An
Phríomh-Oifig
Staidrimh

Central
Statistics
Office

Standard Report on Methods and Quality for Monthly Services Index

Standard Report
On
Methods and Quality

for
Monthly Services Index

This documentation applies to the reporting period:

Monthly

Last edited: February 2020

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Table of Contents

5 Quality

6   Additional documentation and publications

1 Overview

The monthly services value index (MSI) monitors trends in output at current prices of enterprises in the non-financial traded services sector. The MSI is compiled and published every month by the Central Statistics Office (CSO).

Commencing with January 2012, the index is compiled with respect to a new base year (Base Year: 2015 = 100) using updated base weights taken from the 2015 Annual Services Inquiry (ASI), replacing the former series (Base Year: 2009 = 100). Data are available from January 2009 (Base Year: 2015 = 100).

2 General Information

2.1 Statistical Category

The MSI is a primary statistical survey.

2.2 Area of Activity

Business Sectors – Services

2.3 Organisational Unit Responsible, Persons to Contact

Business Statistics Directorate, Short Term Statistics Division

Business Statistics Results, Analysis and Publication Section (RAP)

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2.4 Objectives and Purpose; History

The monthly MSI figures were first published in May 2012 and the MSI has been published continuously since then.

The purpose of the index is to measure changes in output at current prices in the non-financial traded services sector. It is the first step in the development of a Services Production Index which will measure volume change in the sector. The methodology to produce the Service Production Index is under development so there may be some methodological improvements to the compilation of output at current prices.

2.5 Periodicity

This survey is carried out monthly and has been conducted continuously since January 2009.

2.6 Client

The MSI is compiled to meet national and EU requirements.

2.7 Users

Eurostat

National Accounts, CSO

Government Department and Agencies

Economists

Brokers

Researchers and Academics

The general public

2.8 Legal basis

The MSI is a statutory inquiry, collected under the Statistics (Services Turnover) Order

2018 S.I. No. 431/2018. The survey is also conducted in compliance with Council Regulation (EC) No. 1165/98 and Commission Regulation No. 472/2008 concerning short-term statistics.

It provides some of the information required by National Accounts in the compilation of quarterly Gross Domestic Product (GDP) (Council Regulation (EC) No. 2223/96) as amended by Commission Regulation (EU) No. 715/2010.

3 Statistical Concepts, Methods

3.1 Subject of the Statistics

The MSI measures turnover for the non-financial traded services sector in Ireland for a specific period. The index also provides information on year-on-year, quarter-on-quarter and month-on-month changes in turnover for the non-financial traded services sector in Ireland.

The sole data collected from enterprises in the non-financial traded services sector is their monthly turnover figure.

3.2 Units of Observation/Collection Units/Units of Presentation

The reporting unit is the enterprise, where an enterprise is defined as the smallest legally independent unit, allowing enterprises to provide a single overall turnover figure each month. Enterprises with a reported turnover of less than €0.5 million are excluded from the survey.

Aggregated monthly services turnover figures are presented as indices with 2015 as the base year. The indices are presented for 7 separate NACE categories[1].

1. Wholesale and Retail Trade; Repair of Motor Vehicles and Motorcycles (NACE 45-47)

    Wholesale Trade (NACE 46)

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[1] The economic activity classification used in the MSI is based on the Statistical Classification of Economic Activities in the European Community Rev. 2 (2008) [i.e. NACE Rev. 2.] For further information on NACE Rev. 2 classification, visit the CSO website: http://www.cso.ie/px/u/NACECoder/NACEItems/searchnace.asp

Motor Trades (NACE 45) and Retail Trade (All Businesses excl. Motor Trades NACE 47) are published separately in the Retail Sales Index (RSI) release.

2. Transportation and Storage (NACE 49-53)

3. Accommodation and Food Service Activities *(excl. Bars)* (NACE 55, 56)

   Accommodation (NACE 55)

   Food and Beverage Services Activities (NACE 561, 562)

   Bars (NACE 563) is published separately in the RSI release

4. Information and Communication (NACE 58-63)

5. Professional, Scientific and Technical Activities (NACE 69-75)

6. Administrative and Support Service Activities (NACE 77-82)

   NACE 7735 Renting and leasing of air transport equipment is excluded

7. Other Services Activities

   NACE 68 Real estate activities

   NACE 92 Gambling and betting activities

   NACE 93 Sports activities and amusements and recreation activities

   NACE 95 Repair of computers and personal and household goods

   NACE 96 Other personal service activities

To keep with the classifications adopted by ASI 2015, a number of NACE sectors have been excluded from the updated MSI: i.e.

NACE 66 Activities auxiliary to financial services and insurance services

NACE 90 Creative, arts and entertainment activities

NACE 91 Libraries, archives, museums and other cultural activities

NACE 77 Rental and leasing activities are no longer in Other Business Activities. NACE 77 is now included in Administrative and Support Service Activities.

The outputs from the survey are:

1   Unadjusted Value Index
2.   Seasonally Adjusted Value Index

Data are compiled and published at national level only i.e. NUTS 1 level[2].

3.3 Data Sources

The primary data source is micro-data (i.e. turnover) from individual enterprises.

Data for Bars (NACE 563), Motor Trades (NACE 45) and Retail Trade excluding Motor Trades (NACE 47) are taken from the RSI.

3.4 Reporting Unit/Respondents

The reporting unit is the enterprise, where an enterprise is defined as the smallest legally independent unit, allowing enterprises to provide a single overall turnover figure each month. It also ensures that any new branches opened by respondents are automatically included in the index. Enterprises with a reported turnover of less than €0.5 million are excluded from the survey.

3.5 Type of Survey/Process

The survey is a sample survey. The sample is selected from the CSO Central Business Register (CBR).

Data are collected primarily via eforms (approx. 90%) and paper forms (approx. 10%).

3.6 Characteristics of the Sample/Process

3.6.1 Population and Sampling Frame

The CSO CBR provides the basis for the Short Term Statistics (STS) Register from which the sample is selected.

In 2015, the services sector was the largest economic sector in Ireland, comprising

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[2] Nomenclature of Territorial Units for Statistics

51.2% of total enterprises and accounting for 47.2% of employment[3]. The MSI sample comprises about 2,200 enterprises.

3.6.2. Sampling Design

The sample comprises of (i) a census of all enterprises with an annual turnover value of more than €20m or enterprises with more than 100 persons engaged and (ii) a stratified sample of enterprises with a turnover of less than €20m. Enterprises are stratified initially by their NACE classification and then within each NACE division (i.e. 2-digit level) by turnover. Motor Trades, Retail Trades excluding Motor Trades and Bars indices are taken from the RSI which sample contains approximately 1,400 enterprises.

Within each NACE Rev. 2 division there are 3 size classes. These size classes are defined according to annual turnover i.e. enterprises are categorised into 3 groups (or size classes) according to their turnover.

The 3 size classes are:

Size Class	Turnover
1	€0.5 million ≥ turnover < €1 million
2	€1 million ≥ turnover < €5 million
3	€5 million ≥ turnover < €20 million

3.7 Survey Technique/Data Transfer

Form data is captured and edited in the Data Management System (DMS). From February 2011 and where respondents have indicated their wish to receive correspondence via e-mail; an e-mail is sent that contains a link to a MSI e-form. Data are entered by the respondent into the e-form which is automatically transmitted to an internal data file via a secure channel. The data file is then captured and edited in the DMS.

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[3] CSO (2017) Business *in Ireland 2015*

3.8 Questionnaire (including explanations)

Each month participants in the survey are requested to return their turnover figure (excluding VAT) for the reference month.

Turnover should include all receipts (excluding VAT) accruing to the enterprise as a whole from the sales of goods and provision of services, after trade and cash discounts, rebates etc. as well as grants or allocations of funds from head offices where the enterprise has no turnover. Sales of capital assets and non-trading receipts (e.g. insurance claims) should be excluded.

Wholesalers are asked to complete the form as they are included in the survey and are not covered by either the RSI or Monthly Industrial Inquiry (MII).

The survey form may be accessed on the CSO website at:

https://www.cso.ie/en/media/csoie/methods/monthlyservicesindex/PR_401033_MSI_2018_Base_form_and_PR_401807_combined.pdf

The e-form may be accessed on the CSO website at:

https://eforms.cso.ie/MSI.html

3.9 Participation in the Survey

Participation in the survey is compulsory as it is a statutory survey under the Statistics (Services Turnover) Order 2018 (S.I. No. 431/2018).

3.10 Characteristics of the Survey/Process and its Results

The MSI is a monthly turnover index. Its main use is an interim product in the development of a Services Production Index.

The MSI is calculated using a modified fixed weight Laspeyres index. The index $I_{t,0}$ at time t based on time 0 is:

$$I_{t,0} = \left(\frac{\sum (W_{m-1}) \frac{T_m}{T_{m-1}}}{\sum W_0} \right) \times 100$$

where:

W_0 and W_{m-1} are the base ($_0$) weights and updated weights (or values) for the previous

month ($_{m-1}$) respectively.

T_m and T_{m-1} are aggregated turnover values for the current ($_m$) and previous month ($_{m-1}$) respectively.

The compilation of the index for the current month ($_m$) is based on the percentage change in average monthly turnover (based on a matched sample) over the corresponding monthly period of the previous year ($_{m-12}$).

Seasonal adjustment

Seasonal adjustment for each of the sectors is conducted using a direct seasonal adjustment approach. However, the overall MSI is estimated using the indirect approach, i.e. the MSI is derived by adding the weighted seasonally adjusted sub-components. The main reason for adopting the indirect approach for the overall MSI is to attribute the monthly and annual changes in the MSI to each of its sub-components. Seasonal adjustment models are developed for each series based on unadjusted data spanning from January 2009 to the current period. These models are reviewed on an annual basis; however seasonal factors are updated each month.

The adjustments are completed by applying the X-13-ARIMA-SEATS model, developed by the U.S. Census Bureau to the unadjusted data. This methodology allows seasonal factors to be estimated whilst also taking into consideration factors that impact on the quality of the seasonal adjustment such as:

- Calendar effects, e.g. the timing of Easter,
- The phase shift effect, i.e. the fact the reporting period of the MSI does not coincide with the calendar month and
- Outliers, temporary changes and level shifts in the series.

For additional information on the use of X-13-ARIMA-SEATS see Findley, D.F., B.C. Monsell, W.R. Bell, M.C. Otto, and B. Chen (1998), "New Capabilities and Methods of the X-12-Arima Seasonal Adjustment Program", *Journal of Business & Economic Statistics*, 16, pp. 127-177 and the webpage http://www.census.gov/srd/www/x13as/.

3.11 Classifications used

The non-financial traded services sector as defined for the purposes of the MSI is:

Sector	Sub-sector	NACE Rev. 2	Comment
Wholesale and Retail Trade; Repair of Motor Vehicles and Motorcycles		**NACE 45 - 47**	
	Motor Trades	NACE 45	Published separately in the RSI release
	Wholesale Trade	NACE 46	
	Retail Trade (All businesses excl. Motor Trades)	NACE 47	Published separately in the RSI release
Transportation and Storage		**NACE 49 - 53**	
Accommodation and Food Service Activities (excl. Bars)		**NACE 55,56**	
	Accommodation	NACE 55	
	Food and Beverage Service Activities (excl. Bars)	NACE 561, 562	
	Bars	NACE 563	Published separately in the RSI release
Information and Communication		**NACE 58 - 63**	
Professional, Scientific and Technical Activities		**NACE 69 - 75**	

Administrative and Support Service Activities		**NACE 77-82**	**NACE 7735** Renting and leasing of air transport equipment is excluded
Other Services Activities		**NACE 68, 92-93, 95-96**	
	Real estate activities	NACE 68	
	Gambling and betting activities	NACE 92	
	Sports activities and amusements and recreation activities	NACE 93	
	Repair of computers and personal and household goods	NACE 95	
	Other personal service activities	NACE 96	

3.12 Regional Breakdown of Results

Results are published at State level (i.e. NUTS 1) only.

4 Production of the Statistics, Data Processing, Quality Assurance

4.1 Data Capture

Data are received via three primary means:

The Large Cases Unit (LCU) issue a monthly questionnaire to all units identified as large cases and perform a series of edit checks in the data using the DMS. The appropriate data for the MSI is then extracted from their system and handed over to the DCU via a Comma Separated Values (.CSV) file. This file is uploaded to the DMS and no further

micro checks are performed on the data.

Questionnaires received via paper form are given a response code on the survey form and are then scanned and verified using teleforms software. Data from the form are then transferred to the DMS and edit rules are run regularly to clean the returns.

Information received via e-form is transferred to the DMS and edit rules are run regularly to clean the data.

4.2 Coding
When the completed survey forms are receipted, the response codes are added.

When the data are uploaded to the DMS, the 4-digit NACE classes and the 2-digit NACE division are attached to the individual return via a register NACE variable.

4.3 Data Editing

Editing of data, once available in the DMS is performed using the edit facility in the DMS. The edit checks perform checks on consistency of returns between months.
The following edit checks are carried out:
- Zero value turnover
- Turnover > €500 million
- Large increase in turnover compared to the previous month
- Large decrease in turnover compared to the previous month
- Large increase or decrease in turnover compared to the corresponding month in the previous year

Each member of staff is responsible for a block of enterprises based on NACE Rev. 2 codes. Key units have been identified on each block based on turnover and are prioritised regarding edits. An edit list is available in the DMS for each member of staff. Each edit is checked for possible scanning or verification errors and any comment that may explain an inconsistent figure on the form. Returns for previous months are also checked for indications of a trend. The enterprise is contacted to resolve any discrepancy where necessary. The return is then manually edited on the basis of the explanation from the enterprise. Once all errors are amended, a copy is made of the clean dataset.

Reports are run throughout the survey period outlining the number of edits outstanding and the number of forms scanned compared to the previous months.

The following response rates reports are generated and monitored regularly:
- Overall Response Rates
- Response Rates per Business Group
- Response Rates per NACE Division
- Response Rates per Unit Type (i.e. LCU, Key)
- Response Rates per Work Allocated ID (WAID)
- Response Rates for Return Type (i.e. e-form, paper form)

4.4 Imputation (for Non-Response or Incomplete Data Sets)

The MSI adopts a matched sample approach and therefore there is generally no need to conduct imputation. Occasionally, however, some ad-hoc imputation is carried out for some key enterprises. In these cases each enterprise is looked at individually and an extension of nearest neighbour and last observation carried forward techniques are used to impute the missing values.

4.5 Grossing and Weighting

Base weights

The weights that correspond to the base period are referred to as base weights. The current base for the MSI is the year 2015. The base weights for the current series were derived from the 2015 Annual Services Inquiry (ASI).

By convention, the indices for the base year are expressed as 100 i.e. Base Year = 100.

Base weights for each cell are derived from the 2015 ASI. These base weights are updated on a monthly basis by applying a cell relative calculated using a year on year matched sample approach.

4.6 Computation of Outputs, Estimation Methods Used

To compile the MSI, each of the above published NACE sectors is separated into three distinct cells based on the constituent enterprises' calculated gross value added (GVA) for 2015. Using data taken from the 2015 ASI, GVA base weights are then calculated for each of these cells and the base weights are updated each month using a matched sample approach.

The index system is structured on the non-financial traded services sector enterprises covered in the 2015 ASI classified by seven services sectors and three cell sizes based on turnover value.

An enterprise's monthly GVA value is calculated as follows: respondents report their monthly turnover figures which are transformed into estimated GVA figures by applying a enterprise specific factor based on an individual respondent's 2015 ASI return. The factor is calculated for each enterprise by simply dividing their estimated GVA by reported turnover. If an enterprise was not on the ASI sample then the relevant cell mean GVA/turnover ratio, calculated from the 2015 ASI, is applied. The reason for this change in methodology is to reduce the disproportionate impact that some enterprises (which report large turnover figures but have a relatively small GVA) can have on the overall series.

The compilation of the index for the current month (*m*) is based on the percentage change in monthly turnover (based on a matched sample) over the corresponding monthly period of the previous year (*m-12*).

The MSI sample is broken down into 7 NACE Rev.2 sub-categories (business groups) and further broken down by 3 cell sizes. Initially, for each cell, a matched sample based on returns for the current month is established. The ratio (R_c) of total cell turnover for the current month (T_{cm}) over total cell turnover for the same month of the previous year ($T_{c(m-12)}$) is then calculated.

$$R_c = \frac{T_{cm}}{T_{c(m-12)}}$$

R_c is then applied to the cell weight from the previous year ($W_{c(m-12)}$) to calculate an updated cell weight (W_{cm}).

$$W_{cm} = R_c \times W_{c(m-12)}$$

An updated business group (BG) weight (W_{bm}) is then calculated for the current month by summing the three updated cell weights.

$$W_{bm} = \sum_{c=1}^{3} W_{cm}$$

W_{bm} is then converted into a BG index by dividing by the average 2015 monthly base weight for the business group (W_{bmo}) and multiplying by 100.

$$Index_{BGm} = \left(\frac{W_{bm}}{W_{bm0}} \right) \times 100$$

To calculate an updated "MSI" weight the individual business group weights are summed.

$$w_{MSI_m} = \sum_{b=1}^{7} w_{bm}$$

W_{MSIm} is then converted into an index by dividing by the average 2015 monthly base weight for the MSI (W_{MSI0}) and multiplying by 100.

$$Index_{MSI_0} = \left(\frac{W_{MSI_m}}{W_{MSI_0}} \right) \times 100$$

4.7 Other Quality Assurance Techniques Used

The dataset is created from the latest version of the CBR number of all of the sampled enterprises in the non-financial services sector. Duplicates are checked and removed each month as necessary. Enterprises that have been discovered to be non-relevant are also removed.

Data for the MSI are benchmarked against the latest ASI.

5 Quality

5.1 Relevance

The MSI is a key short term indicator used both nationally and by the EU. It provides some of the information required by National Accounts in compilation of the quarterly GDP (see Section 2.8 Legal Basis).

5.2 Accuracy and Reliability

5.2.1. Sampling Effect, Representativity

The population of non-financial traded services enterprises in Ireland is approximately 90,000[4]. The MSI sample comprises about 2,200 enterprises. This gives an average sampling fraction of over 2% however this fraction can differ significantly from sector to sector and within size class. If coverage is viewed from a turnover perspective, the coverage is considerably higher, with an average sampling fraction of approximately 80%.

Standard errors are not calculated as part of the MSI aggregation process.

5.2.2. Non-Sampling Effects

Bias may be introduced as a result of the matched sample approach. It is difficult to completely represent the population due to the ongoing births and deaths of enterprises within the non-financial traded services sector. This may result in the consistent under-estimation of growth during sustained periods of growth.

5.2.2.1 Quality of the Data Sources used (other than survey register)

The turnover data supplied by the surveyed enterprises is thoroughly cleaned and edited.

Weights are derived from the ASI data.

5.2.2.2 Register Coverage

The STS Register is updated annually with relevant enterprises in the non-financial traded services sector. Commencements of enterprises, changes of business activity and cessations of enterprises are updated at this time. Ad-hoc changes are also made to the

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[4] CSO Business Demography 2012:
http://www.cso.ie/en/releasesandpublications/er/bd/businessdemography2012/#.VQaWv3xFXSw

STS register when relevant information (e.g. employment figures from the Earnings, Hours and Employment Costs Survey (EHECS)) becomes available from individual enterprises or from other sources. The STS Register is a subset of the CBR. The CBR is updated on an on-going basis using administrative and survey data.

5.2.2.3 Non-response (Unit and Item)

Unit Non-Response:

High quality of data is ensured due to a high response rate (55% average in 2014). The response rates for the provisional survey are typically in the order of 45% covering about 65% of the value of the turnover surveyed. The corresponding figures for the final month are 55% covering about 80% of the value of the turnover.

The main reasons for unit non-response are as follows:

- Enterprise Gone Away from the address on the survey form - investigated and resolved by the section
- Duplicate – enterprise receives two survey forms with different CBR numbers – removed from the survey
- Enterprise has ceased trading – marked as ceased and removed from future post outs from the survey
- Hold – the enterprise has requested an extension on the return due date
- Enterprise is inactive/ dormant – enterprise is removed from the survey
- Merger/Takeover or Change in the structure of an enterprise – enterprise is investigated and resolved for future post outs for the survey

Item Non-Response

Item non-response is not measured in the survey.
Where a part of the form is not completed, the following is done.

- The enterprise is contacted by telephone to obtain the data
- If no other data are available, the value for the previous month is carried forward

Non response bias is not measured in the survey.

5.2.2.4 Measurement Errors

Measurement error is not regarded as a major concern for this survey. The following should be noted:

1. Questionnaire – the questionnaire is clear with the period requested clearly defined. The design of the questionnaire is monitored and changes made if necessary. Occasionally enterprises may provide turnover inconsistent with the period covered. These errors are usually highlighted at the data-cleaning stages.

2. Data collection method – the collection method is primarily by e-form and post. This method is unlikely to be a source of measurement error.

3. Interviewer- this technique not used by the survey.

4. Respondent – survey data can contain sensitive and confidential information due to the fact that it is a short-term survey and may be requested prior to annual accounts being completed. The survey only publishes aggregated data at NACE division (i.e. 2-digit level) which preserves confidentiality of individual returns.

5.2.2.5 Processing Errors

1. Data capture errors are likely to be low risk as survey forms are scanned and verified.

2. NACE class (4-digit) and NACE division (2-digit) codes are linked to the CBR number and are data captured when the information is uploaded to the DMS. Where the NACE classification of individual enterprises changes, this is amended in the MSI when a new sample is taken from the STS Register which has been taken from the CBR.

3. See Section 4.3 Data Editing.

4. Contact is made with company to confirm returned figures if required. Data are manually changed if required.

5.2.2.6 Model-related Effects

See Section 4.4 Imputation.

5.3 Timeliness and Punctuality

5.3.1 Provisional Results

Monthly Services (Provisional) Index is published within 35 days after the end of the reference period. This schedule is generally met.

5.3.2 Final Results

Monthly Services (Final) Index is published within 65 days after end of the reference period. This schedule is generally met.

5.4 Coherence

Consistency checks are done on an ad-hoc basis with the ASI. Differences are verified and this leads to improved data quality.

5.5 Comparability

Data are available from January 2009 (Base Year: 2015=100). Comparisons are done with:

- Previous month
- Corresponding month in the previous year
- Latest ASI

5.6 Accessibility and Clarity

5.6.1 Assistance to Users, Special Analyses

The release and background notes are available on the CSO website at 11am on each release day.

The release calendar is published on the CSO website:
https://www.cso.ie/en/csolatestnews/releasecalendar/

The survey form, methodology and historical data are available on the CSO website.
[For survey form – see Section 3.8 Questionnaire]

Methodology:

https://www.cso.ie/en/methods/services/monthlyservicesinquiry/

Historical Data from January 2009 (Base Year: 2015=100) – see Section 5.6.3.3. Internet

http://www.cso.ie/px/pxeirestat/Database/eirestat/Services%20Index/Services%20Index_statbank.asp?SP=Services%20Index&Planguage=0

5.6.2 Revisions

Each month the provisional data from the previous month are revised on the receipt of late returns or amendments of existing returns. The current month's data are always provisional and only becomes final when the next month is published. The size of the revision varies from month to month but would typically be in the order of +/- 2% for "Total Non-Financial Traded Services" indices.

As turnover indices are seasonally adjusted, the complete series are revised on a monthly basis due to updated seasonal factors. Other revisions are flagged as such in the Release. Updating methodologies are not usually announced in advance but simultaneously with implementation. A significant change (e.g. rebasing of the indices) would be notified in advance.

5.6.3 Publications

5.6.3.1 Releases, Regular Publications

Our release is published each month within 35 days (Provisional) and within 65 days (Final) after the end of the reference period.

There are preliminary results for month m (current month) and final results for month m-1 (previous month) published in each monthly release.

Each aggregated index is published as a
- Seasonally adjusted value index
- Unadjusted value index

The unadjusted value index is published on StatBank (CSO Main Data Dissemination Service) only.

5.6.3.2 Statistical Reports

Not Applicable.

5.6.3.3 Internet

Each month the latest release is published on the CSO website. The StatBank facility on the CSO website is also updated each month to reflect the latest available data. Historical data are also available via StatBank on the CSO website.

Publications on CSO website:

https://www.cso.ie/en/statistics/services/archive/

Statistics on StatBank on the CSO website:

http://www.cso.ie/px/pxeirestat/Database/eirestat/Services%20Index/Services%20Index_statbank.asp?SP=Services%20Index&Planguage=0

5.6.4 Confidentiality

The MSI turnover data provided by the respondent enterprises are treated as strictly confidential in accordance with Part V of the Statistics Act, 1993 and cannot be accessed under the terms of the Freedom of Information Act, 1997. Data are not disclosed by the CSO to any other Government Department or outside body.

6 Additional documentation and publications

EU level data and methodology is available via the Eurostat website:
Eurostat – STS:
http://ec.europa.eu/eurostat/web/short-term-business-statistics/data/main-tables

Eurostat Methodology:
http://ec.europa.eu/eurostat/web/short-term-business-statistics/methodology