

Other Publishers: 2002

Issued November 2004

EC02-511-05

2002 Economic Census

Information

Industry Series



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Helping You Make Informed Decisions

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



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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[These data are preliminary and are subject to change; they will be superseded by data released in later reports.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 (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of receipts—	
							From admini- strative records ¹	Estimated ²
51119	Other publishers	994	7 486 847	1 073 537	279 670	26 537	2.0	3.0
511191	Greeting card publishers	119	5 372 666	635 631	178 278	15 859	.7	.6
511199	All other publishers	875	2 114 181	437 906	101 392	10 678	5.5	9.2

¹Includes receipts information obtained from administrative records of other federal agencies.

²Includes receipts 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 (\$1,000)	Annual payroll (\$1,000)	Paid employees for pay period including March 12 (number)
51119	Other publishers	2002..	2 491	10 367 725	1 923 115	48 142
		1997..	2 608	10 943 833	1 891 301	65 916
511191	Greeting card publishers	2002..	124	5 395 140	647 193	16 064
		1997..	106	5 338 986	628 432	20 518
511199	All other publishers	2002..	2 367	4 972 585	1 275 922	32 078
		1997..	2 502	5 604 847	1 262 869	45 398

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			Response coverage ² (percent)
			Number	Total receipts (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts of—		
						Establishments with the product line	All establishments ¹	
51119		Other publishers	994	X	7 486 847	X	100.0	88.7
	31120	Printing services for others	106		266 069	37.7	1.3	X
	31170	Sale or licensing of rights to content	59		3 084 500	.9	.4	X
	31180	Mailing lists, rental or sale	14		19 122	879	4.6	X
	31200	Publishing services for others	94		147 464	96 603	65.5	1.3
	31230	Books - Print: General reference books	8		3 425	1 205	35.2	.1
	31390	Greeting cards - Internet	10		129 696	4 459	3.4	.1
	31400	Calendars - Internet	10		7 864	223	2.8	.1
	31460	Cards, except greeting cards - Other media ³	9		25 180	18 331	72.8	.2
	31510	Periodicals - Print - Subscriptions and sales: General interest periodicals	8		23 573	21 777	92.4	.3
	31540	Periodicals - Internet - Subscriptions and sales: General interest periodicals	8		23 087	1 691	7.3	.1
	31750	Greeting cards - print	125		5 417 522	3 643 594	67.3	48.7
	31760	Cards, except greeting cards - print	53		688 947	648 758	94.2	8.7
	31770	Calendars - print	67		3 267 115	78 485	2.4	1.0
	31780	Patterns - print	34		149 091	132 663	89.0	1.8
	31790	Sale of print advertising space, not specified by type of publication	129		94 884	64 122	67.6	.9
	31970	Sale of Internet advertising space, not specified by type of publication	22		21 691	5 877	27.1	.1
	32820	Yearbooks - Print	43		246 006	239 594	97.4	3.2
	32830	Posters - Print	32		66 304	20 854	31.5	.3
	32850	Posters - Internet	7		1 754	3 308	17.6	.7
	32870	Posters - Other media ³	6		8 922	3 615	40.5	.2
	33800	Other publishing, not specified by type of publication	422		773 406	622 846	80.5	8.3
	33804	Other publishing, excluding cards, calendars, patterns, yearbooks and posters	417		769 752	619 289	80.5	8.3
	33850	Other Internet publishing, not specified by type of publication	19		19 620	3 615	18.4	.2
	33854	Other Internet publishing, excluding cards, calendars, patterns, yearbooks, and posters	17		16 416	3 519	21.4	.2
511191		Greeting card publishers	119	X	5 372 666	X	100.0	95.7
	31120	Printing services for others	10		46 850	3 170	6.8	.1
	31170	Sale or licensing of rights to content	17		3 034 267	10 316	.3	.2
	31390	Greeting cards - Internet	10		129 696	4 459	3.4	.1
	31750	Greeting cards - print	106		5 366 380	3 637 505	67.8	67.7
	31760	Cards, except greeting cards - print	8		3 868	1 07	2.8	.1
	31770	Calendars - print	25		3 193 351	23 048	.7	.4
	31790	Sale of print advertising space, not specified by type of publication	10		3 277	2 257	68.9	.7
	32830	Posters - Print	6		34 063	4 330	13	.3
	33800	Other publishing, not specified by type of publication	8		44 056	13 861	31.5	.3
	33804	Other publishing, excluding cards, calendars, patterns, yearbooks and posters	8		44 056	13 861	31.5	.3
511199		All other publishers	875	X	2 114 181	X	100.0	70.8
	31120	Printing services for others	96		219 219	97 047	44.3	4.6
	31170	Sale or licensing of rights to content	42		50 233	16 005	31.9	.8
	31180	Mailing lists, rental or sale	12		17 886	825	4.6	.2
	31200	Publishing services for others	94		147 464	96 603	65.5	4.6
	31230	Books - Print: General reference books	8		3 425	1 205	35.2	.1
	31400	Calendars - Internet	8		7 273	169	2.3	.1
	31460	Cards, except greeting cards - Other media ³	9		25 180	18 331	72.8	.9
	31510	Periodicals - Print - Subscriptions and sales: General interest periodicals	8		23 573	21 777	92.4	1.0
	31540	Periodicals - Internet - Subscriptions and sales: General interest periodicals	8		23 087	1 691	7.3	.1
	31750	Greeting cards - print	19		51 142	6 089	11.9	.3
	31760	Cards, except greeting cards - print	45		685 079	648 651	94.7	30.7
	31770	Calendars - print	42		73 764	55 437	75.2	2.6
	31780	Patterns - print	32		148 500	132 609	89.3	6.3
	31790	Sale of print advertising space, not specified by type of publication	119		91 607	61 865	67.5	2.9
	31970	Sale of Internet advertising space, not specified by type of publication	22		21 691	5 877	27.1	.3
	32820	Yearbooks - Print	43		246 006	239 594	97.4	11.3
	32830	Posters - Print	26		32 241	20 424	63.3	1.0
	32870	Posters - Other media ³	6		8 922	3 615	40.5	.2
	33800	Other publishing, not specified by type of publication	414		729 350	608 985	83.5	28.8
	33804	Other publishing, excluding cards, calendars, patterns, yearbooks and posters	409		725 696	605 428	83.4	28.6
	33850	Other Internet publishing, not specified by type of publication	19		19 620	3 615	18.4	.2
	33854	Other Internet publishing, excluding cards, calendars, patterns, yearbooks, and posters	17		16 416	3 519	21.4	.2

¹Product line receipts and/or 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.

²Receipts of establishments reporting product lines as percent of total receipts.

³Other media, including CD-ROM, diskette, audio cassette, and microform.

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	Establishments (number)	Receipts		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			
51119	Other publishers						
	All firms	994	7 486 847	100.0	1 073 537	279 670	26 537
	4 largest firms	131	5 359 195	71.6	593 961	168 307	14 097
	8 largest firms	139	5 832 544	77.9	676 290	184 032	16 171
	20 largest firms	154	6 494 592	86.7	783 233	209 926	19 010
	50 largest firms	194	6 889 229	92.0	886 990	234 436	21 102
511191	Greeting card publishers						
	All firms	119	5 372 666	100.0	635 631	178 278	15 859
	4 largest firms	17	D	D	D	D	j
	8 largest firms	22	5 145 106	95.8	581 960	165 702	14 225
	20 largest firms	38	5 319 851	99.0	618 795	173 920	15 224
	50 largest firms	68	5 363 597	99.8	633 341	177 649	15 726
511199	All other publishers						
	All firms	875	2 114 181	100.0	437 906	101 392	10 678
	4 largest firms	118	947 249	44.8	126 057	26 359	2 051
	8 largest firms	128	1 213 820	57.4	172 248	37 695	4 031
	20 largest firms	144	1 464 692	69.3	236 978	52 974	5 314
	50 largest firms	177	1 687 876	79.8	297 407	66 841	6 584

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.