



# Updating the SPPI basket in Israel

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# Topics

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**Introduction**

**Objectives and Coverage**

**Sample**

**Survey and Data**

**Weights**

**Summary**

# SPPIs in Israel



## 581 Publishing of books, periodicals and other publishing activities

5811 Book publishing

5813 Publishing of newspapers, journals and periodicals



## 691 Legal activities



## 692 Accounting, bookkeeping and auditing activities; tax consultancy

6920 Bookkeeping

6921 Accounting

6922 Tax consultancy



## 70 Activities of head offices, management consultancy activities

7010 Head offices

7020 Management consultancy activities



## 73 Advertising and market research

7310 Advertising

7320 Market research



## 78 Employment activities

7810 Employment placements agencies

7820 Temporary employment agency activities



## 80 Security and investigation activities

8010 Security activities

8020, 8030 Security systems, investigation activities



## 812 Cleaning activities.

8121 General cleaning of buildings

8129 Other cleaning activities

# Reasons for updating the baskets

- Changes in the structure of the market
- New technologies, new services
- Globalization, export of services
- Change in the way services are delivered (e-commerce)
- World crisis (covid-19)
- And more...



# Objectives and Coverage

- Updating and expanding the sample of companies services transactions
- Updating the structure and weights of the indices
- Calculating according to a new base year

- Legal activities (691);
- Accounting, bookkeeping and auditing, tax consultancy (692);
- Activities of head offices and management consultancy activities (70);
- Advertising and market research (73).
- Security services (80)

# The Process



Industry  
research



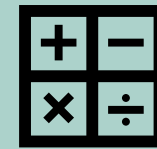
Sample  
design



Questionnaire



Survey and  
data collection



Data  
processing:



Calculating  
the index,  
publishing

# Sources for sample

## Business Surveys



- The Survey of Industries, 2019, is used as a sampling frame.
- The frame for this survey includes all of the active dealers, according to VAT sources.
- The main sources for data are financial reports of dealers presented to the Income Tax authorities and employers' reports to the National Insurance Institute.
- The survey measures the employment, revenue, output, and gross value added (GVA).

## Market Data



- Professional organizations and companies
- Market research companies
- Marketed databases ( D&B ) includes data about activities, workers, revenues and more
- Internet portals

# Sample Design: Probability sampling



The samples are drawn at the class level (ISIC 4-digit).

The companies are selected according to revenues and number of jobs

Strata sampling according to size: large, medium and small companies

Range defined for each size level

In each level companies are included using Probability Proportional to Size (PPS)

Additional companies are added to the sample using other criteria (old companies, special companies)



cut-off sampling





VOORBURG  
GROUP

# Sample Design



הלשכה המרכזית לסטטיסטיקה  
Central Bureau of Statistics  
دائرة الإحصاء المركزية

ISIC CLASS	Description	Revenues (1,000 N.I.S.)			No. of Companies in the SPPI sample						
		Sample frame	SPPI Sample	coverage	frame	large	medium	small	addition	total	coverage
6201	Computer programming activities	46428040.15	23337717	50.3	408	15	3	3	0	21	5.1
6202	Computer consultancy and facilities management activities	2104823.28	1698766	80.7	72	4	3	3	0	10	13.9
6209	Other information technology and computer service activities	86088.02	84553.83	98.2	15	2	2	3	0	7	46.7
6810	Real estate activities with own or leased property	16166875.55	7926519	49	895	68	3	3	0	74	8.3
6820	Real estate activities on a fee or contract basis	3687141.68	2294630	62.2	357	7	3	3	0	13	3.6
6821	Real estate appraisal services	30626.29	19962.86	65.2	23	2	3	3	0	8	34.8
<b>7110</b>	<b>Architectural activities and</b>	<b>87522</b>	<b>65717</b>	<b>75.1</b>	<b>82</b>	<b>8</b>	<b>3</b>	<b>3</b>	<b>6</b>	<b>20</b>	<b>24.4</b>
7111	engineering activities and related technical consultancy	6610200	2829565	42.8	327	6	7	4	1	18	5.5
7120	Technical testing and analysis	1040631	650160	62.5	47	2	3	3	4	12	25.5
6910	Legal activities	2556569	2041437	79.9	442	10	3	3	12	28	6.3
6920	bookkeeping	377053	342740	90.9	77	4	3	3	1	11	14.3
6921	Accounting	2353556	2078840	88.3	97	4	0	3	3	10	10.3
6922	tax consultancy	27255	21439	78.7	30	2	3	3	0	8	26.7
7010	Activities of head offices	1184165.3	973843.9	82.2	30	4	3	3	0	10	33.3
<b>7020</b>	<b>Management consultancy activities</b>	<b>3032891.99</b>	<b>779154.6</b>	<b>25.7</b>	<b>574</b>	<b>4</b>	<b>3</b>	<b>3</b>	<b>10</b>	<b>20</b>	<b>3.5</b>
7310	Advertising	7915586.58	4051106	51.2	185	7	3	3	0	13	7
7320	Market research and public opinion polling	260689	186351	71.5	26	5	3	3	0	11	42.3
8010	Private security activities	4999400	3314197	66.3	60	6	3	3	7	19	31.7
	<b>total</b>	<b>98949113.84</b>	<b>52696700</b>	<b>53.3</b>	<b>3747</b>	<b>160</b>	<b>54</b>	<b>55</b>	<b>44</b>	<b>313</b>	<b>8.4</b>

# Sample of Services

1

In the first stage, a sample of companies is drawn.

2

In the second stage, a sample of services is drawn according to the data received from each company about the distribution of revenues among groups of services, destinations and costumers.

3

Services whose prices are to be measured are selected from each group, as well as the pricing method to be used.

# Questionnaire

## General information:

Name of company, number, address, email...

## Detailed information:

Fields of activity, number of workers, company structure , kind of services, type of costumers, competitors in the market, pricing mechanism and pricing methods

## Revenues:

Total, domestic and export  
Distribution of revenues by groups of services

## Sample of services:

Defining a list of representative services for which we collect prices



# Example 1: Survey Data

## legal activities (6910)

Distribution of revenues 2023 (1000 \$)								
filed of service	Low firm 1	Low firm 2	Low firm 3	hourly Fees (\$) Quarter 4 2023			Retainer monthly (\$)	
Hi-tech	120	200	80	Low firm	Senior partner	Lawyers	Articled clerk	Big client
Capital market	230	40	70	1	360	180	70	8,000
Real estate	150	-	-	2	550	400	150	10,000
Mergers & Acquisitions	370	160	50	3	1550	800	320	5,000
Intellectual Property & Patents	-	300						
<b>Total</b>	<b>870</b>	<b>700</b>	<b>200</b>					

# Sources for weights



Upper level weights (ISIC 4 digit) – annual summary data about turnover at the 4 digit level from the Survey of Industries (2021)



At the detailed level – from the SPPIs survey about the distribution of revenues among groups of services

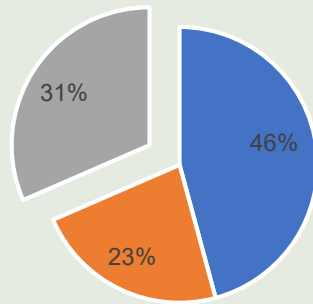


Data obtained from Market research companies

# example 2 - Survey Data

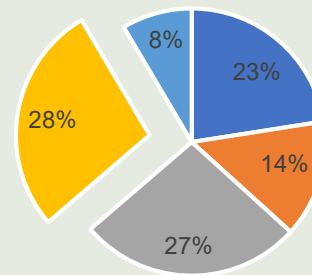
**firm classified in accounting according to the main activity but also provide management consultancy service and technology consulting**

Chart 1. Distribution of revenues between classes



■ accounting ■ tax consultancy ■ management consultancy

Chart 2. Distribution of revenues between groups of services



■ finance ■ operation ■ economic ■ technology ■ strategic

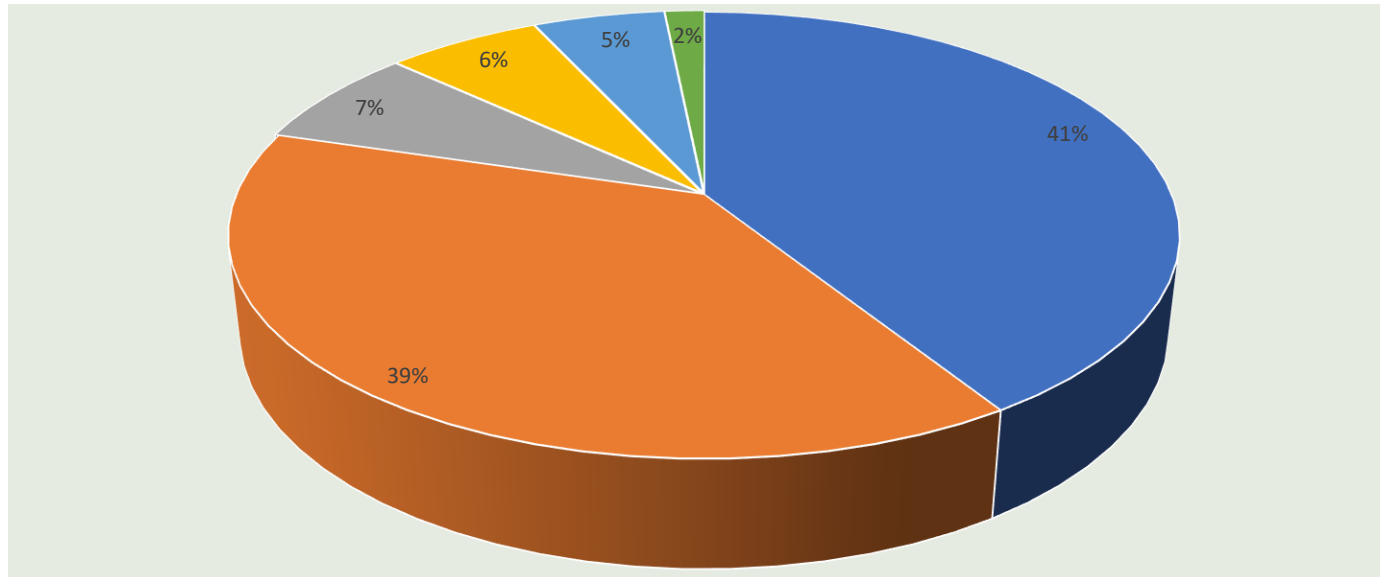
**Services belong to 4 different classes:**

Accounting 6921  
Tax consultancy 6922  
Management consultancy 7020  
Technology consultancy 6202

# Example 3 - Market data

**SOURCE: Ifat Media Information**  
collection, research and analysis of media  
information

Chart 3. Advertising (7310)  
Distribution of revenues among media in Israel, 2022



■ Internet ■ TV ■ magazine & newspaper ■ radio ■ outdoor bilabord ■ cinema

# Summary

- In 2023-2024 we conducted surveys for **updating** the baskets of the SPPIs  
Legal activities; Accounting, Bookkeeping and auditing, Tax consultancy; Activities of head offices and management consultancy activities; Advertising and market research; Security services.
- During 2024 and beginning of 2025 we will calculate and **publish** the indices with new samples of companies, services, weights and a new base year.
- The remaining industries will be **updated** in 2025.





# Thank you!



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