

[8999] Services, misc. Services

46 industry segments analyzed in this report: [see list on the next page](#)

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Time Series:

This Industry Cluster Report displays effectively timely analysis of industry trends and averages:

- General Time Series: [Dec 2006 to Dec 2008]
- Industry Population Analysis: as of [Dec 2008]
- Business Failure Rates: [Dec 2006-Dec 2008]
- Sales Volume and Averages: 12 months ending [Dec 2006- Dec 2008]
- Sales per Employee: [Dec 2006-Dec 2008]
- Startup and New Branch Activity Rates: [Dec 2007-Dec 2008]
- Sales Concentration Quotients: [Dec 2006--Dec 2008]

Average sales data also include [Dec 2006 to Dec 2008] experience-rated sales of firms which were already in operation as of Dec 2006 and maintained operation through the end of the time series [Dec 2008]. The data tables term these "Survivor" firms. A more detailed explanation of the methodology for the survivor firm and other longitudinal measures can be found in the About the Data section at the end of the Cluster Pack report.

As is the case for most industry databases, sales data is based on the primary line of business as identified by firms in the databases. All sales are attributed to a company's primary line of business and aggregated into the primary industry analysis. Data for business segments (including numbers of firms) will often not "roll up" to the totals displayed for the parent industry cluster. This is because many firms (particularly those with diversified revenue streams) identify a primary line of business only at the broader parent industry level, not at the more specific detailed level. While this tendency normally has minimum impact on trends and averages, it can lead to undercounting firm population and sales volume totals for some industry segments. Mergers, business failures and changes in primary industry classification can also have a significant impact on year-to-year sales data.

Segments analyzed in this report:

- [129-999] Services, misc. (143,273 firms)
 - [129-999.01] Artists and artists' studios (15,014 firms)
 - [129-999.0101] Artist (9,421 firms)
 - [129-999.0102] Artist's studio (2,764 firms)
 - [129-999.0103] Sculptor's studio (1,150 firms)
 - [129-999.0104] Calligrapher (373 firms)
 - [129-999.02] Art related services (2,798 firms)
 - [129-999.0201] Art restoration (681 firms)
 - [129-999.0202] Greeting card painting by hand (73 firms)
 - [129-999.0203] Stained glass art (600 firms)
 - [129-999.03] Commercial and literary writings (6,614 firms)
 - [129-999.0301] Advertising copy writing (291 firms)
 - [129-999.0302] Author (1,349 firms)
 - [129-999.0303] Ghost writing (46 firms)
 - [129-999.0304] Newspaper column writing (199 firms)
 - [129-999.0305] Writing for publication (2,239 firms)
 - [129-999.0306] Technical writing (1,074 firms)
 - [129-999.04] Song writings (1,432 firms)
 - [129-999.0401] Music arranging and composing (1,197 firms)
 - [129-999.05] Weather related services (448 firms)
 - [129-999.0502] Weather forecasting (238 firms)
 - [129-999.0503] Weather modification (11 firms)
 - [129-999.06] Lecturing services (1,059 firms)
 - [129-999.0601] Christian Science lecturers (29 firms)
 - [129-999.07] Earth science services (5,967 firms)
 - [129-999.0701] Geological consultant (1,383 firms)
 - [129-999.0702] Geophysical consultant (286 firms)
 - [129-999.0703] Natural resource preservation service (1,050 firms)
 - [129-999.08] Communication services (3,334 firms)
 - [129-999.0801] Radio and television announcing (158 firms)
 - [129-999.0802] Radio commentator (92 firms)
 - [129-999.09] Scientific consulting (7,920 firms)
 - [129-999.0901] Chemical consultant (650 firms)
 - [129-999.0902] Entomological consultant (37 firms)
 - [129-999.0903] Nuclear consultant (155 firms)
 - [129-999.0904] Physics consultant (172 firms)
 - [129-999.1] Personal services (4,805 firms)
 - [129-999.1001] Home planning (337 firms)
 - [129-999.1002] Information bureau (818 firms)
 - [129-999.1003] Psychological consultant (938 firms)
 - [129-999.99] Services, misc., misc. (3,099 firms)
 - [129-999.9901] Actuarial consultant (560 firms)
 - [129-999.9902] Editorial service (1,050 firms)
 - [129-999.9903] Inventor (693 firms)
 - [129-999.9904] Search and rescue service (468 firms)
 - [129-999.9905] Technical manual preparation (328 firms)

Industry population analysis

The **Industry Population Analysis** table (next page) displays the number of firms in the industry for five groups in the most recent year of the time series:

Establishments: Firms plus Branch operations.

Firms: Independent companies.

Small Businesses: In order to focus the analysis on the small businesses of greatest interest to our users, the analysis defines small businesses as single site firms with fewer than 25 employees. All small businesses are also “firms”.

Startups: In order to reduce distortion and focus the analysis on the startup population of greatest interest to our users, the startup sales and employment analysis limits the definition of startups to single site firms with fewer than 50 employees, with less than \$10m annual sales and reporting one year or less of operation. All Startups are also “firms”; the overwhelming majority are also “small businesses”.

Branches: Subsidiary facilities of firms; non-headquarters operations.

The **Percentage columns** in the table display the percentage of total establishments accounted for by each of analyzed population segments for five groups:

Firms: Independent companies expressed as a per cent of all business operations in the area industry.

Small Businesses: Single site firms with fewer than 25 employees expressed as a per cent of all business operations in the area industry. All small businesses are also “firms”.

Startups: Single site firms reporting one year or less of operation, and with fewer than 50 employees, with less than \$10m annual sales, expressed as a per cent of all business operations in the area industry. All Startups are also “firms”; the overwhelming majority are also “small businesses”.

Branches: Subsidiary facilities of firms; non-headquarters operations expressed as a per cent of all business operations in the area industry.

Industry population analysis

Industry	7/08					Percentage			
	Estabs	Firms	SB	Branches	Startups	Firms	SB	Branches	Startups
129-999	115,234	114,103	113,113	1,131	3,508	99.0%	98.2%	1.0%	3.0%
129-999.01	14,685	14,578	14,519	107	238	99.3%	98.9%	0.7%	1.6%
129-999.0101									
129-999.0102									
129-999.0103									
129-999.0104									
129-999.02									
129-999.0201									
129-999.0202									
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129-999.9905									

**44 more cluster segments
analyzed with the same metrics
(listed on P3 of this sample)**

Business failure rates

Beginning on the next page, the two tables **Business Failure** table tracks the actual experience of business establishments, all firms and small businesses in operation at the beginning of the time series and still in operation today. "Survivors" are business operations within a given category which have maintained operations for at least three years. Throughout the report, Survivor measures isolate and report on these ongoing firms. As a result, these Survivor benchmarks display experience-rated measures, rather than snapshots of the industry at a particular point in time.

Firms which have experienced a transfer in ownership but continue as independent firms are considered "survivors". Firms which relocate but maintain independent operations are considered survivors if they do not move out of the jurisdiction being analyzed. Firms which are purchased or merge and become subsidiary locations, or whose location is terminated, are grouped with the "failures". Any business entity which does not evidence ongoing operations (for example, by registering with government agencies or credit reporting services) is considered to have ceased viable operations and is classified with the "failures".

The Failure rate analysis is developed for discrete business segments by segregating the original pool of tracked firms by industry classification, location, and population segment (all firms, small businesses, startups etc.) That beginning universe is segregated and tracked to develop the failure rate for that group.

As a result, failure rates occasionally reflect performance above 100% or below 0% due to business migration among industries (changes in primary business line) or (in the case of location-specific failure rates) due to business relocations during the analysis period.

Firms which began the time series as small businesses but "graduated" out of the small business category during the analysis period are still considered small business survivors.

Business failure rates

Industry	Estabs			Firms			Small Business		
	7/06	7/08 Surv	Failure Rate	7/06	7/08 Surv	Failure Rate	7/06	7/08 Surv	Failure Rate
129-999	104,181	63,980	38.6%	103,152	63,091	38.80	100,194	61,459	38.7%
129-999.01	14,538	11,378	21.7%	14,434	11,304	21.70	14,345	11,228	21.7%
129-999.0101									
129-999.0102									
129-999.0103									
129-999.0104									
129-999.02									
129-999.0201									
129-999.0202									
129-999.0203									
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129-999.9904									
129-999.9905									

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Annual Industry and Small Business Sales Volume

The table **Annual Sales Volume** (next page) displays three-year industry market volume data for each analyzed segment. The Market Volume figures include sales of US firms and US-reporting subsidiaries of firms headquartered outside the US.

All sales volume figures are for the industry (firms identifying this as their primary classification) not the product or service. As an example, a report for retail furniture stores analyzes sales of stores whose predominant revenue stream is furniture sales; That data would not include furniture sold at a general department store, for example. Consequently, more detailed industry segments may under-report volume due to the choice of companies to identify a higher level "parent classification as their primary line of business.

The three **Industry** columns reflect total reported market volume for each of the three years in the time series. The three Small Business columns display three-year market volume data attributable only to small businesses (single site firms with <25 employees).

The column headed **Small Business % of 08 Total** compares the most reported year's reported small businesses sales as a percentage of total industry sales.

Annual Sales Volumes

Industry	Industry			Small Business			08 % Total
	7/06	7/07	7/08	7/06	7/07	7/08	
129-999	20,095,889,336	20,455,951,805	22,171,185,996	17,437,203,177	17,060,263,805	19,526,163,507	88.1%
129-999.01	2,349,514,535	2,275,157,813	2,413,246,550	2,284,432,983	2,213,956,068	2,361,844,398	97.9%
129-999.0101							
129-999.0102							
129-999.0103							
129-999.0104							
129-999.02							
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129-999.9904							
129-999.9905							

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Average Industry and Small Business Firm Sales

The Average Industry Firm Sales and Average Annual Small Business Sales tables (beginning on the next page) display "snapshot" average dollar sales for local industry firms and small businesses in each of the three years in the time series.

The Survivor Avg. Sales data column tracks the same set of local industry firms in each category from the beginning of the time series through the end. In this case, only those firms which maintained operations through the three years are analyzed as Survivors; new entries, those which ceased operations or relocated outside the analyzed area in the interim are not included. Firms which began the period outside the analyzed area, relocated into the analyzed area and maintained operations throughout the time series are included as local Survivors. These Survivor sales reflect an experience-rated analysis which can be used to help inform future projections. The Survivor Change column expresses the growth or decline of this experience-rated analysis in percentage terms

While there is significant overlap of firms in each category between years, results can be affected by business failures, mergers and the migration of companies between the three categories. Migration between business classifications has a much lesser impact in most cases.

Firms tracked in Average Annual Small Business Sales fit within the small business parameters of single site firms with <25 employees applied throughout this report. Small businesses which have "graduated" to survivor status may exceed that parameters but, since the Survivor analysis is longitudinally tracked, their results are retained in the average Survivor sales calculations.

Average industry firm sales

Industry	Average			Surv 7/08	Change 7/06 -7/08	
	7/06	7/07	7/08			
129-999	194,818	201,257	194,309	207,474	-0.30%	6.50%
129-999.01	162,776	164,438	165,540	167,565	1.70%	2.90%
129-999.0101						
129-999.0102						
129-999.0103						
129-999.0104						
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129-999.9904						
129-999.9905						

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Average small business sales

Industry	Average			Surv 7/08	Change 7/06 - 7/08	
	7/06	7/07	7/08			
129-999	174,044	170,224	172,629	187,930	-0.8%	8.0%
129-999.01	159,251	160,800	162,666	164,590	2.1%	3.4%
129-999.0101						
129-999.0102						
129-999.0103						
129-999.0104						
129-999.02						
129-999.0201						
129-999.0202						
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129-999.9905						

44 more cluster segments analyzed with the same metrics (listed on P3 of this sample)

Industry and Small Business Sales per Employee

The **Sales per Employee** table (next page), presents data for each of the three years in the time series. A common indicator of productivity, Sales per Employee data is displayed for the **Industry** (all firms), and the **Small Business** sector within it.

Sales per employee measures are also presented for **Survivor** firms in each industry category. "Survivors" are business operations within a given category which have maintained operations for at least three years. Survivor measures isolate and report on these ongoing firms. As a result, these Survivor benchmarks display experience-rated measures, rather than snapshots of the industry at a particular point in time.

As is the case for average sales calculations, sales per employee will often fluctuate most radically in the startup category (both snapshot and survivor), in part because startup operations are relatively few in number and differ dramatically in size, growth and failure rates.

Sales per employee

Industry	Industry			Small Business		
	7/06	7/07	7/08	7/06	7/07	7/08
129-999	121,200	124,391	120,955	87,022	85,112	86,315
129-999.01	105,627	106,533	106,985	159,251	160,800	162,666
129-999.0101						
129-999.0102						
129-999.0103						
129-999.0104						
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129-999.9905						

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Startup Activity and New Branch Development Rates

The Startup Activity Rates-New Branch Activity Rates table (next page) includes important indicator of new industry growth vitality: The Startups column displays the number of startups identified in the area industry during the final year of the time series. The Startup Rate measures the percentage of local industry firms which indicated one year or less of operation during the one-year period reflected by the Time Series table and which maintained operation through the end of the time series and stayed in the area. These startup firms are compared to the number of local firms in the industry for which ages can be identified to create the Startup Rate. This is then compared to the US Startup Rate, the national industry-specific startup percentage. Independent, newly initiated franchise operations are included in these calculations as startup operations.

The New Branches column displays the number of newly developed industry branches identified in the area industry during the final year of the time series. The New Branch (NB) Rate measures the number of new local industry branches developed in the final year of the time series and which maintained operation through the end of the time series. These are compared to the total number of industry establishments to develop the New Branch Rate. The US New Branch Rate performs the comparable calculation at the national level for comparison purposes. Like the Startup Activity Rate, New Branch Rates are an indicator of new growth and sector vitality.

Startup activity rates, new branch activity rates 7/07-7/08

Industry	Startups		New Branches	
	Startups	Rate	New Branches	Rate
129-999	9,571	17.51%	102	0.09%
129-999.01	549	5.29%	10	0.07%
129-999.0101				
129-999.0102				
129-999.0103				
129-999.0104				
129-999.02				
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129-999.9905				

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Sales concentrations

The **Reported Sales Concentration** table (next page) compares segment sales in two ways that measure the relative strength of the cluster and its specialized segments.

The **% of total parent industry** columns display the reported total sales of each cluster segment as a per cent of the parent industry total. Because not all firms identify a detailed segment beyond the parent industry, segment total may not sum to 100% of the parent industry sales volume. Data is displayed for each of the three years in the times series.

The **% of total economy** columns display the reported total sales of the parent industry and each cluster segment as a per cent of the total US economy, indicating the relative importance (and trend) of the industry and cluster segments to the economy overall.

Sales concentrations

Industry	% of total parent industry			% of total economy		
	7/06	7/07	7/08	7/06	7/07	7/08
129-999	100.00%	100.00%	100.00%	0.0499%	0.0483%	0.0485%
129-999.01	11.69%	11.12%	10.88%	0.0054%	0.0050%	0.0050%
129-999.0101						
129-999.0102						
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129-999.1001						
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129-999.9904						
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**44 more cluster segments
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About the Data

Raw data analyzed for BizMiner reports is sourced from an array of the nation's private government statistical sources, including the IRS, various Economic Census reports, Bureau of Labor Statistics data, commercial real estate surveys, state revenue departments, business databases, credit reporting agencies and directories. None of these raw data sources creates the final measures reflected in BizMiner industry profiles. In total, BizMiner accesses over half a billion sourced data points from eighteen million business operations for each of its twice annual updates. Existing data and BizMiner algorithms are used to inform and test projections for non-reporting firms.

At the same time, some firms are missed and specific information on others is lacking from the database. However, the overall current coverage of the databases approaches 12 million business operations annually. While 100% firm coverage is desirable for analysis purposes, the greatest value of the content rests in discerning patterns of activity, which are reflected in the large samples used to develop our reports. As is the case with any databases this large, some errors are inevitable. No representation is made as to the accuracy of the databases utilized or the results of subsequent analyses.

Sales volume figures are for firms identifying this as their primary classification. For example, a report for retail furniture stores analyzes sales of stores whose predominant revenue stream is furniture sales; that data would not include furniture sold at a general department store. Firms in more detailed industry segments may opt to identify a higher level parent classification as their primary line of business, effectively reducing sales applied to the detailed segment.

It is sometimes difficult to ascertain precise sales data for the smallest firms in the databases. When precise numbers are not available, reports that offer a sales range may be utilized. When there is a very small number of firms in a category (most often startups, which are by nature often micro-firms) the sales is recorded at 150,000 (reflecting a 100,000-175,000 range).

Survival and sales analysis of independent business operations are based on information supplied largely by business owners and representatives to private reporting services. Inaccurate information supplied by business owners or representatives may affect the analysis. Survival rates assume that the discontinuation of a facility's presence among credit reporting databases utilized reflects the discontinuation of operations of that facility. Where insufficient data is available to create specific line items in specific industry reports, projections developed through proprietary algorithms, including projections from broader industry data, may be utilized.

The Time Series: Our Profiles are adjusted to account for time lags in raw data. We adjust the time series to compensate, and the dates shown in the reports generally reflect the actual time series shown in each Profile.

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