

17 March 2015

Services Sector Price Indices (SSPI). Base 2010
Fourth quarter 2014. *Provisional data*

Information service activities registers an increase of one point, standing at -0.3%

Advertising activities decreases more than one point and a half in its annual rate and stands at -2.9%

Annual evolution of prices in services

Eight out of the 15 activities in the services sector, for which price indices are calculated, experienced an increase in their annual variation rate in the fourth quarter of 2014, whereas it registered an decrease in seven of them.

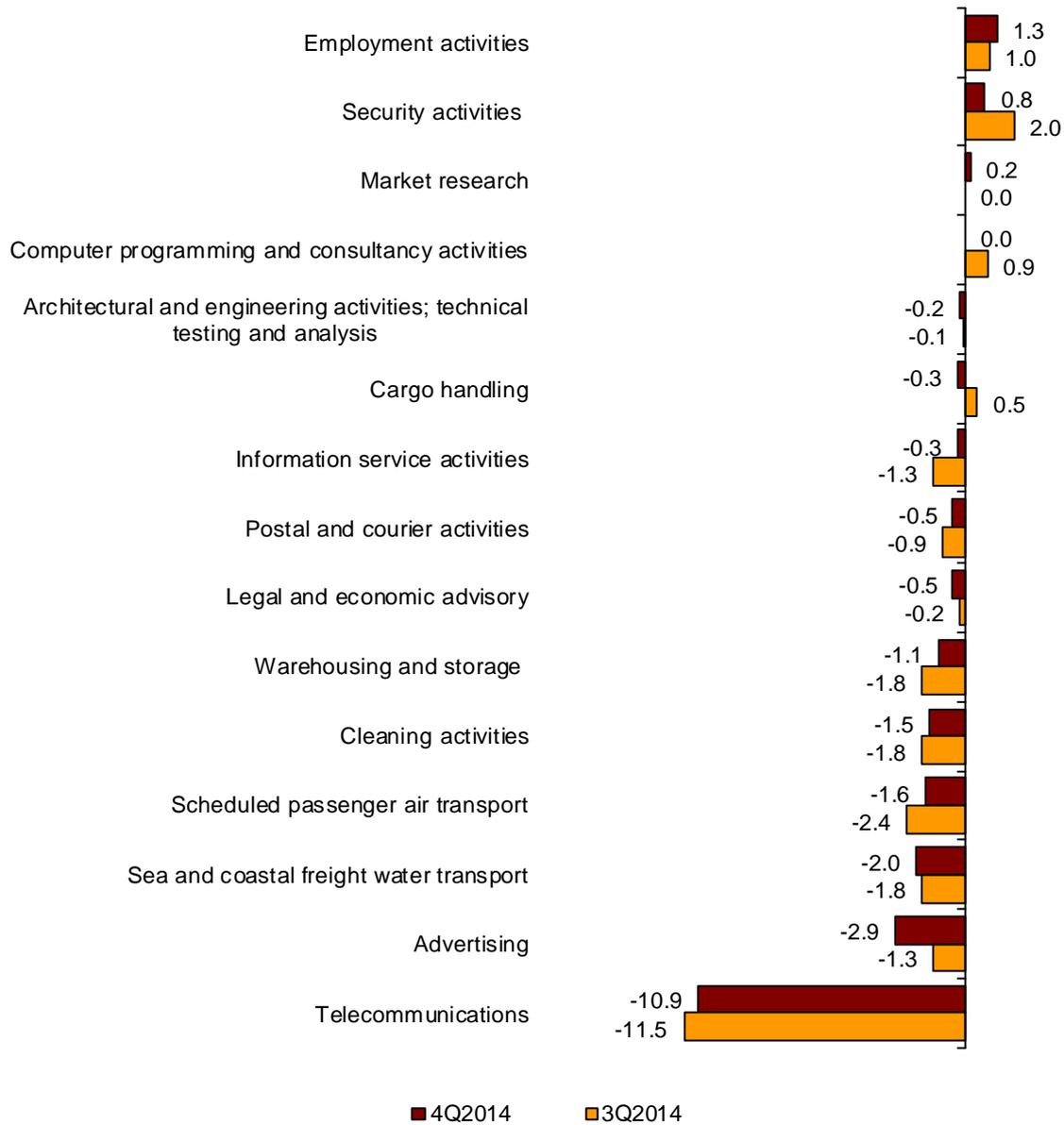
The activities with the greatest increases in their annual rates were:

- **Information service activities**, whose annual rate stood at -0.3% , one point above that of the previous quarter. This variation shows the increase in its prices during this quarter, as compared to the decrease recorded in the same period of 2013.
- **Scheduled passenger air transport**, whose rate increased by eight tenths, reaching -1.6% . This behaviour was due to the stability in its prices in the third quarter, as compared to the decrease registered in 2013.
- **Warehousing and storage**, whose annual rate increased by seven tenths, up to -1.1% . This behaviour was a consequence of the increase in prices this quarter, as compared to the decrease registered in the previous year.

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

- **Advertising**, whose annual rate decreased more than one point and a half, up to -2.9% , due to the lower increase in its prices this quarter, as compared to the previous year.
- **Security activities**, whose rate stood at 0.8% , more than one point below that registered in the third quarter 2014. This behaviour showed the decrease registered in the prices of these services this quarter, as compared to the increase registered in the previous year.
- **Computer programming and consultancy activities**, whose annual rate stood at 0.0% , nearly one point below that from the previous quarter. This behaviour was due to the decrease of the prices of this activity this quarter, as compared to the increase registered in the fourth quarter of 2013.

Annual rates of the SSPI, base 2010
Index by sectors



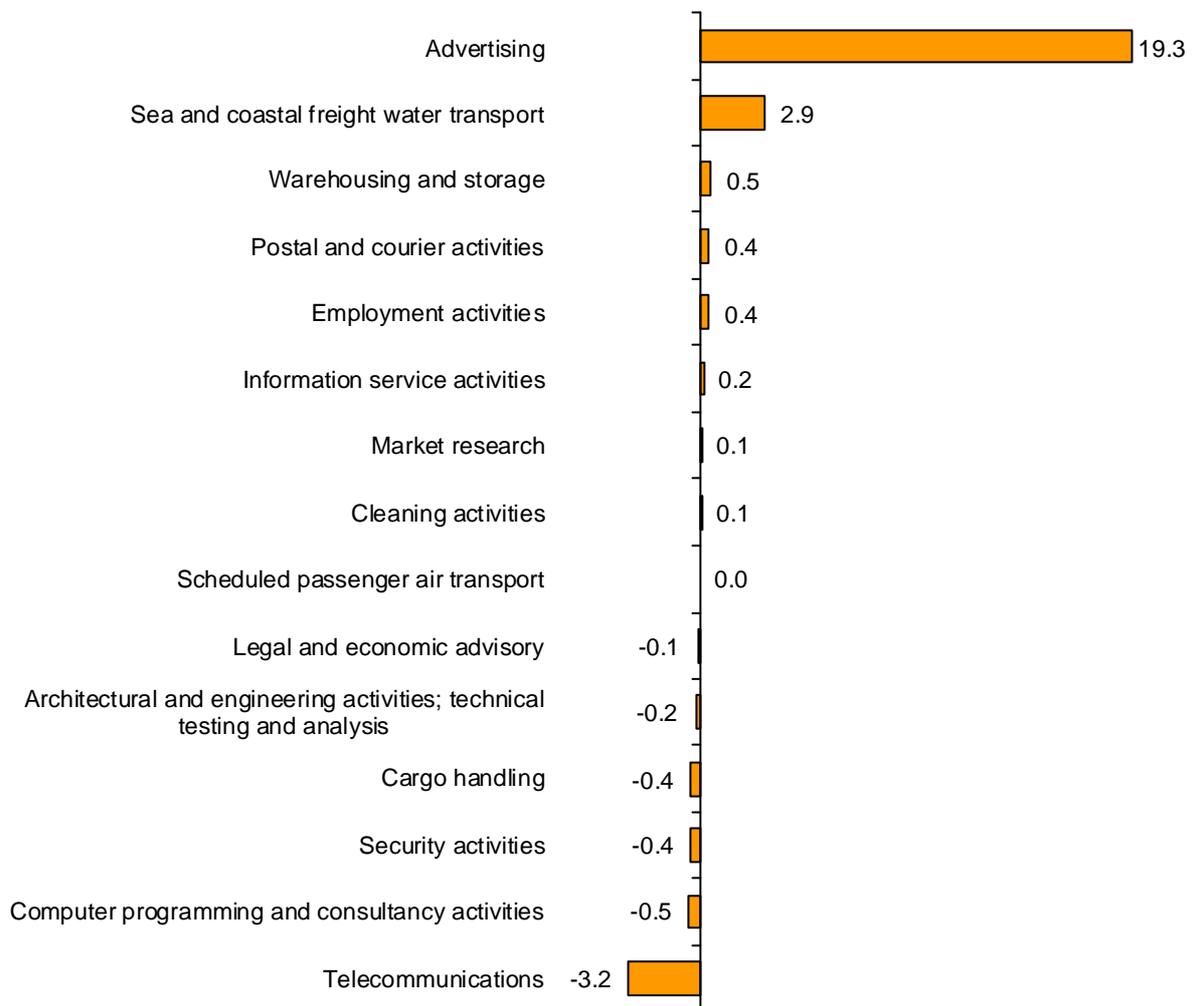
Quarterly evolution of the prices of services

In the fourth quarter 2014, the greatest price increases were registered in *Advertising* (19.3%), *Sea and coastal freight water transport* (2.9%) and *Warehousing and storage* (0.5%).

Among the activities that decreased their prices this quarter, as compared to the previous quarter, it is worth noting *Telecommunications* (-3.2%) and *Computer programming and consultancy activities* (-0.5%).

Quarterly rates of the SSPI, base 2010

Index by sectors



Services Sector Price Indices. Base 2010

Fourth quarter of 2014

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 | 2.9 | -2.0 | -2.0 |
| 2. Scheduled passenger air transport | 108.1 | 0.0 | -1.6 | -1.6 |
| 3. Warehousing and storage | 100.5 | 0.5 | -1.1 | -1.1 |
| 4. Cargo handling | 105.6 | -0.4 | -0.3 | -0.3 |
| 5. Postal and courier activities | 98.2 | 0.4 | -0.5 | -0.5 |
| 6. Telecommunications | 67.9 | -3.2 | -10.9 | -10.9 |
| 7. Computer programming and consultancy activities | 102.2 | -0.5 | 0.0 | 0.0 |
| 8. Information service activities | 93.7 | 0.2 | -0.3 | -0.3 |
| 9. Legal and economic advisory | 99.6 | -0.1 | -0.5 | -0.5 |
| 10. Architectural and engineering activities; technical testing and analysis | 99.6 | -0.2 | -0.2 | -0.2 |
| 11. Advertising | 98.4 | 19.3 | -2.9 | -2.9 |
| 12. Market research | 102.2 | 0.1 | 0.2 | 0.2 |
| 13. Employment activities | 102.2 | 0.4 | 1.3 | 1.3 |
| 14. Security activities | 101.6 | -0.4 | 0.8 | 0.8 |
| 15. Cleaning activities | 98.9 | 0.1 | -1.5 | -1.5 |