541330 Engineering Services
This industry comprises establishments primarily engaged in applying physical laws and principles of engineering in the design, development, and utilization of machines, materials, instruments, structures, processes, and systems. The assignments undertaken by these establishments may involve any of the following activities: provision of advice, preparation of feasibility studies, preparation of preliminary and final plans and designs, provision of technical services during the construction or installation phase, inspection and evaluation of engineering projects, and related services.

Illustrative Examples:
- Civil engineering services
- Environmental engineering services
- Construction engineering services
- Mechanical engineering services
- Engineers' offices

541360 Geophysical Surveying and Mapping Services
This industry comprises establishments primarily engaged in gathering, interpreting, and mapping geophysical data. Establishments in this industry often specialize in locating and measuring the extent of subsurface resources, such as oil, gas, and minerals, but they may also conduct surveys for engineering purposes. Establishments in this industry use a variety of surveying techniques depending on the purpose of the survey, including magnetic surveys, gravity surveys, seismic surveys, or electrical and electromagnetic surveys.

541370 Surveying and Mapping (except Geophysical) Services
This industry comprises establishments primarily engaged in performing surveying and mapping services of the surface of the earth, including the sea floor. These services may include surveying and mapping of areas above or below the surface of the earth, such as the creation of view easements or segregating rights in parcels of land by creating underground utility easements.

541380 Testing Laboratories
This industry comprises establishments primarily engaged in performing physical, chemical, and other analytical testing services, such as acoustics or vibration testing, assaying, biological testing (except medical and veterinary), calibration testing, electrical and electronic testing, geotechnical testing, mechanical testing, nondestructive testing, or thermal testing. The testing may occur in a laboratory or on-site.

541611 Administrative Management and General Management Consulting Services
This U.S. industry comprises establishments primarily engaged in providing operating advice and assistance to businesses and other organizations on administrative management issues, such as financial planning and budgeting, equity and asset management, records management, office planning, strategic and organizational planning, site selection, new business start-up, and business process improvement. This industry also includes establishments of general management consultants that provide a full range of administrative, human resource, marketing, process, physical distribution, logistics, or other management consulting services to clients.

541612 Human Resources Consulting Services
This U.S. industry comprises establishments primarily engaged in providing advice and assistance to businesses and other organizations in one or more of the following areas: (1) human resource and personnel
policies, practices, and procedures; (2) employee benefits planning, communication, and administration; (3) compensation systems planning; and (4) wage and salary administration.

541613 Marketing Consulting Services
This U.S. industry comprises establishments primarily engaged in providing operating advice and assistance to businesses and other organizations on marketing issues, such as developing marketing objectives and policies, sales forecasting, new product developing and pricing, licensing and franchise planning, and marketing planning and strategy.

Illustrative Examples:
Customer services management consulting services
New product development consulting services
Marketing management consulting services
Sales management consulting services

541614 Process, Physical Distribution, and Logistics Consulting Services
This U.S. industry comprises establishments primarily engaged in providing operating advice and assistance to businesses and other organizations in: (1) manufacturing operations improvement; (2) productivity improvement; (3) production planning and control; (4) quality assurance and quality control; (5) inventory management; (6) distribution networks; (7) warehouse use, operations, and utilization; (8) transportation and shipment of goods and materials; and (9) materials management and handling.

Illustrative Examples:
Freight rate or tariff rate consulting services
Productivity improvement consulting services
Inventory planning and control management consulting services
Transportation management consulting services
Manufacturing management consulting services

541618 Other Management Consulting Services
This U.S. industry comprises establishments primarily engaged in providing management consulting services (except administrative and general management consulting; human resources consulting; marketing consulting; or process, physical distribution, and logistics consulting). Establishments providing telecommunications or utilities management consulting services are included in this industry.

541620 Environmental Consulting Services
This industry comprises establishments primarily engaged in providing advice and assistance to businesses and other organizations on environmental issues, such as the control of environmental contamination from pollutants, toxic substances, and hazardous materials. These establishments identify problems (e.g., inspect buildings for hazardous materials), measure and evaluate risks, and recommend solutions. They employ a multidisciplined staff of scientists, engineers, and other technicians with expertise in areas, such as air and water quality, asbestos contamination, remediation, ecological restoration, and environmental law. Establishments providing sanitation or site remediation consulting services are included in this industry.

541690 Other Scientific and Technical Consulting Services
This industry comprises establishments primarily engaged in providing advice and assistance to businesses and other organizations on scientific and technical issues (except environmental).

Illustrative Examples:
541810 Advertising Agencies
This industry comprises establishments primarily engaged in creating advertising campaigns and placing such advertising in periodicals, newspapers, radio and television, or other media. These establishments are organized to provide a full range of services (i.e., through in-house capabilities or subcontracting), including advice, creative services, account management, production of advertising material, media planning, and buying (i.e., placing advertising).

541820 Public Relations Agencies
This industry comprises establishments primarily engaged in designing and implementing public relations campaigns. These campaigns are designed to promote the interests and image of their clients. Establishments providing lobbying, political consulting, or public relations consulting are included in this industry.

541830 Media Buying Agencies
This industry comprises establishments primarily engaged in purchasing advertising time or space from media outlets and reselling it to advertising agencies or individual companies directly.

541840 Media Representatives
This industry comprises establishments of independent representatives primarily engaged in selling media time or space for media owners.

Illustrative Examples:

- Newspaper advertising representatives (i.e., independent of media owners)
- Radio advertising representatives (i.e., independent of media owners)
- Publishers' advertising representatives (i.e., independent of media owners)
- Television advertising representatives (i.e., independent of media owners)

541850 Outdoor Advertising
This industry comprises establishments primarily engaged in creating and designing public display advertising campaign materials, such as printed, painted, or electronic displays; and/or placing such displays on indoor or outdoor billboards and panels, or on or within transit vehicles or facilities, shopping malls, retail (in-store) displays, and other display structures or sites.

541860 Direct Mail Advertising
This industry comprises establishments primarily engaged in (1) creating and designing advertising campaigns for the purpose of distributing advertising materials (e.g., coupons, flyers, samples) or specialties (e.g., keychains, magnets, pens with customized messages imprinted) by mail or other direct distribution and/or (2) preparing advertising materials or specialties for mailing or other direct distribution. These establishments may also compile, maintain, sell, and rent mailing lists.

541870 Advertising Material Distribution Services
This industry comprises establishments primarily engaged in the direct distribution or delivery of advertisements (e.g., circulars, coupons, handbills) or samples. Establishments in this industry use methods, such as delivering advertisements or samples door-to-door, placing flyers or coupons on car windshields in parking lots, or handing out samples in retail stores.

541890 Other Services Related to Advertising
This industry comprises establishments primarily engaged in providing advertising services (except advertising agency services, public relations agency services, media buying agency services, media representative services, display advertising services, direct mail advertising services, advertising material distribution services, and marketing consulting services).

Illustrative Examples:

- Advertising specialties (e.g., keychains, magnets, pens) distribution services (except direct mail)
- Sign lettering and painting services
- Display lettering services
- Store window dressing or trimming services
- Mannequin decorating services
- Welcoming services (i.e., advertising services)
- Merchandise demonstration services

541910 Marketing Research and Public Opinion Polling
This industry comprises establishments primarily engaged in systematically gathering, recording, tabulating, and presenting marketing and public opinion data.

Illustrative Examples:

- Broadcast media rating services
- Political opinion polling services
- Marketing analysis or research services
- Statistical sampling services
- Opinion research services

541990 All Other Professional, Scientific, and Technical Services
This industry comprises establishments primarily engaged in the provision of professional, scientific, or technical services (except legal services; accounting, tax preparation, bookkeeping, and related services; architectural, engineering, and related services; specialized design services; computer systems design and related services; management, scientific, and technical consulting services; scientific research and development services; advertising, public relations, and related services; market research and public opinion polling; photographic services; translation and interpretation services; and veterinary services).
Illustrative Examples:

- Appraisal (except real estate) services
- Marine surveyor (i.e., appraiser) services
- Arbitration and conciliation services (except by lawyer, attorney, or paralegal offices)
- Patent broker services (i.e., patent marketing services)
- Commodity inspector services
- Pipeline or power line inspection (i.e., visual) services
- Consumer credit counseling services
- Weather forecasting services
- Handwriting analysis services

541211 Offices of Certified Public Accountants
This U.S. industry comprises establishments of accountants that are certified to audit the accounting records of public and private organizations and to attest to compliance with generally accepted accounting practices. Offices of certified public accountants (CPAs) may provide one or more of the following accounting services: (1) auditing financial statements; (2) designing accounting systems; (3) preparing financial statements; (4) developing budgets; and (5) providing advice on matters related to accounting. These establishments may also provide related services, such as bookkeeping, tax return preparation, and payroll processing.

541213 Tax Preparation Services
This U.S. industry comprises establishments (except offices of CPAs) engaged in providing tax return preparation services without also providing accounting, bookkeeping, billing, or payroll processing services. Basic knowledge of tax law and filing requirements is required.

541214 Payroll Services
This U.S. industry comprises establishments (except offices of CPAs) engaged in the following without also providing accounting, bookkeeping, or billing services: (1) collecting information on hours worked, pay rates, deductions, and other payroll-related data from their clients and (2) using that information to generate paychecks, payroll reports, and tax filings. These establishments may use data processing and tabulating techniques as part of providing their services.

541219 Other Accounting Services
This U.S. industry comprises establishments (except offices of CPAs) engaged in providing accounting services (except tax return preparation services only or payroll services only). These establishments may also provide tax return preparation or payroll services. Accountant (except CPA) offices, bookkeeper offices, and billing offices are included in this industry.

541219 Other Accounting Services
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This industry comprises establishments primarily engaged in applying physical laws and principles of engineering in the design, development, and utilization of machines, materials, instruments, structures, processes, and systems. The assignments undertaken by these establishments may involve any of the following activities: provision of advice, preparation of feasibility studies, preparation of preliminary and final plans and designs, provision of technical services during the construction or installation phase, inspection and evaluation of engineering projects, and related services.

Illustrative Examples:
- Civil engineering services
- Environmental engineering services
- Construction engineering services
- Mechanical engineering services
- Engineers' offices

Exception A - Engineering for Military and Aerospace Equipment and Military Weapons


Exception C - Engineering for Marine Engineering and Naval Architecture

541713 Research and Development in Nanotechnology
This U.S. industry comprises establishments primarily engaged in conducting nanotechnology research and experimental development. Nanotechnology research and experimental development involves the study of matter at the nanoscale (i.e., a scale of about 1 to 100 nanometers). This research and development in nanotechnology may result in development of new nanotechnology processes or in prototypes of new or altered materials and/or products that may be reproduced, utilized, or implemented by various industries.
541714 Research and Development in Biotechnology (except Nanobiotechnology)
This U.S. industry comprises establishments primarily engaged in conducting biotechnology (except nanobiotechnology) research and experimental development. Biotechnology (except nanobiotechnology) research and experimental development involves the study of the use of microorganisms and cellular and biomolecular processes to develop or alter living or non-living materials. This research and development in biotechnology (except nanobiotechnology) may result in development of new biotechnology (except nanobiotechnology) processes or in prototypes of new or genetically-altered products that may be reproduced, utilized, or implemented by various industries.

Illustrative Examples:
Cloning research and experimental development laboratories
DNA technologies (e.g., microarrays) research and experimental development laboratories
Nucleic acid chemistry research and experimental development laboratories
Protein engineering research and experimental development laboratories
Recombinant DNA research and experimental development laboratories

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Illustrative Examples:
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Nucleic acid chemistry research and experimental development laboratories
Protein engineering research and experimental development laboratories
Recombinant DNA research and experimental development laboratories

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Research and Development in the Physical, Engineering, and Life Sciences (except Nanotechnology and Biotechnology)
This U.S. industry comprises establishments primarily engaged in conducting research and experimental development (except nanotechnology and biotechnology research and experimental development) in the physical, engineering, and life sciences, such as agriculture, electronics, environmental, biology, botany, computers, chemistry, food, fisheries, forests, geology, health, mathematics, medicine, oceanography, pharmacy, physics, veterinary and other allied subjects.

541715 Exception C- Research and Development in Space Vehicles and Guided Missiles, their Propulsion Units, their Propulsion Units Parts, and their Auxiliary Equipment and Parts
Research and Development in the Physical, Engineering, and Life Sciences (except Nanotechnology and Biotechnology)

This U.S. industry comprises establishments primarily engaged in conducting research and experimental development (except nanotechnology and biotechnology research and experimental development) in the physical, engineering, and life sciences, such as agriculture, electronics, environmental, biology, botany, computers, chemistry, food, fisheries, forests, geology, health, mathematics, medicine, oceanography, pharmacy, physics, veterinary and other allied subjects.

Exception A - Research and Development in Aircraft