

Measuring and Understanding the Nation's Economy Through the Service Annual Survey

How Can I Learn More?



Visit the Service Annual Survey Web site at
www.census.gov/econ/www/servmenu.html

to find additional information
about the program.



You can also contact the office by phone
1-800-327-4389 (press 5)





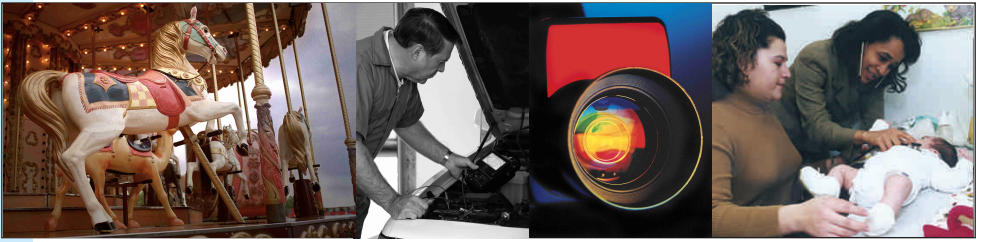
Overview

Today, about 50 percent of all economic activity is accounted for by services that are narrowly defined to exclude retail and wholesale trade. The U.S. Census Bureau currently measures the total output of most of these service industries annually in its Service Annual Survey. This survey now covers all or part of the following nine sectors: Transportation and Warehousing; Information; Finance and Insurance; Real Estate and Rental and Leasing; Professional, Scientific, and Technical Services; Administration and Support and Waste Management and Remediation Services; Health Care and Social Assistance; Arts, Entertainment, and Recreation; and Other Services.

The Census Bureau Ensures Business Reports Remain Confidential

In addition to producing only summary statistics that do not identify individual businesses, the Census Bureau assures the confidentiality of business reports. Survey responses are protected by federal law (Title 13, United States Code) under penalty of fines or imprisonment. Individual responses are seen only by persons sworn to uphold the confidentiality of Census Bureau information and may be used only for statistical purposes.

Confidential information on Census Bureau forms is even exempt from the Freedom of Information Act. No business competitors can obtain the responses of another company, and even copies retained in respondents' files are immune from legal process.



Why the Data Are Important

The Service Annual Survey produces data that are critical to accurately measuring our nation's economy.

- Federal agencies use these data as the source for developing key measures of economic activity, such as the Gross Domestic Product, which is the total market value of all final goods and services produced in a country in a given year, equal to total consumer, investment and government spending, plus the value of exports, minus the value of imports. Also Producer Price Indexes, which is an inflationary indicator published by the U.S. Bureau of Labor and Statistics to evaluate wholesale price levels in the economy. Federal agencies also use the data for policy development and program management and evaluation.
- International agencies use the data to compare total domestic output to changing international activity.
- Trade associations, chambers of commerce, and business journals report key business facts and project future trends for their members and readers based on these data.
- Private industry uses the data to develop plans, define markets, gauge competition, assess industry growth and change, and prepare business forecasts.



How Data Are Collected

The Service Annual Survey is a scientifically designed sample of approximately 70,000 businesses having one or more locations providing service activities. Once each year, we ask these businesses to report their total revenues and revenues for major service activities (products), e-commerce, expenses, and, in some instances, inventories and export activities. Federal law (Title 13, United States Code) requires businesses to file their Annual Services Report. Every five years we reselect our samples so that small- and medium-sized businesses are replaced by other businesses, thus relieving them of the burden of continuing to report.

Select Data Items Published

We publish the survey results by industry using the North American Industry Classification System (NAICS). For all industries, the Service Annual Survey publishes estimated revenue for employer and non-employer firms, and coefficients of variation. In addition, the Service Annual Survey publishes the following data for selected industries: estimated revenue for taxable and tax-exempt employer firms; estimated revenue by source; estimated export revenue; and estimated expenses. We publish service products produced in these industries using the North American Product Classification System (NAPCS).

Detailed information about NAICS and NAPCS can be found on the Census Bureau Web site at:

www.census.gov/epcd/www/naics.html

www.census.gov/eos/www/napcs/napcs.htm



How the Data Are Published

In no instance will we ever publish data that would reveal the activities of an individual business. We only produce summary statistics. These data are normally published no later than 12 months after the end of the survey year.

The data are available at:

www.census.gov/econ/www/servmenu.html

Additional Data on Service Industries

The Census Bureau introduced a new quarterly survey of service industry activity in 2004. The Quarterly Services Survey is the first newly created economic indicator produced by the federal agency in nearly thirty years. It produces, for selected industries, a quarterly estimate of total operating revenue and the percentage of revenue by customer.

To find out more information please visit:

<http://help.econ.census.gov/BHS/QSS/index.html>

Thank you

Thank you

The success of these Census Bureau surveys would not be possible without the cooperation of our nation's businesses. We thank them for their continued support and participation in these important programs.