

Table 4. Information (NAICS 51) - Estimated Measures of Sampling Variability

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

NAICS code	Kind of business	Coefficient of variation			Standard error for percent change	
		2Q 2004 (p)	1Q 2004	4Q 2003	2Q 2004 from 1Q 2004 (p)	1Q 2004 from 4Q 2003
51	Information					
	Total revenue	0.5	0.5	0.5	0.3	0.4
	Class of customer					
	Government	4.0	3.9	3.0	1.2	1.1
	Business	0.7	0.7	0.7	0.6	0.6
	Household consumers and individual users	1.1	1.1	1.1	0.2	0.4
511	Publishing industries					
	Total revenue	0.9	0.7	0.9	0.6	0.5
	Class of customer					
	Government	3.9	3.2	3.4	1.8	1.0
	Business	0.8	0.7	0.8	0.7	0.6
	Household consumers and individual users	3.6	3.7	3.8	1.1	1.4
51111	Newspaper publishers					
	Total revenue	0.8	0.5	0.4	0.6	0.2
	Class of customer					
	Government	6.2	5.9	6.7	5.7	2.2
	Business	0.9	0.8	0.7	0.5	0.2
	Household consumers and individual users	1.5	1.2	1.2	1.1	0.3
51112	Periodical publishers					
	Total revenue	1.7	1.2	1.2	0.8	0.9
	Class of customer					
	Government	S	S	S	S	S
	Business	2.1	2.1	1.8	0.9	0.9
	Household consumers and individual users	4.3	4.6	5.2	2.9	3.0
5111 pt	Book, database and directory, and other publishers					
	Total revenue	2.8	3.0	2.5	2.3	1.7
	Class of customer					
	Government	4.5	3.5	2.8	4.9	0.6
	Business	2.7	2.5	1.9	2.5	2.3
	Household consumers and individual users	10.1	11.3	8.7	2.8	1.5
5112	Software publishers					
	Total revenue	1.6	1.1	1.5	1.1	0.9
	Class of customer					
	Government	6.2	4.9	5.1	2.4	1.5
	Business	1.6	1.1	1.5	1.2	0.8
	Household consumers and individual users	S	S	S	S	S

See footnotes at end of table.

Table 4. Information (NAICS 51) - Estimated Measures of Sampling Variability—Con.

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

NAICS code	Kind of business	Coefficient of variation			Standard error for percent change	
		2Q 2004 (p)	1Q 2004	4Q 2003	2Q 2004 from 1Q 2004 (p)	1Q 2004 from 4Q 2003
512	Motion picture and sound recording industries					
	Total revenue	2.9	3.6	2.9	3.5	2.2
	Class of customer					
	Government	S	S	S	S	S
	Business	4.6	4.5	3.8	4.4	2.6
	Household consumers and individual users	3.9	4.7	3.8	1.9	1.3
513	Broadcasting and telecommunications					
	Total revenue	0.7	0.6	0.6	0.3	0.2
	Class of customer					
	Government	2.3	2.4	2.3	0.8	0.4
	Business	1.1	1.0	0.8	0.5	0.3
	Household consumers and individual users	1.1	1.0	1.0	0.2	0.2
5131	Radio and television broadcasting					
	Total revenue	2.2	1.7	2.2	1.5	1.1
	Class of customer					
	Government	11.2	11.6	12.4	4.4	2.9
	Business	2.5	2.0	2.4	1.5	0.9
	Household consumers and individual users	S	S	S	S	S
5132	Cable networks and program distribution					
	Total revenue	1.2	0.9	0.8	1.0	0.4
	Class of customer					
	Government	14.2	13.5	13.7	2.2	3.2
	Business	2.8	2.7	2.9	2.5	0.9
	Household consumers and individual users	1.4	1.5	1.4	0.4	0.4
5133	Telecommunications					
	Total revenue	0.9	0.9	0.9	0.1	0.2
	Class of customer					
	Government	2.4	2.4	2.3	0.9	0.3
	Business	1.3	1.4	1.2	0.3	0.2
	Household consumers and individual users	1.1	1.1	1.1	0.2	0.2
51331	Wired telecommunications carriers					
	Total revenue	1.5	1.5	1.4	0.2	0.3
	Class of customer					
	Government	5.6	4.8	4.3	1.3	0.5
	Business	1.7	1.7	1.5	0.5	0.3
	Household consumers and individual users	2.1	2.0	1.9	0.3	0.4

See footnotes at end of table.

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NAICS code	Kind of business	Coefficient of variation			Standard error for percent change	
		2Q 2004 (p)	1Q 2004	4Q 2003	2Q 2004 from 1Q 2004 (p)	1Q 2004 from 4Q 2003
51332	Wireless telecommunications carriers (except satellite)					
	Total revenue	0.3	0.3	0.3	0.1	Z
	Class of customer					
	Government	S	S	S	S	S
	Business	S	S	S	S	S
	Household consumers and individual users	S	S	S	S	S
5133 pt	Other telecommunications					
	Total revenue	5.2	5.8	4.9	1.6	1.1
	Class of customer					
	Government	17.4	18.5	16.4	7.3	1.8
	Business	8.2	8.7	7.5	1.6	1.4
	Household consumers and individual users	8.3	7.1	7.0	1.7	2.7
514	Information services and data processing services					
	Total revenue	1.3	1.2	2.6	0.4	1.7
	Class of customer					
	Government	9.1	8.7	6.0	1.7	2.6
	Business	2.0	1.8	3.2	0.6	1.8
	Household consumers and individual users	1.6	1.5	3.3	0.6	2.3
5141	Information services					
	Total revenue	1.6	1.4	1.4	0.9	0.4
	Class of customer					
	Government	S	S	S	S	S
	Business	3.2	3.2	3.5	1.6	0.7
	Household consumers and individual users	1.2	1.3	1.3	0.4	0.7
5142	Data processing services					
	Total revenue	1.5	1.4	3.6	0.5	2.5
	Class of customer					
	Government	10.8	10.3	7.2	1.4	2.6
	Business	2.6	2.5	4.1	0.4	2.2
	Household consumers and individual users	4.3	5.4	16.1	2.7	5.9

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

S Corresponding estimate in Table 3 does not meet publication standards because of high sampling variability or poor response quality.

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