

Table 2. Selected Services - Estimated Measures of Sampling Variability

[Estimates are shown as percents and are based on data from the Quarterly Services Survey]

NAICS code	Kind of business	Coefficient of variation for total revenue				Standard error for percent change	
		2004 Year-to-date total	2Q 2004 (p)	1Q 2004	4Q 2003	2Q 2004 from 1Q 2004 (p)	1Q 2004 from 4Q 2003
51	Information.....	0.5	0.5	0.5	0.5	0.3	0.4
511	Publishing industries.....	0.8	0.9	0.7	0.9	0.6	0.5
51111	Newspaper publishers.....	0.6	0.8	0.5	0.4	0.6	0.2
51112	Periodical publishers.....	1.5	1.7	1.2	1.2	0.8	0.9
5111 pt	Book, database and directory, and other publishers.....	2.6	2.8	3.0	2.5	2.3	1.7
5112	Software publishers.....	1.3	1.6	1.1	1.5	1.1	0.9
512	Motion picture and sound recording industries.....	2.7	2.9	3.6	2.9	3.5	2.2
513	Broadcasting and telecommunications.....	0.6	0.7	0.6	0.6	0.3	0.2
5131	Radio and television broadcasting.....	1.9	2.2	1.7	2.2	1.5	1.1
5132	Cable networks and program distribution.....	0.9	1.2	0.9	0.8	1.0	0.4
5133	Telecommunications.....	0.9	0.9	0.9	0.9	0.1	0.2
51331	Wired telecommunications carriers.....	1.5	1.5	1.5	1.4	0.2	0.3
51332	Wireless telecommunications carriers (except satellite)....	0.3	0.3	0.3	0.3	0.1	Z
5133 pt	Other telecommunications.....	5.4	5.2	5.8	4.9	1.6	1.1
514	Information services and data processing services.....	1.2	1.3	1.2	2.6	0.4	1.7
5141	Information services.....	1.4	1.6	1.4	1.4	0.9	0.4
5142	Data processing services.....	1.4	1.5	1.4	3.6	0.5	2.5
54	Professional, scientific, and technical services.....	1.3	1.4	1.3	1.4	1.0	0.9
5412	Accounting, tax preparation, bookkeeping, and payroll services.....	4.9	6.0	4.3	6.2	2.4	3.1
5413	Architectural, engineering, and related services.....	1.9	1.8	2.4	2.6	1.7	1.7
5415	Computer system design and related services.....	2.7	2.9	2.6	2.4	1.2	1.5
5416	Management, scientific, and technical consulting services.....	2.4	2.8	2.4	2.5	2.3	1.3
5418	Advertising and related services.....	1.4	2.2	1.5	1.5	3.0	1.3
541 pt	Other professional, scientific, and technical services.....	1.6	2.0	2.0	2.3	2.8	2.2
56	Administrative and support and waste management and remediation services.....	1.6	1.9	1.5	1.3	1.0	0.7
561	Administrative and support services.....	1.8	2.1	1.6	1.6	1.0	0.8
5613	Employment services.....	5.3	5.6	5.2	3.9	1.8	1.9
5615	Travel arrangement and reservation services.....	5.9	6.5	5.4	5.9	4.3	1.7
561 pt	Other administrative and support services.....	1.1	1.3	1.0	1.3	0.9	1.1
562	Waste management and remediation services.....	3.8	3.6	4.2	3.5	1.5	1.5

(p) Preliminary estimate. Z Less than .05 percent.

Note: Additional information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions may be found at www.census.gov/svsd/www/qssreliability.html.