

Table 4A. Measures of Sampling Variability - U.S. Selected Services Revenue - Total and E-commerce: 2009 and 2008

[Except where indicated, estimates are based on data from the 2009 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:				
								E-commerce as Percent of Total Revenue		Distribution of E-commerce Revenue
		2009		2008		Y/Y Percent Change				
		Total	E-commerce	Revised Total	Revised E-commerce	Total Revenue	E-commerce Revenue	2009	2008	2009
	Total for Selected Service Industries¹	0.4	1.7	NA	NA	NA	NA	(Z)	NA	NA
	Total for Selected Service Industries²	0.4	2.4	0.4	2.5	0.1	0.8	0.1	0.1	NA
22	Utilities³	2.1	7.9	NA	NA	NA	NA	(Z)	NA	(Z)
2211	Electric power generation, transmission, and distribution	2.1	(Z)	NA	NA	NA	NA	(Z)	NA	(Z)
4849y	Transportation and Warehousing⁴	1.1	1.6	NA	NA	NA	NA	0.1	NA	0.4
4849x	Selected Transportation and Warehousing⁵	0.9	8.2	0.6	7.9	0.4	3.7	0.2	0.2	0.2
481	Air transportation	3.0	2.0	NA	NA	NA	NA	0.5	NA	0.3
483	Water transportation	1.8	0.4	NA	NA	NA	NA	0.3	NA	(Z)
484	Truck transportation	1.2	8.5	0.8	8.1	0.5	3.7	0.3	0.3	0.2
485	Transit and ground transportation	2.6	17.5	NA	NA	NA	NA	0.1	NA	(Z)
486	Pipeline transportation	0.8	(Z)	NA	NA	NA	NA	(Z)	NA	(Z)
487	Scenic and sightseeing transportation	4.6	16.6	NA	NA	NA	NA	1.0	NA	(Z)
488	Support activities for transportation	3.2	8.8	NA	NA	NA	NA	0.3	NA	0.1
492	Couriers and messengers	0.2	28.8	0.4	(S)	0.4	(S)	(Z)	(S)	(Z)
493	Warehousing and storage	3.8	(S)	3.6	(S)	1.3	(S)	(S)	(S)	(S)
51	Information	0.4	4.2	0.2	4.0	0.3	1.1	0.2	0.2	0.7
511	Publishing industries (except Internet)	0.8	3.8	0.5	3.4	0.5	0.6	0.3	0.2	0.4
517	Telecommunications	0.3	11.1	0.4	11.9	0.4	0.5	0.1	0.2	0.2
51811	Internet service providers and web search portals	2.0	8.6	1.4	(S)	1.3	(S)	1.7	(S)	0.2
52	Finance and Insurance⁶	1.0	2.9	NA	NA	NA	NA	0.1	NA	0.5
5223	Activities related to credit intermediation	4.5	(S)	NA	NA	NA	NA	(S)	NA	(S)
523x	Selected Finance	1.3	8.5	1.9	9.1	1.5	1.3	0.2	0.3	0.4
5231	Securities and commodity contracts intermediation and brokerage	1.4	8.9	3.1	9.5	2.9	1.2	0.4	0.6	0.4
53	Real Estate and Rental and Leasing Services	1.4	4.7	NA	NA	NA	NA	0.2	NA	0.2
532	Rental and Leasing Services	1.5	3.6	1.2	1.9	0.5	2.4	0.2	0.1	0.2
54	Selected Professional, Scientific, and Technical Services⁸	1.5	4.9	1.6	5.5	0.4	3.3	0.1	0.1	0.5
5415	Computer systems design and related services	1.1	15.7	0.9	18.9	0.6	6.3	0.3	0.4	0.3
56	Administrative and Support and Waste Management and Remediation Services	0.9	5.1	0.5	6.6	0.5	2.7	0.2	0.2	0.3
5615	Travel arrangement and reservation services	1.5	5.2	0.9	3.3	1.0	3.5	1.1	0.8	0.2
61	Educational Services⁹	3.0	10.0	NA	NA	NA	NA	0.6	NA	0.1
62	Health Care and Social Assistance Services	0.3	19.8	0.2	21.4	0.3	17.1	(Z)	(Z)	0.1
71	Arts, Entertainment, and Recreation Services	1.3	3.3	1.3	3.2	0.6	1.1	0.1	0.1	0.1
72	Accommodation and Food Services¹⁰	0.4	1.8	0.5	1.7	0.4	0.8	(Z)	(Z)	0.1
81	Selected Other Services¹¹	0.9	7.2	0.7	7.3	0.5	2.8	0.1	0.1	0.2
811	Repair and maintenance	1.4	13.9	0.8	17.0	0.7	15.8	0.1	0.1	0.1
813	Religious, grantmaking, civic, professional, and similar organizations	1.2	6.5	1.5	6.9	0.9	1.7	0.2	0.2	0.2

NA Not applicable.

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/standards/standardf1.html>>.

(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 Includes NAICS 22 (Utilities), NAICS 4849y (Transportation and Warehousing), NAICS 51 (Information), NAICS 52 (Finance and Insurance), NAICS 53 (Real Estate and Rental and Leasing), NAICS 54 (Selected Professional, Scientific, and Technical Services), NAICS 56 (Administrative and Support and Waste Management and Remediation Services), NAICS 61 (Educational Services), NAICS 62 (Health Care and Social Assistance Services), NAICS 71 (Arts, Entertainment, and Recreation Services), NAICS 72 (Accommodation and Food Services), and NAICS 81 (Selected Other Services).

² Includes NAICS 4849x (Selected Transportation and Warehousing), NAICS 51 (Information), NAICS 523x (Selected Finance), NAICS 532 (Rental and Leasing Services), NAICS 54 (Selected Professional, Scientific, and Technical Services), NAICS 56 (Administrative and Support and Waste Management and Remediation Services), NAICS 62 (Health Care and Social Assistance Services), NAICS 71 (Arts, Entertainment, and Recreation Services), NAICS 72 (Accommodation and Food Services), and NAICS 81 (Selected Other Services).

³ Excludes government owned utilities.

⁴ Excludes NAICS 482 (Rail Transportation) and NAICS 491 (Postal Service).

⁵ Excludes NAICS 481 (Air Transportation), NAICS 482 (Rail Transportation), NAICS 483 (Water Transportation), NAICS 485 (Transit and Ground Passenger Transportation), NAICS 486 (Pipeline Transportation), NAICS 487 (Scenic and Sightseeing Transportation), NAICS 488 (Support Activities for Transportation), and NAICS 491 (Postal Service).

⁶ Excludes NAICS 525 (Funds, Trusts, and Other Financial Vehicles).

⁷ Excludes NAICS 521 (Monetary Authorities-Central Bank), NAICS 522 (Credit Intermediation and Related Activities), NAICS 5232 (Securities and Commodity Exchanges), NAICS 52391 (Miscellaneous Intermediation), NAICS 52399 (All Other Financial Investment Activities), NAICS 524 (Insurance Carriers and Related Activities), and NAICS 525 (Funds, Trusts, and Other Financial Vehicles).

⁸ Excludes NAICS 54112 (Offices of Notaries).

⁹ Excludes NAICS 6111 (Elementary and Secondary Schools), NAICS 6112 (Junior Colleges), and NAICS 6113 (Colleges, Universities, and Professional Schools).

¹⁰ Estimates are based on data from the 2009 Annual Retail Trade Survey <<http://www.census.gov/retail>>.

¹¹ Excludes NAICS 81311 (Religious Organizations), NAICS 81393 (Labor and Similar Organizations), NAICS 81394 (Political Organizations), and NAICS 814 (Private Households).

Source: U.S. Census Bureau, 2009 Service Annual Survey