

## 4

## The information society

### About the information society

An analysis of the information society can be made partly via the supply side in the form of enterprises and employment in the ICT sector and partly via the demand side in the form of the use of information technology by enterprises, the public sector and by individuals. Statistics Denmark's publications on the information society are available at [www.dst.dk/it](http://www.dst.dk/it).

### The ICT sector

The ICT sector comprises enterprises that produce products and services within electronics, ICT, computer software, telecommunications, and other areas primarily based on information technologies.

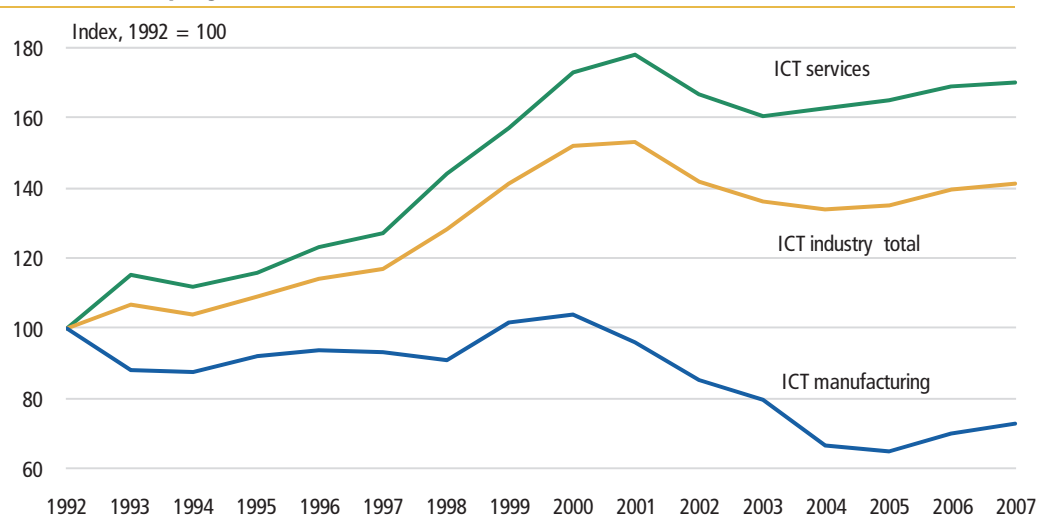
The ICT sector can be divided into ICT manufacturing, ICT wholesale, telecommunications, and ICT consultancy services.

### Small growth in employment in ICT manufacturing

In 2007, the Danish ICT sector employed a total of 96,707 full-time employees, which is a growth rate of 1,3 per cent compared to 2006. Consultancy services accounted for 48 per cent of the total employment of the sector and ICT wholesale for 19 per cent, while ICT manufacturing and telecommunications accounted for, respectively, 16 per cent and 17 per cent.

ICT manufacturing have experienced a growth rate of 2,3 per cent. ICT services have experienced a growth rate of 1,5per cent.

Figure 5 Full-time employees in the ICT sector

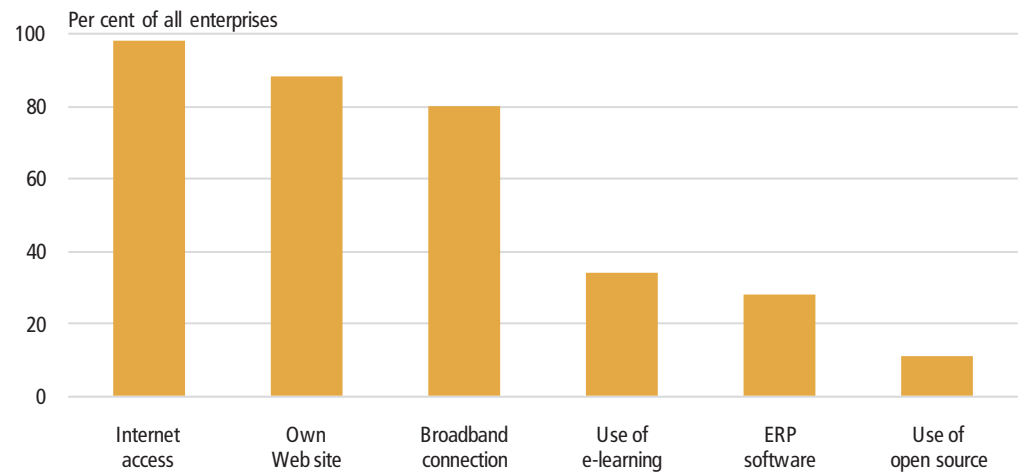


### Use of ICT by enterprises

At the beginning of 2009, nearly all enterprises had access to the Internet and almost nine out of ten enterprises had their own website. Eight out of ten enterprises also had a broadband connection to the Internet (i.e. ADSL or another wire-based connection).

Every third enterprise used e-learning e.g. by use of cd-rom or internet. More than one out of four enterprises used ERP software and about one in ten used open source operating systems.

**Figure 6 Use of ICT by enterprises. 2009**



Note 1: Based on data reported by more than 4,000 enterprises with ten or more persons employed.

Note 2: A broadband connection comprises ADSL and similar connections or another cable-based Internet connection.

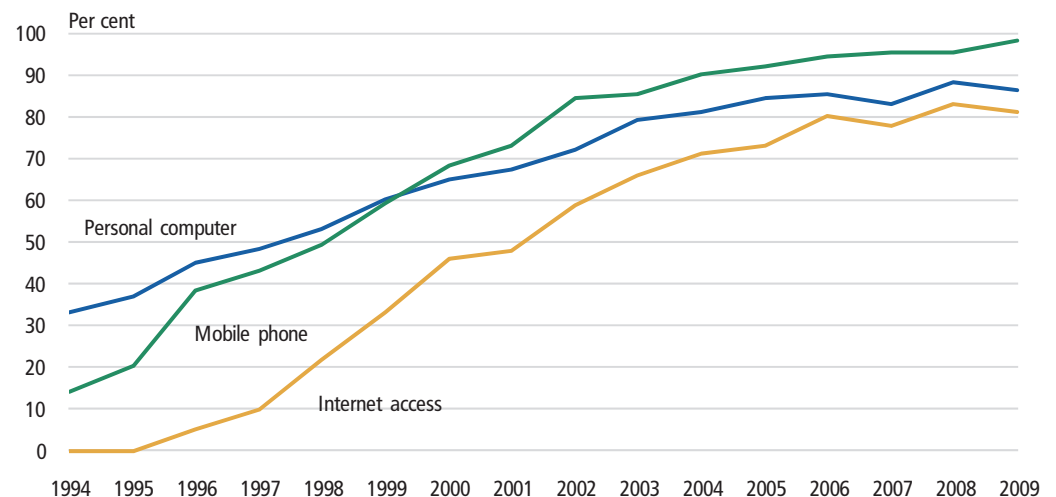
www.statbank.dk/vita

### Danes own more and more ICT goods

An increasing number of Danish families have personal computers, access to the Internet and mobile phones at home. In 2009, 86 per cent of families had access to a computer at home, compared to 60 per cent in 1999, ten years earlier.

Since 2000, penetration of mobile phones has passed penetration of PC's. In 2009, 98 per cent of Danish families had a mobile phone, compared to 68 per cent in 2000.

**Figure 7 Families' access to ICT goods**



Note: 1 January.

www.statbank.dk/varforbr

### Access to the Internet at home

The number of devices that can provide access to Internet is increasing. Today, it is possible to access the Internet from a PC, a mobile phone, a game console or a TV set.

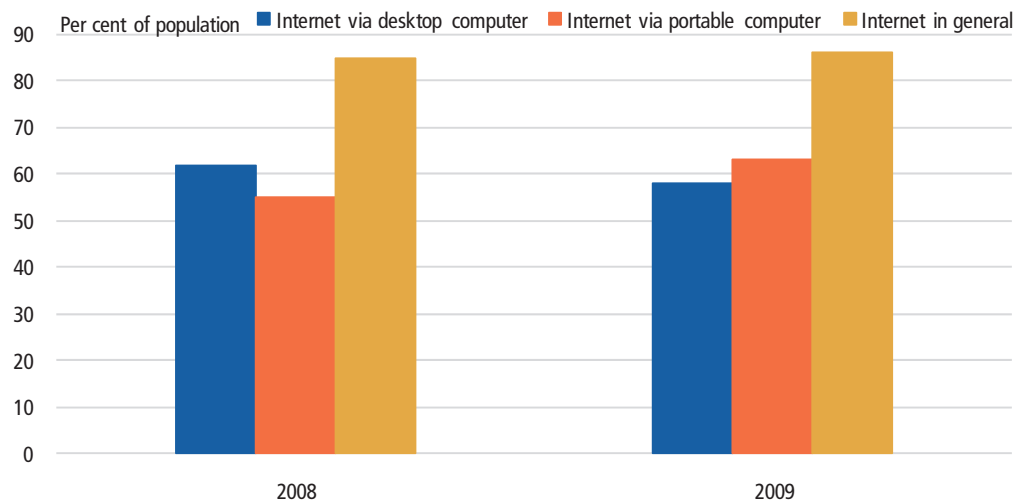
In 2008, 85 per cent of Danes had access to Internet from home. 62 per cent accessed the Internet from a desktop computer and 55 per cent had access from a portable computer.

In 2009, portable computers were for the first time the most popular devices to be used in the home for internet access. The proportion of Danes accessing the internet in their homes via a portable computer increased to 63 per cent in 2009. At the same time, the proportion of those, who access the internet via desktop computer decreased to 58 per cent.

In total, 86 per cent of Danes had access to internet from their home in 2009. 92 per cent of those with internet access in the home or 79 per cent of Danish citizens had access to broadband.

14 per cent of individuals in Denmark did not have access to Internet from their home in 2009. 7 per cent had access to internet but not to broadband.

**Figure 8** Access to the Internet at home



[www.statbank.dk/bebrit01](http://www.statbank.dk/bebrit01) and [bebrit03](http://www.statbank.dk/bebrit03)

Table 286 Value index for retail sale

	2007	2008	2009
	----- 2005 = 100 -----		
<b>Retail trade and repair work exc. of m. vehicles</b>	<b>106</b>	<b>106</b>	<b>102</b>
<b>Supermarkets and department stores etc.</b>	<b>105</b>	<b>108</b>	<b>107</b>
Retail sale of groceries and late-night stores	101	106	100
Supermarkets	105	106	99
Discount stores	104	116	122
Other retail sale in non-specialized stores	106	105	104
<b>Retail sale of food in specialized stores</b>	<b>106</b>	<b>105</b>	<b>95</b>
Retail sale of fruit and vegetables in specialized stores	91	84	81
Retail sale of meat and meat products	114	102	93
Retail sale of fish, crustaceans and molluscs	143	130	151
Retail sale of bread, cakes and flour confectionery	109	112	104
Retail sale of beverages in specialized stores	102	99	93
Retail sale of tobacco products in specialized stores	96	96	70
Other retail sale of food in specialized stores	102	106	100
<b>Retail sale of consumer electronics</b>	<b>102</b>	<b>97</b>	<b>89</b>
Retail sale of computers and software, etc.	108	116	112
Retail sale of audio and video equipment	112	102	93
<b>Retail sale of textiles, house hold equipment, etc.</b>	<b>109</b>	<b>107</b>	<b>101</b>
Retail sale of textiles in specialized stores	96	100	91
Retail sale of paints, varnishes and lacquers	83	77	66
DIY centres and tool stores	110	104	99
Retail sale of carpets and rugs, etc.	106	102	97
Retail sale of electrical household appliances	117	114	119
Retail sale of furniture	115	109	96
Retail sale of furnishing fabrics	110	106	93
Retail sale of kitchen utensils, glass and china	98	92	82
Retail sale of musical instruments	115	111	107
Dispensing chemist in specialized stores	105	104	105
Retail sale of cosmetic and toilet articles	106	104	101
Retail sale of flowers, plants and seeds	95	102	91
Retail sale of pet animals and pet food	138	157	175
Retail sale of watches and jewellery	113	112	100
Activities of opticians	111	110	106
Retail sale of photographic and optical equipment, etc.	116	134	105
Retail sale of gift articles and craftwork	102	91	96
Retail sale of other goods n.e.c.	110	107	88
<b>Retail sale of cultural and recreation goods, etc.</b>	<b>105</b>	<b>104</b>	<b>102</b>
Retail sale of books in specialized stores	87	82	79
Retail sale of music and video recordings	109	109	101
Retail sale of sporting and camping equipment	120	124	122
Retail sale of bicycles and mopeds	92	85	94
Retail sale of games and toys in specialized stores	107	103	102
<b>Retail sale of wearing apparel</b>	<b>111</b>	<b>104</b>	<b>96</b>
Retail sale of clothing	110	103	96
Retail sales of baby articles and children's clothing	127	124	101
Retail sale of footwear	106	93	86
Retail sale of leather goods	124	117	108
<b>Retail sale via internet, mail order, etc.</b>	<b>97</b>	<b>89</b>	<b>70</b>
Retail sale via mail order houses	104	96	86

www.statbank.dk/deta11 and deta21

Table 287 Holiday trips

	4 nights +				1-3 nights	
	Denmark		Abroad		2007	2008
	2007	2008	2007	2008		
<b>Trips, total</b>	<b>1 574 000</b>	<b>2 241 968</b>	<b>4 416 000</b>	<b>3 888 334</b>	<b>4 377 000</b>	<b>10 473 800</b>
Nights per trip	7.0	8.1	9.9	9.9	2.2	1.7
<b>Means of transport</b>	per cent					
Aeroplane	1	1	60	60	10	4
Car	82	80	28	30	69	76
Bus	3	4	7	6	6	4
Train	12	12	3	3	13	11
Ship	1	2	2	2	2	1
Boat	0	...	0	...	...	...
Bicycle	...	...	0	...	...	...
Other	1	1	0	...	1	3
<b>Accommodation</b>						
Hotel	8	4	55	53	26	10
Holiday centre	3	2	5	3	3	1
Camping site	17	11	6	7	9	2
Youth hostel	1	1	2	1	1	1
Rented dwelling	28	17	9	11	6	4
Own dwelling	15	20	5	4	12	18
Boat	-	...	1	1	...	...
Family/friends	26	43	15	18	40	63
Other	1	1	3	1	1	1
<b>Destination</b>						
Denmark	100	100	•	•	77	87
Norway	•	•	5	6	2	1
United Kingdom	•	•	3	5	2	1
Sweden	•	•	8	8	7	5
Germany	•	•	8	8	7	4
France	•	•	9	9	1	0
Spain	•	•	13	13	...	0
Greece	•	•	6	5	...	0
Europe, total			30	34	5	0
Other countries	•	•	18	12	...	2

Notice: The statistic was revised in 2008. Thus, the respondents are only asked about long holiday trips for the last 3 months instead of 12 months, as was the case earlier. Hence, comparison with former statistics is not possible.



Table 288 Business trips

	Denmark		Abroad	
	2007	2008	2007	2008
<b>Trips</b>	<b>828 000</b>	<b>711 200</b>	<b>1 140 000</b>	<b>1 066 800</b>
<b>Nights per trip</b>	<b>2.5</b>	<b>2.1</b>	<b>3.3</b>	<b>4.3</b>
<b>Means of transport</b>	per cent			
Aeroplane	7	8	80	78
Car	75	71	13	13
Bus	3	6	3	7
Train	15	14	2	1
Ship	...	...	1	1
Boat	...	...	...	...
Bicycle	...	...	...	...
Other	1	1	...	...
<b>Destination</b>				
Denmark	100	100	•	•
Norway	•	•	9	7
United Kingdom	•	•	11	8
Sweden	•	•	15	10
Germany	•	•	16	23
France	•	•	5	8
Spain	•	•	3	...
Greece	•	•	0	...
Europe, other	•	•	25	24
Other countries	•	•	16	20

Table 289 Holiday rates for residents in Denmark

	2007	2008
	thousands	
<b>Population, 15 years and over</b>	<b>4 433</b>	<b>4 466</b>
	per cent	
<b>Pct. taking holiday trip</b>		
1 holiday trip	34	21
2 holiday trips	17	3
3 holiday trips	7	1
4 holiday trips	2	...
5 holiday trips +	2	...
<b>Holiday trip, total</b>	<b>61</b>	<b>25</b>
<b>No holiday trip</b>	<b>39</b>	<b>75</b>
	thousands	
Number of persons taking holiday trips	2 756	1 127
Number of holiday trips	5 990	6 134
	trips	
<b>Trips per traveller</b>	<b>2.20</b>	<b>5.4</b>
<b>Trips per person</b>	<b>1.40</b>	<b>1.4</b>

Notice: The statistic was revised in 2008. Thus, the respondents are only asked about long holiday trips for the last 3 months instead of 12 months, as was the case earlier. Hence, comparison with former statistics is not possible.

Table 290 Nights spent. 2009

	Hotels, etc.	Camping sites	Youth hostels	Marinas <sup>1</sup>	Holiday dwellings <sup>2</sup>	Total
thousand person-nights						
<b>Denmark, total</b>	<b>13 621</b>	<b>11 785</b>	<b>1 120</b>	<b>1 068</b>	<b>13 806</b>	<b>41 401</b>
Region Hovedstaden	5 466	1 019	469	134	...	7 088
Region Sjælland	1 283	1 561	118	173	...	3 135
Region Syddanmark	3 237	4 452	263	427	...	8 379
Region Midtjylland	1 544	2 529	160	187	...	4 420
Region Nordjylland	2 092	2 223	110	148	...	4 574
Province København by	4 182	..	328	34	...	4 544
Province Københavns omegn	426	..	32	9	...	468
Province Nordsjælland	451	..	68	54	...	572
Province Bornholm	406	..	42	37	...	485
Province Østsjælland	138	..	31	8	...	177
Province Vest- og Sydsjælland	1 145	..	87	164	...	1 396
Province Fyn	817	..	82	300	...	1 199
Province Sydjylland	2 420	..	181	127	...	2 728
Province Østjylland	1 083	..	99	168	...	1 350
Province Vestjylland	460	..	60	20	...	540
Province Nordjylland	2 092	..	110	148	...	2 351
<b>Nationality</b>						
Denmark	8 440	9 034	752	558	3 449	22 233
Sweden	926	147	55	68	222	1 418
Norway	1 149	223	62	26	679	2 139
Germany	564	1 755	65	343	8 857	11 584
United Kingdom	419	26	24	7	...	477
Netherlands	280	369	21	51	371	1 092
Europe, other	1 092	221	108	10	...	1 431
United States	348	2	10	1	...	361
Other countries	404	8	23	4	228	668

Note 1: Hotels, motels, inns, boarding houses and holiday centre with 40 beds or over. Camping sites with 75 camping units or over. Marinas with berths for guests. Privately-owned holiday dwellings which are let through a Danish renting agency. [www.statbank.dk/hotel1](http://www.statbank.dk/hotel1), [camp1](http://www.statbank.dk/camp1), [vandrer](http://www.statbank.dk/vandrer), [lyst1](http://www.statbank.dk/lyst1) and [ferieh3](http://www.statbank.dk/ferieh3)

<sup>1</sup> The statistics covers the period May-September. <sup>2</sup> The statistics for Holiday dwellings from 2009 has not yet been published.

Table 291 Hotels, camping sites, youth hostels and marinas. 2009

	Hotels, etc.	Hotel beds <sup>1</sup>	Hotel rooms <sup>1</sup>	Camping sites <sup>1</sup>	Camping units <sup>1</sup>	Youth hostels	Marinas	Berths
<b>Denmark, total</b>	<b>544</b>	<b>114 992</b>	<b>45 636</b>	<b>411</b>	<b>89 315</b>	<b>98</b>	<b>280</b>	<b>51 435</b>
Region Hovedstaden	163	37 153	17 903	43	8 327	16	51	12 514
Region Sjælland	59	11 520	3 836	62	12 673	19	74	10 763
Region Syddanmark	139	29 186	10 605	130	29 987	31	71	14 130
Region Midtjylland	91	14 826	6 556	101	20 272	18	45	8 003
Region Nordjylland	94	22 895	6 944	75	18 800	14	39	6 025

<sup>1</sup> "Denmark, total" and the sum of the regions doesn't fit because the regions have their maximum capacity in different times of the year. The capacity is worked out as the maximum number there has been open in a year in the particular area.

[www.statbank.dk/hotel4](http://www.statbank.dk/hotel4) and [camp3](http://www.statbank.dk/camp3)

Table 292 The ICT sector in Denmark. 2007

	Enter- prises	Full-time employees	Turn- over	Wages and salaries
	————— DKK mio. —————			
<b>ICT industries, total</b>	<b>10 749</b>	<b>96 707</b>	<b>235 057</b>	<b>50 375</b>
ICT manufacturing	590	15 191	25 645	6 282
ICT wholesale trade	1 504	18 264	73 965	9 736
Telecommunications	313	16 746	62 132	8 004
ICT consultancy services	8 342	46 506	73 315	26 353

[www.statbank.dk/11](http://www.statbank.dk/11)

Table 293 Enterprises' use of ICT

	Internet access		Own web site		Broadband connection to the internet <sup>2</sup>	
	2008	2009	2008	2009	2008	2009
	————— per cent —————					
<b>All enterprises<sup>1</sup></b>	<b>98</b>	<b>98</b>	<b>87</b>	<b>88</b>	<b>80</b>	<b>80</b>
<b>Sectors (DB07)</b>						
Manufacturing	100	99	90	91	81	81
Construction	98	97	83	83	70	69
Trade and transport	96	97	82	85	79	79
Information and communication	99	99	93	98	93	95
Business service and finance	100	99	93	92	87	86
<b>Full-time employees</b>						
10-19 full-time employees	96	97	82	83	73	74
20-49 full-time employees	99	99	89	90	83	81
50-99 full-time employees	100	99	94	95	89	90
100 full-time employees +	100	99	95	96	94	96

<sup>1</sup> Based on replies for January 2008 and January 2009 from more than 4,000 enterprises with at least 10 employees. <sup>2</sup> ADSL, etc., or other cable based connection (i.e. access faster than analogue modem or ISDN).

[www.statbank.dk/vita](http://www.statbank.dk/vita) and [www.dst.dk/ict](http://www.dst.dk/ict)

**Table 294** Access to computer and internet in the home

	2002	2003	2004	2005	2006	2007	2008	2009
	per cent of households							
<b>Computer access from home</b>								
<b>Total</b>	<b>70</b>	<b>78</b>	<b>80</b>	<b>84</b>	<b>85</b>	<b>83</b>	<b>85</b>	<b>86</b>
Single adult without children	53	63	66	71	72	70	76	80
Couple without children	70	79	80	83	85	84	92	87
Single adult with children	77	83	87	87	93	93	85	93
Couple with children	90	94	94	98	97	97	97	98
<b>Internet access from home</b>								
<b>Total</b>	<b>59</b>	<b>66</b>	<b>70</b>	<b>74</b>	<b>78</b>	<b>78</b>	<b>82</b>	<b>83</b>
Single adult without children	41	50	55	58	64	63	70	74
Couple without children	59	67	69	75	79	80	89	84
Single adult with children	55	65	69	70	83	87	81	91
Couple with children	80	85	88	93	94	96	95	97

www.statbank.dk/fabrit01

**Table 295** Goods and services purchased on the Internet. 2009

	16-19 years	20-39 years	40-59 years	60-74 years	Total
	Per cent of the age group				
<b>Total</b>	<b>65</b>	<b>79</b>	<b>69</b>	<b>33</b>	<b>64</b>
	Per cent of population who bought goods on the Internet				
Tickets for events	64	66	60	48	62
Travel and holiday services (tickets)	20	51	59	56	52
Holiday accommodation	16	48	60	51	51
Clothes and sports goods	65	48	39	20	42
Films, music, etc.	40	42	32	18	35
Books, magazines, newspapers, etc.	13	39	35	28	34
Electronic equipment	40	37	31	20	33
Computer hardware	18	23	20	19	21
Household goods, etc.	5	22	22	21	21
Share purchases, financial services, etc.	2	14	15	17	14
Food or groceries	1	10	11	7	9

www.statbank.dk/bebrit08

Table 296 Internet and telephony - correction

	2007	2008	2009
Subscriber line, fixed network (1.000)	2 825	2 491	2 062
Per 100 inhabitants	51.6	45.2	37.3
Mobile subscriptions <sup>1</sup> (1.000)	6 308	6 865	7 424
Per 100 inhabitants <sup>1</sup>	115.2	124.6	134.1
Internet subscriptions (1.000)	1 953	2 134	2 162
Per 100 inhabitants	38.4	38.7	39.1
xDSL subscriptions (1.000)	1 203	1 244	1 251
Cable modem subscriptions (1.000)	542	539	557
	----- mio. minutes -----		
Domestic traffic, fixed network <sup>2</sup>	9 547	8 115	6 740
International traffic, fixed network	527	485	467
Domestic traffic, mobile network	8 399	9 323	9 900
International traffic, mobile network	319	423	462
	----- mio. -----		
SMS sent	11 897	12 826	13 056
MMS sent	42	68	75
	----- DKK mio. -----		
Revenues	44 450	41 145	...

<sup>1</sup> Comprises GSM-, UMTS-, CDMA2000 subscriptions, mobile broadband and active GSM- and UMTS-pre-paid cards. Pre-paid cards are considered active if there has been inward or outward bound traffic or reloads to the card within the last three months. Excluding solely GPRS subscriptions without simultaneous speech and telemetry subscriptions. <sup>2</sup> Including outward bound fixed network VoIP traffic.

Source: [www.itst.dk/statistik/Telestatistik/halvarsstatistik](http://www.itst.dk/statistik/Telestatistik/halvarsstatistik)

Table 297		Expenses for Research & Development - correction						
	2002	2003	2004	2005	2006	2007	2008	
DKK mio. in current prices								
<b>Total R&amp;D expenses</b>	<b>34 430</b>	<b>36 075</b>	<b>36 451</b>	<b>37 958</b>	<b>40 424</b>	<b>43 635</b>	<b>49 963</b>	
The public sector	10 666	11 146	11 663	12 050	13 366	13 073	15 041	
The private sector	23 764	24 929	24 788	25 908	27 058	30 562	34 922	
per cent								
<b>R&amp;D-expenses in per cent of GDP</b>	<b>2.51</b>	<b>2.58</b>	<b>2.49</b>	<b>2.46</b>	<b>2.48</b>	<b>2.58</b>	<b>2.87</b>	
The public sector	0.78	0.80	0.80	0.78	0.82	0.77	0.86	
The private sector	1.73	1.78	1.69	1.68	1.66	1.81	2.01	

Source: 2002-2006 - Dansk Center for Forskningsanalyse

[www.dst.dk/fui](http://www.dst.dk/fui)

Table 298		Expenses for Research & Development. Yearly real growth-rate - correction						
	2002	2003	2004	2005	2006	2007	2008	
DKK mio. in 2008-prices								
<b>Total</b>	<b>40 688</b>	<b>41 736</b>	<b>40 945</b>	<b>41 004</b>	<b>42 471</b>	<b>45 141</b>	<b>49 963</b>	
The public sector	13 400	13 558	13 539	13 198	14 043	13 524	15 041	
The private sector	27 288	28 179	27 406	27 806	28 428	31 617	34 922	

Source: 2002-2006 - Dansk Center for Forskningsanalyse

[www.dst.dk/fui](http://www.dst.dk/fui)