

**Table A-3.0.1. Information Sector (NAICS 51) – Estimated Coefficients of Variation for Revenue and Standard Error of Percent Change for Employer Firms: 2004 Through 2007**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| NAICS code | Kind of business                                                            | Coefficient of variation |            |            |            | Standard error |            |            |
|------------|-----------------------------------------------------------------------------|--------------------------|------------|------------|------------|----------------|------------|------------|
|            |                                                                             | 2007                     | 2006       | 2005       | 2004       | 2007/2006      | 2006/2005  | 2005/2004  |
| 51         | <b>Information .....</b>                                                    | <b>0.7</b>               | <b>0.6</b> | <b>0.5</b> | <b>0.3</b> | <b>0.3</b>     | <b>0.4</b> | <b>0.3</b> |
| 511        | Publishing industries (except Internet) .....                               | 1.8                      | 1.8        | 1.3        | 0.8        | 0.7            | 0.6        | 0.9        |
| 5111       | Newspaper, periodical, book, and directory publishers .....                 | 1.0                      | 1.0        | 0.7        | 0.4        | 0.4            | 0.5        | 0.6        |
| 51111      | Newspaper publishers .....                                                  | 1.5                      | 1.2        | 1.0        | 0.5        | 0.7            | 0.7        | 0.9        |
| 51112      | Periodical publishers .....                                                 | 2.3                      | 2.5        | 1.8        | 0.9        | 0.7            | 1.4        | 1.4        |
| 51113      | Book publishers .....                                                       | 1.8                      | 1.6        | 1.0        | 0.8        | 0.9            | 1.2        | 0.5        |
| 51114      | Directory and mailing list publishers .....                                 | 1.3                      | 1.1        | 0.9        | 0.5        | 0.8            | 0.7        | 1.0        |
| 51119      | Other publishers .....                                                      | 1.9                      | 1.9        | 1.8        | 1.7        | 0.8            | 0.8        | 0.4        |
| 511191     | Greeting card publishers .....                                              | 1.4                      | 1.1        | 1.0        | 1.0        | 0.6            | 0.4        | 0.2        |
| 511199     | All other publishers .....                                                  | 5.5                      | 5.5        | 5.2        | 5.0        | 2.2            | 2.5        | 1.3        |
| 5112       | Software publishers .....                                                   | 3.5                      | 3.3        | 2.7        | 1.9        | 1.3            | 1.2        | 1.8        |
| 512        | Motion picture and sound recording industries .....                         | 1.9                      | 1.9        | 1.9        | 1.3        | 0.8            | 0.7        | 0.8        |
| 5121       | Motion picture and video industries .....                                   | 2.3                      | 2.3        | 2.3        | 1.5        | 1.0            | 0.8        | 1.0        |
| 5121x      | Motion picture and video production and distribution <sup>1</sup> .....     | 2.8                      | 2.8        | 2.9        | 1.9        | 1.2            | 1.0        | 1.2        |
| 51213      | Motion picture and video exhibition .....                                   | 2.9                      | 2.6        | 2.2        | 1.9        | 1.1            | 1.8        | 1.1        |
| 512131     | Motion picture theaters (except drive-ins) .....                            | 3.0                      | 2.5        | 2.2        | 1.9        | 1.1            | 1.4        | 1.1        |
| 512132     | Drive-in motion picture theaters .....                                      | S                        | S          | 16.4       | 15.7       | S              | S          | 2.2        |
| 51219      | Postproduction services and other motion picture and video industries ..... | 4.0                      | 3.0        | 2.7        | 1.9        | 2.2            | 2.6        | 2.2        |
| 512191     | Teleproduction and other postproduction services .....                      | 4.8                      | 3.5        | 2.9        | 2.3        | 2.8            | 3.0        | 2.5        |
| 512199     | Other motion picture and video industries .....                             | 3.8                      | 3.7        | 4.0        | 2.6        | 1.1            | 2.3        | 2.5        |
| 5122       | Sound recording industries .....                                            | 0.8                      | 0.8        | 0.6        | 0.5        | 0.3            | 0.4        | 0.5        |
| 51221      | Record production .....                                                     | 16.4                     | 9.1        | 4.4        | 4.7        | 10.4           | 5.6        | 5.1        |
| 51222      | Integrated record production and distribution .....                         | 0.2                      | 0.3        | 0.3        | 0.3        | 0.1            | 0.1        | 0.2        |
| 51223      | Music publishers .....                                                      | 2.4                      | 2.5        | 2.4        | 1.5        | 1.1            | 0.8        | 1.6        |
| 51224      | Sound recording studios .....                                               | 10.8                     | 11.8       | 7.5        | 6.4        | 2.7            | 5.7        | 3.3        |
| 51229      | Other sound recording industries .....                                      | 15.1                     | 12.2       | 7.2        | 3.3        | 7.9            | 4.7        | 8.5        |
| 515        | Broadcasting (except Internet) .....                                        | 0.5                      | 0.6        | 0.4        | 0.3        | 0.3            | 0.5        | 0.3        |
| 5151       | Radio and television broadcasting .....                                     | 0.9                      | 0.9        | 0.6        | 0.4        | 0.5            | 0.7        | 0.4        |
| 51511      | Radio broadcasting .....                                                    | 2.1                      | 2.1        | 1.4        | 1.3        | 0.6            | 1.4        | 0.8        |
| 515111     | Radio networks .....                                                        | 3.2                      | 2.7        | 2.0        | 1.5        | 1.0            | 1.7        | 1.3        |
| 515112     | Radio stations .....                                                        | 2.4                      | 2.5        | 1.7        | 1.5        | 0.8            | 1.6        | 0.9        |
| 51512      | Television broadcasting .....                                               | 1.2                      | 1.0        | 0.7        | 0.5        | 0.6            | 0.8        | 0.5        |
| 5152       | Cable and other subscription programming .....                              | 0.6                      | 0.6        | 0.5        | 0.4        | 0.3            | 0.2        | 0.3        |
| 516        | Internet publishing and broadcasting .....                                  | 5.1                      | 3.7        | 2.8        | 1.4        | 2.3            | 3.5        | 3.5        |
| 517        | Telecommunications .....                                                    | 0.8                      | 0.8        | 0.9        | 0.6        | 0.5            | 0.5        | 0.6        |
| 5171       | Wired telecommunications carriers .....                                     | 1.6                      | 0.9        | 0.9        | 1.0        | 1.1            | 0.5        | 0.4        |
| 5172       | Wireless telecommunications carriers (except satellite) .....               | 1.5                      | 1.4        | 1.5        | 0.4        | 0.6            | 1.2        | 1.5        |
| 517211     | Paging .....                                                                | 7.8                      | 8.2        | 4.9        | 3.5        | 2.3            | 3.3        | 3.1        |
| 517212     | Cellular and other wireless telecommunications .....                        | 1.5                      | 1.5        | 1.5        | 0.4        | 0.6            | 1.2        | 1.5        |
| 5173       | Telecommunications resellers .....                                          | 13.9                     | 14.1       | 10.5       | 6.3        | 2.1            | 2.6        | 4.3        |
| 5174       | Satellite telecommunications .....                                          | 2.4                      | 2.1        | 2.0        | 1.6        | 0.5            | 0.8        | 0.8        |
| 5175       | Cable and other program distribution .....                                  | 1.1                      | 1.1        | 1.2        | 1.0        | 0.4            | 0.7        | 0.4        |

See footnotes at end of table.

**Table A-3.0.1. Information Sector (NAICS 51) – Estimated Coefficients of Variation for Revenue and Standard Error of Percent Change for Employer Firms: 2004 Through 2007—Con.**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| NAICS code | Kind of business                                                                   | Coefficient of variation |      |      |      | Standard error |           |           |
|------------|------------------------------------------------------------------------------------|--------------------------|------|------|------|----------------|-----------|-----------|
|            |                                                                                    | 2007                     | 2006 | 2005 | 2004 | 2007/2006      | 2006/2005 | 2005/2004 |
| 5179       | Other telecommunications .....                                                     | 12.2                     | 11.5 | 11.6 | 12.2 | 0.9            | 0.6       | 2.4       |
| 518        | Internet service providers, web search portals, and data processing services ..... | 3.4                      | 2.0  | 1.1  | 0.8  | 2.2            | 1.8       | 1.1       |
| 5181       | Internet service providers and web search portals .....                            | 3.7                      | 2.9  | 2.0  | 1.9  | 1.4            | 2.0       | 1.6       |
| 518111     | Internet service providers .....                                                   | 4.9                      | 3.8  | 2.8  | 2.5  | 1.8            | 2.2       | 1.9       |
| 518112     | Web search portals .....                                                           | 5.5                      | 4.6  | 2.6  | 2.8  | 1.5            | 3.2       | 1.0       |
| 5182       | Data processing, hosting, and related services .....                               | 4.5                      | 3.1  | 1.8  | 1.3  | 2.7            | 2.6       | 1.4       |
| 519        | Other information services .....                                                   | 3.8                      | 3.0  | 2.1  | 2.0  | 1.4            | 1.8       | 1.1       |
| 51911      | News syndicates .....                                                              | 4.1                      | 3.6  | 2.9  | 2.5  | 0.9            | 2.0       | 1.0       |
| 51912      | Libraries and archives .....                                                       | 4.8                      | 5.4  | 3.6  | 3.7  | 2.5            | 5.0       | 2.1       |
| 51919      | All other information services .....                                               | 5.7                      | 3.7  | 3.2  | 2.8  | 2.8            | 1.8       | 2.5       |

S Estimate 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](http://www.census.gov/quality/S20-0_v1.0_Data_Release.pdf).

<sup>1</sup>Includes NAICS 51211 (Motion picture and video production) and NAICS 51212 (Motion picture and video distribution).

Note: The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <[www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html)>.

**Table A-3.0.2. Information Sector (NAICS 51) – Estimated Coefficients of Variation for Export Revenue and Standard Error of Percent Change for Employer Firms: 2004 Through 2007**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| NAICS code | Kind of business                                                            | Coefficient of variation |            |            |            | Standard error |            |            |
|------------|-----------------------------------------------------------------------------|--------------------------|------------|------------|------------|----------------|------------|------------|
|            |                                                                             | 2007                     | 2006       | 2005       | 2004       | 2007/2006      | 2006/2005  | 2005/2004  |
| 51         | <b>Information .....</b>                                                    | <b>2.5</b>               | <b>1.8</b> | <b>1.9</b> | <b>1.8</b> | <b>1.4</b>     | <b>0.9</b> | <b>0.8</b> |
| 511        | Publishing industries (except Internet) .....                               | 2.6                      | 2.3        | 2.8        | 2.6        | 0.8            | 1.3        | 0.9        |
| 5111       | Newspaper, periodical, book, and directory publishers .....                 | S                        | 2.2        | 2.5        | 2.2        | S              | 0.8        | 0.6        |
| 51111      | Newspaper publishers .....                                                  | 2.4                      | 2.4        | 2.3        | 1.8        | 0.2            | 0.3        | 0.7        |
| 51112      | Periodical publishers .....                                                 | S                        | 2.1        | 2.1        | 1.9        | S              | 0.9        | 0.5        |
| 51113      | Book publishers .....                                                       | 7.6                      | 9.8        | 9.7        | 7.7        | 3.7            | 8.8        | 2.6        |
| 51114      | Directory and mailing list publishers .....                                 | 3.2                      | 2.7        | 2.9        | 2.8        | 3.9            | 0.6        | 0.8        |
| 51119      | Other publishers .....                                                      | 5.1                      | 5.7        | 6.9        | 6.3        | 2.0            | 2.1        | 1.1        |
| 511191     | Greeting card publishers .....                                              | 2.0                      | 1.0        | 1.0        | 1.0        | 1.8            | 0.1        | 0.1        |
| 511199     | All other publishers .....                                                  | 7.6                      | 8.4        | 12.8       | 11.5       | 2.8            | 5.3        | 2.0        |
| 5112       | Software publishers .....                                                   | 3.4                      | 3.1        | 3.5        | 3.3        | 1.1            | 1.6        | 1.1        |
| 512        | Motion picture and sound recording industries .....                         | 5.4                      | 2.5        | 2.6        | 2.3        | 4.2            | 0.5        | 1.0        |
| 5121       | Motion picture and video industries .....                                   | 5.5                      | 2.5        | 2.6        | 2.3        | 4.3            | 0.5        | 1.1        |
| 5121x      | Motion picture and video production and distribution <sup>1</sup> .....     | 5.5                      | 2.5        | 2.6        | 2.4        | 4.3            | 0.5        | 1.1        |
| 51213      | Motion picture and video exhibition .....                                   | X                        | X          | X          | X          | X              | X          | X          |
| 512131     | Motion picture theaters (except drive-ins) .....                            | X                        | X          | X          | X          | X              | X          | X          |
| 512132     | Drive-in motion picture theaters .....                                      | X                        | X          | X          | X          | X              | X          | X          |
| 51219      | Postproduction services and other motion picture and video industries ..... | 4.9                      | 9.8        | 13.7       | 17.2       | 3.0            | 2.3        | 2.7        |
| 512191     | Teleproduction and other postproduction services .....                      | 3.8                      | 3.8        | 3.7        | 3.9        | 0.9            | 0.7        | 0.5        |
| 512199     | Other motion picture and video industries .....                             | 6.4                      | 11.8       | 16.2       | 21.5       | 3.1            | 2.6        | 4.0        |
| 5122       | Sound recording industries .....                                            | 6.5                      | 7.0        | 7.0        | 7.0        | 3.0            | 3.7        | 0.6        |
| 51221      | Record production .....                                                     | S                        | S          | S          | S          | S              | S          | S          |
| 51222      | Integrated record production and distribution .....                         | 7.7                      | S          | 0.3        | 0.3        | S              | S          | 0.1        |
| 51223      | Music publishers .....                                                      | 10.6                     | 13.3       | 14.4       | 14.8       | 4.0            | 0.9        | 0.3        |
| 51224      | Sound recording studios .....                                               | 14.1                     | 7.8        | 9.6        | S          | 4.7            | 14.7       | S          |
| 51229      | Other sound recording industries .....                                      | S                        | S          | S          | S          | S              | S          | S          |
| 515        | Broadcasting (except Internet) .....                                        | 2.2                      | 3.9        | 1.3        | 1.8        | 1.9            | 2.0        | 0.6        |
| 5151       | Radio and television broadcasting .....                                     | 26.4                     | S          | S          | S          | S              | S          | S          |
| 51511      | Radio broadcasting .....                                                    | S                        | 12.9       | S          | S          | S              | S          | S          |
| 515111     | Radio networks .....                                                        | S                        | 3.6        | S          | S          | S              | S          | S          |
| 515112     | Radio stations .....                                                        | S                        | S          | NA         | NA         | S              | S          | NA         |
| 51512      | Television broadcasting .....                                               | S                        | S          | S          | S          | S              | S          | S          |
| 5152       | Cable and other subscription programming .....                              | 0.6                      | 0.5        | 0.5        | 0.5        | 0.5            | 0.1        | 0.2        |
| 516        | Internet publishing and broadcasting .....                                  | 12.7                     | 11.6       | 12.9       | 7.5        | 18.2           | 16.4       | 4.0        |
| 517        | Telecommunications .....                                                    | 2.9                      | S          | 1.8        | 1.8        | S              | S          | 0.9        |
| 5171       | Wired telecommunications carriers .....                                     | 3.3                      | S          | 2.9        | 2.9        | S              | S          | 0.1        |
| 5172       | Wireless telecommunications carriers (except satellite) .....               | 17.9                     | S          | 12.3       | 14.5       | S              | S          | 8.4        |
| 517211     | Paging .....                                                                | S                        | S          | S          | S          | S              | S          | S          |
| 517212     | Cellular and other wireless telecommunications .....                        | 18.4                     | 20.4       | 12.7       | 14.9       | 2.9            | 5.0        | 8.4        |
| 5173       | Telecommunications resellers .....                                          | 29.1                     | S          | 24.3       | 29.9       | S              | S          | 48.4       |
| 5174       | Satellite telecommunications .....                                          | D                        | S          | D          | S          | D              | D          | D          |
| 5175       | Cable and other program distribution .....                                  | D                        | 2.2        | D          | 1.3        | D              | D          | D          |

See footnotes at end of table.

**Table A-3.0.2. Information Sector (NAICS 51) – Estimated Coefficients of Variation for Export Revenue and Standard Error of Percent Change for Employer Firms: 2004 Through 2007—Con.**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| NAICS code | Kind of business                                                                   | Coefficient of variation |      |      |      | Standard error |           |           |
|------------|------------------------------------------------------------------------------------|--------------------------|------|------|------|----------------|-----------|-----------|
|            |                                                                                    | 2007                     | 2006 | 2005 | 2004 | 2007/2006      | 2006/2005 | 2005/2004 |
| 5179       | Other telecommunications .....                                                     | 12.2                     | 12.6 | S    | S    | 1.2            | S         | S         |
| 518        | Internet service providers, web search portals, and data processing services ..... | S                        | 8.1  | 12.2 | 12.2 | S              | 6.4       | 3.1       |
| 5181       | Internet service providers and web search portals .....                            | S                        | 7.4  | 11.6 | 8.9  | S              | 3.3       | 2.7       |
| 518111     | Internet service providers .....                                                   | D                        | D    | D    | S    | D              | D         | D         |
| 518112     | Web search portals .....                                                           | D                        | D    | D    | 2.5  | D              | D         | D         |
| 5182       | Data processing, hosting, and related services .....                               | 17.7                     | 15.2 | S    | S    | 3.2            | S         | S         |
| 519        | Other information services .....                                                   | 5.5                      | 4.6  | 4.9  | 4.0  | 1.4            | 1.5       | 3.3       |
| 51911      | News syndicates .....                                                              | 8.6                      | 8.1  | 9.0  | 9.8  | 2.8            | 1.7       | 0.9       |
| 51912      | Libraries and archives .....                                                       | 7.8                      | 5.2  | 5.2  | 5.9  | 9.1            | 1.9       | 1.0       |
| 51919      | All other information services .....                                               | S                        | S    | 6.4  | S    | S              | S         | S         |

NA Not available. X Not applicable. D Estimate in table is withheld to avoid disclosing data of individual companies. S Estimate 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](http://www.census.gov/quality/S20-0_v1.0_Data_Release.pdf).

<sup>1</sup>Includes NAICS 51211 (Motion picture and video production) and NAICS 51212 (Motion picture and video distribution).

Note: The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <[www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html)>.

**Table A-3.1.1. Newspaper Publishers (NAICS 51111) – Estimated Coefficients of Variation for Revenue and Inventories and Standard Error of Percent Change for Employer Firms: 2004 Through 2007**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| Kind of business                                   | Coefficient of variation |            |            |            | Standard error |            |            |
|----------------------------------------------------|--------------------------|------------|------------|------------|----------------|------------|------------|
|                                                    | 2007                     | 2006       | 2005       | 2004       | 2007/2006      | 2006/2005  | 2005/2004  |
| <b>Operating Revenue</b>                           |                          |            |            |            |                |            |            |
| <b>Total .....</b>                                 | <b>1.5</b>               | <b>1.2</b> | <b>1.0</b> | <b>0.5</b> | <b>0.7</b>     | <b>0.7</b> | <b>0.9</b> |
| <b>Sources of Revenue</b>                          |                          |            |            |            |                |            |            |
| General newspapers .....                           | 2.0                      | 2.0        | 1.9        | 1.5        | 0.7            | 0.7        | 1.1        |
| Subscriptions and sales .....                      | 2.6                      | 2.8        | 2.6        | 2.4        | 0.5            | 0.8        | 0.8        |
| Advertising space .....                            | 2.0                      | 2.1        | 1.9        | 1.5        | 0.8            | 0.7        | 1.2        |
| Specialized newspapers .....                       | 19.0                     | 18.1       | 17.9       | 18.8       | 7.5            | 3.9        | 1.3        |
| Subscriptions and sales .....                      | S                        | S          | S          | S          | S              | S          | S          |
| Advertising space .....                            | 19.3                     | 18.1       | 17.0       | 17.9       | 7.4            | 2.1        | 1.2        |
| Other operating revenue .....                      | 4.6                      | 4.9        | 5.0        | 4.6        | 1.6            | 1.6        | 1.4        |
| Printing services .....                            | 16.3                     | 14.4       | 12.2       | 13.3       | 2.0            | 2.1        | 2.2        |
| Distribution services .....                        | 8.2                      | 7.2        | 5.8        | 7.6        | 2.5            | 2.5        | 1.5        |
| All other operating revenue .....                  | 5.0                      | 7.1        | 8.2        | 7.6        | 2.9            | 2.8        | 2.3        |
| <b>Breakdown of Revenue by Media Type</b>          |                          |            |            |            |                |            |            |
| Print newspapers .....                             | 1.5                      | 1.4        | 1.5        | 1.3        | 0.8            | 1.0        | 0.9        |
| Online newspapers .....                            | 3.5                      | 3.8        | 22.2       | 27.1       | 2.2            | 8.7        | 2.4        |
| Other media newspapers .....                       | 3.5                      | 7.1        | 2.3        | 2.8        | 2.0            | 7.7        | 1.0        |
| <b>Breakdown of Revenue by Advertising Revenue</b> |                          |            |            |            |                |            |            |
| Classified advertising .....                       | 2.1                      | 2.3        | 1.8        | 1.4        | 1.0            | 1.0        | 0.9        |
| All other advertising .....                        | 2.3                      | 2.0        | 1.4        | 1.6        | 1.0            | 1.0        | 1.0        |
| <b>Inventories at End of Year</b>                  |                          |            |            |            |                |            |            |
| <b>Total .....</b>                                 | <b>2.5</b>               | <b>1.7</b> | <b>1.9</b> | <b>D</b>   | <b>1.9</b>     | <b>1.1</b> | <b>D</b>   |
| Finished goods .....                               | 8.4                      | 10.8       | 6.2        | S          | 3.8            | 13.0       | S          |
| Work-in-process .....                              | S                        | S          | S          | D          | S              | S          | D          |
| Materials, supplies, fuel, etc. ....               | 2.5                      | 1.7        | 1.8        | 1.3        | 2.0            | 0.9        | 1.0        |

D Estimate in table is withheld to avoid disclosing data of individual companies. S Estimate 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](http://www.census.gov/quality/S20-0_v1.0_Data_Release.pdf).

Note: The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <[www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html)>.

**Table A-3.1.2. Periodical Publishers (NAICS 51112) – Estimated Coefficients of Variation for Revenue and Inventories and Standard Error of Percent Change for Employer Firms: 2004 Through 2007**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| Kind of business                            | Coefficient of variation |            |            |            | Standard error |            |            |
|---------------------------------------------|--------------------------|------------|------------|------------|----------------|------------|------------|
|                                             | 2007                     | 2006       | 2005       | 2004       | 2007/2006      | 2006/2005  | 2005/2004  |
| <b>Operating Revenue</b>                    |                          |            |            |            |                |            |            |
| <b>Total .....</b>                          | <b>2.3</b>               | <b>2.5</b> | <b>1.8</b> | <b>0.9</b> | <b>0.7</b>     | <b>1.4</b> | <b>1.4</b> |
| <b>Sources of Revenue</b>                   |                          |            |            |            |                |            |            |
| General interest periodicals .....          | 3.8                      | 4.0        | 3.0        | 2.0        | 2.0            | 1.8        | 2.4        |
| Subscriptions and sales .....               | 3.9                      | 4.0        | 3.7        | 4.2        | 1.4            | 2.1        | 2.1        |
| Advertising space .....                     | 5.0                      | 5.2        | 4.2        | 3.5        | 2.6            | 2.0        | 2.8        |
| Professional and academic periodicals ..... | 5.8                      | 6.4        | 5.8        | 5.5        | 4.7            | 3.6        | 1.5        |
| Subscriptions and sales .....               | 6.1                      | 6.2        | 5.9        | 5.0        | 1.8            | 1.9        | 1.7        |
| Advertising space .....                     | 8.1                      | 8.0        | 8.5        | 8.4        | 10.6           | 6.9        | 2.9        |
| Other periodicals .....                     | 11.7                     | 12.3       | 11.3       | 11.3       | 5.5            | 2.7        | 4.6        |
| Subscriptions and sales .....               | 9.2                      | 7.3        | 6.3        | 6.2        | 1.3            | 1.0        | 0.6        |
| Advertising space .....                     | S                        | 21.0       | 19.7       | 20.0       | S              | 5.2        | 12.7       |
| Other operating revenue .....               | 3.2                      | 2.6        | 2.5        | 3.2        | 1.7            | 1.6        | 1.2        |
| Printing services for others .....          | 19.9                     | 17.8       | 15.9       | 15.1       | 8.5            | 24.4       | 3.0        |
| Licensing of rights to content .....        | 22.8                     | 22.0       | 18.6       | 18.2       | 13.8           | 25.5       | 6.7        |
| All other operating revenue .....           | 3.5                      | 3.0        | 2.7        | 3.4        | 1.8            | 1.4        | 1.2        |
| <b>Breakdown of Revenue by Media Type</b>   |                          |            |            |            |                |            |            |
| Print periodicals .....                     | 3.3                      | 3.6        | 2.6        | 1.4        | 1.0            | 1.8        | 1.7        |
| Online periodicals .....                    | 9.7                      | 8.2        | 6.8        | 6.4        | 8.2            | 2.1        | 1.1        |
| Other media periodicals .....               | 9.1                      | 23.4       | 18.0       | 17.4       | 18.5           | 15.7       | 6.0        |
| <b>Inventories at End of Year</b>           |                          |            |            |            |                |            |            |
| <b>Total .....</b>                          | <b>2.7</b>               | <b>2.9</b> | <b>3.4</b> | <b>6.1</b> | <b>0.9</b>     | <b>1.2</b> | <b>3.5</b> |
| Finished goods .....                        | 2.8                      | 2.8        | 2.8        | 7.9        | 0.8            | 1.4        | 4.2        |
| Work-in-process .....                       | 11.3                     | 9.8        | 9.7        | 19.2       | 3.8            | 8.2        | 4.5        |
| Materials, supplies, fuel, etc. ....        | 10.0                     | 11.1       | 11.6       | 11.9       | 2.2            | 2.2        | 1.1        |

S Estimate 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](http://www.census.gov/quality/S20-0_v1.0_Data_Release.pdf).

Note: The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <[www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html)>.

**Table A-3.1.3. Book Publishers (NAICS 51113) – Estimated Coefficients of Variation for Revenue and Inventories and Standard Error of Percent Change for Employer Firms: 2004 Through 2007**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| Kind of business                                   | Coefficient of variation |            |            |            | Standard error |            |            |
|----------------------------------------------------|--------------------------|------------|------------|------------|----------------|------------|------------|
|                                                    | 2007                     | 2006       | 2005       | 2004       | 2007/2006      | 2006/2005  | 2005/2004  |
| <b>Operating Revenue</b>                           |                          |            |            |            |                |            |            |
| <b>Total .....</b>                                 | <b>1.8</b>               | <b>1.6</b> | <b>1.0</b> | <b>0.8</b> | <b>0.9</b>     | <b>1.2</b> | <b>0.5</b> |
| <b>Sources of Revenue</b>                          |                          |            |            |            |                |            |            |
| Books .....                                        | 2.1                      | 2.5        | 2.2        | 1.9        | 1.4            | 1.1        | 0.6        |
| Textbooks .....                                    | 2.7                      | 2.8        | 2.5        | 2.3        | 2.4            | 1.1        | 0.6        |
| Children's books .....                             | 6.5                      | 5.8        | 4.8        | 4.3        | 3.2            | 1.0        | 0.6        |
| General reference books .....                      | 23.6                     | 19.9       | 21.3       | 6.8        | 4.1            | 5.8        | 15.9       |
| Professional, technical, and scholarly books ..... | 4.9                      | 5.3        | 5.2        | 5.4        | 3.0            | 3.3        | 1.2        |
| Adult trade books .....                            | 5.2                      | 5.4        | 4.8        | 5.4        | 1.7            | 3.4        | 2.1        |
| All other operating revenue .....                  | 10.6                     | 12.5       | 10.9       | 8.9        | 6.0            | 3.7        | 2.1        |
| <b>Breakdown of Revenue by Media Type</b>          |                          |            |            |            |                |            |            |
| Print books .....                                  | 2.2                      | 2.6        | 2.2        | 1.9        | 1.4            | 1.1        | 0.6        |
| Online books .....                                 | 11.3                     | 8.2        | 8.6        | 5.6        | 4.4            | 0.8        | 2.4        |
| Other media books .....                            | 10.0                     | 7.2        | 8.6        | 3.7        | 3.6            | 2.4        | 7.8        |
| <b>Inventories at End of Year</b>                  |                          |            |            |            |                |            |            |
| <b>Total .....</b>                                 | <b>3.4</b>               | <b>3.7</b> | <b>3.1</b> | <b>3.1</b> | <b>2.4</b>     | <b>1.2</b> | <b>1.1</b> |
| Finished goods .....                               | 2.2                      | 3.2        | 2.5        | 2.6        | 2.8            | 1.3        | 1.2        |
| Work-in-process .....                              | 29.6                     | 15.5       | 14.6       | 18.4       | 6.1            | 1.6        | 2.6        |
| Materials, supplies, fuel, etc. ....               | 4.1                      | 5.8        | 10.5       | 10.1       | 3.1            | 7.4        | 2.3        |

Note: The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <[www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html)>.

**Table A-3.1.4. Directory and Mailing List Publishers (NAICS 51114) – Estimated Coefficients of Variation for Revenue and Inventories and Standard Error of Percent Change for Employer Firms: 2004 Through 2007**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| Kind of business                                                               | Coefficient of variation |            |            |            | Standard error |            |            |
|--------------------------------------------------------------------------------|--------------------------|------------|------------|------------|----------------|------------|------------|
|                                                                                | 2007                     | 2006       | 2005       | 2004       | 2007/2006      | 2006/2005  | 2005/2004  |
| <b>Operating Revenue</b>                                                       |                          |            |            |            |                |            |            |
| <b>Total</b> .....                                                             | <b>1.3</b>               | <b>1.1</b> | <b>0.9</b> | <b>0.5</b> | <b>0.8</b>     | <b>0.7</b> | <b>1.0</b> |
| <b>Sources of Revenue</b>                                                      |                          |            |            |            |                |            |            |
| Directories .....                                                              | 2.4                      | 2.6        | 2.7        | 2.4        | 0.6            | 0.7        | 1.0        |
| Subscriptions and sales .....                                                  | 12.9                     | 16.8       | 13.3       | 13.1       | 6.3            | 9.1        | 5.1        |
| Advertising space .....                                                        | 2.6                      | 2.7        | 2.7        | 2.4        | 0.6            | 0.7        | 1.0        |
| Databases, and other collections of information .....                          | 5.0                      | 5.3        | 4.1        | 4.7        | 2.8            | 1.3        | 1.2        |
| Subscriptions and sales .....                                                  | 6.7                      | 6.7        | 5.2        | 6.0        | 3.4            | 1.6        | 1.5        |
| Advertising space .....                                                        | 3.5                      | 4.8        | 4.7        | 4.5        | 1.8            | 0.5        | 0.8        |
| Other operating revenue .....                                                  | 14.5                     | 17.2       | 15.6       | 16.8       | 6.2            | 2.1        | 3.3        |
| Rental or sale of mailing lists .....                                          | 11.7                     | 14.5       | 13.8       | 11.7       | 9.3            | 3.3        | 5.3        |
| All other operating revenue .....                                              | S                        | 24.8       | 22.3       | 23.5       | S              | 3.1        | 2.7        |
| <b>Breakdown of Revenue by Media Type</b>                                      |                          |            |            |            |                |            |            |
| Print directories, databases, and other collections of information .....       | 2.4                      | 2.6        | 2.5        | 2.3        | 0.6            | 0.8        | 0.9        |
| Online directories, databases, and other collections of information .....      | 3.2                      | 3.3        | 2.8        | 3.3        | 1.4            | 1.1        | 1.7        |
| Other media directories, databases, and other collections of information ..... | 6.1                      | 14.7       | 9.5        | 5.5        | 14.3           | 13.6       | 2.5        |
| <b>Inventories at End of Year</b>                                              |                          |            |            |            |                |            |            |
| <b>Total</b> .....                                                             | <b>3.8</b>               | <b>3.6</b> | <b>3.3</b> | <b>2.5</b> | <b>1.0</b>     | <b>0.6</b> | <b>1.1</b> |
| Finished goods .....                                                           | 3.9                      | 3.3        | 2.9        | 2.8        | 1.5            | 0.5        | 1.0        |
| Work-in-process .....                                                          | 3.0                      | S          | 3.0        | 3.4        | S              | S          | 1.3        |
| Materials, supplies, fuel, etc. ....                                           | 5.9                      | 7.0        | S          | 2.4        | 2.3            | S          | S          |

S Estimate 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](http://www.census.gov/quality/S20-0_v1.0_Data_Release.pdf).

Note: The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <[www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html)>.

**Table A-3.1.5. Greeting Card Publishers (NAICS 511191) – Estimated Coefficients of Variation for Revenue and Inventories and Standard Error of Percent Change for Employer Firms: 2004 Through 2007**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| Kind of business                               | Coefficient of variation |            |            |            | Standard error |            |            |
|------------------------------------------------|--------------------------|------------|------------|------------|----------------|------------|------------|
|                                                | 2007                     | 2006       | 2005       | 2004       | 2007/2006      | 2006/2005  | 2005/2004  |
| <b>Operating Revenue</b>                       |                          |            |            |            |                |            |            |
| <b>Total .....</b>                             | <b>1.4</b>               | <b>1.1</b> | <b>1.0</b> | <b>1.0</b> | <b>0.6</b>     | <b>0.4</b> | <b>0.2</b> |
| <b>Sources of Revenue</b>                      |                          |            |            |            |                |            |            |
| Greeting cards .....                           | 1.6                      | 1.2        | 1.2        | 1.0        | 0.7            | 0.6        | 0.2        |
| All other operating revenue <sup>1</sup> ..... | 1.4                      | 1.1        | 1.2        | 1.2        | 0.5            | 0.1        | 0.1        |
| <b>Inventories at End of Year</b>              |                          |            |            |            |                |            |            |
| <b>Total .....</b>                             | <b>1.4</b>               | <b>1.1</b> | <b>1.4</b> | <b>S</b>   | <b>0.7</b>     | <b>1.1</b> | <b>S</b>   |
| Finished goods .....                           | 1.4                      | 1.0        | 1.7        | 1.7        | 0.8            | 1.5        | Z          |
| Work-in-process .....                          | 1.3                      | 1.1        | 1.1        | S          | 0.5            | 0.2        | S          |
| Materials, supplies, fuel, etc. ....           | 1.9                      | 2.1        | 2.1        | S          | 0.6            | 0.1        | S          |

Z Absolute value is less than 0.05. S Estimate 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](http://www.census.gov/quality/S20-0_v1.0_Data_Release.pdf).

<sup>1</sup>Includes calendar publishing, map and atlas publishing, pattern publishing, other miscellaneous publishing, contract printing, sale of licensing of rights to content, sale of advertising space, rental or sale of mailing lists, and publishing services for others.

Note: The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <[www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html)>.

**Table A-3.1.6. Software Publishers (NAICS 5112) – Estimated Coefficients of Variation for Revenue and Inventories and Standard Error of Percent Change for Employer Firms: 2004 Through 2007**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| Kind of business                                              | Coefficient of variation |            |            |            | Standard error |            |            |
|---------------------------------------------------------------|--------------------------|------------|------------|------------|----------------|------------|------------|
|                                                               | 2007                     | 2006       | 2005       | 2004       | 2007/2006      | 2006/2005  | 2005/2004  |
| <b>Operating Revenue</b>                                      |                          |            |            |            |                |            |            |
| <b>Total .....</b>                                            | <b>3.5</b>               | <b>3.3</b> | <b>2.7</b> | <b>1.9</b> | <b>1.3</b>     | <b>1.2</b> | <b>1.8</b> |
| System software publishing .....                              | 3.7                      | 4.5        | 3.4        | 3.1        | 1.2            | 1.7        | 0.9        |
| Operating systems software .....                              | 3.6                      | 4.0        | 3.5        | 3.1        | 1.4            | 1.5        | 1.1        |
| Network software .....                                        | 5.2                      | 5.8        | 5.4        | 4.9        | 2.4            | 1.7        | 2.8        |
| Database management software .....                            | 10.4                     | 9.6        | 7.2        | 6.6        | 3.2            | 4.7        | 2.0        |
| Development tools and programming languages software .....    | 13.4                     | 12.8       | 11.5       | 12.6       | 2.6            | 2.9        | 1.9        |
| Other systems software .....                                  | 20.4                     | 21.2       | 15.2       | 11.7       | 1.9            | 5.5        | 2.2        |
| Application software publishing .....                         | 6.9                      | 6.2        | 5.4        | 4.3        | 2.0            | 2.1        | 4.7        |
| General business productivity and home use applications ..... | 13.2                     | 12.4       | 9.4        | 4.6        | 3.6            | 1.9        | 8.7        |
| Cross-industry application software .....                     | 8.8                      | 7.8        | 9.0        | 9.0        | 4.6            | 1.9        | 1.2        |
| Vertical market application software .....                    | 15.2                     | 15.2       | 15.7       | 15.4       | 4.2            | 11.1       | 2.3        |
| Utilities application software .....                          | 9.4                      | 11.8       | 5.8        | 3.3        | 3.8            | 9.4        | 2.5        |
| Other application software .....                              | 24.3                     | 20.4       | 18.5       | 16.8       | 8.2            | 21.9       | 2.7        |
| Other services .....                                          | 5.4                      | 4.6        | 3.9        | 3.1        | 2.0            | 2.6        | 1.8        |
| Custom application design and development .....               | 9.2                      | 8.7        | 8.7        | 8.1        | 4.4            | 8.5        | 2.3        |
| Information technology technical consulting services .....    | 12.3                     | 10.6       | 10.6       | 9.9        | 5.6            | 4.3        | 2.1        |
| Application service provisioning .....                        | S                        | S          | S          | 21.6       | S              | S          | S          |
| Resale of computer hardware and software .....                | 8.1                      | 9.0        | 11.1       | 12.0       | 1.5            | 3.7        | 4.3        |
| Information technology related training services .....        | 7.4                      | 16.9       | 12.0       | 10.1       | 11.1           | 6.6        | 3.1        |
| All other operating revenue .....                             | 5.0                      | S          | S          | 3.2        | S              | S          | S          |
| <b>Breakdown of Revenue by Software Sales Type</b>            |                          |            |            |            |                |            |            |
| System software .....                                         | 3.7                      | 4.5        | 3.4        | 3.1        | 1.2            | 1.7        | 0.9        |
| Personal computer software .....                              | 2.8                      | 3.7        | 2.9        | 3.0        | 1.5            | 1.7        | 0.8        |
| Enterprise or network software .....                          | 6.5                      | 7.7        | 6.2        | 5.2        | 3.9            | 4.6        | 1.9        |
| Mainframe computer software .....                             | 3.2                      | 3.5        | 2.9        | 3.0        | 1.1            | 2.6        | 0.9        |
| Other system software .....                                   | 24.0                     | 16.0       | 8.0        | 8.6        | 30.5           | 6.0        | 1.2        |
| Application software .....                                    | 6.9                      | 6.2        | 5.4        | 4.3        | 2.0            | 2.1        | 4.7        |
| Personal computer software .....                              | 11.5                     | S          | 8.8        | 4.5        | S              | S          | 9.2        |
| Enterprise or network software .....                          | 6.6                      | 7.2        | 7.4        | 7.7        | 3.3            | 6.8        | 1.4        |
| Mainframe computer software .....                             | 15.2                     | 5.2        | 4.5        | 5.3        | 15.3           | 5.6        | 1.5        |
| Other application software .....                              | 17.1                     | 15.4       | 13.7       | 11.1       | 6.3            | 12.5       | 2.4        |
| <b>Inventories at End of Year</b>                             |                          |            |            |            |                |            |            |
| <b>Total .....</b>                                            | <b>3.6</b>               | <b>3.5</b> | <b>S</b>   | <b>S</b>   | <b>1.9</b>     | <b>S</b>   | <b>S</b>   |
| Finished goods .....                                          | S                        | 4.5        | S          | S          | S              | S          | S          |
| Work-in-process .....                                         | 8.0                      | 2.8        | S          | S          | 7.3            | S          | S          |
| Materials, supplies, fuel, etc .....                          | 3.0                      | 3.3        | S          | S          | 2.0            | S          | S          |

S Estimate 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](http://www.census.gov/quality/S20-0_v1.0_Data_Release.pdf).

Note: The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <[www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html)>.

**Table A-3.2.1. Motion Picture and Sound Recording Industries (NAICS 512) – Estimated Coefficients of Variation for Revenue and Inventories and Standard Error of Percent Change for Employer Firms: 2004 Through 2007**

Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses

| Kind of business                                                 | Coefficient of variation |            |            |            | Standard error |            |            |
|------------------------------------------------------------------|--------------------------|------------|------------|------------|----------------|------------|------------|
|                                                                  | 2007                     | 2006       | 2005       | 2004       | 2007/2006      | 2006/2005  | 2005/2004  |
| <b>MOTION PICTURE AND SOUND RECORDING INDUSTRIES (NAICS 512)</b> |                          |            |            |            |                |            |            |
| <b>Operating revenue</b>                                         |                          |            |            |            |                |            |            |
| <b>Total .....</b>                                               | <b>1.9</b>               | <b>1.9</b> | <b>1.9</b> | <b>1.3</b> | <b>0.8</b>     | <b>0.7</b> | <b>0.8</b> |
| <b>Inventories at End of Year</b>                                |                          |            |            |            |                |            |            |
| <b>Total .....</b>                                               | <b>4.7</b>               | <b>4.8</b> | <b>4.9</b> | <b>3.1</b> | <b>1.1</b>     | <b>1.6</b> | <b>2.4</b> |
| Finished goods .....                                             | 4.4                      | 3.3        | 3.7        | 2.9        | 1.7            | 1.0        | 1.8        |
| Work-in-process .....                                            | 6.6                      | 12.7       | 12.6       | 9.1        | 3.5            | 4.3        | 5.9        |
| Materials, supplies, fuel, etc. ....                             | 6.8                      | 7.0        | 2.0        | 2.3        | 5.0            | 7.7        | 2.0        |
| <b>MOTION PICTURE AND VIDEO INDUSTRIES (NAICS 5121)</b>          |                          |            |            |            |                |            |            |
| <b>Operating revenue</b>                                         |                          |            |            |            |                |            |            |
| <b>Total .....</b>                                               | <b>2.3</b>               | <b>2.3</b> | <b>2.3</b> | <b>1.5</b> | <b>1.0</b>     | <b>0.8</b> | <b>1.0</b> |
| <b>Inventories at End of Year</b>                                |                          |            |            |            |                |            |            |
| <b>Total .....</b>                                               | <b>4.8</b>               | <b>4.9</b> | <b>5.0</b> | <b>3.1</b> | <b>1.1</b>     | <b>1.6</b> | <b>2.5</b> |
| Finished goods .....                                             | 4.5                      | 3.4        | 3.8        | 2.9        | 1.7            | 1.0        | 1.8        |
| Work-in-process .....                                            | 6.7                      | 12.8       | 12.6       | 9.1        | 3.4            | 4.3        | 5.9        |
| Materials, supplies, fuel, etc. ....                             | 9.0                      | 9.2        | 2.7        | 2.9        | 7.2            | 11.9       | 2.7        |
| <b>SOUND RECORDING INDUSTRIES (NAICS 5122)</b>                   |                          |            |            |            |                |            |            |
| <b>Operating revenue</b>                                         |                          |            |            |            |                |            |            |
| <b>Total .....</b>                                               | <b>0.8</b>               | <b>0.8</b> | <b>0.6</b> | <b>0.5</b> | <b>0.3</b>     | <b>0.4</b> | <b>0.5</b> |
| <b>Inventories at End of Year</b>                                |                          |            |            |            |                |            |            |
| <b>Total .....</b>                                               | <b>7.2</b>               | <b>3.2</b> | <b>3.5</b> | <b>3.7</b> | <b>5.1</b>     | <b>1.6</b> | <b>1.9</b> |
| Finished goods .....                                             | 5.3                      | 3.6        | 4.1        | 4.4        | 2.9            | 1.2        | 2.0        |
| Work-in-process .....                                            | S                        | S          | 8.9        | 4.9        | S              | S          | 4.0        |
| Materials, supplies, fuel, etc. ....                             | 4.2                      | 1.9        | 2.1        | 1.6        | 2.4            | 1.4        | 1.4        |

S Estimate 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](http://www.census.gov/quality/S20-0_v1.0_Data_Release.pdf).

Note: The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at [www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html).

**Table A-3.2.2. Motion Picture and Video Production and Distribution (NAICS 5121X) – Estimated Coefficients of Variation for Sources of Revenue and Standard Error of Percent Change for Employer Firms: 2004 Through 2007**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| Kind of business                                                                  | Coefficient of variation |            |            |            | Standard error |            |            |
|-----------------------------------------------------------------------------------|--------------------------|------------|------------|------------|----------------|------------|------------|
|                                                                                   | 2007                     | 2006       | 2005       | 2004       | 2007/2006      | 2006/2005  | 2005/2004  |
| <b>Operating Revenue</b>                                                          |                          |            |            |            |                |            |            |
| <b>Total .....</b>                                                                | <b>2.8</b>               | <b>2.8</b> | <b>2.9</b> | <b>1.9</b> | <b>1.2</b>     | <b>1.0</b> | <b>1.2</b> |
| <b>Sources of Revenue</b>                                                         |                          |            |            |            |                |            |            |
| Domestic licensing of rights to motion picture films .....                        | 3.8                      | 3.5        | 3.1        | 2.7        | 1.3            | 1.5        | 1.0        |
| Domestic licensing of rights to television programs .....                         | 3.3                      | 3.2        | 3.6        | 3.0        | 1.4            | 1.4        | 0.9        |
| International licensing of rights to motion picture films .....                   | 5.0                      | 4.0        | 3.0        | 3.0        | 2.0            | 2.2        | 0.5        |
| International licensing of rights to television programs .....                    | 4.7                      | 3.6        | 3.8        | 3.2        | 4.1            | 2.7        | 1.3        |
| Audiovisual works speculatively produced for outright sale .....                  | S                        | S          | S          | S          | S              | S          | S          |
| Contract production of audiovisual works .....                                    | 12.3                     | 12.9       | 14.6       | 13.8       | 8.9            | 14.9       | 6.2        |
| Domestic licensing of rights to others to distribute audiovisual works .....      | 9.4                      | S          | 9.0        | 11.6       | S              | S          | 4.3        |
| International licensing of rights to others to distribute audiovisual works ..... | S                        | S          | 17.3       | 15.1       | S              | S          | 4.2        |
| Sale of audiovisual works for the wholesale, retail, and rental markets .....     | 3.0                      | 3.3        | 3.3        | 3.6        | 2.6            | 1.0        | 1.7        |
| Other production services .....                                                   | 11.4                     | 10.0       | 9.4        | 8.3        | 8.3            | 5.3        | 3.2        |
| Merchandise licensing .....                                                       | 4.9                      | 4.9        | 7.7        | 14.1       | 1.0            | 3.2        | 3.2        |
| All other operating revenue .....                                                 | 9.9                      | 9.4        | 7.7        | 5.9        | 9.2            | 11.1       | 4.8        |

S Estimate 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](http://www.census.gov/quality/S20-0_v1.0_Data_Release.pdf).

Note: The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <[www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html)>.

**Table A-3.2.3. Motion Picture Theaters (NAICS 51213) – Estimated Coefficients of Variation for Sources of Revenue and Standard Error of Percent Change for Employer Firms: 2004 Through 2007**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| Kind of business                           | Coefficient of variation |            |            |            | Standard error |            |            |
|--------------------------------------------|--------------------------|------------|------------|------------|----------------|------------|------------|
|                                            | 2007                     | 2006       | 2005       | 2004       | 2007/2006      | 2006/2005  | 2005/2004  |
| <b>Operating Revenue</b>                   |                          |            |            |            |                |            |            |
| <b>Total .....</b>                         | <b>2.9</b>               | <b>2.6</b> | <b>2.2</b> | <b>1.9</b> | <b>1.1</b>     | <b>1.8</b> | <b>1.1</b> |
| <b>Sources of Revenue</b>                  |                          |            |            |            |                |            |            |
| Feature film exhibition revenue .....      | 2.8                      | 2.7        | 2.3        | 1.9        | 1.1            | 1.9        | 1.1        |
| Admissions to domestic feature films ..... | 2.9                      | 2.7        | 2.3        | 2.1        | 1.1            | 1.9        | 1.1        |
| Admissions to foreign feature films .....  | 27.8                     | S          | 14.1       | 16.0       | S              | S          | 2.1        |
| Other revenue .....                        | 3.2                      | 2.7        | 2.3        | 2.1        | 1.2            | 1.7        | 1.3        |
| Food and beverage sales .....              | 3.2                      | 2.6        | 2.3        | 2.3        | 1.2            | 1.7        | 1.0        |
| Rental of retail space .....               | S                        | S          | S          | S          | S              | S          | S          |
| Advertising services .....                 | 3.3                      | 3.5        | 3.3        | 3.2        | 1.0            | 1.3        | 1.0        |
| Coin-operated games and rides .....        | 7.2                      | 5.2        | 4.1        | 3.6        | 1.6            | 3.2        | 0.8        |
| All other operating revenue .....          | 9.4                      | 11.0       | 6.4        | 6.6        | 3.2            | 6.2        | 1.0        |

S Estimate 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](http://www.census.gov/quality/S20-0_v1.0_Data_Release.pdf).

Note: The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <[www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html)>.

**Table A-3.2.4. Postproduction Services and Other Motion Picture and Video Industries (NAICS 51219) – Estimated Coefficients of Variation for Sources of Revenue and Standard Error of Percent Change for Employer Firms: 2004 Through 2007**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| Kind of business                              | Coefficient of variation |            |            |            | Standard error |            |            |
|-----------------------------------------------|--------------------------|------------|------------|------------|----------------|------------|------------|
|                                               | 2007                     | 2006       | 2005       | 2004       | 2007/2006      | 2006/2005  | 2005/2004  |
| <b>Operating Revenue</b>                      |                          |            |            |            |                |            |            |
| <b>Total .....</b>                            | <b>4.0</b>               | <b>3.0</b> | <b>2.7</b> | <b>1.9</b> | <b>2.2</b>     | <b>2.6</b> | <b>2.2</b> |
| <b>Sources of Revenue</b>                     |                          |            |            |            |                |            |            |
| Audiovisual postproduction services .....     | 6.7                      | 5.0        | 4.3        | 3.2        | 2.7            | 3.8        | 2.7        |
| Motion picture film laboratory services ..... | 3.1                      | 3.7        | 4.1        | 3.9        | 1.8            | 3.3        | 0.6        |
| Duplication and copying services .....        | 9.5                      | 10.8       | 11.8       | 12.1       | 3.4            | 4.5        | 2.5        |
| All other operating revenue .....             | 13.4                     | 12.4       | 9.4        | 8.3        | 11.0           | 11.3       | 3.5        |

Note: The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <[www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html)>.

**Table A-3.2.5. Integrated Record Production and Distribution (NAICS 51222) – Estimated Coefficients of Variation for Sources of Revenue and Standard Error of Percent Change for Employer Firms: 2004 Through 2007**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| Kind of business                                      | Coefficient of variation |            |            |            | Standard error |            |            |
|-------------------------------------------------------|--------------------------|------------|------------|------------|----------------|------------|------------|
|                                                       | 2007                     | 2006       | 2005       | 2004       | 2007/2006      | 2006/2005  | 2005/2004  |
| <b>Operating Revenue</b>                              |                          |            |            |            |                |            |            |
| <b>Total .....</b>                                    | <b>0.2</b>               | <b>0.3</b> | <b>0.3</b> | <b>0.3</b> | <b>0.1</b>     | <b>0.1</b> | <b>0.2</b> |
| <b>Sources of Revenue</b>                             |                          |            |            |            |                |            |            |
| Licensing revenue .....                               | 0.4                      | 0.3        | S          | S          | 0.4            | S          | S          |
| Licensing of rights to use musical compositions ..... | S                        | 0.3        | S          | S          | S              | S          | S          |
| Licensing of rights to use musical recordings .....   | 1.2                      | 0.2        | S          | S          | 1.3            | S          | S          |
| Other operating revenue .....                         | 0.2                      | 0.3        | S          | 0.3        | 0.1            | S          | S          |
| Sales of recordings .....                             | 0.2                      | S          | S          | 0.3        | S              | S          | S          |
| All other operating revenue .....                     | 4.4                      | 8.1        | S          | S          | 3.9            | S          | S          |

S Estimate 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](http://www.census.gov/quality/S20-0_v1.0_Data_Release.pdf).

Note: The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <[www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html)>.

**Table A-3.2.6. Music Publishers (NAICS 51223) - Estimated Coefficients of Variation for Sources of Revenue and Standard Error of Percent Change for Employer Firms: 2004 Through 2007**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| Kind of business                                      | Coefficient of variation |            |            |            | Standard error |            |            |
|-------------------------------------------------------|--------------------------|------------|------------|------------|----------------|------------|------------|
|                                                       | 2007                     | 2006       | 2005       | 2004       | 2007/2006      | 2006/2005  | 2005/2004  |
| <b>Operating Revenue</b>                              |                          |            |            |            |                |            |            |
| <b>Total .....</b>                                    | <b>2.4</b>               | <b>2.5</b> | <b>2.4</b> | <b>1.5</b> | <b>1.1</b>     | <b>0.8</b> | <b>1.6</b> |
| <b>Sources of Revenue</b>                             |                          |            |            |            |                |            |            |
| Licensing revenue .....                               | S                        | 3.6        | 3.5        | 1.6        | S              | 1.2        | 2.7        |
| Licensing of rights to use musical compositions ..... | S                        | 3.7        | 3.6        | 1.9        | S              | 1.3        | 2.7        |
| Licensing of rights to use musical recordings .....   | S                        | S          | S          | 15.0       | S              | S          | S          |
| Other operating revenue .....                         | 2.0                      | 2.7        | 2.5        | 1.8        | 1.6            | 1.0        | 1.2        |
| Administration of copyrights for others.....          | 25.7                     | S          | 24.6       | 23.3       | S              | S          | 38.5       |
| Sales of recordings .....                             | 21.6                     | 15.9       | 21.7       | 20.9       | 13.6           | 10.0       | 12.2       |
| Print music.....                                      | 2.6                      | 2.4        | 2.4        | 2.4        | 0.6            | 0.2        | 0.1        |
| All other operating revenue .....                     | 15.4                     | 16.3       | 15.3       | 11.0       | 10.9           | 18.3       | 9.4        |

S Estimate 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](http://www.census.gov/quality/S20-0_v1.0_Data_Release.pdf).

Note: The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <[www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html)>.

**Table A-3.2.7. Sound Recording Studios (NAICS 51224) – Estimated Coefficients of Variation for Sources of Revenue and Standard Error of Percent Change for Employer Firms: 2004 Through 2007**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| Kind of business                                | Coefficient of variation |             |            |            | Standard error |            |            |
|-------------------------------------------------|--------------------------|-------------|------------|------------|----------------|------------|------------|
|                                                 | 2007                     | 2006        | 2005       | 2004       | 2007/2006      | 2006/2005  | 2005/2004  |
| <b>Operating Revenue</b>                        |                          |             |            |            |                |            |            |
| <b>Total .....</b>                              | <b>10.8</b>              | <b>11.8</b> | <b>7.5</b> | <b>6.4</b> | <b>2.7</b>     | <b>5.7</b> | <b>3.3</b> |
| <b>Sources of Revenue</b>                       |                          |             |            |            |                |            |            |
| Studio recording .....                          | 8.7                      | 7.7         | 7.5        | 5.1        | 3.1            | 3.8        | 3.5        |
| Sound recording studio rental and leasing ..... | 18.9                     | 21.8        | 14.1       | 15.3       | 18.9           | 18.8       | 9.0        |
| All other operating revenue .....               | S                        | S           | 18.3       | 18.0       | S              | S          | 6.1        |

S Estimate 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](http://www.census.gov/quality/S20-0_v1.0_Data_Release.pdf).

Note: The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <[www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html)>.

**Table A-3.3.1. Radio Networks (NAICS 515111) – Estimated Coefficients of Variation for Sources of Revenue and Standard Error of Percent Change for Employer Firms: 2004 Through 2007**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| Kind of business                                     | Coefficient of variation |            |            |            | Standard error |            |            |
|------------------------------------------------------|--------------------------|------------|------------|------------|----------------|------------|------------|
|                                                      | 2007                     | 2006       | 2005       | 2004       | 2007/2006      | 2006/2005  | 2005/2004  |
| <b>Operating Revenue</b>                             |                          |            |            |            |                |            |            |
| <b>Total .....</b>                                   | <b>3.2</b>               | <b>2.7</b> | <b>2.0</b> | <b>1.5</b> | <b>1.0</b>     | <b>1.7</b> | <b>1.3</b> |
| <b>Sources of Revenue</b>                            |                          |            |            |            |                |            |            |
| Air time .....                                       | 5.2                      | 3.9        | 3.5        | 2.7        | 2.6            | 2.1        | 1.3        |
| National/regional air time .....                     | 5.5                      | 4.5        | 4.5        | 3.2        | 3.2            | 3.1        | 1.2        |
| Local air time .....                                 | 6.2                      | 5.9        | 6.0        | 5.7        | 3.9            | 3.7        | 2.5        |
| Other operating revenue .....                        | 3.1                      | 2.8        | 2.6        | 3.2        | 0.9            | 2.2        | 3.7        |
| Network compensation .....                           | 3.8                      | 5.1        | 3.9        | 6.1        | 5.5            | 3.6        | 1.4        |
| Public and non-commercial programming services ..... | 5.4                      | 5.3        | 5.5        | 7.0        | 1.0            | 2.6        | 2.5        |
| All other operating revenue .....                    | 3.0                      | 2.8        | 2.6        | 3.4        | 0.9            | 2.0        | 6.2        |

Note: The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <[www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html)>.

**Table A-3.3.2. Radio Stations (NAICS 515112) – Estimated Coefficients of Variation for Revenue and Standard Error of Percent Change for Employer Firms: 2004 Through 2007**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| Kind of business                                     | Coefficient of variation |            |            |            | Standard error |            |            |
|------------------------------------------------------|--------------------------|------------|------------|------------|----------------|------------|------------|
|                                                      | 2007                     | 2006       | 2005       | 2004       | 2007/2006      | 2006/2005  | 2005/2004  |
| <b>Operating Revenue</b>                             |                          |            |            |            |                |            |            |
| <b>Total .....</b>                                   | <b>2.4</b>               | <b>2.5</b> | <b>1.7</b> | <b>1.5</b> | <b>0.8</b>     | <b>1.6</b> | <b>0.9</b> |
| <b>Sources of Revenue</b>                            |                          |            |            |            |                |            |            |
| Air time .....                                       | 3.2                      | 3.1        | 2.7        | 2.3        | 1.0            | 1.4        | 1.1        |
| National/regional air time .....                     | 7.6                      | 6.9        | 4.3        | 4.7        | 1.9            | 3.8        | 1.4        |
| Local air time .....                                 | 2.9                      | 2.9        | 2.8        | 2.5        | 1.1            | 1.1        | 1.1        |
| Other operating revenue .....                        | 14.8                     | 13.6       | 12.5       | 12.1       | 2.4            | 5.4        | 1.4        |
| Network compensation .....                           | 16.5                     | 13.7       | 3.0        | 2.9        | 1.7            | 11.9       | 0.7        |
| Public and non-commercial programming services ..... | S                        | S          | S          | S          | S              | S          | S          |
| All other operating revenue .....                    | 10.6                     | 9.3        | 11.5       | 11.1       | 3.4            | 6.7        | 1.8        |

S Estimate 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](http://www.census.gov/quality/S20-0_v1.0_Data_Release.pdf).

Note: The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <[www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html)>.

**Table A-3.3.3. Television Broadcasting (NAICS 51512) – Estimated Coefficients of Variation for Revenue and Standard Error of Percent Change for Employer Firms: 2004 Through 2007**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| Kind of business                                     | Coefficient of variation |            |            |            | Standard error |            |            |
|------------------------------------------------------|--------------------------|------------|------------|------------|----------------|------------|------------|
|                                                      | 2007                     | 2006       | 2005       | 2004       | 2007/2006      | 2006/2005  | 2005/2004  |
| <b>Operating Revenue</b>                             |                          |            |            |            |                |            |            |
| <b>Total .....</b>                                   | <b>1.2</b>               | <b>1.0</b> | <b>0.7</b> | <b>0.5</b> | <b>0.6</b>     | <b>0.8</b> | <b>0.5</b> |
| <b>Sources of Revenue</b>                            |                          |            |            |            |                |            |            |
| Air time .....                                       | 1.9                      | 1.8        | 1.5        | 1.5        | 0.6            | 1.0        | 0.5        |
| National/regional air time .....                     | 2.2                      | 2.1        | 1.5        | 1.5        | 0.9            | 1.3        | 0.4        |
| Local air time .....                                 | 2.4                      | 2.6        | 2.3        | 1.8        | 1.2            | 0.9        | 1.1        |
| Other operating revenue .....                        | 5.7                      | 5.5        | 5.4        | 5.7        | 0.9            | 2.2        | 0.9        |
| Network compensation .....                           | 2.8                      | 2.8        | 7.0        | 6.4        | 1.4            | 3.5        | 2.2        |
| Public and non-commercial programming services ..... | 15.9                     | 13.8       | 17.1       | 17.5       | 1.5            | 6.7        | 0.9        |
| All other operating revenue .....                    | 5.6                      | 6.5        | 6.8        | 7.3        | 1.3            | 2.2        | 1.2        |

Note: The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <[www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html)>.

**Table A-3.3.4. Cable and Other Subscription Programming (NAICS 5152) – Estimated Coefficients of Variation for Revenue and Standard Error of Percent Change for Employer Firms: 2004 Through 2007**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| Kind of business                                                                        | Coefficient of variation |            |            |            | Standard error |            |            |
|-----------------------------------------------------------------------------------------|--------------------------|------------|------------|------------|----------------|------------|------------|
|                                                                                         | 2007                     | 2006       | 2005       | 2004       | 2007/2006      | 2006/2005  | 2005/2004  |
| <b>Operating Revenue</b>                                                                |                          |            |            |            |                |            |            |
| <b>Total .....</b>                                                                      | <b>0.6</b>               | <b>0.6</b> | <b>0.5</b> | <b>0.4</b> | <b>0.3</b>     | <b>0.2</b> | <b>0.3</b> |
| <b>Sources of Revenue</b>                                                               |                          |            |            |            |                |            |            |
| Licensing of rights to broadcast speciality programming protected<br>by copyright ..... | 0.6                      | 0.5        | 0.5        | 0.5        | 0.2            | 0.2        | 0.2        |
| Air time .....                                                                          | 0.6                      | 0.6        | 0.6        | 0.5        | 0.3            | 0.1        | 0.2        |
| All other operating revenue .....                                                       | 5.9                      | 6.6        | 6.4        | 5.8        | 1.2            | 0.8        | 1.1        |

Note: The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <[www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html)>.

**Table A-3.3.5. Internet Publishing and Broadcasting (NAICS 516) – Estimated Coefficients of Variation for Revenue and Standard Error of Percent Change for Employer Firms: 2004 Through 2007**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| Kind of business                                             | Coefficient of variation |      |      |      | Standard error |           |           |
|--------------------------------------------------------------|--------------------------|------|------|------|----------------|-----------|-----------|
|                                                              | 2007                     | 2006 | 2005 | 2004 | 2007/2006      | 2006/2005 | 2005/2004 |
| <b>Operating Revenue</b>                                     |                          |      |      |      |                |           |           |
| <b>Total</b> .....                                           | 5.1                      | 3.7  | 2.8  | 1.4  | 2.3            | 3.5       | 3.5       |
| <b>Sources of Revenue</b>                                    |                          |      |      |      |                |           |           |
| Publishing and broadcasting of content on the Internet ..... | 10.7                     | 7.4  | 3.2  | 2.0  | 3.8            | 5.5       | 2.8       |
| Online advertising space .....                               | 6.7                      | 5.7  | 4.6  | 4.1  | 2.7            | 7.2       | 3.4       |
| Licensing of rights to use intellectual property .....       | 7.7                      | 4.9  | 3.9  | 3.4  | 6.5            | 2.3       | 1.5       |
| All other operating revenue .....                            | 14.2                     | 14.0 | 13.9 | 7.9  | 7.1            | 4.7       | 13.9      |
| <b>Breakdown of Revenue by Type of Customer</b>              |                          |      |      |      |                |           |           |
| Government .....                                             | S                        | S    | S    | 21.0 | S              | S         | S         |
| Business firms and not-for-profit organizations .....        | 4.7                      | 3.4  | 2.6  | 2.9  | 2.5            | 2.4       | 1.5       |
| Household consumers and individual users .....               | 19.3                     | 16.0 | 12.4 | 4.2  | 5.3            | 7.8       | 10.1      |

S Estimate 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](http://www.census.gov/quality/S20-0_v1.0_Data_Release.pdf).

Note: The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <[www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html)>.

**Table A-3.3.6. Wired Telecommunications Carriers (NAICS 5171) – Estimated Coefficients of Variation for Revenue and Standard Error of Percent Change for Employer Firms: 2004 Through 2007**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| Kind of business                                                         | Coefficient of variation |            |            |            | Standard error |            |            |
|--------------------------------------------------------------------------|--------------------------|------------|------------|------------|----------------|------------|------------|
|                                                                          | 2007                     | 2006       | 2005       | 2004       | 2007/2006      | 2006/2005  | 2005/2004  |
| <b>Operating Revenue</b>                                                 |                          |            |            |            |                |            |            |
| <b>Total .....</b>                                                       | <b>1.6</b>               | <b>0.9</b> | <b>0.9</b> | <b>1.0</b> | <b>1.1</b>     | <b>0.5</b> | <b>0.4</b> |
| <b>Sources of Revenue</b>                                                |                          |            |            |            |                |            |            |
| Fixed services .....                                                     | 1.3                      | 1.3        | 1.2        | 1.2        | 0.5            | 0.3        | 0.4        |
| Fixed local .....                                                        | 1.5                      | 1.4        | 1.1        | 1.0        | 0.6            | 0.5        | 0.5        |
| Fixed long-distance .....                                                | 2.3                      | 1.9        | 1.9        | 2.0        | 0.7            | 0.5        | 0.3        |
| Fixed all distance (no distinction between local or long distance) ..... | 2.9                      | S          | 2.8        | 2.8        | S              | S          | 0.1        |
| Other telecommunications services .....                                  | 2.4                      | 1.4        | 1.5        | 1.7        | 1.8            | 0.6        | 0.7        |
| Carrier services .....                                                   | 3.6                      | 2.7        | 2.6        | 2.5        | 2.6            | 0.6        | 0.6        |
| Private network services .....                                           | 2.6                      | 2.3        | 2.7        | 3.1        | 2.1            | 0.7        | 1.1        |
| Subscriber line charges .....                                            | 21.9                     | 17.5       | 16.7       | 16.6       | 2.0            | 1.0        | 0.6        |
| Internet access services .....                                           | 1.9                      | 1.3        | 1.4        | 2.6        | 1.3            | 0.9        | 2.0        |
| Internet telephony .....                                                 | 4.2                      | 4.5        | 8.0        | 12.1       | 0.3            | 4.2        | 2.6        |
| Telecommunication network installation services .....                    | 3.2                      | 2.7        | S          | S          | 1.6            | S          | S          |
| Reselling services for telecommunications equipment, retail .....        | 2.3                      | 3.6        | 2.1        | 2.0        | 1.7            | 1.8        | 0.6        |
| Rental of telecommunications equipment .....                             | 7.1                      | S          | 28.4       | 26.4       | S              | S          | 1.4        |
| Repair and maintenance services for telecommunications equipment .....   | 13.9                     | 7.4        | 12.0       | 14.8       | 8.5            | 9.6        | 2.3        |
| All other operating revenue .....                                        | 6.2                      | 4.8        | 4.9        | 5.5        | 2.0            | 1.7        | 1.2        |

S Estimate 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](http://www.census.gov/quality/S20-0_v1.0_Data_Release.pdf).

Note: The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <[www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html)>.

**Table A-3.3.7. Wired Telecommunications Carriers (NAICS 5171) – Estimated Coefficients of Variation for Local, Long-Distance, and Network Access Revenue by Type of Customer and Type of Service and Standard Error of Percent Change for Employer Firms: 2004 Through 2007**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| Kind of business                                      | Coefficient of variation |            |            |            | Standard error |            |            |
|-------------------------------------------------------|--------------------------|------------|------------|------------|----------------|------------|------------|
|                                                       | 2007                     | 2006       | 2005       | 2004       | 2007/2006      | 2006/2005  | 2005/2004  |
| <b>Operating Revenue</b>                              |                          |            |            |            |                |            |            |
| <b>Total .....</b>                                    | <b>1.6</b>               | <b>0.9</b> | <b>0.9</b> | <b>1.0</b> | <b>1.1</b>     | <b>0.5</b> | <b>0.4</b> |
| <b>Breakdown of Revenue by Type of Customer</b>       |                          |            |            |            |                |            |            |
| Fixed local telephony .....                           | 1.5                      | 1.4        | 1.1        | 1.0        | 0.6            | 0.5        | 0.5        |
| Government .....                                      | 2.7                      | 2.7        | 3.0        | 3.7        | 3.2            | 0.9        | 0.8        |
| Business firms and not-for-profit organizations ..... | 2.8                      | 3.7        | 3.1        | 3.2        | 1.8            | 0.7        | 0.6        |
| Houshold consumers and individual users .....         | 3.0                      | 2.7        | 2.6        | 2.5        | 0.4            | 0.6        | 0.4        |
| Fixed long-distance telephony .....                   | 2.3                      | 1.9        | 1.9        | 2.0        | 0.7            | 0.5        | 0.3        |
| Government .....                                      | S                        | S          | 4.3        | 4.7        | S              | S          | 0.4        |
| Business firms and not-for-profit organizations ..... | 2.2                      | 1.8        | 1.9        | 2.0        | 1.0            | 0.2        | 0.5        |
| Houshold consumers and individual users .....         | 3.3                      | 2.9        | 2.7        | 2.8        | 0.7            | 0.9        | 0.4        |
| Subscriber line charges .....                         | 21.9                     | 17.5       | 16.7       | 16.6       | 2.0            | 1.0        | 0.6        |
| Government .....                                      | S                        | S          | S          | S          | S              | S          | S          |
| Business firms and not-for-profit organizations ..... | 19.0                     | 13.2       | 12.2       | 12.5       | 2.6            | 1.0        | 0.4        |
| Houshold consumers and individual users .....         | 22.3                     | 18.8       | 18.1       | 17.7       | 1.7            | 1.1        | 0.7        |
| Fixed long-distance telephony .....                   | 2.3                      | 1.9        | 1.9        | 2.0        | 0.7            | 0.5        | 0.3        |
| Intrastate .....                                      | 2.0                      | 1.7        | 1.7        | 1.9        | 1.8            | 0.6        | 0.9        |
| Interstate .....                                      | 2.5                      | 2.2        | 2.2        | 2.3        | 0.5            | 0.5        | 0.3        |
| International .....                                   | 2.8                      | 2.7        | 2.7        | 2.7        | 0.3            | 0.3        | 0.3        |

S Estimate 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](http://www.census.gov/quality/S20-0_v1.0_Data_Release.pdf).

Note: The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <[www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html)>.

**Table A-3.3.8. Paging (NAICS 517211) – Estimated Coefficients of Variation for Revenue and Standard Error of Percent Change for Employer Firms: 2004 Through 2007**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| Kind of business                  | Coefficient of variation |            |            |            | Standard error |            |            |
|-----------------------------------|--------------------------|------------|------------|------------|----------------|------------|------------|
|                                   | 2007                     | 2006       | 2005       | 2004       | 2007/2006      | 2006/2005  | 2005/2004  |
| <b>Operating Revenue</b>          |                          |            |            |            |                |            |            |
| <b>Total .....</b>                | <b>7.8</b>               | <b>8.2</b> | <b>4.9</b> | <b>3.5</b> | <b>2.3</b>     | <b>3.3</b> | <b>3.1</b> |
| <b>Sources of Revenue</b>         |                          |            |            |            |                |            |            |
| Messaging (paging) services ..... | 9.9                      | 10.6       | 6.4        | 5.7        | 3.5            | 5.6        | 2.3        |
| All other operating revenue ..... | 15.5                     | 12.4       | 10.6       | 13.0       | 10.2           | 15.7       | 6.6        |

Note: The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <[www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html)>.

**Table A-3.3.9. Cellular and Other Wireless Telecommunications (NAICS 517212) – Estimated Coefficients of Variation for Revenue and Standard Error of Percent Change for Employer Firms: 2004 Through 2007**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| Kind of business                                                       | Coefficient of variation |            |            |            | Standard error |            |            |
|------------------------------------------------------------------------|--------------------------|------------|------------|------------|----------------|------------|------------|
|                                                                        | 2007                     | 2006       | 2005       | 2004       | 2007/2006      | 2006/2005  | 2005/2004  |
| <b>Operating Revenue</b>                                               |                          |            |            |            |                |            |            |
| <b>Total .....</b>                                                     | <b>1.5</b>               | <b>1.5</b> | <b>1.5</b> | <b>0.4</b> | <b>0.6</b>     | <b>1.2</b> | <b>1.5</b> |
| <b>Sources of Revenue</b>                                              |                          |            |            |            |                |            |            |
| Mobile services .....                                                  | 3.5                      | 3.5        | 3.5        | 3.3        | 0.6            | 1.1        | 0.5        |
| Mobile telephony .....                                                 | 3.4                      | 3.5        | 3.6        | 3.5        | 0.7            | 1.5        | 0.3        |
| Mobile long-distance .....                                             | 4.4                      | 7.3        | 6.3        | 7.2        | 4.6            | 4.6        | 1.3        |
| Mobile all distance .....                                              | 3.7                      | S          | 3.6        | 3.5        | S              | S          | 0.2        |
| Other mobile services .....                                            | S                        | S          | 6.4        | 3.5        | S              | S          | 3.9        |
| Other telecommunications services .....                                | 3.7                      | 2.6        | 3.2        | 3.9        | 2.1            | 2.9        | 2.4        |
| Internet access services .....                                         | D                        | D          | 3.7        | 3.6        | D              | D          | 1.9        |
| Installation services for telecommunication networks .....             | 18.9                     | 17.9       | S          | S          | 12.4           | S          | S          |
| Reselling services for telecommunications equipment, retail .....      | 4.4                      | 3.1        | 3.9        | 4.1        | 2.5            | 3.2        | 1.6        |
| Rental of telecommunications equipment .....                           | 2.7                      | 27.2       | S          | 4.8        | 15.5           | S          | S          |
| Repair and maintenance services for telecommunications equipment ..... | D                        | D          | 1.5        | 3.7        | D              | D          | 7.2        |
| All other operating revenue .....                                      | 13.5                     | 13.8       | 12.6       | 19.3       | 1.8            | 1.4        | 4.8        |

D Estimate in table is withheld to avoid disclosing data of individual companies. S Estimate 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](http://www.census.gov/quality/S20-0_v1.0_Data_Release.pdf).

Note: The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <[www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html)>.

**Table A-3.3.10. Telecommunications Resellers (NAICS 5173) – Estimated Coefficients of Variation for Revenue and Standard Error of Percent Change for Employer Firms: 2004 Through 2007**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| Kind of business                  | Coefficient of variation |             |             |            | Standard error |            |            |
|-----------------------------------|--------------------------|-------------|-------------|------------|----------------|------------|------------|
|                                   | 2007                     | 2006        | 2005        | 2004       | 2007/2006      | 2006/2005  | 2005/2004  |
| <b>Operating Revenue</b>          |                          |             |             |            |                |            |            |
| <b>Total .....</b>                | <b>13.9</b>              | <b>14.1</b> | <b>10.5</b> | <b>6.3</b> | <b>2.1</b>     | <b>2.6</b> | <b>4.3</b> |
| <b>Sources of Revenue</b>         |                          |             |             |            |                |            |            |
| Fixed local .....                 | 12.3                     | 10.8        | 9.5         | 7.4        | 4.0            | 5.8        | 5.9        |
| Fixed long distance .....         | S                        | 9.9         | 9.7         | 7.8        | S              | 1.7        | 3.7        |
| Mobile telephony .....            | 8.4                      | 7.4         | 6.8         | 7.1        | 2.5            | 2.1        | 2.7        |
| Carrier services .....            | S                        | 15.6        | 14.7        | 12.6       | S              | 6.5        | 7.0        |
| All other operating revenue ..... | S                        | S           | 20.0        | 5.6        | S              | S          | 14.8       |

S Estimate 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](http://www.census.gov/quality/S20-0_v1.0_Data_Release.pdf).

Note: The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <[www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html)>.

**Table A-3.3.11. Satellite Telecommunications (NAICS 5174) – Estimated Coefficients of Variation for Revenue and Standard Error of Percent Change for Employer Firms: 2004 Through 2007**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| Kind of business                  | Coefficient of variation |            |            |            | Standard error |            |            |
|-----------------------------------|--------------------------|------------|------------|------------|----------------|------------|------------|
|                                   | 2007                     | 2006       | 2005       | 2004       | 2007/2006      | 2006/2005  | 2005/2004  |
| <b>Operating Revenue</b>          |                          |            |            |            |                |            |            |
| <b>Total .....</b>                | <b>2.4</b>               | <b>2.1</b> | <b>2.0</b> | <b>1.6</b> | <b>0.5</b>     | <b>0.8</b> | <b>0.8</b> |
| <b>Sources of Revenue</b>         |                          |            |            |            |                |            |            |
| Carrier services .....            | S                        | S          | S          | S          | S              | S          | S          |
| Private network services .....    | S                        | 2.4        | 2.5        | 1.9        | S              | 0.6        | 1.0        |
| All other operating revenue ..... | 2.4                      | 1.9        | 1.9        | 1.6        | 0.7            | 1.9        | 0.8        |

S Estimate 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](http://www.census.gov/quality/S20-0_v1.0_Data_Release.pdf).

Note: The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <[www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html)>.

**Table A-3.3.12. Cable and Other Program Distribution (NAICS 5175) – Estimated Coefficients of Variation for Cable System and Multichannel Video Distribution Revenue by Type of Customer and Standard Error of Percent Change for Employer Firms: 2004 Through 2007**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| Kind of business                                                             | Coefficient of variation |            |            |            | Standard error |            |            |
|------------------------------------------------------------------------------|--------------------------|------------|------------|------------|----------------|------------|------------|
|                                                                              | 2007                     | 2006       | 2005       | 2004       | 2007/2006      | 2006/2005  | 2005/2004  |
| <b>Operating Revenue</b>                                                     |                          |            |            |            |                |            |            |
| <b>Total .....</b>                                                           | <b>1.1</b>               | <b>1.1</b> | <b>1.2</b> | <b>1.0</b> | <b>0.4</b>     | <b>0.7</b> | <b>0.4</b> |
| <b>Sources of Revenue</b>                                                    |                          |            |            |            |                |            |            |
| Multichannel programming distribution services .....                         | 0.9                      | 1.1        | 1.1        | 1.1        | 0.4            | 0.3        | 0.1        |
| Basic programming package .....                                              | 1.1                      | 1.3        | 1.3        | 1.3        | 0.4            | 0.3        | 0.1        |
| Premium programming package .....                                            | 0.9                      | 1.0        | 1.0        | 1.1        | 0.3            | 0.3        | 0.1        |
| Pay-per-view .....                                                           | 0.9                      | 1.0        | 1.2        | 1.2        | 0.4            | 0.5        | 0.1        |
| Other revenue .....                                                          | 1.8                      | 1.5        | 2.5        | 1.7        | 0.6            | 1.8        | 1.0        |
| Air time .....                                                               | 0.8                      | 0.9        | 0.9        | 0.9        | 0.3            | 0.3        | 0.1        |
| Rental and reselling services for program distribution equipment .....       | 1.0                      | 1.2        | 1.1        | 1.2        | 1.2            | 1.0        | 0.2        |
| Installation services for connections to program distribution networks ..... | 2.1                      | 2.1        | 1.0        | 1.1        | 1.6            | 1.9        | 0.3        |
| Internet access services .....                                               | 1.5                      | 1.6        | 1.6        | 1.6        | 0.3            | 0.5        | 0.2        |
| Internet telephony .....                                                     | 4.4                      | 3.9        | 1.1        | 1.3        | 1.1            | 15.3       | 0.4        |
| Fixed local telephony .....                                                  | S                        | 7.5        | 9.6        | 10.1       | S              | 1.4        | 0.5        |
| Fixed long-distance telephony .....                                          | S                        | 11.3       | 8.1        | 5.8        | S              | 1.3        | 1.7        |
| All other operating revenue .....                                            | 7.2                      | 5.4        | 10.0       | 6.9        | 1.5            | 4.1        | 2.7        |

S Estimate 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](http://www.census.gov/quality/S20-0_v1.0_Data_Release.pdf).

Note: The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <[www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html)>.

**Table A-3.3.13. Cable and Other Program Distribution (NAICS 5175) – Estimated Cable System and Multichannel Video Distribution Revenue by Type of Customer and Standard Error of Percent Change for Employer Firms: 2004 Through 2007**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| Kind of business                                      | Coefficient of variation |            |            |            | Standard error |            |            |
|-------------------------------------------------------|--------------------------|------------|------------|------------|----------------|------------|------------|
|                                                       | 2007                     | 2006       | 2005       | 2004       | 2007/2006      | 2006/2005  | 2005/2004  |
| <b>Operating Revenue</b>                              |                          |            |            |            |                |            |            |
| <b>Total .....</b>                                    | <b>1.1</b>               | <b>1.1</b> | <b>1.2</b> | <b>1.0</b> | <b>0.4</b>     | <b>0.7</b> | <b>0.4</b> |
| <b>Breakdown of Revenue by Type of Customer</b>       |                          |            |            |            |                |            |            |
| Government .....                                      | 15.4                     | 14.1       | 26.3       | 27.0       | 2.3            | 5.3        | 1.8        |
| Business firms and not-for-profit organizations ..... | 6.1                      | 5.1        | 10.3       | 6.7        | 1.2            | 4.3        | 2.9        |
| Houshold consumers and individual users .....         | 1.0                      | 1.1        | 1.0        | 1.0        | 0.4            | 0.3        | 0.1        |

Note: The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <[www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html)>.

**Table A-3.4.1. Internet Service Providers (NAICS 518111) – Estimated Coefficients of Variation for Revenue and Standard Error of Percent Change for Employer Firms: 2004 Through 2007**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| Kind of business                                             | Coefficient of variation |            |            |            | Standard error |            |            |
|--------------------------------------------------------------|--------------------------|------------|------------|------------|----------------|------------|------------|
|                                                              | 2007                     | 2006       | 2005       | 2004       | 2007/2006      | 2006/2005  | 2005/2004  |
| <b>Operating Revenue</b>                                     |                          |            |            |            |                |            |            |
| <b>Total .....</b>                                           | <b>4.9</b>               | <b>3.8</b> | <b>2.8</b> | <b>2.5</b> | <b>1.8</b>     | <b>2.2</b> | <b>1.9</b> |
| <b>Sources of Revenue</b>                                    |                          |            |            |            |                |            |            |
| Internet access service .....                                | 5.3                      | 4.1        | 3.1        | 3.2        | 2.0            | 2.1        | 2.0        |
| Online advertising space .....                               | S                        | S          | 4.3        | 4.3        | S              | S          | 1.1        |
| Internet backbone services .....                             | 14.9                     | 17.5       | 18.4       | 22.4       | 4.0            | 11.6       | 4.8        |
| Internet telephony .....                                     | 25.6                     | S          | S          | S          | S              | S          | S          |
| Web site hosting services .....                              | 15.9                     | 12.7       | 14.3       | 17.1       | 5.1            | 14.6       | 2.4        |
| Information technology design and development services ..... | S                        | S          | S          | S          | S              | S          | S          |
| All other operating revenue .....                            | 21.1                     | S          | 22.6       | 18.9       | S              | S          | 4.9        |

S Estimate 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](http://www.census.gov/quality/S20-0_v1.0_Data_Release.pdf).

Note: The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <[www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html)>.

**Table A-3.4.2. Web Search Portals (NAICS 518112) - Estimated Coefficients of Variation for Revenue and Standard Error of Percent Change for Employer Firms: 2004 Through 2007**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| Kind of business                                             | Coefficient of variation |            |            |            | Standard error |            |            |
|--------------------------------------------------------------|--------------------------|------------|------------|------------|----------------|------------|------------|
|                                                              | 2007                     | 2006       | 2005       | 2004       | 2007/2006      | 2006/2005  | 2005/2004  |
| <b>Operating Revenue</b>                                     |                          |            |            |            |                |            |            |
| <b>Total .....</b>                                           | <b>5.5</b>               | <b>4.6</b> | <b>2.6</b> | <b>2.8</b> | <b>1.5</b>     | <b>3.2</b> | <b>1.0</b> |
| <b>Sources of Revenue</b>                                    |                          |            |            |            |                |            |            |
| Online advertising space .....                               | 4.2                      | 3.1        | 3.1        | 3.4        | 2.2            | 1.3        | 1.3        |
| Information search services on a contract or fee basis ..... | S                        | 13.9       | D          | S          | S              | D          | D          |
| Web site hosting services .....                              | S                        | 20.6       | D          | S          | S              | D          | D          |
| All other operating revenue .....                            | S                        | 5.5        | S          | S          | S              | S          | S          |

D Estimate in table is withheld to avoid disclosing data of individual companies. S Estimate 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](http://www.census.gov/quality/S20-0_v1.0_Data_Release.pdf).

Note: The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <[www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html)>.

**Table A-3.4.3. Data Processing, Hosting, and Related Services (NAICS 5182) – Estimated Coefficients of Variation for Revenue and Standard Error of Percent Change for Employer Firms: 2004 Through 2007**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| Kind of business                                                            | Coefficient of variation |            |            |            | Standard error |            |            |
|-----------------------------------------------------------------------------|--------------------------|------------|------------|------------|----------------|------------|------------|
|                                                                             | 2007                     | 2006       | 2005       | 2004       | 2007/2006      | 2006/2005  | 2005/2004  |
| <b>Operating Revenue</b>                                                    |                          |            |            |            |                |            |            |
| <b>Total .....</b>                                                          | <b>4.5</b>               | <b>3.1</b> | <b>1.8</b> | <b>1.3</b> | <b>2.7</b>     | <b>2.6</b> | <b>1.4</b> |
| <b>Sources of Revenue</b>                                                   |                          |            |            |            |                |            |            |
| Data processing, IT infrastructure provisioning, and hosting services ..... | 8.9                      | 6.8        | 3.8        | 2.8        | 3.8            | 4.9        | 2.1        |
| Business process management services .....                                  | 8.0                      | 7.8        | 5.4        | 4.5        | 4.7            | 4.1        | 2.8        |
| Data management services .....                                              | 10.0                     | 9.5        | 6.5        | 6.1        | 2.5            | 4.6        | 2.1        |
| Application service provisioning .....                                      | 28.4                     | 20.6       | 16.5       | 15.2       | 8.5            | 15.7       | 3.1        |
| Web site hosting services .....                                             | S                        | 24.3       | 29.9       | 26.1       | S              | 37.4       | 4.9        |
| Collocation services .....                                                  | S                        | S          | S          | S          | S              | S          | S          |
| Other operating revenue .....                                               | 3.1                      | 3.4        | 3.5        | 3.5        | 2.2            | 1.7        | 1.8        |
| IT design and development services .....                                    | 5.0                      | 4.3        | 4.1        | S          | 2.7            | 1.7        | S          |
| IT technical support services .....                                         | 17.4                     | 15.7       | 16.3       | S          | 5.4            | 6.6        | S          |
| IT technical consulting services .....                                      | 11.3                     | 9.6        | 11.6       | 15.2       | 8.2            | 5.7        | 5.2        |
| Information and document transformation services .....                      | 16.5                     | 18.7       | 19.6       | 16.5       | 23.7           | 8.8        | 6.2        |
| Software publishing .....                                                   | 18.1                     | 17.4       | 15.0       | 15.1       | 2.6            | 4.9        | 6.8        |
| Reselling services for computer hardware and software, retail .....         | 26.9                     | 20.3       | 23.4       | 19.3       | 3.7            | 14.5       | 4.6        |
| All other operating revenue .....                                           | 6.5                      | 7.0        | 6.7        | 7.5        | 2.0            | 2.9        | 2.8        |

S Estimate 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](http://www.census.gov/quality/S20-0_v1.0_Data_Release.pdf).

Note: The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <[www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html)>.

**Table A-3.5.1. News Syndicates and Libraries and Archives (NAICS 51911 and 51912) – Estimated Coefficients of Variation for Revenue and Standard Error of Percent Change for Employer Firms: 2004 Through 2007**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| Kind of business                                          | Coefficient of variation |            |            |            | Standard error |            |            |
|-----------------------------------------------------------|--------------------------|------------|------------|------------|----------------|------------|------------|
|                                                           | 2007                     | 2006       | 2005       | 2004       | 2007/2006      | 2006/2005  | 2005/2004  |
| <b>NEWS SYNDICATES (NAICS 51911)</b>                      |                          |            |            |            |                |            |            |
| <b>Operating Revenue</b>                                  |                          |            |            |            |                |            |            |
| <b>Total .....</b>                                        | <b>4.1</b>               | <b>3.6</b> | <b>2.9</b> | <b>2.5</b> | <b>0.9</b>     | <b>2.0</b> | <b>1.0</b> |
| <b>Sources of Revenue</b>                                 |                          |            |            |            |                |            |            |
| Licensing of rights to use syndicated media content ..... | 5.5                      | 5.4        | 4.5        | 4.2        | 0.7            | 1.7        | 0.9        |
| All other operating revenue .....                         | 4.0                      | 3.5        | 3.2        | 3.2        | 1.3            | 2.3        | 1.3        |
| <b>LIBRARIES AND ARCHIVES (NAICS 51912)</b>               |                          |            |            |            |                |            |            |
| <b>Operating Revenue</b>                                  |                          |            |            |            |                |            |            |
| <b>Total .....</b>                                        | <b>4.8</b>               | <b>5.4</b> | <b>3.6</b> | <b>3.7</b> | <b>2.5</b>     | <b>5.0</b> | <b>2.1</b> |
| <b>Sources of Revenue</b>                                 |                          |            |            |            |                |            |            |
| Contributions, gifts, and grants received .....           | 4.9                      | 8.5        | 8.0        | 5.9        | 5.5            | 5.2        | 4.0        |
| Investment and property income .....                      | 8.6                      | 11.3       | 9.9        | 9.2        | 4.0            | 5.9        | 2.0        |
| All other revenue .....                                   | 7.0                      | 8.8        | 7.4        | 8.3        | 10.2           | 8.1        | 1.8        |

Note: The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <[www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html)>.

**Table A-3.5.2. All Other Information Services (NAICS 51919) – Estimated Coefficients of Variation for Revenue and Standard Error of Percent Change for Employer Firms: 2004 Through 2007**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| Kind of business                                | Coefficient of variation |      |      |      | Standard error |           |           |
|-------------------------------------------------|--------------------------|------|------|------|----------------|-----------|-----------|
|                                                 | 2007                     | 2006 | 2005 | 2004 | 2007/2006      | 2006/2005 | 2005/2004 |
| <b>Operating Revenue</b>                        |                          |      |      |      |                |           |           |
| <b>Total .....</b>                              | 5.7                      | 3.7  | 3.2  | 2.8  | 2.8            | 1.8       | 2.5       |
| <b>Sources of Revenue</b>                       |                          |      |      |      |                |           |           |
| Information search and retrieval services ..... | 28.3                     | 20.6 | 13.0 | 6.7  | 6.1            | 4.8       | 5.8       |
| Information services .....                      | 6.5                      | 5.7  | 6.1  | 4.8  | 1.6            | 1.8       | 3.1       |
| Media monitoring and analysis .....             | D                        | D    | 4.9  | 4.9  | D              | D         | 1.8       |
| Advertising .....                               | D                        | D    | S    | S    | D              | D         | S         |
| All other operating revenue .....               | 18.0                     | 20.0 | 22.1 | 22.4 | 6.0            | 7.3       | 10.4      |

D Estimate in table is withheld to avoid disclosing data of individual companies. S Estimate 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](http://www.census.gov/quality/S20-0_v1.0_Data_Release.pdf).

Note: The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <[www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html)>.

**Table A-3.6.1. Information Sector (NAICS 51) – Estimated Coefficients of Variation for Total Expenses and Standard Error of Percent Change for Employer Firms: 2004 Through 2007**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| NAICS code | Kind of business                                                            | Coefficient of variation |            |            |            | Standard error |            |            |
|------------|-----------------------------------------------------------------------------|--------------------------|------------|------------|------------|----------------|------------|------------|
|            |                                                                             | 2007                     | 2006       | 2005       | 2004       | 2007/2006      | 2006/2005  | 2005/2004  |
| <b>51</b>  | <b>Information .....</b>                                                    | <b>0.6</b>               | <b>0.7</b> | <b>0.4</b> | <b>0.5</b> | <b>0.5</b>     | <b>0.6</b> | <b>0.3</b> |
| 511        | Publishing industries (except Internet) .....                               | 1.6                      | 1.7        | 1.3        | 1.2        | 0.8            | 0.9        | 0.6        |
| 5111       | Newspaper, periodical, book, and directory publishers .....                 | 1.2                      | 1.1        | 0.8        | 0.5        | 0.8            | 0.5        | 0.6        |
| 51111      | Newspaper publishers .....                                                  | 1.2                      | 1.1        | 1.0        | 1.0        | 0.9            | 0.8        | 1.1        |
| 51112      | Periodical publishers .....                                                 | 2.8                      | 2.9        | 2.2        | 1.4        | 1.2            | 1.5        | 1.1        |
| 51113      | Book publishers .....                                                       | 3.2                      | 2.7        | 2.1        | 2.2        | 1.3            | 1.4        | 0.6        |
| 51114      | Directory and mailing list publishers .....                                 | 2.4                      | 3.3        | 3.0        | 3.0        | 1.3            | 1.1        | 0.9        |
| 51119      | Other publishers .....                                                      | 2.0                      | 2.3        | 1.9        | 1.8        | 0.9            | 1.3        | 0.7        |
| 511191     | Greeting card publishers .....                                              | 1.7                      | 1.1        | 1.2        | 1.2        | 0.9            | 0.6        | 0.3        |
| 511199     | All other publishers .....                                                  | 5.3                      | 5.8        | 5.0        | 4.8        | 1.8            | 3.8        | 1.9        |
| 5112       | Software publishers .....                                                   | 3.4                      | 3.5        | 2.8        | 2.6        | 1.2            | 1.7        | 1.1        |
| 512        | Motion picture and sound recording industries .....                         | 2.2                      | 2.1        | 1.7        | 1.5        | 1.2            | 0.8        | 0.6        |
| 5121       | Motion picture and video industries .....                                   | 2.7                      | 2.6        | 2.2        | 1.8        | 1.6            | 1.0        | 0.7        |
| 5121x      | Motion picture and video production and distribution <sup>1</sup> .....     | 3.2                      | 3.0        | 2.7        | 2.2        | 1.9            | 1.1        | 1.0        |
| 51213      | Motion picture and video exhibition .....                                   | 3.7                      | 3.1        | 2.3        | 2.2        | 1.4            | 2.5        | 0.8        |
| 512131     | Motion picture theaters (except drive-ins) .....                            | 3.7                      | 3.0        | 2.3        | 2.3        | 1.4            | 2.2        | 0.8        |
| 512132     | Drive-in motion picture theaters .....                                      | S                        | S          | 13.1       | S          | S              | S          | S          |
| 51219      | Postproduction services and other motion picture and video industries ..... | 4.1                      | 3.5        | 3.2        | 2.7        | 2.2            | 2.1        | 1.8        |
| 512191     | Teleproduction and other postproduction services .....                      | 4.6                      | 3.9        | 3.7        | 2.9        | 2.7            | 2.4        | 2.2        |
| 512199     | Other motion picture and video industries .....                             | 5.6                      | 5.5        | 5.5        | 4.2        | 1.0            | 2.4        | 2.9        |
| 5122       | Sound recording industries .....                                            | 1.0                      | 0.7        | 0.8        | 0.6        | 0.4            | 0.3        | 0.6        |
| 51221      | Record production .....                                                     | 15.3                     | 13.9       | 5.5        | 5.5        | 6.3            | 8.9        | 6.2        |
| 51222      | Integrated record production and distribution .....                         | S                        | 0.4        | 0.3        | 0.3        | S              | 0.1        | 0.2        |
| 51223      | Music publishers .....                                                      | 4.4                      | 3.7        | 4.1        | 2.1        | 1.4            | 0.9        | 2.5        |
| 51224      | Sound recording studios .....                                               | 10.2                     | 10.5       | 9.3        | 7.3        | 4.3            | 4.1        | 3.1        |
| 51229      | Other sound recording industries .....                                      | 14.2                     | 9.2        | 5.9        | 3.4        | 8.7            | 3.5        | 8.7        |
| 515        | Broadcasting (except Internet) .....                                        | 0.7                      | 0.7        | 0.6        | 0.6        | 0.4            | 0.5        | 0.6        |
| 5151       | Radio and television broadcasting .....                                     | 1.1                      | 1.0        | 0.8        | 0.8        | 0.6            | 0.8        | 0.9        |
| 51511      | Radio broadcasting .....                                                    | 2.4                      | 2.3        | 2.0        | 1.6        | 0.9            | 1.7        | 1.1        |
| 515111     | Radio networks .....                                                        | 3.0                      | 2.7        | 2.3        | 1.9        | 0.9            | 1.1        | 0.8        |
| 515112     | Radio stations .....                                                        | 2.9                      | 3.1        | 2.9        | 2.2        | 1.5            | 2.1        | 1.6        |
| 51512      | Television broadcasting .....                                               | 1.4                      | 0.8        | 0.8        | 1.1        | 1.0            | 0.5        | 1.1        |
| 5152       | Cable and other subscription programming .....                              | 1.1                      | 1.1        | 0.8        | 0.8        | 0.3            | 0.3        | 0.3        |
| 516        | Internet publishing and broadcasting .....                                  | 8.0                      | 8.0        | 8.5        | 2.3        | 2.3            | 2.4        | 11.3       |
| 517        | Telecommunications .....                                                    | 0.9                      | 1.2        | 0.8        | 0.9        | 1.1            | 0.8        | 0.3        |
| 5171       | Wired telecommunications carriers .....                                     | 1.4                      | 2.2        | 1.0        | 1.2        | 2.3            | 1.5        | 0.6        |
| 5172       | Wireless telecommunications carriers (except satellite) .....               | 1.6                      | 1.4        | 1.2        | 1.3        | 0.4            | 1.1        | 0.6        |
| 517211     | Paging .....                                                                | 8.4                      | 7.6        | 5.7        | 5.1        | 1.8            | 1.9        | 2.0        |
| 517212     | Cellular and other wireless telecommunications .....                        | 1.7                      | 1.5        | 1.2        | 1.3        | 0.4            | 1.1        | 0.6        |
| 5173       | Telecommunications resellers .....                                          | 8.8                      | 8.4        | 7.6        | 5.3        | 2.6            | 2.3        | 3.3        |
| 5174       | Satellite telecommunications .....                                          | 2.2                      | 2.2        | 2.0        | 1.7        | 1.0            | 0.9        | 0.7        |
| 5175       | Cable and other program distribution .....                                  | 1.1                      | 1.1        | 1.2        | 1.1        | 0.3            | 0.4        | 0.2        |

See footnotes at end of table.

**Table A-3.6.1. Information Sector (NAICS 51) – Estimated Coefficients of Variation for Total Expenses and Standard Error of Percent Change for Employer Firms: 2004 Through 2007—Con.**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| NAICS code | Kind of business                                                                   | Coefficient of variation |      |      |      | Standard error |           |           |
|------------|------------------------------------------------------------------------------------|--------------------------|------|------|------|----------------|-----------|-----------|
|            |                                                                                    | 2007                     | 2006 | 2005 | 2004 | 2007/2006      | 2006/2005 | 2005/2004 |
| 5179       | Other telecommunications .....                                                     | 12.3                     | 12.6 | 12.0 | 12.2 | 1.5            | 1.1       | 0.8       |
| 518        | Internet service providers, web search portals, and data processing services ..... | 3.6                      | 2.6  | 1.6  | 1.3  | 1.9            | 1.7       | 1.4       |
| 5181       | Internet service providers and web search portals .....                            | 5.8                      | 4.2  | 3.0  | 2.3  | 2.3            | 3.1       | 1.8       |
| 518111     | Internet service providers .....                                                   | 7.1                      | 4.7  | 3.5  | 2.8  | 3.2            | 3.3       | 1.9       |
| 518112     | Web search portals .....                                                           | 8.1                      | 7.4  | 3.8  | 2.6  | 1.8            | 4.8       | 2.2       |
| 5182       | Data processing, hosting, and related services .....                               | 4.5                      | 3.3  | 2.1  | 1.5  | 2.4            | 2.3       | 1.7       |
| 519        | Other information services .....                                                   | 3.8                      | 3.3  | 2.6  | 2.6  | 1.3            | 1.3       | 1.3       |
| 51911      | News syndicates .....                                                              | 4.6                      | 3.6  | 3.3  | 3.0  | 1.4            | 1.0       | 1.2       |
| 51912      | Libraries and archives .....                                                       | 5.4                      | 6.0  | 4.0  | 5.0  | 2.1            | 3.1       | 1.8       |
| 51919      | All other information services .....                                               | 7.0                      | 4.8  | 3.5  | 3.3  | 2.8            | 2.1       | 2.7       |

S Estimate 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](http://www.census.gov/quality/S20-0_v1.0_Data_Release.pdf).

<sup>1</sup>Includes NAICS 51211 (Motion picture and video production) and NAICS 51212 (Motion picture and video distribution).

Note: The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <[www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html)>.

**Table A-3.6.2. Newspaper Publishers (NAICS 51111), Periodical Publishers (NAICS 51112), Book Publishers (NAICS 51113), Directory and Mailing List Publishers (NAICS 51114), Greeting Card Publishers (NAICS 511191), Software Publishers (NAICS 5112) – Estimated Coefficients of Variation for Selected Expenses and Standard Error of Percent Change for Employer Firms: 2004 Through 2007<sup>1</sup>**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| Kind of business                                                                        | Coefficient of variation |            |            |            | Standard error |            |            |
|-----------------------------------------------------------------------------------------|--------------------------|------------|------------|------------|----------------|------------|------------|
|                                                                                         | 2007                     | 2006       | 2005       | 2004       | 2007/2006      | 2006/2005  | 2005/2004  |
| <b>NEWSPAPER PUBLISHERS (NAICS 51111)</b>                                               |                          |            |            |            |                |            |            |
| <b>Operating Expenses</b>                                                               |                          |            |            |            |                |            |            |
| <b>Total .....</b>                                                                      | <b>1.2</b>               | <b>1.1</b> | <b>1.0</b> | <b>1.0</b> | <b>0.9</b>     | <b>0.8</b> | <b>1.1</b> |
| Personnel costs.....                                                                    | 2.0                      | 1.8        | 1.7        | 1.4        | 0.9            | 0.6        | 0.6        |
| Gross annual payroll.....                                                               | 2.0                      | 1.9        | 1.8        | 1.4        | 0.8            | 0.7        | 0.6        |
| Employer's cost for fringe benefits.....                                                | 2.5                      | 2.4        | 2.3        | 2.2        | 2.0            | 0.7        | 0.8        |
| Health insurance.....                                                                   | 2.7                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Pension plans.....                                                                      | 4.2                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Defined benefit pension plans.....                                                      | 6.0                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Defined contribution plans.....                                                         | 2.9                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Other.....                                                                              | 2.7                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Temporary staff and leased employee expense.....                                        | 4.8                      | 6.0        | 2.7        | 5.6        | 2.7            | 6.0        | 4.3        |
| Expensed materials, parts and supplies (not for resale).....                            | 5.0                      | 3.5        | 3.5        | 7.6        | 1.7            | 1.5        | 2.8        |
| Expensed equipment.....                                                                 | 10.1                     | 9.4        | 8.7        | 9.6        | 7.7            | 5.9        | 4.7        |
| Expensed purchase of other materials, parts, and supplies.....                          | 5.1                      | 3.6        | 3.6        | 7.7        | 1.9            | 1.5        | 2.8        |
| Expensed purchased services.....                                                        | 4.3                      | 3.7        | 3.7        | 4.0        | 2.0            | 2.7        | 1.5        |
| Expensed purchases of software.....                                                     | 6.9                      | 8.7        | 8.8        | 7.8        | 11.3           | 4.2        | 4.8        |
| Purchased electricity and fuels (except motor fuels).....                               | 3.0                      | 2.4        | 2.2        | 2.9        | 2.5            | 1.6        | 2.5        |
| Purchased electricity.....                                                              | 3.2                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased fuels (except motor fuels).....                                               | 4.7                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Lease and rental payments.....                                                          | 2.7                      | 3.0        | 2.8        | 3.0        | 2.0            | 1.9        | 1.5        |
| Lease and rental payments for machinery, equipment, and other tangible items.....       | S                        | NA         | NA         | NA         | NA             | NA         | NA         |
| Lease and rental payments for land, buildings, structures, store spaces, and offices... | 4.1                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased repair and maintenance.....                                                   | 3.4                      | 4.4        | 4.3        | 5.0        | 3.8            | 1.7        | 1.1        |
| Purchased repairs and maintenance to machinery and equipment.....                       | 3.2                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased repairs and maintenance to buildings, structures, and offices.....            | 4.8                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased advertising and promotional services.....                                     | 3.3                      | 3.2        | 4.5        | 6.7        | 1.5            | 1.7        | 2.7        |
| Purchased printing services.....                                                        | 11.2                     | 8.8        | 8.9        | 9.1        | 3.1            | 5.5        | 2.2        |
| Other operating expenses.....                                                           | 1.5                      | 1.7        | 1.7        | 2.2        | 1.2            | 1.5        | 1.0        |
| Depreciation and amortization charges.....                                              | 1.8                      | 1.9        | 2.0        | 1.4        | 2.0            | 1.7        | 1.1        |
| Governmental taxes and license fees.....                                                | 3.3                      | 3.9        | 17.0       | 14.5       | 2.4            | 7.9        | 1.9        |
| All other operating expenses.....                                                       | 1.6                      | 1.8        | 1.9        | 2.6        | 1.2            | 1.8        | 1.1        |
| Data processing and other purchased computer services.....                              | 16.0                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased communication services.....                                                   | 2.5                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Water, sewer, refuse removal, and other utility payments.....                           | 10.0                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased professional and technical services.....                                      | 2.1                      | NA         | NA         | NA         | NA             | NA         | NA         |
| All other operating expenses.....                                                       | 1.8                      | NA         | NA         | NA         | NA             | NA         | NA         |

See footnotes at end of table.

**Table A-3.6.2. Newspaper Publishers (NAICS 51111), Periodical Publishers (NAICS 51112), Book Publishers (NAICS 51113), Directory and Mailing List Publishers (NAICS 51114), Greeting Card Publishers (NAICS 511191), Software Publishers (NAICS 5112) – Estimated Coefficients of Variation for Selected Expenses and Standard Error of Percent Change for Employer Firms: 2004 Through 2007<sup>1</sup>—Con.**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| Kind of business                                                                          | Coefficient of variation |            |            |            | Standard error |            |            |
|-------------------------------------------------------------------------------------------|--------------------------|------------|------------|------------|----------------|------------|------------|
|                                                                                           | 2007                     | 2006       | 2005       | 2004       | 2007/2006      | 2006/2005  | 2005/2004  |
| <b>PERIODICAL PUBLISHERS (NAICS 51112)</b>                                                |                          |            |            |            |                |            |            |
| <b>Operating Expenses</b>                                                                 |                          |            |            |            |                |            |            |
| <b>Total .....</b>                                                                        | <b>2.8</b>               | <b>2.9</b> | <b>2.2</b> | <b>1.4</b> | <b>1.2</b>     | <b>1.5</b> | <b>1.1</b> |
| Personnel costs.....                                                                      | 3.0                      | 2.8        | 2.3        | 1.9        | 0.9            | 1.6        | 0.9        |
| Gross annual payroll.....                                                                 | 3.2                      | 3.0        | 2.5        | 2.0        | 1.0            | 1.7        | 1.1        |
| Employer's cost for fringe benefits.....                                                  | 2.6                      | 2.5        | 1.9        | 1.9        | 1.6            | 1.6        | 0.7        |
| Health insurance.....                                                                     | 2.4                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Pension plans.....                                                                        | 2.9                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Defined benefit pension plans.....                                                        | 4.5                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Defined contribution plans.....                                                           | 5.2                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Other.....                                                                                | 3.6                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Temporary staff and leased employee expense.....                                          | 4.3                      | 5.9        | 5.1        | 8.8        | 4.3            | 4.0        | 2.8        |
| Expensed materials, parts and supplies (not for resale).....                              | 6.8                      | 8.8        | 7.6        | 8.5        | 7.0            | 3.2        | 2.5        |
| Expensed equipment.....                                                                   | 14.1                     | 21.2       | 11.8       | 15.8       | 8.5            | 13.7       | 6.3        |
| Expensed purchase of other materials, parts, and supplies.....                            | 6.6                      | 8.9        | 8.4        | 9.7        | 6.9            | 2.6        | 1.9        |
| Expensed purchased services.....                                                          | 5.0                      | 5.2        | 4.4        | 3.4        | 2.7            | 3.5        | 2.1        |
| Expensed purchases of software.....                                                       | 16.4                     | 14.5       | 6.0        | 5.0        | 2.1            | 8.3        | 2.4        |
| Purchased electricity and fuels (except motor fuels).....                                 | 5.0                      | 4.2        | 4.6        | 2.3        | 2.5            | 3.7        | 6.7        |
| Purchased electricity.....                                                                | 5.2                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased fuels (except motor fuels).....                                                 | 8.7                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Lease and rental payments.....                                                            | 6.1                      | 6.4        | 4.3        | 3.0        | 1.7            | 2.1        | 1.7        |
| Lease and rental payments for machinery, equipment, and other tangible items.....         | 17.9                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Lease and rental payments for land, buildings, structures, store spaces, and offices..... | 4.1                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased repair and maintenance.....                                                     | 2.0                      | 4.6        | 3.7        | 3.8        | 5.3            | 4.7        | 1.4        |
| Purchased repairs and maintenance to machinery and equipment.....                         | 1.9                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased repairs and maintenance to buildings, structures, and offices.....              | 2.7                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased advertising and promotional services.....                                       | 8.1                      | 7.9        | 6.2        | 4.2        | 2.5            | 2.0        | 1.9        |
| Purchased printing services.....                                                          | 5.4                      | 6.4        | 5.4        | 5.3        | 3.9            | 7.0        | 3.0        |
| Other operating expenses.....                                                             | 3.7                      | 3.7        | 2.7        | 1.8        | 2.5            | 1.8        | 1.1        |
| Depreciation and amortization charges.....                                                | 3.3                      | 3.8        | 1.8        | 1.8        | 1.4            | 3.1        | 0.7        |
| Governmental taxes and license fees.....                                                  | 5.8                      | 9.0        | 9.6        | 7.9        | 4.7            | 5.6        | 3.0        |
| All other operating expenses.....                                                         | 4.1                      | 3.9        | 2.9        | 2.0        | 2.8            | 2.0        | 1.3        |
| Data processing and other purchased computer services.....                                | 11.8                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased communication services.....                                                     | 5.8                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Water, sewer, refuse removal, and other utility payments.....                             | 4.1                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased professional and technical services.....                                        | 6.1                      | NA         | NA         | NA         | NA             | NA         | NA         |
| All other operating expenses.....                                                         | 4.3                      | NA         | NA         | NA         | NA             | NA         | NA         |

See footnotes at end of table.

**Table A-3.6.2. Newspaper Publishers (NAICS 51111), Periodical Publishers (NAICS 51112), Book Publishers (NAICS 51113), Directory and Mailing List Publishers (NAICS 51114), Greeting Card Publishers (NAICS 51191), Software Publishers (NAICS 5112) – Estimated Coefficients of Variation for Selected Expenses and Standard Error of Percent Change for Employer Firms: 2004 Through 2007<sup>1</sup>—Con.**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| Kind of business                                                                        | Coefficient of variation |            |            |            | Standard error |            |            |
|-----------------------------------------------------------------------------------------|--------------------------|------------|------------|------------|----------------|------------|------------|
|                                                                                         | 2007                     | 2006       | 2005       | 2004       | 2007/2006      | 2006/2005  | 2005/2004  |
| <b>BOOK PUBLISHERS (NAICS 51113)</b>                                                    |                          |            |            |            |                |            |            |
| <b>Operating Expenses</b>                                                               |                          |            |            |            |                |            |            |
| <b>Total .....</b>                                                                      | <b>3.2</b>               | <b>2.7</b> | <b>2.1</b> | <b>2.2</b> | <b>1.3</b>     | <b>1.4</b> | <b>0.6</b> |
| Personnel costs.....                                                                    | 2.7                      | 1.9        | 1.6        | 1.7        | 1.1            | 1.0        | 0.6        |
| Gross annual payroll.....                                                               | 2.9                      | 2.3        | 1.7        | 1.6        | 1.1            | 1.1        | 0.7        |
| Employer's cost for fringe benefits.....                                                | 3.0                      | 2.2        | 1.8        | 1.6        | 2.4            | 0.9        | 0.8        |
| Health insurance.....                                                                   | 3.6                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Pension plans.....                                                                      | 3.9                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Defined benefit pension plans.....                                                      | 7.4                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Defined contribution plans.....                                                         | 5.5                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Other.....                                                                              | 3.4                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Temporary staff and leased employee expense.....                                        | 14.3                     | 21.5       | S          | S          | 15.9           | S          | S          |
| Expensed materials, parts and supplies (not for resale).....                            | 2.8                      | 3.7        | 11.3       | 9.7        | 2.9            | 5.8        | 1.3        |
| Expensed equipment.....                                                                 | 2.6                      | 2.7        | 3.1        | 2.4        | 3.0            | 1.6        | 0.8        |
| Expensed purchase of other materials, parts, and supplies.....                          | 4.7                      | 6.4        | 20.3       | S          | 3.6            | 9.7        | S          |
| Expensed purchased services.....                                                        | 7.1                      | 5.8        | 4.3        | 4.2        | 3.6            | 1.9        | 1.1        |
| Expensed purchases of software.....                                                     | S                        | 3.2        | S          | S          | S              | S          | S          |
| Purchased electricity and fuels (except motor fuels).....                               | 3.2                      | 2.8        | 2.6        | 2.1        | 3.1            | 1.6        | 1.1        |
| Purchased electricity.....                                                              | 2.9                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased fuels (except motor fuels).....                                               | 7.4                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Lease and rental payments.....                                                          | 4.1                      | 4.4        | 3.6        | 3.7        | 2.7            | 2.1        | 0.9        |
| Lease and rental payments for machinery, equipment, and other tangible items.....       | 7.6                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Lease and rental payments for land, buildings, structures, store spaces, and offices... | 4.6                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased repair and maintenance.....                                                   | 2.9                      | 3.0        | 2.7        | 3.5        | 3.4            | 1.5        | 3.1        |
| Purchased repairs and maintenance to machinery and equipment.....                       | 3.7                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased repairs and maintenance to buildings, structures, and offices.....            | 2.6                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased advertising and promotional services.....                                     | 2.9                      | 3.6        | 3.8        | 3.9        | 3.4            | 4.0        | 1.0        |
| Purchased printing services.....                                                        | 14.1                     | 12.0       | 8.2        | 8.7        | 8.2            | 3.8        | 1.9        |
| Other operating expenses.....                                                           | 3.8                      | 4.0        | 2.8        | 3.0        | 2.0            | 2.7        | 0.9        |
| Depreciation and amortization charges.....                                              | 3.2                      | 3.6        | 3.6        | 2.8        | 2.8            | 1.8        | 2.9        |
| Governmental taxes and license fees.....                                                | 7.3                      | 6.5        | 7.1        | 5.6        | 2.7            | 3.6        | 2.2        |
| All other operating expenses.....                                                       | 4.3                      | 4.6        | 3.0        | 3.2        | 2.6            | 3.0        | 0.9        |
| Data processing and other purchased computer services.....                              | 7.9                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased communication services.....                                                   | 5.9                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Water, sewer, refuse removal, and other utility payments.....                           | 14.4                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased professional and technical services.....                                      | 10.5                     | NA         | NA         | NA         | NA             | NA         | NA         |
| All other operating expenses.....                                                       | 4.8                      | NA         | NA         | NA         | NA             | NA         | NA         |

See footnotes at end of table.

**Table A-3.6.2. Newspaper Publishers (NAICS 51111), Periodical Publishers (NAICS 51112), Book Publishers (NAICS 51113), Directory and Mailing List Publishers (NAICS 51114), Greeting Card Publishers (NAICS 511191), Software Publishers (NAICS 5112) – Estimated Coefficients of Variation for Selected Expenses and Standard Error of Percent Change for Employer Firms: 2004 Through 2007<sup>1</sup>—Con.**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| Kind of business                                                                          | Coefficient of variation |            |            |            | Standard error |            |            |
|-------------------------------------------------------------------------------------------|--------------------------|------------|------------|------------|----------------|------------|------------|
|                                                                                           | 2007                     | 2006       | 2005       | 2004       | 2007/2006      | 2006/2005  | 2005/2004  |
| <b>DIRECTORY AND MAILING LIST PUBLISHERS (NAICS 51114)</b>                                |                          |            |            |            |                |            |            |
| <b>Operating Expenses</b>                                                                 |                          |            |            |            |                |            |            |
| <b>Total .....</b>                                                                        | <b>2.4</b>               | <b>3.3</b> | <b>3.0</b> | <b>3.0</b> | <b>1.3</b>     | <b>1.1</b> | <b>0.9</b> |
| Personnel costs.....                                                                      | 4.9                      | 5.5        | 5.6        | 5.7        | 1.0            | 0.9        | 0.7        |
| Gross annual payroll.....                                                                 | 5.7                      | 6.3        | 6.3        | 6.5        | 1.0            | 0.9        | 0.7        |
| Employer's cost for fringe benefits.....                                                  | 2.8                      | 3.0        | 3.1        | 3.6        | 1.5            | 1.3        | 0.9        |
| Health insurance.....                                                                     | 3.1                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Pension plans.....                                                                        | 3.0                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Defined benefit pension plans.....                                                        | 3.5                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Defined contribution plans.....                                                           | 2.5                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Other.....                                                                                | 2.5                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Temporary staff and leased employee expense.....                                          | 4.4                      | 4.7        | 4.2        | 2.3        | 2.5            | 1.9        | 2.3        |
| Expensed materials, parts and supplies (not for resale).....                              | 2.0                      | 2.0        | 2.9        | 2.8        | 0.8            | 2.5        | 1.3        |
| Expensed equipment.....                                                                   | 8.8                      | 11.7       | 9.9        | 10.4       | 4.9            | 3.9        | 1.7        |
| Expensed purchase of other materials, parts, and supplies.....                            | 2.1                      | 2.1        | 3.1        | 3.0        | 0.7            | 2.6        | 1.3        |
| Expensed purchased services.....                                                          | 7.6                      | 7.1        | 5.3        | 5.2        | 2.8            | 2.3        | 2.6        |
| Expensed purchases of software.....                                                       | 11.5                     | 17.4       | 15.4       | 13.3       | 8.3            | 22.2       | 3.5        |
| Purchased electricity and fuels (except motor fuels).....                                 | 4.5                      | 4.2        | 3.2        | 3.5        | 1.8            | 3.2        | 1.7        |
| Purchased electricity.....                                                                | 4.1                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased fuels (except motor fuels).....                                                 | 8.0                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Lease and rental payments.....                                                            | 1.9                      | 1.9        | 2.3        | 2.2        | 1.9            | 1.6        | 0.6        |
| Lease and rental payments for machinery, equipment, and other tangible items.....         | 4.9                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Lease and rental payments for land, buildings, structures, store spaces, and offices..... | 1.9                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased repair and maintenance.....                                                     | 12.3                     | 6.0        | 5.6        | 4.7        | 9.3            | 2.0        | 3.1        |
| Purchased repairs and maintenance to machinery and equipment.....                         | 21.3                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased repairs and maintenance to buildings, structures, and offices.....              | 10.4                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased advertising and promotional services.....                                       | 21.6                     | 25.3       | 20.6       | 21.0       | 3.9            | 2.8        | 0.8        |
| Purchased printing services.....                                                          | NA                       | NA         | NA         | NA         | NA             | NA         | NA         |
| Other operating expenses.....                                                             | 2.0                      | 3.5        | 2.9        | 2.9        | 2.5            | 1.2        | 1.2        |
| Depreciation and amortization charges.....                                                | 2.7                      | 7.1        | 8.4        | 9.0        | 8.5            | 1.4        | 2.8        |
| Governmental taxes and license fees.....                                                  | 4.9                      | 11.9       | 12.5       | 26.6       | 5.9            | 3.0        | 13.0       |
| All other operating expenses.....                                                         | 2.4                      | 3.6        | 2.7        | 2.6        | 1.8            | 1.4        | 1.0        |
| Data processing and other purchased computer services.....                                | 12.7                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased communication services.....                                                     | 2.4                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Water, sewer, refuse removal, and other utility payments.....                             | 4.7                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased professional and technical services.....                                        | 2.0                      | NA         | NA         | NA         | NA             | NA         | NA         |
| All other operating expenses.....                                                         | 2.5                      | NA         | NA         | NA         | NA             | NA         | NA         |

See footnotes at end of table.

**Table A-3.6.2. Newspaper Publishers (NAICS 51111), Periodical Publishers (NAICS 51112), Book Publishers (NAICS 51113), Directory and Mailing List Publishers (NAICS 51114), Greeting Card Publishers (NAICS 511191), Software Publishers (NAICS 5112) – Estimated Coefficients of Variation for Selected Expenses and Standard Error of Percent Change for Employer Firms: 2004 Through 2007<sup>1</sup>—Con.**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| Kind of business                                                                        | Coefficient of variation |            |            |            | Standard error |            |            |
|-----------------------------------------------------------------------------------------|--------------------------|------------|------------|------------|----------------|------------|------------|
|                                                                                         | 2007                     | 2006       | 2005       | 2004       | 2007/2006      | 2006/2005  | 2005/2004  |
| <b>GREETING CARD PUBLISHERS (NAICS 511191)</b>                                          |                          |            |            |            |                |            |            |
| <b>Operating Expenses</b>                                                               |                          |            |            |            |                |            |            |
| <b>Total .....</b>                                                                      | <b>1.7</b>               | <b>1.1</b> | <b>1.2</b> | <b>1.2</b> | <b>0.9</b>     | <b>0.6</b> | <b>0.3</b> |
| Personnel costs.....                                                                    | 1.6                      | 1.2        | 1.3        | 1.2        | 0.7            | 0.4        | 0.2        |
| Gross annual payroll.....                                                               | 1.6                      | 1.2        | 1.3        | 1.2        | 0.7            | 0.4        | 0.2        |
| Employer's cost for fringe benefits.....                                                | 1.7                      | 1.2        | 1.3        | 1.1        | 0.9            | 0.4        | 0.3        |
| Health insurance.....                                                                   | 1.6                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Pension plans.....                                                                      | 3.4                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Defined benefit pension plans.....                                                      | 1.3                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Defined contribution plans.....                                                         | 3.7                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Other.....                                                                              | 1.8                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Temporary staff and leased employee expense.....                                        | 3.5                      | 2.2        | 2.5        | 1.9        | 1.7            | 1.0        | 0.6        |
| Expensed materials, parts and supplies (not for resale).....                            | 4.4                      | 2.1        | 3.4        | 1.9        | 3.0            | 1.3        | 1.4        |
| Expensed equipment.....                                                                 | D                        | 1.1        | 1.1        | 1.1        | D              | Z          | 0.2        |
| Expensed purchase of other materials, parts, and supplies.....                          | D                        | 2.6        | 4.3        | 2.3        | D              | 1.5        | 1.7        |
| Expensed purchased services.....                                                        | 2.1                      | 1.7        | 1.5        | 1.2        | 1.1            | 0.4        | 0.4        |
| Expensed purchases of software.....                                                     | 11.1                     | 8.8        | 7.4        | 5.7        | 2.0            | 1.4        | 1.1        |
| Purchased electricity and fuels (except motor fuels).....                               | 1.5                      | 1.0        | 1.2        | 1.1        | 0.9            | 0.4        | 0.2        |
| Purchased electricity.....                                                              | 1.3                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased fuels (except motor fuels).....                                               | 5.3                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Lease and rental payments.....                                                          | 7.1                      | 4.0        | 4.1        | 3.2        | 2.8            | 0.7        | 1.3        |
| Lease and rental payments for machinery, equipment, and other tangible items.....       | S                        | NA         | NA         | NA         | NA             | NA         | NA         |
| Lease and rental payments for land, buildings, structures, store spaces, and offices... | 4.2                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased repair and maintenance.....                                                   | 2.2                      | 2.8        | 2.8        | 2.3        | 1.2            | 1.4        | 1.2        |
| Purchased repairs and maintenance to machinery and equipment.....                       | 1.5                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased repairs and maintenance to buildings, structures, and offices.....            | 16.4                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased advertising and promotional services.....                                     | 1.4                      | 1.4        | 1.3        | 1.2        | 1.3            | 0.3        | 0.2        |
| Purchased printing services.....                                                        | 6.7                      | 6.1        | 5.4        | 3.5        | 0.7            | 1.6        | 1.3        |
| Other operating expenses.....                                                           | 1.8                      | 1.0        | 1.3        | 1.4        | 1.1            | 0.9        | 0.3        |
| Depreciation and amortization charges.....                                              | 1.9                      | 1.7        | 1.6        | 1.1        | 1.2            | 0.7        | 0.7        |
| Governmental taxes and license fees.....                                                | 1.7                      | 1.4        | 1.3        | 1.2        | 1.1            | 0.9        | 0.3        |
| All other operating expenses.....                                                       | 1.8                      | 1.0        | 1.3        | 1.5        | 1.2            | 1.0        | 0.3        |
| Data processing and other purchased computer services.....                              | 2.3                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased communication services.....                                                   | 1.4                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Water, sewer, refuse removal, and other utility payments.....                           | 2.0                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased professional and technical services.....                                      | 1.3                      | NA         | NA         | NA         | NA             | NA         | NA         |
| All other operating expenses.....                                                       | 2.0                      | NA         | NA         | NA         | NA             | NA         | NA         |

See footnotes at end of table.

**Table A-3.6.2. Newspaper Publishers (NAICS 51111), Periodical Publishers (NAICS 51112), Book Publishers (NAICS 51113), Directory and Mailing List Publishers (NAICS 51114), Greeting Card Publishers (NAICS 511191), Software Publishers (NAICS 5112) – Estimated Coefficients of Variation for Selected Expenses and Standard Error of Percent Change for Employer Firms: 2004 Through 2007<sup>1</sup>—Con.**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| Kind of business                                                                          | Coefficient of variation |            |            |            | Standard error |            |            |
|-------------------------------------------------------------------------------------------|--------------------------|------------|------------|------------|----------------|------------|------------|
|                                                                                           | 2007                     | 2006       | 2005       | 2004       | 2007/2006      | 2006/2005  | 2005/2004  |
| <b>SOFTWARE PUBLISHERS (NAICS 5112)</b>                                                   |                          |            |            |            |                |            |            |
| <b>Operating Expenses</b>                                                                 |                          |            |            |            |                |            |            |
| <b>Total .....</b>                                                                        | <b>3.4</b>               | <b>3.5</b> | <b>2.8</b> | <b>2.6</b> | <b>1.2</b>     | <b>1.7</b> | <b>1.1</b> |
| Personnel costs.....                                                                      | 3.4                      | 3.5        | 3.0        | 2.2        | 1.5            | 1.8        | 1.2        |
| Gross annual payroll.....                                                                 | 3.6                      | 3.8        | 3.1        | 2.2        | 1.3            | 1.8        | 1.2        |
| Employer's cost for fringe benefits.....                                                  | 3.3                      | 3.0        | 3.0        | 2.5        | 2.0            | 2.3        | 1.4        |
| Health insurance.....                                                                     | 3.3                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Pension plans.....                                                                        | 3.2                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Defined benefit pension plans.....                                                        | 2.8                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Defined contribution plans.....                                                           | 4.6                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Other.....                                                                                | 5.8                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Temporary staff and leased employee expense.....                                          | 8.7                      | 5.4        | 5.0        | 5.1        | 10.2           | 7.9        | 2.0        |
| Expensed materials, parts and supplies (not for resale).....                              | 5.0                      | 9.1        | 8.3        | 7.9        | 4.5            | 5.2        | 2.7        |
| Expensed equipment.....                                                                   | 7.3                      | 7.3        | 15.4       | 13.8       | 2.0            | 6.5        | 4.0        |
| Expensed purchase of other materials, parts, and supplies.....                            | 6.1                      | 12.6       | 7.1        | 9.0        | 6.3            | 15.2       | 2.8        |
| Expensed purchased services.....                                                          | 3.9                      | 5.3        | 3.9        | 4.4        | 2.1            | 3.0        | 1.3        |
| Expensed purchases of software.....                                                       | 15.4                     | 19.7       | S          | S          | 11.0           | S          | S          |
| Purchased electricity and fuels (except motor fuels).....                                 | 2.3                      | 3.8        | 3.0        | 3.5        | 3.0            | 5.4        | 1.9        |
| Purchased electricity.....                                                                | 2.2                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased fuels (except motor fuels).....                                                 | 16.0                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Lease and rental payments.....                                                            | 4.9                      | 4.7        | 3.5        | 3.3        | 3.6            | 3.0        | 1.8        |
| Lease and rental payments for machinery, equipment, and other tangible items.....         | 4.1                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Lease and rental payments for land, buildings, structures, store spaces, and offices..... | 5.7                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased repair and maintenance.....                                                     | 3.9                      | 4.0        | 3.6        | 3.8        | 4.1            | 3.1        | 1.3        |
| Purchased repairs and maintenance to machinery and equipment.....                         | 3.7                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased repairs and maintenance to buildings, structures, and offices.....              | 6.6                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased advertising and promotional services.....                                       | 3.6                      | 4.7        | 3.5        | 3.3        | 2.0            | 2.0        | 1.4        |
| Purchased software reproduction.....                                                      | S                        | S          | S          | S          | S              | S          | S          |
| Other operating expenses.....                                                             | 4.8                      | 3.8        | 2.8        | 3.7        | 2.4            | 1.8        | 2.3        |
| Depreciation and amortization charges.....                                                | 8.3                      | 5.8        | 4.5        | 4.9        | 3.4            | 2.1        | 2.3        |
| Governmental taxes and license fees.....                                                  | 8.6                      | 8.1        | 5.6        | 5.7        | 3.8            | 4.3        | 7.5        |
| All other operating expenses.....                                                         | 4.5                      | S          | 2.6        | 3.9        | S              | S          | 2.7        |
| Data processing and other purchased computer services.....                                | 5.9                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased communication services.....                                                     | 8.0                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Water, sewer, refuse removal, and other utility payments.....                             | 6.8                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased professional and technical services.....                                        | 7.0                      | NA         | NA         | NA         | NA             | NA         | NA         |
| All other operating expenses.....                                                         | 4.9                      | NA         | NA         | NA         | NA             | NA         | NA         |

NA Not available. Z Absolute value is less than 0.05. D Estimate in table is withheld to avoid disclosing data of individual companies. S Estimate 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](http://www.census.gov/quality/S20-0_v1.0_Data_Release.pdf).

<sup>1</sup>Due to the addition of detailed expense data to the 2007 Service Annual Survey, the 2007 expenses may not be comparable to previously published estimates.

Note: The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <[www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html)>.

**Table A-3.6.3. Motion Picture and Video Production and Distribution (NAICS 5121X), Motion Picture and Video Exhibition (NAICS 51213), Postproduction Services and Other Motion Picture and Video Industries (NAICS 51219), Integrated Record Production and Distribution Services (NAICS 51222), Music Publishers (NAICS 51223), Sound Recording Studios (NAICS 51224) – Estimated Coefficients of Variation for Selected Expenses and Standard Error of Percent Change for Employer Firms: 2004 Through 2007<sup>1</sup>**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| Kind of business                                                                        | Coefficient of variation |            |            |            | Standard error |            |            |
|-----------------------------------------------------------------------------------------|--------------------------|------------|------------|------------|----------------|------------|------------|
|                                                                                         | 2007                     | 2006       | 2005       | 2004       | 2007/2006      | 2006/2005  | 2005/2004  |
| <b>MOTION PICTURE AND VIDEO PRODUCTION AND DISTRIBUTION (NAICS 5121X)</b>               |                          |            |            |            |                |            |            |
| <b>Operating Expenses</b>                                                               |                          |            |            |            |                |            |            |
| <b>Total .....</b>                                                                      | <b>3.2</b>               | <b>3.0</b> | <b>2.7</b> | <b>2.2</b> | <b>1.9</b>     | <b>1.1</b> | <b>1.0</b> |
| Personnel costs.....                                                                    | 5.4                      | 4.1        | 4.4        | 3.7        | 3.6            | 1.5        | 2.5        |
| Gross annual payroll.....                                                               | 5.5                      | 4.3        | 4.7        | 4.1        | 3.5            | 1.6        | 2.6        |
| Employer's cost for fringe benefits.....                                                | 6.4                      | 5.7        | 6.5        | 8.3        | 2.9            | 2.3        | 2.7        |
| Health insurance.....                                                                   | 6.7                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Pension plans.....                                                                      | 7.1                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Defined benefit pension plans.....                                                      | 11.2                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Defined contribution plans.....                                                         | 11.6                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Other.....                                                                              | 13.6                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Temporary staff and leased employee expense.....                                        | 28.0                     | 28.5       | 25.0       | 23.7       | 18.5           | 18.6       | 18.4       |
| Expensed materials, parts and supplies (not for resale).....                            | 10.9                     | 17.8       | 16.2       | 18.9       | 13.5           | 11.5       | 5.9        |
| Expensed equipment.....                                                                 | 15.5                     | 13.6       | 21.0       | 24.8       | 15.5           | 17.6       | 13.1       |
| Expensed purchase of other materials, parts, and supplies.....                          | 13.1                     | 20.5       | 18.7       | 21.5       | 17.1           | 14.8       | 5.5        |
| Expensed purchased services.....                                                        | 2.4                      | 2.5        | 2.5        | 2.3        | 0.9            | 1.0        | 0.5        |
| Expensed purchases of software.....                                                     | 6.7                      | 3.8        | 2.8        | 3.7        | 8.5            | 2.2        | 3.7        |
| Purchased electricity and fuels (except motor fuels).....                               | 5.9                      | 6.0        | 6.6        | 6.5        | 7.1            | 5.2        | 5.6        |
| Purchased electricity.....                                                              | 5.6                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased fuels (except motor fuels).....                                               | 26.9                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Lease and rental payments.....                                                          | 4.1                      | 3.9        | 4.9        | 3.5        | 2.7            | 3.8        | 2.5        |
| Lease and rental payments for machinery, equipment, and other tangible items.....       | 26.2                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Lease and rental payments for land, buildings, structures, store spaces, and offices... | 3.2                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased repair and maintenance.....                                                   | 10.1                     | 6.3        | 3.9        | 4.6        | 7.1            | 3.4        | 1.6        |
| Purchased repairs and maintenance to machinery and equipment.....                       | 21.3                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased repairs and maintenance to buildings, structures, and offices.....            | 6.5                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased advertising and promotional services.....                                     | 2.3                      | 2.4        | 2.1        | 2.1        | 0.7            | 0.7        | 0.4        |
| Other operating expenses.....                                                           | 3.2                      | 3.2        | 2.4        | 2.4        | 2.1            | 1.8        | 1.1        |
| Depreciation and amortization charges.....                                              | 15.6                     | 18.5       | 10.7       | 10.1       | 3.0            | 17.5       | 3.1        |
| Governmental taxes and license fees.....                                                | 3.3                      | 2.7        | 3.3        | 3.1        | 3.2            | 1.6        | 1.1        |
| All other operating expenses.....                                                       | 2.7                      | 2.4        | 2.5        | 2.8        | 2.2            | 1.3        | 1.2        |
| Data processing and other purchased computer services.....                              | 6.6                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased communication services.....                                                   | 8.2                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Water, sewer, refuse removal, and other utility payments.....                           | 8.4                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased professional and technical services.....                                      | 17.6                     | NA         | NA         | NA         | NA             | NA         | NA         |
| All other operating expenses.....                                                       | 2.6                      | NA         | NA         | NA         | NA             | NA         | NA         |

See footnotes at end of table.

**Table A-3.6.3. Motion Picture and Video Production and Distribution (NAICS 5121X), Motion Picture and Video Exhibition (NAICS 51213), Postproduction Services and Other Motion Picture and Video Industries (NAICS 51219), Integrated Record Production and Distribution Services (NAICS 51222), Music Publishers (NAICS 51223), Sound Recording Studios (NAICS 51224) – Estimated Coefficients of Variation for Selected Expenses and Standard Error of Percent Change for Employer Firms: 2004 Through 2007<sup>1</sup>—Con.**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| Kind of business                                                                         | Coefficient of variation |            |            |            | Standard error |            |            |
|------------------------------------------------------------------------------------------|--------------------------|------------|------------|------------|----------------|------------|------------|
|                                                                                          | 2007                     | 2006       | 2005       | 2004       | 2007/2006      | 2006/2005  | 2005/2004  |
| <b>MOTION PICTURE AND VIDEO EXHIBITION (NAICS 51213)</b>                                 |                          |            |            |            |                |            |            |
| <b>Operating Expenses</b>                                                                |                          |            |            |            |                |            |            |
| <b>Total .....</b>                                                                       | <b>3.7</b>               | <b>3.1</b> | <b>2.3</b> | <b>2.2</b> | <b>1.4</b>     | <b>2.5</b> | <b>0.8</b> |
| Personnel costs.....                                                                     | 3.9                      | 3.6        | 3.4        | 2.9        | 1.1            | 3.3        | 1.5        |
| Gross annual payroll.....                                                                | 3.8                      | 3.7        | 3.8        | 3.2        | 1.0            | 3.9        | 1.6        |
| Employer's cost for fringe benefits.....                                                 | 6.8                      | 3.1        | 3.6        | 3.4        | 6.1            | 1.8        | 0.9        |
| Health insurance.....                                                                    | 8.0                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Pension plans.....                                                                       | 24.3                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Defined benefit pension plans.....                                                       | S                        | NA         | NA         | NA         | NA             | NA         | NA         |
| Defined contribution plans.....                                                          | S                        | NA         | NA         | NA         | NA             | NA         | NA         |
| Other.....                                                                               | 5.8                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Temporary staff and leased employee expense.....                                         | 6.2                      | 8.8        | 3.8        | 5.4        | 3.1            | 5.6        | 1.6        |
| Expensed materials, parts and supplies (not for resale).....                             | 13.4                     | 5.2        | 16.4       | 19.7       | 7.2            | 16.5       | 4.6        |
| Expensed equipment.....                                                                  | 17.7                     | 14.1       | 29.5       | S          | 5.6            | 81.0       | S          |
| Expensed purchase of other materials, parts, and supplies.....                           | 13.0                     | 4.3        | 16.8       | 20.7       | 8.3            | 14.0       | 5.0        |
| Expensed purchased services.....                                                         | 4.2                      | 3.0        | 2.7        | 2.8        | 2.3            | 2.5        | 0.7        |
| Expensed purchases of software.....                                                      | 11.7                     | 4.1        | 8.3        | 8.0        | 14.9           | 8.5        | 1.3        |
| Purchased electricity and fuels (except motor fuels).....                                | 4.3                      | 3.7        | 2.5        | 1.9        | 1.4            | 3.2        | 1.1        |
| Purchased electricity.....                                                               | 4.5                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased fuels (except motor fuels).....                                                | 7.3                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Lease and rental payments.....                                                           | 4.3                      | 3.5        | 3.7        | 3.9        | 3.4            | 3.3        | 0.9        |
| Lease and rental payments for machinery, equipment, and other tangible items.....        | S                        | NA         | NA         | NA         | NA             | NA         | NA         |
| Lease and rental payments for land, buildings, structures, store spaces, and offices.... | 4.0                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased repair and maintenance.....                                                    | 4.0                      | 4.4        | 2.4        | 3.2        | 3.9            | 3.6        | 1.3        |
| Purchased repairs and maintenance to machinery and equipment.....                        | 3.9                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased repairs and maintenance to buildings, structures, and offices.....             | 4.9                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased advertising and promotional services.....                                      | 12.2                     | 8.6        | 6.5        | 6.0        | 5.0            | 1.9        | 1.1        |
| Other operating expenses.....                                                            | 4.3                      | 4.0        | 2.9        | 2.9        | 1.9            | 3.1        | 0.7        |
| Depreciation and amortization charges.....                                               | 3.3                      | 3.2        | 2.8        | 2.7        | 0.8            | 1.5        | 1.1        |
| Governmental taxes and license fees.....                                                 | 3.5                      | 3.4        | 2.7        | 2.9        | 3.0            | 2.8        | 1.0        |
| All other operating expenses.....                                                        | 5.2                      | 4.7        | 3.1        | 3.1        | 2.6            | 3.7        | 0.6        |
| Data processing and other purchased computer services.....                               | 3.6                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased communication services.....                                                    | 5.2                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Water, sewer, refuse removal, and other utility payments.....                            | 9.3                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased professional and technical services.....                                       | 7.8                      | NA         | NA         | NA         | NA             | NA         | NA         |
| All other operating expenses.....                                                        | 5.3                      | NA         | NA         | NA         | NA             | NA         | NA         |

See footnotes at end of table.

**Table A-3.6.3. Motion Picture and Video Production and Distribution (NAICS 5121X), Motion Picture and Video Exhibition (NAICS 51213), Postproduction Services and Other Motion Picture and Video Industries (NAICS 51219), Integrated Record Production and Distribution Services (NAICS 51222), Music Publishers (NAICS 51223), Sound Recording Studios (NAICS 51224) – Estimated Coefficients of Variation for Selected Expenses and Standard Error of Percent Change for Employer Firms: 2004 Through 2007<sup>1</sup>—Con.**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| Kind of business                                                                           | Coefficient of variation |            |            |            | Standard error |            |            |
|--------------------------------------------------------------------------------------------|--------------------------|------------|------------|------------|----------------|------------|------------|
|                                                                                            | 2007                     | 2006       | 2005       | 2004       | 2007/2006      | 2006/2005  | 2005/2004  |
| <b>POSTPRODUCTION SERVICES AND OTHER MOTION PICTURE AND VIDEO INDUSTRIES (NAICS 51219)</b> |                          |            |            |            |                |            |            |
| <b>Operating Expenses</b>                                                                  |                          |            |            |            |                |            |            |
| <b>Total .....</b>                                                                         | <b>4.1</b>               | <b>3.5</b> | <b>3.2</b> | <b>2.7</b> | <b>2.2</b>     | <b>2.1</b> | <b>1.8</b> |
| Personnel costs.....                                                                       | 4.2                      | 3.8        | 3.9        | 2.9        | 1.8            | 2.6        | 2.1        |
| Gross annual payroll.....                                                                  | 4.1                      | 4.0        | 4.0        | 3.2        | 2.2            | 2.7        | 1.9        |
| Employer's cost for fringe benefits.....                                                   | 4.3                      | 2.6        | 2.8        | 4.1        | 2.3            | 2.0        | 2.0        |
| Health insurance.....                                                                      | 3.6                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Pension plans.....                                                                         | 6.8                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Defined benefit pension plans.....                                                         | 8.1                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Defined contribution plans.....                                                            | 9.4                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Other.....                                                                                 | 7.3                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Temporary staff and leased employee expense.....                                           | 18.2                     | 15.1       | 16.5       | 18.2       | 7.0            | 14.4       | 33.9       |
| Expensed materials, parts and supplies (not for resale).....                               | 5.2                      | 6.7        | 6.4        | 6.2        | 3.9            | 3.5        | 2.5        |
| Expensed equipment.....                                                                    | 15.6                     | 9.0        | 10.9       | 18.2       | 14.8           | 13.6       | 10.5       |
| Expensed purchase of other materials, parts, and supplies.....                             | 5.1                      | 7.2        | 6.7        | 6.2        | 3.9            | 3.0        | 1.7        |
| Expensed purchased services.....                                                           | 6.4                      | 5.7        | 4.8        | 5.0        | 6.9            | 4.3        | 2.8        |
| Expensed purchases of software.....                                                        | 16.3                     | 15.0       | 12.0       | 12.3       | 23.6           | 8.7        | 13.2       |
| Purchased electricity and fuels (except motor fuels).....                                  | 3.8                      | 5.2        | 3.7        | 4.5        | 4.4            | 4.4        | 2.8        |
| Purchased electricity.....                                                                 | 3.9                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased fuels (except motor fuels).....                                                  | S                        | NA         | NA         | NA         | NA             | NA         | NA         |
| Lease and rental payments.....                                                             | 7.8                      | 7.5        | 7.0        | 7.6        | 11.1           | 5.2        | 3.5        |
| Lease and rental payments for machinery, equipment, and other tangible items.....          | S                        | NA         | NA         | NA         | NA             | NA         | NA         |
| Lease and rental payments for land, buildings, structures, store spaces, and offices.....  | 7.2                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased repair and maintenance.....                                                      | 4.0                      | 3.1        | 11.8       | 12.2       | 5.1            | 5.9        | 2.9        |
| Purchased repairs and maintenance to machinery and equipment.....                          | 3.3                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased repairs and maintenance to buildings, structures, and offices.....               | 8.6                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased advertising and promotional services.....                                        | 7.5                      | 4.8        | 7.2        | 9.4        | 6.4            | 3.8        | 4.2        |
| Other operating expenses.....                                                              | 8.7                      | 7.8        | 6.5        | 3.5        | 5.3            | 3.7        | 4.4        |
| Depreciation and amortization charges.....                                                 | 3.8                      | 3.4        | 2.5        | 4.3        | 3.5            | 2.0        | 2.5        |
| Governmental taxes and license fees.....                                                   | 15.9                     | 21.8       | 13.9       | 13.2       | 15.7           | 30.2       | 3.0        |
| All other operating expenses.....                                                          | 11.0                     | 9.8        | 8.7        | 4.2        | 6.5            | 5.1        | 7.5        |
| Data processing and other purchased computer services.....                                 | 14.0                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased communication services.....                                                      | 7.5                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Water, sewer, refuse removal, and other utility payments.....                              | 18.7                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased professional and technical services.....                                         | 14.7                     | NA         | NA         | NA         | NA             | NA         | NA         |
| All other operating expenses.....                                                          | 14.1                     | NA         | NA         | NA         | NA             | NA         | NA         |

See footnotes at end of table.

**Table A-3.6.3. Motion Picture and Video Production and Distribution (NAICS 5121X), Motion Picture and Video Exhibition (NAICS 51213), Postproduction Services and Other Motion Picture and Video Industries (NAICS 51219), Integrated Record Production and Distribution Services (NAICS 51222), Music Publishers (NAICS 51223), Sound Recording Studios (NAICS 51224) – Estimated Coefficients of Variation for Selected Expenses and Standard Error of Percent Change for Employer Firms: 2004 Through 2007<sup>1</sup>—Con.**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| Kind of business                                                                          | Coefficient of variation |            |            |            | Standard error |            |            |
|-------------------------------------------------------------------------------------------|--------------------------|------------|------------|------------|----------------|------------|------------|
|                                                                                           | 2007                     | 2006       | 2005       | 2004       | 2007/2006      | 2006/2005  | 2005/2004  |
| <b>INTEGRATED RECORD PRODUCTION AND DISTRIBUTION SERVICES (NAICS 51222)</b>               |                          |            |            |            |                |            |            |
| <b>Operating Expenses</b>                                                                 |                          |            |            |            |                |            |            |
| <b>Total .....</b>                                                                        | <b>S</b>                 | <b>0.4</b> | <b>0.3</b> | <b>0.3</b> | <b>S</b>       | <b>0.1</b> | <b>0.2</b> |
| Personnel costs.....                                                                      | 0.6                      | 0.4        | 0.3        | 0.3        | 0.3            | 0.3        | 0.1        |
| Gross annual payroll.....                                                                 | 0.7                      | 0.4        | 0.3        | 0.3        | 0.3            | 0.3        | 0.1        |
| Employer's cost for fringe benefits.....                                                  | 0.3                      | 0.4        | 0.3        | 0.3        | 0.2            | 0.2        | 0.1        |
| Health insurance.....                                                                     | 1.5                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Pension plans.....                                                                        | 0.3                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Defined benefit pension plans.....                                                        | D                        | NA         | NA         | NA         | D              | NA         | NA         |
| Defined contribution plans.....                                                           | D                        | NA         | NA         | NA         | D              | NA         | NA         |
| Other.....                                                                                | 0.4                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Temporary staff and leased employee expense.....                                          | 7.1                      | 1.4        | 0.3        | 0.3        | 6.9            | 1.5        | Z          |
| Expensed materials, parts and supplies (not for resale).....                              | 4.8                      | 1.8        | 4.0        | 0.4        | 4.5            | 2.0        | 5.4        |
| Expensed equipment.....                                                                   | 4.6                      | 4.0        | 0.6        | 1.7        | 5.1            | 3.0        | 1.2        |
| Expensed purchase of other materials, parts, and supplies.....                            | 4.9                      | S          | 5.0        | 0.3        | S              | S          | 6.6        |
| Expensed purchased services.....                                                          | 0.5                      | S          | 0.9        | 0.6        | S              | S          | 0.4        |
| Expensed purchases of software.....                                                       | 0.6                      | 0.3        | S          | S          | 0.5            | S          | S          |
| Purchased electricity and fuels (except motor fuels).....                                 | 0.7                      | 0.4        | 0.4        | 0.3        | 0.7            | 0.1        | 0.3        |
| Purchased electricity.....                                                                | 1.3                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased fuels (except motor fuels).....                                                 | 0.3                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Lease and rental payments.....                                                            | 1.6                      | S          | 0.4        | 0.3        | S              | S          | 0.4        |
| Lease and rental payments for machinery, equipment, and other tangible items.....         | 2.9                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Lease and rental payments for land, buildings, structures, store spaces, and offices..... | 1.5                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased repair and maintenance.....                                                     | 0.3                      | S          | 1.9        | 0.3        | S              | S          | 2.4        |
| Purchased repairs and maintenance to machinery and equipment.....                         | 0.5                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased repairs and maintenance to buildings, structures, and offices.....              | 0.4                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased advertising and promotional services.....                                       | 0.3                      | S          | 0.3        | 0.3        | S              | S          | 0.1        |
| Other operating expenses.....                                                             | 0.4                      | 0.4        | S          | S          | 0.1            | S          | S          |
| Depreciation and amortization charges.....                                                | 1.3                      | 0.3        | S          | S          | 1.1            | S          | S          |
| Governmental taxes and license fees.....                                                  | 0.6                      | S          | 0.3        | 0.3        | S              | S          | 0.2        |
| All other operating expenses.....                                                         | 0.3                      | 0.4        | S          | S          | 0.2            | S          | S          |
| Data processing and other purchased computer services.....                                | D                        | NA         | NA         | NA         | D              | NA         | NA         |
| Purchased communication services.....                                                     | D                        | NA         | NA         | NA         | D              | NA         | NA         |
| Water, sewer, refuse removal, and other utility payments.....                             | 0.2                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased professional and technical services.....                                        | D                        | NA         | NA         | NA         | D              | NA         | NA         |
| All other operating expenses.....                                                         | 0.5                      | NA         | NA         | NA         | NA             | NA         | NA         |

See footnotes at end of table.

**Table A-3.6.3. Motion Picture and Video Production and Distribution (NAICS 5121X), Motion Picture and Video Exhibition (NAICS 51213), Postproduction Services and Other Motion Picture and Video Industries (NAICS 51219), Integrated Record Production and Distribution Services (NAICS 51222), Music Publishers (NAICS 51223), Sound Recording Studios (NAICS 51224) – Estimated Coefficients of Variation for Selected Expenses and Standard Error of Percent Change for Employer Firms: 2004 Through 2007<sup>1</sup>—Con.**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| Kind of business                                                                        | Coefficient of variation |            |            |            | Standard error |            |            |
|-----------------------------------------------------------------------------------------|--------------------------|------------|------------|------------|----------------|------------|------------|
|                                                                                         | 2007                     | 2006       | 2005       | 2004       | 2007/2006      | 2006/2005  | 2005/2004  |
| <b>MUSIC PUBLISHERS (NAICS 51223)</b>                                                   |                          |            |            |            |                |            |            |
| <b>Operating Expenses</b>                                                               |                          |            |            |            |                |            |            |
| <b>Total .....</b>                                                                      | <b>4.4</b>               | <b>3.7</b> | <b>4.1</b> | <b>2.1</b> | <b>1.4</b>     | <b>0.9</b> | <b>2.5</b> |
| Personnel costs.....                                                                    | 3.4                      | 2.3        | 2.5        | 2.0        | 2.0            | 1.7        | 2.2        |
| Gross annual payroll.....                                                               | 2.6                      | 2.4        | 2.6        | 2.2        | 1.5            | 1.6        | 2.2        |
| Employer's cost for fringe benefits.....                                                | 17.9                     | 3.4        | 4.4        | 3.3        | 13.2           | 1.9        | 2.9        |
| Health insurance.....                                                                   | 8.5                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Pension plans.....                                                                      | S                        | NA         | NA         | NA         | NA             | NA         | NA         |
| Defined benefit pension plans.....                                                      | S                        | NA         | NA         | NA         | NA             | NA         | NA         |
| Defined contribution plans.....                                                         | S                        | NA         | NA         | NA         | NA             | NA         | NA         |
| Other.....                                                                              | 2.6                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Temporary staff and leased employee expense.....                                        | S                        | 11.2       | 25.9       | 24.4       | S              | 7.9        | 4.7        |
| Expensed materials, parts and supplies (not for resale).....                            | 6.6                      | 12.8       | S          | S          | 8.1            | S          | S          |
| Expensed equipment.....                                                                 | 20.7                     | 20.6       | S          | 15.7       | 19.2           | S          | S          |
| Expensed purchase of other materials, parts, and supplies.....                          | 4.8                      | 14.4       | S          | S          | 6.9            | S          | S          |
| Expensed purchased services.....                                                        | 2.2                      | 2.0        | S          | S          | 0.9            | S          | S          |
| Expensed purchases of software.....                                                     | 12.4                     | 18.9       | S          | 9.8        | 7.6            | S          | S          |
| Purchased electricity and fuels (except motor fuels).....                               | 2.4                      | 3.0        | S          | S          | 1.5            | S          | S          |
| Purchased electricity.....                                                              | 2.1                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased fuels (except motor fuels).....                                               | S                        | NA         | NA         | NA         | NA             | NA         | NA         |
| Lease and rental payments.....                                                          | 5.0                      | 5.3        | 6.1        | 3.0        | 4.0            | 3.1        | 4.2        |
| Lease and rental payments for machinery, equipment, and other tangible items.....       | 7.5                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Lease and rental payments for land, buildings, structures, store spaces, and offices... | 5.3                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased repair and maintenance.....                                                   | 4.6                      | 2.4        | S          | S          | 2.5            | S          | S          |
| Purchased repairs and maintenance to machinery and equipment.....                       | 4.0                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased repairs and maintenance to buildings, structures, and offices.....            | 7.1                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased advertising and promotional services.....                                     | 2.5                      | 2.4        | S          | S          | 0.7            | S          | S          |
| Other operating expenses.....                                                           | 5.9                      | 5.5        | S          | S          | 1.6            | S          | S          |
| Depreciation and amortization charges.....                                              | S                        | 2.7        | S          | S          | S              | S          | S          |
| Governmental taxes and license fees.....                                                | 4.7                      | 5.8        | S          | S          | 4.7            | S          | S          |
| All other operating expenses.....                                                       | 6.1                      | 5.9        | S          | S          | 1.7            | S          | S          |
| Data processing and other purchased computer services.....                              | 9.1                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased communication services.....                                                   | 3.4                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Water, sewer, refuse removal, and other utility payments.....                           | 3.1                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased professional and technical services.....                                      | 5.7                      | NA         | NA         | NA         | NA             | NA         | NA         |
| All other operating expenses.....                                                       | 6.4                      | NA         | NA         | NA         | NA             | NA         | NA         |

See footnotes at end of table.

**Table A-3.6.3. Motion Picture and Video Production and Distribution (NAICS 5121X), Motion Picture and Video Exhibition (NAICS 51213), Postproduction Services and Other Motion Picture and Video Industries (NAICS 51219), Integrated Record Production and Distribution Services (NAICS 51222), Music Publishers (NAICS 51223), Sound Recording Studios (NAICS 51224) – Estimated Coefficients of Variation for Selected Expenses and Standard Error of Percent Change for Employer Firms: 2004 Through 2007<sup>1</sup>—Con.**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| Kind of business                                                                        | Coefficient of variation |             |            |            | Standard error |            |            |
|-----------------------------------------------------------------------------------------|--------------------------|-------------|------------|------------|----------------|------------|------------|
|                                                                                         | 2007                     | 2006        | 2005       | 2004       | 2007/2006      | 2006/2005  | 2005/2004  |
| <b>SOUND RECORDING STUDIOS (NAICS 51224)</b>                                            |                          |             |            |            |                |            |            |
| <b>Operating Expenses</b>                                                               |                          |             |            |            |                |            |            |
| <b>Total .....</b>                                                                      | <b>10.2</b>              | <b>10.5</b> | <b>9.3</b> | <b>7.3</b> | <b>4.3</b>     | <b>4.1</b> | <b>3.1</b> |
| Personnel costs.....                                                                    | 9.2                      | 10.1        | 9.3        | 8.6        | 3.2            | 4.2        | 2.6        |
| Gross annual payroll.....                                                               | 9.5                      | 10.8        | 9.7        | 9.1        | 3.4            | 3.6        | 2.6        |
| Employer's cost for fringe benefits.....                                                | 9.7                      | 10.4        | 8.2        | 7.4        | 10.6           | 5.2        | 4.5        |
| Health insurance.....                                                                   | 11.8                     | NA          | NA         | NA         | NA             | NA         | NA         |
| Pension plans.....                                                                      | 17.3                     | NA          | NA         | NA         | NA             | NA         | NA         |
| Defined benefit pension plans.....                                                      | 28.3                     | NA          | NA         | NA         | NA             | NA         | NA         |
| Defined contribution plans.....                                                         | 8.8                      | NA          | NA         | NA         | NA             | NA         | NA         |
| Other.....                                                                              | 9.0                      | NA          | NA         | NA         | NA             | NA         | NA         |
| Temporary staff and leased employee expense.....                                        | 15.4                     | 21.9        | 22.7       | 15.1       | 25.7           | 23.1       | 10.6       |
| Expensed materials, parts and supplies (not for resale).....                            | 20.8                     | 10.7        | 7.7        | 6.0        | 10.9           | 9.0        | 5.2        |
| Expensed equipment.....                                                                 | 17.0                     | 15.7        | 6.6        | 11.2       | 20.7           | 20.9       | 6.6        |
| Expensed purchase of other materials, parts, and supplies.....                          | S                        | 12.0        | 11.1       | 8.3        | S              | 10.2       | 7.2        |
| Expensed purchased services.....                                                        | 9.5                      | 9.6         | 10.1       | 8.5        | 6.0            | 4.5        | 4.2        |
| Expensed purchases of software.....                                                     | 24.6                     | S           | S          | 23.7       | S              | S          | S          |
| Purchased electricity and fuels (except motor fuels).....                               | 14.1                     | 12.1        | 11.4       | 11.6       | 11.5           | 3.5        | 3.1        |
| Purchased electricity.....                                                              | 13.8                     | NA          | NA         | NA         | NA             | NA         | NA         |
| Purchased fuels (except motor fuels).....                                               | 27.8                     | NA          | NA         | NA         | NA             | NA         | NA         |
| Lease and rental payments.....                                                          | 8.9                      | 9.5         | 11.1       | 7.1        | 5.7            | 5.7        | 7.0        |
| Lease and rental payments for machinery, equipment, and other tangible items.....       | 19.6                     | NA          | NA         | NA         | NA             | NA         | NA         |
| Lease and rental payments for land, buildings, structures, store spaces, and offices... | 9.0                      | NA          | NA         | NA         | NA             | NA         | NA         |
| Purchased repair and maintenance.....                                                   | 10.2                     | 8.5         | 12.2       | 17.2       | 15.9           | 11.6       | 10.4       |
| Purchased repairs and maintenance to machinery and equipment.....                       | 12.5                     | NA          | NA         | NA         | NA             | NA         | NA         |
| Purchased repairs and maintenance to buildings, structures, and offices.....            | 10.8                     | NA          | NA         | NA         | NA             | NA         | NA         |
| Purchased advertising and promotional services.....                                     | 19.5                     | 17.5        | 14.8       | 18.3       | 37.2           | 11.1       | 10.2       |
| Other operating expenses.....                                                           | 12.3                     | 14.8        | 10.8       | 8.0        | 9.6            | 6.4        | 4.4        |
| Depreciation and amortization charges.....                                              | 14.1                     | 15.5        | 17.1       | 10.1       | 8.5            | 7.9        | 10.4       |
| Governmental taxes and license fees.....                                                | 16.1                     | S           | 9.8        | 8.1        | S              | S          | 4.8        |
| All other operating expenses.....                                                       | 12.9                     | 16.3        | 10.9       | 9.2        | 11.9           | 6.9        | 5.4        |
| Data processing and other purchased computer services.....                              | S                        | NA          | NA         | NA         | NA             | NA         | NA         |
| Purchased communication services.....                                                   | 11.3                     | NA          | NA         | NA         | NA             | NA         | NA         |
| Water, sewer, refuse removal, and other utility payments.....                           | 10.0                     | NA          | NA         | NA         | NA             | NA         | NA         |
| Purchased professional and technical services.....                                      | 15.9                     | NA          | NA         | NA         | NA             | NA         | NA         |
| All other operating expenses.....                                                       | 14.3                     | NA          | NA         | NA         | NA             | NA         | NA         |

NA Not available. Z Absolute value is less than 0.05. D Estimate in table is withheld to avoid disclosing data of individual companies. S Estimate 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](http://www.census.gov/quality/S20-0_v1.0_Data_Release.pdf).

<sup>1</sup>Due to the addition of detailed expense data to the 2007 Service Annual Survey, the 2007 expenses may not be comparable to previously published estimates.

Note: The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <[www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html)>.

**Table A-3.6.4. Radio Networks (NAICS 515111), Radio Stations (NAICS 515112), Television Broadcasting (NAICS 51512), Cable and Other Subscription Programming (NAICS 5152), Internet Publishing and Broadcasting (NAICS 516) – Estimated Coefficients of Variation for Selected Expenses and Standard Error of Percent Change for Employer Firms: 2004 Through 2007<sup>1</sup>**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| Kind of business                                                                          | Coefficient of variation |            |            |            | Standard error |            |            |
|-------------------------------------------------------------------------------------------|--------------------------|------------|------------|------------|----------------|------------|------------|
|                                                                                           | 2007                     | 2006       | 2005       | 2004       | 2007/2006      | 2006/2005  | 2005/2004  |
| <b>RADIO NETWORKS (NAICS 515111)</b>                                                      |                          |            |            |            |                |            |            |
| <b>Operating Expenses</b>                                                                 |                          |            |            |            |                |            |            |
| <b>Total .....</b>                                                                        | <b>3.0</b>               | <b>2.7</b> | <b>2.3</b> | <b>1.9</b> | <b>0.9</b>     | <b>1.1</b> | <b>0.8</b> |
| Personnel costs.....                                                                      | 3.7                      | 3.3        | 3.4        | 3.1        | 1.3            | 2.7        | 1.2        |
| Gross annual payroll.....                                                                 | 3.9                      | 3.5        | 3.4        | 2.9        | 1.5            | 2.4        | 1.2        |
| Employer's cost for fringe benefits.....                                                  | 3.5                      | 2.7        | 2.7        | 2.6        | 1.2            | 4.7        | 1.4        |
| Health insurance.....                                                                     | 3.7                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Pension plans.....                                                                        | 3.2                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Defined benefit pension plans.....                                                        | 3.6                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Defined contribution plans.....                                                           | 3.2                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Other.....                                                                                | 4.8                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Temporary staff and leased employee expense.....                                          | S                        | 4.4        | 11.3       | 19.9       | S              | 13.9       | 3.3        |
| Expensed materials, parts and supplies (not for resale).....                              | 6.1                      | 5.5        | 4.3        | 2.7        | 4.2            | 3.6        | 0.7        |
| Expensed equipment.....                                                                   | S                        | 4.3        | 3.8        | 2.8        | S              | 4.1        | 0.4        |
| Expensed purchase of other materials, parts, and supplies.....                            | 7.1                      | 6.7        | 5.0        | 2.8        | 4.1            | 4.0        | 1.1        |
| Expensed purchased services.....                                                          | S                        | 2.8        | 2.2        | 2.2        | S              | 1.6        | 0.4        |
| Expensed purchases of software.....                                                       | 4.9                      | 3.1        | 3.1        | 4.2        | 3.8            | 1.1        | 3.9        |
| Purchased electricity and fuels (except motor fuels).....                                 | 8.4                      | 9.5        | 10.8       | 10.4       | 6.8            | 13.0       | 3.7        |
| Purchased electricity.....                                                                | 8.6                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased fuels (except motor fuels).....                                                 | 22.1                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Lease and rental payments.....                                                            | 9.5                      | 9.3        | 5.6        | 4.7        | 11.8           | 8.5        | 1.1        |
| Lease and rental payments for machinery, equipment, and other tangible items.....         | 20.6                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Lease and rental payments for land, buildings, structures, store spaces, and offices..... | 7.9                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased repair and maintenance.....                                                     | 5.5                      | 6.0        | 10.3       | 16.6       | 5.3            | 5.0        | 18.0       |
| Purchased repairs and maintenance to machinery and equipment.....                         | 5.5                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased repairs and maintenance to buildings, structures, and offices.....              | 6.2                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased advertising and promotional services.....                                       | S                        | 2.3        | 2.4        | 2.3        | S              | 0.9        | 0.3        |
| Other operating expenses.....                                                             | 3.0                      | 2.7        | 2.4        | 2.0        | 1.0            | 0.8        | 1.4        |
| Depreciation and amortization charges.....                                                | S                        | 2.7        | 2.6        | 2.6        | S              | 1.2        | 1.1        |
| Governmental taxes and license fees.....                                                  | 5.0                      | 4.2        | 4.9        | 5.4        | 1.8            | 4.9        | 1.4        |
| Broadcast rights and music license fees.....                                              | 3.0                      | 2.8        | 3.0        | 3.1        | 0.6            | 1.5        | 2.5        |
| Network compensation fees (networks only).....                                            | 3.9                      | 3.8        | 4.9        | 4.3        | 1.1            | 3.2        | 1.6        |
| All other operating expenses.....                                                         | 3.0                      | 2.8        | 2.4        | 2.6        | 1.3            | 1.1        | 2.5        |
| Data processing and other purchased computer services.....                                | 3.4                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased communication services.....                                                     | 4.3                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Water, sewer, refuse removal, and other utility payments.....                             | 11.8                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased professional and technical services.....                                        | 3.3                      | NA         | NA         | NA         | NA             | NA         | NA         |
| All other operating expenses.....                                                         | 3.0                      | NA         | NA         | NA         | NA             | NA         | NA         |

See footnotes at end of table.

**Table A-3.6.4. Radio Networks (NAICS 515111), Radio Stations (NAICS 515112), Television Broadcasting (NAICS 51512), Cable and Other Subscription Programming (NAICS 5152), Internet Publishing and Broadcasting (NAICS 516) – Estimated Coefficients of Variation for Selected Expenses and Standard Error of Percent Change for Employer Firms: 2004 Through 2007<sup>1</sup>—Con.**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| Kind of business                                                                          | Coefficient of variation |            |            |            | Standard error |            |            |
|-------------------------------------------------------------------------------------------|--------------------------|------------|------------|------------|----------------|------------|------------|
|                                                                                           | 2007                     | 2006       | 2005       | 2004       | 2007/2006      | 2006/2005  | 2005/2004  |
| <b>RADIO STATIONS (NAICS 515112)</b>                                                      |                          |            |            |            |                |            |            |
| <b>Operating Expenses</b>                                                                 |                          |            |            |            |                |            |            |
| <b>Total .....</b>                                                                        | <b>2.9</b>               | <b>3.1</b> | <b>2.9</b> | <b>2.2</b> | <b>1.5</b>     | <b>2.1</b> | <b>1.6</b> |
| Personnel costs.....                                                                      | 3.0                      | 3.2        | 2.4        | 2.3        | 1.4            | 1.4        | 1.2        |
| Gross annual payroll.....                                                                 | 3.0                      | 3.2        | 2.4        | 2.5        | 1.3            | 1.3        | 1.3        |
| Employer's cost for fringe benefits.....                                                  | 3.5                      | 3.9        | 3.0        | 2.5        | 2.6            | 2.2        | 2.4        |
| Health insurance.....                                                                     | 4.3                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Pension plans.....                                                                        | 4.4                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Defined benefit pension plans.....                                                        | 3.1                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Defined contribution plans.....                                                           | 5.1                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Other.....                                                                                | 4.8                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Temporary staff and leased employee expense.....                                          | 3.9                      | 6.7        | 6.2        | 6.2        | 9.2            | 3.7        | 1.9        |
| Expensed materials, parts and supplies (not for resale).....                              | 8.4                      | 4.6        | 5.0        | 3.8        | 5.6            | 3.8        | 3.2        |
| Expensed equipment.....                                                                   | 10.0                     | 9.2        | 10.6       | 7.4        | 10.4           | 6.6        | 4.3        |
| Expensed purchase of other materials, parts, and supplies.....                            | 11.1                     | 4.4        | 3.5        | 3.6        | 6.0            | 3.7        | 3.1        |
| Expensed purchased services.....                                                          | 3.9                      | 4.3        | 4.4        | 4.1        | 2.1            | 3.2        | 1.7        |
| Expensed purchases of software.....                                                       | 23.8                     | S          | S          | S          | S              | S          | S          |
| Purchased electricity and fuels (except motor fuels).....                                 | 8.1                      | 8.5        | 7.4        | 6.5        | 3.7            | 3.7        | 2.0        |
| Purchased electricity.....                                                                | 9.3                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased fuels (except motor fuels).....                                                 | 7.0                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Lease and rental payments.....                                                            | 3.9                      | 4.3        | 6.5        | 4.3        | 2.4            | 4.5        | 2.7        |
| Lease and rental payments for machinery, equipment, and other tangible items.....         | 10.2                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Lease and rental payments for land, buildings, structures, store spaces, and offices..... | 3.9                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased repair and maintenance.....                                                     | 6.9                      | 7.3        | 8.0        | 5.4        | 7.5            | 6.7        | 4.0        |
| Purchased repairs and maintenance to machinery and equipment.....                         | 8.4                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased repairs and maintenance to buildings, structures, and offices.....              | 6.6                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased advertising and promotional services.....                                       | 4.7                      | 4.3        | 4.6        | 5.0        | 2.0            | 3.8        | 2.6        |
| Other operating expenses.....                                                             | 3.5                      | 3.5        | 5.0        | 3.7        | 2.4            | 3.2        | 2.3        |
| Depreciation and amortization charges.....                                                | 8.4                      | 7.9        | 5.5        | 3.9        | 3.5            | 4.2        | 3.2        |
| Governmental taxes and license fees.....                                                  | 3.4                      | 4.1        | 3.7        | 3.5        | 1.5            | 2.3        | 1.1        |
| Broadcast rights and music license fees.....                                              | 4.5                      | 4.4        | 3.7        | 3.7        | 5.4            | 5.6        | 1.4        |
| Network compensation fees (networks only).....                                            | S                        | S          | S          | S          | S              | S          | S          |
| All other operating expenses.....                                                         | 4.8                      | 3.9        | 6.2        | 4.0        | 3.3            | 4.6        | 2.7        |
| Data processing and other purchased computer services.....                                | 18.0                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased communication services.....                                                     | 5.2                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Water, sewer, refuse removal, and other utility payments.....                             | 5.8                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased professional and technical services.....                                        | 7.7                      | NA         | NA         | NA         | NA             | NA         | NA         |
| All other operating expenses.....                                                         | 4.9                      | NA         | NA         | NA         | NA             | NA         | NA         |

See footnotes at end of table.

**Table A-3.6.4. Radio Networks (NAICS 515111), Radio Stations (NAICS 515112), Television Broadcasting (NAICS 51512), Cable and Other Subscription Programming (NAICS 5152), Internet Publishing and Broadcasting (NAICS 516) – Estimated Coefficients of Variation for Selected Expenses and Standard Error of Percent Change for Employer Firms: 2004 Through 2007<sup>1</sup>—Con.**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| Kind of business                                                                          | Coefficient of variation |            |            |            | Standard error |            |            |
|-------------------------------------------------------------------------------------------|--------------------------|------------|------------|------------|----------------|------------|------------|
|                                                                                           | 2007                     | 2006       | 2005       | 2004       | 2007/2006      | 2006/2005  | 2005/2004  |
| <b>TELEVISION BROADCASTING (NAICS 51512)</b>                                              |                          |            |            |            |                |            |            |
| <b>Operating Expenses</b>                                                                 |                          |            |            |            |                |            |            |
| <b>Total .....</b>                                                                        | <b>1.4</b>               | <b>0.8</b> | <b>0.8</b> | <b>1.1</b> | <b>1.0</b>     | <b>0.5</b> | <b>1.1</b> |
| Personnel costs.....                                                                      | 1.9                      | 1.4        | 1.2        | 1.2        | 1.2            | 0.6        | 0.9        |
| Gross annual payroll.....                                                                 | 1.7                      | 1.3        | 1.1        | 1.1        | 1.0            | 0.6        | 0.9        |
| Employer's cost for fringe benefits.....                                                  | 2.3                      | 2.2        | 1.9        | 1.8        | 1.9            | 1.0        | 1.2        |
| Health insurance.....                                                                     | 2.0                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Pension plans.....                                                                        | 1.7                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Defined benefit pension plans.....                                                        | 2.0                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Defined contribution plans.....                                                           | 2.9                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Other.....                                                                                | 4.1                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Temporary staff and leased employee expense.....                                          | 19.1                     | 15.5       | 14.1       | 14.8       | 34.4           | 17.1       | 2.2        |
| Expensed materials, parts and supplies (not for resale).....                              | 5.7                      | 4.5        | 3.3        | 4.4        | 3.2            | 3.4        | 2.1        |
| Expensed equipment.....                                                                   | 7.4                      | 8.2        | 6.7        | 10.3       | 2.3            | 7.1        | 3.8        |
| Expensed purchase of other materials, parts, and supplies.....                            | 5.7                      | 4.0        | 2.7        | 3.0        | 4.3            | 3.4        | 1.7        |
| Expensed purchased services.....                                                          | 4.4                      | 4.6        | 3.0        | 3.0        | 3.3            | 1.8        | 1.4        |
| Expensed purchases of software.....                                                       | 7.2                      | 7.0        | 7.6        | 7.7        | 6.7            | 5.4        | 2.9        |
| Purchased electricity and fuels (except motor fuels).....                                 | 9.6                      | 6.3        | 5.4        | 5.2        | 8.9            | 1.8        | 1.6        |
| Purchased electricity.....                                                                | 10.1                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased fuels (except motor fuels).....                                                 | 13.2                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Lease and rental payments.....                                                            | 11.3                     | 12.9       | 7.5        | 7.3        | 8.6            | 4.9        | 1.7        |
| Lease and rental payments for machinery, equipment, and other tangible items.....         | 19.8                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Lease and rental payments for land, buildings, structures, store spaces, and offices..... | 8.4                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased repair and maintenance.....                                                     | 7.0                      | 8.7        | 8.1        | 8.6        | 5.0            | 4.8        | 2.2        |
| Purchased repairs and maintenance to machinery and equipment.....                         | 4.9                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased repairs and maintenance to buildings, structures, and offices.....              | 12.6                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased advertising and promotional services.....                                       | 2.0                      | 1.5        | 2.4        | 2.1        | 1.2            | 1.4        | 1.5        |
| Other operating expenses.....                                                             | 1.3                      | 0.9        | 0.9        | 1.4        | 1.3            | 0.7        | 1.2        |
| Depreciation and amortization charges.....                                                | 5.1                      | 2.4        | 2.8        | 2.4        | 3.7            | 2.0        | 1.5        |
| Governmental taxes and license fees.....                                                  | 4.4                      | 4.2        | 3.4        | 3.2        | 3.1            | 1.3        | 1.4        |
| Broadcast rights and music license fees.....                                              | 1.3                      | 1.3        | 1.5        | 1.8        | 0.9            | 0.6        | 1.2        |
| Network compensation fees (networks only).....                                            | 4.4                      | 12.5       | 3.7        | 3.2        | 5.3            | 10.3       | 1.6        |
| All other operating expenses.....                                                         | 3.7                      | 2.5        | 2.2        | 2.1        | 2.7            | 2.0        | 2.0        |
| Data processing and other purchased computer services.....                                | 8.7                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased communication services.....                                                     | 4.9                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Water, sewer, refuse removal, and other utility payments.....                             | 8.7                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased professional and technical services.....                                        | 5.5                      | NA         | NA         | NA         | NA             | NA         | NA         |
| All other operating expenses.....                                                         | 3.8                      | NA         | NA         | NA         | NA             | NA         | NA         |

See footnotes at end of table.

**Table A-3.6.4. Radio Networks (NAICS 515111), Radio Stations (NAICS 515112), Television Broadcasting (NAICS 51512), Cable and Other Subscription Programming (NAICS 5152), Internet Publishing and Broadcasting (NAICS 516) – Estimated Coefficients of Variation for Selected Expenses and Standard Error of Percent Change for Employer Firms: 2004 Through 2007<sup>1</sup>—Con.**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| Kind of business                                                                        | Coefficient of variation |            |            |            | Standard error |            |            |
|-----------------------------------------------------------------------------------------|--------------------------|------------|------------|------------|----------------|------------|------------|
|                                                                                         | 2007                     | 2006       | 2005       | 2004       | 2007/2006      | 2006/2005  | 2005/2004  |
| <b>CABLE AND OTHER SUBSCRIPTION PROGRAMMING (NAICS 5152)</b>                            |                          |            |            |            |                |            |            |
| <b>Operating Expenses</b>                                                               |                          |            |            |            |                |            |            |
| <b>Total .....</b>                                                                      | <b>1.1</b>               | <b>1.1</b> | <b>0.8</b> | <b>0.8</b> | <b>0.3</b>     | <b>0.3</b> | <b>0.3</b> |
| Personnel costs.....                                                                    | 1.4                      | 1.5        | 0.9        | 0.5        | 0.5            | 0.7        | 0.7        |
| Gross annual payroll.....                                                               | 1.1                      | 1.1        | 0.6        | 0.6        | 0.4            | 0.9        | 0.4        |
| Employer's cost for fringe benefits.....                                                | 1.2                      | 1.4        | 1.2        | 0.5        | 1.5            | 0.4        | 1.2        |
| Health insurance.....                                                                   | 1.3                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Pension plans.....                                                                      | 1.1                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Defined benefit pension plans.....                                                      | 0.9                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Defined contribution plans.....                                                         | 1.6                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Other.....                                                                              | 1.2                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Temporary staff and leased employee expense.....                                        | 6.0                      | 7.7        | 10.3       | 6.5        | 2.3            | 1.9        | 2.5        |
| Expensed materials, parts and supplies (not for resale).....                            | 2.1                      | 2.5        | 2.7        | 1.2        | 1.8            | 0.8        | 1.5        |
| Expensed equipment.....                                                                 | 7.2                      | 10.0       | 8.5        | 3.0        | 2.1            | 1.3        | 3.6        |
| Expensed purchase of other materials, parts, and supplies.....                          | 1.8                      | 1.3        | 1.3        | 0.8        | 2.0            | 1.0        | 0.8        |
| Expensed purchased services.....                                                        | 0.8                      | 0.8        | 0.5        | 0.5        | 0.6            | 0.7        | 0.6        |
| Expensed purchases of software.....                                                     | 0.9                      | 1.1        | 0.8        | 0.4        | 0.5            | 0.5        | 1.3        |
| Purchased electricity and fuels (except motor fuels).....                               | 1.2                      | 1.1        | 4.1        | 4.1        | 0.5            | 2.9        | 0.4        |
| Purchased electricity.....                                                              | 1.3                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased fuels (except motor fuels).....                                               | 1.1                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Lease and rental payments.....                                                          | 2.1                      | 1.9        | 0.6        | 0.5        | 1.2            | 1.5        | 0.4        |
| Lease and rental payments for machinery, equipment, and other tangible items.....       | 3.4                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Lease and rental payments for land, buildings, structures, store spaces, and offices... | 2.3                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased repair and maintenance.....                                                   | 1.3                      | 0.8        | 0.5        | S          | 0.5            | 0.5        | S          |
| Purchased repairs and maintenance to machinery and equipment.....                       | 1.5                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased repairs and maintenance to buildings, structures, and offices.....            | 0.9                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased advertising and promotional services.....                                     | 0.7                      | 0.8        | 0.5        | 0.7        | 0.6            | 0.8        | 1.0        |
| Other operating expenses.....                                                           | 1.2                      | 1.2        | 0.9        | 0.9        | 0.3            | 0.3        | 0.2        |
| Depreciation and amortization charges.....                                              | 0.6                      | 0.6        | S          | S          | 0.3            | S          | S          |
| Governmental taxes and license fees.....                                                | 1.0                      | 0.8        | 0.8        | 0.8        | 0.6            | 0.2        | 0.2        |
| Program and production costs.....                                                       | 1.4                      | 1.2        | 1.0        | 1.0        | 0.4            | 0.3        | 0.3        |
| All other operating expenses.....                                                       | 1.3                      | 1.9        | 1.5        | 1.7        | 0.9            | 0.8        | 0.6        |
| Data processing and other purchased computer services.....                              | 1.3                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased communication services.....                                                   | 1.6                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Water, sewer, refuse removal, and other utility payments.....                           | 4.7                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased professional and technical services.....                                      | 1.4                      | NA         | NA         | NA         | NA             | NA         | NA         |
| All other operating expenses.....                                                       | 1.3                      | NA         | NA         | NA         | NA             | NA         | NA         |

See footnotes at end of table.

**Table A-3.6.4. Radio Networks (NAICS 515111), Radio Stations (NAICS 515112), Television Broadcasting (NAICS 51512), Cable and Other Subscription Programming (NAICS 5152), Internet Publishing and Broadcasting (NAICS 516) – Estimated Coefficients of Variation for Selected Expenses and Standard Error of Percent Change for Employer Firms: 2004 Through 2007<sup>1</sup>—Con.**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| Kind of business                                                                        | Coefficient of variation |            |            |            | Standard error |            |             |
|-----------------------------------------------------------------------------------------|--------------------------|------------|------------|------------|----------------|------------|-------------|
|                                                                                         | 2007                     | 2006       | 2005       | 2004       | 2007/2006      | 2006/2005  | 2005/2004   |
| <b>INTERNET PUBLISHING AND BROADCASTING (NAICS 516)</b>                                 |                          |            |            |            |                |            |             |
| <b>Operating Expenses</b>                                                               |                          |            |            |            |                |            |             |
| <b>Total .....</b>                                                                      | <b>8.0</b>               | <b>8.0</b> | <b>8.5</b> | <b>2.3</b> | <b>2.3</b>     | <b>2.4</b> | <b>11.3</b> |
| Personnel costs.....                                                                    | 5.2                      | 4.6        | 4.5        | 2.6        | 0.8            | 1.6        | 5.8         |
| Gross annual payroll.....                                                               | 5.2                      | 4.3        | 4.1        | 2.9        | 1.5            | 1.8        | 4.6         |
| Employer's cost for fringe benefits.....                                                | 5.1                      | 8.6        | 9.4        | 2.0        | 4.2            | 1.8        | 11.4        |
| Health insurance.....                                                                   | 5.0                      | NA         | NA         | NA         | NA             | NA         | NA          |
| Pension plans.....                                                                      | S                        | NA         | NA         | NA         | NA             | NA         | NA          |
| Defined benefit pension plans.....                                                      | S                        | NA         | NA         | NA         | NA             | NA         | NA          |
| Defined contribution plans.....                                                         | S                        | NA         | NA         | NA         | NA             | NA         | NA          |
| Other.....                                                                              | 4.3                      | NA         | NA         | NA         | NA             | NA         | NA          |
| Temporary staff and leased employee expense.....                                        | S                        | 9.4        | 9.0        | 6.1        | S              | 5.5        | 10.2        |
| Expensed materials, parts and supplies (not for resale).....                            | S                        | 15.4       | 17.9       | 4.1        | S              | 6.8        | 17.7        |
| Expensed equipment.....                                                                 | S                        | 22.7       | 21.4       | 3.2        | S              | 3.8        | 25.0        |
| Expensed purchase of other materials, parts, and supplies.....                          | S                        | 15.7       | 23.9       | 6.7        | S              | 11.9       | 16.0        |
| Expensed purchased services.....                                                        | 12.3                     | 10.9       | 8.3        | 4.0        | 4.2            | 8.9        | 10.3        |
| Expensed purchases of software.....                                                     | S                        | 4.0        | 6.3        | 13.0       | S              | 6.2        | 28.8        |
| Purchased electricity and fuels (except motor fuels).....                               | 12.4                     | 10.5       | 13.6       | 5.7        | 5.0            | 5.7        | 15.6        |
| Purchased electricity.....                                                              | 12.4                     | NA         | NA         | NA         | NA             | NA         | NA          |
| Purchased fuels (except motor fuels).....                                               | S                        | NA         | NA         | NA         | NA             | NA         | NA          |
| Lease and rental payments.....                                                          | 12.0                     | 10.7       | 10.3       | 3.0        | 3.3            | 1.9        | 13.2        |
| Lease and rental payments for machinery, equipment, and other tangible items.....       | S                        | NA         | NA         | NA         | NA             | NA         | NA          |
| Lease and rental payments for land, buildings, structures, store spaces, and offices... | 12.0                     | NA         | NA         | NA         | NA             | NA         | NA          |
| Purchased repair and maintenance.....                                                   | S                        | 4.9        | 4.2        | 2.8        | S              | 2.2        | 4.3         |
| Purchased repairs and maintenance to machinery and equipment.....                       | S                        | NA         | NA         | NA         | NA             | NA         | NA          |
| Purchased repairs and maintenance to buildings, structures, and offices.....            | S                        | NA         | NA         | NA         | NA             | NA         | NA          |
| Purchased advertising and promotional services.....                                     | 15.8                     | 16.5       | 10.4       | 6.2        | 5.7            | 13.3       | 9.7         |
| Other operating expenses.....                                                           | 10.8                     | 13.9       | 14.7       | 2.8        | 6.9            | 2.6        | 17.1        |
| Depreciation and amortization charges.....                                              | S                        | 3.1        | 3.3        | 2.2        | S              | 1.3        | 4.1         |
| Governmental taxes and license fees.....                                                | 17.2                     | 12.7       | 17.1       | 15.5       | 10.0           | 12.3       | 7.1         |
| All other operating expenses.....                                                       | 12.0                     | 17.7       | S          | 3.8        | 9.4            | S          | S           |
| Data processing and other purchased computer services.....                              | 13.0                     | NA         | NA         | NA         | NA             | NA         | NA          |
| Purchased communication services.....                                                   | S                        | NA         | NA         | NA         | NA             | NA         | NA          |
| Water, sewer, refuse removal, and other utility payments.....                           | S                        | NA         | NA         | NA         | NA             | NA         | NA          |
| Purchased professional and technical services.....                                      | 11.9                     | NA         | NA         | NA         | NA             | NA         | NA          |
| All other operating expenses.....                                                       | S                        | NA         | NA         | NA         | NA             | NA         | NA          |

NA Not available. S Estimate 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](http://www.census.gov/quality/S20-0_v1.0_Data_Release.pdf).

<sup>1</sup>Due to the addition of detailed expense data to the 2007 Service Annual Survey, the 2007 expenses may not be comparable to previously published estimates.

Note: The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <[www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html)>.

**Table A-3.6.5. Wired Telecommunications Carriers (NAICS 5171), Paging (NAICS 517211), Cellular and Other Wireless Telecommunications (NAICS 517212), Telecommunications Resellers (NAICS 5173), Satellite Telecommunications (NAICS 5174), Cable and Other Program Distribution (NAICS 5175) – Estimated Coefficients of Variation for Selected Expenses and Standard Error of Percent Change for Employer Firms: 2004 Through 2007<sup>1</sup>**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| Kind of business                                                                          | Coefficient of variation |            |            |            | Standard error |            |            |
|-------------------------------------------------------------------------------------------|--------------------------|------------|------------|------------|----------------|------------|------------|
|                                                                                           | 2007                     | 2006       | 2005       | 2004       | 2007/2006      | 2006/2005  | 2005/2004  |
| <b>WIRED TELECOMMUNICATIONS CARRIERS (NAICS 5171)</b>                                     |                          |            |            |            |                |            |            |
| <b>Operating Expenses</b>                                                                 |                          |            |            |            |                |            |            |
| <b>Total .....</b>                                                                        | <b>1.4</b>               | <b>2.2</b> | <b>1.0</b> | <b>1.2</b> | <b>2.3</b>     | <b>1.5</b> | <b>0.6</b> |
| Personnel costs.....                                                                      | 2.0                      | 1.4        | 1.3        | 1.4        | 1.7            | 1.2        | 0.6        |
| Gross annual payroll.....                                                                 | 1.7                      | 1.4        | 1.2        | 1.4        | 1.8            | 1.3        | 0.8        |
| Employer's cost for fringe benefits.....                                                  | 2.9                      | 2.1        | 2.0        | 1.9        | 1.3            | 1.0        | 0.4        |
| Health insurance.....                                                                     | 2.8                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Pension plans.....                                                                        | 5.7                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Defined benefit pension plans.....                                                        | 9.3                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Defined contribution plans.....                                                           | 6.3                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Other.....                                                                                | 3.4                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Temporary staff and leased employee expense.....                                          | 3.6                      | 2.7        | 2.9        | 3.4        | 3.0            | 1.9        | 0.6        |
| Expensed materials, parts and supplies (not for resale).....                              | 2.7                      | 2.4        | 3.4        | 4.4        | 1.5            | 1.9        | 1.4        |
| Expensed equipment.....                                                                   | 21.7                     | 20.7       | 17.1       | 18.9       | 9.0            | 8.1        | 1.9        |
| Expensed purchase of other materials, parts, and supplies.....                            | 2.6                      | 2.4        | S          | 4.6        | 1.3            | S          | S          |
| Expensed purchased services.....                                                          | 1.7                      | 1.9        | 1.3        | 3.3        | 1.8            | 1.3        | 1.5        |
| Expensed purchases of software.....                                                       | 2.3                      | 2.5        | 2.9        | 3.6        | 1.7            | 1.2        | 0.9        |
| Purchased electricity and fuels (except motor fuels).....                                 | 2.3                      | 1.4        | 1.8        | 2.9        | 1.4            | 0.9        | 1.3        |
| Purchased electricity.....                                                                | 2.1                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased fuels (except motor fuels).....                                                 | 10.0                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Lease and rental payments.....                                                            | 1.2                      | 4.0        | 2.6        | 5.6        | 2.5            | 2.0        | 2.2        |
| Lease and rental payments for machinery, equipment, and other tangible items.....         | 3.8                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Lease and rental payments for land, buildings, structures, store spaces, and offices..... | 1.7                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased repair and maintenance.....                                                     | 8.1                      | 8.4        | 3.2        | 5.1        | 4.5            | 3.4        | 2.3        |
| Purchased repairs and maintenance to machinery and equipment.....                         | 11.0                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased repairs and maintenance to buildings, structures, and offices.....              | 7.4                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased advertising and promotional services.....                                       | 4.1                      | 3.0        | 3.0        | 2.6        | 1.6            | 1.1        | 1.4        |
| Other operating expenses.....                                                             | 1.2                      | 3.5        | 1.5        | 1.5        | 2.8            | 1.8        | 0.5        |
| Depreciation and amortization charges.....                                                | 2.2                      | 2.2        | 1.1        | 0.8        | 2.9            | 1.9        | 0.4        |
| Governmental taxes and license fees.....                                                  | 2.1                      | 1.8        | 2.7        | 2.0        | 2.0            | 1.8        | 1.1        |
| Access charges.....                                                                       | 3.8                      | 11.1       | 5.2        | 4.9        | 3.7            | 3.2        | 0.6        |
| Universal service contributions (USC).....                                                | 2.2                      | 1.4        | 1.6        | 1.9        | 1.2            | 0.6        | 0.7        |
| All other operating expenses.....                                                         | 2.8                      | 2.4        | 3.0        | 2.6        | 1.8            | 1.6        | 0.8        |
| Data processing and other purchased computer services.....                                | 4.4                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased communication services.....                                                     | 18.0                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Water, sewer, refuse removal, and other utility payments.....                             | 4.7                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased professional and technical services.....                                        | 2.4                      | NA         | NA         | NA         | NA             | NA         | NA         |
| All other operating expenses.....                                                         | 4.4                      | NA         | NA         | NA         | NA             | NA         | NA         |

See footnotes at end of table.

**Table A-3.6.5. Wired Telecommunications Carriers (NAICS 5171), Paging (NAICS 517211), Cellular and Other Wireless Telecommunications (NAICS 517212), Telecommunications Resellers (NAICS 5173), Satellite Telecommunications (NAICS 5174), Cable and Other Program Distribution (NAICS 5175) – Estimated Coefficients of Variation for Selected Expenses and Standard Error of Percent Change for Employer Firms: 2004 Through 2007<sup>1</sup>—Con.**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| Kind of business                                                                          | Coefficient of variation |            |            |            | Standard error |            |            |
|-------------------------------------------------------------------------------------------|--------------------------|------------|------------|------------|----------------|------------|------------|
|                                                                                           | 2007                     | 2006       | 2005       | 2004       | 2007/2006      | 2006/2005  | 2005/2004  |
| <b>PAGING (NAICS 517211)</b>                                                              |                          |            |            |            |                |            |            |
| <b>Operating Expenses</b>                                                                 |                          |            |            |            |                |            |            |
| <b>Total .....</b>                                                                        | <b>8.4</b>               | <b>7.6</b> | <b>5.7</b> | <b>5.1</b> | <b>1.8</b>     | <b>1.9</b> | <b>2.0</b> |
| Personnel costs.....                                                                      | 13.9                     | 11.4       | 7.6        | 7.4        | 2.2            | 2.9        | 3.4        |
| Gross annual payroll.....                                                                 | 14.9                     | 13.4       | 8.5        | 7.5        | 2.2            | 3.4        | 4.0        |
| Employer's cost for fringe benefits.....                                                  | 9.7                      | 8.2        | 6.3        | 6.0        | 4.9            | 2.6        | 2.5        |
| Health insurance.....                                                                     | 7.7                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Pension plans.....                                                                        | 28.7                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Defined benefit pension plans.....                                                        | 27.1                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Defined contribution plans.....                                                           | 29.4                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Other.....                                                                                | 6.6                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Temporary staff and leased employee expense.....                                          | S                        | 7.1        | 12.8       | 18.0       | S              | 4.4        | 5.1        |
| Expensed materials, parts and supplies (not for resale).....                              | 24.8                     | S          | 26.6       | 22.2       | S              | S          | 4.8        |
| Expensed equipment.....                                                                   | S                        | S          | 15.1       | 14.7       | S              | S          | 7.3        |
| Expensed purchase of other materials, parts, and supplies.....                            | 28.4                     | S          | 28.1       | 23.5       | S              | S          | 5.2        |
| Expensed purchased services.....                                                          | 5.4                      | 5.4        | 5.0        | 5.8        | 3.0            | 1.4        | 1.9        |
| Expensed purchases of software.....                                                       | S                        | S          | 12.9       | 19.1       | S              | S          | 6.6        |
| Purchased electricity and fuels (except motor fuels).....                                 | 9.9                      | 12.7       | 8.0        | 7.8        | 5.3            | 12.5       | 2.3        |
| Purchased electricity.....                                                                | 10.2                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased fuels (except motor fuels).....                                                 | 22.5                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Lease and rental payments.....                                                            | 5.3                      | 5.2        | 5.0        | 5.7        | 3.4            | 1.1        | 1.7        |
| Lease and rental payments for machinery, equipment, and other tangible items.....         | 29.7                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Lease and rental payments for land, buildings, structures, store spaces, and offices..... | 5.1                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased repair and maintenance.....                                                     | 8.1                      | 5.5        | 5.4        | 7.6        | 4.7            | 1.8        | 3.3        |
| Purchased repairs and maintenance to machinery and equipment.....                         | 7.9                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased repairs and maintenance to buildings, structures, and offices.....              | 12.7                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased advertising and promotional services.....                                       | 20.4                     | S          | 14.7       | 11.2       | S              | S          | 7.9        |
| Other operating expenses.....                                                             | 10.5                     | S          | 5.5        | 5.2        | S              | S          | 1.9        |
| Depreciation and amortization charges.....                                                | 12.8                     | 14.4       | 6.4        | 6.0        | 1.8            | 5.4        | 2.1        |
| Governmental taxes and license fees.....                                                  | 8.2                      | 6.6        | 4.8        | 5.4        | 6.7            | 2.5        | 2.1        |
| Access charges.....                                                                       | 8.4                      | 5.8        | 5.7        | 7.3        | 1.6            | 5.9        | 1.9        |
| All other operating expenses.....                                                         | 11.3                     | S          | 8.8        | 7.8        | S              | S          | 2.8        |
| Data processing and other purchased computer services.....                                | S                        | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased communication services.....                                                     | 12.5                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Water, sewer, refuse removal, and other utility payments.....                             | S                        | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased professional and technical services.....                                        | 5.5                      | NA         | NA         | NA         | NA             | NA         | NA         |
| All other operating expenses.....                                                         | 13.9                     | NA         | NA         | NA         | NA             | NA         | NA         |

See footnotes at end of table.

**Table A-3.6.5. Wired Telecommunications Carriers (NAICS 5171), Paging (NAICS 517211), Cellular and Other Wireless Telecommunications (NAICS 517212), Telecommunications Resellers (NAICS 5173), Satellite Telecommunications (NAICS 5174), Cable and Other Program Distribution (NAICS 5175) – Estimated Coefficients of Variation for Selected Expenses and Standard Error of Percent Change for Employer Firms: 2004 Through 2007<sup>1</sup>—Con.**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| Kind of business                                                                          | Coefficient of variation |            |            |            | Standard error |            |            |
|-------------------------------------------------------------------------------------------|--------------------------|------------|------------|------------|----------------|------------|------------|
|                                                                                           | 2007                     | 2006       | 2005       | 2004       | 2007/2006      | 2006/2005  | 2005/2004  |
| <b>CELLULAR AND OTHER WIRELESS TELECOMMUNICATIONS (NAICS 517212)</b>                      |                          |            |            |            |                |            |            |
| <b>Operating Expenses</b>                                                                 |                          |            |            |            |                |            |            |
| <b>Total .....</b>                                                                        | <b>1.7</b>               | <b>1.5</b> | <b>1.2</b> | <b>1.3</b> | <b>0.4</b>     | <b>1.1</b> | <b>0.6</b> |
| Personnel costs.....                                                                      | 3.6                      | 3.8        | 3.6        | 3.2        | 0.8            | 2.2        | 11.3       |
| Gross annual payroll.....                                                                 | 5.1                      | 5.3        | 5.1        | 3.2        | 1.0            | 2.7        | 13.7       |
| Employer's cost for fringe benefits.....                                                  | 1.6                      | 1.6        | 1.2        | 3.3        | 1.0            | 1.4        | 6.0        |
| Health insurance.....                                                                     | 4.3                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Pension plans.....                                                                        | 2.4                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Defined benefit pension plans.....                                                        | 3.7                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Defined contribution plans.....                                                           | 9.0                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Other.....                                                                                | 3.7                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Temporary staff and leased employee expense.....                                          | 3.1                      | 2.8        | 3.0        | 3.6        | 0.5            | 0.7        | 1.9        |
| Expensed materials, parts and supplies (not for resale).....                              | 3.2                      | 3.0        | 3.0        | 2.2        | 0.7            | 1.0        | 1.1        |
| Expensed equipment.....                                                                   | D                        | 19.0       | 14.9       | 14.3       | D              | 3.4        | 5.9        |
| Expensed purchase of other materials, parts, and supplies.....                            | D                        | 3.1        | 3.1        | 3.4        | D              | 0.9        | 0.4        |
| Expensed purchased services.....                                                          | 4.3                      | 3.9        | 3.0        | 3.5        | 0.6            | 2.3        | 1.0        |
| Expensed purchases of software.....                                                       | 2.0                      | 2.2        | 1.5        | 3.5        | 0.5            | 1.1        | 9.4        |
| Purchased electricity and fuels (except motor fuels).....                                 | S                        | 2.1        | 2.2        | 3.5        | S              | 1.4        | 3.0        |
| Purchased electricity.....                                                                | D                        | NA         | NA         | NA         | D              | NA         | NA         |
| Purchased fuels (except motor fuels).....                                                 | D                        | NA         | NA         | NA         | D              | NA         | NA         |
| Lease and rental payments.....                                                            | 3.7                      | 3.7        | 3.6        | 3.6        | 1.0            | 1.2        | 0.4        |
| Lease and rental payments for machinery, equipment, and other tangible items.....         | 8.7                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Lease and rental payments for land, buildings, structures, store spaces, and offices..... | 3.7                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased repair and maintenance.....                                                     | 6.3                      | 4.7        | 5.5        | S          | 2.2            | 1.9        | S          |
| Purchased repairs and maintenance to machinery and equipment.....                         | 6.8                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased repairs and maintenance to buildings, structures, and offices.....              | 13.8                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased advertising and promotional services.....                                       | 6.5                      | 6.2        | 3.3        | 3.5        | 0.6            | 4.2        | 0.7        |
| Other operating expenses.....                                                             | 1.9                      | 1.7        | 1.6        | 0.6        | 0.4            | 1.0        | 2.1        |
| Depreciation and amortization charges.....                                                | 2.7                      | 2.9        | 2.8        | 3.5        | 0.3            | 0.8        | 1.5        |
| Governmental taxes and license fees.....                                                  | 3.0                      | 2.8        | 3.2        | 3.6        | 0.7            | 1.2        | 0.9        |
| Access charges.....                                                                       | 4.2                      | 4.6        | 4.6        | 4.6        | 1.1            | 2.6        | 0.5        |
| Universal service contributions (USC) and other similar charges.....                      | 3.5                      | 3.5        | 3.5        | 3.5        | 0.2            | 0.5        | 0.3        |
| All other operating expenses.....                                                         | 1.5                      | 1.2        | 0.8        | 3.1        | 0.7            | 1.1        | 3.1        |
| Data processing and other purchased computer services.....                                | S                        | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased communication services.....                                                     | S                        | NA         | NA         | NA         | NA             | NA         | NA         |
| Water, sewer, refuse removal, and other utility payments.....                             | S                        | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased professional and technical services.....                                        | 5.6                      | NA         | NA         | NA         | NA             | NA         | NA         |
| All other operating expenses.....                                                         | 1.4                      | NA         | NA         | NA         | NA             | NA         | NA         |

See footnotes at end of table.

**Table A-3.6.5. Wired Telecommunications Carriers (NAICS 5171), Paging (NAICS 517211), Cellular and Other Wireless Telecommunications (NAICS 517212), Telecommunications Resellers (NAICS 5173), Satellite Telecommunications (NAICS 5174), Cable and Other Program Distribution (NAICS 5175) – Estimated Coefficients of Variation for Selected Expenses and Standard Error of Percent Change for Employer Firms: 2004 Through 2007<sup>1</sup>—Con.**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| Kind of business                                                                        | Coefficient of variation |            |            |            | Standard error |            |            |
|-----------------------------------------------------------------------------------------|--------------------------|------------|------------|------------|----------------|------------|------------|
|                                                                                         | 2007                     | 2006       | 2005       | 2004       | 2007/2006      | 2006/2005  | 2005/2004  |
| <b>TELECOMMUNICATIONS RESELLERS (NAICS 5173)</b>                                        |                          |            |            |            |                |            |            |
| <b>Operating Expenses</b>                                                               |                          |            |            |            |                |            |            |
| <b>Total .....</b>                                                                      | <b>8.8</b>               | <b>8.4</b> | <b>7.6</b> | <b>5.3</b> | <b>2.6</b>     | <b>2.3</b> | <b>3.3</b> |
| Personnel costs.....                                                                    | 11.0                     | 9.8        | 10.1       | 7.2        | 2.5            | 4.6        | 4.8        |
| Gross annual payroll.....                                                               | 12.0                     | 9.8        | 9.7        | 7.4        | 2.2            | 1.6        | 2.2        |
| Employer's cost for fringe benefits.....                                                | 11.0                     | 12.4       | 9.5        | 7.2        | 5.7            | 3.5        | 3.4        |
| Health insurance.....                                                                   | 10.1                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Pension plans.....                                                                      | 11.9                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Defined benefit pension plans.....                                                      | 22.4                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Defined contribution plans.....                                                         | 10.9                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Other.....                                                                              | 13.4                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Temporary staff and leased employee expense.....                                        | S                        | S          | S          | 19.9       | S              | S          | S          |
| Expensed materials, parts and supplies (not for resale).....                            | S                        | S          | S          | 11.7       | S              | S          | S          |
| Expensed equipment.....                                                                 | S                        | 19.6       | 18.0       | 14.4       | S              | 6.9        | 8.5        |
| Expensed purchase of other materials, parts, and supplies.....                          | S                        | S          | S          | 12.1       | S              | S          | S          |
| Expensed purchased services.....                                                        | S                        | 11.5       | 12.3       | 7.4        | S              | 3.1        | 5.4        |
| Expensed purchases of software.....                                                     | S                        | 14.7       | 18.9       | 26.8       | S              | 8.5        | 7.6        |
| Purchased electricity and fuels (except motor fuels).....                               | S                        | 8.2        | S          | S          | S              | S          | S          |
| Purchased electricity.....                                                              | S                        | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased fuels (except motor fuels).....                                               | S                        | NA         | NA         | NA         | NA             | NA         | NA         |
| Lease and rental payments.....                                                          | S                        | 13.3       | 16.5       | 8.7        | S              | 2.2        | 5.2        |
| Lease and rental payments for machinery, equipment, and other tangible items.....       | S                        | NA         | NA         | NA         | NA             | NA         | NA         |
| Lease and rental payments for land, buildings, structures, store spaces, and offices... | S                        | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased repair and maintenance.....                                                   | S                        | S          | S          | S          | S              | S          | S          |
| Purchased repairs and maintenance to machinery and equipment.....                       | S                        | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased repairs and maintenance to buildings, structures, and offices.....            | S                        | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased advertising and promotional services.....                                     | 11.6                     | 13.3       | 14.9       | 9.6        | 6.1            | 4.1        | 7.7        |
| Other operating expenses.....                                                           | 8.9                      | 8.2        | 6.5        | 5.4        | 2.2            | 4.0        | 3.1        |
| Depreciation and amortization charges.....                                              | S                        | 11.9       | 11.3       | 10.4       | S              | 1.9        | 3.0        |
| Governmental taxes and license fees.....                                                | 13.2                     | 10.2       | 12.1       | 10.7       | 3.9            | 3.5        | 2.2        |
| Access charges.....                                                                     | 10.5                     | 10.1       | 9.8        | 8.0        | 3.6            | 5.3        | 5.7        |
| All other operating expenses.....                                                       | 9.2                      | 10.1       | 6.8        | 5.4        | 6.2            | 6.3        | 3.0        |
| Data processing and other purchased computer services.....                              | 10.8                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased communication services.....                                                   | 9.1                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Water, sewer, refuse removal, and other utility payments.....                           | 27.4                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased professional and technical services.....                                      | 15.7                     | NA         | NA         | NA         | NA             | NA         | NA         |
| All other operating expenses.....                                                       | 9.8                      | NA         | NA         | NA         | NA             | NA         | NA         |

See footnotes at end of table.

**Table A-3.6.5. Wired Telecommunications Carriers (NAICS 5171), Paging (NAICS 517211), Cellular and Other Wireless Telecommunications (NAICS 517212), Telecommunications Resellers (NAICS 5173), Satellite Telecommunications (NAICS 5174), Cable and Other Program Distribution (NAICS 5175) – Estimated Coefficients of Variation for Selected Expenses and Standard Error of Percent Change for Employer Firms: 2004 Through 2007<sup>1</sup>—Con.**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| Kind of business                                                                        | Coefficient of variation |            |            |            | Standard error |            |            |
|-----------------------------------------------------------------------------------------|--------------------------|------------|------------|------------|----------------|------------|------------|
|                                                                                         | 2007                     | 2006       | 2005       | 2004       | 2007/2006      | 2006/2005  | 2005/2004  |
| <b>SATELLITE TELECOMMUNICATIONS (NAICS 5174)</b>                                        |                          |            |            |            |                |            |            |
| <b>Operating Expenses</b>                                                               |                          |            |            |            |                |            |            |
| <b>Total .....</b>                                                                      | <b>2.2</b>               | <b>2.2</b> | <b>2.0</b> | <b>1.7</b> | <b>1.0</b>     | <b>0.9</b> | <b>0.7</b> |
| Personnel costs.....                                                                    | 2.2                      | 2.2        | 3.4        | 2.3        | 0.8            | 2.0        | 1.2        |
| Gross annual payroll.....                                                               | 2.3                      | 2.3        | 3.7        | 2.5        | 1.0            | 2.3        | 1.3        |
| Employer's cost for fringe benefits.....                                                | 2.4                      | S          | S          | 2.2        | S              | S          | S          |
| Health insurance.....                                                                   | 2.4                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Pension plans.....                                                                      | 3.2                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Defined benefit pension plans.....                                                      | 8.6                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Defined contribution plans.....                                                         | 3.3                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Other.....                                                                              | 2.3                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Temporary staff and leased employee expense.....                                        | S                        | S          | 7.6        | 5.5        | S              | S          | 2.3        |
| Expensed materials, parts and supplies (not for resale).....                            | 5.5                      | 1.7        | 1.9        | 1.9        | 5.1            | 1.0        | 0.5        |
| Expensed equipment.....                                                                 | 7.5                      | 9.5        | S          | 11.0       | 12.7           | S          | S          |
| Expensed purchase of other materials, parts, and supplies.....                          | 5.8                      | 1.8        | 2.0        | 2.0        | 5.8            | 1.1        | 0.4        |
| Expensed purchased services.....                                                        | 2.5                      | S          | 2.0        | 1.8        | S              | S          | 0.8        |
| Expensed purchases of software.....                                                     | 3.9                      | S          | 3.5        | S          | S              | S          | S          |
| Purchased electricity and fuels (except motor fuels).....                               | 6.0                      | 2.4        | S          | S          | 10.7           | S          | S          |
| Purchased electricity.....                                                              | 6.4                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased fuels (except motor fuels).....                                               | S                        | NA         | NA         | NA         | NA             | NA         | NA         |
| Lease and rental payments.....                                                          | 2.6                      | S          | 2.2        | 2.1        | S              | S          | 0.8        |
| Lease and rental payments for machinery, equipment, and other tangible items.....       | 8.8                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Lease and rental payments for land, buildings, structures, store spaces, and offices... | 2.4                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased repair and maintenance.....                                                   | 5.4                      | 2.8        | 2.3        | S          | 3.8            | 2.0        | S          |
| Purchased repairs and maintenance to machinery and equipment.....                       | 5.5                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased repairs and maintenance to buildings, structures, and offices.....            | 6.0                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased advertising and promotional services.....                                     | 3.8                      | 2.3        | S          | S          | 2.0            | S          | S          |
| Other operating expenses.....                                                           | 2.6                      | S          | S          | 1.9        | S              | S          | S          |
| Depreciation and amortization charges.....                                              | 2.2                      | 2.0        | S          | S          | 1.1            | S          | S          |
| Governmental taxes and license fees.....                                                | 6.5                      | 4.1        | 6.4        | S          | 2.6            | 2.8        | S          |
| Access charges.....                                                                     | S                        | S          | 4.3        | 3.5        | S              | S          | 1.0        |
| All other operating expenses.....                                                       | 2.7                      | S          | S          | 1.9        | S              | S          | S          |
| Data processing and other purchased computer services.....                              | 6.3                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased communication services.....                                                   | 25.0                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Water, sewer, refuse removal, and other utility payments.....                           | 3.2                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased professional and technical services.....                                      | 2.3                      | NA         | NA         | NA         | NA             | NA         | NA         |
| All other operating expenses.....                                                       | 2.6                      | NA         | NA         | NA         | NA             | NA         | NA         |

See footnotes at end of table.

**Table A-3.6.5. Wired Telecommunications Carriers (NAICS 5171), Paging (NAICS 517211), Cellular and Other Wireless Telecommunications (NAICS 517212), Telecommunications Resellers (NAICS 5173), Satellite Telecommunications (NAICS 5174), Cable and Other Program Distribution (NAICS 5175) – Estimated Coefficients of Variation for Selected Expenses and Standard Error of Percent Change for Employer Firms: 2004 Through 2007<sup>1</sup>—Con.**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| Kind of business                                                                        | Coefficient of variation |            |            |            | Standard error |            |            |
|-----------------------------------------------------------------------------------------|--------------------------|------------|------------|------------|----------------|------------|------------|
|                                                                                         | 2007                     | 2006       | 2005       | 2004       | 2007/2006      | 2006/2005  | 2005/2004  |
| <b>CABLE AND OTHER PROGRAM DISTRIBUTION (NAICS 5175)</b>                                |                          |            |            |            |                |            |            |
| <b>Operating Expenses</b>                                                               |                          |            |            |            |                |            |            |
| <b>Total .....</b>                                                                      | <b>1.1</b>               | <b>1.1</b> | <b>1.2</b> | <b>1.1</b> | <b>0.3</b>     | <b>0.4</b> | <b>0.2</b> |
| Personnel costs.....                                                                    | 1.5                      | 1.2        | 1.1        | 1.0        | 0.5            | 0.6        | 0.3        |
| Gross annual payroll.....                                                               | 1.6                      | 1.2        | 1.1        | 1.0        | 0.6            | 0.7        | 0.4        |
| Employer's cost for fringe benefits.....                                                | 1.2                      | 1.3        | 1.2        | 1.1        | 0.6            | 0.4        | 0.3        |
| Health insurance.....                                                                   | 1.0                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Pension plans.....                                                                      | 1.1                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Defined benefit pension plans.....                                                      | 2.2                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Defined contribution plans.....                                                         | 1.3                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Other.....                                                                              | 1.9                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Temporary staff and leased employee expense.....                                        | 3.3                      | 2.3        | 1.5        | 1.6        | 1.2            | 1.6        | 0.4        |
| Expensed materials, parts and supplies (not for resale).....                            | 7.4                      | 7.3        | 6.7        | 6.8        | 2.5            | 4.8        | 1.1        |
| Expensed equipment.....                                                                 | 16.2                     | 10.7       | 12.4       | 6.7        | 5.7            | 1.9        | 4.5        |
| Expensed purchase of other materials, parts, and supplies.....                          | 8.4                      | 8.2        | 7.8        | 8.0        | 2.6            | 5.4        | 0.7        |
| Expensed purchased services.....                                                        | 1.1                      | 1.5        | 1.4        | 1.3        | 0.7            | 0.5        | 0.4        |
| Expensed purchases of software.....                                                     | 1.6                      | 4.1        | 2.8        | 2.9        | 2.5            | 3.2        | 0.3        |
| Purchased electricity and fuels (except motor fuels).....                               | 2.0                      | 1.8        | 1.9        | 2.0        | 0.6            | 0.3        | 0.5        |
| Purchased electricity.....                                                              | 2.1                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased fuels (except motor fuels).....                                               | 1.8                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Lease and rental payments.....                                                          | 2.6                      | 3.3        | 2.8        | 2.1        | 0.9            | 0.8        | 0.8        |
| Lease and rental payments for machinery, equipment, and other tangible items.....       | 1.9                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Lease and rental payments for land, buildings, structures, store spaces, and offices... | 3.0                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased repair and maintenance.....                                                   | 1.3                      | 2.3        | 2.6        | 2.1        | 2.3            | 1.1        | 0.6        |
| Purchased repairs and maintenance to machinery and equipment.....                       | 1.7                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased repairs and maintenance to buildings, structures, and offices.....            | 1.1                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased advertising and promotional services.....                                     | 1.0                      | 1.1        | 1.3        | 1.1        | 0.3            | 0.6        | 0.5        |
| Other operating expenses.....                                                           | 1.0                      | 1.1        | 1.2        | 1.2        | 0.4            | 0.3        | 0.2        |
| Depreciation and amortization charges.....                                              | 1.2                      | 1.3        | 1.4        | 1.3        | 0.3            | 0.3        | 0.2        |
| Governmental taxes and license fees.....                                                | 1.8                      | 1.7        | 1.5        | 1.3        | 0.8            | 0.9        | 0.4        |
| Program and production costs.....                                                       | 1.3                      | 1.4        | 1.4        | 1.4        | 0.3            | 0.4        | 0.1        |
| All other operating expenses.....                                                       | 1.1                      | 1.5        | 1.9        | 2.0        | 1.1            | 1.0        | 0.7        |
| Data processing and other purchased computer services.....                              | 9.6                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased communication services.....                                                   | 1.4                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Water, sewer, refuse removal, and other utility payments.....                           | 1.6                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased professional and technical services.....                                      | 1.2                      | NA         | NA         | NA         | NA             | NA         | NA         |
| All other operating expenses.....                                                       | 1.2                      | NA         | NA         | NA         | NA             | NA         | NA         |

NA Not available. D Estimate in table is withheld to avoid disclosing data of individual companies. S Estimate 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](http://www.census.gov/quality/S20-0_v1.0_Data_Release.pdf).

<sup>1</sup>Due to the addition of detailed expense data to the 2007 Service Annual Survey, the 2007 expenses may not be comparable to previously published estimates.

Note: The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <[www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html)>.

**Table A-3.6.6. Internet Service Providers (NAICS 518111), Web Search Portals (NAICS 518112), Data Processing, Hosting, and Related Services (NAICS 5182), News Syndicates (NAICS 51911), Libraries and Archives (NAICS 51912), All Other Information Services (NAICS 51919) –Estimated Coefficients of Variation for Selected Expenses and Standard Error of Percent Change for Employer Firms: 2004 Through 2007<sup>1</sup>**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| Kind of business                                                                         | Coefficient of variation |            |            |            | Standard error |            |            |
|------------------------------------------------------------------------------------------|--------------------------|------------|------------|------------|----------------|------------|------------|
|                                                                                          | 2007                     | 2006       | 2005       | 2004       | 2007/2006      | 2006/2005  | 2005/2004  |
| <b>INTERNET SERVICE PROVIDERS (NAICS 518111)</b>                                         |                          |            |            |            |                |            |            |
| <b>Operating Expenses</b>                                                                |                          |            |            |            |                |            |            |
| <b>Total .....</b>                                                                       | <b>7.1</b>               | <b>4.7</b> | <b>3.5</b> | <b>2.8</b> | <b>3.2</b>     | <b>3.3</b> | <b>1.9</b> |
| Personnel costs.....                                                                     | 11.2                     | 8.5        | 7.9        | 5.5        | 3.6            | 4.0        | 2.4        |
| Gross annual payroll.....                                                                | 11.6                     | 8.9        | 9.0        | 6.8        | 3.7            | 4.7        | 2.9        |
| Employer's cost for fringe benefits.....                                                 | 15.4                     | 11.7       | 8.4        | S          | 5.9            | 4.0        | S          |
| Health insurance.....                                                                    | 15.4                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Pension plans.....                                                                       | S                        | NA         | NA         | NA         | NA             | NA         | NA         |
| Defined benefit pension plans.....                                                       | S                        | NA         | NA         | NA         | NA             | NA         | NA         |
| Defined contribution plans.....                                                          | S                        | NA         | NA         | NA         | NA             | NA         | NA         |
| Other.....                                                                               | 17.6                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Temporary staff and leased employee expense.....                                         | 13.0                     | 7.1        | 4.6        | S          | 4.9            | 6.6        | S          |
| Expensed materials, parts and supplies (not for resale).....                             | S                        | S          | S          | S          | S              | S          | S          |
| Expensed equipment.....                                                                  | 7.6                      | 7.8        | 6.4        | S          | 4.8            | 4.2        | S          |
| Expensed purchase of other materials, parts, and supplies.....                           | S                        | S          | S          | S          | S              | S          | S          |
| Expensed purchased services.....                                                         | 7.6                      | 5.2        | 5.1        | S          | 3.2            | 2.1        | S          |
| Expensed purchases of software.....                                                      | 25.1                     | 19.2       | 9.2        | 10.0       | 4.1            | 17.5       | 16.7       |
| Purchased electricity and fuels (except motor fuels).....                                | S                        | 23.3       | 17.6       | S          | S              | 3.9        | S          |
| Purchased electricity.....                                                               | S                        | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased fuels (except motor fuels).....                                                | S                        | NA         | NA         | NA         | NA             | NA         | NA         |
| Lease and rental payments.....                                                           | 20.2                     | 16.1       | 21.9       | 18.9       | 11.2           | 7.2        | 8.6        |
| Lease and rental payments for machinery, equipment, and other tangible items.....        | S                        | NA         | NA         | NA         | NA             | NA         | NA         |
| Lease and rental payments for land, buildings, structures, store spaces, and offices.... | 20.3                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased repair and maintenance.....                                                    | 5.7                      | 6.4        | 8.0        | 7.7        | 8.0            | 4.4        | 3.0        |
| Purchased repairs and maintenance to machinery and equipment.....                        | 6.4                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased repairs and maintenance to buildings, structures, and offices.....             | 6.6                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased advertising and promotional services.....                                      | 9.8                      | 5.4        | 4.8        | S          | 3.3            | 1.8        | S          |
| Other operating expenses.....                                                            | 6.5                      | 4.5        | 3.6        | S          | 4.2            | 3.7        | S          |
| Depreciation and amortization charges.....                                               | 8.5                      | 7.9        | 6.5        | S          | 2.3            | 4.0        | S          |
| Governmental taxes and license fees.....                                                 | 18.7                     | S          | 13.7       | S          | S              | S          | S          |
| All other operating expenses.....                                                        | 7.7                      | 5.7        | 3.8        | S          | 4.9            | 4.4        | S          |
| Data processing and other purchased computer services.....                               | 14.6                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased communication services.....                                                    | 11.6                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Water, sewer, refuse removal, and other utility payments.....                            | 24.3                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased professional and technical services.....                                       | S                        | NA         | NA         | NA         | NA             | NA         | NA         |
| All other operating expenses.....                                                        | 7.5                      | NA         | NA         | NA         | NA             | NA         | NA         |

See footnotes at end of table.

**Table A-3.6.6. Internet Service Providers (NAICS 518111), Web Search Portals (NAICS 518112), Data Processing, Hosting, and Related Services (NAICS 5182), News Syndicates (NAICS 51911), Libraries and Archives (NAICS 51912), All Other Information Services (NAICS 51919) –Estimated Coefficients of Variation for Selected Expenses and Standard Error of Percent Change for Employer Firms: 2004 Through 2007<sup>1</sup>—Con.**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| Kind of business                                                                        | Coefficient of variation |            |            |            | Standard error |            |            |
|-----------------------------------------------------------------------------------------|--------------------------|------------|------------|------------|----------------|------------|------------|
|                                                                                         | 2007                     | 2006       | 2005       | 2004       | 2007/2006      | 2006/2005  | 2005/2004  |
| <b>WEB SEARCH PORTALS (NAICS 518112)</b>                                                |                          |            |            |            |                |            |            |
| <b>Operating Expenses</b>                                                               |                          |            |            |            |                |            |            |
| <b>Total .....</b>                                                                      | <b>8.1</b>               | <b>7.4</b> | <b>3.8</b> | <b>2.6</b> | <b>1.8</b>     | <b>4.8</b> | <b>2.2</b> |
| Personnel costs.....                                                                    | 5.3                      | 4.9        | 3.6        | 3.1        | 2.2            | 3.5        | 2.5        |
| Gross annual payroll.....                                                               | 6.1                      | 6.5        | 4.2        | 3.9        | 3.6            | 4.5        | 3.7        |
| Employer's cost for fringe benefits.....                                                | 3.6                      | 3.3        | 3.3        | 2.8        | 1.4            | 2.7        | 1.0        |
| Health insurance.....                                                                   | 5.0                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Pension plans.....                                                                      | 1.7                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Defined benefit pension plans.....                                                      | 1.7                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Defined contribution plans.....                                                         | 1.7                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Other.....                                                                              | 3.7                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Temporary staff and leased employee expense.....                                        | 3.5                      | 3.5        | 2.6        | 2.6        | 1.4            | 3.4        | 0.5        |
| Expensed materials, parts and supplies (not for resale).....                            | 3.6                      | 4.7        | 3.1        | 3.1        | 4.6            | 2.8        | 1.7        |
| Expensed equipment.....                                                                 | 3.7                      | 6.3        | 2.9        | 2.8        | 9.7            | 2.8        | 1.5        |
| Expensed purchase of other materials, parts, and supplies.....                          | 6.1                      | 5.2        | 4.3        | 6.5        | 1.8            | 8.5        | 4.0        |
| Expensed purchased services.....                                                        | 21.8                     | 13.8       | 2.9        | 2.5        | 4.8            | 14.7       | 1.5        |
| Expensed purchases of software.....                                                     | 3.0                      | 12.5       | 2.5        | S          | 5.9            | 21.0       | S          |
| Purchased electricity and fuels (except motor fuels).....                               | 4.8                      | 3.7        | 2.3        | S          | 2.3            | 3.2        | S          |
| Purchased electricity.....                                                              | 3.6                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased fuels (except motor fuels).....                                               | S                        | NA         | NA         | NA         | NA             | NA         | NA         |
| Lease and rental payments.....                                                          | 5.6                      | 4.4        | 4.4        | S          | 6.6            | 3.9        | S          |
| Lease and rental payments for machinery, equipment, and other tangible items.....       | 12.1                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Lease and rental payments for land, buildings, structures, store spaces, and offices... | 5.6                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased repair and maintenance.....                                                   | 2.1                      | 3.0        | 2.9        | 3.8        | 2.5            | 3.1        | 3.5        |
| Purchased repairs and maintenance to machinery and equipment.....                       | 2.2                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased repairs and maintenance to buildings, structures, and offices.....            | 2.0                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased advertising and promotional services.....                                     | S                        | 17.2       | 3.1        | 2.9        | S              | 18.9       | 1.5        |
| Other operating expenses.....                                                           | 6.9                      | 8.1        | S          | S          | 2.4            | S          | S          |
| Depreciation and amortization charges.....                                              | 4.8                      | 3.5        | S          | S          | 1.5            | S          | S          |
| Governmental taxes and license fees.....                                                | 4.1                      | 3.4        | 26.4       | 14.9       | 4.4            | 10.6       | 6.6        |
| All other operating expenses.....                                                       | 7.4                      | 9.3        | S          | S          | 3.0            | S          | S          |
| Data processing and other purchased computer services.....                              | 9.5                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased communication services.....                                                   | 7.2                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Water, sewer, refuse removal, and other utility payments.....                           | 1.7                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased professional and technical services.....                                      | 10.3                     | NA         | NA         | NA         | NA             | NA         | NA         |
| All other operating expenses.....                                                       | 8.1                      | NA         | NA         | NA         | NA             | NA         | NA         |

See footnotes at end of table.

**Table A-3.6.6. Internet Service Providers (NAICS 51811), Web Search Portals (NAICS 51812), Data Processing, Hosting, and Related Services (NAICS 5182), News Syndicates (NAICS 51911), Libraries and Archives (NAICS 51912), All Other Information Services (NAICS 51919) –Estimated Coefficients of Variation for Selected Expenses and Standard Error of Percent Change for Employer Firms: 2004 Through 2007<sup>1</sup>—Con.**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| Kind of business                                                                          | Coefficient of variation |            |            |            | Standard error |            |            |
|-------------------------------------------------------------------------------------------|--------------------------|------------|------------|------------|----------------|------------|------------|
|                                                                                           | 2007                     | 2006       | 2005       | 2004       | 2007/2006      | 2006/2005  | 2005/2004  |
| <b>DATA PROCESSING, HOSTING, AND RELATED SERVICES (NAICS 5182)</b>                        |                          |            |            |            |                |            |            |
| <b>Operating Expenses</b>                                                                 |                          |            |            |            |                |            |            |
| <b>Total .....</b>                                                                        | <b>4.5</b>               | <b>3.3</b> | <b>2.1</b> | <b>1.5</b> | <b>2.4</b>     | <b>2.3</b> | <b>1.7</b> |
| Personnel costs.....                                                                      | 5.5                      | 3.3        | 2.4        | 2.1        | 3.6            | 2.1        | 1.4        |
| Gross annual payroll.....                                                                 | 6.3                      | 3.2        | 2.5        | 2.2        | 4.1            | 2.0        | 1.8        |
| Employer's cost for fringe benefits.....                                                  | 4.4                      | 4.9        | 2.4        | 2.4        | 2.5            | 3.9        | 1.3        |
| Health insurance.....                                                                     | 6.3                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Pension plans.....                                                                        | 4.4                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Defined benefit pension plans.....                                                        | 11.7                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Defined contribution plans.....                                                           | 4.8                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Other.....                                                                                | 5.1                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Temporary staff and leased employee expense.....                                          | 6.3                      | 5.8        | 5.8        | 4.5        | 6.1            | 4.1        | 1.6        |
| Expensed materials, parts and supplies (not for resale).....                              | 14.5                     | 17.7       | 15.4       | 7.1        | 5.4            | 3.9        | 19.6       |
| Expensed equipment.....                                                                   | 11.7                     | 13.4       | 12.1       | 11.1       | 3.4            | 7.6        | 3.4        |
| Expensed purchase of other materials, parts, and supplies.....                            | 19.6                     | 26.1       | 23.1       | 8.0        | 8.7            | 3.8        | 27.0       |
| Expensed purchased services.....                                                          | 6.0                      | 5.0        | 3.5        | 2.6        | 3.0            | 3.3        | 2.1        |
| Expensed purchases of software.....                                                       | 4.5                      | 6.8        | 9.4        | 11.3       | 3.0            | 4.1        | 2.4        |
| Purchased electricity and fuels (except motor fuels).....                                 | 29.5                     | 19.6       | 12.5       | 9.3        | 7.9            | 4.8        | 3.5        |
| Purchased electricity.....                                                                | 5                        | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased fuels (except motor fuels).....                                                 | 20.5                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Lease and rental payments.....                                                            | 7.0                      | 6.5        | 4.2        | 2.9        | 4.4            | 3.7        | 3.3        |
| Lease and rental payments for machinery, equipment, and other tangible items.....         | 4.3                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Lease and rental payments for land, buildings, structures, store spaces, and offices..... | 9.4                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased repair and maintenance.....                                                     | 5.7                      | 4.4        | 3.8        | 3.0        | 2.8            | 2.2        | 1.3        |
| Purchased repairs and maintenance to machinery and equipment.....                         | 5.9                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased repairs and maintenance to buildings, structures, and offices.....              | 5.7                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased advertising and promotional services.....                                       | 6.2                      | 4.5        | 9.8        | 7.5        | 4.7            | 5.3        | 3.0        |
| Other operating expenses.....                                                             | 4.7                      | 4.6        | 2.7        | 2.8        | 3.7            | 4.5        | 2.0        |
| Depreciation and amortization charges.....                                                | 9.6                      | 6.8        | 4.1        | 3.7        | 3.6            | 3.1        | 2.5        |
| Governmental taxes and license fees.....                                                  | 12.4                     | 8.2        | 8.5        | 6.9        | 10.0           | 8.1        | 4.5        |
| All other operating expenses.....                                                         | 4.7                      | 5.4        | 3.1        | 3.5        | 4.6            | 5.5        | 2.5        |
| Data processing and other purchased computer services.....                                | 16.2                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased communication services.....                                                     | 5.3                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Water, sewer, refuse removal, and other utility payments.....                             | 17.7                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased professional and technical services.....                                        | 7.8                      | NA         | NA         | NA         | NA             | NA         | NA         |
| All other operating expenses.....                                                         | 6.2                      | NA         | NA         | NA         | NA             | NA         | NA         |

See footnotes at end of table.

**Table A-3.6.6. Internet Service Providers (NAICS 518111), Web Search Portals (NAICS 518112), Data Processing, Hosting, and Related Services (NAICS 5182), News Syndicates (NAICS 51911), Libraries and Archives (NAICS 51912), All Other Information Services (NAICS 51919) –Estimated Coefficients of Variation for Selected Expenses and Standard Error of Percent Change for Employer Firms: 2004 Through 2007<sup>1</sup>—Con.**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| Kind of business                                                                          | Coefficient of variation |            |            |            | Standard error |            |            |
|-------------------------------------------------------------------------------------------|--------------------------|------------|------------|------------|----------------|------------|------------|
|                                                                                           | 2007                     | 2006       | 2005       | 2004       | 2007/2006      | 2006/2005  | 2005/2004  |
| <b>NEWS SYNDICATES (NAICS 51911)</b>                                                      |                          |            |            |            |                |            |            |
| <b>Operating Expenses</b>                                                                 |                          |            |            |            |                |            |            |
| <b>Total .....</b>                                                                        | <b>4.6</b>               | <b>3.6</b> | <b>3.3</b> | <b>3.0</b> | <b>1.4</b>     | <b>1.0</b> | <b>1.2</b> |
| Personnel costs.....                                                                      | 4.7                      | 4.1        | 3.6        | 3.2        | 0.8            | 1.5        | 1.4        |
| Gross annual payroll.....                                                                 | 5.5                      | 4.5        | 3.8        | 3.2        | 1.0            | 1.8        | 1.5        |
| Employer's cost for fringe benefits.....                                                  | 3.6                      | 3.5        | 3.4        | 3.7        | 1.3            | 0.6        | 0.9        |
| Health insurance.....                                                                     | 3.5                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Pension plans.....                                                                        | 4.1                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Defined benefit pension plans.....                                                        | 4.6                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Defined contribution plans.....                                                           | 4.8                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Other.....                                                                                | 4.2                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Temporary staff and leased employee expense.....                                          | 4.9                      | 3.8        | 3.7        | 3.4        | 3.8            | 0.7        | 1.2        |
| Expensed materials, parts and supplies (not for resale).....                              | 5.7                      | 4.1        | 3.8        | 3.6        | 2.5            | 0.8        | 0.6        |
| Expensed equipment.....                                                                   | 4.8                      | 4.1        | 4.0        | 3.9        | 1.4            | 1.3        | 0.6        |
| Expensed purchase of other materials, parts, and supplies.....                            | 20.1                     | 22.4       | 13.0       | 11.7       | 10.2           | 9.0        | 1.4        |
| Expensed purchased services.....                                                          | 3.8                      | 3.0        | 3.2        | 3.0        | 2.7            | 1.0        | 0.9        |
| Expensed purchases of software.....                                                       | 5.0                      | 4.0        | 4.2        | 3.9        | 3.8            | 1.6        | 1.2        |
| Purchased electricity and fuels (except motor fuels).....                                 | 3.5                      | 3.3        | 3.5        | 3.5        | 0.8            | 0.7        | 0.6        |
| Purchased electricity.....                                                                | 3.9                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased fuels (except motor fuels).....                                                 | 4.2                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Lease and rental payments.....                                                            | 3.9                      | 3.6        | 3.6        | 3.5        | 1.6            | 1.4        | 1.0        |
| Lease and rental payments for machinery, equipment, and other tangible items.....         | 4.2                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Lease and rental payments for land, buildings, structures, store spaces, and offices..... | 4.7                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased repair and maintenance.....                                                     | 4.6                      | 4.1        | 4.0        | 4.0        | 1.8            | 0.6        | 0.5        |
| Purchased repairs and maintenance to machinery and equipment.....                         | 4.4                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased repairs and maintenance to buildings, structures, and offices.....              | 7.0                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased advertising and promotional services.....                                       | 4.0                      | 17.8       | 17.4       | 18.1       | 9.5            | 1.0        | 1.3        |
| Other operating expenses.....                                                             | 5.7                      | 3.9        | 3.6        | 3.3        | 3.2            | 1.0        | 1.4        |
| Depreciation and amortization charges.....                                                | 4.6                      | 3.9        | 3.8        | 3.8        | 3.5            | 0.7        | 0.6        |
| Governmental taxes and license fees.....                                                  | 5.7                      | 4.3        | 4.5        | 4.2        | 1.3            | 1.0        | 1.3        |
| All other operating expenses.....                                                         | 6.8                      | 4.7        | 4.1        | 3.6        | 3.8            | 1.3        | 1.6        |
| Data processing and other purchased computer services.....                                | 6.4                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased communication services.....                                                     | 6.4                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Water, sewer, refuse removal, and other utility payments.....                             | 4.3                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased professional and technical services.....                                        | 4.9                      | NA         | NA         | NA         | NA             | NA         | NA         |
| All other operating expenses.....                                                         | 8.4                      | NA         | NA         | NA         | NA             | NA         | NA         |

See footnotes at end of table.

**Table A-3.6.6. Internet Service Providers (NAICS 51811), Web Search Portals (NAICS 51812), Data Processing, Hosting, and Related Services (NAICS 5182), News Syndicates (NAICS 51911), Libraries and Archives (NAICS 51912), All Other Information Services (NAICS 51919) –Estimated Coefficients of Variation for Selected Expenses and Standard Error of Percent Change for Employer Firms: 2004 Through 2007<sup>1</sup>—Con.**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| Kind of business                                                                        | Coefficient of variation |            |            |            | Standard error |            |            |
|-----------------------------------------------------------------------------------------|--------------------------|------------|------------|------------|----------------|------------|------------|
|                                                                                         | 2007                     | 2006       | 2005       | 2004       | 2007/2006      | 2006/2005  | 2005/2004  |
| <b>LIBRARIES AND ARCHIVES (NAICS 51912)</b>                                             |                          |            |            |            |                |            |            |
| <b>Operating Expenses</b>                                                               |                          |            |            |            |                |            |            |
| <b>Total .....</b>                                                                      | <b>5.4</b>               | <b>6.0</b> | <b>4.0</b> | <b>5.0</b> | <b>2.1</b>     | <b>3.1</b> | <b>1.8</b> |
| Personnel costs.....                                                                    | 4.9                      | 5.5        | 4.3        | 4.9        | 1.6            | 3.8        | 1.6        |
| Gross annual payroll.....                                                               | 4.8                      | 5.5        | 4.6        | 5.3        | 1.5            | 4.2        | 1.5        |
| Employer's cost for fringe benefits.....                                                | 5.6                      | 5.3        | 5.4        | 6.0        | 3.4            | 3.2        | 2.3        |
| Health insurance.....                                                                   | 5.4                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Pension plans.....                                                                      | 7.7                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Defined benefit pension plans.....                                                      | 9.5                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Defined contribution plans.....                                                         | 9.2                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Other.....                                                                              | 5.6                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Temporary staff and leased employee expense.....                                        | 17.3                     | S          | S          | 11.6       | S              | S          | S          |
| Expensed materials, parts and supplies (not for resale).....                            | 6.9                      | 7.9        | 7.4        | 7.3        | 6.0            | 7.9        | 2.2        |
| Expensed equipment.....                                                                 | 14.1                     | 11.0       | 7.6        | 9.4        | 8.1            | 12.6       | 4.3        |
| Expensed purchase of other materials, parts, and supplies.....                          | 6.6                      | 8.1        | 8.0        | 7.8        | 8.1            | 8.0        | 1.8        |
| Expensed purchased services.....                                                        | 6.3                      | 9.7        | 5.5        | 5.9        | 5.5            | 5.9        | 2.6        |
| Expensed purchases of software.....                                                     | 23.6                     | 22.8       | 18.6       | 20.7       | 13.7           | 6.4        | 4.5        |
| Purchased electricity and fuels (except motor fuels).....                               | 8.2                      | 10.7       | 8.8        | 9.3        | 4.5            | 5.2        | 1.8        |
| Purchased electricity.....                                                              | 8.6                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased fuels (except motor fuels).....                                               | 10.8                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Lease and rental payments.....                                                          | 6.6                      | 7.0        | 5.7        | 6.5        | 5.7            | 4.6        | 3.0        |
| Lease and rental payments for machinery, equipment, and other tangible items.....       | 7.2                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Lease and rental payments for land, buildings, structures, store spaces, and offices... | 7.7                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased repair and maintenance.....                                                   | 9.8                      | 23.7       | 8.2        | 8.8        | 10.7           | 21.8       | 7.4        |
| Purchased repairs and maintenance to machinery and equipment.....                       | 13.0                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased repairs and maintenance to buildings, structures, and offices.....            | 10.3                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased advertising and promotional services.....                                     | 17.9                     | S          | S          | S          | S              | S          | S          |
| Other operating expenses.....                                                           | 7.9                      | 7.7        | 7.2        | 9.6        | 5.2            | 3.7        | 3.4        |
| Depreciation and amortization charges.....                                              | 12.5                     | 12.4       | 9.0        | 9.4        | 4.0            | 7.9        | 1.8        |
| Governmental taxes and license fees.....                                                | 19.2                     | S          | S          | S          | S              | S          | S          |
| All other operating expenses.....                                                       | 8.7                      | 7.5        | 8.2        | 11.3       | 5.8            | 4.8        | 4.0        |
| Data processing and other purchased computer services.....                              | 28.9                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased communication services.....                                                   | 6.5                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Water, sewer, refuse removal, and other utility payments.....                           | 11.7                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased professional and technical services.....                                      | 9.1                      | NA         | NA         | NA         | NA             | NA         | NA         |
| All other operating expenses.....                                                       | 11.5                     | NA         | NA         | NA         | NA             | NA         | NA         |

See footnotes at end of table.

**Table A-3.6.6. Internet Service Providers (NAICS 51811), Web Search Portals (NAICS 51812), Data Processing, Hosting, and Related Services (NAICS 5182), News Syndicates (NAICS 51911), Libraries and Archives (NAICS 51912), All Other Information Services (NAICS 51919) –Estimated Coefficients of Variation for Selected Expenses and Standard Error of Percent Change for Employer Firms: 2004 Through 2007<sup>1</sup>—Con.**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| Kind of business                                                                        | Coefficient of variation |            |            |            | Standard error |            |            |
|-----------------------------------------------------------------------------------------|--------------------------|------------|------------|------------|----------------|------------|------------|
|                                                                                         | 2007                     | 2006       | 2005       | 2004       | 2007/2006      | 2006/2005  | 2005/2004  |
| <b>ALL OTHER INFORMATION SERVICES (NAICS 51919)</b>                                     |                          |            |            |            |                |            |            |
| <b>Operating Expenses</b>                                                               |                          |            |            |            |                |            |            |
| <b>Total .....</b>                                                                      | <b>7.0</b>               | <b>4.8</b> | <b>3.5</b> | <b>3.3</b> | <b>2.8</b>     | <b>2.1</b> | <b>2.7</b> |
| Personnel costs.....                                                                    | 4.0                      | 4.5        | 3.7        | 3.3        | 2.3            | 3.2        | 3.6        |
| Gross annual payroll.....                                                               | 4.5                      | 5.1        | 4.0        | 3.3        | 2.3            | 4.1        | 4.5        |
| Employer's cost for fringe benefits.....                                                | 3.0                      | 3.7        | 3.8        | 3.9        | 3.1            | 3.1        | 1.0        |
| Health insurance.....                                                                   | 3.6                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Pension plans.....                                                                      | 7.9                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Defined benefit pension plans.....                                                      | 23.1                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Defined contribution plans.....                                                         | 4.1                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Other.....                                                                              | 3.9                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Temporary staff and leased employee expense.....                                        | 5.8                      | 7.2        | 5.2        | 7.0        | 3.6            | 7.5        | 3.8        |
| Expensed materials, parts and supplies (not for resale).....                            | 13.6                     | 9.7        | 9.7        | 9.7        | 8.9            | 6.0        | 3.6        |
| Expensed equipment.....                                                                 | 18.3                     | 20.2       | 9.1        | 4.7        | 13.8           | 2.7        | 5.0        |
| Expensed purchase of other materials, parts, and supplies.....                          | 16.2                     | 9.8        | 14.8       | 17.1       | 8.9            | 13.0       | 3.1        |
| Expensed purchased services.....                                                        | 29.1                     | 26.0       | 20.1       | 10.4       | 5.5            | 4.9        | 7.6        |
| Expensed purchases of software.....                                                     | S                        | 5.6        | 5.5        | 5.1        | S              | 3.4        | 2.9        |
| Purchased electricity and fuels (except motor fuels).....                               | 5.3                      | 7.1        | 4.8        | 4.1        | 6.1            | 4.9        | 2.1        |
| Purchased electricity.....                                                              | 5.3                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased fuels (except motor fuels).....                                               | 7.6                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Lease and rental payments.....                                                          | 4.2                      | 4.7        | 4.7        | 4.7        | 4.4            | 3.4        | 1.4        |
| Lease and rental payments for machinery, equipment, and other tangible items.....       | 4.0                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Lease and rental payments for land, buildings, structures, store spaces, and offices... | 4.4                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased repair and maintenance.....                                                   | 4.8                      | 7.3        | 4.9        | 4.9        | 6.1            | 5.3        | 2.2        |
| Purchased repairs and maintenance to machinery and equipment.....                       | 4.8                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased repairs and maintenance to buildings, structures, and offices.....            | 5.3                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased advertising and promotional services.....                                     | S                        | S          | S          | 24.7       | S              | S          | S          |
| Other operating expenses.....                                                           | 7.2                      | 5.7        | 5.7        | 5.3        | 3.9            | 4.8        | 2.0        |
| Depreciation and amortization charges.....                                              | 3.9                      | 4.2        | 4.0        | 4.4        | 3.4            | 5.3        | 1.2        |
| Governmental taxes and license fees.....                                                | 4.3                      | 4.5        | 10.1       | 12.6       | 8.6            | 20.8       | 5.5        |
| All other operating expenses.....                                                       | 11.6                     | 7.0        | 7.4        | 7.4        | 5.5            | 5.7        | 3.0        |
| Data processing and other purchased computer services.....                              | 5.8                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased communication services.....                                                   | 13.3                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Water, sewer, refuse removal, and other utility payments.....                           | 7.1                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased professional and technical services.....                                      | 5.6                      | NA         | NA         | NA         | NA             | NA         | NA         |
| All other operating expenses.....                                                       | 17.3                     | NA         | NA         | NA         | NA             | NA         | NA         |

NA Not available. S Estimate 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](http://www.census.gov/quality/S20-0_v1.0_Data_Release.pdf).

<sup>1</sup>Due to the addition of detailed expense data to the 2007 Service Annual Survey, the 2007 expenses may not be comparable to previously published estimates.

Note: The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <[www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html)>.

**Table A-3.6.7. Publishing Industries (except Internet) (NAICS 511), Motion Picture and Sound Recording Industries (NAICS 512), Broadcasting (except Internet) (NAICS 515), Internet Publishing and Broadcasting (NAICS 516), Telecommunications (NAICS 517), Internet Service Providers, Web Search Portals, and Data Processing Services (NAICS 518), and Other Information Services (NAICS 519) – Estimated Coefficients of Variation for Selected Expenses and Standard Error of Percent Change for Employer Firms: 2004 Through 2007<sup>1</sup>**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| Kind of business                                                                          | Coefficient of variation |            |            |            | Standard error |            |            |
|-------------------------------------------------------------------------------------------|--------------------------|------------|------------|------------|----------------|------------|------------|
|                                                                                           | 2007                     | 2006       | 2005       | 2004       | 2007/2006      | 2006/2005  | 2005/2004  |
| <b>PUBLISHING INDUSTRIES (EXCEPT INTERNET) (NAICS 511)</b>                                |                          |            |            |            |                |            |            |
| <b>Operating Expenses</b>                                                                 |                          |            |            |            |                |            |            |
| <b>Total .....</b>                                                                        | <b>1.6</b>               | <b>1.7</b> | <b>1.3</b> | <b>1.2</b> | <b>0.8</b>     | <b>0.9</b> | <b>0.6</b> |
| Personnel costs.....                                                                      | 1.7                      | 1.9        | 1.6        | 1.2        | 0.9            | 1.0        | 0.5        |
| Gross annual payroll.....                                                                 | 1.8                      | 2.1        | 1.7        | 1.3        | 0.8            | 1.1        | 0.6        |
| Employer's cost for fringe benefits.....                                                  | 1.5                      | 1.5        | 1.4        | 1.3        | 1.3            | 1.0        | 0.6        |
| Health insurance.....                                                                     | 1.4                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Pension plans.....                                                                        | 2.1                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Defined benefit pension plans.....                                                        | 2.2                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Defined contribution plans.....                                                           | 2.6                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Other.....                                                                                | 2.7                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Temporary staff and leased employee expense.....                                          | 5.7                      | 3.7        | 3.1        | 3.4        | 6.6            | 4.8        | 1.7        |
| Expensed materials, parts and supplies (not for resale).....                              | 2.6                      | 2.9        | 2.3        | 3.8        | 2.0            | 1.1        | 1.9        |
| Expensed equipment.....                                                                   | 4.2                      | 4.7        | 9.5        | 7.9        | 2.1            | 5.1        | 3.3        |
| Expensed purchase of other materials, parts, and supplies.....                            | 2.8                      | 3.0        | 2.1        | 4.3        | 2.2            | 2.1        | 1.9        |
| Expensed purchased services.....                                                          | 2.5                      | 2.6        | 2.3        | 2.5        | 1.0            | 1.7        | 1.0        |
| Expensed purchases of software.....                                                       | 12.3                     | 15.1       | 12.6       | S          | 8.2            | 13.6       | S          |
| Purchased electricity and fuels (except motor fuels).....                                 | 1.4                      | 1.6        | 1.6        | 1.8        | 1.6            | 2.0        | 1.4        |
| Purchased electricity.....                                                                | 1.3                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased fuels (except motor fuels).....                                                 | 3.5                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Lease and rental payments.....                                                            | 2.7                      | 2.9        | 2.1        | 1.9        | 1.7            | 1.6        | 1.0        |
| Lease and rental payments for machinery, equipment, and other tangible items.....         | 5.5                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Lease and rental payments for land, buildings, structures, store spaces, and offices..... | 2.7                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased repair and maintenance.....                                                     | 2.3                      | 2.1        | 1.6        | 2.1        | 1.5            | 1.2        | 0.8        |
| Purchased repairs and maintenance to machinery and equipment.....                         | 2.3                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased repairs and maintenance to buildings, structures, and offices.....              | 3.0                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased advertising and promotional services.....                                       | 3.4                      | 3.8        | 3.0        | 2.7        | 1.6            | 1.4        | 1.0        |
| Purchased printing services.....                                                          | 3.7                      | 3.5        | 3.3        | 3.6        | 2.9            | 2.8        | 1.7        |
| Other operating expenses.....                                                             | 2.3                      | 1.8        | 1.3        | 1.6        | 1.4            | 0.9        | 1.2        |
| Depreciation and amortization charges.....                                                | 3.4                      | 2.4        | 2.1        | 2.0        | 2.0            | 1.3        | 1.2        |
| Governmental taxes and license fees.....                                                  | 3.1                      | 3.2        | 6.8        | 5.7        | 1.3            | 4.3        | 3.4        |
| All other operating expenses.....                                                         | 2.3                      | 1.8        | 1.2        | 1.7        | 1.5            | 1.0        | 1.4        |
| Data processing and other purchased computer services.....                                | 4.2                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased communication services.....                                                     | 4.4                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Water, sewer, refuse removal, and other utility payments.....                             | 4.3                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased professional and technical services.....                                        | 4.0                      | NA         | NA         | NA         | NA             | NA         | NA         |
| All other operating expenses.....                                                         | 2.4                      | NA         | NA         | NA         | NA             | NA         | NA         |

See footnotes at end of table.

**Table A-3.6.7. Publishing Industries (except Internet) (NAICS 511), Motion Picture and Sound Recording Industries (NAICS 512), Broadcasting (except Internet) (NAICS 515), Internet Publishing and Broadcasting (NAICS 516), Telecommunications (NAICS 517), Internet Service Providers, Web Search Portals, and Data Processing Services (NAICS 518), and Other Information Services (NAICS 519) – Estimated Coefficients of Variation for Selected Expenses and Standard Error of Percent Change for Employer Firms: 2004 Through 2007<sup>1</sup>—Con.**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| Kind of business                                                                          | Coefficient of variation |            |            |            | Standard error |            |            |
|-------------------------------------------------------------------------------------------|--------------------------|------------|------------|------------|----------------|------------|------------|
|                                                                                           | 2007                     | 2006       | 2005       | 2004       | 2007/2006      | 2006/2005  | 2005/2004  |
| <b>MOTION PICTURE AND SOUND RECORDING INDUSTRIES (NAICS 512)</b>                          |                          |            |            |            |                |            |            |
| <b>Operating Expenses</b>                                                                 |                          |            |            |            |                |            |            |
| <b>Total .....</b>                                                                        | <b>2.2</b>               | <b>2.1</b> | <b>1.7</b> | <b>1.5</b> | <b>1.2</b>     | <b>0.8</b> | <b>0.6</b> |
| Personnel costs.....                                                                      | 3.3                      | 2.6        | 2.7        | 2.3        | 2.2            | 1.1        | 1.6        |
| Gross annual payroll.....                                                                 | 3.4                      | 2.7        | 3.0        | 2.6        | 2.3            | 1.2        | 1.7        |
| Employer's cost for fringe benefits.....                                                  | 3.5                      | 2.7        | 3.3        | 4.1        | 1.8            | 1.4        | 1.6        |
| Health insurance.....                                                                     | 3.2                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Pension plans.....                                                                        | 4.5                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Defined benefit pension plans.....                                                        | 7.8                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Defined contribution plans.....                                                           | 7.2                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Other.....                                                                                | 6.4                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Temporary staff and leased employee expense.....                                          | 21.2                     | 21.6       | 17.9       | 16.0       | 10.5           | 10.0       | 6.6        |
| Expensed materials, parts and supplies (not for resale).....                              | 5.2                      | 7.4        | 7.7        | 9.6        | 6.1            | 6.1        | 2.7        |
| Expensed equipment.....                                                                   | 8.0                      | 6.0        | 9.4        | 10.9       | 7.5            | 6.6        | 5.0        |
| Expensed purchase of other materials, parts, and supplies.....                            | 6.0                      | 8.7        | 8.8        | 10.5       | 7.5            | 7.7        | 2.5        |
| Expensed purchased services.....                                                          | 1.8                      | 1.7        | 1.6        | 1.6        | 0.7            | 0.6        | 0.4        |
| Expensed purchases of software.....                                                       | 2.7                      | 2.4        | 8.2        | 5.8        | 3.4            | 4.3        | 2.5        |
| Purchased electricity and fuels (except motor fuels).....                                 | 3.0                      | 3.1        | 2.1        | 1.8        | 1.4            | 2.2        | 1.0        |
| Purchased electricity.....                                                                | 3.2                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased fuels (except motor fuels).....                                                 | 5.1                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Lease and rental payments.....                                                            | 2.5                      | 2.2        | 2.4        | 2.1        | 1.6            | 1.5        | 1.3        |
| Lease and rental payments for machinery, equipment, and other tangible items.....         | 14.3                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Lease and rental payments for land, buildings, structures, store spaces, and offices..... | 2.6                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased repair and maintenance.....                                                     | 3.8                      | 2.7        | 1.9        | 2.4        | 3.4            | 2.1        | 1.0        |
| Purchased repairs and maintenance to machinery and equipment.....                         | 8.0                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased repairs and maintenance to buildings, structures, and offices.....              | 3.7                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased advertising and promotional services.....                                       | 1.7                      | 1.8        | 1.6        | 1.7        | 0.5            | 0.5        | 0.4        |
| Other operating expenses.....                                                             | 2.4                      | 2.5        | 1.7        | 1.8        | 1.3            | 1.3        | 0.8        |
| Depreciation and amortization charges.....                                                | 9.1                      | 10.2       | 5.6        | 6.3        | 1.7            | 10.1       | 2.1        |
| Governmental taxes and license fees.....                                                  | 2.5                      | 2.2        | 2.6        | 2.5        | 2.7            | 1.6        | 0.8        |
| All other operating expenses.....                                                         | 2.0                      | 1.9        | 1.8        | 2.1        | 1.4            | 0.8        | 0.9        |
| Data processing and other purchased computer services.....                                | 1.0                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased communication services.....                                                     | 1.1                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Water, sewer, refuse removal, and other utility payments.....                             | 4.4                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased professional and technical services.....                                        | 5.0                      | NA         | NA         | NA         | NA             | NA         | NA         |
| All other operating expenses.....                                                         | 2.2                      | NA         | NA         | NA         | NA             | NA         | NA         |

See footnotes at end of table.

**Table A-3.6.7. Publishing Industries (except Internet) (NAICS 511), Motion Picture and Sound Recording Industries (NAICS 512), Broadcasting (except Internet) (NAICS 515), Internet Publishing and Broadcasting (NAICS 516), Telecommunications (NAICS 517), Internet Service Providers, Web Search Portals, and Data Processing Services (NAICS 518), and Other Information Services (NAICS 519) – Estimated Coefficients of Variation for Selected Expenses and Standard Error of Percent Change for Employer Firms: 2004 Through 2007<sup>1</sup>—Con.**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| Kind of business                                                                          | Coefficient of variation |            |            |            | Standard error |            |            |
|-------------------------------------------------------------------------------------------|--------------------------|------------|------------|------------|----------------|------------|------------|
|                                                                                           | 2007                     | 2006       | 2005       | 2004       | 2007/2006      | 2006/2005  | 2005/2004  |
| <b>BROADCASTING (EXCEPT INTERNET) (NAICS 515)</b>                                         |                          |            |            |            |                |            |            |
| <b>Operating Expenses</b>                                                                 |                          |            |            |            |                |            |            |
| <b>Total .....</b>                                                                        | <b>0.7</b>               | <b>0.7</b> | <b>0.6</b> | <b>0.6</b> | <b>0.4</b>     | <b>0.5</b> | <b>0.6</b> |
| Personnel costs.....                                                                      | 0.8                      | 1.0        | 0.7        | 0.8        | 0.5            | 0.5        | 0.6        |
| Gross annual payroll.....                                                                 | 0.9                      | 1.0        | 0.7        | 0.8        | 0.5            | 0.5        | 0.6        |
| Employer's cost for fringe benefits.....                                                  | 1.0                      | 1.5        | 1.2        | 0.8        | 1.1            | 0.8        | 0.9        |
| Health insurance.....                                                                     | 1.1                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Pension plans.....                                                                        | 1.4                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Defined benefit pension plans.....                                                        | 1.3                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Defined contribution plans.....                                                           | 2.1                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Other.....                                                                                | 1.4                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Temporary staff and leased employee expense.....                                          | 4.8                      | 4.3        | 6.0        | 4.4        | 5.2            | 3.7        | 2.2        |
| Expensed materials, parts and supplies (not for resale).....                              | 2.2                      | 1.9        | 1.8        | 1.5        | 1.8            | 1.5        | 1.3        |
| Expensed equipment.....                                                                   | 4.2                      | 5.2        | 4.3        | 3.6        | 3.3            | 4.2        | 2.1        |
| Expensed purchase of other materials, parts, and supplies.....                            | 2.4                      | 1.2        | 1.2        | 1.0        | 2.0            | 0.9        | 1.0        |
| Expensed purchased services.....                                                          | 1.5                      | 1.4        | 1.4        | 1.2        | 1.1            | 1.0        | 0.6        |
| Expensed purchases of software.....                                                       | 6.8                      | 13.6       | 13.4       | 17.8       | 4.2            | 2.5        | 3.0        |
| Purchased electricity and fuels (except motor fuels).....                                 | 6.1                      | 4.4        | 4.1        | 3.8        | 4.8            | 1.7        | 1.3        |
| Purchased electricity.....                                                                | 6.7                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased fuels (except motor fuels).....                                                 | 5.4                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Lease and rental payments.....                                                            | 4.3                      | 4.1        | 2.5        | 2.3        | 2.8            | 2.9        | 1.2        |
| Lease and rental payments for machinery, equipment, and other tangible items.....         | 10.7                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Lease and rental payments for land, buildings, structures, store spaces, and offices..... | 2.7                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased repair and maintenance.....                                                     | 3.9                      | 4.2        | 4.0        | 4.6        | 3.0            | 2.0        | 1.5        |
| Purchased repairs and maintenance to machinery and equipment.....                         | 3.3                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased repairs and maintenance to buildings, structures, and offices.....              | 5.6                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased advertising and promotional services.....                                       | 1.0                      | 0.8        | 1.0        | 0.8        | 0.5            | 0.8        | 0.7        |
| Other operating expenses.....                                                             | 0.7                      | 0.9        | 0.8        | 0.9        | 0.6            | 0.5        | 0.8        |
| Depreciation and amortization charges.....                                                | 1.5                      | 0.7        | 0.9        | 0.9        | 1.3            | 0.7        | 0.7        |
| Governmental taxes and license fees.....                                                  | 2.0                      | 2.3        | 2.5        | 2.3        | 1.1            | 1.5        | 0.8        |
| Broadcast rights and music license fees.....                                              | 1.3                      | 1.3        | 1.4        | 1.7        | 0.9            | 0.6        | 1.1        |
| Network compensation fees (networks only).....                                            | 3.9                      | 9.1        | 6.3        | 6.2        | 4.3            | 8.4        | 1.3        |
| Program and production costs.....                                                         | 1.4                      | 1.2        | 1.0        | 1.0        | 0.4            | 0.3        | 0.3        |
| All other operating expenses.....                                                         | 1.5                      | 1.4        | 1.4        | 1.1        | 1.4            | 1.4        | 1.3        |
| Data processing and other purchased computer services.....                                | 2.0                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased communication services.....                                                     | 2.1                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Water, sewer, refuse removal, and other utility payments.....                             | 4.6                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased professional and technical services.....                                        | 3.1                      | NA         | NA         | NA         | NA             | NA         | NA         |
| All other operating expenses.....                                                         | 1.6                      | NA         | NA         | NA         | NA             | NA         | NA         |

See footnotes at end of table.

**Table A-3.6.7. Publishing Industries (except Internet) (NAICS 511), Motion Picture and Sound Recording Industries (NAICS 512), Broadcasting (except Internet) (NAICS 515), Internet Publishing and Broadcasting (NAICS 516), Telecommunications (NAICS 517), Internet Service Providers, Web Search Portals, and Data Processing Services (NAICS 518), and Other Information Services (NAICS 519) – Estimated Coefficients of Variation for Selected Expenses and Standard Error of Percent Change for Employer Firms: 2004 Through 2007<sup>1</sup>—Con.**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| Kind of business                                                                         | Coefficient of variation |            |            |            | Standard error |            |             |
|------------------------------------------------------------------------------------------|--------------------------|------------|------------|------------|----------------|------------|-------------|
|                                                                                          | 2007                     | 2006       | 2005       | 2004       | 2007/2006      | 2006/2005  | 2005/2004   |
| <b>INTERNET PUBLISHING AND BROADCASTING (NAICS 516)</b>                                  |                          |            |            |            |                |            |             |
| <b>Operating Expenses</b>                                                                |                          |            |            |            |                |            |             |
| <b>Total .....</b>                                                                       | <b>8.0</b>               | <b>8.0</b> | <b>8.5</b> | <b>2.3</b> | <b>2.3</b>     | <b>2.4</b> | <b>11.3</b> |
| Personnel costs.....                                                                     | 5.2                      | 4.6        | 4.5        | 2.6        | 0.8            | 1.6        | 5.8         |
| Gross annual payroll.....                                                                | 5.2                      | 4.3        | 4.1        | 2.9        | 1.5            | 1.8        | 4.6         |
| Employer's cost for fringe benefits.....                                                 | 5.1                      | 8.6        | 9.4        | 2.0        | 4.2            | 1.8        | 11.4        |
| Health insurance.....                                                                    | 5.0                      | NA         | NA         | NA         | NA             | NA         | NA          |
| Pension plans.....                                                                       | S                        | NA         | NA         | NA         | NA             | NA         | NA          |
| Defined benefit pension plans.....                                                       | S                        | NA         | NA         | NA         | NA             | NA         | NA          |
| Defined contribution plans.....                                                          | S                        | NA         | NA         | NA         | NA             | NA         | NA          |
| Other.....                                                                               | 4.3                      | NA         | NA         | NA         | NA             | NA         | NA          |
| Temporary staff and leased employee expense.....                                         | S                        | 9.4        | 9.0        | 6.1        | S              | 5.5        | 10.2        |
| Expensed materials, parts and supplies (not for resale).....                             | S                        | 15.4       | 17.9       | 4.1        | S              | 6.8        | 17.7        |
| Expensed equipment.....                                                                  | S                        | 22.7       | 21.4       | 3.2        | S              | 3.8        | 25.0        |
| Expensed purchase of other materials, parts, and supplies.....                           | S                        | 15.7       | 23.9       | 6.7        | S              | 11.9       | 16.0        |
| Expensed purchased services.....                                                         | 12.3                     | 10.9       | 8.3        | 4.0        | 4.2            | 8.9        | 10.3        |
| Expensed purchases of software.....                                                      | S                        | 4.0        | 6.3        | 13.0       | S              | 6.2        | 28.8        |
| Purchased electricity and fuels (except motor fuels).....                                | 12.4                     | 10.5       | 13.6       | 5.7        | 5.0            | 5.7        | 15.6        |
| Purchased electricity.....                                                               | 12.4                     | NA         | NA         | NA         | NA             | NA         | NA          |
| Purchased fuels (except motor fuels).....                                                | S                        | NA         | NA         | NA         | NA             | NA         | NA          |
| Lease and rental payments.....                                                           | 12.0                     | 10.7       | 10.3       | 3.0        | 3.3            | 1.9        | 13.2        |
| Lease and rental payments for machinery, equipment, and other tangible items.....        | S                        | NA         | NA         | NA         | NA             | NA         | NA          |
| Lease and rental payments for land, buildings, structures, store spaces, and offices.... | 12.0                     | NA         | NA         | NA         | NA             | NA         | NA          |
| Purchased repair and maintenance.....                                                    | S                        | 4.9        | 4.2        | 2.8        | S              | 2.2        | 4.3         |
| Purchased repairs and maintenance to machinery and equipment.....                        | S                        | NA         | NA         | NA         | NA             | NA         | NA          |
| Purchased repairs and maintenance to buildings, structures, and offices.....             | S                        | NA         | NA         | NA         | NA             | NA         | NA          |
| Purchased advertising and promotional services.....                                      | 15.8                     | 16.5       | 10.4       | 6.2        | 5.7            | 13.3       | 9.7         |
| Other operating expenses.....                                                            | 10.8                     | 13.9       | 14.7       | 2.8        | 6.9            | 2.6        | 17.1        |
| Depreciation and amortization charges.....                                               | S                        | 3.1        | 3.3        | 2.2        | S              | 1.3        | 4.1         |
| Governmental taxes and license fees.....                                                 | 17.2                     | 12.7       | 17.1       | 15.5       | 10.0           | 12.3       | 7.1         |
| All other operating expenses.....                                                        | 12.0                     | 17.7       | S          | 3.8        | 9.4            | S          | S           |
| Data processing and other purchased computer services.....                               | 13.0                     | NA         | NA         | NA         | NA             | NA         | NA          |
| Purchased communication services.....                                                    | S                        | NA         | NA         | NA         | NA             | NA         | NA          |
| Water, sewer, refuse removal, and other utility payments.....                            | S                        | NA         | NA         | NA         | NA             | NA         | NA          |
| Purchased professional and technical services.....                                       | 11.9                     | NA         | NA         | NA         | NA             | NA         | NA          |
| All other operating expenses.....                                                        | S                        | NA         | NA         | NA         | NA             | NA         | NA          |

See footnotes at end of table.

**Table A-3.6.7. Publishing Industries (except Internet) (NAICS 511), Motion Picture and Sound Recording Industries (NAICS 512), Broadcasting (except Internet) (NAICS 515), Internet Publishing and Broadcasting (NAICS 516), Telecommunications (NAICS 517), Internet Service Providers, Web Search Portals, and Data Processing Services (NAICS 518), and Other Information Services (NAICS 519) – Estimated Coefficients of Variation for Selected Expenses and Standard Error of Percent Change for Employer Firms: 2004 Through 2007<sup>1</sup>—Con.**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| Kind of business                                                                        | Coefficient of variation |            |            |            | Standard error |            |            |
|-----------------------------------------------------------------------------------------|--------------------------|------------|------------|------------|----------------|------------|------------|
|                                                                                         | 2007                     | 2006       | 2005       | 2004       | 2007/2006      | 2006/2005  | 2005/2004  |
| <b>TELECOMMUNICATIONS (NAICS 517)</b>                                                   |                          |            |            |            |                |            |            |
| <b>Operating Expenses</b>                                                               |                          |            |            |            |                |            |            |
| <b>Total .....</b>                                                                      | <b>0.9</b>               | <b>1.2</b> | <b>0.8</b> | <b>0.9</b> | <b>1.1</b>     | <b>0.8</b> | <b>0.3</b> |
| Personnel costs.....                                                                    | 1.1                      | 1.0        | 0.9        | 1.3        | 1.0            | 1.0        | 1.6        |
| Gross annual payroll.....                                                               | 1.2                      | 1.3        | 1.1        | 1.3        | 1.1            | 1.1        | 1.9        |
| Employer's cost for fringe benefits.....                                                | 1.8                      | 1.4        | 1.4        | 1.6        | 0.8            | 0.8        | 0.8        |
| Health insurance.....                                                                   | 1.8                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Pension plans.....                                                                      | 2.8                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Defined benefit pension plans.....                                                      | 4.4                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Defined contribution plans.....                                                         | 3.3                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Other.....                                                                              | 2.2                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Temporary staff and leased employee expense.....                                        | 1.9                      | 1.4        | 1.4        | 2.5        | 1.3            | 1.3        | 1.6        |
| Expensed materials, parts and supplies (not for resale).....                            | 2.5                      | 2.5        | 2.5        | 2.2        | 0.8            | 0.9        | 1.3        |
| Expensed equipment.....                                                                 | 15.6                     | 13.2       | 10.0       | 9.6        | 4.0            | 4.0        | 4.5        |
| Expensed purchase of other materials, parts, and supplies.....                          | 2.6                      | 2.6        | 2.6        | 2.8        | 0.8            | 0.9        | 1.3        |
| Expensed purchased services.....                                                        | 2.5                      | 2.3        | 1.8        | 2.4        | 0.9            | 1.3        | 0.9        |
| Expensed purchases of software.....                                                     | 1.3                      | 1.2        | 1.7        | 3.0        | 1.1            | 0.9        | 2.2        |
| Purchased electricity and fuels (except motor fuels).....                               | 1.3                      | 1.1        | 1.4        | 2.1        | 0.8            | 0.7        | 1.0        |
| Purchased electricity.....                                                              | 1.2                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased fuels (except motor fuels).....                                               | S                        | NA         | NA         | NA         | NA             | NA         | NA         |
| Lease and rental payments.....                                                          | 2.2                      | 2.5        | 2.3        | 3.1        | 1.4            | 1.0        | 1.2        |
| Lease and rental payments for machinery, equipment, and other tangible items.....       | 3.1                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Lease and rental payments for land, buildings, structures, store spaces, and offices... | 2.3                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased repair and maintenance.....                                                   | 3.3                      | 4.0        | 2.5        | 3.0        | 2.5            | 1.7        | 1.3        |
| Purchased repairs and maintenance to machinery and equipment.....                       | 4.1                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased repairs and maintenance to buildings, structures, and offices.....            | 4.2                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased advertising and promotional services.....                                     | 4.5                      | 4.2        | 2.4        | 2.5        | 0.6            | 2.7        | 0.7        |
| Other operating expenses.....                                                           | 0.9                      | 1.6        | 1.0        | 0.8        | 1.3            | 0.9        | 0.6        |
| Depreciation and amortization charges.....                                              | 1.5                      | 1.7        | 1.3        | 1.2        | 1.5            | 1.0        | 0.3        |
| Governmental taxes and license fees.....                                                | 1.2                      | 1.2        | 1.8        | 1.4        | 1.3            | 1.1        | 0.6        |
| Program and production costs.....                                                       | 1.3                      | 1.4        | 1.4        | 1.4        | 0.3            | 0.4        | 0.1        |
| Access charges.....                                                                     | 3.2                      | 8.5        | 4.3        | 4.1        | 3.1            | 2.7        | 0.6        |
| Universal service contributions (USC) and other similar charges.....                    | 2.5                      | 2.2        | 2.0        | 2.1        | 0.6            | 0.7        | 0.5        |
| All other operating expenses.....                                                       | 1.0                      | 0.8        | 0.8        | 1.4        | 0.5            | 0.8        | 1.2        |
| Data processing and other purchased computer services.....                              | 3.1                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased communication services.....                                                   | 5.3                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Water, sewer, refuse removal, and other utility payments.....                           | 4.1                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased professional and technical services.....                                      | 1.4                      | NA         | NA         | NA         | NA             | NA         | NA         |
| All other operating expenses.....                                                       | 1.2                      | NA         | NA         | NA         | NA             | NA         | NA         |

See footnotes at end of table.

**Table A-3.6.7. Publishing Industries (except Internet) (NAICS 511), Motion Picture and Sound Recording Industries (NAICS 512), Broadcasting (except Internet) (NAICS 515), Internet Publishing and Broadcasting (NAICS 516), Telecommunications (NAICS 517), Internet Service Providers, Web Search Portals, and Data Processing Services (NAICS 518), and Other Information Services (NAICS 519) – Estimated Coefficients of Variation for Selected Expenses and Standard Error of Percent Change for Employer Firms: 2004 Through 2007<sup>1</sup>—Con.**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| Kind of business                                                                                | Coefficient of variation |            |            |            | Standard error |            |            |
|-------------------------------------------------------------------------------------------------|--------------------------|------------|------------|------------|----------------|------------|------------|
|                                                                                                 | 2007                     | 2006       | 2005       | 2004       | 2007/2006      | 2006/2005  | 2005/2004  |
| <b>INTERNET SERVICE PROVIDERS, WEB SEARCH PORTALS, AND DATA PROCESSING SERVICES (NAICS 518)</b> |                          |            |            |            |                |            |            |
| <b>Operating Expenses</b>                                                                       |                          |            |            |            |                |            |            |
| <b>Total .....</b>                                                                              | <b>3.6</b>               | <b>2.6</b> | <b>1.6</b> | <b>1.3</b> | <b>1.9</b>     | <b>1.7</b> | <b>1.4</b> |
| Personnel costs.....                                                                            | 4.4                      | 2.7        | 2.2        | 2.1        | 3.0            | 1.6        | 1.1        |
| Gross annual payroll.....                                                                       | 5.0                      | 2.7        | 2.4        | 2.3        | 3.5            | 1.7        | 1.4        |
| Employer's cost for fringe benefits.....                                                        | 3.5                      | 3.8        | 2.4        | 2.2        | 2.1            | 3.1        | 1.1        |
| Health insurance.....                                                                           | 4.9                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Pension plans.....                                                                              | 5.1                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Defined benefit pension plans.....                                                              | 24.2                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Defined contribution plans.....                                                                 | 3.5                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Other.....                                                                                      | 4.3                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Temporary staff and leased employee expense.....                                                | 5.0                      | 5.2        | 4.5        | 3.6        | 4.8            | 3.1        | 1.7        |
| Expensed materials, parts and supplies (not for resale).....                                    | 12.9                     | 15.8       | 14.1       | 8.4        | 6.0            | 7.0        | 17.7       |
| Expensed equipment.....                                                                         | 9.7                      | 12.0       | 10.3       | 9.1        | 3.3            | 6.0        | 3.0        |
| Expensed purchase of other materials, parts, and supplies.....                                  | 17.9                     | 22.2       | 20.7       | 11.7       | 9.5            | 7.8        | 25.1       |
| Expensed purchased services.....                                                                | 5.5                      | 4.4        | 2.5        | 2.6        | 2.0            | 2.8        | 1.5        |
| Expensed purchases of software.....                                                             | 4.1                      | 6.2        | 9.1        | 10.6       | 2.9            | 4.1        | 2.1        |
| Purchased electricity and fuels (except motor fuels).....                                       | 25.4                     | 16.9       | 10.5       | S          | 13.2           | 4.6        | S          |
| Purchased electricity.....                                                                      | 26.1                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased fuels (except motor fuels).....                                                       | 20.3                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Lease and rental payments.....                                                                  | 6.5                      | 5.9        | 4.4        | 3.7        | 3.8            | 3.5        | 3.1        |
| Lease and rental payments for machinery, equipment, and other tangible items.....               | 4.6                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Lease and rental payments for land, buildings, structures, store spaces, and offices....        | 8.1                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased repair and maintenance.....                                                           | 5.1                      | 4.0        | 3.4        | 2.8        | 2.5            | 2.1        | 1.3        |
| Purchased repairs and maintenance to machinery and equipment.....                               | 5.5                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased repairs and maintenance to buildings, structures, and offices.....                    | 4.8                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased advertising and promotional services.....                                             | 8.4                      | 4.2        | 3.4        | S          | 3.8            | 3.4        | S          |
| Other operating expenses.....                                                                   | 3.8                      | 3.5        | 1.9        | 2.1        | 2.9            | 3.0        | 1.6        |
| Depreciation and amortization charges.....                                                      | 7.5                      | 5.5        | 3.3        | 3.1        | 2.7            | 2.5        | 1.5        |
| Governmental taxes and license fees.....                                                        | 10.6                     | 7.0        | 6.6        | 5.6        | 9.3            | 7.0        | 4.4        |
| All other operating expenses.....                                                               | 3.6                      | 4.0        | 1.9        | 2.5        | 3.6            | 4.0        | 2.0        |
| Data processing and other purchased computer services.....                                      | 12.8                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased communication services.....                                                           | 6.6                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Water, sewer, refuse removal, and other utility payments.....                                   | 15.6                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased professional and technical services.....                                              | 7.1                      | NA         | NA         | NA         | NA             | NA         | NA         |
| All other operating expenses.....                                                               | 4.8                      | NA         | NA         | NA         | NA             | NA         | NA         |

See footnotes at end of table.

**Table A-3.6.7. Publishing Industries (except Internet) (NAICS 511), Motion Picture and Sound Recording Industries (NAICS 512), Broadcasting (except Internet) (NAICS 515), Internet Publishing and Broadcasting (NAICS 516), Telecommunications (NAICS 517), Internet Service Providers, Web Search Portals, and Data Processing Services (NAICS 518), and Other Information Services (NAICS 519) – Estimated Coefficients of Variation for Selected Expenses and Standard Error of Percent Change for Employer Firms: 2004 Through 2007<sup>1</sup>—Con.**

[Estimates are based on data from the 2007 Service Annual Survey and administrative data and are published as percents. Estimates for 2006 and prior years have been revised to reflect historical corrections to individual responses]

| Kind of business                                                                        | Coefficient of variation |            |            |            | Standard error |            |            |
|-----------------------------------------------------------------------------------------|--------------------------|------------|------------|------------|----------------|------------|------------|
|                                                                                         | 2007                     | 2006       | 2005       | 2004       | 2007/2006      | 2006/2005  | 2005/2004  |
| <b>OTHER INFORMATION SERVICES (NAICS 519)</b>                                           |                          |            |            |            |                |            |            |
| <b>Operating Expenses</b>                                                               |                          |            |            |            |                |            |            |
| <b>Total .....</b>                                                                      | <b>3.8</b>               | <b>3.3</b> | <b>2.6</b> | <b>2.6</b> | <b>1.3</b>     | <b>1.3</b> | <b>1.3</b> |
| Personnel costs.....                                                                    | 2.2                      | 2.3        | 1.9        | 2.3        | 0.8            | 1.8        | 1.3        |
| Gross annual payroll.....                                                               | 2.3                      | 2.4        | 2.1        | 2.4        | 0.9            | 2.2        | 1.6        |
| Employer's cost for fringe benefits.....                                                | 2.5                      | 2.2        | 2.7        | 2.9        | 1.8            | 1.7        | 0.9        |
| Health insurance.....                                                                   | 2.6                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Pension plans.....                                                                      | 4.3                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Defined benefit pension plans.....                                                      | 5.9                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Defined contribution plans.....                                                         | 4.0                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Other.....                                                                              | 2.8                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Temporary staff and leased employee expense.....                                        | 5.5                      | 8.9        | 12.5       | 5.3        | 4.8            | 5.0        | 9.4        |
| Expensed materials, parts and supplies (not for resale).....                            | 4.9                      | 4.7        | 5.0        | 4.7        | 3.1            | 4.1        | 1.3        |
| Expensed equipment.....                                                                 | 4.4                      | 3.6        | 3.7        | 3.4        | 2.5            | 2.8        | 1.4        |
| Expensed purchase of other materials, parts, and supplies.....                          | 6.2                      | 6.9        | 7.3        | 7.3        | 6.3            | 7.2        | 1.4        |
| Expensed purchased services.....                                                        | 15.2                     | 12.5       | 10.0       | 5.8        | 3.2            | 2.8        | 3.7        |
| Expensed purchases of software.....                                                     | 9.1                      | 10.8       | 8.4        | 9.2        | 7.8            | 3.5        | 1.8        |
| Purchased electricity and fuels (except motor fuels).....                               | 6.6                      | 8.2        | 6.4        | 6.8        | 3.0            | 3.8        | 1.3        |
| Purchased electricity.....                                                              | 6.8                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased fuels (except motor fuels).....                                               | 9.2                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Lease and rental payments.....                                                          | 3.1                      | 2.7        | 2.0        | 2.3        | 2.3            | 2.0        | 0.9        |
| Lease and rental payments for machinery, equipment, and other tangible items.....       | 4.6                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Lease and rental payments for land, buildings, structures, store spaces, and offices... | 3.1                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased repair and maintenance.....                                                   | 4.4                      | 12.3       | 4.1        | 4.5        | 5.9            | 9.5        | 2.9        |
| Purchased repairs and maintenance to machinery and equipment.....                       | 4.0                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased repairs and maintenance to buildings, structures, and offices.....            | 7.5                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased advertising and promotional services.....                                     | S                        | S          | S          | 18.7       | S              | S          | S          |
| Other operating expenses.....                                                           | 4.2                      | 3.6        | 3.4        | 3.8        | 1.8            | 2.0        | 1.7        |
| Depreciation and amortization charges.....                                              | 3.8                      | 4.0        | 3.0        | 3.4        | 2.4            | 2.7        | 0.7        |
| Governmental taxes and license fees.....                                                | 3.8                      | 5.4        | 6.0        | 6.1        | 3.7            | 1.7        | 1.5        |
| All other operating expenses.....                                                       | 5.5                      | 3.9        | 4.1        | 4.7        | 2.6            | 2.4        | 2.3        |
| Data processing and other purchased computer services.....                              | 11.7                     | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased communication services.....                                                   | 7.4                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Water, sewer, refuse removal, and other utility payments.....                           | 3.6                      | NA         | NA         | NA         | NA             | NA         | NA         |
| Purchased professional and technical services.....                                      | 4.0                      | NA         | NA         | NA         | NA             | NA         | NA         |
| All other operating expenses.....                                                       | 7.1                      | NA         | NA         | NA         | NA             | NA         | NA         |

NA Not available. S Estimate 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](http://www.census.gov/quality/S20-0_v1.0_Data_Release.pdf).

<sup>1</sup>Due to the addition of detailed expense data to the 2007 Service Annual Survey, the 2007 expenses may not be comparable to previously published estimates.

Note: The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at <[www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html)>.