

Services Sector Price Indices (SSPI). Base 2010
First quarter 2016. *Provisional data*

***Advertising activities* annual rate registers a decrease of 16.2 points compared to the previous quarter, standing at -5.1%**

***Scheduled passenger air transport* registers a decrease of 5.8 points in its annual rate, up to -0.6%**

Annual evolution of prices in services

10 out of the 15 activities in the services sector, for which price indices are calculated, experienced a decrease in their annual variation rate in the first quarter of 2016, whereas it registered an increase in five of them.

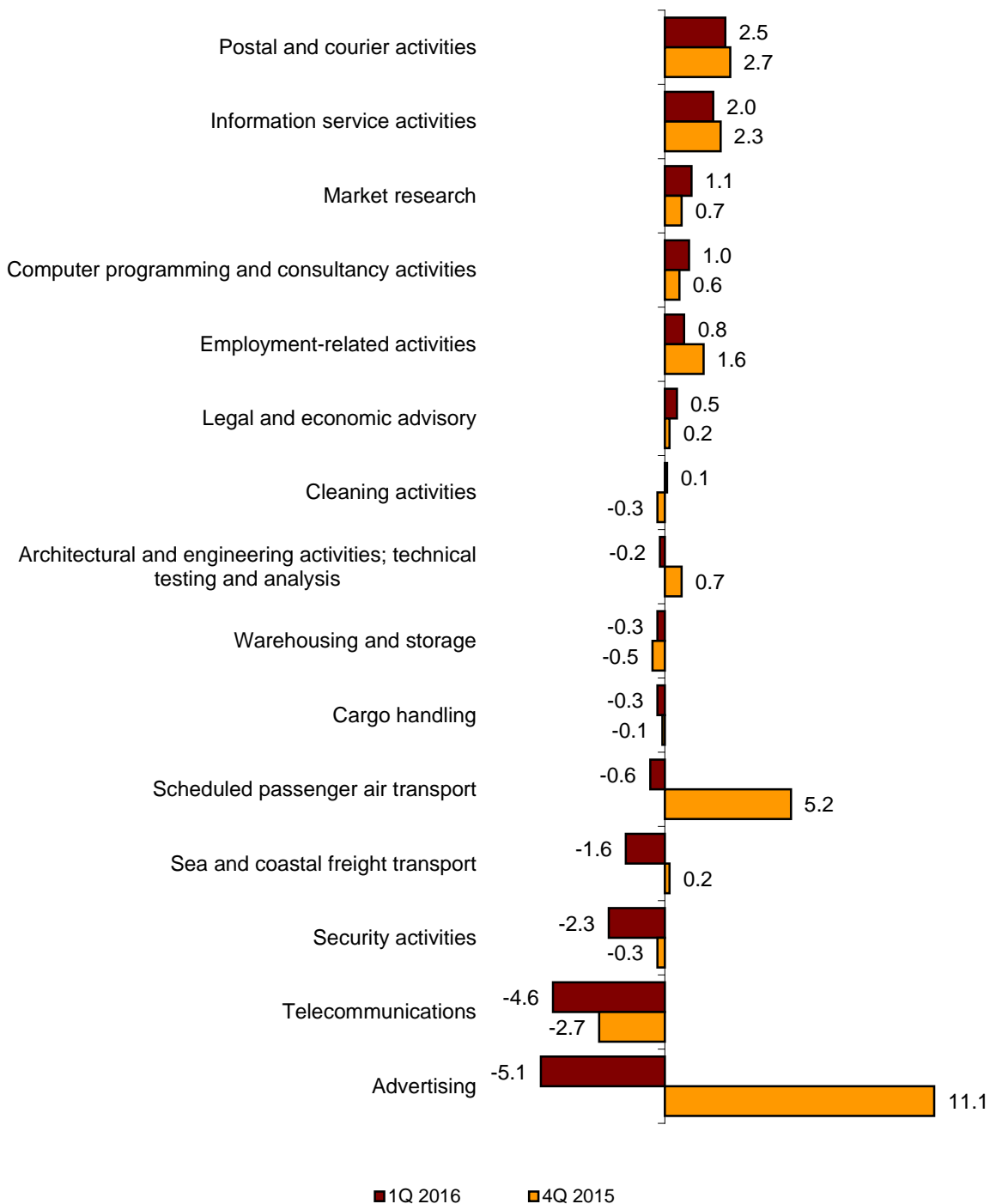
The activities with the greatest decreases in their annual rates were:

- ***Advertising activities***, whose rate decreased more than 16 points up to **-5.1%**. This behaviour reflected the decrease in the prices in this sector this quarter, as compared to the increase registered in the first quarter 2015.
- ***Scheduled passenger air transport***, whose rate decreased almost 6 points up to **-0.6%**. This behaviour was a consequence of the decrease in prices this quarter, and the increase registered last year.

On the other hand, the activities with the greatest increases in their annual variation were:

- ***Computer programming and consultancy activities***, whose annual rate stood at **1.0%**, four tenths higher than that of the previous quarter, due to the increase in prices of this sector this quarter, greater than that registered in the first quarter of 2015.
- ***Cleaning activities***, whose annual rate stood at **0.1%**, four tenths higher than that of the fourth quarter 2015. This behaviour was a consequence of the increase in prices of this sector this quarter, as compared to the decrease registered the previous year.
- ***Market research***, whose annual rate stood at **1.1%**, four tenths higher than that of the previous quarter, a consequence of the increase in prices this quarter, higher than the registered the previous year. This activity registered its greatest annual rate since the first quarter 2013.

Annual rates of the SSPI, base 2010
Index by sectors



Quarterly evolution of the prices of services

The greatest price increases were registered in *Postal and courier activities (2.5%)*.

In turn, among the activities that decreased their prices this quarter, as compared to the fourth quarter 2015, it is worth noting *Advertising (-13.6%)*, *Scheduled passenger air transport (-3.1%)* and *Telecommunications (-2.5%)*.

Quarterly rates of the SSPI, base 2010

Index by sectors



Services Sector Price Indices. Base 2010

First quarter of 2016

Provisional data

1. National Indices by sectors

	Index	% Variation		
		Over the previous quarter	Year to date	All over the year
1. Sea and coastal freight transport	102.4	-0.3	-0.3	-1.6
2. Scheduled passenger air transport	112.2	-3.1	-3.1	-0.6
3. Warehousing and storage	100.0	-0.1	-0.1	-0.3
4. Cargo handling	105.1	-0.3	-0.3	-0.3
5. Postal and courier activities	103.1	2.5	2.5	2.5
6. Telecommunications	64.5	-2.5	-2.5	-4.6
7. Computer programming and consultancy activities	103.9	1.0	1.0	1.0
8. Information service activities	96.0	0.0	0.0	2.0
9. Legal and economic advisory	100.2	0.2	0.2	0.5
10. Architectural and engineering activities; technical testing and analysis	100.1	-0.3	-0.3	-0.2
11. Advertising	94.6	-13.6	-13.6	-5.1
12. Market research	103.6	1.2	1.2	1.1
13. Employment-related activities	104.4	-0.1	-0.1	0.8
14. Security activities	100.7	-0.5	-0.5	-2.3
15. Cleaning activities	99.3	0.1	0.1	0.1