

Appendix B.

Explanation of Terms

TERMS COMMON TO MULTIPLE NAICS INDUSTRIES

E-commerce receipts/revenue. Sales and receipts from any transaction completed over an Internet, Extranet, EDI network, electronic mail or other online system. Transactions are agreements between buyers and sellers to transfer ownership of, or rights to use, goods or services. Payment for these goods and services may, or may not be, made online. Examples of e-commerce revenue include:

- Revenue from online orders for goods or services placed by a buyer.
- Revenue from online services provided where charges are based on the usage of those services. (e.g., commissions or fees from the use of computerized reservation systems, financial transaction processing systems, etc.)
- Commissions or fees from the trading of securities or the sale of other financial products online.
- Commissions or fees from selling or from facilitating the sale of third party products through a company's Web site.
- Revenue from orders or contracts negotiated online with a buyer and seller on the price and terms for transferring ownership or the rights to use goods and services.
- Revenue from telephone transactions using interactive voice response systems.

Examples of receipts/revenue excluded from e-commerce figures are:

- Online billings where the order or contract was not negotiated online.
- Delivery of services online where the order or contract was not negotiated online.
- Provision of telecommunications and related infrastructure systems (e.g., data transfer, Web hosting, Internet access) where the order or contract for such services was not negotiated online.
- Orders for goods or services placed by facsimile machine or over a switched telephone network.

Establishment. A single physical location where business is conducted or services are performed.

Exports. A tangible or intangible product (e.g., good, license agreement, reproduction right, service) that is sold or transferred to a customer or client (individual, government, business establishment, etc.) located outside the United States (i.e., outside of the 50 states, District of Columbia, U.S. Commonwealth Territories, or U.S. possessions). Products transferred to, sold to, or services performed for unaffiliated or affiliated foreign firms (i.e., foreign parent firms, subsidiaries, branches, etc.) are included. Products provided to domestic subsidiaries of foreign firms are excluded.

Firm. A business organization or entity consisting of one or more domestic establishments/locations under common ownership or control.

Total expenses. (Basic dollar volume measure of expenses for firms exempt from federal income tax.) Costs incurred during the survey year whether or not payments were made in that year. Total expenses include annual payroll; employee benefits, interest, and rent expenses; supplies used for operating; cost of merchandise sold; and other expenses allocated to operations during the year. Also included are contracted or purchased services; fees paid to other organizations for fundraising; depreciation expenses; and expenses of locations providing support services (e.g., repair services, administrative services, etc.) for service establishments.

Total expenses exclude outlays for the purchase of real estate (land and buildings); for construction; for additions, major alterations, and improvements to existing facilities; all other capital expenditures; funds invested; income taxes; assessments (dues) paid to the parent or other chapters of the same organization. Firms engaged in raising funds, exclude funds that are transferred to charities or other organizations.

Federal income tax status. Firms that indicate all or part of their income are exempt from federal income tax under provision of Sections 501 or 521 of the Internal Revenue Service are classified as tax-exempt. Firms indicating no such exemption are classified as taxable. For all firms, the tax status classification is based upon administrative records.

Total operating expenses. Costs incurred during the survey year, even though payment may be made at a later date. Excludes interest on loans and sales taxes and other taxes collected from customers and paid directly to a taxing authority.

Total operating revenue. Includes charges or billings for services rendered and any sales of merchandise during the survey year, even though payments may be received at a later date.

Excludes income from interest, investments, gifts, loans, contributions or grants; the sale of securities, real estate, etc; sales taxes or other taxes collected from customers and remitted directly by the firm to a local, state, or federal tax agency; revenue from the sale of merchandise and equipment from retail establishments; and revenue from a domestic parent organization, or from franchise locations owned by others and any franchise or license fees.

Total revenue. (Basic dollar volume measure for firms exempt from federal income tax.) Charges or billings to customers or clients for services rendered and merchandise sold during the survey year whether or not payment was received in that year. Also includes income from interest, dividends, contributions, gifts and grants, rents, royalties, dues and assessments from members and affiliates, and net receipts from fundraising activities. Receipts from taxable business activities, as well as tax-exempt activities are included.

Excludes sales taxes or other taxes (real estate, admissions, etc.) collected by the organization from customers or clients and paid directly to local, state, or federal income tax agencies; income from the sale of real estate, investments, or other assets; or amounts transferred to operating funds from capital or reserve funds. Firms providing legal services report payments received in the survey year regardless of when services are rendered.

Taxes. Includes sales, amusement, and other taxes collected directly from customers and paid directly to a local, state, or federal tax agency.

TERMS SPECIFIC TO INDIVIDUAL NAICS INDUSTRIES

NAICS 48, TRUCK TRANSPORTATION

Classification of Commodities Handled

Agricultural products and fish. Includes live animals, poultry, fish, unprocessed cereal grains such as wheat and corn, and other agricultural products including fruits, vegetables, nonalcoholic beverages, cut flowers, and live plants.

Grains, alcohol, and tobacco products. Includes milled grain products and preparations, other prepared foodstuff; beer, wine, and other alcoholic beverages; and tobacco products including cigarettes, cigars, and chewing tobacco.

Stone, nonmetallic minerals, and metallic ores.

Includes monument or building stone, natural sands, gravel and crushed stone, mined salt, natural calcium and aluminum phosphates, asbestos, other nonmetallic minerals, and metallic ores and concentrates such as iron ore, copper ore, and zinc ore.

Coal and petroleum products. Includes coal, crude petroleum, gasoline and aviation fuel, diesel fuel and light fuel oils, lubricating oils and greases, and basic chemicals.

Pharmaceutical and chemical products. Includes pharmaceutical products, chemical products, paints and varnishes, soap and cleaning products, insecticides, fertilizers, primary plastics and finished plastic products, and rubber products including tires and inner tubes.

Wood products, textiles, and leather. Includes logs and other rough wood, particle board, plywood, fiberboard, pulp, newsprint, paper, and paperboard products. Textile products include yarns and woven products of natural or synthetic materials, carpets and other textile floor coverings, and textile clothing. Leather products include footwear, headgear, and other articles of leather.

Base metal and machinery. Includes metal products such as pipes, ingots, metal doors, basic wire, cable, fencing, tools, etc. Machinery includes boilers, turbines, refrigerating and air-conditioning equipment, textile machines, and other mechanical machinery and equipment.

Electronics, motorized vehicles, and precision instruments. Includes electrical equipment such as computers, electric motors, generators, office equipment, television sets, radios and stereo equipment, semiconductors, and other electrical equipment. Motorized vehicles include automobiles, vans, road tractors, farm tractors, motor homes, motorcycles, and other vehicles. Precision instruments include photographic, cinematographic, and photocopying equipment, clocks and watches, instruments used in medical, surgical, or veterinary sciences, and measuring, checking, or automatic control instruments and apparatus.

Used household and office goods. Includes used furniture, appliances, and miscellaneous office products.

New furniture and miscellaneous manufactured products. Includes new furniture, mattresses and mattress supports, and miscellaneous manufactured products.

Other. Includes scrap, garbage, trash, septic tank waste, industrial water, mixed cargo (including delivery of small packages), etc.

Classification of Distance Traveled

Local trucking. Carriers primarily engaged in furnishing trucking or transfer services, with or without storage, within a city, town, or other local area including adjoining municipalities or suburban areas.

Long-distance trucking. Carriers primarily engaged in furnishing “over-the-road” trucking services, either as a common carrier or under special or individual contract or agreement.

Classification of Shipments by Origin and Destination

U.S. to U.S. Shipments that originated from and were destined to locations in the United States.

U.S. to Canada. Shipments that originated from the U.S. and were destined to locations in Canada.

U.S. to Mexico. Shipments that originated from the U.S. and were destined to locations in Mexico.

Canada to U.S. Shipments that originated from Canada and were destined to locations in the U.S.

Mexico to U.S. Shipments that originated from Mexico and were destined to locations in the U.S.

Other. Includes shipments that originated from and were destined to locations in each of the following country combinations: Canada to Canada, Canada to Mexico, Mexico to Canada, and Mexico to Mexico.

Classification of Shipment Size

Less-than-truckload. Shipments with an actual weight of less than 10,000 pounds.

Truckload. Shipments with an actual weight of 10,000 pounds or more.

Motor carrier revenue. Includes charges or billings for the transportation of freight by motor vehicles including the rental and leasing of vehicles with drivers.

Other operating revenue. Includes sales from the operation of lunchrooms and restaurants; revenue from parking and storage of vehicles; revenue from snowplow work; revenue from other carriers for the use of terminal facilities operated by the firm including amounts billed separately for repair services; revenue from the short-term rental or extended-term leasing (with or without maintenance) of trailers, trucks, and truck-tractors, without drivers; fair sales value of merchandise marketed under

capital, finance or full-payout leases; revenue from commissions for providing brokerage services, making payroll deductions, or collecting freight charges from other carriers.

Excludes nonoperating revenue such as income from investments, loans, the sale of securities, real estate, etc.

NAICS 51, INFORMATION

NAICS 5111, Newspaper, Periodical, Book, and Database Publishers.

Adult trade books. Revenue from books of general interest published for consumption by the adult public at large. Literary fiction and nonfiction; poetry and drama; religious books, bibles and hymnals; nonfiction such as history, political, biographies, home and garden, how-to books, cook books, travel guides; etc.

Archival sales services. Revenue from providing access to review back issues of the newspaper or the sale of back issues. Back issues are frequently sold in sets and usually on a storage media such as microfilm, microfiche, CD-ROM or diskette.

Children’s books. Revenue from books published for children and young adults (up to age 15) including picture books, children’s reference books, and educational books not intended for use in the classroom. Examples are fiction and nonfiction books, bundled book-and-toy kits, and talking books. Coloring books and activity books are excluded.

Contract printing services. Revenue from printing publications of any type for others. Examples include books, magazines, pamphlets, posters, and calendars.

Databases and other collections of information. Revenue from collections of data or bodies of information in which the primary content is other than contact information. These are usually compiled and organized for rapid retrieval by computer. Custom designed databases are included.

Directories. Revenue from the sale of directories of systematically organized contact information. Descriptive information on persons, organizations, publications, or other entities is often included. Some examples are telephone directories, business and trade directories, and municipal and city directories.

Distribution of flyers, inserts, samples, etc. Revenue from distributing publications and other products for others. Examples include flyers, magazines, books, newsletters, calendars, and product samples.

Fulfillment services (third party distributors of merchandise on a contract basis). Revenue from third party distribution services done under contract which normally includes warehousing, shipping, billing and collection of money. No marketing is done.

General interest periodicals. Periodicals covering multiple topics of general interest intended to appeal to a broad audience. Examples include general news, business news, personal finance, general interest including articles, pictures, etc.).

General newspapers. Newspapers consisting of multiple topics with the intent of appealing to broad audiences. Community newspapers are included.

General reference books. Revenue from books published primarily for general reference purposes and aimed at the public at large, e.g. dictionaries, encyclopedias, thesauruses, and atlases. Reference books for the educational system and specialized reference books are excluded.

Graphic design services. Revenue from providing design services for others such as layout and design of graphic art work, photography, and copy editing.

Internet books. Revenue from books published on the Internet.

Internet newspapers. Revenue from newspapers published on the Internet.

Internet periodicals. Revenue from periodicals published on the Internet.

Market research. Revenue from providing research services to analyze data for marketing. Research services include collecting, recording, and analyzing data related to the marketing of goods and services.

Internet directories, databases, and other collections of information. Revenue from the sale of directories, databases and other collections of information published on the Internet.

Other card publishing. Revenue from the sale of picture postcards, sports and other trading cards, souvenir cards, etc.

Other media books. Revenue from books published in media other than print or on the Internet. Examples include physical media such as CD-ROM, microfilm, and diskette.

Other media directories, databases, and other collections of information. Revenue from the sale of directories, databases, and other collections of information published in media other than print or on the Internet. Examples include physical media such as CD-ROM, microfilm, and diskette.

Other media newspapers. Revenue from newspapers published in media other than print or on the Internet. Examples include physical media such as CD-ROM, microfilm, and diskette.

Other media periodicals. Revenue from periodicals published in media other than print or on the Internet. Examples include physical media such as CD-ROM, microfilm, and diskette.

Pattern publishing. Revenue from the sale of clothing patterns.

Print books. Revenue from books published in print form.

Print directories, databases, and other collections of information. Revenue from the sale of directories, databases and other collections of information published in print form.

Print newspapers. Revenue from newspapers published in print form.

Print periodicals. Revenue from periodicals published in print form.

Professional, technical, and scholarly books. Revenue from specialized books containing research, advanced knowledge, and/or information aimed at the academic and research community, or used by individuals in the practice of specific occupations or professions, e.g. lawyers, doctors, electricians, accountants, business, or computer professionals. Specialized reference books are included.

Publishing services for others. Revenue from publishing of periodicals, books, periodicals, journals, etc., for others (including self-publishing authors) who maintain copyright and editorial control. Vanity book publishing is included as well as technical services related to publishing such as editing, proofreading, content development, research and writing, and word processing. The services may be bundled or separate. Printing and distribution services provided in combination with activities listed above are included. Graphic design services are excluded.

Rental or sale of mailing lists. Revenue from the sale of lists of names, addresses, and other contact information created to market or promote to a specific group such as those sharing a common interest, purchase history, membership affiliation, or contribution history. These lists are usually rented or sold for one time or limited use and are frequently produced on labels.

Sale or licensing of rights to content. Revenue from selling or licensing the right to reproduce all or part of a work of intellectual property for an agreed period of time. This includes the right to reproduce or adapt to another format, medium, language or territory. Outright sale of rights in perpetuity are excluded.

Special interest periodicals. Periodicals aimed at professional audiences interested in keeping staying current

with new research and developments in their professions or field of interest. Subjects include trade journals, law reports, taxation and accountancy, as well as research by the academic community.

Specialized newspapers. Newspapers focusing on a single topic or theme that is of special interest to a select audience. Shoppers newspapers containing only consumer advertising are excluded.

Textbooks. Revenue from books primarily used as educational material for students and teachers in formal study programs: at the elementary (including pre-school) and high school levels; and at the postsecondary level, i.e., colleges and universities. These books generally contain knowledge summaries and/or practice questions with the text. Workbooks, teachers' manuals and resource materials, reference books used specifically for the educational system, as well as interactive materials are included. Standardized tests are excluded.

NAICS 5112, Software Publishers

Application service provisioning. Revenue from providing leased software applications from a centralized, hosted, and managed computing environment.

Application software publishing. Revenue from the sale of software programs that perform a specific function directly for the end user.

Business process management services. Revenue from the sale of bundled service packages that combine information technology-intensive services with labor (manual or professional depending on the solution), machinery, and facilities to support, host and manage a business process for a client.

Cross-industry application software. Revenue from the sale of software that is designed to perform and/or manage a specific business function or process that is not unique to a particular industry. Include professional accounting software, human resource management, customer relations management software, Geographic Information System software, web page/site design software, etc.

Custom application design and development. Revenue from the design of the structure and/or the writing of the computer code necessary to create and/or implement a software application.

Customization and integration of packaged software. Revenue from adapting (modifying, configuring, etc.) and installing an existing application so that it is functional within the clients' information system environment. Service contracts where this service is bundled with the hosting and management of the application on an on-going basis is excluded.

Database management software. Revenue from the sale of collections/suites of software programs that enable storage, modification and extraction information from a database.

Development tools and programming languages software. Revenue from the sale of software used to assist in the development and/or authoring of computer programs. Include all program development tools and programming languages software.

Enterprise software. Revenue from systems software developed primarily for network-based computers.

General business productivity and home use applications. Revenue from the sale of software used for general business purposes to improve productivity, or in the home for entertainment, reference or educational purposes. Includes office suite applications such as word processors, spreadsheets, simple databases; graphics applications; project management software, computer-based training software, games, reference, home education, etc.

Information technology (IT) technical consulting services. Revenue from providing advice or expert opinion on technical matters related to the use of information technology. This includes advice on matters such as hardware and software requirements and procurement, systems integration, and systems security. The provision of expert testimony on IT related issues is included. Advice on issues related to business strategy, such as advice on developing an e-commerce strategy, etc. is excluded.

Information technology related training services. Revenue from providing training for the use of computer hardware, software, networks, or other IT-related topic.

Mainframe computer software. Revenue from systems software developed primarily for mainframe based computers. Include revenue for software designed to run in a centralized fashion.

Network software. Revenue from the sale of software that is used to control, monitor, manage, and communicate with operating systems, networks, network services, databases, storage and networked applications in an integrated and cooperative fashion across a network from a central location. All network management software, server software, security and encryption software, middleware, etc. are included.

Operating systems software. Revenue from the sale of low-level software which handles the interface to peripheral hardware, schedules tasks, allocates storage, and presents a default interface to the user when no application program is running. All client and network operating systems are included.

Personal computer software. Revenue from systems software developed primarily for non-network, stand-alone, personal computers.

Resale of computer hardware and software. Revenue from retailing of computer hardware and software.

System software publishing. Revenue from the sale of low-level software required to manage computer resources and support the production or execution of application programs but which is not specific to any particular application.

Utilities software. Revenue from the sale of small computer programs that perform a very specific task. Utilities differ from other applications software in terms of size, cost and complexity. Examples include compression programs, antivirus, search engines, font, file viewers, and voice recognition software.

Vertical market application software. Revenue from the sale of software that performs a wide range of business functions for a specific industry such as manufacturing, retail, health care, engineering, restaurants, etc.

NAICS 513, BROADCASTING AND TELECOMMUNICATIONS

Access charges (telephone firms only). Payments to local exchange carriers for access to their networks. Includes fees for leased facilities, interconnection fees for cellular phone services, and access charges paid to foreign companies for international calls originating from the United States.

Advertising revenue. Revenue from the sale of time to advertisers or sponsors for national, spot and local advertising; classified channels; and program guides and other printed material. Excludes commissions paid to agency representatives and brokers.

Annual payroll. All salaries, wages, commissions, bonuses, and allowances for vacation, holiday, and sick leave paid to employees during the survey year. For corporations, it includes amounts paid to officers and executives; for unincorporated businesses, it does not include payments to proprietors or partners. Annual payroll is reported on a cash basis before employee deductions for Social Security, withholding taxes, insurance, and union dues.

Basic programming Package. Revenue from subscription fees received for basic and nonpremium service tier from residential and commercial customers. Include revenue from start up and reconnect fees.

Broadcast rights and music license fees (radio and television broadcasting firms only). The cost of broadcast rights to feature films, syndicated programming, sport events, etc. Also includes the cost of music license fees payable to music licensing organizations.

Carrier Services. Revenue by telecommunication carriers of wired or wireless facilities to originate, terminate or transmit calls for another telecommunication service provider. Includes charges such as interconnection and settlement charges for the termination of domestic or international calls, charges to long distance carriers for calls originating at a payphone or within another carrier local network, charges for jointly used facilities such as pole attachments, and charges for the exclusive use of circuits. Also includes revenue from satellite companies that provide point-to-point services to telecommunications firms.

Cost of purchased advertising. The cost of purchased advertising including payments to other firms for printing, media, and other services and materials used for advertising.

Cost of purchased communications and utilities.

The cost of nonrevenue-generating purchased communication services such as telephone, telex, telegraph, teletype, etc. Also includes the cost of purchased utilities, including electricity; fuels consumed for heat, power or generating electricity; water; sewer; and refuse removal. Excludes payments for these utility services if included as part of a lease or rental agreement.

Cost of purchased repairs. Payments made to other companies for repairs. Includes repair cost on buildings, offices, and structures, communication systems, vehicles, and other machinery and equipment. Excludes repair costs included as part of a lease or rental agreement, improvements for which depreciation accounts are maintained, and repairs performed by employees of the company or its subsidiaries.

Data transmission services. Revenue from services specifically designed to provide for the transmission and switching of data on a fee or usage basis. The service transmits data using packet switched technology, i.e., the communication is sent and received in packets of fixed or variable length with addresses to route the packets along non-reserved circuits.

Dedicated network services. (i.e., leased lines or private networks). Revenue from wired telecommunication links between specified points for the exclusive use of the client. Includes revenue from satellite companies that provide services to broadcasting industries.

Depreciation. Depreciation charges on assets owned by the company. Includes depreciation on assets rented or leased to others by the company under an operating lease agreement. Also includes depreciation against assets owned by the company within leaseholds and assets obtained through capital lease agreements. Examples include depreciation on buildings, offices and structures, communication systems, vehicles, machinery, and equipment, and other tangible assets. Excludes depreciation on

intangible assets and assets leased to others by the company under a capital lease agreement. These charges are not adjusted for the value of depreciable assets sold or traded for replacement purposes.

Employer contributions for employee benefit plans (reported on a cash basis). Plans required under Federal and State legislation. Includes the employer's cost for all legally required programs, such as Social Security and Medicare (FICA), worker's compensation insurance, unemployment tax, state disability insurance programs, etc.

Fixed all distance. Revenue from the transmission and switching of voice, data, and video over the public switched telephone network where the call is made from a fixed customer location and where the charges are not distance sensitive (no distinction between local and long distance areas.)

Fixed local. Revenue from the access of public switched telephone networks for the transmission and switching of voice data and video within a local calling area where the call is made from a fixed customer location. This category also includes revenue from related local services such as connection charges, 911 services, operator services, local directory assistance and calling features.

Fixed long-distance. Revenue from the transmission and switching of voice, data, and video over the public switched telephone network between local calling areas where the call is made from a fixed customer location. This service may include additional call management features such as those normally associated with voice Virtual Private Networks.

Internet access services. Revenue from Internet access and cable modem services.

Lease and rental. Payments made to other companies for the rental and leasing of assets owned by them. Includes lease and rental costs on buildings, offices, and structures, communication systems, vehicles, and other machinery and equipment. Excludes payments to a parent company or organization or any of its subsidiaries, and installment payments for assets obtained through capital lease agreements.

Messaging service. Revenue from mobile radio services that subscribers primarily use to receive voice, text, or tone messages with small radio receivers. These devices may or may not be accessed by the public switched telephone network.

Mobile dispatch services. Revenue from nonswitched radio transmission services such as dispatch services for taxis or field service personnel, and mobile data for police departments.

Mobile telephony. Revenue from the access of the public switched telephone networks for the transmission and switching of voice, data, and video where the call originates from or terminates into a portable handset, the calls may be within a local area, or between local calling areas and include roaming services, or where the charges are not distance sensitive (no distinction between local and long distance areas.) This would include calls using cellular, PCS, and ESMR technology. Also included are satellite telephony, air-to-ground, and ship-to-shore telecommunications services.

National/regional advertising revenue (net).

Includes trade-outs, barter, and political advertising revenue. Excludes commissions paid to agency representatives and brokers.

Network advertising revenue. Revenue from the sale of advertising. Excludes commissions paid to agency representatives and brokers.

Network compensation. Payments received by affiliates from networks for the use of airtime. Excludes compensation paid to network-owned stations.

Network compensation fees (radio and television networks only). The cost of programming time purchased from affiliated and independent stations. Excludes the cost of programming time purchased from stations owned by the network.

Other fringe benefit plans. The employer's cost for programs not required by law such as pension plans, stock purchase plans, union-negotiated benefits, life insurance benefits, insurance premiums for hospital and medical plans, etc.

Other operating expenses. All other operating expenses, including billing services; news gathering services; rating services; travel expenses; dues and subscriptions; accounting and legal fees; office supplies; and data processing expenses, including the cost of computer software purchased under licensing agreements. Excludes interest on loans, income taxes, and local sales and excise taxes. Also includes cost of insurance (less workers compensation premiums).

Other program distribution related services. Revenue from program distribution related revenue, such as service charges, interactive programming, etc.

Other telecommunications services. Includes revenue to telecommunications services such as internet backbone service, Internet access, multichannel programming distribution services, and telegraph, audio/video conferencing, telex, etc.

Other service revenue. Includes revenue from telecommunication network installation services; telecommunication equipment sales; telecommunications equipment

rental (including leasing); telecommunications equipment maintenance; network design and development services, other than security; sale of directory advertising space; and the rental or sale of mailing lists.

Pay per view services. Revenue from pay per view sports, advertising, and special events channels.

Premium cable programming packages. Revenue from premium services, such as movie channels.

Production and postproduction services. Revenue from the production of television and radio programs for a third party where the producer acts solely as a service provider and has no investment or ownership interest in the production itself. Includes services such as videotaping, lighting, editing, closed-captioning, sound recording, sound editing and mastering, and master reproduction. Excludes revenue when these services are provided by nonbroadcasting divisions of the same company.

Program and production costs (cable television firms only). The costs for providing basic cable services, pay or premium television services, original programs produced or developed in-house, talent fees, music license fees, the value of bartered programming, and all other costs of programming and production. Payroll and employer contributions to employee benefit programs are excluded.

Program distribution equipment sales and rentals. Revenue from the sale of cable equipment rentals which includes satellite and decoder equipment.

Program distribution installation services. Revenue from providing cable installation services.

Program rights. Revenue from payments received in exchange for the right to broadcast a television or radio program. Excludes revenue when the production and/or distribution of programs are provided by non-broadcasting divisions of this company.

Public and noncommercial programming services (tax-exempt broadcasters). Funding from memberships, subsidies, grants, gifts, contributions, underwriting, contracts, fundraising, royalties, sales, and other sources.

Specialty programming service. Includes revenue from providing television and musical programming, usually an entire channel, to programming distributors such as cable, direct to home satellite, and multipoint distribution service operators.

Universal Service Contributions (and other similar charges). Includes payments to state or federal governments to support universal funds for services provided to schools, libraries, rural healthcare providers, etc.

NAICS 514, INFORMATION SERVICES AND DATA PROCESSING SERVICES

Advertising. Revenue and fees from web site and online advertising.

Application service provisioning. Revenue from providing leased software applications from a centralized, hosted, and managed computing environment.

Business process management (i.e. financial and nonfinancial). Revenue from information technology-intensive services with labor (manual or professional depending on the solution), machinery, and facilities to support, host and manage a business process for a client.

Collocation services. Revenue from providing rack space within a secured facility for the placement of servers and enterprise platforms. The service includes space for the clients hardware and software, connection to internet or other communication networks, and routine monitoring of servers.

Data management services. Revenue from ongoing management and administration of data as an organizational resource. Services may include performing data modeling, data mobilization, data mapping/rationalization, data mining and system architecture.

Data storage services. Revenue from storage and back-up management of data such as remote backup services, storage, or hierarchical storage management.

Educational workshops and seminars. Revenue generated from the collection of fees from libraries and other organizations for educational workshops and seminars.

Information and document transformation. Revenue from imaging and other data capture services, data conversion, and data migration services.

Information search services on a contract or fee basis. Revenue from providing search services and resource information on a contractual or fee basis.

Information technology (IT) consulting services. Revenue from providing advice or expert opinion on technical matters related to the use of information technology. This includes advice on such matters as hardware and software requirements and procurement, systems integration, and systems security. Excludes revenue from non-IT related consulting.

Information technology design and development. Revenue from custom application design and development, computer systems design, development and integration services, and network design and development services.

Internet access services. Revenue received from providing a connection from the Internet, both wired and wireless.

Internet backbone services. Revenue from carriage of Internet traffic.

Internet telecommunications services. Revenue from providing telecommunications services over the Internet other than Internet access. Include revenue for services such as faxing, telephony, audio conferencing, and video conferencing, over the Internet.

Newspaper clipping services. Revenue from newspaper and magazine clippings.

Rental and leasing of computer hardware. Revenue from the rental and leasing of computer and data processing equipment. Includes maintenance when part of the lease agreement.

Software publishing. Revenue from providing software that is developed for wide distribution and is produced for multiple sales or licensing.

Stock photo services. Revenue from providing a collection of stock photos for advertisement.

Subsidies, contributions, gifts, and grants. Revenue from all government subsidies used to offset operating or capital deficits, private gifts, loans, contributions, or grants.

Video and audio steaming services. Revenue from the service of sending or storing audio and video data over the Internet.

Web site hosting. Revenue from providing the infrastructure to host a customer's web site and related files.

NAICS 54, PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES

Application service provisioning. Revenue from providing leased software applications from a centralized, hosted, and managed computing environment.

Business process management services. Revenue from providing a bundle service package that combines information technology-intensive services with labor (manual or professional depending on the solution), machinery, and facilities to support, host and manage a business process for a client.

Custom application design and development. Revenue for the design of the structure and/or the writing of the computer code necessary to create and/or implement a software application, including Web design and development.

Computer system design, development and integration services. Revenue from assessing an organization's computer requirements, advising on hardware and software acquisitions, developing systems specification and either putting the new system in place or providing the client with the necessary specification to put the new system in place.

Data management services. Revenue from ongoing management and administration of data as an organization resource. Services may include performing data modeling, data mobilization, data mapping/rationalization, data mining, and system architecture.

Data storage service. Revenue from managing or administering the storage and backup management of data such as remote backup services, storage, or hierarchical storage management (migration).

IT related training services. Revenue generated by providing training for the use of computer hardware, software, networks, or other IT-related topic.

IT technical consulting services. Revenue from providing advice on such matters as hardware and software requirements, and procurements, systems integration, and system security. Exclude revenue from non-IT related consulting.

IT technical support services. Revenue from providing technical expertise to solve clients' software, hardware, or computer systems problems.

Information Technology (IT) infrastructure (computer) and network management services. Revenue from managing and monitoring a client's IT infrastructure including hardware, software, and networks.

Internet access services. Revenue from providing customers with a direct connection to the Internet, both wired and wireless.

Network design and development services. Revenue from designing, developing, and implementing a customer's networks such as Intranets, Extranets, and virtual Private Networks. Include the design and development of network security systems.

Website hosting services. Revenue from providing the infrastructure to host a customer's Web site and related files in a location that provides connection to the Internet.

NAICS 62, HEALTH CARE AND SOCIAL ASSISTANCE

Government reimbursement for patient services. Includes revenue from government reimbursement for patient services (Medicare, Medicaid, and other government programs including veterans' programs).

Other sources of funds. Includes revenue from all other government operating subsidies, matching funds, and government contracts. Tax-exempt firms include revenue from interest, dividends, gross contributions and grants, rents, and royalties.

Patient (out of pocket). Includes revenue from payments to nursing and personal care facilities from patients, including any Social Security assigned from those patients.

Private insurance carriers. Includes revenue from private insurance and medical service plans (Blue Cross/Blue Shield, group hospital plans, etc).

Worker's compensation. Includes revenue from insurance against liability imposed on employers to pay benefits and furnish care to employees injured, and to pay benefits to dependents of employees killed in the course of employment.

Appendix C.

NAICS Codes, Titles, and Descriptions

484 Truck Transportation

Industries in the Truck Transportation subsector provide over-the-road transportation of cargo using motor vehicles, such as trucks, truck-tractors, and trailers. The subsector is subdivided into general freight trucking and specialized freight trucking. This distinction reflects differences in equipment used, type of load carried, scheduling, terminal, and other networking services. General freight transportation establishments handle a wide variety of general commodities, generally palletized, and transported in a container or van trailer. Specialized freight transportation is the transportation of cargo that, because of size, weight, shape, or other inherent characteristics require specialized equipment for transportation.

Each of these industry groups is further subdivided based on distance traveled. Local trucking establishments primarily carry goods within a single metropolitan area and its adjacent nonurban areas. Long-distance trucking establishments carry goods between metropolitan areas.

The Specialized Freight Trucking industry group includes a separate industry for Used Household and Office Goods Moving. The household and office goods movers are separated because of the substantial network of establishments that has been developed to deal with local and long-distance moving and the associated storage. In this area, the same establishment provides both local and long-distance services, while other specialized freight establishments generally limit their services to either local or long-distance hauling.

48411 General Freight Trucking, Local

This industry comprises establishments primarily engaged in providing local general freight trucking. General freight establishments handle a wide variety of commodities, generally palletized and transported in a container or van trailer. Local general freight trucking establishments usually provide trucking within a metropolitan area which may cross state lines. Generally the trips are same-day return.

484121 General Freight Trucking, Long-Distance, Truckload

This industry comprises establishments primarily engaged in providing long-distance general freight truckload (TL) trucking. These long-distance general freight truckload carrier establishments provide full truck movement of freight from origin to destination.

484122 General Freight Trucking, Long-Distance, Less Than Truckload

This industry comprises establishments primarily engaged in providing long-distance, general freight, less than truckload (LTL) trucking. LTL carriage is characterized as multiple shipments combined into a single truck for multiple deliveries within a network. These establishments are generally characterized by the following network activities: local pickup, local sorting and terminal operations, line-haul, destination sorting and terminal operations, and local delivery.

48421 Used Household and Office Goods Moving

This industry comprises establishments primarily engaged in providing local or long-distance trucking of used household, used institutional, or used commercial furniture and equipment. Incidental packing and storage activities are often provided by these establishments.

48422 Specialized Freight (Except Used Goods) Trucking, Local

This industry comprises establishments primarily engaged in providing local, specialized trucking. Local trucking establishments provide trucking within a metropolitan area that may cross state lines. Generally the trips are same-day return.

48423 Specialized Freight (Except Used Goods) Trucking, Long-Distance

This industry comprises establishments primarily engaged in providing long-distance specialized trucking. These establishments provide trucking between metropolitan areas that may cross North American country borders.

4921 Couriers

This industry comprises establishments primarily engaged in providing air, surface, or combined courier delivery services of parcels generally between metropolitan areas or urban centers. The establishments of this industry form a network including courier local pickup and delivery to serve their customers' needs.

4922 Local Messengers and Local Delivery

This industry comprises establishments primarily engaged in providing local messenger and delivery services of small items within a single metropolitan or within an

urban center. These establishments generally provide point-to-point pickup and delivery and do not operate as part of an intercity courier network.

49311 General Warehousing and Storage

This industry comprises establishments primarily engaged in operating merchandise warehousing and storage facilities. These establishments generally handle goods in containers, such as boxes, barrels, and/or drums, using equipment, such as forklifts, pallets, and racks. They are not specialized in handling bulk products of any particular type, size, or quantity of goods or products.

49312 Refrigerated Warehousing and Storage

This industry comprises establishments primarily engaged in operating refrigerated warehousing and storage facilities. Establishments primarily engaged in the storage of furs for the trade are included in this industry. The services provided by these establishments include blast freezing, tempering, and modified atmosphere storage services.

49313 Farm Product Warehousing and Storage

This industry comprises establishments primarily engaged in operating bulk farm product warehousing and storage facilities (except refrigerated). Grain elevators primarily engaged in storage are included in this industry.

49319 Other Warehousing and Storage

This industry comprises establishments primarily engaged in operating warehousing and storage facilities (except general merchandise, refrigerated, and farm product warehousing and storage).

51111 Newspaper Publishers

This industry comprises establishments known as newspaper publishers. Establishments in this industry carry out operations necessary for producing and distributing newspapers, including gathering news; writing news columns, feature stories, and editorials; and selling and preparing advertisements. These establishments may publish newspapers in print or electronic form.

51112 Periodical Publishers

This industry comprises establishments known as magazine or periodical publishers. These establishments carry out the operations necessary for producing and distributing magazines and other periodicals, such as gathering, writing, and editing articles, and selling and preparing advertisements. These establishments may publish magazines and other periodicals in print or electronic form.

51113 Book Publishers

This industry comprises establishments known as book publishers. Establishments in this industry carry out design, editing, and marketing activities necessary for producing and distributing books. These establishments may publish books in print, electronic, or audio form.

51114 Database and Directory Publishers

This industry comprises establishments primarily engaged in publishing compilations and collections of information or facts that are logically organized to facilitate their use. These collections may be published in print or electronic form. Electronic versions may be provided directly to customers by the establishment or offered through on-line services or third-party vendors.

511191 Greeting Card Publishers

This industry comprises establishments primarily engaged in publishing greeting cards. These locations may publish works in print or electronic form.

511199 All Other Publishers

This industry comprises establishments generally known as publishers (except newspaper, magazine, book, directory, database, music, and greeting card publishers). These establishments may publish works in print or electronic form. Examples include art print publishers, atlas publishers, calendar publishers, map publishers, and street map guide publishers.

5112 Software Publishers

This industry comprises establishments primarily engaged in computer software publishing or publishing and reproduction. Establishments in this industry carry out operations necessary for producing and distributing computer software, such as designing, providing documentation, assisting in installation, and providing support services to software purchasers. These establishments may design, develop, and publish, or publish only.

51211 Motion Picture and Video Production

This industry comprises establishments primarily engaged in producing, or producing and distributing motion pictures, videos, television programs, or television and video commercials.

51212 Motion Picture and Video Distribution

This industry comprises establishments primarily engaged in acquiring distribution rights and distributing film and video productions to motion picture theaters, television networks and stations, and exhibitors.

51213 Motion Picture and Video Exhibition

This industry comprises establishments primarily engaged in operating motion picture theaters and/or exhibiting motion pictures or videos at film festivals, and so forth.

512191 Teleproduction and Other Postproduction Services

This industry comprises establishments primarily engaged in providing specialized motion picture or video postproduction services, such as editing, film/tape transfers, subtitling, credits, closed captioning, and animation and special effects.

512199 Other Motion Picture and Video Industries

This industry comprises establishments primarily engaged in providing motion picture and video services (except motion picture and video production, distribution, exhibition, and teleproduction and other postproduction services).

51221 Record Production

This industry comprises establishments primarily engaged in record production (e.g., tapes, CDs). These establishments contract with artists and arrange and finance the production of original master recordings. Establishments in this industry hold the copyright to the master recording and derive most of their revenues from the sales, leasing, and licensing of master recordings. Establishments in this industry do not have their own duplication or distribution capabilities.

51222 Integrated Record Production/Distribution

This industry comprises establishments primarily engaged in releasing, promoting, and distributing sound recordings. These establishments manufacture or arrange for the manufacture of recordings, such as audio tapes/cassettes and compact discs, and promote and distribute these products to wholesalers, retailers, or directly to the public. Establishments in this industry produce master recordings themselves, or obtain reproduction and distribution rights to master recordings produced by record production companies or other integrated record companies.

51223 Music Publishers

This industry comprises establishments primarily engaged in acquiring and registering copyrights for musical compositions in accordance with law and promoting and authorizing the use of these compositions in recordings, radio, television, motion pictures, live performances, print, or other media. Establishments in this industry represent the interests of the songwriter or other owners of musical compositions to produce revenues from the use of such

works, generally through licensing agreements. These establishments may own the copyright or act as administrator of the music copyrights on behalf of copyright owners.

51224 Sound Recording Studios

This industry comprises establishments primarily engaged in providing the facilities and technical expertise for sound recording in a studio. Establishments in this industry may provide audio production or postproduction services for producing master recordings, and may provide audio services for film, television, and video productions.

51229 Other Sound Recording Industries

This industry comprises establishments primarily engaged in providing sound recording services (except record production, distribution, music publishing, and sound recording in a studio). Establishments in this industry provide services, such as the audio recording of meetings and conferences.

513111 Radio Networks

This industry comprises establishments primarily engaged in assembling and transmitting aural programming to their affiliates or subscribers via over-the-air broadcasts, cable, or satellite. The programming covers a wide variety of material, such as news services, religious programming, weather, sports, or music.

513112 Radio Stations

This industry comprises establishments primarily engaged in broadcasting aural programs by radio to the public. Programming may originate in their own studios, from an affiliated network, or from external sources.

51312 Television Broadcasting

This industry comprises establishments primarily engaged in broadcasting images together with sound. These establishments operate television broadcasting studios and facilities for the programming and transmission of programs to the public. These establishments also produce or transmit visual programming to affiliated broadcast television stations, which in turn broadcast the programs to the public on a predetermined schedule. Programming may originate in their own studios, from an affiliated network, or from external sources.

51321 Cable Networks

This industry comprises establishments primarily engaged in operating studios and facilities for the broadcasting of programs on a subscription or fee basis. The broadcast

programming is typically narrowcast in nature (e.g., limited format, such as news, sports, education, or youth-oriented). These establishments produce programming in their own facilities or acquire programming from external sources. The programming material is usually delivered to a third party, such as cable systems or direct-to-home satellite systems, for transmission to viewers.

51322 Cable and Other Program Distribution

This industry comprises establishments primarily engaged as third-party distribution systems for broadcast programming. The establishments of this industry deliver visual, aural, or textual programming received from cable networks, local television stations, or radio networks to consumers via cable or direct-to-home satellite systems on a subscription or fee basis. These establishments do not generally originate programming material.

513310 Wired Telecommunications Carriers

This industry comprises establishments engaged in operating and maintaining switching and transmission facilities to provide direct communications via landlines, microwave, or a combination of landlines and satellite linkups; or furnishing telegraph and other nonvocal communications using their own facilities.

513321 Paging

This industry comprises establishments primarily engaged in operating paging networks. The establishments of this industry may also supply and maintain equipment used to receive signals.

513322 Cellular and Other Wireless Telecommunications

This industry comprises establishments primarily engaged in operating cellular telecommunications and other wireless telecommunications networks (except paging).

51333 Telecommunications Resellers

This industry comprises establishments primarily engaged in purchasing access and network capacity from owners and operators of the networks and reselling wired and wireless telecommunications services to businesses and households. Establishments in this industry resell telecommunications; they do not operate and maintain telecommunications switching and transmission facilities.

51334 Satellite Telecommunications

This industry comprises establishments primarily engaged in providing point-to-point telecommunications services to other establishments in the telecommunications and broadcasting industries by forwarding and receiving communications signals via a system of satellites or reselling satellite telecommunications.

51339 Other Telecommunications

This industry comprises establishments primarily engaged in providing specialized telecommunications applications, such as satellite tracking, communications telemetry, and radar station operations; or providing satellite terminal stations and associated facilities operationally connected with one or more terrestrial communications systems and capable of transmitting telecommunications to or receiving telecommunications from satellite systems.

51411 News Syndicates

This industry comprises establishments primarily engaged in supplying information, such as news reports, articles, pictures, and features, to the news media.

51412 Libraries and Archives

This industry comprises establishments primarily engaged in providing library or archive services. These establishments are engaged in maintaining collections of documents (e.g., books, journals, newspapers, and music) and facilitating the use of such documents (recorded information regardless of its physical form and characteristics) as are required to meet the informational, research, educational, or recreational needs of their user. These establishments may also acquire, research, store, preserve, and generally make accessible to the public historical documents, photographs, maps, audio material, audiovisual material, and other archival material of historical interest. All or portions of these collections may be accessible electronically.

514191 Online Information Services

This industry comprises Internet access providers, Internet service providers, and similar establishments primarily engaged in providing direct access through telecommunications networks to computer-held information compiled or published by others.

514199 All Other Information Services

This industry comprises establishments primarily engaged in providing information services (except news syndicates, libraries, archives, and online information access). Activities performed by establishments in this industry include telephone-based information recordings and information search services on a contract basis.

5142 Data Processing Services

This industry comprises establishments primarily engaged in providing electronic data processing services. These establishments may provide complete processing and preparation of reports from data supplied by customers;

specialized services, such as automated data entry services; or may make data processing resources available to clients on an hourly or timesharing basis.

52311 Investment Banking and Securities Dealing

This industry comprises establishments primarily engaged in underwriting, originating, and/or maintaining markets for issues of securities. Investment bankers act as principals (i.e., investors who buy or sell on their own account) in firm commitment transactions or act as agents in best effort and standby commitments. This industry also includes establishments acting as principals in buying or selling securities generally on a spread basis, such as securities dealers or stock option dealers.

52312 Securities Brokerage

This industry comprises establishments primarily engaged in acting as agents (i.e., brokers) between buyers and sellers in buying or selling securities on a commission or transaction fee basis.

52313 Commodity Contracts Dealing

This industry comprises establishments primarily engaged in acting as principals (i.e., investors who buy or sell for their own account) in buying or selling spot or futures commodity contracts or options, such as precious metals, foreign currency, oil, or agricultural products, generally on a spread basis.

52314 Commodity Contracts Brokerage

This industry comprises establishments primarily engaged in acting as agents (i.e., brokers) in buying or selling spot or future commodity contracts or options on a commission or transaction fee basis.

52392 Portfolio Management

This industry comprises establishments primarily engaged in managing the portfolio assets (i.e., funds) of others on a fee or commission basis. Establishments in this industry have the authority to make investment decisions, and they derive fees based on the size and/or overall performance of the portfolio.

52393 Investment Advice

This industry comprises establishments primarily engaged in providing customized investment advice to clients on a fee basis, but do not have the authority to execute trades. Primary activities performed by establishments in this industry are providing financial planning advice and investment counseling to meet the goals and needs of specific clients.

53211 Passenger Car Rental

This industry comprises establishments primarily engaged in renting passenger cars without drivers, generally for short periods of time.

53212 Passenger Car Leasing

This industry comprises establishments primarily engaged in leasing passenger cars without drivers, generally for long periods of time.

53212 Truck, Utility Trailer, and RV (Recreational Vehicle) Rental and Leasing

This industry comprises establishments primarily engaged in renting or leasing, without drivers, one or more of the following: trucks, truck tractors or buses: semitrailers, utility trailers, or RVs (recreational vehicles).

53221 Consumer Electronics and Appliances Rental

This industry comprises establishments primarily engaged in renting consumer electronics equipment and appliances, such as televisions, stereos, and refrigerators. Included in this industry are appliance rental centers.

53222 Formal Wear and Costume Rental

This industry comprises establishments primarily engaged in renting clothing, such as formal wear, costumes (e.g., theatrical), or other clothing (except laundered uniforms and work apparel).

53223 Video Tape and Disk Rental

This industry comprises establishments primarily engaged in renting prerecorded video tapes and disks for home electronic equipment.

532291 Home Health Equipment Rental

This industry comprises establishments primarily engaged in renting home-type health and invalid equipment, such as wheel chairs, hospital beds, oxygen tanks, walkers, and crutches.

532292 Recreational Goods Rental

This industry comprises establishments primarily engaged in renting recreational goods, such as bicycles, canoes, motorcycles, skis, sailboats, beach chairs, and beach umbrellas.

532299 All Other Consumer Goods Rental

This industry comprises establishments primarily engaged in renting consumer goods and products (except consumer electronics and appliances; formal wear and costumes; prerecorded video tapes and discs for home electronic equipment; home health furniture and equipment; and recreational goods). Included in this industry are furniture rental centers and party rental supply centers.

5323 General Rental Centers

This industry comprises establishments primarily engaged in renting a range of consumer, commercial, and industrial equipment. Establishments in this industry typically operate from conveniently located facilities where they maintain inventories of goods and equipment that they rent for short periods of time. The type of equipment that establishments in this industry provide often includes, but is not limited to: audio-visual equipment, contractors and builders tools and equipment, home repair tools, lawn and garden equipment, moving equipment and supplies, and party and banquet equipment and supplies.

5324 Commercial and Industrial Machinery and Equipment Rental and Leasing

This industry group comprises establishments primarily engaged in renting or leasing commercial-type and industrial-type machinery and equipment. The types of establishments included in this industry group are generally involved in providing capital or investment-type equipment that clients use in their business operations. These establishments typically cater to a business clientele and do not generally operate a retail-like or store-front facility.

53241 Construction, Transportation, Mining, and Forestry Machinery and Equipment Rental and Leasing

This industry comprises establishments primarily engaged in renting or leasing one or more of the following without operators: heavy construction, off-highway transportation, mining, and forestry machinery and equipment.

53242 Office Machinery and Equipment Rental and Leasing

This industry comprises establishments primarily engaged in renting or leasing office machinery and equipment, such as computers, office furniture, duplicating machines (i.e., copiers), or facsimile machines.

53249 Other Commercial and Industrial Machinery and Equipment Rental and Leasing

This industry comprises establishments primarily engaged in renting or leasing nonconsumer-type machinery and equipment (except heavy construction, transportation, mining, and forestry machinery and equipment without operators; and office machinery and equipment). Establishments in this industry rent or lease products, such as, manufacturing equipment; metalworking, telecommunications, motion picture, or theatrical machinery and equipment; institutional (i.e., public building) furniture, such as furniture for schools, theaters, or buildings; or agricultural equipment without operators.

5411 Legal Services

This NAICS industry group includes establishments classified in the following NAICS industries: 54111, Offices of Lawyers; and 54119, Other Legal Services.

54111 Offices of Lawyers

This industry comprises offices of legal practitioners known as lawyers or attorneys (i.e., counselors-at-law) primarily engaged in the practice of law. Establishments in this industry may provide expertise in a range or in specific areas of law, such as criminal law, corporate law, family and estate law, patent law, real estate law, or tax law.

54119 Other Legal Services

This industry comprises establishments (except offices of lawyers and attorneys) primarily engaged providing specialized legal or paralegal services.

5412 Accounting, Tax Preparation, Bookkeeping, and Payroll Services

This industry comprises establishments primarily engaged in providing services, such as auditing of accounting records, designing accounting systems, preparing financial statements, developing budgets, preparing tax returns, processing payrolls, bookkeeping, and billing.

541211 Offices of Certified Public Accountants

This industry comprises establishments of accountants that are certified to audit the accounting records of public and private organizations and to attest to compliance with generally accepted accounting practices. Offices of certified public accountants (CPAs) may provide one or more of the following accounting services: (1) auditing financial statements; (2) designing accounting systems; (3) preparing financial statements; (4) developing budgets; and (5) providing advice on matters related to accounting. These establishments may also provide related services, such as bookkeeping, tax return preparation, and payroll processing.

541213 Tax Preparation Services

This industry comprises establishments (except offices of CPAs) engaged in providing tax return preparation services without also providing accounting, bookkeeping, billing, or payroll processing services. Basic knowledge of tax law and filing requirements is required.

541214 Payroll Services

This industry comprises establishments (except offices of CPAs) engaged in the following without also providing accounting, bookkeeping, or billing services: (1) collecting information on hours worked, pay rates, deductions, and other payroll-related data from their clients and (2) using

that information to generate paychecks, payroll reports, and tax filings. These establishments may use data processing and tabulating techniques as part of providing their services.

541219 Other Accounting Services

This industry comprises establishments (except offices of CPAs) engaged in providing accounting services (except tax return preparation services only or payroll services only). These establishments may also provide tax return preparation or payroll services. Accountant (except CPA) offices, bookkeeper offices, and billing offices are included in this industry.

54131 Architectural Services

This industry comprises establishments primarily engaged in planning and designing residential, institutional, leisure, commercial, and industrial buildings and structures by applying knowledge of design, construction procedures, zoning regulations, building codes, and building materials.

54133 Engineering Services

This industry comprises establishments primarily engaged in applying physical laws and principles of engineering in the design, development, and utilization of machines, materials, instruments, structures, processes, and systems. The assignments undertaken by these establishments may involve any of the following activities: provision of advice, preparation of feasibility studies, preparation of preliminary and final plans and designs, provision of technical services during the construction or installation phase, inspection and evaluation of engineering projects, and related services.

54134 Drafting Services

This industry comprises establishments primarily engaged in drawing detailed layouts, plans, and illustrations of buildings, structures, systems, or components from engineering and architectural specifications.

54135 Building Inspection Services

This industry comprises establishments primarily engaged in providing building inspection services. These establishments typically evaluate all aspects of the building structure and component systems and prepare a report on the physical condition of the property, generally for buyers or others involved in real estate transactions. Building inspection bureaus and establishments providing home inspection services are included in this industry.

54136 Geophysical Surveying and Mapping Services

This industry comprises establishments primarily engaged in gathering, interpreting, and mapping geophysical data. Establishments in this industry often specialize in locating

and measuring the extent of subsurface resources, such as oil, gas, and minerals, but they may also conduct surveys for engineering purposes. Establishments in this industry use a variety of surveying techniques depending on the purpose of the survey, including magnetic surveys, gravity surveys, seismic surveys, or electrical and electromagnetic surveys.

54137 Surveying and Mapping (Except Geophysical) Services

This industry comprises establishments primarily engaged in performing surveying and mapping services of the surface of the earth, including the sea floor. These services may include surveying and mapping of areas above or below the surface of the earth, such as the creation of view easements or segregating rights in parcels of land by creating underground utility easements.

54138 Testing Laboratories

This industry comprises establishments primarily engaged in performing physical, chemical, and other analytical testing services, such as acoustics or vibration testing, assaying, biological testing (except medical and veterinary), calibration testing, electrical and electronic testing, geotechnical testing, mechanical testing, nondestructive testing, or thermal testing. The testing may occur in a laboratory or on-site.

54141 Interior Design Services

This industry comprises establishments primarily engaged in planning, designing, and administering projects in interior spaces to meet the physical and aesthetic needs of people using them, taking into consideration building codes, health and safety regulations, traffic patterns and floor planning, mechanical and electrical needs, and interior fittings and furniture. Interior designers and interior design consultants work in areas, such as hospitality design, health care design, institutional design, commercial and corporate design, and residential design. This industry also includes interior decorating consultants engaged exclusively in providing aesthetic services associated with interior spaces.

54142 Industrial Design Services

This industry comprises establishments primarily engaged in creating and developing designs and specifications that optimize the use, value, and appearance of their products. These services can include the determination of the materials, construction, mechanisms, shape, color, and surface finishes of the product, taking into consideration human characteristics and needs, safety, market appeal, and efficiency in production, distribution, use, and maintenance. Establishments providing automobile or furniture industrial design services or industrial design consulting services are included in this industry.

54143 Graphic Design Services

This industry comprises establishments primarily engaged in planning, designing, and managing the production of visual communication in order to convey specific messages or concepts, clarify complex information, or project visual identities. These services can include the design of printed materials, packaging, advertising, signage systems, and corporate identification (logos). This industry also includes commercial artists engaged exclusively in generating drawings and illustrations requiring technical accuracy or interpretative skills.

54149 Other Specialized Design Services

This industry comprises establishments primarily engaged in providing professional design services (except architectural, landscape architecture, engineering, interior, industrial, graphic, and computer system design).

541511 Custom Computer Programming Services

This industry comprises establishments primarily engaged in writing, modifying, testing, and supporting software to meet the needs of a particular customer.

541512 Computer Systems Design Services

This industry comprises establishments primarily engaged in planning and designing computer systems that integrate computer hardware, software, and communication technologies. The hardware and software components of the system may be provided by this establishment or company as part of integrated services or may be provided by third parties or vendors. These establishments often install the system and train and support users of the system.

541513 Computer Facilities Management Services

This industry comprises establishments primarily engaged in providing on-site management and operation of clients' computer systems and/or data processing facilities. Establishments providing computer systems or data processing facilities support services are included in this industry.

541519 Other Computer Related Services

This industry comprises establishments primarily engaged in providing computer related services (except custom programming, systems integration design, and facilities management services). Establishments providing computer disaster recovery services or software installation services are included in this industry.

54161 Management Consulting Services

This industry comprises establishments primarily engaged in providing advice and assistance to businesses and other organizations on administrative management issues, such as strategic and organizational planning, financial

planning and budgeting, marketing objectives and policies, human resource policies, practices, and planning; production scheduling; and control planning.

54162 Environmental Consulting Services

This industry comprises establishments primarily engaged in providing advice and assistance to businesses and other organizations on environmental issues, such as the control of environmental contamination from pollutants, toxic substances, and hazardous materials. These establishments identify problems (e.g., inspect buildings for hazardous materials), measure and evaluate risks, and recommend solutions. They employ a multidisciplinary staff of scientists, engineers, and other technicians with expertise in areas, such as air and water quality, asbestos contamination, remediation, and environmental law. Establishments providing sanitation or site remediation consulting services are included in this industry.

54169 Other Scientific and Technical Consulting Services

This industry comprises establishments primarily engaged in providing advice and assistance to businesses and other organizations on scientific and technical issues (except environmental).

54171 Research and Development in the Physical, Engineering, and Life Sciences

This industry comprises establishments primarily engaged in conducting research and experimental development in the physical, engineering, or life sciences, such as agriculture, electronics, environmental, biology, botany, biotechnology, computers, chemistry, food, fisheries, forests, geology, health, mathematics, medicine, oceanography, pharmacy, physics, veterinary, and other allied subjects.

54172 Research and Development in the Social Sciences and Humanities

This industry comprises establishments primarily engaged in conducting research and analyses in cognitive development, sociology, psychology, language, behavior, economic, and other social science and humanities research.

54181 Advertising Agencies

This industry comprises establishments primarily engaged in creating advertising campaigns and placing such advertising in periodicals, newspapers, radio and television, or other media. These establishments are organized to provide a full range of services (i.e., through in-house capabilities or subcontracting), including advice, creative services, account management, production of advertising material, media planning, and buying (i.e., placing advertising).

54182 Public Relations Agencies

This industry comprises establishments primarily engaged in designing and implementing public relations campaigns. These campaigns are designed to promote the interests and image of their clients. Establishments providing lobbying, political consulting, or public relations consulting are included in this industry.

54183 Media Buying Agencies

This industry comprises establishments primarily engaged in purchasing advertising time or space from media outlets and reselling it to advertising agencies or individual companies directly.

54184 Media Representatives

This industry comprises establishments of independent representatives primarily engaged in selling media time or space for media owners.

54185 Display Advertising

This industry comprises establishments primarily engaged in creating and designing public display advertising, campaign materials, such as printed, painted, or electronic displays, and/or placing such displays on indoor or outdoor billboards and panels, or on or within transit vehicles or facilities, shopping malls, retail (in-store) displays, and other display structures or sites.

54186 Direct Mail Advertising

This industry comprises establishments primarily engaged in (1) creating and designing advertising campaigns for the purpose of distributing advertising materials (e.g., coupons, flyers, samples) or specialties (e.g., key chains, magnets, pens with customized messages imprinted) by mail or other direct distribution; and/or (2) preparing advertising materials or specialties for mailing or other direct distribution. These establishments may also compile, maintain, sell, and rent mailing lists.

54187 Advertising Material Distribution Services

This industry comprises establishments primarily engaged in the direct distribution or delivery of advertisements (e.g., circulars, coupons, handbills) or samples. Establishments in this industry use methods, such as delivering advertisements or samples door-to-door, placing flyers or coupons on car windshields in parking lots, or handing out samples in retail stores.

54189 Other Services Related to Advertising

This industry comprises establishments primarily engaged in providing advertising services (except advertising agency services, public relations agency services, media

buying agency services, media representative services, display advertising services, direct mail advertising services, advertising material distribution services, and marketing consulting services).

54191 Marketing Research and Public Opinion Polling

This industry comprises establishments primarily engaged in systematically gathering, recording, tabulating, and presenting marketing and public opinion data.

541921 Photography Studios, Portrait

This industry comprises establishments known as portrait studios primarily engaged in providing still, video, or digital portrait photography services.

541922 Commercial Photography

This industry comprises establishments primarily engaged in providing commercial photography services, generally for advertising agencies, publishers, and other business and industrial users.

54193 Translation and Interpretation Services

This industry comprises establishments primarily engaged in translating written material and interpreting speech from one language to another and establishments primarily engaged in providing sign language services.

54199 All Other Professional, Scientific, and Technical Services

This industry comprises establishments primarily engaged in the provision of professional, scientific, or technical services (except legal services; accounting, tax preparation, bookkeeping, and related services; architectural, engineering, and related services; specialized design services; computer systems design and related services; management, scientific, and technical consulting services; scientific research and development services; advertising and related services; market research and public opinion polling; photographic services; translation and interpretation services; and veterinary services).

56111 Office Administrative Services

This industry comprises establishments primarily engaged in providing a range of day-to-day office administrative services, such as financial planning; billing and record-keeping; personnel; and physical distribution and logistics. These establishments do not provide operating staff to carry out the complete operations of a business.

56121 Facilities Support Services

This industry comprises establishments primarily engaged in providing operating staff to perform a combination of support services within a client's facilities. Establishments

in this industry typically provide a combination of services, such as janitorial; maintenance; trash disposal; guard and security; mail routing reception; laundry; and related services to support operations within facilities. These establishments provide operating staff to carry out these support activities; but, are not involved with or responsible for the core business or activities of the client. Establishments providing facilities (except computer and/or data processing) operation support services and establishments operating correctional facilities (i.e., jails) on a contract or fee basis are included in this industry.

5613 Employment Services

This NAICS industry group includes establishments classified in the following NAICS industries: 56131, Employment Placement Agencies; 56132, Temporary Help Services; and 56133, Employee Leasing Services.

56131 Employment Placement Agencies

This industry comprises establishments primarily engaged in listing employment vacancies and in referring or placing applicants for employment. The individuals referred or placed are not employees of the employment agencies.

56132 Temporary Help Services

This industry comprises establishments primarily engaged in supplying workers to clients' businesses for limited periods of time to supplement the working force of the client. The individuals provided are employees of the temporary help service establishment. However, these establishments do not provide direct supervision of their employees at the clients' work sites.

56133 Employee Leasing Services

This industry comprises establishments primarily engaged in providing human resources and human resource management services to staff client businesses. Establishments in this industry operate in a coemployment relationship with client businesses or organizations and are specialized in performing a wide range of human resource and personnel management duties, such as payroll accounting, payroll tax return preparation, benefits administration, recruiting, and managing labor relations. Employee leasing establishments typically acquire and lease back some or all of the employees of their clients and serve as the employer of the leased employees for payroll, benefits, and related purposes. Employee leasing establishments exercise varying degrees of decision making relating to their human resource or personnel management role, but do not have management accountability for the work of their clients' operations with regard to strategic planning, output, or profitability. Professional employer organizations (PEO) and establishments providing labor or staff leasing services are included in this industry.

56141 Document Preparation Services

This industry comprises establishments primarily engaged in one or more of the following: (1) letter or resume writing; (2) document editing or proofreading; (3) typing, word processing, or desktop publishing; and (4) stenographic (except court reporting or stenotype recording), transcription, and other secretarial services.

56142 Telephone Call Centers

This industry comprises (1) establishments primarily engaged in answering telephone calls and relaying messages to clients and (2) establishments primarily engaged in providing telemarketing services on a contract or fee basis for others, such as promoting clients' products or services by telephone; taking orders for clients by telephone; and soliciting contributions or providing information for clients by telephone. These establishments never own the product or provide the services they are representing and generally can originate and/or receive calls for others.

56143 Business Service Centers

This industry comprises (1) establishments primarily engaged in providing mailbox rental and other postal and mailing services (except direct mail advertising); (2) establishments generally known as copy centers or shops primarily engaged in providing photocopying, duplicating, blueprinting, and other document copying services, without also providing printing services (e.g., offset printing, quick printing, digital printing, prepress services); and (3) establishments engaged in providing a range of office support services (except printing services), such as document copying services, facsimile services, word processing services, on-site PC rental services, and office product sales.

56144 Collection Agencies

This industry comprises establishments primarily engaged in collecting payments for claims and remitting payments collected to their clients.

56145 Credit Bureaus

This industry comprises establishments primarily engaged in compiling information, such as credit and employment histories on individuals and credit histories on businesses, and providing the information to financial institutions, retailers, and others who have a need to evaluate the credit worthiness of these persons and businesses.

561491 Repossession Services

This industry comprises establishments primarily engaged in repossessing tangible assets (e.g., automobiles, boats, equipment, planes, furniture, appliances) for the creditor as a result of delinquent debts.

561492 Court Reporting and Stenotype Services

This industry comprises establishments primarily engaged in providing verbatim reporting and stenotype recording of live legal proceedings and transcribing subsequent recorded materials.

561499 All Other Business Support Services

This industry comprises establishments primarily engaged in providing business support services (except secretarial and other document preparation services; telephone answering and telemarketing services; private mail services or document copying services conducted as separate activities or in conjunction with other office support services; monetary debt collection services; credit reporting services; repossession services; and court reporting and stenotype recording services).

561510 Travel Agencies

This industry comprises establishments primarily engaged in acting as agents in selling travel, tour, and accommodation services to the general public and commercial clients.

561520 Tour Operators

This industry comprises establishments primarily engaged in arranging and assembling tours. The tours are sold through travel agencies or tour operators. Travel or wholesale tour operators are included in this industry.

561591 Convention and Visitors Bureaus

This industry comprises establishments primarily engaged in marketing and promoting communities and facilities to businesses and leisure travelers through a range of activities, such as assisting organizations in locating meeting and convention sites; providing travel information on area attractions, lodging accommodations, restaurants; providing maps; and organizing group tours of local historical, recreational, and cultural attractions.

561599 All Other Travel Arrangement and Reservation Services

This industry comprises establishments (except travel agencies, tour operators, and convention and visitors bureaus) primarily engaged in providing travel arrangement and reservation services.

5616 Investigation and Security Services

This NAICS industry group includes establishments classified in the following NAICS industries: 56161, Investigation, Guard, and Armored Car Services; and 56162, Security Systems Services.

56161 Investigation, Guard, and Armored Car Services

This industry comprises establishments primarily engaged in providing one or more of the following: (1) investigation and detective services; (2) guard and patrol services; and

(3) picking up and delivering money, receipts, or other valuable items with personnel and equipment to protect such properties while in transit.

561611 Investigation Services

This industry comprises establishments primarily engaged in providing investigation and detective services.

561612 Security Guards and Patrol Services

This industry comprises establishments primarily engaged in providing guard and patrol services, such as bodyguard, guard dog, and parking security services.

561613 Armored Car Services

This industry comprises establishments primarily engaged in picking up and delivering money, receipts, or other valuable items. These establishments maintain personnel and equipment to protect such properties while in transit.

561621 Security Systems Services (Except Locksmiths)

This industry comprises establishments primarily engaged in (1) selling security alarm systems, such as burglar and fire alarms, along with installation, repair, or monitoring services or (2) remote monitoring of electronic security alarm systems.

561622 Locksmiths

This industry comprises establishments primarily engaged in (1) selling mechanical or electronic locking devices, safes, and security vaults, along with installation, repair, rebuilding, or adjusting services or (2) installing, repairing, rebuilding, and adjusting mechanical or electronic locking devices, safes, and security vaults.

5617 Services to Buildings and Dwellings

This NAICS industry group includes establishments classified in the following NAICS industries: 56171, Exterminating and Pest Control Services; 56172, Janitorial Services; 56174, Carpet and Upholstery Cleaning Services; and 56179, Other Services to Buildings and Dwellings.

56171 Exterminating and Pest Control Services

This industry comprises establishments primarily engaged in exterminating and controlling birds, mosquitoes, rodents, termites, and other insects and pests (except for crop production and forestry production). Establishments providing fumigation services are included in this industry.

56172 Janitorial Services

This industry comprises establishments primarily engaged in cleaning building interiors, interiors of transportation equipment (e.g., aircraft, rail cars, ships), and/or windows.

56174 Carpet and Upholstery Cleaning Services

This industry comprises establishments primarily engaged in cleaning and dyeing used rugs, carpets, and upholstery.

56179 Other Services to Buildings and Dwellings

This industry comprises establishments primarily engaged in providing services to buildings and dwellings (except exterminating and pest control; janitorial; landscaping care and maintenance; and carpet and upholstery cleaning).

56191 Packaging and Labeling Services

This industry comprises establishments primarily engaged in packaging client owned materials. The services may include labeling and/or imprinting the package.

56192 Convention and Trade Show Organizers

This industry comprises establishments primarily engaged in organizing, promoting, and/or managing events, such as business and trade shows, conventions, conferences, and meetings (whether or not they manage and provide the staff to operate the facilities in which these events take place).

56199 All Other Support Services

This industry comprises establishments primarily engaged in providing day-to-day business and other organizational support services (except office administrative services, facilities support services, employment services, business support services, travel arrangement and reservation services, security and investigation services, services to buildings and other structures, packaging and labeling services, and convention and trade show organizing services).

562111 Solid Waste Collection

This industry comprises establishments primarily engaged in one or more of the following: (1) collecting and/or hauling nonhazardous solid waste (i.e., garbage) within a local area; (2) operating nonhazardous solid waste transfer stations; and (3) collecting and/or hauling mixed recyclable materials within a local area.

562112 Hazardous Waste Collection

This industry comprises establishments primarily engaged in collecting and/or hauling hazardous waste within a local area and/or operating hazardous waste transfer stations. Hazardous waste collection establishments may be responsible for the identification, treatment, packaging, and labeling of wastes for the purposes of transport.

562119 Other Waste Collection

This industry comprises establishments primarily engaged in collecting and/or hauling waste (except nonhazardous solid waste and hazardous waste) within a local area. Establishments engaged in brush or rubble removal services are included in this industry.

562211 Hazardous Waste Treatment and Disposal

This industry comprises establishments primarily engaged in (1) operating treatment and/or disposal facilities for hazardous waste or (2) the combined activity of collecting and/or hauling of hazardous waste materials within a local area and operating treatment or disposal facilities for hazardous waste.

562212 Solid Waste Landfill

This industry comprises establishments primarily engaged in (1) operating landfills for the disposal of nonhazardous solid waste or (2) the combined activity of collecting and/or hauling nonhazardous waste materials within a local area and operating landfills for the disposal of nonhazardous solid waste.

562213 Solid Waste Combustors and Incinerators

This industry comprises establishments primarily engaged in operating combustors and incinerators for the disposal of nonhazardous solid waste. These establishments may produce byproducts, such as electricity and steam.

562219 Other Nonhazardous Waste Treatment and Disposal

This industry comprises establishments primarily engaged in (1) operating nonhazardous waste treatment and disposal facilities (except landfills, combustors, incinerators and sewer systems or sewage treatment facilities) or (2) the combined activity of collecting and/or hauling of nonhazardous waste materials within a local area and operating waste treatment or disposal facilities (except landfills, combustors, incinerators and sewer systems, or sewage treatment facilities). Compost dumps are included in this industry.

562910 Remediation Services

This industry comprises establishments primarily engaged in one or more of the following: (1) remediation and cleanup of contaminated buildings, mine sites, soil, or ground water; (2) integrated mine reclamation activities, including demolition, soil remediation, waste water treatment, hazardous material removal, contouring land, and revegetation; and (3) asbestos, lead paint, and other toxic material abatement.

56292 Materials Recovery Facilities

This industry comprises establishments primarily engaged in (1) operating facilities for separating and sorting recyclable materials from nonhazardous waste streams (i.e., garbage) and/or (2) operating facilities where commingled recyclable materials, such as paper, plastics, used beverage cans, and metals, are sorted into distinct categories.

562991 Septic Tank and Related Services

This industry comprises establishments primarily engaged in (1) pumping (i.e., cleaning) septic tanks and cesspools and/or (2) renting and/or servicing portable toilets.

562998 All Other Miscellaneous Waste Management Services

This industry comprises establishments primarily engaged in providing waste management services (except waste collection, waste treatment and disposal, remediation, operation of materials recovery facilities, septic tank pumping and related services, and waste management consulting services).

6211 Offices of Physicians

This industry comprises establishments of health practitioners having the degree of M.D. (Doctor of medicine) or D.O. (Doctor of osteopathy) primarily engaged in the independent practice of general or specialized medicine or surgery. These practitioners operate private or group practices in their own offices (e.g., centers, clinics) or in the facilities of others, such as hospitals or HMO medical centers.

6212 Offices of Dentists

This industry comprises establishments of health practitioners having the degree of D.M.D. (Doctor of dental medicine), D.D.S. (Doctor of dental surgery), or D.D.Sc. (Doctor of dental science) primarily engaged in the independent practice of general or specialized dentistry or dental surgery. These practitioners operate private or group practices in their own offices (e.g., centers, clinics) or in the facilities of others, such as hospitals or HMO medical centers. They can provide either comprehensive preventive, cosmetic, or emergency care, or specialize in a single field of dentistry.

62131 Offices of Chiropractors

This industry comprises establishments of health practitioners having the degree of D.C. (Doctor of chiropractic) primarily engaged in the independent practice of chiropractic. These practitioners provide diagnostic and therapeutic treatment of neuromusculoskeletal and related disorders through the manipulation and adjustment of the spinal column and extremities, and operate private or group practices in their own offices (e.g., centers, clinics) or in the facilities of others, such as hospitals or HMO medical centers.

62132 Offices of Optometrists

This industry comprises establishments of health practitioners having the degree of O.D. (Doctor of optometry) primarily engaged in the independent practice of optometry.

These practitioners provide eye examinations to determine visual acuity or the presence of vision problems and to prescribe eyeglasses, contact lenses, and eye exercises. They operate private or group practices in their own offices (e.g., centers, clinics) or in the facilities of others, such as hospitals or HMO medical centers, and may also provide the same service as opticians, such as selling and fitting prescription eyeglasses and contact lenses.

62133 Offices of Mental Health Practitioners (Except Physicians)

This industry comprises establishments of independent mental health practitioners (except physicians) primarily engaged in (1) the diagnosis and treatment of mental, emotional, and behavioral disorders and/or (2) the diagnosis and treatment of individual or group social dysfunction brought about by such causes as mental illness, alcohol and substance abuse, physical and emotional trauma, or stress. These practitioners operate private or group practices in their own offices (e.g., centers, clinics) or in the facilities of others, such as hospitals or HMO medical centers.

62134 Offices of Physical, Occupational and Speech Therapists, and Audiologists

This industry comprises establishments of independent health practitioners primarily engaged in one of the following: (1) administering medically prescribed physical therapy treatment for patients suffering from injuries or muscle, nerve, joint, and bone disease; (2) planning and administering educational, recreational, and social activities designed to help patients or individuals with disabilities, regain physical or mental functioning or to adapt to their disabilities; and (3) diagnosing and treating speech, language, or hearing problems. These practitioners operate private or group practices in their own offices (e.g., centers, clinics) or in the facilities of others, such as hospitals or HMO medical centers.

621391 Offices of Podiatrists

This industry comprises establishments of health practitioners having the degree of D.P. (Doctor of podiatry) primarily engaged in the independent practice of podiatry. These practitioners diagnose and treat diseases and deformities of the foot and operate private or group practices in their own offices (e.g., centers, clinics) or in the facilities of others, such as hospitals or HMO medical centers.

621399 Offices of All Other Miscellaneous Health Practitioners

This industry comprises establishments of independent health practitioners (except physicians; dentists; chiropractors; optometrists; mental health specialists; physical, occupational, and speech therapists; audiologists; and

podiatrists). These practitioners operate private or group practices in their own offices (e.g., centers, clinics) or in the facilities of others, such as hospitals or HMO medical centers.

62141 Family Planning Centers

This industry comprises establishments with medical staff primarily engaged in providing a range of family planning services on an outpatient basis, such as contraceptive services, genetic and prenatal counseling, voluntary sterilization, and therapeutic and medically indicated termination of pregnancy.

62142 Outpatient Mental Health and Substance Abuse Centers

This industry comprises establishments with medical staff primarily engaged in providing outpatient services related to the diagnosis and treatment of mental health disorders and alcohol and other substance abuse. These establishments generally treat patients who do not require inpatient treatment. They may provide a counseling staff and information regarding a wide range of mental health and substance abuse issues and/or refer patients to more extensive treatment programs, if necessary.

621491 HMO Medical Centers

This industry comprises establishments with physicians and other medical staff primarily engaged in providing a range of outpatient medical services to the health maintenance organization (HMO) subscribers with a focus generally on primary health care. These establishments are owned by the HMO. Included in this industry are HMO establishments that both provide health care services and underwrite health and medical insurance policies.

621492 Kidney Dialysis Centers

This industry comprises establishments with medical staff primarily engaged in providing outpatient kidney or renal dialysis services.

621493 Freestanding Ambulatory Surgical and Emergency Centers

This industry comprises establishments with physicians and other medical staff primarily engaged in (1) providing surgical services (e.g., orthoscopic and cataract surgery) on an outpatient basis or (2) providing emergency care services (e.g., setting broken bones, treating lacerations, or tending to patients suffering injuries as a result of accidents, trauma, or medical conditions necessitating immediate medical care) on an outpatient basis. Outpatient surgical establishments have specialized facilities, such as operating and recovery rooms, and specialized equipment, such as anesthetic or X-ray equipment.

621498 All Other Outpatient Care Centers

This industry comprises establishments with medical staff primarily engaged in providing general or specialized outpatient care (except family planning centers, outpatient mental health and substance abuse centers, HMO medical centers, kidney dialysis centers, and freestanding ambulatory surgical and emergency centers). Centers or clinics of health practitioners with different degrees from more than one industry practicing within the same establishment (i.e., Doctor of medicine and Doctor of dental medicine) are included in this industry.

621511 Medical Laboratories

This industry comprises establishments known as medical laboratories primarily engaged in providing analytic or diagnostic services, including body fluid analysis, generally to the medical profession or to the patient on referral from a health practitioner.

621512 Diagnostic Imaging Centers

This industry comprises establishments known as diagnostic imaging centers primarily engaged in producing images of the patient generally on referral from a health practitioner.

6216 Home Health Care Services

This industry comprises establishments primarily engaged in providing skilled nursing services in the home, along with a range of the following: personal care services; homemaker and companion services; physical therapy; medical social services; medications; medical equipment and supplies; counseling; 24-hour home care; occupation and vocational therapy; dietary and nutritional services; speech therapy; audiology; and high-tech care, such as intravenous therapy.

62191 Ambulance Services

This industry comprises establishments primarily engaged in providing transportation of patients by ground or air, along with medical care. These services are often provided during a medical emergency but are not restricted to emergencies. The vehicles are equipped with lifesaving equipment operated by medically trained personnel.

62199 All Other Ambulatory Health Care Services

This industry comprises establishments primarily engaged in providing ambulatory health care services (except offices of physicians, dentists, and other health practitioners; outpatient care centers; medical and diagnostic laboratories; home health care providers; and ambulances).

6221 General Medical and Surgical Hospitals

This industry comprises establishments known and licensed as general medical and surgical hospitals primarily engaged in providing diagnostic and medical treatment (both surgical and nonsurgical) to inpatients with

any of a wide variety of medical conditions. These establishments maintain inpatient beds and provide patients with food services that meet their nutritional requirements. These hospitals have an organized staff of physicians and other medical staff to provide patient care services. These establishments usually provide other services, such as outpatient services, anatomical pathology services, diagnostic X-ray services, clinical laboratory services, operating room services for a variety of procedures, and pharmacy services.

6222 Psychiatric and Substance Abuse Hospitals

This industry comprises establishments known and licensed as psychiatric and substance abuse hospitals primarily engaged in providing diagnostic, medical treatment, and monitoring services for inpatients who suffer from mental illness or substance abuse disorders. The treatment often requires an extended stay in the hospital. These establishments maintain inpatient beds and provide patients with food services that meet their nutritional requirements. They have an organized staff of physicians and other medical staff to provide patient care services. Psychiatric, psychological, and social work services are available at the facility. These hospitals usually provide other services, such as outpatient services, clinical laboratory services, diagnostic X-ray services, and electroencephalograph services.

6223 Specialty (Except Psychiatric and Substance Abuse) Hospitals

This industry consists of establishments known and licensed as specialty hospitals primarily engaged in providing diagnostic and medical treatment to inpatients with a specific type of disease or medical condition (except psychiatric or substance abuse). Hospitals providing long-term care for the chronically ill and hospitals providing rehabilitation, restorative, and adjustive services to physically challenged or disabled people are included in this industry. These establishments maintain inpatient beds and provide patients with food services that meet their nutritional requirements. They have an organized staff of physicians and other medical staff to provide patient care services. These hospitals may provide other services, such as outpatient services, diagnostic X-ray services, clinical laboratory services, operating room services, physical therapy services, educational and vocational services, and psychological and social work services.

6231 Nursing Care Facilities

This industry comprises establishments primarily engaged in providing inpatient nursing and rehabilitative services. The care is generally provided for an extended period of time to individuals requiring nursing care. These establishments have a permanent core staff of registered or licensed practical nurses who, along with other staff, provide nursing and continuous personal care services.

6232 Residential Mental Retardation Facilities

This industry comprises establishments (e.g., group homes, hospitals, intermediate care facilities) primarily engaged in providing residential care services for persons diagnosed with mental retardation. These facilities may provide some health care, though the focus is room, board, protective supervision, and counseling.

62322 Residential Mental Health and Substance Abuse Facilities

This industry comprises establishments primarily engaged in providing residential care and treatment for patients with mental health and substance abuse illnesses. These establishments provide room, board, supervision, and counseling services. Although medical services may be available at these establishments, they are incidental to the counseling, mental rehabilitation, and support services offered. These establishments generally provide a wide range of social services in addition to counseling.

623311 Continuing Care Retirement Communities

This industry comprises establishments primarily engaged in providing a range of residential and personal care services with on-site nursing care facilities for (1) the elderly and other persons who are unable to fully care for themselves and/or (2) the elderly and other persons who do not desire to live independently. Individuals live in a variety of residential settings with meals, housekeeping, social, leisure, and other services available to assist residents in daily living. Assisted-living facilities with on-site nursing care facilities are included in this industry.

623312 Homes for the Elderly

This industry comprises establishments primarily engaged in providing residential and personal care services (i.e., without on-site nursing care facilities) for (1) the elderly or other persons who are unable to fully care for themselves and/or (2) the elderly or other persons who do not desire to live independently. The care typically includes room, board, supervision, and assistance in daily living, such as housekeeping services.

6239 Other Residential Care Facilities

This industry comprises establishments primarily engaged in providing residential care (except residential mental retardation facilities, residential health and substance abuse facilities, continuing care retirement communities, and homes for the elderly). These establishments also provide supervision and personal care services.

62411 Child and Youth Services

This industry comprises establishments primarily engaged in providing nonresidential social assistance services for

children and youth. These establishments provide for the welfare of children in such areas as adoption and foster care, drug prevention, life skills training, and positive social development.

62412 Services for the Elderly and Persons With Disabilities

This industry comprises establishments primarily engaged in providing nonresidential social assistance services to improve the quality of life for the elderly, persons diagnosed with mental retardation, or persons with disabilities. These establishments provide for the welfare of these of individuals in such areas as day care, nonmedical home care or homemaker services, social activities, group support, and companionship.

62419 Other Individual and Family Services

This industry comprises establishments primarily engaged in providing nonresidential individual and family social assistance services (except those specifically directed toward children, the elderly, persons diagnosed with mental retardation, or persons with disabilities).

62421 Community Food Services

This industry comprises establishments primarily engaged in the collection, preparation, and delivery of food for the needy. Establishments in this industry may also distribute clothing and blankets to the poor. These establishments may prepare and deliver meals to persons who by reason of age, disability, or illness are unable to prepare meals for themselves; collect and distribute salvageable or donated food; or prepare and provide meals at fixed or mobile locations. Food banks, meal delivery programs, and soup kitchens are included in this industry.

62422 Community Housing Services

This industry comprises establishments primarily engaged in providing one or more of the following community housing services (1) short term emergency shelter for victims of domestic violence, sexual assault, or child abuse and/or (2) temporary residential shelter for homeless individuals or families, runaway youth, and patients and families caught in medical crises. These establishments may operate their own shelters or may subsidize housing using existing homes, apartments, hotels, or motels. (3) transitional housing to low-income individuals and families; (4) volunteer construction or repair of low-cost housing, in partnership with the homeowner who may assist in the construction or repair work; and (5) the repair of homes for elderly or disabled homeowners. These establishments may subsidize housing using existing homes, apartments, hotels, or motels or may require a low-cost mortgage or sweat equity. These establishments may also provide low-income families with furniture and household supplies.

62423 Emergency and Other Relief Services

This industry comprises establishments primarily engaged in providing food, shelter, clothing, medical relief, resettlement, and counseling to victims of domestic or international disasters or conflicts (e.g., wars).

62431 Vocational Rehabilitation Services

This industry comprises (1) establishments primarily engaged in providing vocational rehabilitation or habilitation services, such as job counseling, job training, and work experience, to unemployed and underemployed persons, persons with disabilities, and persons who have a job market disadvantage because of lack of education, job skill, or experience and (2) establishments primarily engaged in providing training and employment to persons with disabilities. Vocational rehabilitation job training facilities (except schools) and sheltered workshops (i.e., work experience centers) are included in this industry.

6244 Child Day Care Services

This industry comprises establishments primarily engaged in providing day care of infants or children. These establishments generally care for preschool children, but may care for older children when they are not in school and may also offer prekindergarten educational programs.

71111 Theater Companies and Dinner Theaters

This industry comprises (1) companies, groups, or theaters primarily engaged in producing the following live theatrical presentations: musicals; operas; plays; and comedy, improvisational, mime, and puppet shows and (2) establishments, commonly known as dinner theaters, engaged in producing live theatrical productions and in providing food and beverages for consumption on the premises. Theater groups or companies may or may not operate their own theater or other facility for staging their shows.

71112 Dance Companies

This industry comprises companies, groups, or theaters primarily engaged in producing all types of live theatrical dance (e.g., ballet, contemporary dance, folk dance) presentations. Dance companies or groups may or may not operate their own theater or other facility for staging their shows.

71113 Musical Groups and Artists

This industry comprises (1) groups primarily engaged in producing live musical entertainment (except theatrical musical or opera productions) and (2) independent (i.e., freelance) artists primarily engaged in providing live musical entertainment. Musical groups and artists may perform in front of a live audience or in a studio, and may or may not operate their own facilities for staging their shows.

71119 Other Performing Arts Companies

This industry comprises companies or groups (except theater companies, dance companies, musical groups, and artists) primarily engaged in producing live theatrical presentations.

711211 Sports Teams and Clubs

This industry comprises professional or semiprofessional sports teams or clubs primarily engaged in participating in live sporting events, such as baseball, basketball, football, hockey, soccer, and jai alai games, before a paying audience. These establishments may or may not operate their own arena, stadium, or other facility for presenting these events.

711212 Racetracks

This industry comprises establishments primarily engaged in operating racetracks. These establishments may also present and /or promote the events, such as auto, dog, and horse races, held in these facilities.

711219 Other Spectator Sports

This industry comprises (1) independent athletes, such as professional or semiprofessional golfers, boxers, and race car drivers, primarily engaged in participating in live sporting or racing events before a paying audience; (2) owners of racing participants, such as cars, dogs, and horses, primarily engaged in entering them in racing events or other spectator sports events; and (3) establishments, such as sports trainers, primarily engaged in providing specialized services required to support participants in sports events or competitions.

71131 Promoters of Performing Arts, Sports, and Similar Events With Facilities

This industry comprises establishments primarily engaged in (1) organizing, promoting, and/or managing live performing arts productions, sports events, and similar events, such as State fairs, county fairs, agricultural fairs, concerts, and festivals, held in facilities that they manage and operate and/or (2) managing and providing the staff to operate arenas, stadiums, theaters, or other related facilities for rent to other promoters.

71132 Promoters of Performing Arts, Sports, and Similar Events Without Facilities

This industry comprises promoters primarily engaged in organizing, promoting, and/or managing live performing arts productions, sports events, and similar events, such as state fairs, county fairs, agricultural fairs, concerts, and

festivals, in facilities that are managed and operated by others. Theatrical (except motion picture) booking agencies are included in this industry.

71141 Agents and Managers for Artists, Athletes, Entertainers, and Other Public Figures

This industry comprises establishments of agents and managers primarily engaged in representing and/or managing creative and performing artists, sports figures, entertainers, and other public figures. The representation and management includes activities, such as representing clients in contract negotiations; managing or organizing client's financial affairs; and generally promoting the careers of their clients.

7115 Independent Artists, Writers, and Performers

This industry comprises independent (i.e., freelance) individuals primarily engaged in performing in artistic productions, in creating artistic and cultural works or productions, or in providing technical expertise necessary for these productions. This industry also includes athletes and other celebrities exclusively engaged in endorsing products and making speeches or public appearances for which they receive a fee.

712 Museums, Historical Sites, and Similar Institutions

This industry comprises establishments primarily engaged in the preservation and exhibition of objects, sites, and natural wonders of historical, cultural, and/or educational value.

71311 Amusement and Theme Parks

This industry comprises establishments, known as amusement or theme parks, primarily engaged in operating a variety of attractions, such as mechanical rides, water rides, games, shows, theme exhibits, refreshment stands, and picnic grounds. These establishments may lease space to others on a concession basis.

71312 Amusement Arcades

This industry comprises establishments primarily engaged in operating amusement (except gambling, billiard, or pool) arcades and parlors.

71321 Casinos (Except Casino Hotels)

This industry comprises establishments primarily engaged in operating gambling facilities that offer table wagering games along with other gambling activities, such as slot

machines and sports betting. These establishments often provide food and beverage services. Included in this industry are floating casinos (i.e., gambling cruises, riverboat casinos).

71329 Other Gambling Industries

This industry comprises establishments primarily engaged in operating gambling facilities (except casinos or casino hotels) or providing gambling services.

71391 Golf Courses and Country Clubs

This industry comprises (1) establishments primarily engaged in operating golf courses (except miniature) and (2) establishments primarily engaged in operating golf courses, along with dining facilities and other recreational facilities that are known as country clubs. These establishments often provide food and beverage services, equipment rental services, and golf instruction services.

71392 Skiing Facilities

This industry comprises establishments engaged in (1) operating downhill, cross-country, or related skiing areas and/or (2) operating equipment, such as ski lifts and tows. These establishments often provide food and beverage services, equipment rental services, and ski instruction services. Four season resorts without accommodations are included in this industry.

71393 Marinas

This industry comprises establishments, commonly known as marinas, engaged in operating docking and/or storage facilities for pleasure craft owners, with or without one or more related activities, such as retailing fuel and marine supplies; and repairing, maintaining, or renting pleasure boats.

71394 Fitness and Recreational Sports Centers

This industry comprises establishments primarily engaged in operating fitness and recreational sports facilities featuring exercise and other active physical fitness conditioning or recreational sports activities, such as swimming, skating, or racquet sports.

71395 Bowling Centers

This industry comprises establishments engaged in operating bowling centers. These establishments often provide food and beverage services.

71399 All Other Amusement and Recreation Industries

This industry comprises establishments (except amusement parks and arcades; gambling industries; golf courses and country clubs; skiing facilities; marinas; fitness and recreational sports centers; and bowling centers) primarily engaged in providing recreational and amusement services.

811 Repair and Maintenance

Industries in the Repair and Maintenance subsector restore machinery, equipment, and other products to working order. These establishments also typically provide general or routine maintenance (i.e., servicing) on such products to ensure they work efficiently and to prevent breakdown and unnecessary repairs.

The NAICS structure for this subsector brings together most types of repair and maintenance establishments and categorizes them based on production processes (i.e., on the type of repair and maintenance activity performed, and the necessary skills, expertise, and processes that are found in different repair and maintenance establishments). This NAICS classification does not delineate between repair services provided to businesses versus those that serve households. Although some industries primarily serve either businesses or households, separation by class of customer is limited by the fact that many establishments serve both. Establishments repairing computers and consumer electronics products are two examples of such overlap.

The Repair and Maintenance subsector does not include all establishments that do repair and maintenance. For example, a substantial amount of repair is done by establishments that also manufacture machinery, equipment, and other goods. These establishments are included in the Manufacturing sector in NAICS. In addition, repair of transportation equipment is often provided by or based at transportation facilities, such as airports, seaports, and these activities are included in the Transportation and Warehousing sector. A particularly unique situation exists with repair of buildings. Plumbing, electrical installation and repair, painting and decorating, and other construction-related establishments are often involved in performing installation or other work on new construction as well as providing repair services on existing structures. While some specialize in repair, it is difficult to distinguish between the two types and all have been included in the Construction sector.

Excluded from this subsector are establishments primarily engaged in rebuilding or remanufacturing machinery and equipment. These are classified in Sector 31-33, Manufacturing. Also excluded are retail establishments that provide after-sale services and repair. These are classified in Sector 44-45, Retail Trade.

81111 General Automotive Repair

This industry comprises establishments primarily engaged in providing (1) a wide range of mechanical and electrical repair and maintenance services for automotive vehicles, such as passenger cars, trucks, and vans, and all trailers or (2) engine repair and replacement.

811112 Automotive Exhaust System Repair

This industry comprises establishments primarily engaged in replacing or repairing exhaust systems of automotive vehicles, such as passenger cars, trucks, and vans.

811113 Automotive Transmission Repair

This industry comprises establishments primarily engaged in replacing or repairing transmissions of automotive vehicles, such as passenger cars, trucks, and vans.

811118 Other Automotive Mechanical and Electrical Repair and Maintenance

This industry comprises establishments primarily engaged in providing specialized mechanical or electrical repair and maintenance services (except engine repair and replacement, exhaust systems repair, and transmission repair) for automotive vehicles, such as passenger cars, trucks, and vans, and all trailers.

811121 Automotive Body, Paint, and Interior Repair and Maintenance

This industry comprises establishments primarily engaged in repairing or customizing automotive vehicles, such as passenger cars, trucks, and vans, and all trailer bodies and interiors; and/or painting automotive vehicles and trailer bodies.

811122 Automotive Glass Replacement Shops

This industry comprises establishments primarily engaged in replacing, repairing, and/or tinting automotive vehicle, such as passenger car, truck, and van, glass.

811191 Automotive Oil Change and Lubrication Shops

This industry comprises establishments primarily engaged in changing motor oil and lubricating the chassis of automotive vehicles, such as passenger cars, trucks, and vans.

811192 Carwashes

This industry comprises establishments primarily engaged in cleaning, washing, and/or waxing automotive vehicles, such as passenger cars, trucks, and vans, and trailers.

811198 All Other Automotive Repair and Maintenance

This industry comprises establishments primarily engaged in providing automotive repair and maintenance services (except mechanical and electrical repair and maintenance; body, paint, interior, and glass repair; motor oil change and lubrication; and car washing) for automotive vehicles, such as passenger cars, trucks, and vans, and all trailers.

811211 Consumer Electronics Repair and Maintenance

This industry comprises establishments primarily engaged in repairing and maintaining consumer electronics, such as televisions, stereos, speakers, video recorders, CD players, radios, and cameras, without retailing new consumer electronics.

811212 Computer and Office Machine Repair and Maintenance

This industry comprises establishments primarily engaged in repairing and maintaining computers and office machines without retailing new computers and office machines, such as photocopying machines; and computer terminals, storage devices, printers; and CD-ROM drives.

811213 Communication Equipment Repair and Maintenance

This industry comprises establishments primarily engaged in repairing and maintaining communications equipment without retailing new communication equipment, such as telephones, fax machines, communications transmission equipment, and two-way radios.

811219 Other Electronic and Precision Equipment Repair and Maintenance

This industry comprises establishments primarily engaged in repairing and maintaining (without retailing) electronic and precision equipment (except consumer electronics, computers and office machines, and communications equipment). Establishments in this industry repair and maintain equipment, such as medical diagnostic imaging equipment, measuring and surveying instruments, laboratory instruments, and radar and sonar equipment.

8113 Commercial and Industrial Machinery and Equipment (Except Automotive and Electronic) Repair and Maintenance

This industry comprises establishments primarily engaged in the repair and maintenance of commercial and industrial machinery and equipment. Establishments in this industry either sharpen/install commercial and industrial machinery blades and saws or provide welding (e.g., automotive, general) repair services; or repair agricultural and other heavy and industrial machinery and equipment (e.g., forklifts and other materials handling equipment, machine tools, commercial refrigeration equipment, construction equipment, and mining machinery).

81141 Home and Garden Equipment and Appliance Repair and Maintenance

This industry comprises establishments primarily engaged in repairing and servicing home and garden equipment

and appliance without retailing new equipment or appliances. Establishments in this industry repair and maintain items, such as lawnmowers, edgers, snow- and leaf-blowers, washing machines, clothes dryers and refrigerators.

81142 Reupholstery and Furniture Repair

This industry comprises establishments primarily engaged in one or more of the following: (1) reupholstering furniture; (2) refinishing furniture; (3) repairing furniture; and (4) repairing and restoring furniture.

81143 Footwear and Leather Goods Repair

This industry comprises establishments primarily engaged in repairing footwear and/or repairing other leather or leather-like goods without retailing new footwear and leather or leather-like goods, such as handbags and briefcases.

81149 Other Personal and Household Goods Repair and Maintenance

This industry comprises establishments primarily engaged in repairing and servicing personal or household-type goods without retailing new personal and household-type goods (except home and garden equipment, appliances, furniture, and footwear and leather goods). Establishments in this industry repair items, such as garments; watches; jewelry; musical instruments; bicycles and motorcycles; motorboats, canoes, sailboats, and other recreational boats.

812111 Barber Shops

This industry comprises establishments known as barber shops or men's hair stylist shops primarily engaged in cutting, trimming, and styling boys' and men's hair; and/or shaving and trimming men's beards.

812112 Beauty Salons

This industry comprises establishments (except those known as barber shops or men's hair stylist shops) primarily engaged in one or more of the following: (1) cutting, trimming, shampooing, weaving, coloring, waving, or styling hair; (2) providing facials; and (3) applying makeup (except permanent makeup).

812113 Nail Salons

This industry comprises establishments primarily engaged in providing nail care services, such as manicures, pedicures, and nail extensions.

812191 Diet and Weight Reducing Centers

This industry comprises establishments primarily engaged in providing nonmedical services to assist clients in attaining or maintaining a desired weight. The sale of weight

reduction products, such as food supplements, may be an integral component of the program. These services typically include individual or group counseling, menu and exercise planning, and weight and body measurement monitoring.

812199 Other Personal Care Services

This industry comprises establishments primarily engaged in providing personal care services (except hair, nail, facial, nonpermanent makeup, or nonmedical diet and weight reducing services).

81221 Funeral Homes and Funeral Services

This industry comprises establishments primarily engaged in preparing the dead for burial or interment and conducting funerals (i.e., providing facilities for wakes, arranging transportation for the dead, selling caskets and related merchandise). Funeral homes combined with crematories are included in this industry.

81222 Cemeteries and Crematories

This industry comprises establishments primarily engaged in operating sites or structures reserved for the interment of human or animal remains and/or cremating the dead.

81231 Coin-Operated Laundries and Drycleaners

This industry comprises (1) establishments primarily engaged in operating facilities with coin-operated or similar self-service laundry and drycleaning equipment for customer use on the premises and (2) establishments primarily engaged in supplying and servicing coin-operated or similar self-service laundry and drycleaning equipment for customer use in places of business operated by others, such as apartments and dormitories.

81232 Drycleaning and Laundry Services (Except Coin-Operated)

This industry comprises establishments primarily engaged in one or more of the following: (1) providing drycleaning services (except coin-operated); (2) providing laundering services (except linen and uniform supply or coin-operated); (3) providing dropoff and pickup sites for laundries and/or drycleaners; and (4) providing specialty cleaning services for specific types of garments and other textile items (except carpets and upholstery), such as fur, leather, or suede garments; wedding gowns; hats; draperies; and pillows. These establishments may provide all, a combination of, or none of the cleaning services on the premises.

812331 Linen Supply

This industry comprises establishments primarily engaged in supplying, on a rental or contract basis, laundered items, such as table and bed linens; towels; diapers; and uniforms, gowns, or coats of the type used by doctors, nurses, barbers, beauticians, and waitresses.

812332 Industrial Launderers

This industry comprises establishments primarily engaged in supplying, on a rental or contract basis, laundered industrial work uniforms and related work clothing, such as protective apparel (flame and heat resistant) and clean room apparel; dust control items, such as treated mops, rugs, mats, dust tool covers, cloths, and shop or wiping towels.

81292 Photofinishing

This industry comprises establishments primarily engaged in developing film and/or making photographic slides, prints, and enlargements.

81293 Parking Lots and Garages

This industry comprises establishments primarily engaged in providing parking space for motor vehicles, usually on an hourly, daily, or monthly basis and/or valet parking services.

81299 All Other Personal Services

This industry comprises establishments primarily engaged in providing personal services (except personal care services, death care services, drycleaning and laundry

services, pet care services, photofinishing services, or parking space and/or valet parking services).

8132 Grantmaking and Giving Services

This industry comprises (1) establishment known as grant-making foundations or charitable trusts and (2) establishments primarily engaged in raising funds for a wide range of social welfare activities, such as health, educational, scientific, and cultural activities.

81341 Civic and Social Organizations

This industry comprises establishments primarily engaged in promoting the civic and social interests of their members. Establishments in this industry may operate bars and restaurants for their members.

81391 Business, Professional, and Other Organizations (Except Labor and Political organizations)

This industry comprises establishments primarily engaged in promoting the business interests of their members. These establishments may conduct research on new products and services; develop market statistics; sponsor quality and certification standards; lobby public officials; or publish newsletters, books, or periodicals for distribution to their members.

Appendix D.

Sample Design and Estimation Procedures

INTRODUCTION

A new sample was used to compute estimates based on the North American Industry Classification System (NAICS) beginning with the 1998 reference year. This section describes the design, selection, and estimation procedures for the new sample. For descriptions of prior samples, which were based on the Standard Industrial Classification (SIC) system, see the *Service Annual Survey* publications for years 1998 and earlier.

Sampling Frame

The sampling frame for the *Service Annual Survey* (SAS) has two types of sampling units represented—Employer Identification Numbers (EINs) and large, multiple-establishment firms. Both sampling units represent clusters of one or more establishments owned or controlled by the same firm. The information used to create these sampling units was extracted from data collected as part of the 1997 Economic Census and from establishment records contained on the Census Bureau’s Business Register as updated to June 1999. The next few paragraphs give details about the Business Register; the distinction between firms, EINs, and establishments; and the construction of the sampling units used in the sample selection. Though important, they are not essential to understanding the basic sample design and readers may continue to the **Stratification, Sampling Rates, and Allocation** section.

The Business Register is a multirelational database that contains a record for each known establishment that is located in the United States or one of its territories and has employees. An *establishment* is a single physical location where business transactions take place and for which payroll and employment records are kept. Groups of one or more establishments under common ownership or control are *firms*. A single-unit firm owns or operates only one establishment. A multiunit firm owns or operates two or more establishments. The treatment of establishments on the Business Register differs according to whether the establishment is part of a multiunit or single-unit firm. In particular, the structure of an establishment’s primary identifier on the Business Register differs depending on whether it is owned by a single-unit firm or by a multiunit firm.

A single-unit firm’s primary identifier is its Employer Identification Number (EIN). The Internal Revenue Service (IRS) issues the EIN and the firm uses it as an identifier to

report social security payments for its employees under the Federal Insurance Contributions Act (FICA). The same act requires all employer firms to use EINs. Each employer firm is associated with at least one EIN and only one firm can use a given EIN. Because a single-unit firm has only one establishment, there is a one-to-one relationship between the firm and the EIN. Thus the firm, the EIN, and the establishment all reference the same physical location and all three terms can be used interchangeably and unambiguously when referring to a single-establishment firm.

For multiunit firms however, a different structure connects the firm with its establishments via the EIN. Essentially a multiunit firm is associated with a cluster of one or more EINs and EINs are associated with one or more establishments. A multiunit firm consists of at least two establishments. Each firm is associated with at least one EIN and only one firm can use a given EIN. However, one firm may have several EINs. Similarly, there is a one-to-many relationship between EINs and establishments. Each EIN can be associated with many establishments but each establishment is associated with only one EIN. Because of the possibility of one-to-many relationships, we must distinguish between the firm, its EINs, and its establishments. The multiunit firm that owns or controls a particular establishment is identified on the Business Register by way of the establishment’s primary identifier.

The primary identifier of an establishment owned by a multiunit firm consists of a unique combination of an alpha number and a plant number. The alpha number identifies the multiunit firm; and the plant number identifies a particular establishment within that firm. All establishments owned or controlled by the same multiunit firm have the same alpha number. Different multiunit firms have different alpha numbers and different establishments within the same multiunit firm have different plant numbers. The Census Bureau assigns both the alpha number to the multiunit firm and plant numbers to the corresponding establishments based on the results of the quinquennial economic censuses and the annual Company Organization Survey.

To create the sampling frame, we extract the records for all establishments located in the United States and classified in selected service sectors as defined by the 1997 North American Industry Classification System. For these establishments, we extract revenue, payroll, employment,

inventory, name and address information, as well as primary identifiers and, for establishments owned by multiunit firms, associated EINs. To create the sampling units for multiunit firms, we aggregate the economic data of the establishments owned by these firms to an EIN level by tabulating the establishment data for all service establishments associated with the same alpha number. No aggregation is necessary to put singleunit establishment information on an EIN basis or a firm basis. Thus, the sampling units created for single-unit firms simultaneously represent establishment, EIN, and firm information. In summary, the sampling frame is a complex amalgam of establishments, EINs, and firms.

Stratification , Sampling Rates, and Allocation

The primary stratification of the frame is by kind-of-business group based on the detail required for this publication. We further stratify the sampling units within kind of business group (substratify) by a measure of size related to their annual revenue. Sampling units expected to have a large effect on the precision of the estimates are selected “with certainty.” This means they are sure to be selected and will represent only themselves (i.e., have a selection probability of one and a sampling weight of one). Within each kind-of-business stratum, we determined a substratum boundary (or cutoff) that divides the certainty units from the noncertainty units. We based these cutoffs on a statistical analysis of data from the 1997 Economic Census. Accordingly, these values are on a 1997 revenue basis. We also used this analysis to determine the number of size substrata for each kind-of-business stratum and to set preliminary sampling rates needed to achieve specified sampling variability objectives for revenue estimates for different kind-of-business groups. The size substrata and sampling rates were later updated through analysis of the sampling frame.

Sample Selection

The first step in the sample selection identified certainty firms. If a firm was selected with certainty and had more than one establishment at the time of sampling, any new establishments that the firm acquires, even if under new or different EINs, are included in the sample with certainty. However, if a singleunit firm was selected with certainty, only future establishments associated with that firm’s originally-selected EIN are included in the sample with certainty; any new EINs that might later be associated with that firm are subjected to sampling through the quarterly birth-selection procedure (see **Sample Maintenance**). All firms not selected with certainty were subjected to sampling on an EIN basis. If a firm had more than one EIN, each of its EINs was treated as a separate sampling unit. To be eligible for the initial sampling, an EIN used by a

singleunit firm had to have nonzero payroll in 1998. EINs used by multiunit firms were required to have nonzero payroll in 1997. The EINs were stratified according to their major kind of business and their estimated revenue (on a 1997 basis). Within each noncertainty stratum, a simple random sample of EINs was selected. The maximum sampling weight for an EIN was 1,000.

Sample Maintenance

Periodically, we update the sample to represent EINs issued since the initial sample selection. These new EINs, called births, are EINs recently assigned by the IRS, on the latest available IRS mailing list for FICA taxpayers, and assigned a kind-of-business classification (if possible) by the Social Security Administration (SSA).

EIN births are sampled on a quarterly basis using a two-phase selection procedure. To be eligible for selection, a birth must either have no kind-of-business classification or be classified in a kind of business within the scope of the Service Annual Survey, the Annual Wholesale Trade Survey, or the Annual Retail Trade Survey, and it must meet certain criteria regarding its number of paid employees or quarterly payroll. In the first phase, births are stratified by kind of business and a measure of size based on expected employment or quarterly payroll. A relatively large sample is drawn and canvassed to obtain a more reliable measure of size, consisting of revenues in two recent months, and a new or more detailed kind-of-business classification.

Using this more reliable information, the selected births from the first phase are subjected to probability proportional-to-size sampling with overall probabilities equivalent to those used in drawing the initial sample from the June 1999 Business Register. Because of the time it takes for a new employer firm to acquire an EIN from the IRS, and because of the time needed to accomplish the two-phase birth-selection procedure, births are added to the sample approximately nine months after they begin operation.

The births that are selected in the quarterly birth-selection procedure in November of the survey year are included in the initial mailing of the the Service Annual Survey questionnaires in January of the following year. To better represent all EIN births in the reference year, and specifically to account for the time it takes to identify and select new EINs, we add births to the Service Annual Survey sample that are selected in February, May, and August the year following the reference year. We mail survey forms to these births in June and August to supplement the initial survey mailing.

To be eligible for the sample canvass and tabulation in a given year, a noncertainty EIN must meet both of the following requirements:

1. It must be on the latest available IRS mailing list for FICA taxpayers from the previous quarter.

2. It must have been selected from the Business Register in either the initial sampling or during the quarterly birth-selection procedure.

EINs selected into the sample with certainty are not dropped from canvass and tabulation if they are no longer on the IRS mailing list. Rather, the firm that used the EIN is contacted, and if a successor EIN is found, it is added to the survey. For both inactive and reactivated EINs, data are tabulated for only the portion of the reference year that these EINs reported payroll to the IRS.

If a selected EIN ceases to be an employer, it becomes inactive. An inactive EIN is not mailed if it becomes inactive prior to the initial mailout of the survey year. An inactive EIN that resumes its employer status during the survey year is reactivated and mailed during the initial mailing (if active at the time) or as part of one of the two supplemental mailings.

Estimation Method

Estimates from this survey are computed as the sum of weighted data (reported and imputed) for all selected sampling units that meet the tabulation criteria given in the **Sample Maintenance** section. The weight for a given sampling unit is the reciprocal of its probability of selection into the sample.

Estimates for some industries presented in this report have been adjusted using results of the 1997 Economic Census. The method we used to perform the adjustment is described in the next section.

Census Adjustment

A new sample was introduced with the 1999 SAS to compute estimates based on the North American Industry Classification System (NAICS). This sample replaces a sample designed to produce estimates based on the Standard Industrial Classification (SIC) system. We used the prior (SIC-based) sample to publish annual estimates on an SIC basis for reference years 1995 through 1998. To ensure consistency with the 1997 Economic Census, we adjusted the new sample estimates to NAICS totals obtained from the census. However, because of reasons described at the end of this section, we did not adjust all estimates to census results. For NAICS industries in which we did not adjust the survey estimates to the Census, we published unadjusted estimates computed only from the new sample. For the NAICS industries in which we published adjusted estimates, the method used to perform the adjustment is described below.

The adjustment method uses revenue data obtained from the prior (SIC-based) sample, the new (NAICS-based) sample, and the 1997 Economic Census. Units tabulated in the 1997 and 1998 service surveys (Service Annual Survey, Annual Survey of Communication Services, and the Transportation Annual Survey) were matched to the 1997

Economic Census to retrieve NAICS codes for each establishment owned or operated by a given survey unit. Each establishment tabulated in the economic census was assigned a NAICS code and a corresponding SIC code. Using revenue and payroll data collected in the 1997 Economic Census, we determined percentages indicating how each unit's revenue data, as collected on an SIC basis in the 1997 and 1998 service surveys, should be distributed to each NAICS industry. For those units that matched, we produced cross-tabulations of weighted revenue data by SIC and NAICS. These cross-tabulations resulted in two sets of estimated percentages that we used to convert the prior sample's 1997 and 1998 SIC totals to NAICS totals. Percentages were estimated separately for both 1997 and 1998. We multiplied the percentages by the previously published SIC revenue totals to produce unadjusted NAICS estimates of total revenue for each year. The ratio obtained by dividing the 1998 NAICS estimate of total revenue (derived from the prior sample) by the 1997 NAICS estimate of total revenue (derived from the prior sample) was multiplied by the 1997 revenue total obtained from the economic census to produce adjusted revenue totals for 1998.

To compute adjusted total estimates for 1998 for data items other than revenue, we multiplied the unadjusted total estimate for 1998 (derived from the new sample) by a ratio of estimated revenue totals. The ratio was obtained by dividing the adjusted revenue total for 1998 (derived from the prior sample) by the unadjusted revenue total for 1998 (derived from the new sample). Separate ratios were calculated for each NAICS industry and tax status combination. Adjusted total estimates for 1999 and subsequent years for each data item were computed by multiplying the 1999 unadjusted NAICS total for each item by the same ratios of revenue totals used to compute the adjusted total estimates for 1998.

We calculated adjusted estimates at detailed kind-of-business levels (usually defined by six-digit NAICS codes) and added appropriate estimates to derive summary totals. (Note that some summary totals are comprised of both adjusted and unadjusted estimates.) Percentage, ratio, and year-to-year change estimates were derived from the adjusted totals.

Because of the dependence on data collected from the prior (SIC-based) sample, we did not adjust estimates for NAICS industries in which the number of firms selected in the prior sample was not large enough to produce reliable estimates of revenue on a NAICS basis. Additionally, we did not adjust estimates for industries wherein the data collected in the economic census was not comparable with data collected in the SAS. In each of these cases, we published unadjusted estimates computed only from the new sample. The NAICS industries for which we did not adjust estimates using results of the 1997 Economic Census are:

Newspaper, Periodical, Book, and Database Publishers (5111);
Sound Recording Industries (5122);
Cable Networks and Program Distribution (5132);
Paging (513321);
Cellular and Other Wireless Telecommunications (513322);
Other Information Services (514199);
Securities, Commodity Contracts, and Other Financial Investments and Related Activities (523);
Consumer Electronics and Appliances Rental (532210);
Title Abstract and Settlement Offices (541191);
Payroll Services (541214);
Computer Systems Design Services (541512);
Computer Facilities Management Services (541513);
Environmental Consulting Services (541620);
Translation and Interpretation Services (541930);
Private Mail Centers (561431);

Convention and Visitors Bureaus (561591);
Investigation Services (561611);
Security Guards and Patrol Services (561622);
Other Services to Buildings and Dwellings (561790);
Packaging and Labeling Services (561910);
Waste Treatment and Disposal (5622);
Remediation Services (562910);
Materials Recovery Facilities (562920);
All Other Miscellaneous Waste Management Services (562998);
Ambulance Services (621910);
Other Community Housing Services (624229);
Musical Groups and Artists (711130);
Other Performing Arts Companies (711190);
Marinas (713930);
Other Electronic and Precision Equipment Repair and Maintenance (811219);
Grantmaking Foundations (813211).

Appendix E. Report Forms

With the introduction of NAICS, we are producing different forms for many of the industries covered in SAS. We are using a programmable printing process which imprints specific instructions for each industry. Since there are over 250 different versions of the 2001 SAS forms, we cannot include printed

examples for this publication. We do have the vast majority of the forms displayed on the Internet. The following URL contains examples of the SAS forms used in the 2001 survey:

<http://www.census.gov/econ/www/servmenu.html>