

Table 4A. Measures of Sampling Variability - U.S. Selected Services Revenue - Total and E-commerce: 2008 and 2007

[Except where indicated, estimates are based on data from the 2008 Service Annual Survey. Estimates are shown as percents and are associated with the estimates in Table 4]

NAICS Code	Description	Coefficient of Variation for Value of Revenue				Standard Error for Estimate of:				
		2008		2007		Y/Y Percent Change		E-commerce as Percent of Total Revenue		Percent Distribution of E-commerce Revenue
		Total	E-commerce	Revised Total	Revised E-commerce	Total Revenue	E-commerce Revenue	2008	2007	2008
	Total for Selected Service Industries	0.5	2.3	0.5	2.1	0.2	0.9	(Z)	(Z)	NA
	Selected Transportation and Warehousing¹	1.4	8.9	1.4	8.2	0.6	2.6	0.2	0.2	0.5
484	Truck transportation	1.8	9.2	1.7	8.2	0.9	2.6	0.3	0.3	0.5
492	Couriers and messengers	1.3	(S)	1.3	(S)	0.3	(S)	(S)	(S)	(S)
493	Warehousing and storage	4.5	(S)	4.5	(S)	2.0	(S)	(S)	(S)	(S)
51	Information	0.6	4.2	0.6	3.2	0.3	1.9	0.2	0.1	1.0
511	Publishing industries (except Internet)	1.6	2.4	1.5	2.3	0.5	1.1	0.2	0.2	0.5
517	Telecommunications	0.7	13.7	0.8	(S)	0.4	(S)	0.2	(S)	0.5
51811	Internet service providers and web search portals	5.8	(S)	4.3	(S)	2.0	(S)	(S)	(S)	(S)
	Selected Finance²	3.2	13.6	1.2	15.8	1.4	2.8	0.5	0.3	0.8
5231	Securities and commodity contracts intermediation and brokerage	4.4	14.3	1.3	16.4	1.7	2.8	0.9	0.5	0.8
532	Rental and Leasing Services	1.9	1.4	1.6	1.2	0.6	0.8	0.2	0.1	0.2
	Selected Professional, Scientific, and Technical Services³	1.6	5.1	1.5	6.3	0.4	2.6	0.1	0.1	0.8
5415	Computer systems design and related services	2.7	21.2	2.4	26.0	0.9	12.7	0.5	0.5	0.7
56	Administrative and Support and Waste Management and Remediation Services	2.6	4.2	2.4	3.3	0.6	2.7	0.1	0.1	0.4
5615	Travel arrangement and reservation services	3.0	3.9	2.9	3.8	0.8	3.0	0.8	0.6	0.2
62	Health Care and Social Assistance Services	0.8	17.3	0.8	18.2	0.3	10.2	(Z)	(Z)	0.1
71	Arts, Entertainment, and Recreation Services	1.8	3.2	1.5	3.6	0.6	2.2	0.1	0.1	0.1
72	Accommodation and Food Services⁴	0.5	1.7	0.1	1.9	0.4	2.1	(Z)	(Z)	0.2
	Selected Other Services⁵	1.5	6.4	1.6	7.3	0.9	3.5	0.1	0.1	0.4
811	Repair and maintenance	2.5	14.8	2.6	15.5	0.6	5.3	0.1	0.1	0.1
813	Religious, grantmaking, civic, professional, and similar organizations	2.1	6.7	2.3	8.0	1.8	5.9	0.2	0.2	0.3

NA Not applicable.

(S) Corresponding estimate in Table 4 does not meet publication standards because of high sampling variability (coefficient of variation is greater than 30%) or poor response quality (total quantity response rate is less than 50%). For a description of publication standards and the total quantity response rate, see <http://www.census.gov/quality/S20-0_v1.0_Data_Release.pdf>.

(Z) Estimate is less than 0.05%.

Note: For additional information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions see <<http://www.census.gov/services/sas/cv.html>>.

¹ Excludes NAICS 481 (air transportation), 482 (rail transportation), 483 (water transportation), 485 (transit and ground passenger transportation), 486 (pipeline transportation), 487 (scenic and sightseeing transportation), 488 (support activities for transportation), and 491 (postal service).

² Excludes NAICS 521 (monetary authorities-central bank), 522 (credit intermediation and related activities), 5232 (securities and commodity exchanges), 52391 (miscellaneous intermediation), 52399 (all other financial investment activities), 524 (insurance carriers and related activities), and 525 (funds, trusts, and other financial vehicles)

³ Excludes NAICS 54112 (offices of notaries).

⁴ Estimates are based on data from the 2008 Annual Retail Trade Survey.

⁵ Excludes NAICS 81311 (religious organizations), 81393 (labor and similar organizations), 81394 (political organizations), and 814 (private households).

Source: U.S. Census Bureau, 2008 Service Annual Survey