

Seasonal Adjustment Factors¹ for Selected Services Revenue by Kind of Business Fourth Quarter 2008 Through First Quarter 2010

[Seasonal adjustment factors are computed using the Census Bureau's X-12 ARIMA program and are based on data from the Quarterly Services Survey]

2002 NAICS code ²	Kind of business	Factors					
		2010	2009				2008
		1Q ^P	4Q	3Q	2Q	1Q	4Q
51	Information	0.976	1.034	0.991	0.999	0.976	1.034
5112	Software publishers.....	0.964	1.093	0.948	0.995	0.968	1.088
512	Motion Picture and sound recording industries	0.976	1.059	0.948	1.018	0.971	1.063
54 pt	Professional, scientific, and technical services (except landscape architectural services and veterinary services)	0.990	1.020	0.983	1.007	0.989	1.023
5411	Legal services	0.927	1.092	0.985	0.996	0.926	1.098
5412	Accounting, tax preparation, bookkeeping, and payroll services	1.199	0.901	0.848	1.054	1.194	0.906
56 pt	Administrative and support and waste management and remediation services (except landscaping services)³	0.980	1.015	1.004	1.002	0.979	1.015
5613	Employment services	0.978	1.040	0.995	0.988	0.976	1.040
5615	Travel arrangement and reservation services	0.974	0.952	1.014	1.061	0.973	0.953
562	Waste management and remediation services	0.945	1.022	1.026	1.010	0.942	1.021
622	Hospitals.....	1.004	0.997	0.992	1.007	1.006	0.995

(P) Preliminary estimate.

(1) The seasonal factors are based on a short time series that may not have stable seasonal patterns. As more estimates are added to the time series, large revisions in seasonal factors and consequently historical estimates may be observed. Data users should exercise caution when drawing inferences based on the seasonally adjusted estimates.

(2) For a full description of the NAICS codes used in this table, see the 2002 NAICS manual or <http://www.census.gov/eos/www/naics/>.

(3) Seasonally adjusted total revenue estimates for detailed kind-of-business levels in Table 1 are computed by dividing each Not Seasonally Adjusted total revenue estimate in Table 1 of the Annual Benchmark Report for Services (Not Adjusted) by the seasonal adjustment factor for the corresponding kind-of-business and quarter. Seasonally adjusted estimates for 56pt are obtained indirectly by summing the seasonally adjusted estimates for 5613, 5615, and 562 and the not seasonally adjusted estimate for 561pt*. Direct seasonal adjustment factors are provided for 56 pt in this table and may be used to approximate the published seasonally adjusted estimates at this level.

Note: The seasonal adjustment factors shown are estimates derived from a model that uses sample survey data as input. Therefore, these estimates may contain sampling and nonsampling error. The seasonal adjustment models used to derive factors for each kind of business are evaluated annually and will not be revised until the next benchmarking operation. Additional information on the general form of the model and the X-12 ARIMA program may be found at <http://www.census.gov/srd/www/x12a/>.