

# Advertising and Related Services: 2002

Issued October 2004

EC02-54I-08

## 2002 Economic Census

*Professional, Scientific, and Technical Services*

Industry Series



U S C E N S U S B U R E A U

*Helping You Make Informed Decisions*

U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU



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-- Not applicable for this report.

# Introduction to the Economic Census

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## **PURPOSES AND USES OF THE ECONOMIC CENSUS**

The economic census is the major source of facts about the structure and functioning of the nation's economy. It provides essential information for government, business, industry, and the general public. Title 13 of the United States Code (Sections 131, 191, and 224) directs the Census Bureau to take the economic census every 5 years, covering years ending in "2" and "7."

The economic census furnishes an important part of the framework for such composite measures as the gross domestic product estimates, input/output measures, production and price indexes, and other statistical series that measure short-term changes in economic conditions. Specific uses of economic census data include the following:

- Policymaking agencies of the federal government use the data to monitor economic activity and to assess the effectiveness of policies.
- State and local governments use the data to assess business activities and tax bases within their jurisdictions and to develop programs to attract business.
- Trade associations study trends in their own and competing industries, which allows them to keep their members informed of market changes.
- Individual businesses use the data to locate potential markets and to analyze their own production and sales performance relative to industry or area averages.

## **INDUSTRY CLASSIFICATIONS**

Data from the 2002 Economic Census are published primarily according to the 2002 North American Industry Classification System (NAICS). NAICS was first adopted in the United States, Canada, and Mexico in 1997. The 2002 Economic Census covers the following NAICS sectors:

21	Mining
22	Utilities
23	Construction
31-33	Manufacturing
42	Wholesale Trade
44-45	Retail Trade
48-49	Transportation and Warehousing
51	Information
52	Finance and Insurance
53	Real Estate and Rental and Leasing
54	Professional, Scientific, and Technical Services
55	Management of Companies and Enterprises
56	Administrative and Support and Waste Management and Remediation Services
61	Educational Services
62	Health Care and Social Assistance
71	Arts, Entertainment, and Recreation
72	Accommodation and Food Services
81	Other Services (except Public Administration)

(Not listed above are the Agriculture, Forestry, Fishing, and Hunting sector (NAICS 11), partially covered by the census of agriculture conducted by the U.S. Department of Agriculture, and the Public Administration sector (NAICS 92), largely covered by the census of governments conducted by the Census Bureau.)

The 20 NAICS sectors are subdivided into 100 subsectors (three-digit codes), 317 industry groups (four-digit codes), and, as implemented in the United States, 1,179 industries (six-digit codes).

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## **RELATIONSHIP TO HISTORICAL INDUSTRY CLASSIFICATIONS**

Prior to the 1997 Economic Census, data were published according to the Standard Industrial Classification (SIC) system. While many of the individual NAICS industries correspond directly to industries as defined under the SIC system, most of the higher level groupings do not. Particular care should be taken in comparing data for retail trade, wholesale trade, and manufacturing, which are sector titles used in both NAICS and SIC, but cover somewhat different groups of industries. The 1997 Economic Census *Bridge Between NAICS and SIC* demonstrates the relationships between NAICS and SIC industries. Where changes are significant, it may not be possible to construct time series that include data for points both before and after 1997.

Most industry classifications remained unchanged between 1997 and 2002, but NAICS 2002 includes substantial revisions within the construction and wholesale trade sectors, and a number of revisions for the retail trade and information sectors. These changes are noted in industry definitions and will be demonstrated in the *Bridge Between NAICS 2002 and NAICS 1997*.

For 2002, data for enterprise support establishments (those functioning primarily to support the activities of their company's operating establishments, such as a warehouse or a research and development laboratory) are included in the industry that reflects their activities (such as warehousing). For 1997, such establishments were termed auxiliaries and were excluded from industry totals.

## **BASIS OF REPORTING**

The economic census is conducted on an establishment basis. A company operating at more than one location is required to file a separate report for each store, factory, shop, or other location. Each establishment is assigned a separate industry classification based on its primary activity and not that of its parent company. (For selected industries, only payroll, employment, and classification are collected for individual establishments, while other data are collected on a consolidated basis.)

## **GEOGRAPHIC AREA CODING**

Accurate and complete information on the physical location of each establishment is required to tabulate the census data for states, metropolitan and micropolitan statistical areas, counties, and corporate municipalities (places) including cities, towns, townships, villages, and boroughs. Respondents were required to report their physical location (street address, municipality, county, and state) if it differed from their mailing address. For establishments not surveyed by mail (and those single-establishment companies that did not provide acceptable information on physical location), location information from administrative sources is used as a basis for coding.

## **AVAILABILITY OF ADDITIONAL DATA**

All results of the 2002 Economic Census are available on the Census Bureau Internet site ([www.census.gov](http://www.census.gov)) and on digital versatile discs (DVD-ROMs) for sale by the Census Bureau. The American FactFinder system at the Internet site allows selective retrieval and downloading of the data. For more information, including a description of reports being issued, see the Internet site, write to the U.S. Census Bureau, Washington, DC 20233-6100, or call Customer Services at 301-763-4100.

## **HISTORICAL INFORMATION**

The economic census has been taken as an integrated program at 5-year intervals since 1967 and before that for 1954, 1958, and 1963. Prior to that time, individual components of the economic census were taken separately at varying intervals.

The economic census traces its beginnings to the 1810 Decennial Census, when questions on manufacturing were included with those for population. Coverage of economic activities was expanded for the 1840 Decennial Census and subsequent censuses to include mining and some commercial activities. The 1905 Manufactures Census was the first time a census was taken apart

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from the regular decennial population census. Censuses covering retail and wholesale trade and construction industries were added in 1930, as were some service trades in 1933. Censuses of construction, manufacturing, and the other business censuses were suspended during World War II.

The 1954 Economic Census was the first census to be fully integrated, providing comparable census data across economic sectors and using consistent time periods, concepts, definitions, classifications, and reporting units. It was the first census to be taken by mail, using lists of firms provided by the administrative records of other federal agencies. Since 1963, administrative records also have been used to provide basic statistics for very small firms, reducing or eliminating the need to send them census report forms.

The range of industries covered in the economic census expanded between 1967 and 2002. The census of construction industries began on a regular basis in 1967, and the scope of service industries, introduced in 1933, was broadened in 1967, 1977, and 1987. While a few transportation industries were covered as early as 1963, it was not until 1992 that the census broadened to include all of transportation, communications, and utilities. Also new for 1992 was coverage of financial, insurance, and real estate industries. With these additions, the economic census and the separate census of governments and census of agriculture collectively covered roughly 98 percent of all economic activity. New for 2002 is coverage of four industries classified in the agriculture, forestry, and fishing sector under the SIC system: landscape architectural services, landscaping services, veterinary services, and pet care services.

Printed statistical reports from the 1992 and earlier censuses provide historical figures for the study of long-term time series and are available in some large libraries. Reports for 1997 were published primarily on the Internet and copies of 1992 reports are also available there. CD-ROMs issued from the 1987, 1992, and 1997 Economic Censuses contain databases that include all or nearly all data published in print, plus additional statistics, such as ZIP Code statistics, published only on CD-ROM.

#### **SOURCES FOR MORE INFORMATION**

More information about the scope, coverage, classification system, data items, and publications for the 2002 Economic Census and related surveys is published in the *Guide to the 2002 Economic Census* at [www.census.gov/econ/census02/guide](http://www.census.gov/econ/census02/guide). More information on the methodology, procedures, and history of the census will be published in the *History of the 2002 Economic Census* at [www.census.gov/econ/www/history.html](http://www.census.gov/econ/www/history.html).



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# Professional, Scientific, and Technical Services

## SCOPE

The Professional, Scientific, and Technical Services sector (sector 54) comprises establishments that specialize in performing professional, scientific, and technical activities for others. These activities require a high degree of expertise and training. The establishments in this sector specialize according to expertise and provide services to clients in a variety of industries and, in some cases, to households. Activities performed include: legal advice and representation; accounting, bookkeeping, and payroll services; architectural, engineering, and specialized design services; computer services; consulting services; research services; advertising services; photographic services; translation and interpretation services; veterinary services; and other professional, scientific, and technical services.

This sector excludes establishments primarily engaged in providing a range of day-to-day office administrative services, such as financial planning, billing and recordkeeping, personnel, and physical distribution and logistics. These establishments are classified in Sector 56, Administrative and Support and Waste Management and Remediation Services.

Data for this sector are shown for establishments of firms subject to federal income tax, and separately, of firms that are exempt from federal income tax under provisions of the Internal Revenue Code.

Many of the “kinds of business” included in this sector are not thought of as commercial businesses and the terms (such as “business,” “establishment,” and “firm”) used to describe them may not be descriptive of such services. However, these terms are applied to all “kinds of business” in order to maintain conformity in the measures of the production and delivery of goods and services and in the presentation of data.

**Exclusions.** The tabulations for this sector do not include central administrative offices, warehouses, or other establishments that serve professional, scientific, and technical service establishments within the same organization. Data for such establishments are classified according to the nature of the service they provide. For example, separate headquarters establishments are reported in NAICS sector 55, Management of Companies and Enterprises.

The reports described below exclude establishments of firms with no paid employees. These “nonemployers,” typically self-employed individuals or partnerships operating businesses that they have not chosen to incorporate, are reported separately in *Nonemployer Statistics*. The contribution of nonemployers, relatively large for this sector, may be examined at [www.census.gov/nonemployerimpact](http://www.census.gov/nonemployerimpact).

**Definitions.** Industry categories are defined in Appendix B, NAICS Codes, Titles, and Descriptions. Other terms are defined in Appendix A, Explanation of Terms.

## REPORTS

The following reports provide statistics on this sector.

**Industry Series.** There are nine reports, each covering a group of related industries. The reports present, by kind of business for the United States, general statistics for establishments of firms with payroll on number of establishments, receipts/revenue, expenses of tax-exempt establishments, payroll, and employment; comparative statistics for 2002 and 1997; product lines; and concentration of business activity in the largest firms. The data in industry reports are preliminary and subject to change in the following reports.

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**Geographic Area Series.** There is a separate report for each state, the District of Columbia, and the United States. Each state report presents, for establishments of firms with payroll, general statistics on number of establishments, receipts/revenue, expenses of tax-exempt establishments, payroll, and employment by kind of business for the state, metropolitan and micropolitan statistical areas, counties, and places with 2,500 inhabitants or more. Greater kind-of-business detail is shown for larger areas. The United States report presents data for the United States as a whole for detailed kind-of-business classifications.

**Subject Series:**

- **Product Lines.** This report presents product lines data for establishments of firms with payroll by kind of business. Data are presented for the United States and states. Establishments may report negative revenue for selected product lines. Because of this, percentages for product lines may be in excess of 100 or less than 0.
- **Establishment and Firm Size (Including Legal Form of Organization).** This report presents receipts/revenue, payroll, and employment data for the United States by receipts/revenue size, by employment size, and by legal form of organization for establishments of firms with payroll; and by receipts/revenue size (including concentration by largest firms), by employment size, and by number of establishments operated (single units and multiunits) for firms with payroll.
- **Miscellaneous Subjects.** This report presents data for a variety of industry-specific topics for establishments of firms with payroll. Presentation of data varies by kind of business.

**ZIP Code Statistics.** This report presents data for establishments of firms with payroll by United States ZIP Code.

**Other reports.** Data for this sector are also included in reports with multisector coverage, including *Nonemployer Statistics*, *Comparative Statistics*, *Bridge Between 2002 NAICS and 1997 NAICS*, *Business Expenses*, and the Survey of Business Owners reports.

**GEOGRAPHIC AREAS COVERED**

The level of geographic detail varies by report. Maps are available at [www.census.gov/econ2002maps](http://www.census.gov/econ2002maps). Notes specific to areas in the state are included in Appendix D, Geographic Notes. Data may be presented for –

1. The United States as a whole.
2. States and the District of Columbia.
3. Metropolitan and micropolitan statistical areas. A core based statistical area (CBSA) contains a core area with a substantial population nucleus, together with adjacent communities having a high degree of social and economic integration with that core. CBSAs are differentiated into metropolitan and micropolitan statistical areas based on size criteria. Both metropolitan and micropolitan statistical areas are defined in terms of entire counties, and are listed in Appendix E, Metropolitan and Micropolitan Statistical Areas.
  - a. Metropolitan Statistical Areas (metro areas). Metro areas have at least one urbanized area of 50,000 or more population, plus adjacent territory that has a high degree of social and economic integration with the core as measured by commuting ties.
  - b. Micropolitan Statistical Areas (micro areas). Micro areas have at least one urban cluster of at least 10,000, but less than 50,000 population, plus adjacent territory that has a high degree of social and economic integration with the core as measured by commuting ties.
  - c. Metropolitan Divisions (metro divisions). If specified criteria are met, a metro area containing a single core with a population of 2.5 million or more may be subdivided to form smaller groupings of counties referred to as Metropolitan Divisions.

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- d. Combined Statistical Areas (combined areas). If specified criteria are met, adjacent metro and micro areas, in various combinations, may become the components of a new set of areas called Combined Statistical Areas. The areas that combine retain their own designations as metro or micro areas within the larger combined area.
4. Counties and county equivalents defined as of January 1, 2002. Counties are the primary divisions of states, except in Louisiana where they are called parishes and in Alaska where they are called boroughs, census areas, and city and boroughs. Maryland, Missouri, Nevada, and Virginia have one place or more that is independent of any county organization and constitutes primary divisions of their states. These places are treated as counties and as places.
  5. Economic places.
    - a. Municipalities of 2,500 inhabitants or more defined as of January 1, 2002. These are areas of significant population incorporated as cities, boroughs, villages, or towns according to the 2000 Census of Population. For the economic census, boroughs, census areas, and city and boroughs in Alaska and boroughs in New York are not included in this category.
    - b. Consolidated cities defined as of January 1, 2002. Consolidated cities are consolidated governments that consist of separately incorporated municipalities.
    - c. Townships in Michigan, New Jersey, and Pennsylvania, and towns in New York, Wisconsin, and the six New England states with 10,000 inhabitants or more (according to the 2000 Census of Population).
    - d. Balance of county. Areas outside the entities listed above, including incorporated municipalities with populations of fewer than 2,500, towns and townships not qualifying as noted above, and the remainders of counties outside places are categorized as "Balance of county."

## **DOLLAR VALUES**

All dollar values presented are expressed in current dollars; i.e., 2002 data are expressed in 2002 dollars, and 1997 data, in 1997 dollars. Consequently, when making comparisons with prior years, users of the data should consider the changes in prices that have occurred.

All dollar values are shown in thousands of dollars.

## **COMPARABILITY OF THE 1997 AND 2002 ECONOMIC CENSUSES**

Both the 2002 Economic Census and the 1997 Economic Census present data based on the North American Industry Classification System (NAICS). However, for 2002, data for NAICS 54132, Landscape Architectural Services, and NAICS 54194, Veterinary Services, are included. These NAICS industries were out of scope in 1997.

Data for this sector for 2002 include totals for taxable and tax-exempt businesses together, not present in 1997 reports. For 1997, only data for taxable establishments were shown at county and place levels in the Geographic Area Series. For 2002, data for taxable and tax-exempt establishments, as well as the combined totals, are shown at these geographic levels.

These tables for 2002 include professional, scientific, and technical service establishments that primarily serve other establishments of the same enterprise. These "enterprise support" establishments were not included in data for the professional, scientific, and technical services sector in 1997, but were instead included in the "Other auxiliary establishments" kind-of-business category in the "Auxiliaries, Excluding Corporate, Subsidiary, and Regional Managing Offices" reports.

For 2002, the revenue data for tax-exempt establishments include gains or losses from the sale of real estate, investments, or other assets. In 1997, these gains or losses were excluded from revenue. Also, the 2002 expenses data for tax-exempt establishments exclude program service grants, contributions and gifts paid, specific assistance to individuals, and benefits paid to or for members. In 1997, these types of expenses were included.

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## RELIABILITY OF DATA

All data compiled for this sector are subject to nonsampling errors. Nonsampling errors can be attributed to many sources: inability to identify all cases in the actual universe; definition and classification difficulties; differences in the interpretation of questions; errors in recording or coding the data obtained; and other errors of collection, response, coverage, processing, and estimation for missing or misreported data. Data presented in the Miscellaneous Subjects and Product Lines reports for this sector are subject to sampling errors, as well as nonsampling errors.

The accuracy of these tabulated data is determined by the joint effects of the various nonsampling errors or by the joint effects of sampling and nonsampling errors. No direct measurement of these effects has been obtained except for estimation for missing or misreported data, as by the percentages shown in the tables. Precautionary steps were taken in all phases of the collection, processing, and tabulation of the data in an effort to minimize the effects of nonsampling errors. More information on the reliability of the data is included in Appendix C, Methodology.

## DISCLOSURE

In accordance with federal law governing census reports (Title 13 of the United States Code), no data are published that would disclose the operations of an individual establishment or business. However, the number of establishments in a kind-of-business classification is not considered a disclosure; therefore, this information may be released even though other information is withheld. Techniques employed to limit disclosure are discussed at [www.census.gov/epcd/ec02/disclosure.htm](http://www.census.gov/epcd/ec02/disclosure.htm).

## AVAILABILITY OF MORE FREQUENT ECONOMIC DATA

The Census Bureau conducts the Service Annual Survey (SAS) each year. This survey, while providing more frequent observations, yields less kind-of-business and geographic detail than the economic census. In addition, the County Business Patterns program offers annual statistics on the number of establishments, employment, and payroll classified by industry within each county, and Statistics of U.S. Businesses program provides annual statistics classified by the employment size of the enterprise, further classified by industry for the United States, and by broader categories for states and metropolitan areas.

## CONTACTS FOR DATA USERS

Questions about these data may be directed to the U.S. Census Bureau, Service Sector Statistics Division, Service Census Branch, 1-800-541-8345 or [scb@census.gov](mailto:scb@census.gov).

## ABBREVIATIONS AND SYMBOLS

The following abbreviations and symbols are used with these data:

D	Withheld to avoid disclosing data of individual companies; data are included in higher level totals
N	Not available or not comparable
S	Withheld because estimates did not meet publication standards
X	Not applicable
Z	Less than half the unit shown
a	0 to 19 employees
b	20 to 99 employees
c	100 to 249 employees
e	250 to 499 employees
f	500 to 999 employees
g	1,000 to 2,499 employees
h	2,500 to 4,999 employees
i	5,000 to 9,999 employees
j	10,000 to 24,999 employees
k	25,000 to 49,999 employees
l	50,000 to 99,999 employees
m	100,000 employees or more

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r Revised  
– Represents zero (page image/print only)  
(CC) Consolidated city  
(IC) Independent city

**Table 1. Summary Statistics for the United States: 2002**

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

2002 NAICS code	Kind of business	Estab-lishments (number)	Receipts/ revenue (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of receipts/ revenue—	
							From admini-strative records <sup>1</sup>	Estimated <sup>2</sup>
5418	Advertising and related services .....	38 274	58 499 250	19 641 482	4 898 088	407 992	16.4	8.3
54181	Advertising agencies .....	12 415	21 881 122	9 729 113	2 459 837	156 648	8.0	8.2
541810	Advertising agencies .....	12 415	21 881 122	9 729 113	2 459 837	156 648	8.0	8.2
54182	Public relations agencies .....	6 860	6 245 456	2 676 453	643 818	45 143	28.9	11.4
541820	Public relations agencies .....	6 860	6 245 456	2 676 453	643 818	45 143	28.9	11.4
54183	Media buying services .....	953	1 180 996	467 433	113 960	8 028	13.9	9.5
541830	Media buying services .....	953	1 180 996	467 433	113 960	8 028	13.9	9.5
54184	Media representatives .....	2 436	2 859 013	883 551	220 371	19 078	27.2	9.8
541840	Media representatives .....	2 436	2 859 013	883 551	220 371	19 078	27.2	9.8
54185	Display advertising .....	2 589	4 525 208	910 979	225 818	22 239	15.7	6.6
541850	Display advertising .....	2 589	4 525 208	910 979	225 818	22 239	15.7	6.6
54186	Direct mail advertising .....	3 753	11 075 701	2 710 821	671 025	75 992	18.2	8.5
541860	Direct mail advertising .....	3 753	11 075 701	2 710 821	671 025	75 992	18.2	8.5
54187	Advertising material distribution services .....	656	1 308 078	323 868	78 130	9 024	14.2	5.1
541870	Advertising material distribution services .....	656	1 308 078	323 868	78 130	9 024	14.2	5.1
54189	Other services related to advertising .....	8 612	9 423 676	1 939 264	485 129	71 840	22.9	6.8
541890	Other services related to advertising .....	8 612	9 423 676	1 939 264	485 129	71 840	22.9	6.8

<sup>1</sup>Includes receipts/revenue information obtained from administrative records of other federal agencies.

<sup>2</sup>Includes receipts/revenue information that was imputed based on historic data, administrative data, industry averages, or other statistical methods.

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

**Table 2. Comparative Statistics for the United States (1997 NAICS Basis): 2002 and 1997**

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 and 1997 Economic Censuses. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census.]

1997 NAICS code	Kind of business	Establishments (number)	Receipts/revenue (\$1,000)	Annual payroll (\$1,000)	Paid employees for pay period including March 12 (number)	
5418	Advertising and related services.....	2002..	38 274	58 499 250	19 641 482	407 992
		1997..	38 832	49 290 082	16 012 117	417 214
54181	Advertising agencies .....	2002..	12 415	21 881 122	9 729 113	156 648
541810	Advertising agencies .....	1997..	13 390	16 871 520	7 556 880	139 486
		2002..	12 415	21 881 122	9 729 113	156 648
54182	Public relations agencies .....	1997..	13 390	16 871 520	7 556 880	139 486
		2002..	12 415	21 881 122	9 729 113	156 648
541820	Public relations agencies .....	1997..	13 390	16 871 520	7 556 880	139 486
		2002..	12 415	21 881 122	9 729 113	156 648
54183	Media buying services .....	1997..	6 860	6 245 456	2 676 453	45 143
		2002..	6 513	4 771 957	1 951 633	38 735
541830	Media buying services .....	1997..	6 860	6 245 456	2 676 453	45 143
		2002..	6 513	4 771 957	1 951 633	38 735
54184	Media representatives .....	1997..	953	1 180 996	467 433	8 028
		2002..	882	1 056 713	422 027	8 534
541840	Media representatives .....	1997..	953	1 180 996	467 433	8 028
		2002..	882	1 056 713	422 027	8 534
54185	Display advertising .....	1997..	2 436	2 859 013	883 551	19 078
		2002..	2 686	3 308 665	1 060 529	26 437
541850	Display advertising .....	1997..	2 436	2 859 013	883 551	19 078
		2002..	2 686	3 308 665	1 060 529	26 437
54186	Direct mail advertising .....	1997..	2 589	4 525 208	910 979	22 239
		2002..	2 261	4 638 974	823 063	41 357
541860	Direct mail advertising .....	1997..	2 589	4 525 208	910 979	22 239
		2002..	2 261	4 638 974	823 063	41 357
54187	Advertising material distribution services .....	1997..	3 753	11 075 701	2 710 821	75 992
		2002..	3 454	8 672 214	2 426 572	85 669
541870	Advertising material distribution services .....	1997..	3 753	11 075 701	2 710 821	75 992
		2002..	3 454	8 672 214	2 426 572	85 669
54189	Other services related to advertising .....	1997..	656	1 308 078	323 868	9 024
		2002..	560	829 683	174 956	9 642
541890	Other services related to advertising .....	1997..	656	1 308 078	323 868	9 024
		2002..	560	829 683	174 956	9 642

Note: The data in this table are based on the 2002 and 1997 Economic Censuses. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.



**Table 3. Product Lines by Kind of Business for the United States: 2002**

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line receipts/revenue			Response coverage <sup>2</sup> (percent)	
			Number	Total receipts/revenue (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total receipts/revenue of—			
						Establishments with the product line	All estab-lishments <sup>1</sup>		
5418		Advertising and related services .....	38 274	X	58 499 250	X	100.0	64.2	
	31180	Mailing lists, rental or sale .....	506		689 175	27 236	4.0	Z	X
	36250	Market research and public opinion polling services .....	1 062		1 571 166	76 127	4.8	.1	62.8
	36251	Market research services .....	938		1 495 899	65 830	4.4	.1	X
	36252	Public opinion polling services .....	398		406 867	10 297	2.5	Z	X
	36500	Advertising agency serv - providing any comb of advertising serv such as creative & production serv/media planning & buying/research/marketing, & promotion serv - along w/ placing advertising w/ media .....	13 679		23 257 108	19 237 880	82.7	32.9	X
	36510	Advertising creative services .....	4 928		4 846 783	1 049 966	21.7	1.8	X
	36520	Public relations services .....	10 021		10 024 424	6 314 976	63.0	10.8	59.1
	36521	Full public relations services .....	7 570		8 437 580	4 440 545	52.6	7.6	X
	36522	Media relations services .....	2 099		2 299 932	466 510	20.3	.8	X
	36523	Crisis management services .....	1 334		1 554 349	167 550	10.8	.3	X
	36524	Lobbying services .....	2 063		1 655 202	970 787	58.7	1.7	X
	36525	Event management services .....	1 482		1 524 616	196 700	12.9	.3	X
	36526	Development/fundraising services .....	459		388 825	62 030	16.0	.1	X
	36530	Media planning and/or buying services .....	2 857		3 456 855	1 389 006	40.2	2.4	X
	36540	Display advertising services .....	3 414		5 263 033	4 467 968	84.9	7.6	46.0
	36541	Leased display advertising media space, large format .....	2 782		4 504 176	3 500 226	77.7	6.0	X
	36542	Leased display advertising media space, transit .....	590		1 932 627	478 077	24.7	.8	X
	36543	Leased display advertising media space, street furniture and other urban fixtures .....	230		134 713	54 113	40.2	.1	X
	36544	Leased display advertising media space, other .....	327		535 073	435 552	81.4	.7	X
	36550	Direct mail advertising services .....	6 233		13 482 105	10 596 521	78.6	18.1	52.1
	36551	Full direct mail services .....	3 783		9 847 342	7 242 162	73.5	12.4	X
	36552	Concept development for a direct mail advertising campaign services .....	2 190		2 581 042	412 438	16.0	.7	X
	36553	Mailing list support services .....	1 479		2 363 076	473 794	20.1	.8	X
	36554	Print services for direct mail advertising materials .....	2 150		3 578 405	909 904	25.4	1.6	X
	36555	Letter shop services .....	1 650		3 322 381	1 558 223	46.9	2.7	X
	36560	Sales promotion services .....	1 366		1 635 402	254 138	15.5	.4	X
	36570	Direct marketing services .....	1 091		1 681 410	250 048	14.9	.4	X
	36590	Signs, custom fabrication, include banners, a-frame, neon, outdoor, etc. ....	3 140		1 758 157	743 570	42.3	1.3	X
	36600	Media monitoring and analysis services .....	433		360 214	31 409	8.7	.1	X
	36610	Fulfillment services .....	743		1 630 685	307 169	18.8	.5	X
	36630	Distribution of advertising materials, other than by mail .....	1 009		1 815 480	1 373 531	75.7	2.3	X
	36640	Coordination of production and delivery of premiums (advertising specialties) .....	5 292		7 236 224	6 173 134	85.3	10.6	X
	36650	Display lettering services (sign painting) .....	1 389		446 676	215 138	48.2	.4	X
	36660	Other services related to advertising .....	2 694		4 049 646	2 023 543	50.0	3.5	X
	36840	Media representation services .....	4 584		4 780 130	3 238 947	67.8	5.5	61.5
	36841	Sale of advertising space in print media .....	3 098		3 114 900	1 535 388	49.3	2.6	X
	36842	Sale of advertising time on television .....	1 693		2 359 300	1 204 675	51.1	2.1	X
	36843	Sale of advertising time on radio .....	1 545		1 584 492	329 825	20.8	.6	X
	36844	Sale of advertising space in media other than print, television, or radio .....	737		841 706	169 259	20.1	.3	X
	39000	Merchandise sales .....	1 160		1 302 302	320 820	24.6	.5	61.1
	39053	Sales of merchandise, not specified by type .....	1 160		1 302 302	320 820	24.6	.5	X
	39500	All other receipts .....	2 360		3 698 310	406 506	11.0	.7	61.1
	39548	All other operating receipts .....	2 360		3 698 310	406 506	11.0	.7	X
54181		Advertising agencies .....	12 415	X	21 881 122	X	100.0	64.8	
	31180	Mailing lists, rental or sale .....	252		176 528	3 709	2.1	Z	X
	36250	Market research and public opinion polling services .....	818		1 286 977	46 478	3.6	.2	63.3
	36251	Market research services .....	768		1 256 965	42 328	3.4	.2	X
	36252	Public opinion polling services .....	291		312 285	4 150	1.3	Z	X
	36500	Advertising agency serv - providing any comb of advertising serv such as creative & production serv/media planning & buying/research/marketing, & promotion serv - along w/ placing advertising w/ media .....	12 341		21 881 122	18 934 441	86.5	86.5	X
	36510	Advertising creative services .....	3 819		3 815 764	952 041	25.0	4.4	X
	36520	Public relations services .....	2 875		3 490 201	367 681	10.5	1.7	63.4
	36521	Full public relations services .....	2 418		3 248 784	289 699	8.9	1.3	X
	36522	Media relations services .....	475		702 787	47 031	6.7	.2	X
	36523	Crisis management services .....	149		183 585	4 820	2.6	Z	X
	36524	Lobbying services .....	102		64 359	4 559	7.1	Z	X
	36525	Event management services .....	455		473 167	16 965	3.6	.1	X
	36526	Development/fundraising services .....	102		62 544	4 607	7.4	Z	X
	36530	Media planning and/or buying services .....	1 543		1 792 997	228 682	12.8	1.0	X
	36540	Display advertising services .....	753		698 695	27 276	3.9	.1	63.6
	36541	Leased display advertising media space, large format .....	626		628 204	21 645	3.4	.1	X
	36542	Leased display advertising media space, transit .....	131		114 188	1 876	1.6	Z	X
	36543	Leased display advertising media space, street furniture and other urban fixtures .....	60		9 859	355	3.6	Z	X
	36544	Leased display advertising media space, other .....	26		28 605	3 400	11.9	Z	X
	36550	Direct mail advertising services .....	1 938		1 865 877	248 320	13.3	1.1	63.8
	36551	Full direct mail services .....	927		1 157 329	112 539	9.7	.5	X
	36552	Concept development for a direct mail advertising campaign services .....	1 254		868 920	62 142	7.2	.3	X
	36553	Mailing list support services .....	298		251 614	12 808	5.1	.1	X
	36554	Print services for direct mail advertising materials .....	752		532 577	56 860	10.7	.3	X
	36555	Letter shop services .....	127		160 839	3 971	2.5	Z	X
	36560	Sales promotion services .....	725		911 445	112 595	12.4	.5	X
	36570	Direct marketing services .....	537		978 216	80 083	8.2	.4	X
	36590	Signs, custom fabrication, include banners, a-frame, neon, outdoor, etc. ....	364		436 630	20 730	4.7	.1	X
	36600	Media monitoring and analysis services .....	112		156 454	15 929	10.2	.1	X
	36610	Fulfillment services .....	314		286 068	18 229	6.4	.1	X
	36630	Distribution of advertising materials, other than by mail .....	82		178 056	14 620	8.2	.1	X

See footnotes at end of table.

**Table 3. Product Lines by Kind of Business for the United States: 2002—Con.**

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line receipts/revenue			Response coverage <sup>2</sup> (percent)
			Number	Total receipts/revenue (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments <sup>1</sup>	
54181		Advertising agencies—Con.						
	36640	Coordination of production and delivery of premiums (advertising specialties).....	680	590 028	17 675	3.0	.1	X
	36650	Display lettering services (sign painting).....	134	57 606	655	1.1	Z	X
	36660	Other services related to advertising.....	686	1 111 976	113 468	10.2	.5	X
	36840	Media representation services.....	1 608	1 588 320	467 620	29.4	2.1	63.3
	36841	Sale of advertising space in print media.....	1 367	1 388 176	202 664	14.6	.9	X
	36842	Sale of advertising time on television.....	822	1 109 203	133 731	12.1	.6	X
	36843	Sale of advertising time on radio.....	1 031	1 237 635	114 035	9.2	.5	X
	36844	Sale of advertising space in media other than print, television, or radio.....	507	561 312	17 190	3.1	.1	X
	39000	Merchandise sales.....	415	435 320	53 898	12.4	.2	62.7
	39053	Sales of merchandise, not specified by type.....	415	435 320	53 898	12.4	.2	X
	39500	All other receipts.....	698	1 135 979	156 892	13.8	.7	63.7
	39548	All other operating receipts.....	698	1 135 979	156 892	13.8	.7	X
541810		Advertising agencies.....	12 415	X	21 881 122	X	100.0	64.8
	31180	Mailing lists, rental or sale.....	252	176 528	3 709	2.1	Z	X
	36250	Market research and public opinion polling services.....	818	1 286 977	46 478	3.6	.2	63.3
	36251	Market research services.....	768	1 256 965	42 328	3.4	.2	X
	36252	Public opinion polling services.....	291	312 285	4 150	1.3	Z	X
	36500	Advertising agency serv - providing any comb of advertising serv such as creative & production serv/media planning & buying/research/marketing, & promotion serv - along w/ placing advertising w/ media.....	12 341	21 881 122	18 934 441	86.5	86.5	X
	36510	Advertising creative services.....	3 819	3 815 764	952 041	25.0	4.4	X
	36520	Public relations services.....	2 875	3 490 201	367 681	10.5	1.7	63.4
	36521	Full public relations services.....	2 418	3 248 784	289 699	8.9	1.3	X
	36522	Media relations services.....	475	702 787	47 031	6.7	.2	X
	36523	Crisis management services.....	149	183 585	4 820	2.6	Z	X
	36524	Lobbying services.....	102	64 359	4 559	7.1	Z	X
	36525	Event management services.....	455	473 167	16 965	3.6	.1	X
	36526	Development/fundraising services.....	102	62 544	4 607	7.4	Z	X
	36530	Media planning and/or buying services.....	1 543	1 792 997	228 682	12.8	1.0	X
	36540	Display advertising services.....	753	698 695	27 276	3.9	.1	63.6
	36541	Leased display advertising media space, large format.....	626	628 204	21 645	3.4	.1	X
	36542	Leased display advertising media space, transit.....	131	114 188	1 876	1.6	Z	X
	36543	Leased display advertising media space, street furniture and other urban fixtures.....	60	9 859	355	3.6	Z	X
	36544	Leased display advertising media space, other.....	26	28 605	3 400	11.9	Z	X
	36550	Direct mail advertising services.....	1 938	1 865 877	248 320	13.3	1.1	63.8
	36551	Full direct mail services.....	927	1 157 329	112 539	9.7	.5	X
	36552	Concept development for a direct mail advertising campaign services.....	1 254	868 920	62 142	7.2	.3	X
	36553	Mailing list support services.....	298	251 614	12 808	5.1	.1	X
	36554	Print services for direct mail advertising materials.....	752	532 577	56 860	10.7	.3	X
	36555	Letter shop services.....	127	160 839	3 971	2.5	Z	X
	36560	Sales promotion services.....	725	911 445	112 595	12.4	.5	X
	36570	Direct marketing services.....	537	978 216	80 083	8.2	.4	X
	36590	Signs, custom fabrication, include banners, a-frame, neon, outdoor, etc.....	364	436 630	20 730	4.7	.1	X
	36600	Media monitoring and analysis services.....	112	156 454	15 929	10.2	.1	X
	36610	Fulfillment services.....	314	286 068	18 329	6.4	.1	X
	36630	Distribution of advertising materials, other than by mail.....	82	178 056	14 620	8.2	.1	X
	36640	Coordination of production and delivery of premiums (advertising specialties).....	680	590 028	17 675	3.0	.1	X
	36650	Display lettering services (sign painting).....	134	57 606	655	1.1	Z	X
	36660	Other services related to advertising.....	686	1 111 976	113 468	10.2	.5	X
	36840	Media representation services.....	1 608	1 588 320	467 620	29.4	2.1	63.3
	36841	Sale of advertising space in print media.....	1 367	1 388 176	202 664	14.6	.9	X
	36842	Sale of advertising time on television.....	822	1 109 203	133 731	12.1	.6	X
	36843	Sale of advertising time on radio.....	1 031	1 237 635	114 035	9.2	.5	X
	36844	Sale of advertising space in media other than print, television, or radio.....	507	561 312	17 190	3.1	.1	X
	39000	Merchandise sales.....	415	435 320	53 898	12.4	.2	62.7
	39053	Sales of merchandise, not specified by type.....	415	435 320	53 898	12.4	.2	X
	39500	All other receipts.....	698	1 135 979	156 892	13.8	.7	63.7
	39548	All other operating receipts.....	698	1 135 979	156 892	13.8	.7	X
54182		Public relations agencies.....	6 860	X	6 245 456	X	100.0	62.9
	36250	Market research and public opinion polling services.....	198	227 959	27 542	12.1	.4	61.9
	36251	Market research services.....	142	196 843	22 270	11.3	.4	X
	36252	Public opinion polling services.....	75	79 296	5 272	6.6	.1	X
	36500	Advertising agency serv - providing any comb of advertising serv such as creative & production serv/media planning & buying/research/marketing, & promotion serv - along w/ placing advertising w/ media.....	672	598 252	123 473	20.6	2.0	X
	36510	Advertising creative services.....	474	368 482	33 850	9.2	.5	X
	36520	Public relations services.....	6 838	6 245 456	5 878 787	94.1	94.1	57.2
	36521	Full public relations services.....	5 110	5 110 407	4 117 168	80.6	65.9	X
	36522	Media relations services.....	1 571	1 581 974	418 624	26.5	6.7	X
	36523	Crisis management services.....	1 182	1 370 628	162 723	11.9	2.6	X
	36524	Lobbying services.....	1 961	1 590 843	966 228	60.7	15.5	X
	36525	Event management services.....	942	925 327	156 668	16.9	2.5	X
	36526	Development/fundraising services.....	354	323 202	57 376	17.8	.9	X
	36530	Media planning and/or buying services.....	214	192 985	21 797	11.3	.3	X

See footnotes at end of table.

**Table 3. Product Lines by Kind of Business for the United States: 2002—Con.**

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line receipts/revenue			Response coverage <sup>2</sup> (percent)
			Number	Total receipts/revenue (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All estab-lishments <sup>1</sup>	
54182		Public relations agencies—Con.						
	36550	Direct mail advertising services .....	236	192 298	22 733	11.8	.4	62.9
	36551	Full direct mail services .....	70	80 609	10 332	12.8	.2	X
	36552	Concept development for a direct mail advertising campaign services .....	128	99 508	4 874	4.9	.1	X
	36553	Mailing list support services .....	103	53 495	4 154	7.8	.1	X
	36554	Print services for direct mail advertising materials .....	29	19 332	3 368	17.4	.1	X
	36560	Sales promotion services .....	187	83 127	11 242	13.5	.2	X
	36570	Direct marketing services .....	112	105 860	10 867	10.3	.2	X
	36590	Signs, custom fabrication, include banners, a-frame, neon, outdoor, etc.....	43	75 570	6 620	8.8	.1	X
	36600	Media monitoring and analysis services .....	283	176 621	13 927	7.9	.2	X
	36640	Coordination of production and delivery of premiums (advertising specialties) .....	61	32 789	1 436	4.4	Z	X
	36660	Other services related to advertising .....	76	92 308	7 869	8.5	.1	X
	36840	Media representation services .....	211	114 604	14 989	13.1	.2	62.6
	36841	Sale of advertising space in print media .....	156	80 223	4 165	5.2	.1	X
	36842	Sale of advertising time on television .....	89	64 208	6 004	9.4	.1	X
	36843	Sale of advertising time on radio .....	85	61 573	4 458	7.2	.1	X
	36844	Sale of advertising space in media other than print, television, or radio .....	37	13 618	362	2.7	Z	X
	39000	Merchandise sales .....	11	10 992	125	1.1	Z	62.9
	39053	Sales of merchandise, not specified by type .....	11	10 992	125	1.1	Z	X
	39500	All other receipts .....	647	519 559	70 199	13.5	1.1	62.0
	39548	All other operating receipts .....	647	519 559	70 199	13.5	1.1	X
541820		Public relations agencies .....	6 860	X	6 245 456	X	100.0	62.9
	36250	Market research and public opinion polling services .....	198	227 959	27 542	12.1	.4	61.9
	36251	Market research services .....	142	196 843	22 270	11.3	.4	X
	36252	Public opinion polling services .....	75	79 296	5 272	6.6	.1	X
	36500	Advertising agency serv - providing any comb of advertising serv such as creative & production serv/media planning & buying/research/marketing, & promotion serv - along w/ placing advertising w/ media .....	672	598 252	123 473	20.6	2.0	X
	36510	Advertising creative services .....	474	368 482	33 850	9.2	.5	X
	36520	Public relations services .....	6 838	6 245 456	5 878 787	94.1	94.1	57.2
	36521	Full public relations services .....	5 110	5 110 407	4 117 168	80.6	65.9	X
	36522	Media relations services .....	1 571	1 581 974	418 624	26.5	6.7	X
	36523	Crisis management services .....	1 182	1 370 628	162 723	11.9	2.6	X
	36524	Lobbying services .....	1 961	1 590 843	966 228	60.7	15.5	X
	36525	Event management services .....	942	925 327	156 668	16.9	2.5	X
	36526	Development/fundraising services .....	354	323 202	57 376	17.8	.9	X
	36530	Media planning and/or buying services .....	214	192 985	21 797	11.3	.3	X
	36550	Direct mail advertising services .....	236	192 298	22 733	11.8	.4	62.9
	36551	Full direct mail services .....	70	80 609	10 332	12.8	.2	X
	36552	Concept development for a direct mail advertising campaign services .....	128	99 508	4 874	4.9	.1	X
	36553	Mailing list support services .....	103	53 495	4 154	7.8	.1	X
	36554	Print services for direct mail advertising materials .....	29	19 332	3 368	17.4	.1	X
	36560	Sales promotion services .....	187	83 127	11 242	13.5	.2	X
	36570	Direct marketing services .....	112	105 860	10 867	10.3	.2	X
	36590	Signs, custom fabrication, include banners, a-frame, neon, outdoor, etc.....	43	75 570	6 620	8.8	.1	X
	36600	Media monitoring and analysis services .....	283	176 621	13 927	7.9	.2	X
	36640	Coordination of production and delivery of premiums (advertising specialties) .....	61	32 789	1 436	4.4	Z	X
	36660	Other services related to advertising .....	76	92 308	7 869	8.5	.1	X
	36840	Media representation services .....	211	114 604	14 989	13.1	.2	62.6
	36841	Sale of advertising space in print media .....	156	80 223	4 165	5.2	.1	X
	36842	Sale of advertising time on television .....	89	64 208	6 004	9.4	.1	X
	36843	Sale of advertising time on radio .....	85	61 573	4 458	7.2	.1	X
	36844	Sale of advertising space in media other than print, television, or radio .....	37	13 618	362	2.7	Z	X
	39000	Merchandise sales .....	11	10 992	125	1.1	Z	62.9
	39053	Sales of merchandise, not specified by type .....	11	10 992	125	1.1	Z	X
	39500	All other receipts .....	647	519 559	70 199	13.5	1.1	62.0
	39548	All other operating receipts .....	647	519 559	70 199	13.5	1.1	X
54183		Media buying services .....	953	X	1 180 996	X	100.0	61.0
	36250	Market research and public opinion polling services .....	35	44 181	1 335	3.0	.1	61.0
	36251	Market research services .....	21	32 140	692	2.2	.1	X
	36252	Public opinion polling services .....	28	13 188	643	4.9	.1	X
	36500	Advertising agency serv - providing any comb of advertising serv such as creative & production serv/media planning & buying/research/marketing, & promotion serv - along w/ placing advertising w/ media .....	115	74 604	30 056	40.3	2.5	X
	36510	Advertising creative services .....	21	18 105	213	1.2	Z	X
	36520	Public relations services .....	56	26 773	2 551	9.5	.2	59.6
	36521	Full public relations services .....	26	6 736	311	4.6	Z	X
	36522	Media relations services .....	30	6 411	640	10.0	.1	X
	36525	Event management services .....	43	24 583	1 600	6.5	.1	X
	36530	Media planning and/or buying services .....	945	1 180 996	1 085 087	91.9	91.9	X
	36540	Display advertising services .....	24	18 683	543	2.9	Z	61.0
	36541	Leased display advertising media space, large format .....	24	18 683	543	2.9	Z	X
	36560	Sales promotion services .....	21	9 920	1 027	10.4	.1	X
	36570	Direct marketing services .....	21	4 488	980	21.8	.1	X
	36600	Media monitoring and analysis services .....	14	5 846	1 039	17.8	.1	X
	36630	Distribution of advertising materials, other than by mail .....	14	16 109	1 252	7.8	.1	X
	36640	Coordination of production and delivery of premiums (advertising specialties) .....	10	5 126	201	3.9	Z	X
	36660	Other services related to advertising .....	10	26 336	4 783	18.2	.4	X

See footnotes at end of table.

**Table 3. Product Lines by Kind of Business for the United States: 2002—Con.**

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line receipts/revenue			Response coverage <sup>2</sup> (percent)
			Number	Total receipts/revenue (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments <sup>1</sup>	
54183		Media buying services—Con.						
	36840	Media representation services	129	34 461	8 078	23.4	.7	61.0
	36841	Sale of advertising space in print media	7	491	123	25.1	Z	X
	36842	Sale of advertising time on television	101	27 750	7 401	26.7	.6	X
	36843	Sale of advertising time on radio	14	5 540	410	7.4	Z	X
	36844	Sale of advertising space in media other than print, television, or radio	14	1 147	144	12.6	Z	X
	39500	All other receipts	21	302 323	42 835	14.2	3.6	61.0
	39548	All other operating receipts	21	302 323	42 835	14.2	3.6	X
541830		Media buying services	953	X	1 180 996	X	100.0	61.0
	36250	Market research and public opinion polling services	35	44 181	1 335	3.0	.1	61.0
	36251	Market research services	21	32 140	692	2.2	.1	X
	36252	Public opinion polling services	28	13 188	643	4.9	.1	X
	36500	Advertising agency serv - providing any comb of advertising serv such as creative & production serv/media planning & buying/research/marketing, & promotion serv - along w/ placing advertising w/ media	115	74 604	30 056	40.3	2.5	X
	36510	Advertising creative services	21	18 105	213	1.2	Z	X
	36520	Public relations services	56	26 773	2 551	9.5	.2	59.6
	36521	Full public relations services	26	6 736	311	4.6	Z	X
	36522	Media relations services	30	6 411	640	10.0	.1	X
	36525	Event management services	43	24 583	1 600	6.5	.1	X
	36530	Media planning and/or buying services	945	1 180 996	1 085 087	91.9	91.9	X
	36540	Display advertising services	24	18 683	543	2.9	Z	61.0
	36541	Leased display advertising media space, large format	24	18 683	543	2.9	Z	X
	36560	Sales promotion services	21	9 920	1 027	10.4	.1	X
	36570	Direct marketing services	21	4 488	980	21.8	.1	X
	36600	Media monitoring and analysis services	14	5 846	1 039	17.8	.1	X
	36630	Distribution of advertising materials, other than by mail	14	16 109	1 252	7.8	.1	X
	36640	Coordination of production and delivery of premiums (advertising specialties)	10	5 126	201	3.9	Z	X
	36660	Other services related to advertising	10	26 336	4 783	18.2	.4	X
	36840	Media representation services	129	34 461	8 078	23.4	.7	61.0
	36841	Sale of advertising space in print media	7	491	123	25.1	Z	X
	36842	Sale of advertising time on television	101	27 750	7 401	26.7	.6	X
	36843	Sale of advertising time on radio	14	5 540	410	7.4	Z	X
	36844	Sale of advertising space in media other than print, television, or radio	14	1 147	144	12.6	Z	X
	39500	All other receipts	21	302 323	42 835	14.2	3.6	61.0
	39548	All other operating receipts	21	302 323	42 835	14.2	3.6	X
54184		Media representatives	2 436	X	2 859 013	X	100.0	53.8
	31180	Mailing lists, rental or sale	25	17 563	2 594	14.8	.1	X
	36500	Advertising agency serv - providing any comb of advertising serv such as creative & production serv/media planning & buying/research/marketing, & promotion serv - along w/ placing advertising w/ media	85	109 687	17 069	15.6	.6	X
	36510	Advertising creative services	59	77 653	16 573	21.3	.6	X
	36520	Public relations services	60	108 128	45 605	42.2	1.6	X
	36530	Media planning and/or buying services	42	100 946	4 514	4.5	.2	X
	36550	Direct mail advertising services	131	39 742	6 038	15.2	.2	48.7
	36551	Full direct mail services	11	22 238	694	3.1	Z	X
	36552	Concept development for a direct mail advertising campaign services	126	28 519	4 620	16.2	.2	X
	36554	Print services for direct mail advertising materials	10	15 944	724	4.5	Z	X
	36560	Sales promotion services	37	17 454	2 024	11.6	.1	X
	36570	Direct marketing services	11	32 310	9 660	29.9	.3	X
	36600	Media monitoring and analysis services	19	17 746	450	2.5	Z	X
	36610	Fulfillment services	13	27 586	3 265	11.8	.1	X
	36630	Distribution of advertising materials, other than by mail	11	14 331	2 937	20.5	.1	X
	36640	Coordination of production and delivery of premiums (advertising specialties)	23	17 636	2 627	14.9	.1	X
	36660	Other services related to advertising	74	120 127	19 833	16.5	.7	X
	36840	Media representation services	2 436	2 859 013	2 712 249	94.9	94.9	50.8
	36841	Sale of advertising space in print media	1 404	1 479 156	1 302 508	88.1	45.6	X
	36842	Sale of advertising time on television	677	1 147 116	1 054 033	91.9	36.9	X
	36843	Sale of advertising time on radio	409	278 383	210 653	75.7	7.4	X
	36844	Sale of advertising space in media other than print, television, or radio	143	248 753	145 055	58.3	5.1	X
	39000	Merchandise sales	24	25 543	6 198	24.3	.2	53.8
	39053	Sales of merchandise, not specified by type	24	25 543	6 198	24.3	.2	X
	39500	All other receipts	104	123 199	7 361	6.0	.3	53.8
	39548	All other operating receipts	104	123 199	7 361	6.0	.3	X
541840		Media representatives	2 436	X	2 859 013	X	100.0	53.8
	31180	Mailing lists, rental or sale	25	17 563	2 594	14.8	.1	X
	36500	Advertising agency serv - providing any comb of advertising serv such as creative & production serv/media planning & buying/research/marketing, & promotion serv - along w/ placing advertising w/ media	85	109 687	17 069	15.6	.6	X
	36510	Advertising creative services	59	77 653	16 573	21.3	.6	X
	36520	Public relations services	60	108 128	45 605	42.2	1.6	X
	36530	Media planning and/or buying services	42	100 946	4 514	4.5	.2	X
	36550	Direct mail advertising services	131	39 742	6 038	15.2	.2	48.7
	36551	Full direct mail services	11	22 238	694	3.1	Z	X
	36552	Concept development for a direct mail advertising campaign services	126	28 519	4 620	16.2	.2	X
	36554	Print services for direct mail advertising materials	10	15 944	724	4.5	Z	X
	36560	Sales promotion services	37	17 454	2 024	11.6	.1	X
	36570	Direct marketing services	11	32 310	9 660	29.9	.3	X
	36600	Media monitoring and analysis services	19	17 746	450	2.5	Z	X

See footnotes at end of table.

**Table 3. Product Lines by Kind of Business for the United States: 2002—Con.**

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line receipts/revenue			Response coverage <sup>2</sup> (percent)
			Number	Total receipts/revenue (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All estab-lishments <sup>1</sup>	
541840		Media representatives—Con.						
	36610	Fulfillment services .....	13	27 586	3 265	11.8	.1	X
	36630	Distribution of advertising materials, other than by mail .....	11	14 331	2 937	20.5	.1	X
	36640	Coordination of production and delivery of premiums (advertising specialties) .....	23	17 636	2 627	14.9	.1	X
	36660	Other services related to advertising .....	74	120 127	19 833	16.5	.7	X
	36840	Media representation services .....	2 436	2 859 013	2 712 249	94.9	94.9	50.8
	36841	Sale of advertising space in print media .....	1 404	1 479 156	1 302 508	88.1	45.6	X
	36842	Sale of advertising time on television .....	677	1 147 116	1 054 033	91.9	36.9	X
	36843	Sale of advertising time on radio .....	409	278 383	210 653	75.7	7.4	X
	36844	Sale of advertising space in media other than print, television, or radio .....	143	248 753	145 055	58.3	5.1	X
	39000	Merchandise sales .....	24	25 543	6 198	24.3	.2	53.8
	39053	Sales of merchandise, not specified by type .....	24	25 543	6 198	24.3	.2	X
	39500	All other receipts .....	104	123 199	7 361	6.0	.3	53.8
	39548	All other operating receipts .....	104	123 199	7 361	6.0	.3	X
54185		Display advertising .....	2 589	X	4 525 208	X	100.0	51.6
	36500	Advertising agency serv - providing any comb of advertising serv such as creative & production serv/media planning & buying/research/marketing, & promotion serv - along w/ placing advertising w/ media .....	169	56 067	6 969	12.4	.2	X
	36510	Advertising creative services .....	99	99 871	5 838	5.8	.1	X
	36520	Public relations services .....	49	6 607	226	3.4	Z	X
	36540	Display advertising services .....	2 586	4 525 208	4 437 101	98.1	98.1	34.2
	36541	Leased display advertising media space, large format .....	2 093	3 842 083	3 475 669	90.5	76.8	X
	36542	Leased display advertising media space, transit .....	445	1 815 921	475 968	26.2	10.5	X
	36543	Leased display advertising media space, street furniture and other urban fixtures .....	168	124 262	53 734	43.2	1.2	X
	36544	Leased display advertising media space, other .....	293	502 072	431 730	86.0	9.5	X
	36550	Direct mail advertising services .....	21	5 340	226	4.2	Z	51.6
	36555	Letter shop services .....	21	5 340	226	4.2	Z	X
	36590	Signs, custom fabrication, include banners, a-frame, neon, outdoor, etc. ....	173	228 478	17 694	7.7	.4	X
	36630	Distribution of advertising materials, other than by mail .....	16	7 783	2 806	36.1	.1	X
	36640	Coordination of production and delivery of premiums (advertising specialties) .....	21	19 413	815	4.2	Z	X
	36660	Other services related to advertising .....	25	71 363	16 924	23.7	.4	X
	36840	Media representation services .....	62	11 720	3 846	32.8	.1	51.6
	36841	Sale of advertising space in print media .....	33	2 418	423	17.5	Z	X
	36844	Sale of advertising space in media other than print, television, or radio .....	29	9 300	3 423	36.8	.1	X
	39000	Merchandise sales .....	107	48 193	8 462	17.6	.2	29.3
	39053	Sales of merchandise, not specified by type .....	107	48 193	8 462	17.6	.2	X
	39500	All other receipts .....	388	609 138	23 712	3.9	.5	49.8
	39548	All other operating receipts .....	388	609 138	23 712	3.9	.5	X
541850		Display advertising .....	2 589	X	4 525 208	X	100.0	51.6
	36500	Advertising agency serv - providing any comb of advertising serv such as creative & production serv/media planning & buying/research/marketing, & promotion serv - along w/ placing advertising w/ media .....	169	56 067	6 969	12.4	.2	X
	36510	Advertising creative services .....	99	99 871	5 838	5.8	.1	X
	36520	Public relations services .....	49	6 607	226	3.4	Z	X
	36540	Display advertising services .....	2 586	4 525 208	4 437 101	98.1	98.1	34.2
	36541	Leased display advertising media space, large format .....	2 093	3 842 083	3 475 669	90.5	76.8	X
	36542	Leased display advertising media space, transit .....	445	1 815 921	475 968	26.2	10.5	X
	36543	Leased display advertising media space, street furniture and other urban fixtures .....	168	124 262	53 734	43.2	1.2	X
	36544	Leased display advertising media space, other .....	293	502 072	431 730	86.0	9.5	X
	36550	Direct mail advertising services .....	21	5 340	226	4.2	Z	51.6
	36555	Letter shop services .....	21	5 340	226	4.2	Z	X
	36590	Signs, custom fabrication, include banners, a-frame, neon, outdoor, etc. ....	173	228 478	17 694	7.7	.4	X
	36630	Distribution of advertising materials, other than by mail .....	16	7 783	2 806	36.1	.1	X
	36640	Coordination of production and delivery of premiums (advertising specialties) .....	21	19 413	815	4.2	Z	X
	36660	Other services related to advertising .....	25	71 363	16 924	23.7	.4	X
	36840	Media representation services .....	62	11 720	3 846	32.8	.1	51.6
	36841	Sale of advertising space in print media .....	33	2 418	423	17.5	Z	X
	36844	Sale of advertising space in media other than print, television, or radio .....	29	9 300	3 423	36.8	.1	X
	39000	Merchandise sales .....	107	48 193	8 462	17.6	.2	29.3
	39053	Sales of merchandise, not specified by type .....	107	48 193	8 462	17.6	.2	X
	39500	All other receipts .....	388	609 138	23 712	3.9	.5	49.8
	39548	All other operating receipts .....	388	609 138	23 712	3.9	.5	X
54186		Direct mail advertising .....	3 753	X	11 075 701	X	100.0	73.3
	31180	Mailing lists, rental or sale .....	229	495 084	20 933	4.2	.2	X
	36500	Advertising agency serv - providing any comb of advertising serv such as creative & production serv/media planning & buying/research/marketing, & promotion serv - along w/ placing advertising w/ media .....	115	346 116	65 236	18.8	.6	X
	36510	Advertising creative services .....	170	294 281	33 227	11.3	.3	X
	36520	Public relations services .....	64	32 341	4 652	14.4	Z	X
	36530	Media planning and/or buying services .....	23	175 218	46 961	26.8	.4	X

See footnotes at end of table.

**Table 3. Product Lines by Kind of Business for the United States: 2002—Con.**

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line receipts/revenue			Response coverage <sup>2</sup> (percent)
			Number	Total receipts/revenue (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments <sup>1</sup>	
54186		Direct mail advertising—Con.						
	36550	Direct mail advertising services .....	3 724	11 075 701	10 285 006	92.9	92.9	57.0
	36551	Full direct mail services .....	2 700	8 522 863	7 101 560	83.3	64.1	X
	36552	Concept development for a direct mail advertising campaign services .....	653	1 403 624	337 968	24.1	3.1	X
	36553	Mailing list support services .....	1 062	2 046 457	456 556	22.3	4.1	X
	36554	Print services for direct mail advertising materials .....	1 310	2 953 889	842 453	28.5	7.6	X
	36555	Letter shop services .....	1 446	3 130 325	1 546 469	49.4	14.0	X
	36560	Sales promotion services .....	181	257 510	48 955	19.0	.4	X
	36570	Direct marketing services .....	286	447 458	121 500	27.2	1.1	X
	36590	Signs, custom fabrication, include banners, a-frame, neon, outdoor, etc. ....	18	44 081	1 329	3.0	Z	X
	36610	Fulfillment services .....	216	858 367	228 492	26.6	2.1	X
	36630	Distribution of advertising materials, other than by mail .....	128	227 052	34 224	15.1	.3	X
	36640	Coordination of production and delivery of premiums (advertising specialties) .....	35	58 147	15 174	26.1	.1	X
	36660	Other services related to advertising .....	206	476 809	36 882	7.7	.3	X
	36840	Media representation services .....	78	145 867	27 911	19.1	.3	68.3
	36841	Sale of advertising space in print media .....	78	145 867	24 405	16.7	.2	X
	39000	Merchandise sales .....	41	149 743	44 303	29.6	.4	73.3
	39053	Sales of merchandise, not specified by type .....	41	149 743	44 303	29.6	.4	X
	39500	All other receipts .....	126	538 722	60 916	11.3	.6	72.9
	39548	All other operating receipts .....	126	538 722	60 916	11.3	.6	X
541860		Direct mail advertising .....	3 753	X	11 075 701	X	100.0	73.3
	31180	Mailing lists, rental or sale .....	229	495 084	20 933	4.2	.2	X
	36500	Advertising agency serv - providing any comb of advertising serv such as creative & production serv/media planning & buying/research/marketing, & promotion serv - along w/ placing advertising w/ media .....	115	346 116	65 236	18.8	.6	X
	36510	Advertising creative services .....	170	294 281	33 227	11.3	.3	X
	36520	Public relations services .....	64	32 341	4 652	14.4	Z	X
	36530	Media planning and/or buying services .....	23	175 218	46 961	26.8	.4	X
	36550	Direct mail advertising services .....	3 724	11 075 701	10 285 006	92.9	92.9	57.0
	36551	Full direct mail services .....	2 700	8 522 863	7 101 560	83.3	64.1	X
	36552	Concept development for a direct mail advertising campaign services .....	653	1 403 624	337 968	24.1	3.1	X
	36553	Mailing list support services .....	1 062	2 046 457	456 556	22.3	4.1	X
	36554	Print services for direct mail advertising materials .....	1 310	2 953 889	842 453	28.5	7.6	X
	36555	Letter shop services .....	1 446	3 130 325	1 546 469	49.4	14.0	X
	36560	Sales promotion services .....	181	257 510	48 955	19.0	.4	X
	36570	Direct marketing services .....	286	447 458	121 500	27.2	1.1	X
	36590	Signs, custom fabrication, include banners, a-frame, neon, outdoor, etc. ....	18	44 081	1 329	3.0	Z	X
	36610	Fulfillment services .....	216	858 367	228 492	26.6	2.1	X
	36630	Distribution of advertising materials, other than by mail .....	128	227 052	34 224	15.1	.3	X
	36640	Coordination of production and delivery of premiums (advertising specialties) .....	35	58 147	15 174	26.1	.1	X
	36660	Other services related to advertising .....	206	476 809	36 882	7.7	.3	X
	36840	Media representation services .....	78	145 867	27 911	19.1	.3	68.3
	36841	Sale of advertising space in print media .....	78	145 867	24 405	16.7	.2	X
	39000	Merchandise sales .....	41	149 743	44 303	29.6	.4	73.3
	39053	Sales of merchandise, not specified by type .....	41	149 743	44 303	29.6	.4	X
	39500	All other receipts .....	126	538 722	60 916	11.3	.6	72.9
	39548	All other operating receipts .....	126	538 722	60 916	11.3	.6	X
54187		Advertising material distribution services .....	656	X	1 308 078	X	100.0	68.0
	36500	Advertising agency serv - providing any comb of advertising serv such as creative & production serv/media planning & buying/research/marketing, & promotion serv - along w/ placing advertising w/ media .....	16	4 382	249	5.7	Z	X
	36550	Direct mail advertising services .....	13	17 463	4 696	26.9	.4	X
	36560	Sales promotion services .....	46	23 127	889	3.8	.1	X
	36570	Direct marketing services .....	46	13 735	5 285	38.5	.4	X
	36630	Distribution of advertising materials, other than by mail .....	655	1 308 078	1 283 956	98.2	98.2	X
	36660	Other services related to advertising .....	20	10 059	1 975	19.6	.2	X
	39500	All other receipts .....	33	47 182	7 391	15.7	.6	68.0
	39548	All other operating receipts .....	33	47 182	7 391	15.7	.6	X
541870		Advertising material distribution services .....	656	X	1 308 078	X	100.0	68.0
	36500	Advertising agency serv - providing any comb of advertising serv such as creative & production serv/media planning & buying/research/marketing, & promotion serv - along w/ placing advertising w/ media .....	16	4 382	249	5.7	Z	X
	36550	Direct mail advertising services .....	13	17 463	4 696	26.9	.4	X
	36560	Sales promotion services .....	46	23 127	889	3.8	.1	X
	36570	Direct marketing services .....	46	13 735	5 285	38.5	.4	X
	36630	Distribution of advertising materials, other than by mail .....	655	1 308 078	1 283 956	98.2	98.2	X
	36660	Other services related to advertising .....	20	10 059	1 975	19.6	.2	X
	39500	All other receipts .....	33	47 182	7 391	15.7	.6	68.0
	39548	All other operating receipts .....	33	47 182	7 391	15.7	.6	X
54189		Other services related to advertising .....	8 612	X	9 423 676	X	100.0	62.1
	36250	Market research and public opinion polling services .....	11	12 049	772	6.4	Z	62.1
	36251	Market research services .....	7	9 951	540	5.4	Z	X
	36500	Advertising agency serv - providing any comb of advertising serv such as creative & production serv/media planning & buying/research/marketing, & promotion serv - along w/ placing advertising w/ media .....	166	186 878	60 387	32.3	.6	X
	36510	Advertising creative services .....	286	172 627	8 224	4.8	.1	X
	36520	Public relations services .....	76	114 683	15 356	13.4	.2	30.6
	36525	Event management services .....	11	59 474	7 732	13.0	.1	X

See footnotes at end of table.

**Table 3. Product Lines by Kind of Business for the United States: 2002—Con.**

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line receipts/revenue			Response coverage <sup>2</sup> (percent)
			Number	Total receipts/revenue (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments <sup>1</sup>	
54189		Other services related to advertising—Con.						
	36530	Media planning and/or buying services .....	86	13 577	1 965	14.5	Z	X
	36540	Display advertising services .....	51	20 447	3 048	14.9	Z	62.1
	36541	Leased display advertising media space, large format .....	39	15 206	2 369	15.6	Z	X
	36542	Leased display advertising media space, transit .....	14	2 518	233	9.3	Z	X
	36544	Leased display advertising media space, other .....	8	4 396	422	9.6	Z	X
	36550	Direct mail advertising services .....	170	285 684	29 502	10.3	.3	61.6
	36551	Full direct mail services .....	75	64 303	17 037	26.5	.2	X
	36552	Concept development for a direct mail advertising campaign services .....	29	180 471	2 834	1.6	Z	X
	36553	Mailing list support services .....	12	9 959	256	2.6	Z	X
	36554	Print services for direct mail advertising materials .....	45	55 689	6 410	11.5	.1	X
	36555	Letter shop services .....	50	10 527	2 965	28.2	Z	X
	36560	Sales promotion services .....	165	331 552	76 908	23.2	.8	X
	36570	Direct marketing services .....	74	98 076	21 673	22.1	.2	X
	36590	Signs, custom fabrication, include banners, a-frame, neon, outdoor, etc. ....	2 537	969 969	697 168	71.9	7.4	X
	36610	Fulfillment services .....	193	447 422	56 850	12.7	.6	X
	36630	Distribution of advertising materials, other than by mail .....	103	64 071	33 736	52.7	.4	X
	36640	Coordination of production and delivery of premiums (advertising specialties) .....	4 462	6 513 085	6 135 206	94.2	65.1	X
	36650	Display lettering services (sign painting) .....	1 252	386 859	214 470	55.4	2.3	X
	36660	Other services related to advertising .....	1 597	2 140 668	1 821 809	85.1	19.3	X
	36840	Media representation services .....	60	26 145	4 254	16.3	Z	57.9
	36841	Sale of advertising space in print media .....	53	18 569	1 100	5.9	Z	X
	36843	Sale of advertising time on radio .....	6	1 361	69	5.1	Z	X
	36844	Sale of advertising space in media other than print, television, or radio ....	7	7 576	3 085	40.7	Z	X
	39000	Merchandise sales .....	556	616 740	203 467	33.0	2.2	58.9
	39053	Sales of merchandise, not specified by type .....	556	616 740	203 467	33.0	2.2	X
	39500	All other receipts .....	343	422 208	37 200	8.8	.4	42.1
	39548	All other operating receipts .....	343	422 208	37 200	8.8	.4	X
541890		Other services related to advertising .....	8 612	X	9 423 676	X	100.0	62.1
	36250	Market research and public opinion polling services .....	11	12 049	772	6.4	Z	62.1
	36251	Market research services .....	7	9 951	540	5.4	Z	X
	36500	Advertising agency serv - providing any comb of advertising serv such as creative & production serv/media planning & buying/research/marketing, & promotion serv - along w/ placing advertising w/ media .....	166	186 878	60 387	32.3	.6	X
	36510	Advertising creative services .....	286	172 627	8 224	4.8	.1	X
	36520	Public relations services .....	76	114 683	15 356	13.4	.2	30.6
	36525	Event management services .....	11	59 474	7 732	13.0	.1	X
	36530	Media planning and/or buying services .....	86	13 577	1 965	14.5	Z	X
	36540	Display advertising services .....	51	20 447	3 048	14.9	Z	62.1
	36541	Leased display advertising media space, large format .....	39	15 206	2 369	15.6	Z	X
	36542	Leased display advertising media space, transit .....	14	2 518	233	9.3	Z	X
	36544	Leased display advertising media space, other .....	8	4 396	422	9.6	Z	X
	36550	Direct mail advertising services .....	170	285 684	29 502	10.3	.3	61.6
	36551	Full direct mail services .....	75	64 303	17 037	26.5	.2	X
	36552	Concept development for a direct mail advertising campaign services .....	29	180 471	2 834	1.6	Z	X
	36553	Mailing list support services .....	12	9 959	256	2.6	Z	X
	36554	Print services for direct mail advertising materials .....	45	55 689	6 410	11.5	.1	X
	36555	Letter shop services .....	50	10 527	2 965	28.2	Z	X
	36560	Sales promotion services .....	165	331 552	76 908	23.2	.8	X
	36570	Direct marketing services .....	74	98 076	21 673	22.1	.2	X
	36590	Signs, custom fabrication, include banners, a-frame, neon, outdoor, etc. ....	2 537	969 969	697 168	71.9	7.4	X
	36610	Fulfillment services .....	193	447 422	56 850	12.7	.6	X
	36630	Distribution of advertising materials, other than by mail .....	103	64 071	33 736	52.7	.4	X
	36640	Coordination of production and delivery of premiums (advertising specialties) .....	4 462	6 513 085	6 135 206	94.2	65.1	X
	36650	Display lettering services (sign painting) .....	1 252	386 859	214 470	55.4	2.3	X
	36660	Other services related to advertising .....	1 597	2 140 668	1 821 809	85.1	19.3	X
	36840	Media representation services .....	60	26 145	4 254	16.3	Z	57.9
	36841	Sale of advertising space in print media .....	53	18 569	1 100	5.9	Z	X
	36843	Sale of advertising time on radio .....	6	1 361	69	5.1	Z	X
	36844	Sale of advertising space in media other than print, television, or radio ....	7	7 576	3 085	40.7	Z	X
	39000	Merchandise sales .....	556	616 740	203 467	33.0	2.2	58.9
	39053	Sales of merchandise, not specified by type .....	556	616 740	203 467	33.0	2.2	X
	39500	All other receipts .....	343	422 208	37 200	8.8	.4	42.1
	39548	All other operating receipts .....	343	422 208	37 200	8.8	.4	X

<sup>1</sup>Product line receipts/revenue and product line percents may not sum to total due to exclusion of selected lines to avoid disclosing data for individual companies, due to rounding, and/or due to exclusion of lines that did not meet publication criteria.

<sup>2</sup>Receipts/revenue of establishments reporting product lines as percent of total receipts/revenue.

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

**Table 4. Concentration by Largest Firms for the United States: 2002**

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only firms and establishments of firms with payroll. Excludes data for corporate, subsidiary, and regional managing offices and establishments of these firms that are classified in other categories than those specified in this table. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For method of assignment to categories shown, see Appendix C. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

2002 NAICS code	Kind of business and largest firms based on receipts/revenue	Establishments (number)	Receipts/revenue		Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
			Amount (\$1,000)	As percent of total			
5418	Advertising and related services						
	All firms .....	38 274	58 499 250	100.0	19 641 482	4 898 088	407 992
	4 largest firms .....	844	9 442 380	16.1	4 004 875	1 045 475	54 938
	8 largest firms .....	1 164	12 288 501	21.0	4 543 579	1 191 033	63 309
	20 largest firms .....	1 478	16 742 224	28.6	5 924 130	1 573 961	84 788
	50 largest firms .....	1 758	20 094 944	34.4	6 875 214	1 807 590	105 653
54181	Advertising agencies						
	All firms .....	12 415	21 881 122	100.0	9 729 113	2 459 837	156 648
	4 largest firms .....	611	7 363 692	33.7	3 464 337	914 806	44 529
	8 largest firms .....	651	9 017 313	41.2	4 061 544	1 079 921	52 087
	20 largest firms .....	799	10 560 307	48.3	4 753 747	1 258 200	61 695
	50 largest firms .....	886	11 606 696	53.0	5 206 936	1 369 377	68 868
541810	Advertising agencies						
	All firms .....	12 415	21 881 122	100.0	9 729 113	2 459 837	156 648
	4 largest firms .....	611	7 363 692	33.7	3 464 337	914 806	44 529
	8 largest firms .....	651	9 017 313	41.2	4 061 544	1 079 921	52 087
	20 largest firms .....	799	10 560 307	48.3	4 753 747	1 258 200	61 695
	50 largest firms .....	886	11 606 696	53.0	5 206 936	1 369 377	68 868
54182	Public relations agencies						
	All firms .....	6 860	6 245 456	100.0	2 676 453	643 818	45 143
	4 largest firms .....	146	1 090 425	17.5	572 853	147 287	7 487
	8 largest firms .....	173	1 317 912	21.1	686 825	177 145	8 999
	20 largest firms .....	212	1 700 121	27.2	811 384	204 100	10 411
	50 largest firms .....	287	2 114 615	33.9	989 872	246 000	13 829
541820	Public relations agencies						
	All firms .....	6 860	6 245 456	100.0	2 676 453	643 818	45 143
	4 largest firms .....	146	1 090 425	17.5	572 853	147 287	7 487
	8 largest firms .....	173	1 317 912	21.1	686 825	177 145	8 999
	20 largest firms .....	212	1 700 121	27.2	811 384	204 100	10 411
	50 largest firms .....	287	2 114 615	33.9	989 872	246 000	13 829
54183	Media buying services						
	All firms .....	953	1 180 996	100.0	467 433	113 960	8 028
	4 largest firms .....	68	347 450	29.4	127 890	33 144	2 271
	8 largest firms .....	94	450 895	38.2	173 791	45 351	3 118
	20 largest firms .....	109	580 218	49.1	226 597	58 489	3 884
	50 largest firms .....	140	756 036	64.0	306 484	75 955	4 790
541830	Media buying services						
	All firms .....	953	1 180 996	100.0	467 433	113 960	8 028
	4 largest firms .....	68	347 450	29.4	127 890	33 144	2 271
	8 largest firms .....	94	450 895	38.2	173 791	45 351	3 118
	20 largest firms .....	109	580 218	49.1	226 597	58 489	3 884
	50 largest firms .....	140	756 036	64.0	306 484	75 955	4 790
54184	Media representatives						
	All firms .....	2 436	2 859 013	100.0	883 551	220 371	19 078
	4 largest firms .....	107	482 668	16.9	171 570	40 888	2 734
	8 largest firms .....	204	750 987	26.3	259 050	68 486	3 801
	20 largest firms .....	266	1 070 345	37.4	380 800	98 872	5 912
	50 largest firms .....	334	1 392 573	48.7	452 181	116 905	7 227
541840	Media representatives						
	All firms .....	2 436	2 859 013	100.0	883 551	220 371	19 078
	4 largest firms .....	107	482 668	16.9	171 570	40 888	2 734
	8 largest firms .....	204	750 987	26.3	259 050	68 486	3 801
	20 largest firms .....	266	1 070 345	37.4	380 800	98 872	5 912
	50 largest firms .....	334	1 392 573	48.7	452 181	116 905	7 227
54185	Display advertising						
	All firms .....	2 589	4 525 208	100.0	910 979	225 818	22 239
	4 largest firms .....	306	2 039 684	45.1	290 822	73 837	6 123
	8 largest firms .....	336	2 312 637	51.1	337 950	86 260	6 962
	20 largest firms .....	364	2 714 172	60.0	445 787	115 020	8 906
	50 largest firms .....	435	3 099 143	68.5	536 895	136 446	10 716
541850	Display advertising						
	All firms .....	2 589	4 525 208	100.0	910 979	225 818	22 239
	4 largest firms .....	306	2 039 684	45.1	290 822	73 837	6 123
	8 largest firms .....	336	2 312 637	51.1	337 950	86 260	6 962
	20 largest firms .....	364	2 714 172	60.0	445 787	115 020	8 906
	50 largest firms .....	435	3 099 143	68.5	536 895	136 446	10 716
54186	Direct mail advertising						
	All firms .....	3 753	11 075 701	100.0	2 710 821	671 025	75 992
	4 largest firms .....	69	2 271 546	20.5	254 537	72 656	6 121
	8 largest firms .....	104	2 882 723	26.0	436 288	118 980	10 570
	20 largest firms .....	126	3 841 903	34.7	693 450	184 930	16 585
	50 largest firms .....	186	5 080 916	45.9	1 027 621	268 832	25 189

See footnotes at end of table.



**Table 4. Concentration by Largest Firms for the United States: 2002—Con.**

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only firms and establishments of firms with payroll. Excludes data for corporate, subsidiary, and regional managing offices and establishments of these firms that are classified in other categories than those specified in this table. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For method of assignment to categories shown, see Appendix C. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

2002 NAICS code	Kind of business and largest firms based on receipts/revenue	Establishments (number)	Receipts/revenue		Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
			Amount (\$1,000)	As percent of total			
541860	Direct mail advertising						
	All firms .....	3 753	11 075 701	100.0	2 710 821	671 025	75 992
	4 largest firms .....	69	2 271 546	20.5	254 537	72 656	6 121
	8 largest firms .....	104	2 882 723	26.0	436 288	118 980	10 570
	20 largest firms .....	126	3 841 903	34.7	693 450	184 930	16 585
	50 largest firms .....	186	5 080 916	45.9	1 027 621	268 832	25 189
54187	Advertising material distribution services						
	All firms .....	656	1 308 078	100.0	323 868	78 130	9 024
	4 largest firms .....	64	566 954	43.3	151 607	34 912	2 698
	8 largest firms .....	70	692 243	52.9	179 115	41 672	3 632
	20 largest firms .....	103	893 975	68.3	227 816	53 025	5 027
	50 largest firms .....	140	1 067 254	81.6	266 877	65 061	6 457
541870	Advertising material distribution services						
	All firms .....	656	1 308 078	100.0	323 868	78 130	9 024
	4 largest firms .....	64	566 954	43.3	151 607	34 912	2 698
	8 largest firms .....	70	692 243	52.9	179 115	41 672	3 632
	20 largest firms .....	103	893 975	68.3	227 816	53 025	5 027
	50 largest firms .....	140	1 067 254	81.6	266 877	65 061	6 457
54189	Other services related to advertising						
	All firms .....	8 612	9 423 676	100.0	1 939 264	485 129	71 840
	4 largest firms .....	29	704 904	7.5	65 259	17 809	1 225
	8 largest firms .....	81	1 091 783	11.6	147 460	37 303	6 632
	20 largest firms .....	235	1 766 516	18.7	290 347	73 567	15 130
	50 largest firms .....	312	2 682 974	28.5	492 566	126 832	21 795
541890	Other services related to advertising						
	All firms .....	8 612	9 423 676	100.0	1 939 264	485 129	71 840
	4 largest firms .....	29	704 904	7.5	65 259	17 809	1 225
	8 largest firms .....	81	1 091 783	11.6	147 460	37 303	6 632
	20 largest firms .....	235	1 766 516	18.7	290 347	73 567	15 130
	50 largest firms .....	312	2 682 974	28.5	492 566	126 832	21 795

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

# Appendix A.

## Explanation of Terms

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### **ANNUAL PAYROLL**

Payroll includes all forms of compensation such as salaries, wages, commissions, dismissal pay, bonuses, vacation allowances, sick-leave pay, and employee contributions to qualified pension plans paid during the year to all employees and reported on Internal Revenue Service (IRS) Form 941 as taxable Medicare Wages and tips (even if not subject to income or FICA tax). Also included are tips and gratuities received by employees from patrons and reported to employers. If an employee works at more than one location, the payroll is included in the one location where they spend most of their time. Also included are salaries of members of professional service organizations or associations that operate under state professional corporation statutes and file a corporate federal income tax return. Excluded are payrolls of departments or concessions operated by other companies at the establishment; payments to or withdrawals by proprietors or partners of an unincorporated company; and annuities or supplemental unemployment compensation benefits, even if income tax was withheld. Payroll is reported before deductions for social security, income tax, insurance, union dues, etc. This definition of payroll is the same as that used by the IRS on Form 941.

### **ESTABLISHMENTS**

An establishment is a single physical location at which business is conducted and/or services are provided. It is not necessarily identical to a company or enterprise, which may consist of one establishment or more. Economic census figures represent a summary of reports for individual establishments rather than companies. For cases where a census report was received, separate information was obtained for each location where business was conducted. When administrative records of other federal agencies were used instead of a census report, no information was available on the number of locations operated. Each economic census establishment was tabulated according to the physical location at which the business was conducted. The count of establishments represents those in business at any time during 2002.

When two activities or more were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment. The entire establishment was classified on the basis of its major activity and all data for it were included in that classification. However, when distinct and separate economic activities (for which different industry classification codes were appropriate) were conducted at a single location under a single ownership, separate establishment reports for each of the different activities were obtained in the census.

Leased service departments (separately owned businesses operated as departments or concessions of other service establishments or of retail businesses, such as a separately owned shoe-shine parlor in a barber shop, or a beauty shop in a department store) are treated as separate service establishments for census purposes. Leased retail departments located in service establishments (e.g., a gift shop located in a hotel) are considered separate retail establishments.

### **FIRMS**

A firm is a business organization or entity consisting of one domestic establishment (location) or more under common ownership or control. All establishments of subsidiary firms are included as part of the owning or controlling firm. For the economic census, the terms "firm" and "company" are synonymous.

### **FIRST-QUARTER PAYROLL**

Represents payroll paid to persons employed at any time during the quarter January to March 2002.

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## **PAID EMPLOYEES FOR PAY PERIOD INCLUDING MARCH 12**

Paid employees consists of full- and part-time employees, including salaried officers and executives of corporations, who were on the payroll during the pay period including March 12. Included are employees on paid sick leave, paid holidays, and paid vacations, and salaried members of professional service organizations or associations that operate under state professional corporation statutes and file corporate federal income tax returns. Not included are proprietors and partners of unincorporated businesses; employees of departments or concessions operated by other companies at the establishment; full- and part-time leased employees whose payroll was filed under an employee leasing company's Employer Identification Number (EIN); and temporary staffing obtained from a staffing service. The definition of paid employees is the same as that used by the Internal Revenue Service (IRS) on Form 941.

## **RECEIPTS/REVENUE**

Receipts (basic dollar volume measure for service establishments of firms subject to federal income tax). Includes gross receipts from customers or clients for services provided, from the use of facilities, and from merchandise sold in 2002 whether or not payment was received in 2002. For advertising agencies, travel industries, and other service establishments operating on a commission basis, receipts include commissions, fees, and other operating income, NOT gross billings and sales. Excise taxes on gasoline, liquor, tobacco, etc., that are paid by the manufacturer or wholesaler and passed on in the cost of goods purchased by the service establishment, are also included. The establishments share of receipts from departments, concessions, and vending and amusement machines operated by others are included as part of receipts. Receipts also include amounts received from the rental and leasing of vehicles, equipment, instruments, and tools; the total value of service contracts; market value of compensation received in lieu of cash; amounts received for work subcontracted to others; and dues and assessments from members and affiliates. Receipts from services performed for foreign parent firms, subsidiaries, and branches are included.

Receipts are net after deductions for refunds and allowances for merchandise returned by customers. Receipts do not include sales and other taxes (including Hawaii's General Excise Tax) collected directly from customers and paid directly to a local, state, or federal tax agency. Also excluded are gross receipts from departments and concessions operated by others; sales of used equipment previously rented or leased to customers; domestic intracompany transfers; proceeds from the sale of real estate (land and buildings), investments, or other assets (except inventory held for resale); income from interest, rental of real estate, dividends, contributions, and grants; receipts of foreign parent firms and subsidiaries; and other nonoperating income, such as franchise fees. Receipts do not include service receipts of manufacturers, wholesalers, retail establishments, or other businesses whose primary activity is other than service. They do, however, include receipts other than from services rendered (e.g., sale of merchandise to individuals or other businesses) by establishments primarily engaged in performing services and classified in the service industries.

Revenue (basic dollar volume measure for firms exempt from federal income tax). Includes receipts from customers or clients for services provided in 2002, whether or not payment was received in 2002, and gross sales of merchandise, minus returns and allowances. Also included are income from interest, dividends, gross rents (including display space rentals and share of receipts from departments operated by other companies), gross contributions, gifts, grants (whether or not restricted for use in operations), royalties, dues and assessments from members and affiliates, commissions earned from the sale of merchandise owned by others (including commissions from vending machine operators), and gross receipts from fundraising activities. Revenue now includes gains or losses from the sale of real estate (land and buildings), investments, or other assets (except inventory held for resale). Receipts from taxable business activities of firms exempt from federal income tax (unrelated business income) are also included in revenue.

Revenue does not include sales and other taxes collected directly from customers or clients and paid directly to a local, state, or federal tax agency; gross receipts of departments or concessions operated by others; and amounts transferred to operating funds from capital or reserve funds.

# Appendix B.

## NAICS Codes, Titles, and Descriptions

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### **PART 1. 2002 NAICS**

#### **5418 ADVERTISING AND RELATED SERVICES**

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).

#### **54181 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).

#### **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).

#### **54182 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.

#### **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.

#### **54183 MEDIA BUYING SERVICES**

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.

#### **541830 MEDIA BUYING SERVICES**

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.

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#### **54184 MEDIA REPRESENTATIVES**

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

#### **541840 MEDIA REPRESENTATIVES**

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

#### **54185 DISPLAY 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.

#### **541850 DISPLAY 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.

#### **54186 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., key chains, 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.

#### **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., key chains, 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.

#### **54187 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.

#### **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.

#### **54189 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).

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## **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).

## **PART 2. 1997 NAICS**

### **5418 ADVERTISING AND RELATED SERVICES**

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).

#### **54181 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).

##### **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).

##### **54182 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.

##### **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.

##### **54183 MEDIA BUYING SERVICES**

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.

##### **541830 MEDIA BUYING SERVICES**

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.

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#### **54184 MEDIA REPRESENTATIVES**

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

#### **541840 MEDIA REPRESENTATIVES**

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

#### **54185 DISPLAY 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.

#### **541850 DISPLAY 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.

#### **54186 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., key chains, 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.

#### **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., key chains, 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.

#### **54187 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.

#### **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.

#### **54189 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).

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**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).



# Appendix C.

## Methodology

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### **SOURCES OF THE DATA**

For this sector, large- and medium-size firms, plus all firms known to operate more than one establishment, were sent report forms to be completed for each of their establishments and returned to the Census Bureau. For most very small firms, data from existing administrative records of other federal agencies were used instead. These records provide basic information on location, kind of business, receipts/revenue, payroll, number of employees, and legal form of organization.

Firms in the 2002 Economic Census are divided into those sent report forms and those not sent report forms. The coverage of and the method of obtaining census information from each are described below:

1. Establishments sent a report form:
  - a. Large employers, i.e., all multiestablishment firms, and all employer firms with payroll above a specified cutoff. (The term “employers” refers to firms with one or more paid employees at any time during 2002 as shown in the active administrative records of other federal agencies.)
  - b. A sample of small employers, i.e., single-establishment firms with payroll below a specified cutoff in classifications for which specialized data precludes reliance solely on administrative records sources. The sample was stratified by industry and geography.
2. Establishments not sent a report form:
  - a. Small employers, i.e., single-establishment firms with payroll below a specified cutoff, not selected into the small employer sample. Although the payroll cutoff varies by kind of business, small employers not sent a report form generally include firms with less than 10 employees and represent about 10 percent of total receipts/revenue of establishments covered in the census. Data on receipts/revenue, payroll, and employment for these small employers were derived or estimated from administrative records of other federal agencies.
  - b. All taxable nonemployers, i.e., all firms subject to federal income tax with no paid employees during 2002. Receipts information for these firms was obtained from administrative records of other federal agencies. Although consisting of many firms, nonemployers account for less than 10 percent of total receipts of all establishments covered in the census. Data for nonemployers are not included in this report, but are released in the annual *Nonemployer Statistics* series.

The report forms used to collect information for establishments in this sector are available at [help.econ.census.gov/econhelp/resources/](http://help.econ.census.gov/econhelp/resources/).

A more detailed examination of census methodology is presented in the *History of the Economic Census* at [www.census.gov/econ/www/history.html](http://www.census.gov/econ/www/history.html).

### **INDUSTRY CLASSIFICATION OF ESTABLISHMENTS**

The classifications for all establishments are based on the *North American Industry Classification System, United States, 2002* manual. Changes between 1997 and 2002 affecting this sector are discussed in the text at the beginning of this report. Tables at [www.census.gov/epcd/naics02/](http://www.census.gov/epcd/naics02/) identify all industries that changed between the 1997 North American Industry Classification System (NAICS) and 2002 NAICS.

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The method of assigning classifications and the level of detail at which establishments were classified depends on whether a report form was obtained for the establishment.

1. Establishments that returned a report form were classified on the basis of their self-designation, product line receipts/revenue, and responses to other industry-specific inquiries.
2. Establishments without a report form:
  - a. Small employers not sent a form were, where possible, classified on the basis of the most current kind-of-business classification available from one of the Census Bureau's current sample surveys or the 1997 Economic Census. Otherwise, the classification was obtained from administrative records of other federal agencies. If the census or administrative record classifications proved inadequate (none corresponded to a 2002 Economic Census classification in the detail required for employers), the firm was sent a brief inquiry requesting information necessary to assign a kind-of-business code.
  - b. Nonemployers were classified on the basis of information obtained from administrative records of other federal agencies.

### **METHOD OF ASSIGNING TAX STATUS**

For kind-of-business classifications where there were substantial numbers of taxable and tax-exempt establishments, establishments were classified based on the federal income tax filing requirement for the establishment or organization. This classification was based primarily on the response to an inquiry on the census report form. Establishments that indicated that all or part of their income was exempt from federal income tax under provisions of section 501 of the Internal Revenue Service (IRS) code were classified as tax-exempt; establishments indicating no such exemption were classified as taxable. All government-operated hospitals were classified as tax-exempt. For establishments without a report form, the tax status classification was based on administrative records of other federal agencies.

For selected kind-of-business classifications that are comprised primarily of tax-exempt establishments, all establishments in those classifications were defined as tax-exempt. All establishments in the remaining kind-of-business classifications (comprised primarily of taxable establishments) were defined as taxable.

### **RELIABILITY OF DATA**

All data compiled in the economic census are subject to nonsampling errors. Nonsampling errors can be attributed to many sources during the development or execution of the census:

- inability to identify all cases in the actual universe;
- definition and classification difficulties;
- differences in the interpretation of questions;
- errors in recording or coding the data obtained; and
- other errors of collection, response, coverage, processing, and estimation for missing or misreported data.

Data presented in the Miscellaneous Subjects and the Product Lines reports for this sector are subject to sampling errors, as well as nonsampling errors. Specifically, these data are estimated based on information obtained from census report forms mailed to all large employers and to a sample of small employers in the universe. Sampling errors affect these estimates, insofar, as they may differ from results that would be obtained from a complete enumeration.

The accuracy of these tabulated data is determined by the joint effects of the various nonsampling errors or by the joint effects of sampling and nonsampling errors. No direct measurement of these effects has been obtained except for estimation for missing or misreported data; however, precautionary steps were taken in all phases of the collection, processing, and tabulation of the data in an effort to minimize the effects of nonsampling errors.

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The Census Bureau obtains limited information extracted from administrative records of other federal agencies, such as gross receipts from federal income tax records and employment and payroll from payroll tax records. This information is used in conjunction with other information available to the Census Bureau to develop estimates for nonemployers, small employers, and other establishments for which responses were not received in time for publication.

Key tables in this report include a column for “Percent of receipts/revenue from administrative records.” This includes receipts/revenue information obtained from administrative records of other federal agencies. The “Percent of receipts/revenue estimated” includes receipts/revenue information that was imputed based on historic company ratios or administrative records, or on industry averages.

The Census Bureau recommends that data users incorporate this information into their analyses, as nonsampling error and sampling error could impact the conclusions drawn from economic census data.

### **TREATMENT OF NONRESPONSE**

Census report forms included two different types of inquiries, “basic” and “industry-specific.” Data for the basic inquiries, which include location, kind of business or operation, receipts/revenue, payroll, and number of employees, were available from a combination of sources for all establishments. Data for industry-specific inquiries, tailored to the particular kinds of business or operation covered by the report form, were available only from establishments responding to those inquiries.

Data for industry-specific inquiries in this sector were expanded in most cases to account for establishments that did not respond to the particular inquiry for which data are presented. Unless otherwise noted in specific reports, data for industry-specific inquiries were expanded in direct relationship to total receipts/revenue of all establishments included in the category. In a few cases, expansion on the basis of the receipts/revenue was not appropriate, and another basic data item was used as the basis for expansion of reported data to account for nonrespondents.

All reports in which industry-specific data were expanded include a coverage indicator for each publication category, which shows the receipts/revenue of establishments responding to the industry-specific inquiry as a percent of total receipts/revenue for all establishments for which data are shown. For some inquiries, coverage is determined by the ratio of total payroll or employment of establishments responding to the inquiry to total payroll or employment of all establishments in the category.

### **CONCENTRATION CATEGORIES**

Concentration categories are based on aggregate receipts/revenue of all establishments operated by the same firm in a given kind-of-business classification or group for which data are presented. For example, a firm operating two service establishments – a testing laboratory (NAICS 541380) and a surveying service (NAICS 541360) – would be treated as two one-establishment firms at the most detailed NAICS level, and as a two-establishment firm in NAICS 5413.

### **DISCLOSURE**

In accordance with federal law governing census reports (Title 13 of the United States Code), no data are published that would disclose the operations of an individual establishment or business. However, the number of establishments in a kind-of-business classification is not considered a disclosure; therefore, this information may be released even though other information is withheld. Techniques employed to limit disclosure are discussed at [www.census.gov/epcd/ec02/disclosure.htm](http://www.census.gov/epcd/ec02/disclosure.htm).

# Appendix D. Geographic Notes

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Not applicable for this report.

# Appendix E. Metropolitan and Micropolitan Statistical Areas

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Not applicable for this report.

