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2002 Economic Census

Information

Geographic Area Series



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Introduction to the Economic Census

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).

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) 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

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. 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.

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Information

SCOPE

The Information sector (sector 51) comprises establishments engaged in the following processes: (a) producing and distributing information and cultural products, (b) providing the means to transmit or distribute these products as well as data or communications, and (c) processing data.

The main components of this sector are the publishing industries, including software publishing, and both traditional publishing and publishing exclusively over the Internet; the telecommunications industries; the industries known as Internet service providers and Web search portals, data processing industries, and the information services industries.

The expressions “information age” and “global information economy” are used with considerable frequency today. The general idea of an “information economy” includes both the notion of industries primarily producing, processing, and distributing information, as well as the idea that every industry is using available information and information technology to reorganize and make themselves more productive.

For the purpose of developing NAICS, it is the transformation of information into a commodity that is produced and distributed by a number of growing industries that is at issue. The Information sector groups three types of establishments: (1) those engaged in producing and distributing information and cultural products; (2) those that provide the means to transmit or distribute these products as well as data or communications; and (3) those that process data. Cultural products are those that directly express attitudes, opinions, ideas, values, and artistic creativity; provide entertainment; or offer information and analysis concerning the past and present. Included in this definition are popular, mass-produced products, as well as cultural products that normally have a more limited audience, such as poetry books, literary magazines, or classical records.

The unique characteristics of information and cultural products, and of the processes involved in their production and distribution, distinguish the Information sector from the goods-producing and service-producing sectors. Some of these characteristics are:

1. Unlike traditional goods, an “information or cultural product,” such as a newspaper online or television program, does not necessarily have tangible qualities, nor is it necessarily associated with a particular form. A movie can be shown at a movie theater, on a television broadcast, through video-on-demand or rented at a local video store. A sound recording can be aired on radio, embedded in multimedia products, or sold at a record store.
2. Unlike traditional services, the delivery of these products does not require direct contact between the supplier and the consumer.
3. The value of these products to the consumer lies in their informational, educational, cultural, or entertainment content, not in the format in which they are distributed. Most of these products are protected from unlawful reproduction by copyright laws.
4. The intangible property aspect of information and cultural products makes the processes involved in their production and distribution very different from goods and services. Only those possessing the rights to these works are authorized to reproduce, alter, improve, and distribute them. Acquiring and using these rights often involves significant costs. In addition, technology is revolutionizing the distribution of these products. It is possible to distribute them in a physical form, via broadcast, or online.
5. Distributors of information and cultural products can easily add value to the products they distribute. For instance, broadcasters add advertising not contained in the original product.

This capacity means that unlike traditional distributors, they derive revenue not from sale of the distributed product to the final consumer, but from those who pay for the privilege of adding information to the original product. Similarly, a directory and mailing list publisher can acquire the rights to thousands of previously published newspaper and periodical articles and add new value by providing search and software and organizing the information in a way that facilitates research and retrieval. These products often command a much higher price than the original information.

The distribution modes for information commodities may either eliminate the necessity for traditional manufacture, or reverse the conventional order of manufacture-distribute: A newspaper distributed online, for example, can be printed locally or by the final consumer. Similarly, it is anticipated that packaged software, which today is mainly bought through the traditional retail channels, will soon be available mainly online. The NAICS Information sector is designed to make such economic changes transparent as they occur, or to facilitate designing surveys that will monitor the new phenomena and provide data to analyze the changes.

Many of the industries in the NAICS Information sector are engaged in producing products protected by copyright law, or in distributing them (other than distribution by traditional wholesale and retail methods). Examples are traditional publishing industries, software and directory and mailing list publishing industries, and film and sound industries. Broadcasting and telecommunications industries and information providers and processors are also included in the Information sector, because their technologies are so closely linked to other industries in the Information sector.

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 information 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.

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 13 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, 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.

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, 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.
- **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.

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. 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.
 - 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).

The 1997 Economic Census was the first census to present data based on NAICS, the successor to the Standard Industrial Classification (SIC) system. NAICS was revised for 2002 and a number of revisions affect the Information Sector. New industries were created for Internet publishing and broadcasting and Web search portals. Revisions to the hierarchical structure were made and revised NAICS codes were assigned to selected industries. Most tables in the 2002 Economic Census reports present data based on 2002 NAICS. A comparative table in the Industry Series reports, and the multisector *Comparative Statistics* report, present data for both 2002 and 1997 based on 1997 NAICS.

These tables for 2002 include information establishments that primarily serve other establishments of the same enterprise. These "enterprise support" establishments were not included in data for the information 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.

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.

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.

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
Q	Receipts not collected at this level of detail for multiestablishment firms
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
r	Revised
–	Represents zero (page image/print only)
(CC)	Consolidated city
(IC)	Independent city
CDP	Census designated place

Table 1. Summary Statistics for the State: 2002

[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. Table 2 of the United States Geographic Area Series report presents data on enterprise support establishments that are included in the 2002 data. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census.]

NAICS code	Geographic area and 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
ARKANSAS								
51	Information	1 002	N	1 269 461	324 585	31 437	N	N
511	Publishing industries (except Internet)	205	1 175 934	190 978	45 918	6 971	.3	1.3
5111	Newspaper, periodical, book, and directory publishers	184	1 153 020	180 372	43 464	6 789	.3	1.0
51111	Newspaper publishers	112	223 629	80 045	18 435	3 166	.5	3.4
511110	Newspaper publishers	112	223 629	80 045	18 435	3 166	.5	3.4
51112	Periodical publishers	34	D	D	D	e	D	D
511120	Periodical publishers	34	D	D	D	e	D	D
51113	Book publishers	18	86 993	15 705	4 369	525	.6	—
511130	Book publishers	18	86 993	15 705	4 369	525	.6	—
51114	Directory and mailing list publishers	13	51 645	4 565	1 175	145	—	1.3
511140	Directory and mailing list publishers	13	51 645	4 565	1 175	145	—	1.3
51119	Other publishers	7	D	D	D	h	D	D
511191	Greeting card publishers	3	D	D	D	h	D	D
511199	All other publishers	4	1 485	405	76	23	6.7	—
5112	Software publishers	21	22 914	10 606	2 454	182	—	16.8
51121	Software publishers	21	22 914	10 606	2 454	182	—	16.8
511210	Software publishers	21	22 914	10 606	2 454	182	—	16.8
512	Motion picture and sound recording industries	115	N	16 726	3 897	1 102	N	N
5121	Motion picture and video industries	105	N	15 140	3 574	1 053	N	N
51211	Motion picture and video production	40	Q	D	D	c	Q	Q
512110	Motion picture and video production	40	Q	D	D	c	Q	Q
51213	Motion picture and video exhibition	63	56 633	7 154	1 673	830	6.9	5.6
512131	Motion picture theaters (except drive-ins)	61	D	D	D	f	D	D
512132	Drive-in motion picture theaters	2	D	D	D	a	D	D
51219	Postproduction and other motion picture and video industries	2	D	D	D	a	D	D
512191	Teleproduction and other postproduction services	2	D	D	D	a	D	D
5122	Sound recording industries	10	N	1 586	323	49	N	N
51223	Music publishers	2	D	D	D	a	D	D
512230	Music publishers	2	D	D	D	a	D	D
51224	Sound recording studios	7	D	D	D	b	D	D
512240	Sound recording studios	7	D	D	D	b	D	D
51229	Other sound recording industries	1	D	D	D	a	D	D
512290	Other sound recording industries	1	D	D	D	a	D	D
5122902	Producers of taped radio programs	1	D	D	D	a	D	D
515	Broadcasting (except Internet)	153	205 897	64 092	15 516	2 343	3.9	3.5
5151	Radio and television broadcasting	150	205 731	64 050	15 505	2 340	3.9	3.5
51511	Radio broadcasting	128	91 770	32 754	7 792	1 455	8.2	7.8
515111	Radio networks	7	4 412	1 562	365	93	—	48.7
515112	Radio stations	121	87 358	31 192	7 427	1 362	8.6	5.8
51512	Television broadcasting	22	113 961	31 296	7 713	885	.3	.1
515120	Television broadcasting	22	113 961	31 296	7 713	885	.3	.1
5152	Cable and other subscription programming	3	166	42	11	3	93.4	—
51521	Cable and other subscription programming	3	166	42	11	3	93.4	—
515210	Cable and other subscription programming	3	166	42	11	3	93.4	—
516	Internet publishing and broadcasting	8	D	D	D	e	D	D
5161	Internet publishing and broadcasting	8	D	D	D	e	D	D
51611	Internet publishing and broadcasting	8	D	D	D	e	D	D
516110	Internet publishing and broadcasting	8	D	D	D	e	D	D
517	Telecommunications	387	N	691 120	179 685	14 472	N	N
5171	Wired telecommunications carriers	220	Q	444 080	112 289	8 983	Q	Q
51711	Wired telecommunications carriers	220	Q	444 080	112 289	8 983	Q	Q
517110	Wired telecommunications carriers	220	Q	444 080	112 289	8 983	Q	Q
5172	Wireless telecommunications carriers (except satellite)	91	Q	D	D	h	Q	Q
51721	Wireless telecommunications carriers (except satellite)	91	Q	D	D	h	Q	Q
517211	Paging	31	Q	D	D	c	Q	Q
517212	Cellular and other wireless telecommunications	60	Q	D	D	h	Q	Q
5173	Telecommunications resellers	12	D	D	D	b	D	D
51731	Telecommunications resellers	12	D	D	D	b	D	D
517310	Telecommunications resellers	12	D	D	D	b	D	D
5174	Satellite telecommunications	2	D	D	D	a	D	D
51741	Satellite telecommunications	2	D	D	D	a	D	D
517410	Satellite telecommunications	2	D	D	D	a	D	D
5175	Cable and other program distribution	61	Q	34 002	8 170	1 059	Q	Q
51751	Cable and other program distribution	61	Q	34 002	8 170	1 059	Q	Q
517510	Cable and other program distribution	61	Q	34 002	8 170	1 059	Q	Q
5179	Other telecommunications	1	D	D	D	a	D	D
51791	Other telecommunications	1	D	D	D	a	D	D
517910	Other telecommunications	1	D	D	D	a	D	D

See footnotes at end of table.

Table 1. Summary Statistics for the State: 2002—Con.

[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. Table 2 of the United States Geographic Area Series report presents data on enterprise support establishments that are included in the 2002 data. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

NAICS code	Geographic area and 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
ARKANSAS—Con.								
51	Information—Con.							
518	Internet service providers, web search portals, and data processing services	124	567 506	294 804	76 488	5 976	.4	4.5
5181	Internet service providers and web search portals	49	21 573	4 732	1 092	191	8.7	13.4
51811	Internet service providers and web search portals	49	21 573	4 732	1 092	191	8.7	13.4
518111	Internet service providers	43	19 651	3 850	884	169	9.4	7.8
518112	Web search portals	6	1 922	882	208	22	1.0	71.6
5182	Data processing, hosting, and related services	75	545 933	290 072	75 396	5 785	.1	4.1
51821	Data processing, hosting, and related services	75	545 933	290 072	75 396	5 785	.1	4.1
518210	Data processing, hosting, and related services	75	545 933	290 072	75 396	5 785	.1	4.1
519	Other information services	10	D	D	D	c	D	D
5191	Other information services	10	D	D	D	c	D	D
51911	News syndicates	1	D	D	D	a	D	D
519110	News syndicates	1	D	D	D	a	D	D
51912	Libraries and archives	6	4 852	2 397	553	131	—	57.6
519120	Libraries and archives	6	4 852	2 397	553	131	—	57.6
51919	All other information services	3	D	D	D	b	D	D
519190	All other information services	3	D	D	D	b	D	D

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. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002

[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. Table 2 of the United States Geographic Area Series report presents data on enterprise support establishments that are included in the 2002 data. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census.]

NAICS code	Geographic area and 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
	LITTLE ROCK-NORTH LITTLE ROCK-PINE BLUFF, AR COMBINED STATISTICAL AREA							
51	Information	331	N	682 875	174 547	14 986	N	N
511	Publishing industries (except Internet)	71	D	D	D	g	D	D
5111	Newspaper, periodical, book, and directory publishers	59	D	D	D	g	D	D
51111	Newspaper publishers	24	D	D	D	g	D	D
511110	Newspaper publishers	24	D	D	D	g	D	D
51113	Book publishers	7	D	D	D	e	D	D
511130	Book publishers	7	D	D	D	e	D	D
51114	Directory and mailing list publishers	5	D	D	D	b	D	D
511140	Directory and mailing list publishers	5	D	D	D	b	D	D
512	Motion picture and sound recording industries	44	N	D	D	e	N	N
5121	Motion picture and video industries	37	N	D	D	e	N	N
51211	Motion picture and video production	21	Q	D	D	c	Q	Q
512110	Motion picture and video production	21	Q	D	D	c	Q	Q
51213	Motion picture and video exhibition	15	D	D	D	e	D	D
512131	Motion picture theaters (except drive-ins)	15	D	D	D	e	D	D
5122	Sound recording industries	7	N	D	D	b	N	N
515	Broadcasting (except Internet)	36	D	D	D	f	D	D
5151	Radio and television broadcasting	36	D	D	D	f	D	D
51511	Radio broadcasting	29	D	D	D	e	D	D
515112	Radio stations	28	D	D	D	e	D	D
517	Telecommunications	133	N	426 921	115 848	8 249	N	N
5171	Wired telecommunications carriers	78	Q	D	D	h	Q	Q
51711	Wired telecommunications carriers	78	Q	D	D	h	Q	Q
517110	Wired telecommunications carriers	78	Q	D	D	h	Q	Q
5172	Wireless telecommunications carriers (except satellite)	39	Q	D	D	h	Q	Q
51721	Wireless telecommunications carriers (except satellite)	39	Q	D	D	h	Q	Q
517212	Cellular and other wireless telecommunications	28	Q	D	D	h	Q	Q
5175	Cable and other program distribution	12	Q	D	D	e	Q	Q
51751	Cable and other program distribution	12	Q	D	D	e	Q	Q
517510	Cable and other program distribution	12	Q	D	D	e	Q	Q
518	Internet service providers, web search portals, and data processing services	40	D	D	D	h	D	D
5182	Data processing, hosting, and related services	26	D	D	D	h	D	D
51821	Data processing, hosting, and related services	26	D	D	D	h	D	D
518210	Data processing, hosting, and related services	26	D	D	D	h	D	D
519	Other information services	4	D	D	D	b	D	D
5191	Other information services	4	D	D	D	b	D	D
51912	Libraries and archives	2	D	D	D	b	D	D
519120	Libraries and archives	2	D	D	D	b	D	D
	Little Rock-North Little Rock, AR Metropolitan Statistical Area							
51	Information	285	N	669 898	170 949	14 508	N	N
511	Publishing industries (except Internet)	58	256 920	64 624	15 268	1 964	.8	1.7
5111	Newspaper, periodical, book, and directory publishers	48	D	D	D	g	D	D
51111	Newspaper publishers	15	D	D	D	g	D	D
511110	Newspaper publishers	15	D	D	D	g	D	D
51113	Book publishers	7	D	D	D	e	D	D
511130	Book publishers	7	D	D	D	e	D	D
51114	Directory and mailing list publishers	4	D	D	D	b	D	D
511140	Directory and mailing list publishers	4	D	D	D	b	D	D
512	Motion picture and sound recording industries	40	N	D	D	e	N	N
5121	Motion picture and video industries	33	N	D	D	e	N	N
51211	Motion picture and video production	20	Q	D	D	c	Q	Q
512110	Motion picture and video production	20	Q	D	D	c	Q	Q
51213	Motion picture and video exhibition	12	D	D	D	c	D	D
512131	Motion picture theaters (except drive-ins)	12	D	D	D	c	D	D
5122	Sound recording industries	7	N	D	D	b	N	N
515	Broadcasting (except Internet)	27	102 954	29 298	6 869	856	.7	1.1
5151	Radio and television broadcasting	27	102 954	29 298	6 869	856	.7	1.1
51511	Radio broadcasting	21	D	D	D	e	D	D
515112	Radio stations	20	D	D	D	e	D	D

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

[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. Table 2 of the United States Geographic Area Series report presents data on enterprise support establishments that are included in the 2002 data. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census.]

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							From admini- strative records ¹	Estimated ²
	LITTLE ROCK-NORTH LITTLE ROCK-PINE BLUFF, AR COMBINED STATISTICAL AREA—Con.							
	Little Rock-North Little Rock, AR Metropolitan Statistical Area—Con.							
	Information—Con.							
51 517	Telecommunications	115	N	419 769	113 711	8 082	N	N
5171	Wired telecommunications carriers	68	Q	215 860	56 571	3 978	Q	Q
51711 517110	Wired telecommunications carriers	68 68	Q Q	215 860 215 860	56 571 56 571	3 978 3 978	Q Q	Q Q
5172	Wireless telecommunications carriers (except satellite)	33	Q	D	D	h	Q	Q
51721 517212	Wireless telecommunications carriers (except satellite)	33 24	Q Q	D D	D D	h h	Q Q	Q Q
5175	Cable and other program distribution	10	Q	D	D	e	Q	Q
51751 517510	Cable and other program distribution	10 10	Q Q	D D	D D	e e	Q Q	Q Q
518	Internet service providers, web search portals, and data processing services	39	D	D	D	h	D	D
5182	Data processing, hosting, and related services	25	D	D	D	h	D	D
51821 518210	Data processing, hosting, and related services	25 25	D D	D D	D D	h h	D D	D D
519	Other information services	3	D	D	D	b	D	D
5191	Other information services	3	D	D	D	b	D	D
51912 519120	Libraries and archives	1 1	D D	D D	D D	b b	D D	D D
	Pine Bluff, AR Metropolitan Statistical Area							
51	Information	28	N	7 819	2 191	274	N	N
517	Telecommunications	13	N	D	D	c	N	N
	Searcy, AR Micropolitan Statistical Area							
51	Information	18	N	5 158	1 407	204	N	N
517	Telecommunications	5	N	D	D	b	N	N
	ARKADELPHIA, AR MICROPOLITAN STATISTICAL AREA							
51	Information	7	N	D	D	b	N	N
	BATESVILLE, AR MICROPOLITAN STATISTICAL AREA							
51	Information	12	N	4 919	1 107	177	N	N
517	Telecommunications	6	N	3 059	677	57	N	N
	BLYTHEVILLE, AR MICROPOLITAN STATISTICAL AREA							
51	Information	13	N	D	D	g	N	N
511	Publishing industries (except Internet)	4	D	D	D	g	D	D
5111	Newspaper, periodical, book, and directory publishers	4	D	D	D	g	D	D
51119 511191	Other publishers	1 1	D D	D D	D D	g g	D D	D D
512	Motion picture and sound recording industries	2	N	D	D	a	N	N
	CAMDEN, AR MICROPOLITAN STATISTICAL AREA							
51	Information	8	N	4 111	1 009	99	N	N
517	Telecommunications	4	N	3 367	829	54	N	N
	EL DORADO, AR MICROPOLITAN STATISTICAL AREA							
51	Information	20	N	5 686	1 438	215	N	N
517	Telecommunications	11	N	3 444	901	87	N	N

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

[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. Table 2 of the United States Geographic Area Series report presents data on enterprise support establishments that are included in the 2002 data. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census.]

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							From administrative records ¹	Estimated ²
FAYETTEVILLE-SPRINGDALE-ROGERS, AR-MO METROPOLITAN STATISTICAL AREA								
51	Information	166	N	210 513	58 599	4 608	N	N
511	Publishing industries (except Internet)	29		122 909	32 932	7 839	.1	5.1
5111	Newspaper, periodical, book, and directory publishers	23		118 835	31 203	7 396	.1	4.0
51119	Other publishers	1	D	D	D	e	D	D
512	Motion picture and sound recording industries	21	N	D	D	c	N	N
5121	Motion picture and video industries	20	N	D	D	c	N	N
51213	Motion picture and video exhibition	8	D	D	D	c	D	D
512131	Motion picture theaters (except drive-ins)	7	D	D	D	c	D	D
515	Broadcasting (except Internet)	22		20 642	5 872	1 481	235	1.4
5151	Radio and television broadcasting	22		20 642	5 872	1 481	235	1.4
51511	Radio broadcasting	17		12 706	4 065	1 016	171	1.0
515112	Radio stations	17		12 706	4 065	1 016	171	1.0
517	Telecommunications	61	N	40 020	10 354	925	N	N
5171	Wired telecommunications carriers	36	Q	29 302	7 774	624	Q	Q
51711	Wired telecommunications carriers	36	Q	29 302	7 774	624	Q	Q
517110	Wired telecommunications carriers	36	Q	29 302	7 774	624	Q	Q
5172	Wireless telecommunications carriers (except satellite)	12	Q	5 354	1 550	142	Q	Q
51721	Wireless telecommunications carriers (except satellite)	12	Q	5 354	1 550	142	Q	Q
517212	Cellular and other wireless telecommunications	6	Q	5 066	1 454	125	Q	Q
518	Internet service providers, web search portals, and data processing services	29	D	D	D	g	D	D
5182	Data processing, hosting, and related services	24	D	D	D	g	D	D
51821	Data processing, hosting, and related services	24	D	D	D	g	D	D
518210	Data processing, hosting, and related services	24	D	D	D	g	D	D
519	Other information services	3	D	D	D	b	D	D
5191	Other information services	3	D	D	D	b	D	D
FORREST CITY, AR MICROPOLITAN STATISTICAL AREA								
51	Information	8	N	3 371	942	115	N	N
517	Telecommunications	5	N	D	D	b	N	N
FORT SMITH, AR-OK METROPOLITAN STATISTICAL AREA								
51	Information	92	N	63 476	16 629	2 081	N	N
511	Publishing industries (except Internet)	13	D	D	D	e	D	D
5111	Newspaper, periodical, book, and directory publishers	13	D	D	D	e	D	D
512	Motion picture and sound recording industries	11	N	D	D	b	N	N
5121	Motion picture and video industries	9	N	D	D	b	N	N
51213	Motion picture and video exhibition	7	D	D	D	b	D	D
515	Broadcasting (except Internet)	19		33 142	10 704	2 718	397	.7
5151	Radio and television broadcasting	19		33 142	10 704	2 718	397	.7
516	Internet publishing and broadcasting	2	D	D	D	e	D	D
5161	Internet publishing and broadcasting	2	D	D	D	e	D	D
51611	Internet publishing and broadcasting	2	D	D	D	e	D	D
516110	Internet publishing and broadcasting	2	D	D	D	e	D	D
517	Telecommunications	36	N	19 065	5 157	524	N	N
5172	Wireless telecommunications carriers (except satellite)	13	Q	D	D	c	Q	Q
51721	Wireless telecommunications carriers (except satellite)	13	Q	D	D	c	Q	Q
517212	Cellular and other wireless telecommunications	8	Q	D	D	c	Q	Q
518	Internet service providers, web search portals, and data processing services	9	D	D	D	e	D	D
HARRISON, AR MICROPOLITAN STATISTICAL AREA								
51	Information	13	N	12 018	3 060	425	N	N
517	Telecommunications	4	N	D	D	e	N	N
HOPE, AR MICROPOLITAN STATISTICAL AREA								
51	Information	8	N	D	D	b	N	N

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

[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. Table 2 of the United States Geographic Area Series report presents data on enterprise support establishments that are included in the 2002 data. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census.]

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							From admini- strative records ¹	Estimated ²
HOT SPRINGS, AR METROPOLITAN STATISTICAL AREA								
51	Information	36	N	17 432	4 704	523	N	N
517	Telecommunications	18	N	10 090	2 835	252	N	N
518	Internet service providers, web search portals, and data processing services	3	D	D	D	b	D	D
JONESBORO, AR METROPOLITAN STATISTICAL AREA								
51	Information	44	N	22 147	5 710	623	N	N
512	Motion picture and sound recording industries	4	N	D	D	b	N	N
5121	Motion picture and video industries	4	N	D	D	b	N	N
51213	Motion picture and video exhibition	3	D	D	D	b	D	D
515	Broadcasting (except Internet)	9	17 175	5 477	1 332	195	14.5	—
5151	Radio and television broadcasting	8	D	D	D	c	D	D
517	Telecommunications	14	N	10 995	3 065	225	N	N
MAGNOLIA, AR MICROPOLITAN STATISTICAL AREA								
51	Information	10	N	2 174	535	101	N	N
MEMPHIS, TN-MS-AR METROPOLITAN STATISTICAL AREA								
51	Information	391	N	357 699	90 389	9 786	N	N
511	Publishing industries (except Internet)	79	357 053	92 158	22 439	2 256	2.6	6.8
5111	Newspaper, periodical, book, and directory publishers	60	221 559	62 690	15 337	1 890	3.4	4.2
51111	Newspaper publishers	29	176 629	46 733	12 320	1 431	3.7	1.3
511110	Newspaper publishers	29	176 629	46 733	12 320	1 431	3.7	1.3
51112	Periodical publishers	18	D	D	D	e	D	D
511120	Periodical publishers	18	D	D	D	e	D	D
5112	Software publishers	19	135 494	29 468	7 102	366	1.4	10.9
51121	Software publishers	19	135 494	29 468	7 102	366	1.4	10.9
511210	Software publishers	19	135 494	29 468	7 102	366	1.4	10.9
512	Motion picture and sound recording industries	54	N	D	D	f	N	N
5121	Motion picture and video industries	42	N	8 606	2 175	656	N	N
51213	Motion picture and video exhibition	17	D	D	D	f	D	D
512131	Motion picture theaters (except drive-ins)	16	D	D	D	f	D	D
5122	Sound recording industries	12	N	D	D	b	N	N
515	Broadcasting (except Internet)	37	143 312	44 180	10 209	1 119	1.0	.6
5151	Radio and television broadcasting	37	143 312	44 180	10 209	1 119	1.0	.6
51511	Radio broadcasting	28	49 758	17 473	3 756	541	1.2	1.5
515112	Radio stations	26	D	D	D	f	D	D
517	Telecommunications	164	N	153 755	40 934	4 113	N	N
5171	Wired telecommunications carriers	81	Q	80 771	22 362	2 069	Q	Q
51711	Wired telecommunications carriers	81	Q	80 771	22 362	2 069	Q	Q
517110	Wired telecommunications carriers	81	Q	80 771	22 362	2 069	Q	Q
5172	Wireless telecommunications carriers (except satellite)	62	Q	45 740	11 660	1 327	Q	Q
51721	Wireless telecommunications carriers (except satellite)	62	Q	45 740	11 660	1 327	Q	Q
517212	Cellular and other wireless telecommunications	56	Q	44 232	11 338	1 278	Q	Q
5175	Cable and other program distribution	11	Q	D	D	f	Q	Q
51751	Cable and other program distribution	11	Q	D	D	f	Q	Q
517510	Cable and other program distribution	11	Q	D	D	f	Q	Q
518	Internet service providers, web search portals, and data processing services	52	114 511	46 183	11 334	1 037	2.4	15.7
5182	Data processing, hosting, and related services	40	106 830	44 292	10 880	994	2.3	13.6
51821	Data processing, hosting, and related services	40	106 830	44 292	10 880	994	2.3	13.6
518210	Data processing, hosting, and related services	40	106 830	44 292	10 880	994	2.3	13.6
519	Other information services	2	D	D	D	f	D	D
5191	Other information services	2	D	D	D	f	D	D
51912	Libraries and archives	1	D	D	D	f	D	D
519120	Libraries and archives	1	D	D	D	f	D	D
MOUNTAIN HOME, AR MICROPOLITAN STATISTICAL AREA								
51	Information	13	N	6 446	1 432	240	N	N
517	Telecommunications	5	N	3 570	762	90	N	N
PARAGOULD, AR MICROPOLITAN STATISTICAL AREA								
51	Information	8	N	D	D	b	N	N

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan and Micropolitan Statistical Areas: 2002—Con.

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							From admini-strative records ¹	Estimated ²
RUSSELLVILLE, AR MICROPOLITAN STATISTICAL AREA								
51	Information	28	N	6 613	1 387	264	N	N
517	Telecommunications	7	N	3 801	806	91	N	N
TEXARKANA, TX-TEXARKANA, AR METROPOLITAN STATISTICAL AREA								
51	Information	38	N	15 450	3 680	568	N	N
511	Publishing industries (except Internet)	9	20 513	5 544	1 252	246	—	3.2
5111	Newspaper, periodical, book, and directory publishers	7	D	D	D	c	D	D
512	Motion picture and sound recording industries	2	N	D	D	b	N	N
5121	Motion picture and video industries	1	N	D	D	b	N	N
51213	Motion picture and video exhibition	1	D	D	D	b	D	D
517	Telecommunications	11	N	6 404	1 521	150	N	N
WEST HELENA, AR MICROPOLITAN STATISTICAL AREA								
51	Information	7	N	D	D	b	N	N

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 3. Summary Statistics for Counties: 2002

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. 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. Table 2 of the United States Geographic Area Series report presents data on enterprise support establishments that are included in the 2002 data. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

NAICS code	Geographic area and 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
	ARKANSAS							
51	Information	8	N	D	D	b	N	N
	ASHLEY							
51	Information	9	N	1 709	416	68	N	N
	BAXTER							
51	Information	13	N	6 446	1 432	240	N	N
517	Telecommunications	5	N	3 570	762	90	N	N
	BENTON							
51	Information	75	N	155 347	44 751	3 045	N	N
511	Publishing industries (except Internet)	16	D	D	D	f	D	D
5111	Newspaper, periodical, book, and directory publishers	11	D	D	D	f	D	D
51119	Other publishers	1	D	D	D	e	D	D
512	Motion picture and sound recording industries	10	N	D	D	b	N	N
5121	Motion picture and video industries	10	N	D	D	b	N	N
51213	Motion picture and video exhibition	3	D	D	D	b	D	D
512131	Motion picture theaters (except drive-ins)	3	D	D	D	b	D	D
517	Telecommunications	23	N	D	D	c	N	N
518	Internet service providers, web search portals, and data processing services	17	D	D	D	g	D	D
5182	Data processing, hosting, and related services	16	D	D	D	g	D	D
51821	Data processing, hosting, and related services	16	D	D	D	g	D	D
518210	Data processing, hosting, and related services	16	D	D	D	g	D	D
	BOONE							
51	Information	12	N	D	D	e	N	N
517	Telecommunications	4	N	D	D	e	N	N
	BRADLEY							
51	Information	2	N	D	D	a	N	N
	CALHOUN							
51	Information	2	N	D	D	b	N	N
	CARROLL							
51	Information	11	N	2 526	557	106	N	N
	CHICOT							
51	Information	4	N	D	D	a	N	N
	CLARK							
51	Information	7	N	D	D	b	N	N
	CLAY							
51	Information	5	N	D	D	c	N	N
	CLEBURNE							
51	Information	9	N	1 332	335	60	N	N
	CLEVELAND							
51	Information	3	N	D	D	a	N	N
	COLUMBIA							
51	Information	10	N	2 174	535	101	N	N
	CONWAY							
51	Information	6	N	916	216	54	N	N
	CRAIGHEAD							
51	Information	38	N	D	D	f	N	N
512	Motion picture and sound recording industries	3	N	D	D	b	N	N
5121	Motion picture and video industries	3	N	D	D	b	N	N
51213	Motion picture and video exhibition	2	D	D	D	b	D	D
515	Broadcasting (except Internet)	9	17 175	5 477	1 332	195	14.5	—
5151	Radio and television broadcasting	8	D	D	D	c	D	D
517	Telecommunications	12	N	D	D	c	N	N

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. 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. Table 2 of the United States Geographic Area Series report presents data on enterprise support establishments that are included in the 2002 data. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

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							From admini- strative records ¹	Estimated ²
CRAWFORD								
51	Information	7	N	D	D	e	N	N
516	Internet publishing and broadcasting	1	D	D	D	e	D	D
5161	Internet publishing and broadcasting	1	D	D	D	e	D	D
51611	Internet publishing and broadcasting	1	D	D	D	e	D	D
516110	Internet publishing and broadcasting	1	D	D	D	e	D	D
CRITTENDEN								
51	Information	13	N	3 611	935	128	N	N
CROSS								
51	Information	4	N	966	229	42	N	N
DALLAS								
51	Information	3	N	609	161	26	N	N
DESHA								
51	Information	6	N	1 080	244	37	N	N
DREW								
51	Information	8	N	2 515	657	135	N	N
FAULKNER								
51	Information	27	N	140 390	31 012	2 997	N	N
512	Motion picture and sound recording industries	6	N	D	D	b	N	N
5121	Motion picture and video industries	5	N	D	D	b	N	N
515	Broadcasting (except Internet)	3	D	D	D	b	D	D
5151	Radio and television broadcasting	3	D	D	D	b	D	D
517	Telecommunications	8	N	D	D	b	N	N
518	Internet service providers, web search portals, and data processing services	8	D	D	D	h	D	D
5182	Data processing, hosting, and related services	4	D	D	D	h	D	D
51821	Data processing, hosting, and related services	4	D	D	D	h	D	D
518210	Data processing, hosting, and related services	4	D	D	D	h	D	D
FRANKLIN								
51	Information	6	N	D	D	b	N	N
FULTON								
51	Information	4	N	D	D	b	N	N
GARLAND								
51	Information	36	N	17 432	4 704	523	N	N
517	Telecommunications	18	N	10 090	2 835	252	N	N
518	Internet service providers, web search portals, and data processing services	3	D	D	D	b	D	D
GRANT								
51	Information	3	N	D	D	a	N	N
GREENE								
51	Information	8	N	D	D	b	N	N
HEMPSTEAD								
51	Information	8	N	D	D	b	N	N
HOT SPRING								
51	Information	7	N	1 792	404	51	N	N
HOWARD								
51	Information	4	N	624	168	31	N	N
INDEPENDENCE								
51	Information	12	N	4 919	1 107	177	N	N
517	Telecommunications	6	N	3 059	677	57	N	N
IZARD								
51	Information	2	N	D	D	a	N	N
JACKSON								
51	Information	4	N	1 331	297	42	N	N

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. 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. Table 2 of the United States Geographic Area Series report presents data on enterprise support establishments that are included in the 2002 data. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

NAICS code	Geographic area and 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
	JEFFERSON							
51	Information	23	N	D	D	e	N	N
517	Telecommunications	12	N	D	D	c	N	N
	JOHNSON							
51	Information	6	N	664	154	35	N	N
	LAFAYETTE							
51	Information	1	N	D	D	b	N	N
	LAWRENCE							
51	Information	6	N	637	158	23	N	N
	LEE							
51	Information	1	N	D	D	a	N	N
	LINCOLN							
51	Information	2	N	D	D	a	N	N
	LITTLE RIVER							
51	Information	3	N	392	96	13	N	N
	LOGAN							
51	Information	5	N	785	204	26	N	N
	LONOKE							
51	Information	12	N	D	D	c	N	N
	MADISON							
51	Information	4	N	D	D	b	N	N
	MARION							
51	Information	2	N	D	D	b	N	N
517	Telecommunications	2	N	D	D	b	N	N
	MILLER							
51	Information	11	N	4 430	986	108	N	N
517	Telecommunications	2	N	D	D	b	N	N
	MISSISSIPPI							
51	Information	13	N	D	D	g	N	N
511	Publishing industries (except Internet)	4	D	D	D	g	D	D
5111	Newspaper, periodical, book, and directory publishers	4	D	D	D	g	D	D
51119	Other publishers	1	D	D	D	g	D	D
511191	Greeting card publishers	1	D	D	D	g	D	D
512	Motion picture and sound recording industries	2	N	D	D	a	N	N
	MONROE							
51	Information	6	N	576	112	42	N	N
	NEWTON							
51	Information	1	N	D	D	a	N	N
	OUACHITA							
51	Information	6	N	D	D	b	N	N
	PERRY							
51	Information	2	N	D	D	a	N	N
	PHILLIPS							
51	Information	7	N	D	D	b	N	N
	PIKE							
51	Information	2	N	D	D	b	N	N
	POINSETT							
51	Information	6	N	D	D	b	N	N
	POLK							
51	Information	8	N	1 569	355	53	N	N
	POPE							
51	Information	24	N	D	D	c	N	N
517	Telecommunications	6	N	D	D	b	N	N

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

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							From admini- strative records ¹	Estimated ²
PRAIRIE								
51	Information	2	N	D	D	a	N	N
PULASKI								
51	Information	228	N	521 787	138 255	11 242	N	N
511	Publishing industries (except Internet)	45	D	D	D	g	D	D
5111	Newspaper, periodical, book, and directory publishers	35	D	D	D	g	D	D
51111	Newspaper publishers	7	D	D	D	f	D	D
511110	Newspaper publishers	7	D	D	D	f	D	D
51113	Book publishers	6	D	D	D	e	D	D
511130	Book publishers	6	D	D	D	e	D	D
51114	Directory and mailing list publishers	3	D	D	D	b	D	D
511140	Directory and mailing list publishers	3	D	D	D	b	D	D
512	Motion picture and sound recording industries	32	N	D	D	e	N	N
5121	Motion picture and video industries	26	N	D	D	e	N	N
51211	Motion picture and video production	17	Q	D	D	c	Q	Q
512110	Motion picture and video production	17	Q	D	D	c	Q	Q
51213	Motion picture and video exhibition	8	D	D	D	c	D	D
512131	Motion picture theaters (except drive-ins)	8	D	D	D	c	D	D
515	Broadcasting (except Internet)	22	D	D	D	f	D	D
5151	Radio and television broadcasting	22	D	D	D	f	D	D
51511	Radio broadcasting	17	D	D	D	e	D	D
515112	Radio stations	17	D	D	D	e	D	D
517	Telecommunications	96	N	412 452	111 974	7 933	N	N
5171	Wired telecommunications carriers	56	Q	D	D	h	Q	Q
51711	Wired telecommunications carriers	56	Q	D	D	h	Q	Q
517110	Wired telecommunications carriers	56	Q	D	D	h	Q	Q
5172	Wireless telecommunications carriers (except satellite)	29	Q	D	D	h	Q	Q
51721	Wireless telecommunications carriers (except satellite)	29	Q	D	D	h	Q	Q
517212	Cellular and other wireless telecommunications	22	Q	D	D	h	Q	Q
5175	Cable and other program distribution	7	Q	D	D	c	Q	Q
51751	Cable and other program distribution	7	Q	D	D	c	Q	Q
517510	Cable and other program distribution	7	Q	D	D	c	Q	Q
518	Internet service providers, web search portals, and data processing services	27	D	D	D	e	D	D
5182	Data processing, hosting, and related services	20	D	D	D	e	D	D
51821	Data processing, hosting, and related services	20	D	D	D	e	D	D
518210	Data processing, hosting, and related services	20	D	D	D	e	D	D
519	Other information services	3	D	D	D	b	D	D
5191	Other information services	3	D	D	D	b	D	D
51912	Libraries and archives	1	D	D	D	b	D	D
519120	Libraries and archives	1	D	D	D	b	D	D
RANDOLPH								
51	Information	3	N	D	D	b	N	N
ST. FRANCIS								
51	Information	8	N	3 371	942	115	N	N
517	Telecommunications	5	N	D	D	b	N	N
SALINE								
51	Information	13	N	3 737	878	136	N	N
512	Motion picture and sound recording industries	1	N	D	D	b	N	N
5121	Motion picture and video industries	1	N	D	D	b	N	N
51213	Motion picture and video exhibition	1	D	D	D	b	D	D
517	Telecommunications	6	N	D	D	b	N	N
SCOTT								
51	Information	3	N	192	44	11	N	N
SEARCY								
51	Information	4	N	472	119	24	N	N

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 2002—Con.

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NAICS code	Geographic area and 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
SEBASTIAN								
51	Information	62	N	D	D	g	N	N
511	Publishing industries (except Internet)	5	D	D	D	e	D	D
5111	Newspaper, periodical, book, and directory publishers	5	D	D	D	e	D	D
512	Motion picture and sound recording industries	8	N	D	D	b	N	N
5121	Motion picture and video industries	7	N	D	D	b	N	N
51213	Motion picture and video exhibition	5	D	D	D	b	D	D
515	Broadcasting (except Internet)	15	D	D	D	e	D	D
5151	Radio and television broadcasting	15	D	D	D	e	D	D
517	Telecommunications	25	N	D	D	e	N	N
5172	Wireless telecommunications carriers (except satellite)	12	Q	D	D	c	Q	Q
51721	Wireless telecommunications carriers (except satellite)	12	Q	D	D	c	Q	Q
517212	Cellular and other wireless telecommunications	7	Q	D	D	c	Q	Q
518	Internet service providers, web search portals, and data processing services	7	D	D	D	e	D	D
SEVIER								
51	Information	8	N	1 382	342	39	N	N
SHARP								
51	Information	6	N	D	D	h	N	N
517	Telecommunications	2	N	D	D	h	N	N
5171	Wired telecommunications carriers	2	Q	D	D	h	Q	Q
51711	Wired telecommunications carriers	2	Q	D	D	h	Q	Q
517110	Wired telecommunications carriers	2	Q	D	D	h	Q	Q
STONE								
51	Information	2	N	D	D	b	N	N
UNION								
51	Information	20	N	5 686	1 438	215	N	N
517	Telecommunications	11	N	3 444	901	87	N	N
VAN BUREN								
51	Information	8	N	1 458	318	52	N	N
WASHINGTON								
51	Information	84	N	D	D	g	N	N
511	Publishing industries (except Internet)	10	D	D	D	e	D	D
5111	Newspaper, periodical, book, and directory publishers	9	D	D	D	e	D	D
512	Motion picture and sound recording industries	10	N	D	D	c	N	N
5121	Motion picture and video industries	10	N	D	D	c	N	N
51213	Motion picture and video exhibition	5	D	D	D	b	D	D
515	Broadcasting (except Internet)	15	D	D	D	c	D	D
5151	Radio and television broadcasting	15	D	D	D	c	D	D
51511	Radio broadcasting	12	D	D	D	c	D	D
515112	Radio stations	12	D	D	D	c	D	D
517	Telecommunications	35	N	30 201	7 877	743	N	N
5171	Wired telecommunications carriers	22	Q	21 847	5 825	516	Q	Q
51711	Wired telecommunications carriers	22	Q	21 847	5 825	516	Q	Q
517110	Wired telecommunications carriers	22	Q	21 847	5 825	516	Q	Q
5172	Wireless telecommunications carriers (except satellite)	8	Q	D	D	c	Q	Q
51721	Wireless telecommunications carriers (except satellite)	8	Q	D	D	c	Q	Q
517212	Cellular and other wireless telecommunications	4	Q	D	D	c	Q	Q
518	Internet service providers, web search portals, and data processing services	12	D	D	D	b	D	D
519	Other information services	2	D	D	D	b	D	D
5191	Other information services	2	D	D	D	b	D	D
WHITE								
51	Information	18	N	5 158	1 407	204	N	N
517	Telecommunications	5	N	D	D	b	N	N

See footnotes at end of table.

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NAICS code	Geographic area and 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
WOODRUFF								
51	Information	2	N	D	D	f	N	N
511	Publishing industries (except Internet)	2	D	D	D	f	D	D
5111	Newspaper, periodical, book, and directory publishers	2	D	D	D	f	D	D
51119	Other publishers	1	D	D	D	e	D	D
511191	Greeting card publishers	1	D	D	D	e	D	D
YELL								
51	Information	4	N	D	D	b	N	N

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 4. Summary Statistics for Places: 2002

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							From admini- strative records ¹	Estimated ²
51	ALMA Information	1	N	D	D	a	N	N
51	ARKADELPHIA Information	7	N	D	D	b	N	N
51	ASHDOWN Information	3	N	392	96	13	N	N
51	ATKINS Information	1	N	D	D	a	N	N
51	BALD KNOB Information	1	N	D	D	a	N	N
51	BARLING Information	2	N	D	D	a	N	N
51	BATESVILLE Information	10	N	D	D	c	N	N
51	BEEBE Information	1	N	D	D	a	N	N
51	BENTON Information	9	N	D	D	c	N	N
512	Motion picture and sound recording industries	1	N	D	D	b	N	N
5121	Motion picture and video industries	1	N	D	D	b	N	N
51213	Motion picture and video exhibition	1	D	D	D	b	D	D
51	BENTONVILLE Information	21	N	D	D	g	N	N
517	Telecommunications	7	N	2 999	867	54	N	N
51	BERRYVILLE Information	6	N	1 562	340	68	N	N
51	BLYTHEVILLE Information	8	N	D	D	c	N	N
51	BOONEVILLE Information	1	N	D	D	a	N	N
51	BRINKLEY Information	6	N	576	112	42	N	N
51	CABOT Information	6	N	D	D	b	N	N
51	CAMDEN Information	6	N	D	D	b	N	N
51	CHARLESTON Information	1	N	D	D	a	N	N
51	CHEROKEE VILLAGE Information	1	N	D	D	a	N	N
51	CHEROKEE VILLAGE (PART - FULTON COUNTY) Information	1	N	D	D	a	N	N
51	CLARKSVILLE Information	6	N	664	154	35	N	N

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

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							From admini- strative records ¹	Estimated ²
	CONWAY							
51	Information	22	N	138 176	30 470	2 893	N	N
512	Motion picture and sound recording industries	4	N	D	D	b	N	N
515	Broadcasting (except Internet)	3	D	D	D	b	D	D
5151	Radio and television broadcasting	3	D	D	D	b	D	D
517	Telecommunications	6	N	D	D	b	N	N
518	Internet service providers, web search portals, and data processing services	7	D	D	D	h	D	D
5182	Data processing, hosting, and related services	3	D	D	D	h	D	D
51821	Data processing, hosting, and related services	3	D	D	D	h	D	D
518210	Data processing, hosting, and related services	3	D	D	D	h	D	D
	CORNING							
51	Information	2	N	D	D	c	N	N
	CROSSETT							
51	Information	5	N	1 381	337	56	N	N
	DARDANELLE							
51	Information	1	N	D	D	a	N	N
	DE QUEEN							
51	Information	8	N	1 382	342	39	N	N
	DERMOTT							
51	Information	1	N	D	D	a	N	N
	DE WITT							
51	Information	3	N	D	D	a	N	N
	DUMAS							
51	Information	1	N	D	D	a	N	N
	EARLE							
51	Information	1	N	D	D	a	N	N
	EL DORADO							
51	Information	19	N	D	D	c	N	N
517	Telecommunications	10	N	D	D	b	N	N
	ENGLAND							
51	Information	1	N	D	D	a	N	N
	EUDORA							
51	Information	1	N	D	D	a	N	N
	FAYETTEVILLE							
51	Information	53	N	33 416	8 644	998	N	N
512	Motion picture and sound recording industries	4	N	D	D	b	N	N
5121	Motion picture and video industries	4	N	D	D	b	N	N
51213	Motion picture and video exhibition	3	D	D	D	b	D	D
515	Broadcasting (except Internet)	10	15 438	4 447	1 114	162	.4	.8
5151	Radio and television broadcasting	10	15 438	4 447	1 114	162	.4	.8
51511	Radio broadcasting	8	D	D	D	c	D	D
515112	Radio stations	8	D	D	D	c	D	D
517	Telecommunications	22	N	23 432	6 246	609	N	N
5171	Wired telecommunications carriers	12	Q	D	D	e	Q	Q
51711	Wired telecommunications carriers	12	Q	D	D	e	Q	Q
517110	Wired telecommunications carriers	12	Q	D	D	e	Q	Q
5172	Wireless telecommunications carriers (except satellite)	6	Q	D	D	c	Q	Q
51721	Wireless telecommunications carriers (except satellite)	6	Q	D	D	c	Q	Q
517212	Cellular and other wireless telecommunications	4	Q	D	D	c	Q	Q
519	Other information services	2	D	D	D	b	D	D
5191	Other information services	2	D	D	D	b	D	D
	FORDYCE							
51	Information	3	N	609	161	26	N	N

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

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							From admini- strative records ¹	Estimated ²
FORREST CITY								
51	Information	8	N	3 371	942	115	N	N
517	Telecommunications	5	N	D	D	b	N	N
FORT SMITH								
51	Information	55	N	49 460	13 018	1 497	N	N
511	Publishing industries (except Internet)	3	D	D	D	e	D	D
5111	Newspaper, periodical, book, and directory publishers	3	D	D	D	e	D	D
512	Motion picture and sound recording industries	8	N	D	D	b	N	N
5121	Motion picture and video industries	7	N	D	D	b	N	N
51213	Motion picture and video exhibition	5	D	D	D	b	D	D
515	Broadcasting (except Internet)	13	30 591	9 558	2 465	357	.1	.1
5151	Radio and television broadcasting	13	30 591	9 558	2 465	357	.1	.1
517	Telecommunications	23	N	D	D	e	N	N
5172	Wireless telecommunications carriers (except satellite)	12	Q	D	D	c	Q	Q
51721	Wireless telecommunications carriers (except satellite)	12	Q	D	D	c	Q	Q
517212	Cellular and other wireless telecommunications	7	Q	D	D	c	Q	Q
518	Internet service providers, web search portals, and data processing services	6	D	D	D	e	D	D
GREENBRIER								
51	Information	1	N	D	D	b	N	N
GREEN FOREST								
51	Information	2	N	D	D	b	N	N
GREENWOOD								
51	Information	2	N	D	D	a	N	N
HAMBURG								
51	Information	4	N	328	79	12	N	N
HARRISON								
51	Information	11	N	D	D	e	N	N
517	Telecommunications	3	N	D	D	e	N	N
HEBER SPRINGS								
51	Information	6	N	D	D	b	N	N
HELENA								
51	Information	6	N	D	D	b	N	N
HOPE								
51	Information	8	N	D	D	b	N	N
HOT SPRINGS								
51	Information	26	N	16 445	4 497	484	N	N
517	Telecommunications	13	N	9 668	2 740	241	N	N
518	Internet service providers, web search portals, and data processing services	3	D	D	D	b	D	D
JACKSONVILLE								
51	Information	5	N	D	D	e	N	N
517	Telecommunications	3	N	D	D	e	N	N
5171	Wired telecommunications carriers	2	Q	D	D	e	Q	Q
51711	Wired telecommunications carriers	2	Q	D	D	e	Q	Q
517110	Wired telecommunications carriers	2	Q	D	D	e	Q	Q
JONESBORO								
51	Information	36	N	D	D	f	N	N
512	Motion picture and sound recording industries	3	N	D	D	b	N	N
5121	Motion picture and video industries	3	N	D	D	b	N	N
51213	Motion picture and video exhibition	2	D	D	D	b	D	D
515	Broadcasting (except Internet)	9	17 175	5 477	1 332	195	14.5	—
5151	Radio and television broadcasting	8	D	D	D	c	D	D
517	Telecommunications	11	N	D	D	c	N	N

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							From admini- strative records ¹	Estimated ²
51	LAKE VILLAGE							
	Information	2	N	D	D	a	N	N
	LITTLE ROCK							
51	Information	176	N	474 901	126 580	10 188	N	N
511	Publishing industries (except Internet)	38	236 324	57 847	13 795	1 705	.8	1.9
5111	Newspaper, periodical, book, and directory publishers	29	D	D	D	g	D	D
51111	Newspaper publishers	4	D	D	D	f	D	D
511110	Newspaper publishers	4	D	D	D	f	D	D
51113	Book publishers	5	D	D	D	e	D	D
511130	Book publishers	5	D	D	D	e	D	D
512	Motion picture and sound recording industries	28	N	D	D	c	N	N
5121	Motion picture and video industries	23	N	D	D	c	N	N
51211	Motion picture and video production	17	Q	D	D	c	Q	Q
512110	Motion picture and video production	17	Q	D	D	c	Q	Q
51213	Motion picture and video exhibition	5	D	D	D	b	D	D
512131	Motion picture theaters (except drive-ins)	5	D	D	D	b	D	D
515	Broadcasting (except Internet)	19	D	D	D	f	D	D
5151	Radio and television broadcasting	19	D	D	D	f	D	D
51511	Radio broadcasting	15	D	D	D	e	D	D
515112	Radio stations	15	D	D	D	e	D	D
517	Telecommunications	63	N	368 845	101 104	7 068	N	N
5171	Wired telecommunications carriers	36	Q	D	D	h	Q	Q
51711	Wired telecommunications carriers	36	Q	D	D	h	Q	Q
517110	Wired telecommunications carriers	36	Q	D	D	h	Q	Q
5172	Wireless telecommunications carriers (except satellite)	21	Q	D	D	h	Q	Q
51721	Wireless telecommunications carriers (except satellite)	21	Q	D	D	h	Q	Q
517212	Cellular and other wireless telecommunications	17	Q	D	D	h	Q	Q
518	Internet service providers, web search portals, and data processing services	22	D	D	D	e	D	D
5182	Data processing, hosting, and related services	16	D	D	D	e	D	D
51821	Data processing, hosting, and related services	16	D	D	D	e	D	D
518210	Data processing, hosting, and related services	16	D	D	D	e	D	D
519	Other information services	3	D	D	D	b	D	D
5191	Other information services	3	D	D	D	b	D	D
51912	Libraries and archives	1	D	D	D	b	D	D
519120	Libraries and archives	1	D	D	D	b	D	D
	LONOKE							
51	Information	3	N	D	D	a	N	N
	LOWELL							
51	Information	2	N	D	D	e	N	N
518	Internet service providers, web search portals, and data processing services	1	D	D	D	e	D	D
5182	Data processing, hosting, and related services	1	D	D	D	e	D	D
51821	Data processing, hosting, and related services	1	D	D	D	e	D	D
518210	Data processing, hosting, and related services	1	D	D	D	e	D	D
	MCGEHEE							
51	Information	4	N	D	D	b	N	N
	MAGNOLIA							
51	Information	9	N	D	D	b	N	N
	MALVERN							
51	Information	6	N	D	D	b	N	N
	MANILA							
51	Information	1	N	D	D	a	N	N
	MARIANNA							
51	Information	1	N	D	D	a	N	N
	MARION							
51	Information	2	N	D	D	a	N	N
	MARKED TREE							
51	Information	2	N	D	D	b	N	N
	MAUMELLE							
51	Information	1	N	D	D	a	N	N

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							From admini- strative records ¹	Estimated ²
51	MENA							
	Information	6	N	D	D	b	N	N
51	MONTICELLO							
	Information	7	N	D	D	b	N	N
51	MORRILTON							
	Information	5	N	D	D	b	N	N
51	MOUNTAIN HOME							
	Information	12	N	D	D	c	N	N
517	Telecommunications	4	N	D	D	b	N	N
51	MOUNTAIN VIEW							
	Information	2	N	D	D	b	N	N
51	NASHVILLE							
	Information	3	N	D	D	b	N	N
51	NEWPORT							
	Information	4	N	1 331	297	42	N	N
51	NORTH LITTLE ROCK							
	Information	32	N	23 306	6 277	483	N	N
512	Motion picture and sound recording industries	2	N	D	D	b	N	N
5121	Motion picture and video industries	2	N	D	D	b	N	N
51213	Motion picture and video exhibition	2	D	D	D	b	D	D
517	Telecommunications	23	N	D	D	e	N	N
5171	Wired telecommunications carriers	15	Q	D	D	e	Q	Q
51711	Wired telecommunications carriers	15	Q	D	D	e	Q	Q
517110	Wired telecommunications carriers	15	Q	D	D	e	Q	Q
51	OSCEOLA							
	Information	3	N	D	D	g	N	N
511	Publishing industries (except Internet)	2	D	D	D	g	D	D
5111	Newspaper, periodical, book, and directory publishers	2	D	D	D	g	D	D
51119	Other publishers	1	D	D	D	g	D	D
511191	Greeting card publishers	1	D	D	D	g	D	D
51	OZARK							
	Information	4	N	D	D	a	N	N
51	PARAGOULD							
	Information	8	N	D	D	b	N	N
51	PARIS							
	Information	2	N	D	D	a	N	N
51	PIGGOTT							
	Information	2	N	D	D	a	N	N
51	PINE BLUFF							
	Information	20	N	D	D	e	N	N
517	Telecommunications	10	N	D	D	b	N	N
51	POCAHONTAS							
	Information	3	N	D	D	b	N	N
51	PRAIRIE GROVE							
	Information	1	N	D	D	b	N	N
51	ROGERS							
	Information	19	N	4 976	1 293	157	N	N
512	Motion picture and sound recording industries	2	N	D	D	b	N	N
5121	Motion picture and video industries	2	N	D	D	b	N	N
51213	Motion picture and video exhibition	2	D	D	D	b	D	D
512131	Motion picture theaters (except drive-ins)	2	D	D	D	b	D	D
517	Telecommunications	9	N	D	D	b	N	N
51	RUSSELLVILLE							
	Information	20	N	D	D	c	N	N
517	Telecommunications	5	N	D	D	b	N	N

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							From admini- strative records ¹	Estimated ²
	SEARCY							
51	Information	11	N	D	D	c	N	N
517	Telecommunications	5	N	D	D	b	N	N
	SHERIDAN							
51	Information	2	N	D	D	a	N	N
	SHERWOOD							
51	Information	7	N	D	D	b	N	N
517	Telecommunications	5	N	D	D	b	N	N
	SILAM SPRINGS							
51	Information	10	N	1 917	397	67	N	N
	SPRINGDALE							
51	Information	23	N	15 742	3 768	417	N	N
511	Publishing industries (except Internet)	3	D	D	D	e	D	D
5111	Newspaper, periodical, book, and directory publishers	2	D	D	D	c	D	D
512	Motion picture and sound recording industries	5	N	D	D	b	N	N
5121	Motion picture and video industries	5	N	D	D	b	N	N
517	Telecommunications	10	N	D	D	b	N	N
	SPRINGDALE (PART - BENTON COUNTY)							
51	Information	1	N	D	D	a	N	N
	SPRINGDALE (PART - WASHINGTON COUNTY)							
51	Information	22	N	D	D	e	N	N
511	Publishing industries (except Internet)	2	D	D	D	c	D	D
5111	Newspaper, periodical, book, and directory publishers	1	D	D	D	c	D	D
512	Motion picture and sound recording industries	5	N	D	D	b	N	N
5121	Motion picture and video industries	5	N	D	D	b	N	N
517	Telecommunications	10	N	D	D	b	N	N
	STUTTGART							
51	Information	4	N	D	D	b	N	N
	TEXARKANA							
51	Information	11	N	4 430	986	108	N	N
517	Telecommunications	2	N	D	D	b	N	N
	TRUMANN							
51	Information	2	N	D	D	a	N	N
	VAN BUREN							
51	Information	6	N	D	D	e	N	N
516	Internet publishing and broadcasting	1	D	D	D	e	D	D
5161	Internet publishing and broadcasting	1	D	D	D	e	D	D
51611	Internet publishing and broadcasting	1	D	D	D	e	D	D
516110	Internet publishing and broadcasting	1	D	D	D	e	D	D
	WALDRON							
51	Information	3	N	192	44	11	N	N
	WALNUT RIDGE							
51	Information	4	N	D	D	b	N	N
	WARREN							
51	Information	2	N	D	D	a	N	N
	WEST HELENA							
51	Information	1	N	D	D	a	N	N
	WEST MEMPHIS							
51	Information	10	N	D	D	c	N	N
	WHITE HALL							
51	Information	1	N	D	D	a	N	N

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							From admini- strative records ¹	Estimated ²
51	WYNNE							
	Information	3	N	D	D	b	N	N
	BALANCE OF ARKANSAS COUNTY							
51	Information	1	N	D	D	a	N	N
	BALANCE OF BAXTER COUNTY							
51	Information	1	N	D	D	a	N	N
	BALANCE OF BENTON COUNTY							
51	Information	22	N	D	D	f	N	N
511	Publishing industries (except Internet)	6	D	D	D	e	D	D
5111	Newspaper, periodical, book, and directory publishers	5	D	D	D	e	D	D
51119	Other publishers	1	D	D	D	e	D	D
	BALANCE OF BOONE COUNTY							
51	Information	1	N	D	D	b	N	N
	BALANCE OF CALHOUN COUNTY							
51	Information	2	N	D	D	b	N	N
	BALANCE OF CARROLL COUNTY							
51	Information	3	N	D	D	a	N	N
	BALANCE OF CLAY COUNTY							
51	Information	1	N	D	D	a	N	N
	BALANCE OF CLEBURNE COUNTY							
51	Information	3	N	D	D	a	N	N
	BALANCE OF CLEVELAND COUNTY							
51	Information	3	N	D	D	a	N	N
	BALANCE OF COLUMBIA COUNTY							
51	Information	1	N	D	D	a	N	N
	BALANCE OF CONWAY COUNTY							
51	Information	1	N	D	D	a	N	N
	BALANCE OF CRAIGHEAD COUNTY							
51	Information	2	N	D	D	a	N	N
	BALANCE OF CROSS COUNTY							
51	Information	1	N	D	D	a	N	N
	BALANCE OF DESHA COUNTY							
51	Information	1	N	D	D	a	N	N
	BALANCE OF DREW COUNTY							
51	Information	1	N	D	D	b	N	N
	BALANCE OF FAULKNER COUNTY							
51	Information	4	N	D	D	b	N	N
	BALANCE OF FRANKLIN COUNTY							
51	Information	1	N	D	D	a	N	N
	BALANCE OF FULTON COUNTY							
51	Information	3	N	D	D	b	N	N
	BALANCE OF GARLAND COUNTY							
51	Information	10	N	987	207	39	N	N
	BALANCE OF GRANT COUNTY							
51	Information	1	N	D	D	a	N	N
	BALANCE OF HOT SPRING COUNTY							
51	Information	1	N	D	D	a	N	N
	BALANCE OF HOWARD COUNTY							
51	Information	1	N	D	D	a	N	N
	BALANCE OF INDEPENDENCE COUNTY							
51	Information	2	N	D	D	b	N	N

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							From administrative records ¹	Estimated ²
51	BALANCE OF IZARD COUNTY							
	Information	2	N	D	D	a	N	N
51	BALANCE OF JEFFERSON COUNTY							
	Information	2	N	D	D	a	N	N
51	BALANCE OF LAFAYETTE COUNTY							
	Information	1	N	D	D	b	N	N
51	BALANCE OF LAWRENCE COUNTY							
	Information	2	N	D	D	a	N	N
51	BALANCE OF LINCOLN COUNTY							
	Information	2	N	D	D	a	N	N
51	BALANCE OF LOGAN COUNTY							
	Information	2	N	D	D	a	N	N
51	BALANCE OF LONOKE COUNTY							
	Information	2	N	D	D	b	N	N
51	BALANCE OF MADISON COUNTY							
	Information	4	N	D	D	b	N	N
51	BALANCE OF MARION COUNTY							
	Information	2	N	D	D	b	N	N
517	Telecommunications	2	N	D	D	b	N	N
51	BALANCE OF MISSISSIPPI COUNTY							
	Information	1	N	D	D	a	N	N
51	BALANCE OF NEWTON COUNTY							
	Information	1	N	D	D	a	N	N
51	BALANCE OF PERRY COUNTY							
	Information	2	N	D	D	a	N	N
51	BALANCE OF PIKE COUNTY							
	Information	2	N	D	D	b	N	N
51	BALANCE OF POINSETT COUNTY							
	Information	2	N	D	D	a	N	N
51	BALANCE OF POLK COUNTY							
	Information	2	N	D	D	a	N	N
51	BALANCE OF POPE COUNTY							
	Information	3	N	D	D	a	N	N
51	BALANCE OF PRAIRIE COUNTY							
	Information	2	N	D	D	a	N	N
51	BALANCE OF PULASKI COUNTY							
	Information	7	N	D	D	b	N	N
51	BALANCE OF SALINE COUNTY							
	Information	4	N	D	D	b	N	N
517	Telecommunications	3	N	D	D	b	N	N
51	BALANCE OF SEARCY COUNTY							
	Information	4	N	472	119	24	N	N
51	BALANCE OF SEBASTIAN COUNTY							
	Information	3	N	D	D	b	N	N
51	BALANCE OF SHARP COUNTY							
	Information	6	N	D	D	h	N	N
517	Telecommunications	2	N	D	D	h	N	N
5171	Wired telecommunications carriers	2	Q	D	D	h	Q	Q
51711	Wired telecommunications carriers	2	Q	D	D	h	Q	Q
517110	Wired telecommunications carriers	2	Q	D	D	h	Q	Q
51	BALANCE OF UNION COUNTY							
	Information	1	N	D	D	a	N	N

See footnotes at end of table.

Table 4. Summary Statistics for Places: 2002—Con.

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. 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. Table 2 of the United States Geographic Area Series report presents data on enterprise support establishments that are included in the 2002 data. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

NAICS code	Geographic area and 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
	BALANCE OF VAN BUREN COUNTY							
51	Information	8	N	1 458	318	52	N	N
	BALANCE OF WASHINGTON COUNTY							
51	Information	8	N	D	D	b	N	N
	BALANCE OF WHITE COUNTY							
51	Information	5	N	D	D	b	N	N
	BALANCE OF WOODRUFF COUNTY							
51	Information	2	N	D	D	f	N	N
511	Publishing industries (except Internet)	2	D	D	D	f	D	D
5111	Newspaper, periodical, book, and directory publishers	2	D	D	D	f	D	D
51119	Other publishers	1	D	D	D	e	D	D
511191	Greeting card publishers	1	D	D	D	e	D	D
	BALANCE OF YELL COUNTY							
51	Information	3	N	D	D	b	N	N

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.

Appendix A.

Explanation of Terms

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.

FIRST-QUARTER PAYROLL

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

PAID EMPLOYEES FOR PAY PERIOD INCLUDING MARCH 12

Paid employees consist 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

Includes gross receipts from customers or clients for services provided, from the use of facilities, and from merchandise sold during 2002, whether or not payment was received in 2002. Receipts include royalties, license fees, and other payments from the marketing of intangible products (e.g., licensing the use of or granting reproduction rights for software, musical compositions, and other intellectual property). Receipts also include the rental and leasing of vehicles, equipment, instruments, tools, etc.; total value of service contracts; market value of compensation received in lieu of cash; amounts received for work subcontracted to others; dues and assessments from members and affiliates; this establishment's share of receipts from departments, concessions, and vending and amusement machines operated by others. Sales to and receipts from foreign parent firms, subsidiaries, and branches are included. Receipts also include advertising sales, and sales of goods and services marketed through sales offices. For public broadcast stations and libraries, receipts include contributions, gifts, grants, and income from interest, rental of real estate, and dividends.

Receipts do not include sales and other taxes (including Hawaii's General Excise Tax) collected directly from customers or clients and paid directly to a local, state, or federal tax agency. Also excluded are gross receipts collected on behalf of others; gross receipts from departments or concessions operated by others; sales of used equipment previously rented or leased to customers; proceeds from the sale of real estate (land and buildings), investments, or other assets (except inventory held for resale); contributions, gifts, grants, and income from interest, rental of real estate, and dividends, EXCEPT for public broadcast stations and libraries; domestic intracompany transfers; receipts of foreign parent firms and subsidiaries; and other nonoperating income (e.g., franchise fees).

Appendix B.

NAICS Codes, Titles, and Descriptions

51 INFORMATION

The Information sector comprises establishments engaged in the following processes: (a) producing and distributing information and cultural products, (b) providing the means to transmit or distribute these products as well as data or communications, and (c) processing data.

The main components of this sector are the publishing industries, including software publishing, and both traditional publishing and publishing exclusively on the Internet; the motion picture and sound recording industries; the broadcasting industries, including traditional broadcasting and those broadcasting exclusively over the Internet; the telecommunications industries; the industries known as Internet service providers and Web search portals, data processing industries and the information services industries.

The expressions “information age” and “global information economy” are used with considerable frequency today. The general idea of an “information economy” includes both the notion of industries primarily producing, processing, and distributing information, as well as the idea that every industry is using available information and information technology to reorganize and make themselves more productive.

For the purpose of developing NAICS, it is the transformation of information into a commodity that is produced and distributed by a number of growing industries that is at issue. The Information sector groups three types of establishments: (1) those engaged in producing and distributing information and cultural products; (2) those that provide the means to transmit or distribute these products as well as data or communications; and (3) those that process data. Cultural products are those that directly express attitudes, opinions, ideas, values, and artistic creativity; provide entertainment; or offer information and analysis concerning the past and present. Included in this definition are popular, mass-produced, products as well as cultural products that normally have a more limited audience, such as poetry books, literary magazines, or classical records.

The unique characteristics of information and cultural products, and of the processes involved in their production and distribution, distinguish the Information sector from the goods-producing and service-producing sectors. Some of these characteristics are:

1. Unlike traditional goods, an “information or cultural product,” such as a newspaper on-line or television program, does not necessarily have tangible qualities, nor is it necessarily associated with a particular form. A movie can be shown at a movie theater, on a television broadcast, through video-on-demand or rented at a local video store. A sound recording can be aired on radio, embedded in multimedia products, or sold at a record store.
2. Unlike traditional services, the delivery of these products does not require direct contact between the supplier and the consumer.
3. The value of these products to the consumer lies in their informational, educational, cultural, or entertainment content, not in the format in which they are distributed. Most of these products are protected from unlawful reproduction by copyright laws.
4. The intangible property aspect of information and cultural products makes the processes involved in their production and distribution very different from goods and services. Only those possessing the rights to these works are authorized to reproduce, alter, improve, and distribute them. Acquiring and using these rights often involves significant costs. In addition, technology is revolutionizing the distribution of these products. It is possible to distribute them in a physical form, via broadcast, or on-line.

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5. Distributors of information and cultural products can easily add value to the products they distribute. For instance, broadcasters add advertising not contained in the original product. This capacity means that unlike traditional distributors, they derive revenue not from sale of the distributed product to the final consumer, but from those who pay for the privilege of adding information to the original product. Similarly, a directory and mailing list publisher can acquire the rights to thousands of previously published newspaper and periodical articles and add new value by providing search and software and organizing the information in a way that facilitates research and retrieval. These products often command a much higher price than the original information.

The distribution modes for information commodities may either eliminate the necessity for traditional manufacture, or reverse the conventional order of manufacture-distribute: A newspaper distributed on-line, for example, can be printed locally or by the final consumer. Similarly, it is anticipated that packaged software, which today is mainly bought through the traditional retail channels, will soon be available mainly on-line. The NAICS Information sector is designed to make such economic changes transparent as they occur, or to facilitate designing surveys that will monitor the new phenomena and provide data to analyze the changes.

Many of the industries in the NAICS Information sector are engaged in producing products protected by copyright law, or in distributing them (other than distribution by traditional wholesale and retail methods). Examples are traditional publishing industries, software and directory and mailing list publishing industries, and film and sound industries. Broadcasting and telecommunications industries and information providers and processors are also included in the Information sector, because their technologies are so closely linked to other industries in the Information sector.

511 PUBLISHING INDUSTRIES (EXCEPT INTERNET)

Industries in the Publishing Industries (except Internet) subsector group establishments engaged in the publishing of newspapers, magazines, other periodicals, and books, as well as directory and mailing list and software publishing. In general, these establishments, which are known as publishers, issue copies of works for which they usually possess copyright. Works may be in one or more formats including traditional print form, CD-ROM, or proprietary electronic networks. Publishers may publish works originally created by others for which they have obtained the rights and/or works that they have created in-house. Software publishing is included here because the activity, creation of a copyrighted product and bringing it to market, is equivalent to the creation process for other types of intellectual products.

In NAICS, publishing - the reporting, writing, editing, and other processes that are required to create an edition of a newspaper - is treated as a major economic activity in its own right, rather than as a subsidiary activity to a manufacturing activity, printing. Thus, publishing is classified in the Information sector; whereas printing remains in the NAICS Manufacturing sector. In part, the NAICS classification reflects the fact that publishing increasingly takes place in establishments that are physically separate from the associated printing establishments. More crucially, the NAICS classification of book and newspaper publishing is intended to portray their roles in a modern economy, in which they do not resemble manufacturing activities.

Music publishers are not included in the Publishing Industries (except Internet) subsector, but are included in the Motion Picture and Sound Recording Industries subsector. Reproduction of pre-packaged software is treated in NAICS as a manufacturing activity; on-line distribution of software products is in the Information sector, and custom design of software to client specifications is included in the Professional, Scientific, and Technical Services sector. These distinctions arise because of the different ways that software is created, reproduced, and distributed.

The Publishing Industries (except Internet) subsector does not include establishments that publish exclusively on the Internet. Establishments publishing exclusively on the Internet are included in Subsector 516, Internet Publishing and Broadcasting. The Publishing Industries (except Internet) subsector also excludes products, such as manifold business forms. Information is not the essential component of these items. Establishments producing these items are included in Subsector 323, Printing and Related Support Activities.

5111 NEWSPAPER, PERIODICAL, BOOK, AND DIRECTORY PUBLISHERS

This industry group comprises establishments primarily engaged in publishing newspapers, magazines, other periodicals, books, directories and mailing lists, and other works, such as calendars, greeting cards, and maps. These works are characterized by the intellectual creativity required in their development and are usually protected by copyright. Publishers distribute or arrange for the distribution of these works.

Publishing establishments may create the works in-house, contract for, purchase, or compile works that were originally created by others. These works may be published in one or more formats, such as print and/or electronic form, including proprietary electronic networks. Establishments in this industry may print, reproduce or offer direct access to the works themselves or may arrange with others to carry out such functions.

Establishments that both print and publish may fill excess capacity with commercial or job printing. However, the publishing activity is still considered to be the primary activity of these establishments.

51111 NEWSPAPER PUBLISHERS

This industry comprises establishments known as newspaper publishers. Establishments in this industry carry out operations necessary for producing and distributing newspapers, including gathering news; writing news columns, feature stories, and editorials; and selling and preparing advertisements. These establishments may publish newspapers in print or electronic form.

511110 NEWSPAPER PUBLISHERS

This industry comprises establishments known as newspaper publishers. Establishments in this industry carry out operations necessary for producing and distributing newspapers, including gathering news; writing news columns, feature stories, and editorials; and selling and preparing advertisements. These establishments may publish newspapers in print or electronic form.

51112 PERIODICAL PUBLISHERS

This industry comprises establishments known as magazine or periodical publishers. These establishments carry out the operations necessary for producing and distributing magazines and other periodicals, such as gathering, writing, and editing articles, and selling and preparing advertisements. These establishments may publish magazines and other periodicals in print or electronic form.

511120 PERIODICAL PUBLISHERS

This industry comprises establishments known as magazine or periodical publishers. These establishments carry out the operations necessary for producing and distributing magazines and other periodicals, such as gathering, writing, and editing articles, and selling and preparing advertisements. These establishments may publish magazines and other periodicals in print or electronic form.

51113 BOOK PUBLISHERS

This industry comprises establishments known as book publishers. Establishments in this industry carry out design, editing, and marketing activities necessary for producing and distributing books. These establishments may publish books in print, electronic, or audio form.

511130 BOOK PUBLISHERS

This industry comprises establishments known as book publishers. Establishments in this industry carry out design, editing, and marketing activities necessary for producing and distributing books. These establishments may publish books in print, electronic, or audio form.

51114 DIRECTORY AND MAILING LIST PUBLISHERS

This industry comprises establishments primarily engaged in publishing directories, mailing lists, and collections or compilations of fact. The products are typically protected in their selection, arrangement and/or presentation. Examples are lists of mailing addresses, telephone directories, directories of businesses, collections or compilations of proprietary drugs or legal case results, compilations of public records, etc. These establishments may publish directories and mailing lists in print or electronic form.

51140 DIRECTORY AND MAILING LIST PUBLISHERS

This industry comprises establishments primarily engaged in publishing directories, mailing lists, and collections or compilations of fact. The products are typically protected in their selection, arrangement and/or presentation. Examples are lists of mailing addresses, telephone directories, directories of businesses, collections or compilations of proprietary drugs or legal case results, compilations of public records, etc. These establishments may publish directories and mailing lists in print or electronic form.

51119 OTHER PUBLISHERS

This industry comprises establishments known as publishers (except newspaper, magazine, book, directory, mailing list, and music publishers). These establishments may publish works in print or electronic form.

51191 GREETING CARD PUBLISHERS

This industry comprises establishments primarily engaged in publishing greeting cards.

51199 ALL OTHER PUBLISHERS

This industry comprises establishments generally known as publishers (except newspaper, magazine, book, directory, database, music, and greeting card publishers). These establishments may publish works in print or electronic form.

5112 SOFTWARE PUBLISHERS

This industry comprises establishments primarily engaged in computer software publishing or publishing and reproduction. Establishments in this industry carry out operations necessary for producing and distributing computer software, such as designing, providing documentation, assisting in installation, and providing support services to software purchasers. These establishments may design, develop, and publish, or publish only.

51121 SOFTWARE PUBLISHERS

This industry comprises establishments primarily engaged in computer software publishing or publishing and reproduction. Establishments in this industry carry out operations necessary for producing and distributing computer software, such as designing, providing documentation, assisting in installation, and providing support services to software purchasers. These establishments may design, develop, and publish, or publish only.

511210 SOFTWARE PUBLISHERS

This industry comprises establishments primarily engaged in computer software publishing or publishing and reproduction. Establishments in this industry carry out operations necessary for producing and distributing computer software, such as designing, providing documentation, assisting in installation, and providing support services to software purchasers. These establishments may design, develop, and publish, or publish only.

512 MOTION PICTURE AND SOUND RECORDING INDUSTRIES

Industries in the Motion Picture and Sound Recording Industries subsector group establishments involved in the production and distribution of motion pictures and sound recordings. While producers and distributors of motion pictures and sound recordings issue works for sale as traditional publishers do, the processes are sufficiently different to warrant placing establishments engaged in these activities in a separate subsector. Production is typically a complex process that involves several distinct types of establishments that are engaged in activities, such as contracting with performers, creating the film or sound content, and providing technical postproduction services. Film distribution is often to exhibitors, such as theaters and broadcasters, rather than through the wholesale and retail distribution chain. When the product is in a mass-produced form, NAICS treats production and distribution as the major economic activity as it does in the Publishing Industries subsector, rather than as a subsidiary activity to the manufacture of such products.

This subsector does not include establishments primarily engaged in the wholesale distribution of video cassettes and sound recordings, such as compact discs and audio tapes; these establishments are included in the Wholesale Trade sector. Reproduction of video cassettes and sound recordings that is carried out separately from establishments engaged in production and distribution is treated in NAICS as a manufacturing activity.

5121 MOTION PICTURE AND VIDEO INDUSTRIES

This industry group comprises establishments primarily engaged in the production and/or distribution of motion pictures, videos, television programs, or commercials; in the exhibition of motion pictures; or in the provision of postproduction and related services.

51211 MOTION PICTURE AND VIDEO PRODUCTION

This industry comprises establishments primarily engaged in producing, or producing and distributing motion pictures, videos, television programs, or television commercials.

512110 MOTION PICTURE AND VIDEO PRODUCTION

This industry comprises establishments primarily engaged in producing, or producing and distributing motion pictures, videos, television programs, or television commercials.

51212 MOTION PICTURE AND VIDEO DISTRIBUTION

This industry comprises establishments primarily engaged in acquiring distribution rights and distributing film and video productions to motion picture theaters, television networks and stations, and exhibitors.

512120 MOTION PICTURE AND VIDEO DISTRIBUTION

This industry comprises establishments primarily engaged in acquiring distribution rights and distributing film and video productions to motion picture theaters, television networks and stations, and exhibitors.

51213 MOTION PICTURE AND VIDEO EXHIBITION

This industry comprises establishments primarily engaged in operating motion picture theaters and/or exhibiting motion pictures or videos at film festivals, and so forth.

512131 MOTION PICTURE THEATERS (EXCEPT DRIVE-INS)

This industry comprises establishments primarily engaged in operating motion picture theaters (except drive-ins) and/or exhibiting motion pictures or videos at film festivals, and so forth.

512132 DRIVE-IN MOTION PICTURE THEATERS

This industry comprises establishments primarily engaged in operating drive-in motion picture theaters.

51219 POSTPRODUCTION SERVICES AND OTHER MOTION PICTURE AND VIDEO INDUSTRIES

This industry comprises establishments primarily engaged in providing postproduction services and other services to the motion picture industry, including specialized motion picture or video postproduction services, such as editing, film/tape transfers, titling, subtitling, credits, closed captioning, and computer-produced graphics, animation and special effects, as well as developing and processing motion picture film.

512191 TELEPRODUCTION AND OTHER POSTPRODUCTION SERVICES

This industry comprises establishments primarily engaged in providing specialized motion picture or video postproduction services, such as editing, film/tape transfers, subtitling, credits, closed captioning, and animation and special effects.

512199 OTHER MOTION PICTURE AND VIDEO INDUSTRIES

This industry comprises establishments primarily engaged in providing motion picture and video services (except motion picture and video production, distribution, exhibition, and teleproduction and other postproduction services).

5122 SOUND RECORDING INDUSTRIES

This industry group comprises establishments primarily engaged in producing and distributing musical recordings, in publishing music, or in providing sound recording and related services.

51221 RECORD PRODUCTION

This industry comprises establishments primarily engaged in record production (e.g., tapes, CDs). These establishments contract with artists and arrange and finance the production of original master recordings. Establishments in this industry hold the copyright to the master recording and derive most of their revenues from the sales, leasing, and licensing of master recordings. Establishments in this industry do not have their own duplication or distribution capabilities.

512210 RECORD PRODUCTION

This industry comprises establishments primarily engaged in record production (e.g., tapes, CDs). These establishments contract with artists and arrange and finance the production of original master recordings. Establishments in this industry hold the copyright to the master recording and derive most of their revenues from the sales, leasing, and licensing of master recordings. Establishments in this industry do not have their own duplication or distribution capabilities.

51222 INTEGRATED RECORD PRODUCTION/DISTRIBUTION

This industry comprises establishments primarily engaged in releasing, promoting, and distributing sound recordings. These establishments manufacture or arrange for the manufacture of recordings, such as audio tapes/cassettes and compact discs, and promote and distribute these products to wholesalers, retailers, or directly to the public. Establishments in this industry produce master recordings themselves, or obtain reproduction and distribution rights to master recordings produced by record production companies or other integrated record companies.

512220 INTEGRATED RECORD PRODUCTION/DISTRIBUTION

This industry comprises establishments primarily engaged in releasing, promoting, and distributing sound recordings. These establishments manufacture or arrange for the manufacture of recordings, such as audio tapes/cassettes and compact discs, and promote and distribute these

products to wholesalers, retailers, or directly to the public. Establishments in this industry produce master recordings themselves, or obtain reproduction and distribution rights to master recordings produced by record production companies or other integrated record companies.

51223 MUSIC PUBLISHERS

This industry comprises establishments primarily engaged in acquiring and registering copyrights for musical compositions in accordance with law and promoting and authorizing the use of these compositions in recordings, radio, television, motion pictures, live performances, print, or other media. Establishments in this industry represent the interests of the songwriter or other owners of musical compositions to produce revenues from the use of such works, generally through licensing agreements. These establishments may own the copyright or act as administrator of the music copyrights on behalf of copyright owners. Publishers of music books and sheet music are included in this industry.

512230 MUSIC PUBLISHERS

This industry comprises establishments primarily engaged in acquiring and registering copyrights for musical compositions in accordance with law and promoting and authorizing the use of these compositions in recordings, radio, television, motion pictures, live performances, print, or other media. Establishments in this industry represent the interests of the songwriter or other owners of musical compositions to produce revenues from the use of such works, generally through licensing agreements. These establishments may own the copyright or act as administrator of the music copyrights on behalf of copyright owners. Publishers of music books and sheet music are included in this industry.

51224 SOUND RECORDING STUDIOS

This industry comprises establishments primarily engaged in providing the facilities and technical expertise for sound recording in a studio. This industry includes establishments that provide audio production and postproduction services to produce master recordings. These establishments may provide audio services for film, television, and video productions.

512240 SOUND RECORDING STUDIOS

This industry comprises establishments primarily engaged in providing the facilities and technical expertise for sound recording in a studio. This industry includes establishments that provide audio production and postproduction services to produce master recordings. These establishments may provide audio services for film, television, and video productions.

51229 OTHER SOUND RECORDING INDUSTRIES

This industry comprises establishments primarily engaged in providing sound recording services (except record production, distribution, music publishing, and sound recording in a studio). Establishments in this industry provide services, such as the audio recording of meetings and conferences.

512290 OTHER SOUND RECORDING INDUSTRIES

This industry comprises establishments primarily engaged in providing sound recording services (except record production, distribution, music publishing, and sound recording in a studio). Establishments in this industry provide services, such as the audio recording of meetings and conferences.

5122902 PRODUCERS OF TAPED RADIO PROGRAMS

Establishments primarily engaged in producing taped radio shows.

5122909 ALL OTHER SOUND RECORDING INDUSTRIES

Establishments primarily engaged in providing other sound recording services not specifically provided for elsewhere. These establishments provide services, such as audio recording of meetings and conferences, recording books onto tapes, maintaining stock music for the media and other commercial users.

515 BROADCASTING (EXCEPT INTERNET)

Industries in the Broadcasting (except Internet) subsector include establishments that create content or acquire the right to distribute content and subsequently broadcast the content. The industry groups (Radio and Television Broadcasting and Cable and Other Subscription Programming) are based on differences in the methods of communication and the nature of services provided. The Radio and Television Broadcasting industry group includes establishments that operate broadcasting studios and facilities for over the air or satellite delivery of radio and television programs of entertainment, news, talk, and the like. These establishments are often engaged in production and purchase of programs and generating revenues from the sale of air time to advertisers and from donations, subsidies, and/or the sale of programs. The Cable and Other Subscription Programming industry group includes establishments operating studios and facilities for the broadcasting of programs that are typically narrowcast in nature (limited format, such as news, sports, education, and youth-oriented programming) on a subscription or fee basis.

The distribution of cable and other subscription programming is included in Subsector 517, Telecommunications. Establishments that broadcast exclusively on the Internet are included in Subsector 516, Internet Publishing and Broadcasting.

5151 RADIO AND TELEVISION BROADCASTING

This industry group comprises establishments primarily engaged in operating broadcast studios and facilities for over-the-air or satellite delivery of radio and television programs. These establishments are often engaged in the production or purchase of programs or generate revenues from the sale of air time to advertisers, from donations and subsidies, or from the sale of programs.

51511 RADIO BROADCASTING

This industry comprises establishments primarily engaged in broadcasting audio signals. These establishments operate radio broadcasting studios and facilities for the transmission of aural programming by radio to the public, to affiliates, or to subscribers. The radio programs may include entertainment, news, talk shows, business data, or religious services.

515111 RADIO NETWORKS

This industry comprises establishments primarily engaged in assembling and transmitting aural programming to their affiliates or subscribers via over-the-air broadcasts, cable, or satellite. The programming covers a wide variety of material, such as news services, religious programming, weather, sports, or music.

515112 RADIO STATIONS

This industry comprises establishments primarily engaged in broadcasting aural programs by radio to the public. Programming may originate in their own studio, from an affiliated network, or from external sources.

51512 TELEVISION BROADCASTING

This industry comprises establishments primarily engaged in broadcasting images together with sound. These establishments operate television broadcasting studios and facilities for the programming and transmission of programs to the public. These establishments also produce or

transmit visual programming to affiliated broadcast television stations, which in turn broadcast the programs to the public on a predetermined schedule. Programming may originate in their own studios, from an affiliated network, or from external sources.

515120 TELEVISION BROADCASTING

This industry comprises establishments primarily engaged in broadcasting images together with sound. These establishments operate television broadcasting studios and facilities for the programming and transmission of programs to the public. These establishments also produce or transmit visual programming to affiliated broadcast television stations, which in turn broadcast the programs to the public on a predetermined schedule. Programming may originate in their own studios, from an affiliated network, or from external sources.

5152 CABLE AND OTHER SUBSCRIPTION PROGRAMMING

This industry group comprises establishments primarily engaged in operating studios and facilities for the broadcasting of programs on a subscription or fee basis. The broadcast programming is typically narrowcast in nature (e.g., limited format, such as news, sports, education, or youth-oriented). These establishments produce programming in their own facilities or acquire programming from external sources. The programming material is usually delivered to a third party, such as cable systems or direct-to-home satellite systems, for transmission to viewers.

51521 CABLE AND OTHER SUBSCRIPTION PROGRAMMING

This industry group comprises establishments primarily engaged in operating studios and facilities for the broadcasting of programs on a subscription or fee basis. The broadcast programming is typically narrowcast in nature (e.g., limited format, such as news, sports, education, or youth-oriented). These establishments produce programming in their own facilities or acquire programming from external sources. The programming material is usually delivered to a third party, such as cable systems or direct-to-home satellite systems, for transmission to viewers.

515210 CABLE AND OTHER SUBSCRIPTION PROGRAMMING

This industry group comprises establishments primarily engaged in operating studios and facilities for the broadcasting of programs on a subscription or fee basis. The broadcast programming is typically narrowcast in nature (e.g., limited format, such as news, sports, education, or youth-oriented). These establishments produce programming in their own facilities or acquire programming from external sources. The programming material is usually delivered to a third party, such as cable systems or direct-to-home satellite systems, for transmission to viewers.

516 INTERNET PUBLISHING AND BROADCASTING

Industries in the Internet Publishing and Broadcasting subsector group establishments that publish and/or broadcast content exclusively for the Internet. The unique combination of text, audio, video, and interactive features present in informational or cultural products on the Internet justifies the separation of Internet publishers and broadcasters from more traditional publishers included in subsector 511, Publishing Industries (except Internet) and subsector 515, Broadcasting (except Internet).

5161 INTERNET PUBLISHING AND BROADCASTING

This industry comprises establishments engaged in publishing and/or broadcasting content on the Internet exclusively. These establishments do not provide traditional (non-Internet) versions of the content that they publish or broadcast. Establishments in this industry provide textual, audio, and/or video content of general or specific interest on the Internet.

51611 INTERNET PUBLISHING AND BROADCASTING

This industry comprises establishments engaged in publishing and/or broadcasting content on the Internet exclusively. These establishments do not provide traditional (non-Internet) versions of the content that they publish or broadcast. Establishments in this industry provide textual, audio, and/or video content of general or specific interest on the Internet.

516110 INTERNET PUBLISHING AND BROADCASTING

This industry comprises establishments engaged in publishing and/or broadcasting content on the Internet exclusively. These establishments do not provide traditional (non-Internet) versions of the content that they publish or broadcast. Establishments in this industry provide textual, audio, and/or video content of general or specific interest on the Internet.

517 TELECOMMUNICATIONS

Industries in the Telecommunications subsector include establishments providing telecommunications and the services related to that activity. The Telecommunications subsector is primarily engaged in operating, maintaining, and/or providing access to facilities for the transmission of voice, data, text, sound, and video. A transmission facility may be based on a single technology or a combination of technologies. Establishments primarily engaged as independent contractors in the maintenance and installation of broadcasting and telecommunications systems are classified in Sector 23, Construction.

5171 WIRED TELECOMMUNICATIONS CARRIERS

This industry group comprises establishments primarily engaged in operating, maintaining or providing access to facilities for the transmission of voice, data, text, sound, and video using wired telecommunications networks. Transmission facilities may be based on a single technology or a combination of technologies.

51711 WIRED TELECOMMUNICATIONS CARRIERS

This industry comprises establishments engaged in (1) operating and maintaining switching and transmission facilities to provide direct communications via landlines, microwave, or a combination of landlines and satellite linkups or (2) furnishing telegraph and other nonvocal communications using their own facilities.

517110 WIRED TELECOMMUNICATIONS CARRIERS

This industry comprises establishments engaged in (1) operating and maintaining switching and transmission facilities to provide direct communications via landlines, microwave, or a combination of landlines and satellite linkups or (2) furnishing telegraph and other nonvocal communications using their own facilities.

5172 WIRELESS TELECOMMUNICATIONS CARRIERS (EXCEPT SATELLITE)

This industry comprises establishments primarily engaged in operating and maintaining or providing access to facilities for the transmission of voice, data, text, sound, and video using wireless telecommunications networks. Transmission facilities may be based on a single technology or a combination of technologies.

51721 WIRELESS TELECOMMUNICATIONS CARRIERS (EXCEPT SATELLITE)

This industry comprises establishments primarily engaged in operating and maintaining switching and transmission facilities that provide omni-directional communications via airwaves. Included in this industry are establishments providing wireless telecommunications network services, such as cellular telephone or paging services.

517211 PAGING

This industry comprises establishments primarily engaged in operating paging networks. The establishments of this industry may also supply and maintain equipment used to receive signals.

517212 CELLULAR AND OTHER WIRELESS TELECOMMUNICATIONS

This industry comprises establishments primarily engaged in operating cellular telecommunications and other wireless telecommunications networks (except paging).

5173 TELECOMMUNICATIONS RESELLERS

This industry comprises establishments primarily engaged in purchasing access and network capacity from owners and operators of the networks and reselling wired and wireless telecommunications services to businesses and households. Establishments in this industry resell telecommunications; they do not operate and maintain telecommunications switching and transmission facilities.

51731 TELECOMMUNICATIONS RESELLERS

This industry comprises establishments primarily engaged in purchasing access and network capacity from owners and operators of the networks and reselling wired and wireless telecommunications services to businesses and households. Establishments in this industry resell telecommunications; they do not operate and maintain telecommunications switching and transmission facilities.

517310 TELECOMMUNICATIONS RESELLERS

This industry comprises establishments primarily engaged in purchasing access and network capacity from owners and operators of the networks and reselling wired and wireless telecommunications services to businesses and households. Establishments in this industry resell telecommunications; they do not operate and maintain telecommunications switching and transmission facilities.

5174 SATELLITE TELECOMMUNICATIONS

This industry comprises establishments primarily engaged in providing point-to-point telecommunications services to other establishments in the telecommunications and broadcasting industries by forwarding and receiving communications signals via a system of satellites or reselling satellite telecommunications.

51741 SATELLITE TELECOMMUNICATIONS

This industry comprises establishments primarily engaged in providing point-to-point telecommunications services to other establishments in the telecommunications and broadcasting industries by forwarding and receiving communications signals via a system of satellites or reselling satellite telecommunications.

517410 SATELLITE TELECOMMUNICATIONS

This industry comprises establishments primarily engaged in providing point-to-point telecommunications services to other establishments in the telecommunications and broadcasting industries by forwarding and receiving communications signals via a system of satellites or reselling satellite telecommunications.

5175 CABLE AND OTHER PROGRAM DISTRIBUTION

This industry comprises establishments primarily engaged as third-party distribution systems for broadcast programming. The establishments of this industry deliver visual, aural, or textual programming received from cable networks, local television stations, or radio networks to consumers via cable or direct-to-home satellite systems on a subscription or fee basis. These establishments do not generally originate programming material.

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517510 CABLE AND OTHER PROGRAM DISTRIBUTION

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5179 OTHER TELECOMMUNICATIONS

This industry comprises establishments primarily engaged in providing specialized telecommunications applications, such as satellite tracking, communications telemetry, and radar station operations; or providing satellite terminal stations and associated facilities operationally connected with one or more terrestrial communications systems and capable of transmitting telecommunications to or receiving telecommunications from satellite systems.

51791 OTHER TELECOMMUNICATIONS

This industry comprises establishments primarily engaged in providing specialized telecommunications applications, such as satellite tracking, communications telemetry, and radar station operations; or providing satellite terminal stations and associated facilities operationally connected with one or more terrestrial communications systems and capable of transmitting telecommunications to or receiving telecommunications from satellite systems.

517910 OTHER TELECOMMUNICATIONS

This industry comprises establishments primarily engaged in providing specialized telecommunications applications, such as satellite tracking, communications telemetry, and radar station operations; or providing satellite terminal stations and associated facilities operationally connected with one or more terrestrial communications systems and capable of transmitting telecommunications to or receiving telecommunications from satellite systems.

518 INTERNET SERVICE PROVIDERS, WEB SEARCH PORTALS, AND DATA PROCESSING SERVICES

Industries in the Internet Service Providers, Web Search Portals, and Data Processing Services subsector group establishments that provide: (1) access to the Internet; (2) search facilities for the Internet; and (3) data processing, hosting, and related services. The industry groups (Internet Service Providers and Web Search Portals, Data Processing Hosting, and Related Services) are based on differences in the processes used to access information and process information. The Internet Service Providers and Web Search Portals industry group includes establishments that are providing access to the Internet or aiding in navigation on the Internet. The Data Processing, Hosting, and Related Services industry group includes establishments that process data. These establishments can transform data, prepare data for dissemination, or place data or content on the Internet for others. In addition, the shared use of computer resources is included in the Data Processing, Hosting, and Related Services industry group.

Establishments that are publishing exclusively on the Internet are included in Subsector 516, Internet Publishing and Broadcasting and establishments that are retailing goods using the Internet are included in Sector 44-45, Retail Trade.

5181 INTERNET SERVICE PROVIDERS AND WEB SEARCH PORTALS

This industry comprises establishments known as Internet service providers or known as Web search portals. Establishments in this industry provide clients access to the Internet or operate Web sites that use a search engine to provide Internet search services. Establishments in this industry generally provide related services, such as Web hosting, Web page design, and related advice and assistance. Web search portals often provide additional Internet services, such as e-mail, connections to other Web sites, auctions, news, and other limited content, and serve as a home base for Internet users.

51811 INTERNET SERVICE PROVIDERS AND WEB SEARCH PORTALS

This industry comprises establishments known as Internet service providers or known as Web search portals. Establishments in this industry provide clients access to the Internet or operate Web sites that use a search engine to provide Internet search services. Establishments in this industry generally provide related services, such as Web hosting, Web page design, and related advice and assistance. Web search portals often provide additional Internet services, such as e-mail, connections to other Web sites, auctions, news, and other limited content, and serve as a home base for Internet users.

518111 INTERNET SERVICE PROVIDERS

This industry comprises establishments known as Internet service providers. Establishments in this industry provide clients access to the Internet and generally provide related services such as Web hosting, Web page designing, and hardware or software consulting related to the Internet connectivity. Establishments in this industry may provide local, regional, or national coverage for clients or provide backbone services (except telecommunications carriers) for other Internet service providers. Internet service providers have the equipment and telecommunication network access required for a point-of-presence on the Internet.

518112 WEB SEARCH PORTALS

This industry comprises establishments known as Web Search Portals. Establishments in this industry operate Web sites that use a search engine to generate and maintain extensive databases of Internet addresses and content in an easily searchable format. Web search portals often provide additional Internet services, such as e-mail, connections to other Web sites, auctions, news, and other limited content, and serve as a home base for Internet users.

5182 DATA PROCESSING, HOSTING, AND RELATED SERVICES

This industry comprises establishments primarily engaged in providing infrastructure for hosting or data processing services. These establishments may provide specialized hosting activities, such as Web hosting, streaming services or application hosting, provide application service provisioning, or may provide general timeshare mainframe facilities to clients. Data processing establishments provide complete processing and specialized reports from data supplied by clients or provide automated data processing and data entry services.

51821 DATA PROCESSING, HOSTING, AND RELATED SERVICES

This industry comprises establishments primarily engaged in providing infrastructure for hosting or data processing services. These establishments may provide specialized hosting activities, such as Web hosting, streaming services or application hosting, provide application service provisioning, or may provide general timeshare mainframe facilities to clients. Data processing establishments provide complete processing and specialized reports from data supplied by clients or provide automated data processing and data entry services.

518210 DATA PROCESSING, HOSTING, AND RELATED SERVICES

This industry comprises establishments primarily engaged in providing infrastructure for hosting or data processing services. These establishments may provide specialized hosting activities, such as Web hosting, streaming services or application hosting, provide application service provisioning, or may provide general timeshare mainframe facilities to clients. Data processing establishments provide complete processing and specialized reports from data supplied by clients or provide automated data processing and data entry services.

519 OTHER INFORMATION SERVICES

Industries in the Other Information Services subsector group establishments supplying information, storing information, providing access to information, and searching and retrieving information. The main components of the subsector are news syndicates, libraries, and archives.

5191 OTHER INFORMATION SERVICES

Industries in the Other Information Services subsector group establishments supplying information, storing information, providing access to information, and searching and retrieving information. The main components of the subsector are news syndicates, libraries, and archives.

51911 NEWS SYNDICATES

This industry comprises establishments primarily engaged in supplying information, such as news reports, articles, pictures, and features, to the news media.

519110 NEWS SYNDICATES

This industry comprises establishments primarily engaged in supplying information, such as news reports, articles, pictures, and features, to the news media.

51912 LIBRARIES AND ARCHIVES

This industry comprises establishments primarily engaged in providing library or archive services. These establishments are engaged in maintaining collections of documents (e.g., books, journals, newspapers, and music) and facilitating the use of such documents (recorded information regardless of its physical form and characteristics) as are required to meet the informational, research, educational, or recreational needs of their user. These establishments may also acquire, research, store, preserve, and generally make accessible to the public historical documents, photographs, maps, audio material, audiovisual material, and other archival material of historical interest. All or portions of these collections may be accessible electronically.

519120 LIBRARIES AND ARCHIVES

This industry comprises establishments primarily engaged in providing library or archive services. These establishments are engaged in maintaining collections of documents (e.g., books, journals, newspapers, and music) and facilitating the use of such documents (recorded information regardless of its physical form and characteristics) as are required to meet the informational, research, educational, or recreational needs of their user. These establishments may also acquire, research, store, preserve, and generally make accessible to the public historical documents, photographs, maps, audio material, audiovisual material, and other archival material of historical interest. All or portions of these collections may be accessible electronically.

51919 ALL OTHER INFORMATION SERVICES

This industry comprises establishments primarily engaged in providing other information services (except news syndicates and libraries and archives).

519190 ALL OTHER INFORMATION SERVICES

This industry comprises establishments primarily engaged in providing other information services (except news syndicates and libraries and archives).

Appendix C.

Methodology

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, 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 of establishments covered in the census. Data on receipts, payroll, and employment for these small employers were derived or estimated from administrative records of other federal agencies.
 - b. All nonemployers, i.e., all firms 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/.

A more detailed examination of census methodology is presented in the *History of the Economic Census* at 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/ identify all industries that changed between the 1997 North American Industry Classification System (NAICS) and 2002 NAICS.

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.

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1. Establishments that returned a report form were classified on the basis of their self-designation, product line receipts, 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.

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.

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 from administrative records." This includes receipts information obtained from administrative records of other federal agencies. The "Percent of receipts estimated" includes receipts 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, 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 of all establishments included in the category. In a few cases, expansion on the basis of the receipts 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 of establishments responding to the industry-specific inquiry as a percent of total receipts 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.

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.

Appendix D.

Geographic Notes

ARKANSAS

Charleston is now tabulated separately due to a population increase. This change deletes territory from the Balance of Franklin County.

Cherokee Village is in Fulton and Sharp Counties; it incorporated in January 1997. This change deletes territory from the Balances of Fulton and Sharp Counties.

Fairfield Bay is no longer tabulated separately due to a population decrease. This change adds territory to the Balances of Cleburne and Van Buren Counties.

Farmington is now tabulated separately due to a population increase. This change deletes territory from the Balance of Washington County.

Haskell is now tabulated separately due to a population increase. This change deletes territory from the Balance of Saline County.

Little Flock is now tabulated separately due to a population increase. This change deletes territory from the Balance of Benton County.

Prairie Grove is now tabulated separately due to a population increase. This change deletes territory from the Balance of Washington County.

Springdale is in Benton and Washington Counties.

Ward is now tabulated separately due to a population increase. This change deletes territory from the Balance of Lonoke County.

Balance of Benton County no longer includes Little Flock, which is tabulated separately due to a population increase.

Balance of Cleburne County includes Fairfield Bay (part), which is no longer tabulated separately due to a population decrease.

Balance of Franklin County no longer includes Charleston, which is tabulated separately due to a population increase.

Balance of Fulton County lost territory due to the incorporation of Cherokee Village (part).

Balance of Lonoke County no longer includes Ward, which is tabulated separately due to a population increase.

Balance of Saline County no longer includes Haskell, which is tabulated separately due to a population increase.

Balance of Sharp County lost territory due to the incorporation of Cherokee Village (part).

Balance of Van Buren County includes Fairfield Bay (part), which is no longer tabulated separately due to a population decrease.

Balance of Washington County no longer includes Farmington and Prairie Grove, which are tabulated separately due to a population increase.

Appendix E.

Metropolitan and Micropolitan Statistical Areas

LITTLE ROCK-NORTH LITTLE ROCK-PINE BLUFF, AR COMBINED STATISTICAL AREA

Little Rock-North Little Rock, AR Metropolitan Statistical Area

Faulkner County, AR

Grant County, AR

Lonoke County, AR

Perry County, AR

Pulaski County, AR

Saline County, AR

Pine Bluff, AR Metropolitan Statistical Area

Cleveland County, AR

Jefferson County, AR

Lincoln County, AR

Searcy, AR Micropolitan Statistical Area

White County, AR

ARKADELPHIA, AR MICROPOLITAN STATISTICAL AREA

Clark County, AR

BATESVILLE, AR MICROPOLITAN STATISTICAL AREA

Independence County, AR

BLYTHEVILLE, AR MICROPOLITAN STATISTICAL AREA

Mississippi County, AR

CAMDEN, AR MICROPOLITAN STATISTICAL AREA

Calhoun County, AR

Ouachita County, AR

EL DORADO, AR MICROPOLITAN STATISTICAL AREA

Union County, AR

FAYETTEVILLE-SPRINGDALE-ROGERS, AR-MO METROPOLITAN STATISTICAL AREA

Benton County, AR

Madison County, AR

Washington County, AR

McDonald County, MO

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FORREST CITY, AR MICROPOLITAN STATISTICAL AREA

St. Francis County, AR

FORT SMITH, AR-OK METROPOLITAN STATISTICAL AREA

Crawford County, AR

Franklin County, AR

Sebastian County, AR

Le Flore County, OK

Sequoyah County, OK

HARRISON, AR MICROPOLITAN STATISTICAL AREA

Boone County, AR

Newton County, AR

HOPE, AR MICROPOLITAN STATISTICAL AREA

Hempstead County, AR

Nevada County, AR

HOT SPRINGS, AR METROPOLITAN STATISTICAL AREA

Garland County, AR

JONESBORO, AR METROPOLITAN STATISTICAL AREA

Craighead County, AR

Poinsett County, AR

MAGNOLIA, AR MICROPOLITAN STATISTICAL AREA

Columbia County, AR

MEMPHIS, TN-MS-AR METROPOLITAN STATISTICAL AREA

Crittenden County, AR

DeSoto County, MS

Marshall County, MS

Tate County, MS

Tunica County, MS

Fayette County, TN

Shelby County, TN

Tipton County, TN

MOUNTAIN HOME, AR MICROPOLITAN STATISTICAL AREA

Baxter County, AR

PARAGOULD, AR MICROPOLITAN STATISTICAL AREA

Greene County, AR

RUSSELLVILLE, AR MICROPOLITAN STATISTICAL AREA

Pope County, AR

Yell County, AR

TEXARKANA, TX-TEXARKANA, AR METROPOLITAN STATISTICAL AREA

Miller County, AR

Bowie County, TX

WEST HELENA, AR MICROPOLITAN STATISTICAL AREA

Phillips County, AR

