Documentation of statistics for
Retail Trade, by Goods 2012

1 Introduction

The purpose of the analysis is to shed light on the turnover structures of retail trade. Surveys have been conducted for 1998, 2002 and 2007, and the results from which have been published in Statistical News, in the series Service Industry, 1999:24, 2003:65 and 2008:25, respectively.

2 Statistical presentation

The statistics provide data on the structure of retail trade turnover, industry turnover breakdown by product groups as well as product group retail sales by industries.

2.1 Data description

The statistics provide data on the structure of retail trade turnover, industry turnover breakdown by product groups as well as product group retail sales by industries.

2.2 Classification system

In the survey the following sectors of trade were used, in accordance with the Danish Industry Classification (DB07). The Danish Industry Classification (DB07) is the National version of Nace Rev. 2 activity classification. A full description of the activities can be found on DB07.

2.3 Sector coverage

Retail Trade.

2.4 Statistical concepts and definitions

Retail business: Business, which primarily sells products to private consumers, except retail sale of motor vehicles. For the study, we gather information on the firms annual turnover divided into different product groups.

Product groups: The product groups in the survey are according to the Statistical Classification of Products by Activity 2008 version, CPA 2008

2.5 Statistical unit

The units in the statistics are enterprises in the retail trade.

2.6 Statistical population

The statistics covers companies with major activities or in some cases secondary activity in the retail sectors, except retail sale of vehicles. Furthermore, bakeries with own production of baked goods classified as manufacturing, included in the statistics. The population excludes companies with an annual turnover below 2.5 million. kr. (but in some industries 1 million. kr.). The total number of enterprises in the population amounts to approximately 10,000.

Foreign companies with retail sales to Danes (eg. Businesses close to the Danish border or foreign internet shops) are not included in the statistics.

2.7 Reference area

The statistics covers Danish retail sales in Denmark.

2.8 Time coverage

The statistics covers the time period 2007-2012.

2.9 Base period

Not relevant for these statistics.

2.10 Unit of measure

The distributions of turnover by products are given in percent.

2.11 Reference period

The data cover retail trade turnover for one year.

2.12 Frequency of dissemination

Every five years.

2.13 Legal acts and other agreements

The Act on Statistics Denmark (Lov om Danmarks Statistik), Section 8, cf. Order no. 599 of 22 June 2000. From the reference year 2008: Regulation (EC) No. 295/2008 of the European Parliament and of the Council of 11 March 2008 concerning structural business statistics.

2.14 Cost and burden

The response burden has not yet been calculated.

2.15 Comment

The statistics has a [subject page](#).

3 Statistical processing

Data are collected by web from 2,000 enterprises from Retail Trade. In the questionnaire the enterprises are asked to breakdown their turnover by a number of products, services and client categories. The reported data are checked by comparing the distribution of turnover among enterprises that are similar. Survey data is grossed up in part by including information from administrative sources on the VAT turnover in the reference year for the entire population.

3.1 Source data

The data are based on web questionnaires sent to approximately 2,000 units. In the sample, all enterprises with annual sales in excess of DKK 20 million, VAT included, are included. The remaining sample is based on stratified, random selection. The population is divided into 4 size classes. The size classes are: DKK 2.5-5 million, 5-10 million, 10-20 million and beyond 20 million. The units with retail trade as their secondary line of business are chosen based on their share of the total turnover within the sector of retail trade. The limit of DDK 2.5 million in annual turnover for participating in the sample has been chosen to curtail the burden of the respondent for small enterprises.

3.2 Frequency of data collection

Data are collected every five years.

3.3 Data collection

Data are collected by web questionnaires. In the questionnaire the enterprises are asked to distribute their turnover in DKK 1,000 by a number of products.

The reporting is mandatory, i.e. the enterprises are required to report accurate data on time. If the data has not been received , the companies will be reminded 3 times by mail or telephone. After that a registered letter will be sent to inform the enterprises that if the information are not submitted within one week, Statistics Denmark will refer the matter to the police for requesting the imposition of a fine. And the enterprises still have to give us the data we have asked for.

3.4 Data validation

The submitted data are checked for errors, ex. data of the individual reporter are compared with similar enterprises reporting in the current period. If the data are significantly different than expected, the enterprise will be contacted. It must be assumed that not all errors in the data are found. That is why the statistics may be subject to some uncertainty associated with error reporting.

3.5 Data compilation

The data from the questionnaires received are grossed up to the provisional total turnover from Business Register. The data are corrected for bias in the sample and response pattern. A so-called ratio estimate is used, which includes information on the taxable turnover of the year concerned for the entire population of the sector for Retail Trade.

3.6 Adjustment

Not relevant for these statistics.

4 Relevance

The results are of interest to those monitoring the current business trends as well as the structural developments within retail trade. The statistics is in demand from trade and industry associations, bank and finance sector, politicians, public and private institutions, researchers, enterprises, news media and Eurostat. It is also of great interest to many enterprises within retail trade, as the results may allow them to compare their own business to their sector of trade or the retail trade more broadly.

4.1 User Needs

The retail trade statistics is of great interest for users, who need turnover-figures breakdown by product groups.

4.2 User Satisfaction

Information about user satisfaction for the statistics does not exist.

4.3 Data completeness rate

The statistics is covered by the requirements of the EU. Regarding completeness of the data all these requirements are satisfied.

5 Accuracy and reliability

The survey is based on a sample and thus some uncertainty is attached to the results. For the whole retail trade sector, however, the uncertainty is considered to be small, since the coverage is extensive and the response rate high. For a few sectors with a relatively higher share of small enterprises, the limit of DKK 2.5 mil. may imply a higher uncertainty due to lower coverage.

5.1 Overall accuracy

In general, the quality of the statistics is rated to be acceptable, with a few reservations. It can be problems in comparing figures over time. This is because the data are only collected every five years, so the data only available for 1998, 2002, 2007 and 2012. Moreover, there are break of data from 2012 due to the changes in industry codes (from NACE rev.1 to NACE rev. 1.1 and to Nace rev. 2) and classification of products (from CPA2002 to CAP2008).

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5.2 Sampling error

The total number of enterprises in the population is estimated at approx. 10,000, and among these the sample is selected. The sample for the reference year 2012 was 2,000 companies and is thus approx. 20 per cent. of the total number of the population. Because of the stratified selection, where large companies are more likely to selection than the smaller, the sample consists approx. 82 per cent. of the total turnover of the population.

The sampling error is not calculated for the reference year 2012.

5.3 Non-sampling error

The total uncertainty consists of sampling uncertainty and other systematic uncertainty. In other uncertainties include inter alia measurement error and non response error/lapse.

Coverage error

The population is defined by the industry, the enterprises registered in the Business Register by themselves. Errors of classification of the industries will be expected. This means that there may be enterprises in the population that really should not be classified as an enterprise in the Retail Trade, but also companies in the Retail Trade can be classified with the wrong industry.

In the context of fault tracing and quality assurance of the statistics, number of these errors continuously are found and corrected. Companies that incorrectly classified as Retail Business cause over-coverage while misclassifications within Retail Trade cause over-coverage in one industry but under-coverage in another. These coverage error is detected primarily for companies in the sample, but also in some cases for non-sampled companies. Under- coverage in the form of companies that are classified entirely outside Retail Trade, even though they should properly be classified as Retail Business, are difficult to detect.

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Measurement error

Uncertainty due to lapse, incorrectly reported numbers and misunderstandings has sought to minimize by repeated reminders by non-reporting, as well as by substantial verification of the reported figures. Generally the services in the questionnaire are based on Statistical Classification of Products by Activity CPA 2008, with an adjustment to Danish conditions. It can be an uncertainty in the distribution of turnover by products when CPA 2008 are not quite commensurate with the classification of products of the firms.

Non response error

There are 2,000 enterprises in the sample. The usable questionnaires are from 1,777 enterprises, i.e. there is a lapse of 11 per cent.

5.4 Quality management

Statistics Denmark follows the recommendations on organisation and management of quality given in the Code of Practice for European Statistics (CoP) and the implementation guidelines given in the Quality Assurance Framework of the European Statistical System (QAF). A Working Group on Quality and a central quality assurance function have been established to continuously carry through control of products and processes.

5.5 Quality assurance

Statistics Denmark follows the principles in the Code of Practice for European Statistics (CoP) and uses the Quality Assurance Framework of the European Statistical System (QAF) for the implementation of the principles. This involves continuous decentralized and central control of products and processes based on documentation following international standards. The central quality assurance function reports to the Working Group on Quality. Reports include suggestions for improvement that are assessed, decided and subsequently implemented.

5.6 Quality assessment

In general, the quality of the statistics is rated to be acceptable, with a few reservations. It can be problems in comparing figures over time. This is because the data are only collected every five years. The survey has been carried out for the reference periods 1998, 2002, 2007 and 2012. Since the 1998 survey, changes have been made in both calculation method and industry and product group nomenclatures.

The 1998 and 2002 surveys use the Danish Industrial Classification 1993 (DB93) and the Statistical Classification of Products by Activity 1996 (CPA 1996). The 2007 surveys uses the Danish Industrial Classification 2003 (DB03) and the Statistical Classification of Products by Activity 2002 (CPA 2002). The 2012 surveys uses the Danish Industrial Classification 2007 (DB07) and the Statistical Classification of Products by Activity 2008 (CPA 2008).

Comparisons across reference years should be done with caution and taking into that statistical nomenclatures and methods have changed.

The survey is based on a sample and thus some uncertainty is attached to the results. For the whole retail trade sector, however, the uncertainty is considered to be small, since the coverage is extensive and the response rate high. For a few sectors with a relatively higher share of small enterprises, the limit of DKK 2.5 mil. may imply a higher uncertainty due to lower coverage.

5.7 Data revision - policy

Statistics Denmark revises published figures in accordance with the Revision Policy for Statistics Denmark. The common procedures and principles of the Revision Policy are for some statistics supplemented by a specific revision practice.

5.8 Data revision practice

Not relevant for these statistics.

6 Timeliness and punctuality

The statistics is published once every fem years and approximately 11 months after the reference year. The statistics is published usually without delay regarding to the announced date. To EU the data must be delivered within 18 months after the reference year.

6.1 Timeliness and time lag - final results

The statistics is published once every fem years and approximately 11 months after the reference year. The statistics is published usually without delay regarding to the announced date. To EU the data must be delivered within 18 months after the reference year.

6.2 Punctuality

The statistics are usually published without a delay in relation to the scheduled date.

7 Comparability

It can be problems in comparing figures over time. This is because the data are only collected every five years. The survey has been carried out for the reference periods 1998, 2002, 2007 and 2012. Since the 1998 survey, changes have been made in both calculation method and industry and product group nomenclatures.

Comparisons across reference years should be done with caution and taking into that statistical nomenclatures and methods have changed.

7.1 Comparability - geographical

To Eurostat the data are provided only for all Retail Business (according to EU's regulation). It is considered that there are good comparability across countries, because the statistics should be produced by common guidelines and principles.

7.2 Comparability over time

It can be problems in comparing figures over time. This is because the data are only collected every five years. The survey has been carried out for the reference periods 1998, 2002, 2007 and 2012. Since the 1998 survey, changes have been made in both calculation method and industry and product group nomenclatures.

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Comparisons across reference years should be done with caution and taking into that statistical nomenclatures and methods have changed.

7.3 Coherence - cross domain

The data are not directly comparable to other statistics.

7.4 Coherence - internal

Not relevant for these statistics.

8 Accessibility and clarity

These statistics are published in a Danish press release and in the [StatBank](#).

8.1 Release calendar

The publication date appears in the release calendar. The date is confirmed in the weeks before.

8.3 User access

Statistics are always published at 8:00 a.m. at the day announced in the release calendar. No one outside of Statistics Denmark can access the statistics before they are published.

8.2 Release calendar access

The Release Calender can be accessed on our English website: [Release Calender](#).

8.4 News release

These statistics are published in a Danish press release.

8.5 Publications

Not relevant for these statistics.

8.6 On-line database

The statistics are published in the StatBank in the following tables (archive):

- [DETA2007](#): Retail trade by industry, product group and unit type
- [DETA2012](#): Retail trade by industry, commodity group and unit type

8.7 Micro-data access

Basic material is kept and stored for approximately two years (both paper and electronic form). No access to microdata.

8.8 Other

There is no other accessibility than New article, Statistics Bank and [subject page](#) from Statistics Denmark.

8.9 Confidentiality - policy

The statistics follows Data Privacy Policy of Statistics Denmark, [Data Privacy Policy](#).

8.10 Confidentiality - data treatment

The statistics follows Data Privacy Policy of Statistics Denmark, [Data Privacy Policy](#).

8.11 Documentation on methodology

The statistical method is described only here in the documentation of statistics.

8.12 Quality documentation

Results from the quality evaluation of products and selected processes are available in detail for each statistics and in summary reports for the Working Group on Quality.

9 Contact

The administrative placement of this statistic is in the division of Business Development.

9.1 Contact organisation

Statistics Denmark

9.2 Contact organisation unit

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