

Table 3. Information (NAICS 51) - Estimated Quarterly Revenue for Employer Firms by Class of Customer

[Estimates have not been adjusted for seasonal variation, holiday or trading-day differences, or price changes. Estimates are based on data from the Quarterly Services Survey and have been adjusted using results of the 2006 Service Annual Survey. All estimates are based on the 2002 North American Industry Classification System (NAICS). For additional information see www.census.gov/qss]

2002 NAICS code	Kind of business	Revenue (Millions of dollars)				Percent of revenue			
		2Q 2008 (p)	1Q 2008 (r)	4Q 2007	3Q 2007	2Q 2008 (p)	1Q 2008 (r)	4Q 2007	3Q 2007
51	Information								
	Total revenue	284,942	277,999	291,482	278,143	100.0	100.0	100.0	100.0
	Class of customer								
	Government	12,701	11,554	12,109	12,433	4.5	4.2	4.2	4.5
	Business	170,663	166,838	177,633	166,392	59.9	60.0	60.9	59.8
	Household consumers and individual users.....	101,578	99,607	101,740	99,318	35.6	35.8	34.9	35.7
511	Publishing industries (except Internet)								
	Total revenue	72,179	70,412	76,810	71,496	100.0	100.0	100.0	100.0
	Class of customer								
	Government	4,623	3,784	4,486	4,724	6.4	5.4	5.8	6.6
	Business	57,101	56,466	60,954	56,334	79.1	80.2	79.4	78.8
	Household consumers and individual users.....	10,455	10,162	11,370	10,438	14.5	14.4	14.8	14.6
51111	Newspaper publishers								
	Total revenue	10,240	10,274	11,932	11,413	100.0	100.0	100.0	100.0
	Class of customer								
	Government	162	143	186	205	1.6	1.4	1.6	1.8
	Business	8,016	7,975	9,446	9,052	78.3	77.6	79.2	79.3
	Household consumers and individual users.....	2,062	2,156	2,300	2,156	20.1	21.0	19.3	18.9
51112	Periodical publishers								
	Total revenue	11,282	11,228	12,333	12,077	100.0	100.0	100.0	100.0
	Class of customer								
	Government	84	81	91	95	0.7	0.7	0.7	0.8
	Business	9,099	9,112	9,752	9,879	80.7	81.2	79.1	81.8
	Household consumers and individual users.....	2,099	2,035	2,490	2,103	18.6	18.1	20.2	17.4
5111 pt	Book, directory and mailing list, and other publishers ¹								
	Total revenue	12,316	11,820	13,380	14,484	100.0	100.0	100.0	100.0
	Class of customer								
	Government	1,344	897	1,356	1,943	10.9	7.6	10.1	13.4
	Business	8,372	8,452	9,256	9,586	68.0	71.5	69.2	66.2
	Household consumers and individual users.....	2,600	2,471	2,768	2,955	21.1	20.9	20.7	20.4
5112	Software publishers								
	Total revenue	38,341	37,090	39,165	33,522	100.0	100.0	100.0	100.0
	Class of customer								
	Government	3,033	2,663	2,853	2,481	7.9	7.2	7.3	7.4
	Business	31,614	30,927	32,500	27,817	82.5	83.4	83.0	83.0
	Household consumers and individual users.....	3,694	3,500	3,812	3,224	9.6	9.4	9.7	9.6
512	Motion picture and sound recording industries								
	Total revenue	26,562	25,050	27,603	24,569	100.0	100.0	100.0	100.0
	Class of customer								
	Government	179	186	192	190	0.7	0.7	0.7	0.8
	Business	20,099	18,908	21,631	18,279	75.7	75.5	78.4	74.4
	Household consumers and individual users.....	6,284	5,956	5,780	6,100	23.7	23.8	20.9	24.8

See footnotes at end of table.

Table 3. Information (NAICS 51) - Estimated Quarterly Revenue for Employer Firms by Class of Customer—Con.

[Estimates have not been adjusted for seasonal variation, holiday or trading-day differences, or price changes. Estimates are based on data from the Quarterly Services Survey and have been adjusted using results of the 2006 Service Annual Survey. All estimates are based on the 2002 North American Industry Classification System (NAICS). For additional information see www.census.gov/qss]

2002 NAICS code	Kind of business	Revenue (Millions of dollars)				Percent of revenue			
		2Q 2008 (p)	1Q 2008 (r)	4Q 2007	3Q 2007	2Q 2008 (p)	1Q 2008 (r)	4Q 2007	3Q 2007
515	Broadcasting (except Internet)								
	Total revenue	25,486	24,197	25,734	23,598	100.0	100.0	100.0	100.0
	Class of customer								
	Government	217	219	276	251	0.9	0.9	1.1	1.1
	Business	23,667	22,432	23,971	22,005	92.9	92.7	93.1	93.2
	Household consumers and individual users.....	1,602	1,546	1,487	1,342	6.3	6.4	5.8	5.7
5151	Radio and television broadcasting								
	Total revenue	13,866	13,532	14,609	13,057	100.0	100.0	100.0	100.0
	Class of customer								
	Government	202	205	262	237	1.5	1.5	1.8	1.8
	Business	12,936	12,604	13,686	12,174	93.3	93.1	93.7	93.2
	Household consumers and individual users.....	728	723	661	646	5.3	5.3	4.5	4.9
5152	Cable and other subscription programming								
	Total revenue	11,620	10,665	11,125	10,541	100.0	100.0	100.0	100.0
	Class of customer								
	Government	\$	\$	\$	\$	\$	\$	\$	\$
	Business	10,731	9,828	10,285	9,831	92.3	92.2	92.4	93.3
	Household consumers and individual users.....	874	823	826	696	7.5	7.7	7.4	6.6
516, 5181, 519	Internet publishing and broadcasting, Internet service providers and web search portals, and other information services								
	Total revenue	16,676	16,597	17,017	15,405	100.0	100.0	100.0	100.0
	Class of customer								
	Government	2,016	2,142	1,953	1,944	12.1	12.9	11.5	12.6
	Business	9,711	9,411	9,700	8,558	58.2	56.7	57.0	55.6
	Household consumers and individual users.....	4,949	5,044	5,364	4,903	29.7	30.4	31.5	31.8
517	Telecommunications								
	Total revenue	126,091	124,598	126,384	124,969	100.0	100.0	100.0	100.0
	Class of customer								
	Government	3,622	3,512	3,461	3,512	2.9	2.8	2.7	2.8
	Business	45,428	45,474	46,670	46,565	36.0	36.5	36.9	37.3
	Household consumers and individual users.....	77,041	75,612	76,253	74,892	61.1	60.7	60.3	59.9
5171	Wired telecommunications carriers								
	Total revenue	45,734	45,937	47,241	48,124	100.0	100.0	100.0	100.0
	Class of customer								
	Government	1,579	1,525	1,488	1,518	3.5	3.3	3.1	3.2
	Business	23,845	24,098	24,574	25,005	52.1	52.5	52.0	52.0
	Household consumers and individual users.....	20,310	20,314	21,179	21,601	44.4	44.2	44.8	44.9
5172	Wireless telecommunications carriers (except satellite)								
	Total revenue	47,846	46,981	46,966	45,935	100.0	100.0	100.0	100.0
	Class of customer								
	Government	\$	\$	\$	\$	\$	\$	\$	\$
	Business	\$	\$	\$	\$	\$	\$	\$	\$
	Household consumers and individual users.....	\$	\$	\$	\$	\$	\$	\$	\$

See footnotes at end of table.

Table 3. Information (NAICS 51) - Estimated Quarterly Revenue for Employer Firms by Class of Customer—Con.

[Estimates have not been adjusted for seasonal variation, holiday or trading-day differences, or price changes. Estimates are based on data from the Quarterly Services Survey and have been adjusted using results of the 2006 Service Annual Survey. All estimates are based on the 2002 North American Industry Classification System (NAICS). For additional information see www.census.gov/qss]

2002 NAICS code	Kind of business	Revenue (Millions of dollars)				Percent of revenue			
		2Q 2008 (p)	1Q 2008 (r)	4Q 2007	3Q 2007	2Q 2008 (p)	1Q 2008 (r)	4Q 2007	3Q 2007
5175	Cable and other program distribution								
	Total revenue	27,066	26,306	26,495	25,248	100.0	100.0	100.0	100.0
	Class of customer								
	Government	S	240	224	191	S	0.9	0.8	0.8
	Business	2,825	3,073	3,095	2,881	10.4	11.7	11.7	11.4
	Household consumers and individual users.....	24,024	22,993	23,176	22,176	88.8	87.4	87.5	87.8
517 pt	Other telecommunications ²								
	Total revenue	5,445	5,374	5,682	5,662	100.0	100.0	100.0	100.0
	Class of customer								
	Government	271	260	259	258	5.0	4.8	4.6	4.6
	Business	4,278	4,227	4,511	4,513	78.6	78.7	79.4	79.7
	Household consumers and individual users.....	896	887	912	891	16.5	16.5	16.1	15.7
5182	Data processing, hosting, and related services								
	Total revenue	17,948	17,145	17,934	18,106	100.0	100.0	100.0	100.0
	Class of customer								
	Government	2,044	1,711	1,741	1,812	11.4	10.0	9.7	10.0
	Business	14,657	14,147	14,707	14,651	81.7	82.5	82.0	80.9
	Household consumers and individual users.....	S	S	1,486	1,643	S	S	8.3	9.1

(p) Preliminary estimate. (r) Revised estimate.

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%). Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau. 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.

(1) Includes NAICS 51113 (book publishers), 51114 (directory and mailing list publishers), and 51119 (other publishers).

(2) Includes NAICS 5173 (telecommunications resellers), 5174 (satellite telecommunications), and 5179 (other telecommunications).

Note: Sector totals and subsector totals may include data for kinds of business not shown. Detail percents may not add to 100 percent due to rounding. Table 4 provides estimated measures of sampling variability. Data users who create their own estimates using data from this report should cite the U.S. Census Bureau as the source of the original data only. Additional information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions may be found at www.census.gov/svsd/www/qssreliability.html.

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

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

2002 NAICS code	Kind of business	Median coefficient ¹ of variation for quarterly total	Standard error for percent of total			
		Estimate	2Q 2008 (p)	1Q 2008 (r)	4Q 2007	3Q 2007
51	Information					
	Total revenue	1.0	Z	Z	Z	Z
	Class of customer					
	Government	3.4	0.2	0.1	0.1	0.1
	Business	0.9	0.2	0.2	0.2	0.3
	Household consumers and individual users.....	1.4	0.3	0.3	0.3	0.3
511	Publishing industries (except Internet)					
	Total revenue	2.5	Z	Z	Z	Z
	Class of customer					
	Government	4.3	0.2	0.2	0.2	0.2
	Business	2.7	0.5	0.4	0.6	0.4
	Household consumers and individual users.....	2.9	0.3	0.4	0.5	0.4
51111	Newspaper publishers					
	Total revenue	4.4	Z	Z	Z	Z
	Class of customer					
	Government	14.7	0.3	0.2	0.2	0.3
	Business	4.5	0.8	0.8	0.6	0.8
	Household consumers and individual users.....	6.1	0.7	0.8	0.6	0.8
51112	Periodical publishers					
	Total revenue	6.5	Z	Z	Z	Z
	Class of customer					
	Government	14.7	0.1	0.1	0.1	0.1
	Business	7.9	1.8	1.8	2.2	2.0
	Household consumers and individual users.....	9.9	1.8	1.8	2.2	2.0
5111 pt	Book, directory and mailing list, and other publishers					
	Total revenue	2.4	Z	Z	Z	Z
	Class of customer					
	Government	7.3	0.9	0.5	0.6	0.8
	Business	3.0	1.0	0.8	0.8	0.9
	Household consumers and individual users.....	3.7	0.9	0.7	0.8	0.9
5112	Software publishers					
	Total revenue	3.7	Z	Z	Z	Z
	Class of customer					
	Government	5.5	0.5	0.4	0.5	0.3
	Business	3.8	0.6	0.4	0.8	0.3
	Household consumers and individual users.....	5.4	0.4	0.4	0.5	0.4
512	Motion picture and sound recording industries					
	Total revenue	3.3	Z	Z	Z	Z
	Class of customer					
	Government	16.1	0.1	0.1	0.1	0.1
	Business	3.1	1.5	1.2	1.4	1.7
	Household consumers and individual users.....	8.4	1.6	1.2	1.4	1.7

See footnotes at end of table.

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

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

2002 NAICS code	Kind of business	Median coefficient ¹ of variation for quarterly total	Standard error for percent of total			
		Estimate	2Q 2008 (p)	1Q 2008 (r)	4Q 2007	3Q 2007
515	Broadcasting (except Internet)					
	Total revenue	2.4	Z	Z	Z	Z
	Class of customer					
	Government	9.0	0.1	0.1	0.1	0.1
	Business	2.7	0.5	0.5	0.5	0.4
	Household consumers and individual users.....	6.2	0.4	0.4	0.4	0.4
5151	Radio and television broadcasting					
	Total revenue	3.4	Z	Z	Z	Z
	Class of customer					
	Government	10.0	0.2	0.2	0.3	0.2
	Business	3.8	0.6	0.6	0.7	0.6
	Household consumers and individual users.....	7.4	0.5	0.4	0.5	0.5
5152	Cable and other subscription programming					
	Total revenue	1.6	Z	Z	Z	Z
	Class of customer					
	Government	S	S	S	S	S
	Business	1.5	0.7	0.7	0.7	0.5
	Household consumers and individual users.....	9.4	0.7	0.7	0.7	0.4
516, 5181, 519	Internet publishing and broadcasting, Internet service providers and web search portals, and other information services					
	Total revenue	6.9	Z	Z	Z	Z
	Class of customer					
	Government	20.2	2.0	1.8	1.6	1.6
	Business	6.7	4.3	4.0	4.2	4.5
	Household consumers and individual users.....	20.5	4.5	4.4	4.4	4.6
517	Telecommunications					
	Total revenue	1.3	Z	Z	Z	Z
	Class of customer					
	Government	3.9	0.1	0.1	0.1	0.1
	Business	1.9	0.4	0.4	0.5	0.5
	Household consumers and individual users.....	1.5	0.5	0.5	0.6	0.5
5171	Wired telecommunications carriers					
	Total revenue	3.4	Z	Z	Z	Z
	Class of customer					
	Government	4.2	Z	Z	Z	Z
	Business	2.1	1.0	0.9	0.9	1.0
	Household consumers and individual users.....	5.2	0.9	0.9	0.9	1.0
5172	Wireless telecommunications carriers (except satellite)					
	Total revenue	1.4	Z	Z	Z	Z
	Class of customer					
	Government	S	S	S	S	S
	Business	S	S	S	S	S
	Household consumers and individual users.....	S	S	S	S	S

See footnotes at end of table.

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

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

2002 NAICS code	Kind of business	Median coefficient ¹ of variation for quarterly total	Standard error for percent of total			
		Estimate	2Q 2008 (p)	1Q 2008 (r)	4Q 2007	3Q 2007
5175	Cable and other program distribution					
	Total revenue	1.3	Z	Z	Z	Z
	Class of customer					
	Government	27.2	S	0.2	0.2	0.1
	Business	10.4	1.1	1.1	1.1	1.0
	Household consumers and individual users.....	1.0	1.3	1.2	1.2	1.1
517 pt	Other telecommunications					
	Total revenue	5.5	Z	Z	Z	Z
	Class of customer					
	Government	10.7	0.8	0.6	0.5	0.4
	Business	7.0	3.6	3.6	3.3	3.1
	Household consumers and individual users.....	25.8	3.6	3.7	3.4	3.2
5182	Data processing, hosting, and related services					
	Total revenue	4.0	Z	Z	Z	Z
	Class of customer					
	Government	10.8	0.9	0.8	0.8	1.1
	Business	4.6	1.7	1.9	2.1	2.6
	Household consumers and individual users.....	22.1	S	S	1.8	2.0

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

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

(1) The medians are based on estimates for the most recent four quarters.

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