

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

[Estimates are not adjusted for seasonal variation or for price changes and are based on data from the Quarterly Services Survey. For additional information see [www.census.gov/qss](http://www.census.gov/qss)]

2002 NAICS code <sup>1</sup>	Kind of business	Revenue (Millions of dollars)				Percent of revenue			
		4Q 2008 (p)	3Q 2008 (r)	2Q 2008	1Q 2008	4Q 2008 (p)	3Q 2008 (r)	2Q 2008	1Q 2008
51	Information								
	Total revenue .....	285,890	281,685	283,552	276,923	100.0	100.0	100.0	100.0
	Class of customer								
	Government .....	12,260	12,946	12,762	11,528	4.3	4.6	4.5	4.2
	Business .....	173,546	168,759	171,302	167,790	60.7	59.9	60.4	60.6
	Household consumers and individual users.....	100,084	99,980	99,488	97,605	35.0	35.5	35.1	35.2
511	Publishing industries (except Internet)								
	Total revenue .....	74,816	73,856	74,358	72,795	100.0	100.0	100.0	100.0
	Class of customer								
	Government .....	4,183	4,961	4,798	3,902	5.6	6.7	6.5	5.4
	Business .....	59,335	58,093	58,585	58,232	79.3	78.7	78.8	80.0
	Household consumers and individual users.....	11,298	10,802	10,975	10,661	15.1	14.6	14.8	14.6
51111	Newspaper publishers								
	Total revenue .....	10,677	10,473	10,779	10,748	100.0	100.0	100.0	100.0
	Class of customer								
	Government .....	153	147	169	150	1.4	1.4	1.6	1.4
	Business .....	8,344	8,270	8,431	8,342	78.1	79.0	78.2	77.6
	Household consumers and individual users.....	2,180	2,056	2,179	2,256	20.4	19.6	20.2	21.0
51112	Periodical publishers								
	Total revenue .....	11,801	12,268	11,800	11,739	100.0	100.0	100.0	100.0
	Class of customer								
	Government .....	87	82	88	85	0.7	0.7	0.7	0.7
	Business .....	9,477	9,923	9,528	9,526	80.3	80.9	80.7	81.1
	Household consumers and individual users.....	2,237	2,263	2,184	2,128	19.0	18.4	18.5	18.1
5111 pt	Book, directory and mailing list, and other publishers <sup>2</sup>								
	Total revenue .....	14,173	15,766	13,787	13,295	100.0	100.0	100.0	100.0
	Class of customer								
	Government .....	1,356	2,172	1,513	1,010	9.6	13.8	11.0	7.6
	Business .....	9,692	10,813	9,358	9,501	68.4	68.6	67.9	71.5
	Household consumers and individual users.....	3,125	2,781	2,916	2,784	22.0	17.6	21.2	20.9
5112	Software publishers								
	Total revenue .....	38,165	35,349	37,992	37,013	100.0	100.0	100.0	100.0
	Class of customer								
	Government .....	2,587	2,560	3,028	2,657	6.8	7.2	8.0	7.2
	Business .....	31,822	29,087	31,268	30,863	83.4	82.3	82.3	83.4
	Household consumers and individual users.....	3,756	3,702	3,696	3,493	9.8	10.5	9.7	9.4
512	Motion picture and sound recording industries								
	Total revenue .....	25,201	23,844	26,203	24,694	100.0	100.0	100.0	100.0
	Class of customer								
	Government .....	193	167	168	176	0.8	0.7	0.6	0.7
	Business .....	19,415	17,832	19,780	18,567	77.0	74.8	75.5	75.2
	Household consumers and individual users.....	5,593	5,845	6,255	5,951	22.2	24.5	23.9	24.1

See footnotes at end of table.

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

[Estimates are not adjusted for seasonal variation or for price changes and are based on data from the Quarterly Services Survey. For additional information see [www.census.gov/qss](http://www.census.gov/qss)]

2002 NAICS code <sup>1</sup>	Kind of business	Revenue (Millions of dollars)				Percent of revenue			
		4Q 2008 (p)	3Q 2008 (r)	2Q 2008	1Q 2008	4Q 2008 (p)	3Q 2008 (r)	2Q 2008	1Q 2008
515	Broadcasting (except Internet)								
	Total revenue .....	25,799	25,136	25,389	24,292	100.0	100.0	100.0	100.0
	Class of customer								
	Government .....	268	224	220	221	1.0	0.9	0.9	0.9
	Business .....	23,941	23,447	23,657	22,522	92.8	93.3	93.2	92.7
	Household consumers and individual users.....	1,590	1,465	1,512	1,549	6.2	5.8	6.0	6.4
5151	Radio and television broadcasting								
	Total revenue .....	13,207	13,530	13,949	13,717	100.0	100.0	100.0	100.0
	Class of customer								
	Government .....	253	209	205	208	1.9	1.5	1.5	1.5
	Business .....	12,132	12,571	13,008	12,776	91.9	92.9	93.3	93.1
	Household consumers and individual users.....	822	750	736	733	6.2	5.5	5.3	5.3
5152	Cable and other subscription programming								
	Total revenue .....	12,592	11,606	11,440	10,575	100.0	100.0	100.0	100.0
	Class of customer								
	Government .....	S	S	S	S	S	S	S	S
	Business .....	11,809	10,876	10,649	9,746	93.8	93.7	93.1	92.2
	Household consumers and individual users.....	768	715	776	816	6.1	6.2	6.8	7.7
516, 5181, 519	Internet publishing and broadcasting, Internet service providers and web search portals, and other information services								
	Total revenue .....	15,136	14,827	14,331	14,322	100.0	100.0	100.0	100.0
	Class of customer								
	Government .....	2,167	2,046	1,916	2,035	14.3	13.8	13.4	14.2
	Business .....	9,660	9,305	9,007	8,728	63.8	62.8	62.8	60.9
	Household consumers and individual users.....	3,309	3,476	3,408	3,559	21.9	23.4	23.8	24.8
517	Telecommunications								
	Total revenue .....	126,854	126,738	125,212	123,511	100.0	100.0	100.0	100.0
	Class of customer								
	Government .....	3,676	3,749	3,597	3,467	2.9	3.0	2.9	2.8
	Business .....	46,175	45,839	45,537	45,458	36.4	36.2	36.4	36.8
	Household consumers and individual users.....	77,003	77,150	76,078	74,586	60.7	60.9	60.8	60.4
5171	Wired telecommunications carriers								
	Total revenue .....	45,755	46,689	46,505	46,710	100.0	100.0	100.0	100.0
	Class of customer								
	Government .....	1,780	1,635	1,606	1,550	3.9	3.5	3.5	3.3
	Business .....	24,196	24,309	24,247	24,504	52.9	52.1	52.1	52.5
	Household consumers and individual users.....	19,779	20,745	20,652	20,656	43.2	44.4	44.4	44.2
5172	Wireless telecommunications carriers (except satellite)								
	Total revenue .....	47,589	47,123	45,947	45,116	100.0	100.0	100.0	100.0
	Class of customer								
	Government .....	S	S	S	S	S	S	S	S
	Business .....	S	S	S	S	S	S	S	S
	Household consumers and individual users.....	S	S	S	S	S	S	S	S

See footnotes at end of table.

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

[Estimates are not adjusted for seasonal variation or for price changes and are based on data from the Quarterly Services Survey. For additional information see [www.census.gov/qss](http://www.census.gov/qss)]

2002 NAICS code <sup>1</sup>	Kind of business	Revenue (Millions of dollars)				Percent of revenue			
		4Q 2008 (p)	3Q 2008 (r)	2Q 2008	1Q 2008	4Q 2008 (p)	3Q 2008 (r)	2Q 2008	1Q 2008
5175	Cable and other program distribution								
	Total revenue .....	28,145	27,389	27,113	26,341	100.0	100.0	100.0	100.0
	Class of customer								
	Government .....	S	255	S	240	S	0.9	S	0.9
	Business .....	2,973	2,928	2,839	3,078	10.6	10.7	10.5	11.7
	Household consumers and individual users.....	24,907	24,206	24,056	23,023	88.5	88.4	88.7	87.4
517 pt	Other telecommunications <sup>3</sup>								
	Total revenue .....	5,365	5,537	5,647	5,344	100.0	100.0	100.0	100.0
	Class of customer								
	Government .....	401	347	280	249	7.5	6.3	5.0	4.7
	Business .....	4,163	4,383	4,546	4,358	77.6	79.2	80.5	81.5
	Household consumers and individual users.....	801	807	821	737	14.9	14.6	14.5	13.8
5182	Data processing, hosting, and related services								
	Total revenue .....	18,084	17,284	18,059	17,309	100.0	100.0	100.0	100.0
	Class of customer								
	Government .....	1,773	1,799	2,063	1,727	9.8	10.4	11.4	10.0
	Business .....	15,020	14,243	14,736	14,283	83.1	82.4	81.6	82.5
	Household consumers and individual users.....	S	S	S	S	S	S	S	S

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

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

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

(3) 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. 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](http://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 <sup>1</sup> of variation for quarterly total	Standard error for percent of total			
		Estimate	4Q 2008 (p)	3Q 2008 (r)	2Q 2008	1Q 2008
51	Information					
	Total revenue .....	1.0	Z	Z	Z	Z
	Class of customer					
	Government .....	3.7	0.1	0.2	0.2	0.1
	Business .....	1.0	0.2	0.2	0.2	0.2
	Household consumers and individual users.....	1.2	0.2	0.3	0.3	0.3
511	Publishing industries (except Internet)					
	Total revenue .....	2.6	Z	Z	Z	Z
	Class of customer					
	Government .....	4.1	0.1	0.3	0.2	0.2
	Business .....	2.8	0.5	0.5	0.5	0.4
	Household consumers and individual users.....	2.9	0.5	0.3	0.3	0.4
51111	Newspaper publishers					
	Total revenue .....	4.7	Z	Z	Z	Z
	Class of customer					
	Government .....	16.1	0.2	0.2	0.3	0.2
	Business .....	4.8	0.7	0.6	0.7	0.8
	Household consumers and individual users.....	6.1	0.6	0.6	0.7	0.8
51112	Periodical publishers					
	Total revenue .....	6.7	Z	Z	Z	Z
	Class of customer					
	Government .....	15.1	0.1	0.1	0.1	0.1
	Business .....	8.0	2.1	1.8	1.8	1.8
	Household consumers and individual users.....	9.2	2.1	1.8	1.8	1.8
5111 pt	Book, directory and mailing list, and other publishers					
	Total revenue .....	2.3	Z	Z	Z	Z
	Class of customer					
	Government .....	8.3	0.6	1.1	0.9	0.5
	Business .....	2.8	0.9	1.0	1.0	0.8
	Household consumers and individual users.....	3.4	0.9	0.7	0.9	0.8
5112	Software publishers					
	Total revenue .....	3.8	Z	Z	Z	Z
	Class of customer					
	Government .....	5.9	0.3	0.4	0.6	0.4
	Business .....	4.0	0.6	0.5	0.6	0.4
	Household consumers and individual users.....	5.6	0.5	0.4	0.4	0.4
512	Motion picture and sound recording industries					
	Total revenue .....	4.0	Z	Z	Z	Z
	Class of customer					
	Government .....	17.1	0.1	0.1	0.1	0.1
	Business .....	3.4	1.1	1.3	1.5	1.1
	Household consumers and individual users.....	8.4	1.1	1.4	1.6	1.1

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 <sup>1</sup> of variation for quarterly total	Standard error for percent of total			
		Estimate	4Q 2008 (p)	3Q 2008 (r)	2Q 2008	1Q 2008
515	Broadcasting (except Internet)					
	Total revenue .....	2.4	Z	Z	Z	Z
	Class of customer					
	Government .....	9.2	0.1	0.1	0.1	0.1
	Business .....	2.7	0.3	0.3	0.4	0.5
	Household consumers and individual users.....	4.3	0.2	0.2	0.4	0.4
5151	Radio and television broadcasting					
	Total revenue .....	3.4	Z	Z	Z	Z
	Class of customer					
	Government .....	10.0	0.3	0.2	0.2	0.2
	Business .....	3.9	0.7	0.6	0.6	0.6
	Household consumers and individual users.....	6.8	0.4	0.5	0.5	0.4
5152	Cable and other subscription programming					
	Total revenue .....	1.7	Z	Z	Z	Z
	Class of customer					
	Government .....	S	S	S	S	S
	Business .....	1.5	0.3	0.3	0.4	0.7
	Household consumers and individual users.....	5.8	0.2	0.2	0.4	0.7
516, 5181, 519	Internet publishing and broadcasting, Internet service providers and web search portals, and other information services					
	Total revenue .....	7.4	Z	Z	Z	Z
	Class of customer					
	Government .....	20.4	1.4	1.6	1.9	1.6
	Business .....	6.1	3.7	3.8	3.7	3.5
	Household consumers and individual users.....	20.4	3.3	3.4	3.2	3.2
517	Telecommunications					
	Total revenue .....	1.1	Z	Z	Z	Z
	Class of customer					
	Government .....	3.6	0.1	0.1	0.1	0.1
	Business .....	1.4	0.4	0.4	0.4	0.3
	Household consumers and individual users.....	1.4	0.5	0.4	0.4	0.4
5171	Wired telecommunications carriers					
	Total revenue .....	3.0	Z	Z	Z	Z
	Class of customer					
	Government .....	4.0	Z	Z	Z	Z
	Business .....	1.9	1.0	1.0	1.0	0.9
	Household consumers and individual users.....	5.1	1.0	1.0	0.9	0.9
5172	Wireless telecommunications carriers (except satellite)					
	Total revenue .....	1.8	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 <sup>1</sup> of variation for quarterly total	Standard error for percent of total			
		Estimate	4Q 2008 (p)	3Q 2008 (r)	2Q 2008	1Q 2008
5175	Cable and other program distribution					
	Total revenue .....	1.4	Z	Z	Z	Z
	Class of customer					
	Government .....	29.3	S	0.2	S	0.2
	Business .....	12.0	1.2	1.1	1.1	1.1
	Household consumers and individual users.....	1.0	1.4	1.3	1.3	1.2
517 pt	Other telecommunications					
	Total revenue .....	6.5	Z	Z	Z	Z
	Class of customer					
	Government .....	18.8	1.1	1.0	0.8	0.5
	Business .....	8.3	2.2	2.1	2.1	1.9
	Household consumers and individual users.....	7.3	1.8	1.8	1.7	1.7
5182	Data processing, hosting, and related services					
	Total revenue .....	3.8	Z	Z	Z	Z
	Class of customer					
	Government .....	9.5	0.8	0.7	0.9	0.8
	Business .....	3.9	1.9	1.7	1.7	1.9
	Household consumers and individual users.....	S	S	S	S	S

(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](http://www.census.gov/svsd/www/qssreliability.html).