

**Computer Programming, Consultancy, Information Service and Related
Activities
Turnover Measures and Practices at the U.S. Census Bureau**

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Abstract: The revisions of ISIC and the CPC for IT service industries represent the potential for substantial improvement in detailed turnover and price programs. Detailed provisional products from the NAPCS initiative and 2002 Economic Census results highlight the size and importance of IT services. Rapid market growth for IT services is projected to continue raising the importance of this area over time.

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1. Definition of the Service Being Collected

The International Standard Industrial Classification of All Economic Activities (ISIC) underwent a substantial realignment and regrouping of activities in the information technology (IT) services area with Revision 4. There are five ISIC Rev 4. classes covered in this paper that are loosely called IT service industries. The ISIC classes closely align with NAICS 2002/2007 classes.

ISIC Rev 4.	NAICS US 2002 (2007)
6201, Computer programming activities	541511, Custom Computer Programming Services
6202, Computer consultancy and computer facilities management activities	541512, Computer Systems Design Services 541513, Computer Facilities Management Services
6209, Other information technology and computer service activities	541519, Other Computer Related Services
6311, Data processing, hosting, and related activities	518210, Data Processing, Hosting, and Related Services
6312, Web Portals	518112, Web Search Portals 516110, Internet Publishing and Broadcasting (pt.) <i>(519130, Internet Publishing and Broadcasting and Web Search Portals – combined and renumbered in NAICS United States 2007)</i>

While there was little direct comparability between ISIC 3.1 and NAICS industries in the past, the redefined class structure in ISIC Rev. 4 aligns much more closely with the industry structure of NAICS United States. The higher-level aggregation structures remain different but industry level data for NAICS can be grouped to report ISIC class level data with relative ease as the table above indicates. There is one major difference in the ISIC and NAICS classifications dealing with exclusive use of the Internet for publication and broadcasting activities. NAICS includes all units that publish or broadcast exclusively on the Internet together while ISIC distributes them to classes in Publishing (ISIC 58) and Broadcasting (ISIC 60).

The NAICS industries include units that provide IT services in the market as well as captive units that provide support to other units in their company or enterprise (e.g., separate LAN management units for a multi-establishment enterprise). Separate survey forms are used in the Economic Census for market IT service providers and for enterprise support units providing IT services.

For each of these industries, the Census Bureau publishes a variety of five-year economic census, annual, and quarterly output data or estimates. Market provision of services is included in the census, annual, and quarterly programs. Enterprise support (auxiliary, ancillary, etc.) units are separately surveyed in the Economic Census. The census, annual, and quarterly programs include data or estimates from employers only. A separate program provides industry level data for non-employer establishments.

IT services is a rapidly growing segment of the United States economy. From 1997 to 2002, the number of establishments increased over 46% and revenue increased over 60% to over \$175 billion (USD) for units included in ISIC 62. Employment increased by almost 45% during the same period.¹ Estimates from the Service Annual Survey show that the growth

¹ 2002 Economic Census, EC02-541-05, page 2. Full report available at <http://www.census.gov/prod/ec02/ec0254i05t.pdf>

continues. The Bureau of Labor Statistics projects continued strong growth with the industry group adding over 450,000 new jobs by 2014.²

2. Unit of Measure to be Collected

The outputs of the computer services industries are measured by the dollar value of revenue received for the provision of IT services to clients for market providers. Revenue is directly collected from respondents. Ancillary units are surveyed to collect revenue for sales of IT services to units outside of their parent enterprise as well as to collect data for the provision of services to their own enterprise and information about the classification of the enterprise that they are serving.³

3. Market Conditions and Constraints

For the NAICS industries equivalent to ISIC Rev 4 classes 6201, 6202, 6209, 6311, and 6312, the 2002 Economic Census reported the following information for employer establishments⁴:

Industry (ISIC/NAICS)	Establishments (number)	Employment (number)	Revenue (\$1000 USD)
6201/541511	48,920	440,777	61,357,535
6202/541512	39,560	434,861	78,679,792
/541513	4,900	125,489	22,473,510
6209/541519	12,294	106,222	12,556,792
6311/518210	13,779	437,736	55,885,011
6312/518112	469	10,752	2,953,697
/516110	2,060	39,479	6,426,755
Total	121,982	1,595,316	240,333,092

² Bureau of Labor Statistics, U.S. Department of Labor, *Career Guide to Industries, 2006-07 Edition*, Computer Systems Design and Related Services, on the Internet at <http://www.bls.gov/oco/cg/cgs033.htm> (visited July 20, 2007)

³ 2002 Economic Survey forms - Market <http://bhs.econ.census.gov/2002forms/ps54107.pdf>, Enterprise Support <http://bhs.econ.census.gov/2002forms/ps54059.pdf>

⁴ <http://www.census.gov/econ/census02/guide/INDSUMM.HTM>, EC02-51I-10, EC02-51I-12, EC02-54I-02.

In addition, the non-employers were distributed as follows⁵:

Industry (ISIC/NAICS)	Establishments (number)	Revenue (\$1,000 USD)
62/54151	278,799	10,490,575
6311/518210	28,100	748,924
6312/518112	1,835	45,027
/516110	10,390	177,398
Total Non-employers	319,124	11,461,924
Grand Total	441,106	251,795,016

Non-employers, while representing over 70% of the establishments, account for only 4.5% of the total revenue for these industries. Small, non-employer establishments are generally consultants or independent contractors. The average revenue per establishment for employers is \$1.9 million USD while the average revenue for non-employer establishments is only about \$36,000.

There are relatively few barriers to entry or exit in the IT services industries. Knowledgeable personnel are the key. There are not substantial capital requirements for most industries (although data processing, hosting, and related services do require significant hardware and software resources). Trends including the adoption of Ipv6 and other advancements indicate that the market for IT consulting and IT services will continue to enjoy strong demand for the foreseeable future.

4. Standard Classification and Product Details

The recent revisions of ISIC and the CPC include significant changes to the industry and product structures. The ISIC class concordance is listed below⁶:

6201	Computer programming activities	7229 p(2)	Other software consultancy and supply	computer programming activities
6202	Computer consultancy and computer facilities management activities	7210	Hardware consultancy	hardware consultancy
		7229 p(2)	Other software consultancy and supply	software design or consultancy as part of designing a complete computer system solution for a user
		7230 p(2)	Data processing	provision of on-site management and operation of clients' computer systems and/or data processing facilities
6209	Other information technology and computer service activities	7290	Other computer-related activities	software installation, disaster recovery
6311	Data processing, hosting and related activities	7230 p(2)	Data processing	except provision of on-site management and operation of clients' computer systems and/or data processing facilities
		7240 p(11)	Database activities and online distribution of electronic content	provision of on-line access to databases
6312	Web portals	7240 p(11)	Database activities and online distribution of electronic content	web search portals

⁵ <http://www.census.gov/epcd/nonemployer/2002/us/US000.HTM>

⁶ ISIC Rev. 4 to ISIC Rev. 3.1 Concordance (Draft), May 14, 2007, United Nations Statistics Division

Similarly, the CPC had major improvements including a restructuring of separate hardware and software consultancy products. As IT needs have grown more complex, complete hardware and software reviews for integration have also grown. The new CPC structure in 8313, 8314, 8315, and 8316 more accurately reflects the current market realities. Network management, security, hosting, and application provisioning are now more clearly identified in the CPC products.

During the development of provisional products in the North American Product Classification initiative, a number of the IT service industries were reviewed at the same time and a common list of products was developed. These provisional products were collected across a number of industries in the 2002 Economic Census. The products are presented in two levels – broad lines and detailed lines. Products ending with a zero are generally broad lines. The full list of products collected is detailed below⁷:

Product	Title
35000	Information technology (IT) technical consulting services
35050	Custom computer application design and development services
35051	Web site design and development services
35052	Database design and development services
35053	Customization and integration of cross-industry application software
35054	Customization and integration of vertical market application software
35056	Other custom application design and development services
35100	Computer network design and development services
35101	Computer network security design and development services
35102	Computer network design and development services, except security
35150	Computer systems design, development, and integration services
35151	Computer systems design services
35152	Computer systems design and development services
35153	Computer systems integration services
35200	Web site hosting services
35250	Application provisioning services
35300	Business process management services
35350	Data storage services
35400	Data management services
35450	Information technology infrastructure and network management services
35500	Information technology technical support services
35501	Software related technical support services
35502	Hardware related technical support services
35503	Combined hardware and software support services
35504	Auditing and assessing computer operations
35505	Data recovery services
35506	Disaster recovery services, business continuity services
35507	Other information technology support services
35550	Internet access services
35600	System software publishing

⁷ <http://bhs.econ.census.gov/econhelp/resources/> data collection forms for NAICS 518, 5415, and 516, 2002 Economic Census

35650	Application software publishing
35700	Resale of computer hardware and software
35750	Rental and leasing of computer hardware
35760	Information technology related training services
35770	Data analysis services
35780	Computer staff augmentation services
39000	Merchandise sales

Additional products were collected from businesses classified to data processing, hosting, and related services (ISIC 6311/NAICS 518210), web search portals (ISIC 6312/NAICS 518112) and Internet publishing and broadcasting (ISIC 6312/NAICS 516110). These products were:

31170	Sale of licensing of rights to content
32660	Collocation services
32670	Video and audio streaming services
32700	Internet telecommunications services
32710	Internet backbone services
32720	Sale of Internet advertising time and space (except Internet publishing)
32730	Information search services on a contract or fee basis
36030	Management consulting services
31020	Internet newspapers, subscriptions and sales: general newspapers
31030	Internet newspapers, subscriptions and sales: specialized newspapers
31080	Newspapers, Internet: sale of advertising space, general newspapers
31120	Printing services for others
31160	Archival services
31180	Mailing lists, rental or sale
31200	Publishing services for others
31290	Books – Internet: general reference books
31300	Books – Internet: professional, technical, and scholarly books
31420	Other cards, including postcards and sports cards, except greeting cards, Internet
31540	Internet periodicals, subscriptions and sales: general interest
31550	Internet periodicals, subscriptions and sales: business, professional, and academic
31560	Internet periodicals, subscriptions and sales: other
31630	Internet periodicals, sale of advertising time and space: general
31640	Internet periodicals, sale of advertising time and space: business, professional, and academic
31860	Directories, Internet – subscriptions and sales
31870	Directories, Internet – sale of advertising time and space
31920	Databases and other collections of information, Internet: subscriptions and sales
31930	Databases and other collections of information, Internet: sale of advertising time and space
31970	Sale of Internet advertising not specified by type of publication
33850	Other Internet publishing, not specified by type of publication

A draft concordance of Census product inquiries to CPC V 2.0 products is included as Appendix 1.

The industry structure presented in both ISIC and NAICS focuses on specialties of particular types of units. The development of a common list of products is necessary to collection of comprehensive product output data because many IT services units provide a variety of services regardless of their particular specialty. The following industries or groups from NAICS reported IT consulting services (35000) during the 2002 Economic Census:

Distribution of IT Consulting Service by Industry

Industry	Establishments	Value (\$ approx)	Percent
516110	34	16,000,000	0.08%
518112	20	3,800,000	0.02%
518210	1,724	2,144,100,000	10.27%
514511	9,485	4,119,500,000	19.73%
541512	8,678	5,648,800,000	27.05%
541513	2,413	2,884,600,000	13.81%
541519	8,426	<u>6,064,800,000</u>	<u>29.04%</u>
		20,881,600,000	100%

In addition to the industries that were the focus of this paper, IT consulting services were collected in other areas of professional, scientific, and technical services. If the IT consulting services were used as a classification criterion, units primarily engaged in IT consulting would be classified in NAICS 541512, Computer Systems Design Services. However, that industry only accounts for 27% of the product revenue when viewed across industries. Similar data can be shown for other product lines. The same products are produced by a wide variety of establishments in the IT services industries and in other industries. Product collections across the industries will result in better coverage of product output.

5. Evaluation of Standard Definition and Market Conditions

The NAPCS products used in the Economic Census are intended to match the apparent market conditions for information technology services. The 2002 inquiries are basically unchanged for the 2007 Economic Census. The draft questionnaire for NAICS 5415 industries in the 2007 Economic Census is included in Appendix 2.

The NAICS United States industry distinctions are collected through kind-of-business inquiries rather than basing classification on the value of products reported. Since IT service products are produced by a variety of different unit types, products will continue to be collected across industries. The use of NAPCS products will serve to complement the industry structure in NAICS.

6. National Accounts Concepts

The outputs produced by establishments in the IT services industries are primarily intermediate services for computer systems design, programming, integration, data processing, and similar activities. The outputs of the web portals on the other hand can be

used by final consumers but the revenues received for advertising time and space would be intermediate services as well.

The growth of specialist IT service providers replacing in house provision of these services does impact value added in the National Accounts.

6.177 The types of services produced by ancillary activities can either be produced for own use within the same establishment or obtained from outside, i.e., from specialist market enterprises. If an establishment obtains the services from outside instead of from ancillary activities, its value added is reduced and intermediate consumption increased, even though its principal activity remains completely unchanged. As ancillary activities themselves have intermediate inputs, however, the increase in intermediate consumption is likely to be less than the value of the additional services purchased. Nevertheless, the distribution of value added between establishments and enterprises is bound to be influenced by the extent to which the services of ancillary activities are produced in-house or obtained from outside. Similarly, observed input-output ratios may vary significantly for the same reason, even between equally efficient establishments utilizing the same technology for their principal activity.⁸

Conversely, survey units that cover more than the kind-of-activity unit or physical location can be impacted when there are mergers or acquisitions of IT services companies by their clients.

2002 Economic Census industry data includes data for the ancillary production of IT services for own use within enterprises. NAICS classifies establishments based on their activities rather than the unit that they serve. Separate enterprise support survey forms are used for ancillary units and there are inquiries about the classification of the enterprise being served. In addition, there are indicators for enterprise support units that allow the separation of market and captive IT services if so desired by national accounts.

Census data collections also include inquiries for class of customer. While the resulting data is hampered by low response coverage, the final demand component of IT services does appear to be growing over time. The following table shows the percentage of services consumed by individuals in 1997 and 2002⁹.

NAICS Industry	1997	2002
541511, Custom computer programming services	2%	3.6%
541512, Computer systems design services	3%	2.6%
541513, Computer facilities management services	-	0.4%
541519, Other computer related services	2%	8.6%

Anecdotally, the growth in consumer IT services, particularly through large consumer electronics chains in the United States, highlights the need for either class of customer data or separate products for home IT services. Additionally, separate product inquiries for retail trade and repair services should be considered to adequately capture this phenomenon.

⁸ System of National Accounts, 1993 – United Nations publication ST/ESA/STAT/SER.F/2/Rev. 4, page 146.

⁹ Economic Census Miscellaneous Subjects Series, EC97S54S-SB – page 82, EC02-54-SX-SB, page 107

7. Turnover Data Method

In the United States, the primary source of product data is the Economic Census performed in years ending with 2 and 7. The Economic Census has the most comprehensive coverage and most detail collected for IT services.

The Economic Census uses an extensive mail survey and supplements survey responses for revenue from administrative records for non-mail cases. The Economic Census coverage allows the most detailed breakout of revenue data by product. The Service Annual Survey uses a sample for estimates and provides industry level revenue data as well as broad product revenue categories at the industry group (5415) level. The Quarterly Services survey also uses a sample to provide industry group level revenue estimates. In addition, quarterly data are presented by class of customer using three groupings: government, business, and households/individual consumers.

8. Evaluation of Turnover and Prices

The Bureau of Labor Statistics currently does not calculate producer price indexes for ISIC 6201, Computer programming activities (NAICS 541511); ISIC 6202, Computer consultancy and computer facilities management (NAICS 541512, 541513); or ISIC 6209, Other information technology and computer service activities. There are producer price indexes for web search portals and data processing activities. The structures are:

Web search portals	518112	June 2004
Primary services	518112-P	June 2004
Web search portal services	518112-1	June 2004
Data processing and related services	518210	December 2000
Primary services	518210-P	December 2000
Business process management services	518210-1	December 2000
Data management and storage information transformation and other services	518210-4	December 2000
Hosting, ASP and other infrastructure provisioning services	518210-5	December 2006

The Economic Census provides detailed weighting data to support the publication structures of the PPI and therefore the resulting PPIs should be appropriate for output deflation with some caveats.

First, a detailed analysis of the comparability of output data and producer price indexes requires a more in depth analysis of sampling frames and coverage issues for each program. Economic Census data does not include non-employers in the industry data totals. The PPI program also generally uses a sampling frame that only includes employers. However, the business register developed by the Census Bureau and the business register developed by the Bureau of Labor Statistics can include differences.

Sampling frame issues for ancillary units (included in Census data), non-employers or units that do not report paying wages (not included in Census data), and similar technical differences will impact the usability and comparability of output data and price index deflators. While the difference may or may not be substantive, exposition of the differences at least can provide the basis for a more thorough evaluation of potential problems.

9. Summary

There are currently Economic Census industry output data available for each of the ISIC Rev. 4 classes. In addition, product detail that is significantly more granular than what is provided in the CPC is also available. While there are currently no plans for Producer Price Indexes covering NAICS industries in the 5415 industry group, the existing price indexes for NAICS 518210 and 518112 are well aligned.

There are many issues for consideration when using turnover and price data in the national accounts. While this paper focuses on the comparability of the data produced in the United States, a one-to-one match for turnover and price data might not be necessary. Turnover details may sufficiently assist national accountants even if there are not substantially different price trends or available price indices at the lowest level. Alternatively, price indices might indicate different price trends for characteristics that are not readily available in turnover data.

The most appropriate match of output and price data cannot be determined until more detailed producer price index information is available for the IT services industries.

Appendix 1: Concordance of 2002 Census NAPCS based products to CPC Ver. 2 - DRAFT

Census Code	NAPCS Based Census Inquiry Title	CPC 2 Code	CPC 2 Subclass Title
31020	Internet newspapers, subscriptions and sales: general newspapers	84132*	On-line newspapers and periodicals
31030	Internet newspapers, subscriptions and sales: specialized newspapers	84132*	On-line newspapers and periodicals
31080	Newspapers, Internet: sale of advertising space, general newspapers	83633*	Sale of Internet advertising space (except commission)
31120	Printing services for others	89121*	Printing services and services related to printing on a contract or fee basis
31160	Archival services	84520	Archive services
31170	Sale of licensing of rights to content	733*	Licensing services for the right to use intellectual property and similar products
31180	Mailing lists, rental or sale	85952*	Mailing list compilation and mailing services
31200	Publishing services for others	89110	Publishing on a fee or contract basis
31290	Books - Internet: general reference books	84311*	On-line books
31300	Books - Internet: professional, technical, and scholarly books	84311*	On-line books
31420	Other cards, including postcards and sports cards, except greeting cards, Internet	84399*	Other on-line content
31540	Internet periodicals, subscriptions and sales: general interest	84132*	On-line newspapers and periodicals
31550	Internet periodicals, subscriptions and sales: business, professional, and academic	84132*	On-line newspapers and periodicals
31560	Internet periodicals, subscriptions and sales: other	84132*	On-line newspapers and periodicals
31630	Internet periodicals, sale of advertising time and space: general	83633*	Sale of Internet advertising space (except commission)
31640	Internet periodicals, sale of advertising time and space: business, professional, and academic	83633*	Sale of Internet advertising space (except commission)
31860	Directories, Internet - subscriptions and sales	83940*	Original compilations of facts/information
31870	Directories, Internet - sale of advertising time and space	83633*	Sale of Internet advertising space (except commission)
31920	Databases and other collections of information, Internet: subscriptions and sales	83940*	Original compilations of facts/information
31930	Databases and other collections of information, Internet: sale of advertising time and space	83633*	Sale of Internet advertising space (except commission)
31970	Sale of Internet advertising not specified by type of publication	83633*	Sale of Internet advertising space (except commission)
32660	Collocation services	83159*	Other hosting and IT infrastructure provisioning services

Census Code	NAPCS Based Census Inquiry Title	CPC 2 Code	CPC 2 Subclass Title
32670	Video and audio streaming services	83159*	Other hosting and IT infrastructure provisioning services
32700	Internet telecommunications services	84290	Other Internet telecommunication services
32710	Internet backbone services	84210	Internet backbone services
32720	Sale of Internet advertising time and space (except Internet publishing)	83633*	Sale of Internet advertising space (except commission)
32730	Information search services on a contract or fee basis	85991*	Other information services
33850	Other Internet publishing, not specified by type of publication	84399*	Other on-line content
35000	Information technology (IT) technical consulting services	83131	IT technical consulting service
35050	Custom computer application design and development services	83141	IT design and development services for applications
35051	Web site design and development services	83141*	IT design and development services for applications
35052	Database design and development services	83141*	IT design and development services for applications
35053	Customization and integration of cross-industry application software	83141*	IT design and development services for applications
35054	Customization and integration of vertical market application software	83141*	IT design and development services for applications
35056	Other custom application design and development services	83141*	IT design and development services for applications
35100	Computer network design and development services	83142*	IT design and development for networks and systems
35101	Computer network security design and development services	83142*	IT design and development for networks and systems
35102	Computer network design and development services, except security	83142*	IT design and development for networks and systems
35150	Computer systems design, development, and integration services	83142*	IT design and development for networks and systems
35151	Computer systems design services	83142*	IT design and development for networks and systems
35152	Computer systems design and development services	83142*	IT design and development for networks and systems
35153	Computer systems integration services	83142*	IT design and development for networks and systems
35200	Web site hosting services	83151	Web hosting services
35250	Application provisioning services	83152	Application provisioning services
35300	Business process management services	83117	Business process management services
35350	Data storage services	83159*	Other hosting and IT infrastructure provisioning services
35400	Data management services	83159*	Other hosting and IT infrastructure provisioning services
35450	Information technology infrastructure and network management services	8316	IT infrastructure and network management services
35500	Information technology technical support services	83132	IT technical support services
35501	Software related technical support services	83132*	IT technical support services
35502	Hardware related technical support services	83132*	IT technical support services

Census Code	NAPCS Based Census Inquiry Title	CPC 2 Code	CPC 2 Subclass Title
35503	Combined hardware and software support services	83132*	IT technical support services
35504	Auditing and assessing computer operations	83132*	IT technical support services
35505	Data recovery services	83132*	IT technical support services
35506	Disaster recovery services, business continuity services	83132*	IT technical support services
35507	Other information technology support services	83132*	IT technical support services
35550	Internet access services	8422	Internet access services
35600	System software publishing	4781/84341	System software, packaged/downloads
35650	Application software publishing	4782/84342	Applications software packaged/downloads
35700	Resale of computer hardware and software	61/62*	Wholesale/retail services
35750	Rental and leasing of computer hardware	73124	Leasing or rental services of computers without operator
35760	Information technology related training services	92919*	Other education and training services, nec.
35770	Data analysis services (including data mining)	83159*	Other hosting and IT infrastructure provisioning services
35780	Computer staff augmentation services	8512*	Labour supply services
36030	Management consulting services	8311*	Management consulting and management services
39000	Merchandise sales	61/62*	Wholesale/retail services



U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
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FORM
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2007 ECONOMIC CENSUS
Computer Systems Design and Related Services

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<p>YOUR RESPONSE IS REQUIRED BY LAW. Title 13, United States Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the U.S. Census Bureau. By the same law, YOUR CENSUS REPORT IS CONFIDENTIAL. It may be seen only by persons sworn to uphold the confidentiality of Census Bureau information and may be used only for statistical purposes. Further, copies retained in respondents' files are immune from legal process.</p>									
<p>• Use blue or black ballpoint pen. • Please center numbers in their respective boxes. Examples: • Do not use pencil or felt-tip pen. • Do not put slashes through 0 or 7. <input checked="" type="checkbox"/> 0 1 2 3 4 5 6 7 8 9 • Place an "X" inside the box.</p>									
<p>The reporting unit for this form is an establishment. An establishment is generally a single physical location where business is conducted or where services or industrial operations are performed. For further clarification, see information sheet(s).</p>									
<p>1 EMPLOYER IDENTIFICATION NUMBER Is the Employer Identification Number (EIN) shown in the mailing address the same as the one used for this establishment on its latest 2007 Internal Revenue Service Form 941, Employer's Quarterly Federal Tax Return?</p> <p>0021 <input type="checkbox"/> Yes - Go to 2 0022 <input type="checkbox"/> No - Enter current EIN (9 digits) → 0025 <input type="text"/> - <input type="text"/></p>									
<p>2 PHYSICAL LOCATION</p> <p>A. Is this establishment's physical location the same as shown in the mailing address? (P.O. Box and rural route addresses are not physical locations.)</p> <p>0031 <input type="checkbox"/> Yes - Go to <i>line B</i></p> <p>0032 <input type="checkbox"/> No - Enter physical location →</p> <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 5px;"> <tr> <td colspan="4" style="padding: 2px;">0035 Number and street</td> </tr> <tr> <td style="width: 60%; padding: 2px;">0036 City, town, village, etc.</td> <td style="width: 10%; padding: 2px;">0037 State</td> <td style="width: 20%; padding: 2px;">0038 ZIP Code</td> <td style="width: 10%; padding: 2px;">-</td> </tr> </table> <p>B. Is this establishment physically located inside the legal boundaries of the city, town, village, etc.? (Mark "X" only ONE box.)</p> <p>0041 <input type="checkbox"/> Yes 0042 <input type="checkbox"/> No 0043 <input type="checkbox"/> No legal boundaries 0044 <input type="checkbox"/> Do not know</p> <p>C. In what type of municipality is this establishment physically located? (Mark "X" only ONE box.)</p> <p>0046 <input type="checkbox"/> City, village, or borough 0047 <input type="checkbox"/> Town or township 0048 <input type="checkbox"/> Other 0024 <input type="checkbox"/> Do not know</p>		0035 Number and street				0036 City, town, village, etc.	0037 State	0038 ZIP Code	-
0035 Number and street									
0036 City, town, village, etc.	0037 State	0038 ZIP Code	-						

54107016



PENALTY FOR FAILURE TO REPORT
U.S. CENSUS BUREAU

CONTINUE ON PAGE 2

3 OPERATIONAL STATUS
Which ONE of the following best describes this establishment's operational status at the end of 2007?
(Mark "X" only ONE box.)

0011 In operation

0013 Temporarily or seasonally inactive

0014 Ceased operation - Give date at right

Month	Day	Year

0015 Sold or leased to another operator - Give date at right AND enter name and address of new owner or operator and Employer Identification Number (EIN) below

0050 Name of new owner or operator	0061 EIN (9 digits)	
	-	
0062 Mailing address (Number and street, P.O. Box, etc.)		
0063 City, town, village, etc.	0064 State	0065 ZIP Code
		-

0016 Other - Specify

4 MONTHS IN OPERATION

Number of months in operation during 2007 (if none, mark "X" and go to 5) 0002

Mark "X" if None 2007 Number

HOW TO REPORT DOLLAR FIGURES

Dollar figures should be **rounded to thousands** of dollars.

If a figure is **\$1,025,628.79**: **Report** →

If a value is "0" (or less than \$500.00): **Report** →

Mark "X" if None 2007

\$ Bil.	Mil.	Thou.	DoI.
	1 0 2 6		

5 SALES, SHIPMENTS, RECEIPTS, OR REVENUE

Operating receipts 0100

Mark "X" if None 2007

\$ Bil.	Mil.	Thou.	DoI.

6 Not Applicable.

7 EMPLOYMENT AND PAYROLL

Include:

- Full- and part-time employees working at this establishment whose payroll was reported on Internal Revenue Service Form 941, Employer's Quarterly Federal Tax Return, and filed under the Employer Identification Number (EIN) shown in the mailing address or corrected in 1.

Exclude:

- Temporary staffing obtained from a staffing service.
- Contractors, subcontractors, or independent contractors.
- Full- or part-time leased employees whose payroll was filed under an employee leasing company's EIN.
- Purchased or managed services, such as janitorial, guard, or landscape services.
- Professional or technical services purchased from another firm, such as software consulting, computer programming, engineering, or accounting services.

For further clarification, see information sheet(s).

A. Number of employees for pay period including March 12 0120

Mark "X" if None 2007 Number

\$ Bil.	Mil.	Thou.	DoI.

B. Payroll before deductions (Exclude employer's cost for fringe benefits.)

1. Annual payroll 0300

2. First quarter payroll (January-March, 2007) 0310

CONTINUE ON PAGE 3

54107024



If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.

8-18 Not Applicable.

19 KIND OF BUSINESS OR ACTIVITY

Which ONE of the following best describes this establishment's principal kind of business or activity in 2007?
(Mark "X" only ONE box.)

Computer programming and systems services

- 0700 541 511 00 1 Custom computer programming services (writing, modifying, testing, and supporting software to meet the needs of a particular customer)
- 541 512 10 1 Computer systems integrator services - analyzing a client's computer needs and bundling software and hardware to deliver an integrated system to meet those specialized needs
- 541 512 20 2 Computer system design services - advising or planning for a client's computer hardware and software systems
- 541 513 00 3 Computer systems facilities support services - on-site management and operation of a client's computer systems
- 518 210 00 5 Business process management services - providing hardware and software to support, host, and manage a business process for clients, including human resources management, supply chain management, etc.
- 518 210 00 4 Data processing service bureaus - providing data entry, image processing, database management, record conversion, and other computer processing services from central processing centers

Other computer services

- 541 519 00 1 Computer-related consulting, excluding computer systems consulting or design services - Specify
- 0701 777 541 07 1 Other computer-related services - Specify
- 0701 511 210 00 1 Software publishers, including developing and publishing or publishing only, packaged software
- 811 212 30 1 Computer repair and maintenance services
- 611 519 20 1 Computer repair training services
- 611 420 00 1 Other computer-related training services

Other kind of business or activity

- 443 120 30 1 Computer software store
- 423 430 11 2 Computers and peripheral equipment dealer - selling hardware for resale or taking/filling orders from business or government customers
- 443 120 20 1 Computer store - primarily selling computers NOT assembled at this location
- 443 120 10 1 Computer store - primarily selling computers assembled from components at this location
- 518 111 10 2 Internet Service Providers - broadband ISPs (i.e., cable, DSL system providers)
- 518 111 20 1 Internet Service Providers - ISPs providing services via client supplied telecommunications connections (i.e., dial-up)

CONTINUE WITH 20 ON PAGE 4

CONTINUE ON PAGE 4

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19 KIND OF BUSINESS OR ACTIVITY - Continued

Other kind of business or activity - Continued

- 0700 541 710 10 4 Research and development in computer systems, components, and related hardware
- 773 000 00 2 Other kind of business or activity - Specify 7

0701

20 CLASS OF CUSTOMER

Estimate the percentage of receipts (reported in **6**) by class of customer.

1. Business firms and farms 3108
2. Not-for-profit organizations (Include religious organizations) 3107
3. Federal government 3105
4. State and local governments 3106
5. Individuals (Include receipts from individually owned businesses on line 1.) 3100
6. TOTAL

2007	
Whole percent of receipts	
	%
	%
	%
	%
	%
1 0 0	%

21 SUPPORT SERVICES

Was this establishment primarily engaged in providing management, administrative, or support services to other establishments of your enterprise (rather than for the general public or other business firms) in 2007?

- 0038 Yes
- 0039 No

HOW TO REPORT PERCENTS



If figure is **38.76%** of total sales:

Report whole percents

2007				
Estimates are acceptable. Report dollars OR percents.				
\$ Bil.	Mil.	Thou.	Dol.	Percent
				3 9

22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE

(Report receipts by source either as a dollar figure or as a whole percent of total receipts (reported in **6**). See HOW TO REPORT DOLLAR FIGURES on page 2 and HOW TO REPORT PERCENTS above. Do not combine data for two or more receipts lines.)

Line 1a - Report receipts from the development, analysis, design, and programming of software tailored to client specifications. Include website design and development, database design and development, and customization and integration of packaged software. Report website hosting services on **line 2a**, application service provisioning on **line 2b**, business process management services on **line 2c**, data storage services on **line 2d**, and data management services on **line 2e**.

Line 1a(1) - Report receipts from creating the content, appearance, and layout of a customer's Internet, intranet, or extranet website. Include static HTML design as well as the design/programming of templates, which control the display characteristics of information, such as text, graphics, and images stored in databases.

Line 1a(2) - Report receipts from designing the structure and content of a database and/or writing the computer code necessary to create and implement a database (data warehouse). Report service contracts where the design and development of a database is combined with the ongoing management of the data holdings on **line 2e**.

Lines 1a(4) and 1a(5) - Report receipts from adapting (including modifying, configuring, etc.) and installing an existing cross-industry or vertical market application so that it is functional within a customer's information system environment. Include custom programming and training. Exclude service contracts where the service is combined with hosting and management of the application on a continual basis.

Line 1b - Report receipts from designing, developing, and implementing a customer's networks, such as intranets, extranets, and virtual private networks. Include network security systems design and development. Report network management services on **line 2g(1)**.

CONTINUE WITH **23** ON PAGE 5

CONTINUE ON PAGE 5

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If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.

22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Line 1c(1) - Report receipts from the assessment of a customer's computer requirements, advisement on hardware and software acquisitions, and providing the client with design specifications.

Line 1c(2) - Report receipts from the assessment of a customer's computer requirements, advisement on hardware and software acquisitions, and development of hardware specifications.

Line 1c(3) - Report receipts from analysis of a customer's current computer system and its present and future computing requirements, purchase of new computer equipment, development or modification of software, and packaging of software and hardware to create an integrated system designed for specific applications.

Line 2b - Report receipts from providing software applications on a leased, fee, or subscription basis from a centralized, hosted, and managed computing environment.

Line 2c - Report receipts from providing a bundled service package that combines information-technology-intensive services with labor (manual or professional), machinery, and facilities to support, host, and manage business processes for a client.

Line 2d - Report receipts from managing or administering the storage and back-up of data (i.e., remote back-up services, storage, or hierarchical storage management). Include data migration services.

Line 2e - Report receipts from providing ongoing management and administration of data as an organizational resource. Services may include modeling, mobilization, mapping/rationalization, and mining of data.

Line 2f - Report receipts from sending audio and video data over the Internet, or providing services associated with the storage, production (including encoding), and support of video and audio streaming over the Internet.

Line 2g(1) - Report receipts from managing and monitoring communication networks and connected hardware to diagnose networking problems and gather capacity and usage statistics for the administration and fine-tuning of network traffic. These services also remotely manage security systems or provide security-related services.

Line 2g(2) - Report receipts from providing day-to-day management and operation of a customer's computer system.

Line 2h(1) - Report receipts from providing customer support in using or troubleshooting the software. Include patches and upgrades.

Line 2h(2) - Report receipts from providing customer support in using or troubleshooting the computer hardware. Include routine testing and cleaning, and repair of IT equipment. Include technical assistance in moving a client's computer system to a new location.

Line 2h(4) - Report receipts from auditing and assessing computer operations, without providing advice or other follow-up action. Include auditing, assessing, and documentation of a server, network, or process for components, capabilities, performance, or security.

Line 2h(5) - Report receipts from retrieval or recovery of the client's data from a damaged or unstable hard drive or other storage medium.

Line 2h(6) - Report receipts from providing standby computer equipment and duplicate software in a separate location to enable a customer to relocate regular staff in order to resume and maintain routine computerized operations in event of a disaster, such as a fire or flood.

Line 2i - Report receipts from providing advice or expert opinion on technical matters related to the use of information technology. Include advice on matters, such as hardware and software requirements and procurement, systems integration, and systems security. Exclude advice on issues related to business strategy, and service contracts where advice is bundled with the design and development of an IT solution.


Line 2k - Report receipts from publishing low-level software required to manage computer resources and support the production or execution of application programs, but is not specific to any particular application.

Line 2l - Report receipts from publishing a software program that performs a specific function directly for the end user.

Line 2m - Report receipts from granting permission to reproduce and distribute computer software, protected by copyright owned or controlled by this establishment. Include the right to reproduce and distribute for an agreed period of time, manner, and place, such as in another format, medium, language, or territory. Exclude outright sale of rights in perpetuity.

Line 3c - Report receipts from providing training in the use of computer hardware, software, networks, or other IT-related topics.

Line 3e - Report receipts from providing analysis of a customer's existing data sets. Include data mining.

CONTINUE WITH  ON PAGE 6

CONTINUE ON PAGE 6

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22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued						
Description of sales, shipments, receipts, or revenue	Cen- sus use	2007				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil. 0720	Mil. 0721	Thou.	Dol. 0722	Percent 0723
1. Information technology (IT) design and development services						
a. Custom application design and development services						
(1) Website design and development services	37411					
(2) Database design and development services	37412					
(3) Other custom application design and development services - Specify \nearrow						
_____	37413					
(4) Customization and integration of cross-industry application software	37414					
(5) Customization and integration of vertical market application software	37415					
(6) Customization and integration of other packaged software - Specify type \nearrow						
_____	37416					
(7) Sum lines 1a(1) through 1a(6)	37410					
b. Network design and development services						
(1) Network security design and development services	37421					
(2) Network design and development services, other than security	37422					
(3) Sum lines 1b(1) and 1b(2)	37420					
c. Computer systems design, development, and integration services						
(1) Computer systems design services	37431					
(2) Computer systems design and development services	37432					
(3) Computer systems design, development, and integration services	37433					
(4) Sum lines 1c(1) through 1c(3)	37430					
2. Computer and systems support services						
a. Website hosting services	38120					
b. Application service provisioning	34830					
c. Business process management services	34840					
d. Data storage services	38140					


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CONTINUE WITH  ON PAGE 7


CONTINUE ON PAGE 7

If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.

22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2007				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721			0722	
2. Computer and systems support services - Continued						
e. Data management services	36190					
f. Video and audio streaming services	37500					
g. IT infrastructure and network management services						
(1) Network management services	37511					
(2) Computer systems management	37512					
(3) Sum lines 2g(1) and 2g(2)	37510					
h. Information technology (IT) technical support services						
(1) Software related technical support services	37521					
(2) Hardware related technical support services	37522					
(3) Combined hardware and software technical support services	37523					
(4) Auditing and assessing computer operations	37524					
(5) Data recovery services	37525					
(6) Disaster recovery services (business continuity services)	37526					
(7) Other IT technical support services - Specify 						
	37527					
(8) Sum lines 2h(1) through 2h(7)	37520					
i. Information technology (IT) technical consulting services	34810					
j. Internet access services	36010					
k. System software publishing	34890					
l. Application software publishing	34890					
m. Licensing of rights to reproduce and distribute computer software protected by copyright	37570					
3. Other services						
a. Temporary staffing - Information technology (IT)	32734					
b. Rental and leasing of computer hardware	37600					
c. Information technology (IT) related training services	37610					

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CONTINUE WITH  ON PAGE 8

CONTINUE ON PAGE 8

22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued																	
Description of sales, shipments, receipts, or revenue	Cen- sus use	2007															
		Estimates are acceptable. Report dollars OR percents.															
		\$ Bil.	Mil.	Thou.	Dol.												
0723	0720	0721			0722												
3. Other services - Continued																	
d. Electronic and precision equipment repair	31920																
e. Data analysis services	37630																
f. Engineering services - Specify ∇																	
_____	39280																
g. Resale of computer hardware and software	39607																
h. Resale of other merchandise (Exclude computer hardware and software.) - Specify ∇																	
_____	39618																
i. All other operating receipts - Specify if more than 10 percent of total receipts ∇																	
_____	38725																
4. TOTAL OPERATING RECEIPTS - Sum of lines should equal 3 if reporting in dollars	39850				1 0 0												
23 and 24 Not Applicable.																	
25 EXPORTED SERVICES																	
NOTE - An exported service is a product (e.g., service performed, license agreement) that is performed for, or sold or transferred to, a customer or client (individual, government, business establishment, etc.) located outside the United States (i.e., outside the 50 States, District of Columbia, U.S. Commonwealth Territories, or U.S. possessions). Include products provided to unaffiliated and affiliated foreign firms (e.g., foreign parent firms, subsidiaries, branches). Exclude products provided to domestic subsidiaries of foreign firms.																	
A. Did the receipts or revenue (reported in 3) include any amounts for exported services?																	
0911	<input type="checkbox"/> Yes - Go to line B																
0912	<input type="checkbox"/> No - Go to 26																
B. Amount of receipts or revenue for exported services 0914																	
		<table border="1"> <thead> <tr> <th colspan="4">2007</th> </tr> <tr> <th>\$ Bil.</th> <th>Mil.</th> <th>Thou.</th> <th>Dol.</th> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>				2007				\$ Bil.	Mil.	Thou.	Dol.				
2007																	
\$ Bil.	Mil.	Thou.	Dol.														

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If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.

26 SPECIAL INQUIRIES

A. PERSONNEL BY OCCUPATION

Enter employment reported on IRS Form 941, Employer's Quarterly Federal Tax Return, by occupational category in column 1. The total of column 1 should equal the number reported in **7**, line A.

Enter each active proprietor or partner by occupational category in column 2. Only the proprietor or partners **not** considered employees of the firm for federal tax purposes should be included. Unincorporated businesses operating at more than one location should report the proprietor or partners at the one location at which they spend most of their working time.

	Cen- sus use	Number of employees for pay period including March 12, 2007	Cen- sus use	Number of active proprietors or partners for pay period including March 12, 2007
1. Computer programmers	3201		3261	
2. Systems engineers	3202		3262	
3. Other computer-related personnel	3203		3263	
4. Engineers, except systems	3204		3264	
5. Other technical personnel, except computer	3205		3265	
6. Sales personnel	3206		3266	
7. Manufacturing/production workers	0325		3267	
8. All other personnel	3208		3268	
9. TOTAL (Add lines 1 through 8. Total should equal 7 , line A for column 1.)	3200		3260	

B. COMPUTER SYSTEM INTEGRATION

Estimate the percentage of the value of the integrated systems reported in **2**, line 1.c.(3), for the following categories:

	2007 Percent
1. Resale of purchased computer hardware 0644	%
2. Resale of purchased computer software 0645	%
3. Sale of custom software produced by this establishment 0646	%
4. Other, including consulting, training, engineering, etc. 0647	%
5. TOTAL	100%

27-29 Not Applicable.

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CONTINUE ON PAGE 10

REMARKS (Please use this space for any explanations that may be essential in understanding your reported data.)

30 CERTIFICATION - This report is substantially accurate and was prepared in accordance with the instructions.

Is the time period covered by this report a calendar year?

Yes No - Enter time period covered →

FROM	Month	Year	TO	Month	Year

Name of person to contact regarding this report

Title

Telephone	Area code	Number	Extension	Fax	Area code	Number

Internet e-mail address	Date completed	Month	Day	Year

Thank you for completing your 2007 ECONOMIC CENSUS form.
PLEASE PHOTOCOPY THIS FORM FOR YOUR RECORDS AND RETURN THE ORIGINAL.

54107107