

Accommodation: 2002

Issued September 2004

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2002 Economic Census

Accommodation and Food Services

Industry Series



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2002 Economic Census *Accommodation and Food Services* Industry 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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Accommodation and Food Services

SCOPE

The Accommodation and Food Services sector (sector 72) comprises establishments providing customers with lodging and/or preparing meals, snacks, and beverages for immediate consumption.

Exclusions. Excluded from this sector are governmental organizations classified in the covered industries and recreation or entertainment facilities providing food and beverage services.

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

The reports described below exclude establishments of firms with no paid employees. These “nonemployers,” typically self-employed individuals or partnerships operating businesses that they have not chosen to incorporate, are reported separately in *Nonemployer Statistics*. The contribution of nonemployers, moderate 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 two 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, sales, 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, sales, 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 data on major categories of products sold/services rendered for establishments of firms with payroll by kind of business. Data are presented for the United States, states, and metropolitan and micropolitan statistical areas.
- **Establishment and Firm Size (Including Legal Form of Organization).** This report presents sales, payroll, and employment data for the United States by sales size, by employment size, and by legal form of organization for establishments of firms with payroll; and by sales size (including concentration by largest firms), by employment size, and by number of establishments operated (single units and multiunits) for firms with payroll.

-
- **Miscellaneous Subjects.** This report presents data for a variety of industry-specific topics for establishments of firms with payroll. Presentation of data varies by kind of business.

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

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

GEOGRAPHIC AREAS COVERED

The level of geographic detail varies by report. Maps are available at www.census.gov/econ2002maps. 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 which 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). While there were revisions to some industries for 2002, none affect this sector.

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 annual surveys on accommodation and annual and monthly surveys on food services. These surveys, while providing more frequent observations, yield 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 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, Retail Census Branch, 1-800-541-8345 or rcb@census.gov.

ABBREVIATIONS AND SYMBOLS

The following abbreviations and symbols are used with these data:

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

Table 1. Summary Statistics for the United States: 2002

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

2002 NAICS code	Kind of business	Estab-lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
721	Accommodation.....	60 870	130 320 114	34 874 261	8 316 936	1 827 097	6.2	7.4
7211	Traveler accommodation	50 877	126 127 765	33 846 762	8 119 556	1 771 348	5.5	7.3
72111	Hotels (except casino hotels) and motels	46 163	90 540 665	24 190 164	5 726 624	1 374 680	7.4	8.7
721110	Hotels (except casino hotels) and motels	46 163	90 540 665	24 190 164	5 726 624	1 374 680	7.4	8.7
72112	Casino hotels	283	34 385 976	9 371 996	2 332 644	375 092	.1	3.3
721120	Casino hotels	283	34 385 976	9 371 996	2 332 644	375 092	.1	3.3
72119	Other traveler accommodation	4 431	1 201 124	284 602	60 288	21 576	20.5	13.9
721191	Bed-and-breakfast inns	3 537	890 114	220 029	47 149	17 774	21.3	7.2
721199	All other traveler accommodation.....	894	311 010	64 573	13 139	3 802	18.3	33.1
7212	RV (recreational vehicle) parks and recreational camps	7 334	3 473 007	872 040	157 711	43 264	24.8	10.6
72121	RV (recreational vehicle) parks and recreational camps ...	7 334	3 473 007	872 040	157 711	43 264	24.8	10.6
721211	RV (recreational vehicle) parks and campgrounds	4 157	1 732 943	361 955	70 935	19 332	25.6	10.8
721214	Recreational and vacation camps (except campgrounds)	3 177	1 740 064	510 085	86 776	23 932	24.0	10.5
7213	Rooming and boarding houses.....	2 659	719 342	155 459	39 669	12 485	29.2	14.8
72131	Rooming and boarding houses.....	2 659	719 342	155 459	39 669	12 485	29.2	14.8
721310	Rooming and boarding houses.....	2 659	719 342	155 459	39 669	12 485	29.2	14.8

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

²Includes sales information that was imputed based on historic data, administrative data, industry averages, or other statistical methods.

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

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

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 and 1997 Economic Censuses. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table.]

1997 NAICS code	Kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	Paid employees for pay period including March 12 (number)	
721	Accommodation	2002..	60 870	130 320 114	34 874 261	1 827 097
		1997..	58 162	98 457 431	26 673 852	1 696 659
7211	Traveler accommodation	2002..	50 877	126 127 765	33 846 762	1 771 348
		1997..	47 079	94 965 838	25 851 424	1 645 666
72111	Hotels (except casino hotels) and motels	2002..	46 163	90 540 665	24 190 164	1 374 680
		1997..	43 188	73 450 881	19 647 141	1 355 660
721110	Hotels (except casino hotels) and motels	2002..	46 163	90 540 665	24 190 164	1 374 680
		1997..	43 188	73 450 881	19 647 141	1 355 660
72112	Casino hotels	2002..	283	34 385 976	9 371 996	375 092
		1997..	257	23 044 265	6 585 546	298 537
721120	Casino hotels	2002..	283	34 385 976	9 371 996	375 092
		1997..	257	23 044 265	6 585 546	298 537
72119	Other traveler accommodation	2002..	4 431	1 201 124	284 602	21 576
		1997..	3 634	862 515	205 980	18 786
721191	Bed-and-breakfast inns	2002..	3 537	890 114	220 029	17 774
		1997..	2 898	687 336	168 816	16 049
721199	All other traveler accommodation	2002..	894	311 010	64 573	3 802
		1997..	736	175 179	37 164	2 737
7212	RV (recreational vehicle) parks and recreational camps	2002..	7 334	3 473 007	872 040	43 264
		1997..	7 598	2 734 918	665 297	35 331
72121	RV (recreational vehicle) parks and recreational camps	2002..	7 334	3 473 007	872 040	43 264
		1997..	7 598	2 734 918	665 297	35 331
721211	RV (recreational vehicle) parks and campgrounds	2002..	4 157	1 732 943	361 955	19 332
		1997..	4 085	1 394 200	282 619	16 474
721214	Recreational and vacation camps (except campgrounds) ...	2002..	3 177	1 740 064	510 085	23 932
		1997..	3 513	1 340 718	382 678	18 857
7213	Rooming and boarding houses	2002..	2 659	719 342	155 459	12 485
		1997..	3 485	756 675	157 131	15 662
72131	Rooming and boarding houses	2002..	2 659	719 342	155 459	12 485
		1997..	3 485	756 675	157 131	15 662
721310	Rooming and boarding houses	2002..	2 659	719 342	155 459	12 485
		1997..	3 485	756 675	157 131	15 662

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

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

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage ² (percent)
			Number	Total sales (\$1,000)	Amount ¹ (\$1,000)	As percent of total sales of—		
						Establishments with the product line	All establishments ¹	
721		Accommodation	60 870	X	130 320 114	X	100.0	76.7
	20010	Guestroom or unit rentals, including campground & RV rental fees excluding occupancy taxes	57 715	128 811 170	73 102 074	56.8	56.1	X
	20020	Camp tuition or fees	3 329	1 867 994	1 490 298	79.8	1.1	X
	20030	Telephone service charges	23 902	89 136 207	1 193 813	1.3	.9	X
	20040	Gaming receipts, including receipts from the operation of casino games, slot machines, etc. by this establishment	813	35 113 565	22 832 974	65.0	17.5	X
	20050	Rental of public rooms & areas, including conference/convention meeting rooms	15 187	71 839 865	1 762 839	2.5	1.4	X
	20060	Membership dues & fees	3 339	12 844 001	616 010	4.8	.5	X
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	9 399	27 399 389	208 966	.8	.2	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	15 124	101 530 745	17 176 807	16.9	13.2	67.2
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	2 210	11 841 390	629 390	5.3	.5	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	14 054	98 903 488	16 547 417	16.7	12.7	X
	20130	Alcoholic drinks served at the establishment	9 517	88 819 716	4 331 350	4.9	3.3	64.4
	20131	Distilled spirits	7 987	83 080 705	1 996 668	2.4	1.5	X
	20132	Wine	7 265	72 359 908	1 098 233	1.5	.8	X
	20133	Beer & ale	8 052	76 545 839	1 236 449	1.6	.9	X
	20140	Packaged liquor, wine, & beer	1 079	7 162 546	66 794	.9	.1	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	2 069	27 688 623	92 637	.3	.1	X
	20850	All other merchandise	6 411	41 130 595	775 262	1.9	.6	76.5
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons	6 411	41 130 595	775 262	1.9	.6	X
	29810	All other merchandise	9 492	52 187 245	2 024 840	3.9	1.6	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	14 782	71 867 529	4 645 450	6.5	3.6	X
7211		Traveler accommodation	50 877	X	126 127 765	X	100.0	77.5
	20010	Guestroom or unit rentals, including campground & RV rental fees excluding occupancy taxes	50 877	126 127 765	71 291 854	56.5	56.5	X
	20020	Camp tuition or fees	14	14 719	1 493	10.1	Z	X
	20030	Telephone service charges	23 647	88 775 137	1 187 343	1.3	.9	X
	20040	Gaming receipts, including receipts from the operation of casino games, slot machines, etc. by this establishment	646	35 035 042	22 831 997	65.2	18.1	X
	20050	Rental of public rooms & areas, including conference/convention meeting rooms	14 408	71 303 254	1 719 711	2.4	1.4	X
	20060	Membership dues & fees	1 268	12 148 610	403 391	3.3	.3	X
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	6 989	26 177 056	145 296	.6	.1	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	12 292	99 988 537	16 932 214	16.9	13.4	67.8
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	1 659	11 596 998	608 194	5.2	.5	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	11 654	97 520 179	16 324 020	16.7	12.9	X
	20130	Alcoholic drinks served at the establishment	9 261	88 457 509	4 321 980	4.9	3.4	65.0
	20131	Distilled spirits	7 893	82 821 532	1 992 360	2.4	1.6	X
	20132	Wine	7 138	72 080 970	1 097 204	1.5	.9	X
	20133	Beer & ale	7 802	76 193 891	1 232 416	1.6	1.0	X
	20140	Packaged liquor, wine, & beer	574	6 794 250	59 204	.9	Z	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	1 520	27 301 814	87 957	.3	.1	X
	20850	All other merchandise	4 132	39 797 767	719 970	1.8	.6	77.3
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons	4 132	39 797 767	719 970	1.8	.6	X
	29810	All other merchandise	7 329	51 024 144	1 942 656	3.8	1.5	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	12 315	70 270 014	4 482 699	6.4	3.6	X
72111		Hotels (except casino hotels) and motels	46 163	X	90 540 665	X	100.0	76.2
	20010	Guestroom or unit rentals, including campground & RV rental fees excluding occupancy taxes	46 163	90 540 665	65 821 253	72.7	72.7	X
	20030	Telephone service charges	23 322	74 884 373	1 132 664	1.5	1.3	X
	20040	Gaming receipts, including receipts from the operation of casino games, slot machines, etc. by this establishment	360	647 366	15 392	2.4	Z	X
	20050	Rental of public rooms & areas, including conference/convention meeting rooms	13 592	61 047 043	1 625 205	2.7	1.8	X
	20060	Membership dues & fees	1 162	11 665 259	401 095	3.4	.4	X
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	6 716	18 195 957	114 081	.6	.1	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	10 767	65 151 252	13 149 221	20.2	14.5	73.9
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	1 455	9 274 281	565 679	6.1	.6	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	10 235	62 949 791	12 583 542	20.0	13.9	X

See footnotes at end of table.

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

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage ² (percent)
			Number	Total sales (\$1,000)	Amount ¹ (\$1,000)	As percent of total sales of—		
						Establishments with the product line	All establishments ¹	
72111		Hotels (except casino hotels) and motels—Con.						
	20130	Alcoholic drinks served at the establishment	8 386	59 112 189	3 220 531	5.4	3.6	69.2
	20131	Distilled spirits	7 321	54 142 627	1 523 408	2.8	1.7	X
	20132	Wine	6 330	45 872 832	837 499	1.8	.9	X
	20133	Beer & ale	7 123	49 142 918	859 624	1.7	.9	X
	20140	Packaged liquor, wine, & beer	475	2 550 531	38 932	1.5	Z	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	1 364	15 262 440	24 446	.2	Z	X
	20850	All other merchandise	3 121	20 707 555	401 095	1.9	.4	75.8
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons	3 121	20 707 555	401 095	1.9	.4	X
	29810	All other merchandise	6 785	31 015 610	1 321 894	4.3	1.5	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	11 695	48 466 418	3 274 856	6.8	3.6	X
721110		Hotels (except casino hotels) and motels	46 163	X	90 540 665	X	100.0	76.2
	20010	Guestroom or unit rentals, including campground & RV rental fees excluding occupancy taxes	46 163	90 540 665	65 821 253	72.7	72.7	X
	20030	Telephone service charges	23 322	74 884 373	1 132 664	1.5	1.3	X
	20040	Gaming receipts, including receipts from the operation of casino games, slot machines, etc. by this establishment	360	647 366	15 392	2.4	Z	X
	20050	Rental of public rooms & areas, including conference/convention meeting rooms	13 592	61 047 043	1 625 205	2.7	1.8	X
	20060	Membership dues & fees	1 162	11 665 259	401 095	3.4	.4	X
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	6 716	18 195 957	114 081	.6	.1	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	10 767	65 151 252	13 149 221	20.2	14.5	73.9
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	1 455	9 274 281	565 679	6.1	.6	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	10 235	62 949 791	12 583 542	20.0	13.9	X
	20130	Alcoholic drinks served at the establishment	8 386	59 112 189	3 220 531	5.4	3.6	69.2
	20131	Distilled spirits	7 321	54 142 627	1 523 408	2.8	1.7	X
	20132	Wine	6 330	45 872 832	837 499	1.8	.9	X
	20133	Beer & ale	7 123	49 142 918	859 624	1.7	.9	X
	20140	Packaged liquor, wine, & beer	475	2 550 531	38 932	1.5	Z	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	1 364	15 262 440	24 446	.2	Z	X
	20850	All other merchandise	3 121	20 707 555	401 095	1.9	.4	75.8
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons	3 121	20 707 555	401 095	1.9	.4	X
	29810	All other merchandise	6 785	31 015 610	1 321 894	4.3	1.5	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	11 695	48 466 418	3 274 856	6.8	3.6	X
72112		Casino hotels	283	X	34 385 976	X	100.0	81.2
	20010	Guestroom or unit rentals, including campground & RV rental fees excluding occupancy taxes	283	34 385 976	4 500 392	13.1	13.1	X
	20030	Telephone service charges	116	13 749 576	53 641	.4	.2	X
	20040	Gaming receipts, including receipts from the operation of casino games, slot machines, etc. by this establishment	283	34 385 976	22 816 587	66.4	66.4	X
	20050	Rental of public rooms & areas, including conference/convention meeting rooms	89	10 010 101	65 332	.7	.2	X
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	79	7 896 396	27 853	.4	.1	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	276	34 325 457	3 663 445	10.7	10.7	57.3
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	22	2 248 661	32 935	1.5	.1	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	269	34 095 133	3 630 510	10.6	10.6	X
	20130	Alcoholic drinks served at the establishment	245	29 009 041	1 069 737	3.7	3.1	57.4
	20131	Distilled spirits	237	28 471 213	459 859	1.6	1.3	X
	20132	Wine	220	25 895 791	243 654	.9	.7	X
	20133	Beer & ale	234	26 801 453	366 224	1.4	1.1	X
	20140	Packaged liquor, wine, & beer	42	4 215 033	18 912	.4	.1	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	110	12 007 583	62 925	.5	.2	X
	20850	All other merchandise	167	18 712 160	309 471	1.7	.9	81.2
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons	167	18 712 160	309 471	1.7	.9	X
	29810	All other merchandise	126	19 812 856	612 408	3.1	1.8	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	149	21 556 568	1 185 273	5.5	3.4	X
721120		Casino hotels	283	X	34 385 976	X	100.0	81.2
	20010	Guestroom or unit rentals, including campground & RV rental fees excluding occupancy taxes	283	34 385 976	4 500 392	13.1	13.1	X
	20030	Telephone service charges	116	13 749 576	53 641	.4	.2	X
	20040	Gaming receipts, including receipts from the operation of casino games, slot machines, etc. by this establishment	283	34 385 976	22 816 587	66.4	66.4	X

See footnotes at end of table.

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

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage ² (percent)
			Number	Total sales (\$1,000)	Amount ¹ (\$1,000)	As percent of total sales of—		
						Establishments with the product line	All establishments ¹	
721120		Casino hotels—Con.						
	20050	Rental of public rooms & areas, including conference/convention meeting rooms	89	10 010 101	65 332	.7	.2	X
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	79	7 896 396	27 853	.4	.1	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	276	34 325 457	3 663 445	10.7	10.7	57.3
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	22	2 248 661	32 935	1.5	.1	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	269	34 095 133	3 630 510	10.6	10.6	X
	20130	Alcoholic drinks served at the establishment	245	29 009 041	1 069 737	3.7	3.1	57.4
	20131	Distilled spirits	237	28 471 213	459 859	1.6	1.3	X
	20132	Wine	220	25 895 791	243 654	.9	.7	X
	20133	Beer & ale	234	26 801 453	366 224	1.4	1.1	X
	20140	Packaged liquor, wine, & beer	42	4 215 033	18 912	.4	.1	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	110	12 007 583	62 925	.5	.2	X
	20850	All other merchandise	167	18 712 160	309 471	1.7	.9	81.2
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons	167	18 712 160	309 471	1.7	.9	X
	29810	All other merchandise	126	19 812 856	612 408	3.1	1.8	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	149	21 556 568	1 185 273	5.5	3.4	X
72119		Other traveler accommodation	4 431	X	1 201 124	X	100.0	62.4
	20010	Guestroom or unit rentals, including campground & RV rental fees excluding occupancy taxes	4 431	1 201 124	970 209	80.8	80.8	X
	20020	Camp tuition or fees	14	14 719	1 493	10.1	.1	X
	20030	Telephone service charges	209	141 188	1 038	.7	.1	X
	20050	Rental of public rooms & areas, including conference/convention meeting rooms	727	246 110	29 174	11.9	2.4	X
	20060	Membership dues & fees	102	66 249	2 296	3.5	.2	X
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	194	84 703	3 362	4.0	.3	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	1 249	511 828	119 548	23.4	10.0	60.5
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	182	74 056	9 580	12.9	.8	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	1 150	475 255	109 968	23.1	9.2	X
	20130	Alcoholic drinks served at the establishment	630	336 279	31 712	9.4	2.6	51.8
	20131	Distilled spirits	335	207 692	9 093	4.4	.8	X
	20132	Wine	588	312 347	16 051	5.1	1.3	X
	20133	Beer & ale	445	249 520	6 568	2.6	.5	X
	20140	Packaged liquor, wine, & beer	57	28 686	1 360	4.7	.1	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	46	31 791	586	1.8	Z	X
	20850	All other merchandise	844	378 052	9 404	2.5	.8	62.3
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons	844	378 052	9 404	2.5	.8	X
	29810	All other merchandise	418	195 678	8 354	4.3	.7	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	471	247 028	22 570	9.1	1.9	X
721191		Bed-and-breakfast inns	3 537	X	890 114	X	100.0	69.5
	20010	Guestroom or unit rentals, including campground & RV rental fees excluding occupancy taxes	3 537	890 114	706 600	79.4	79.4	X
	20020	Camp tuition or fees	10	5 554	205	3.7	Z	X
	20030	Telephone service charges	196	134 470	988	.7	.1	X
	20050	Rental of public rooms & areas, including conference/convention meeting rooms	662	227 869	25 342	11.1	2.8	X
	20060	Membership dues & fees	41	15 915	881	5.5	.1	X
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	52	22 084	445	2.0	.1	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	1 104	411 633	103 590	25.2	11.6	67.9
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	147	51 495	7 744	15.0	.9	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	1 020	385 881	95 846	24.8	10.8	X
	20130	Alcoholic drinks served at the establishment	565	295 322	29 267	9.9	3.3	58.1
	20131	Distilled spirits	312	194 295	8 350	4.3	.9	X
	20132	Wine	540	279 767	15 372	5.5	1.7	X
	20133	Beer & ale	386	212 514	5 545	2.6	.6	X
	20140	Packaged liquor, wine, & beer	32	16 734	890	5.3	.1	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	10	10 975	231	2.1	Z	X
	20850	All other merchandise	677	271 155	5 519	2.0	.6	69.3
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons	677	271 155	5 519	2.0	.6	X

See footnotes at end of table.

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2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage ² (percent)
			Number	Total sales (\$1,000)	Amount ¹ (\$1,000)	As percent of total sales of—		
						Establishments with the product line	All establishments ¹	
721191		Bed-and-breakfast inns—Con.						
	29810	All other merchandise	289	137 905	4 317	3.1	.5	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	286	134 959	11 821	8.8	1.3	X
721199		All other traveler accommodation	894	X	311 010	X	100.0	42.1
	20010	Guestroom or unit rentals, including campground & RV rental fees excluding occupancy taxes	894	311 010	263 609	84.8	84.8	X
	20030	Telephone service charges	13	6 718	50	.7	Z	X
	20050	Rental of public rooms & areas, including conference/convention meeting rooms	65	18 241	3 832	21.0	1.2	X
	20060	Membership dues & fees	61	50 334	1 415	2.8	.5	X
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	142	62 619	2 917	4.7	.9	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	145	100 195	15 958	15.9	5.1	38.9
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	35	22 561	1 836	8.1	.6	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	130	89 374	14 122	15.8	4.5	X
	20130	Alcoholic drinks served at the establishment	65	40 957	2 445	6.0	.8	31.8
	20131	Distilled spirits	23	13 397	743	5.5	.2	X
	20132	Wine	48	32 580	679	2.1	.2	X
	20133	Beer & ale	59	37 006	1 023	2.8	.3	X
	20140	Packaged liquor, wine, & beer	25	11 952	470	3.9	.2	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	36	20 816	355	1.7	.1	X
	20850	All other merchandise	167	106 897	3 885	3.6	1.2	42.1
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons	167	106 897	3 885	3.6	1.2	X
	29810	All other merchandise	129	57 773	4 037	7.0	1.3	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	185	112 069	10 749	9.6	3.5	X
7212		RV (recreational vehicle) parks and recreational camps	7 334	X	3 473 007	X	100.0	53.4
	20010	Guestroom or unit rentals, including campground & RV rental fees excluding occupancy taxes	4 699	2 059 692	1 375 987	66.8	39.6	X
	20020	Camp tuition or fees	3 313	1 844 456	1 488 366	80.7	42.9	X
	20030	Telephone service charges	161	310 673	4 585	1.5	.1	X
	20040	Gaming receipts, including receipts from the operation of casino games, slot machines, etc. by this establishment	165	78 329	970	1.2	Z	X
	20050	Rental of public rooms & areas, including conference/convention meeting rooms	594	458 368	29 835	6.5	.9	X
	20060	Membership dues & fees	560	346 891	65 824	19.0	1.9	X
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	2 370	1 191 876	63 289	5.3	1.8	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	1 875	1 238 811	151 979	12.3	4.4	47.0
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	486	215 949	15 205	7.0	.4	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	1 486	1 103 170	136 774	12.4	3.9	X
	20130	Alcoholic drinks served at the establishment	239	339 361	8 550	2.5	.2	46.1
	20131	Distilled spirits	82	256 023	4 125	1.6	.1	X
	20132	Wine	110	256 092	754	.3	Z	X
	20133	Beer & ale	235	330 801	3 671	1.1	.1	X
	20140	Packaged liquor, wine, & beer	505	368 296	7 590	2.1	.2	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	537	366 984	4 471	1.2	.1	X
	20850	All other merchandise	2 242	1 303 594	54 832	4.2	1.6	53.0
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons	2 242	1 303 594	54 832	4.2	1.6	X
	29810	All other merchandise	2 030	1 111 747	79 997	7.2	2.3	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	2 013	1 396 668	136 732	9.8	3.9	X
72121		RV (recreational vehicle) parks and recreational camps	7 334	X	3 473 007	X	100.0	53.4
	20010	Guestroom or unit rentals, including campground & RV rental fees excluding occupancy taxes	4 699	2 059 692	1 375 987	66.8	39.6	X
	20020	Camp tuition or fees	3 313	1 844 456	1 488 366	80.7	42.9	X
	20030	Telephone service charges	161	310 673	4 585	1.5	.1	X
	20040	Gaming receipts, including receipts from the operation of casino games, slot machines, etc. by this establishment	165	78 329	970	1.2	Z	X
	20050	Rental of public rooms & areas, including conference/convention meeting rooms	594	458 368	29 835	6.5	.9	X
	20060	Membership dues & fees	560	346 891	65 824	19.0	1.9	X
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	2 370	1 191 876	63 289	5.3	1.8	X

See footnotes at end of table.

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

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage ² (percent)
			Number	Total sales (\$1,000)	Amount ¹ (\$1,000)	As percent of total sales of—		
						Establishments with the product line	All establishments ¹	
72121		RV (recreational vehicle) parks and recreational camps—Con.						
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	1 875	1 238 811	151 979	12.3	4.4	47.0
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	486	215 949	15 205	7.0	.4	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	1 486	1 103 170	136 774	12.4	3.9	X
	20130	Alcoholic drinks served at the establishment	239	339 361	8 550	2.5	.2	46.1
	20131	Distilled spirits	82	256 023	4 125	1.6	.1	X
	20132	Wine	110	256 092	754	.3	Z	X
	20133	Beer & ale	235	330 801	3 671	1.1	.1	X
	20140	Packaged liquor, wine, & beer	505	368 296	7 590	2.1	.2	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	537	366 984	4 471	1.2	.1	X
	20850	All other merchandise	2 242	1 303 594	54 832	4.2	1.6	53.0
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons	2 242	1 303 594	54 832	4.2	1.6	X
	29810	All other merchandise	2 030	1 111 747	79 997	7.2	2.3	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	2 013	1 396 668	136 732	9.8	3.9	X
721211		RV (recreational vehicle) parks and campgrounds	4 157	X	1 732 943	X	100.0	52.6
	20010	Guestroom or unit rentals, including campground & RV rental fees excluding occupancy taxes	4 157	1 732 943	1 327 474	76.6	76.6	X
	20020	Camp tuition or fees	136	104 392	20 726	19.9	1.2	X
	20030	Telephone service charges	114	245 038	2 166	.9	.1	X
	20040	Gaming receipts, including receipts from the operation of casino games, slot machines, etc. by this establishment	165	78 329	970	1.2	.1	X
	20050	Rental of public rooms & areas, including conference/convention meeting rooms	226	232 856	5 892	2.5	.3	X
	20060	Membership dues & fees	384	226 444	47 153	20.8	2.7	X
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	2 116	1 024 395	58 382	5.7	3.4	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	1 178	802 803	88 310	11.0	5.1	47.7
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	425	153 962	9 777	6.4	.6	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	840	696 937	78 533	11.3	4.5	X
	20130	Alcoholic drinks served at the establishment	174	280 321	6 810	2.4	.4	46.5
	20131	Distilled spirits	60	218 743	3 625	1.7	.2	X
	20132	Wine	56	203 931	473	.2	Z	X
	20133	Beer & ale	174	280 321	2 712	1.0	.2	X
	20140	Packaged liquor, wine, & beer	497	361 440	7 486	2.1	.4	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	532	363 260	4 454	1.2	.3	X
	20850	All other merchandise	1 426	823 945	33 307	4.0	1.9	52.1
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons	1 426	823 945	33 307	4.0	1.9	X
	29810	All other merchandise	1 413	668 483	49 146	7.4	2.8	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	1 290	909 189	80 667	8.9	4.7	X
721214		Recreational and vacation camps (except campgrounds)	3 177	X	1 740 064	X	100.0	54.3
	20010	Guestroom or unit rentals, including campground & RV rental fees excluding occupancy taxes	542	326 749	48 513	14.8	2.8	X
	20020	Camp tuition or fees	3 177	1 740 064	1 467 640	84.3	84.3	X
	20030	Telephone service charges	47	65 635	2 419	3.7	.1	X
	20050	Rental of public rooms & areas, including conference/convention meeting rooms	368	225 512	23 943	10.6	1.4	X
	20060	Membership dues & fees	176	120 447	18 671	15.5	1.1	X
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	254	167 481	4 907	2.9	.3	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	697	436 008	63 669	14.6	3.7	44.9
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	61	61 987	5 428	8.8	.3	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	646	406 233	58 241	14.3	3.3	X
	20130	Alcoholic drinks served at the establishment	65	59 040	1 740	2.9	.1	41.5
	20131	Distilled spirits	22	37 280	500	1.3	Z	X
	20132	Wine	54	52 161	281	.5	Z	X
	20133	Beer & ale	61	50 480	959	1.9	.1	X
	20140	Packaged liquor, wine, & beer	8	6 856	104	1.5	Z	X
	20850	All other merchandise	816	479 649	21 525	4.5	1.2	53.7
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons	816	479 649	21 525	4.5	1.2	X
	29810	All other merchandise	617	443 264	30 851	7.0	1.8	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	723	487 479	56 065	11.5	3.2	X

See footnotes at end of table.

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

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage ² (percent)
			Number	Total sales (\$1,000)	Amount ¹ (\$1,000)	As percent of total sales of—		
						Establishments with the product line	All establishments ¹	
7213		Rooming and boarding houses	2 659	X	719 342	X	100.0	55.5
	20010	Guestroom or unit rentals, including campground & RV rental fees excluding occupancy taxes	2 139	623 713	434 233	69.6	60.4	X
	20030	Telephone service charges	94	50 397	1 885	3.7	.3	X
	20050	Rental of public rooms & areas, including conference/convention meeting rooms	185	78 243	13 293	17.0	1.8	X
	20060	Membership dues & fees	1 511	348 500	146 795	42.1	20.4	X
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	40	30 457	381	1.3	.1	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	957	303 397	92 614	30.5	12.9	53.8
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	65	28 443	5 991	21.1	.8	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	914	280 139	86 623	30.9	12.0	X
	20130	Alcoholic drinks served at the establishment	17	22 846	820	3.6	.1	54.4
	20131	Distilled spirits	12	3 150	183	5.8	Z	X
	20132	Wine	17	22 846	275	1.2	Z	X
	20133	Beer & ale	15	21 147	362	1.7	.1	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	12	19 825	209	1.1	Z	X
	20850	All other merchandise	37	29 234	460	1.6	.1	55.5
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons	37	29 234	460	1.6	.1	X
	29810	All other merchandise	133	51 354	2 187	4.3	.3	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	454	200 847	26 019	13.0	3.6	X
72131		Rooming and boarding houses	2 659	X	719 342	X	100.0	55.5
	20010	Guestroom or unit rentals, including campground & RV rental fees excluding occupancy taxes	2 139	623 713	434 233	69.6	60.4	X
	20030	Telephone service charges	94	50 397	1 885	3.7	.3	X
	20050	Rental of public rooms & areas, including conference/convention meeting rooms	185	78 243	13 293	17.0	1.8	X
	20060	Membership dues & fees	1 511	348 500	146 795	42.1	20.4	X
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	40	30 457	381	1.3	.1	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	957	303 397	92 614	30.5	12.9	53.8
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	65	28 443	5 991	21.1	.8	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	914	280 139	86 623	30.9	12.0	X
	20130	Alcoholic drinks served at the establishment	17	22 846	820	3.6	.1	54.4
	20131	Distilled spirits	12	3 150	183	5.8	Z	X
	20132	Wine	17	22 846	275	1.2	Z	X
	20133	Beer & ale	15	21 147	362	1.7	.1	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	12	19 825	209	1.1	Z	X
	20850	All other merchandise	37	29 234	460	1.6	.1	55.5
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons	37	29 234	460	1.6	.1	X
	29810	All other merchandise	133	51 354	2 187	4.3	.3	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	454	200 847	26 019	13.0	3.6	X
721310		Rooming and boarding houses	2 659	X	719 342	X	100.0	55.5
	20010	Guestroom or unit rentals, including campground & RV rental fees excluding occupancy taxes	2 139	623 713	434 233	69.6	60.4	X
	20030	Telephone service charges	94	50 397	1 885	3.7	.3	X
	20050	Rental of public rooms & areas, including conference/convention meeting rooms	185	78 243	13 293	17.0	1.8	X
	20060	Membership dues & fees	1 511	348 500	146 795	42.1	20.4	X
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	40	30 457	381	1.3	.1	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	957	303 397	92 614	30.5	12.9	53.8
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	65	28 443	5 991	21.1	.8	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	914	280 139	86 623	30.9	12.0	X
	20130	Alcoholic drinks served at the establishment	17	22 846	820	3.6	.1	54.4
	20131	Distilled spirits	12	3 150	183	5.8	Z	X
	20132	Wine	17	22 846	275	1.2	Z	X
	20133	Beer & ale	15	21 147	362	1.7	.1	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	12	19 825	209	1.1	Z	X
	20850	All other merchandise	37	29 234	460	1.6	.1	55.5
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons	37	29 234	460	1.6	.1	X
	29810	All other merchandise	133	51 354	2 187	4.3	.3	X

See footnotes at end of table.

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

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage ² (percent)
			Number	Total sales (\$1,000)	Amount ¹ (\$1,000)	As percent of total sales of—		
						Establishments with the product line	All establishments ¹	
721310	29980	Rooming and boarding houses—Con. All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	454	200 847	26 019	13.0	3.6	X

¹Product line sales and/or product line percents may not sum to totals due to exclusion of selected lines to avoid disclosing data for individual companies, due to rounding, and/or due to exclusion of lines that did not meet publication criteria.
²Sales of establishments reporting product line sales as percent of total sales.

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

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

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

2002 NAICS code	Kind of business and largest firms based on sales	Establishments (number)	Sales		Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
			Amount (\$1,000)	As percent of total			
721	Accommodation						
	All firms	60 870	130 320 114	100.0	34 874 261	8 316 936	1 827 097
	4 largest firms	1 126	22 039 479	16.9	5 674 214	1 401 046	254 818
	8 largest firms	1 453	35 058 406	26.9	9 717 219	2 384 753	402 089
	20 largest firms	3 141	48 807 994	37.5	13 256 058	3 214 712	556 910
	50 largest firms	4 965	62 371 281	47.9	16 636 380	4 024 859	722 889
7211	Traveler accommodation						
	All firms	50 877	126 127 765	100.0	33 846 762	8 119 556	1 771 348
	4 largest firms	1 125	22 036 905	17.5	5 673 439	1 400 887	254 780
	8 largest firms	1 452	35 055 832	27.8	9 716 444	2 384 594	402 051
	20 largest firms	3 139	48 753 464	38.7	13 248 532	3 212 822	556 478
	50 largest firms	4 962	62 314 776	49.4	16 628 436	4 022 858	722 433
72111	Hotels (except casino hotels) and motels						
	All firms	46 163	90 540 665	100.0	24 190 164	5 726 624	1 374 680
	4 largest firms	1 387	19 954 360	22.0	5 544 284	1 312 704	240 111
	8 largest firms	2 788	25 642 464	28.3	6 914 254	1 635 375	313 335
	20 largest firms	4 516	32 614 041	36.0	8 565 218	2 026 586	397 736
	50 largest firms	5 517	39 721 140	43.9	10 467 671	2 481 790	497 632
721110	Hotels (except casino hotels) and motels						
	All firms	46 163	90 540 665	100.0	24 190 164	5 726 624	1 374 680
	4 largest firms	1 387	19 954 360	22.0	5 544 284	1 312 704	240 111
	8 largest firms	2 788	25 642 464	28.3	6 914 254	1 635 375	313 335
	20 largest firms	4 516	32 614 041	36.0	8 565 218	2 026 586	397 736
	50 largest firms	5 517	39 721 140	43.9	10 467 671	2 481 790	497 632
72112	Casino hotels						
	All firms	283	34 385 976	100.0	9 371 996	2 332 644	375 092
	4 largest firms	63	15 055 794	43.8	4 153 529	1 066 458	161 283
	8 largest firms	85	19 484 528	56.7	5 291 046	1 322 649	203 395
	20 largest firms	125	26 211 231	76.2	7 033 463	1 751 936	270 902
	50 largest firms	158	31 222 527	90.8	8 424 391	2 097 586	328 129
721120	Casino hotels						
	All firms	283	34 385 976	100.0	9 371 996	2 332 644	375 092
	4 largest firms	63	15 055 794	43.8	4 153 529	1 066 458	161 283
	8 largest firms	85	19 484 528	56.7	5 291 046	1 322 649	203 395
	20 largest firms	125	26 211 231	76.2	7 033 463	1 751 936	270 902
	50 largest firms	158	31 222 527	90.8	8 424 391	2 097 586	328 129
72119	Other traveler accommodation						
	All firms	4 431	1 201 124	100.0	284 602	60 288	21 576
	4 largest firms	29	100 905	8.4	22 715	4 689	978
	8 largest firms	43	118 636	9.9	27 511	5 732	1 256
	20 largest firms	61	148 614	12.4	35 643	7 875	1 853
	50 largest firms	93	205 680	17.1	50 776	11 060	2 697
721191	Bed-and-breakfast inns						
	All firms	3 537	890 114	100.0	220 029	47 149	17 774
	4 largest firms	25	25 358	2.8	5 896	1 375	384
	8 largest firms	29	37 305	4.2	10 383	2 260	586
	20 largest firms	42	62 460	7.0	17 467	3 845	1 112
	50 largest firms	73	112 331	12.6	32 133	7 112	1 998
721199	All other traveler accommodation						
	All firms	894	311 010	100.0	64 573	13 139	3 802
	4 largest firms	18	93 278	30.0	21 615	4 357	872
	8 largest firms	28	102 265	32.9	23 081	5 045	1 003
	20 largest firms	40	124 706	40.1	27 181	5 911	1 237
	50 largest firms	72	158 902	51.1	35 466	7 544	1 733
7212	RV (recreational vehicle) parks and recreational camps						
	All firms	7 334	3 473 007	100.0	872 040	157 711	43 264
	4 largest firms	109	166 104	4.8	43 778	8 906	2 338
	8 largest firms	160	253 659	7.3	63 209	12 297	3 020
	20 largest firms	193	392 691	11.3	98 200	18 591	4 108
	50 largest firms	253	580 205	16.7	147 619	27 699	6 543
72121	RV (recreational vehicle) parks and recreational camps						
	All firms	7 334	3 473 007	100.0	872 040	157 711	43 264
	4 largest firms	109	166 104	4.8	43 778	8 906	2 338
	8 largest firms	160	253 659	7.3	63 209	12 297	3 020
	20 largest firms	193	392 691	11.3	98 200	18 591	4 108
	50 largest firms	253	580 205	16.7	147 619	27 699	6 543
721211	RV (recreational vehicle) parks and campgrounds						
	All firms	4 157	1 732 943	100.0	361 955	70 935	19 332
	4 largest firms	103	155 269	9.0	38 965	7 507	2 090
	8 largest firms	145	226 429	13.1	51 589	10 243	2 761
	20 largest firms	160	318 357	18.4	69 684	14 553	3 470
	50 largest firms	249	451 687	26.1	97 183	19 164	4 492

See footnotes at end of table.

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

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2002 NAICS code	Kind of business and largest firms based on sales	Establishments (number)	Sales		Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
			Amount (\$1,000)	As percent of total			
721214	Recreational and vacation camps (except campgrounds)						
	All firms	3 177	1 740 064	100.0	510 085	86 776	23 932
	4 largest firms	34	89 010	5.1	30 291	5 179	860
	8 largest firms	40	128 340	7.4	38 590	6 553	1 018
	20 largest firms	59	205 471	11.8	66 594	11 555	2 673
	50 largest firms	98	322 380	18.5	101 598	17 818	3 781
7213	Rooming and boarding houses						
	All firms	2 659	719 342	100.0	155 459	39 669	12 485
	4 largest firms	4	32 745	4.6	10 877	2 352	388
	8 largest firms	25	53 883	7.5	15 613	3 581	764
	20 largest firms	46	99 671	13.9	28 808	6 758	1 483
	50 largest firms	110	152 871	21.3	42 398	9 995	2 405
72131	Rooming and boarding houses						
	All firms	2 659	719 342	100.0	155 459	39 669	12 485
	4 largest firms	4	32 745	4.6	10 877	2 352	388
	8 largest firms	25	53 883	7.5	15 613	3 581	764
	20 largest firms	46	99 671	13.9	28 808	6 758	1 483
	50 largest firms	110	152 871	21.3	42 398	9 995	2 405
721310	Rooming and boarding houses						
	All firms	2 659	719 342	100.0	155 459	39 669	12 485
	4 largest firms	4	32 745	4.6	10 877	2 352	388
	8 largest firms	25	53 883	7.5	15 613	3 581	764
	20 largest firms	46	99 671	13.9	28 808	6 758	1 483
	50 largest firms	110	152 871	21.3	42 398	9 995	2 405

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). Includes tips and gratuities received by employees from patrons and reported to employers. Excludes payrolls of departments or concessions operated by other companies at the establishment. For corporations, payroll includes amounts paid to officers and executives; for unincorporated businesses, it does not include profit or other compensation of proprietors or partners. 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 with a company or enterprise, which may consist of one establishment or more. Accommodation and food services 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 accommodation and food services 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 departments are treated as separate establishments and are classified according to the kind of business they conduct. For example, a leased department selling gifts/souvenirs within a hotel would be considered a separate establishment under the "gift, novelty, and souvenir stores" classification in the Retail Trade sector.

FIRMS

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

FIRST-QUARTER PAYROLL

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

PAID EMPLOYEES FOR PAY PERIOD INCLUDING MARCH 12

Paid employees consist of full-time 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; 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.

SALES

Includes sales from customers for services rendered, from the use of facilities and from merchandise sold. If tax-exempt, includes dues and assessments from members and affiliates.

Sales do not include carrying or other credit charges; sales and other taxes (including Hawaii's General Excise Tax) collected from customers and forwarded to taxing authorities; gross sales and receipts of departments or concessions operated by other companies; and commissions or receipts from the sale of government lottery tickets.

Excludes sales from civic and social organizations; amusement and recreation parks; theaters; and other recreation or entertainment facilities providing food and beverage services.

Appendix B.

NAICS Codes, Titles, and Descriptions

PART 1. 2002 NAICS

721 ACCOMMODATION

Industries in the Accommodation subsector provide lodging or short-term accommodations for travelers, vacationers, and others. There is a wide range of establishments in these industries. Some provide lodging only; while others provide meals, laundry services, and recreational facilities, as well as lodging. Lodging establishments are classified in this subsector even if the provision of complementary services generates more revenue. The types of complementary services provided vary from establishment to establishment.

The subsector is organized into three industry groups: **traveler accommodation, recreational accommodation, and rooming and boarding houses**. The **Traveler Accommodation** industry group includes establishments that primarily provide traditional types of lodging services. This group includes hotels, motels, and bed-and-breakfast inns. In addition to lodging, these establishments may provide a range of other services to their guests. The **RV (Recreational Vehicle) Parks and Recreational Camps** industry group includes establishments that operate lodging facilities primarily designed to accommodate outdoor enthusiasts. Included are travel trailer campsites, recreational vehicle parks, and outdoor adventure retreats. The **Rooming and Boarding Houses** industry group includes establishments providing temporary or longer-term accommodations that for the period of occupancy may serve as a principal residence. Board (i.e., meals) may be provided but is not essential.

Establishments that manage short-stay accommodation establishments (e.g., hotels and motels) on a contractual basis are classified in this subsector if they both manage the operation and provide the operating staff. Such establishments are classified based on the type of facility managed and operated.

7211 TRAVELER ACCOMMODATION

This industry group includes establishments classified in the following industries: 72111, Hotels (except Casino Hotels) and Motels; 72112, Casino Hotels; and 72119, Other Traveler Accommodation.

72111 HOTELS (EXCEPT CASINO HOTELS) AND MOTELS

This industry comprises establishments primarily engaged in providing short-term lodging in facilities known as hotels, motor hotels, resort hotels, and motels. The establishments in this industry may offer food and beverage services, recreational services, conference rooms and convention services, laundry services, parking, and other services.

721110 HOTELS (EXCEPT CASINO HOTELS) AND MOTELS

This industry comprises establishments primarily engaged in providing short-term lodging in facilities known as hotels, motor hotels, resort hotels, and motels. The establishments in this industry may offer food and beverage services, recreational services, conference rooms and convention services, laundry services, parking, and other services.

72112 CASINO HOTELS

This industry comprises establishments primarily engaged in providing short-term lodging in hotel facilities with a casino on the premises. The casino on premises includes table wagering games and may include other gambling activities, such as slot machines and sports betting. These establishments generally offer a range of services and amenities, such as food and beverage services, entertainment, valet parking, swimming pools, and conference and convention facilities.

721120 CASINO HOTELS

This industry comprises establishments primarily engaged in providing short-term lodging in hotel facilities with a casino on the premises. The casino on premises includes table wagering games and may include other gambling activities, such as slot machines and sports betting. These establishments generally offer a range of services and amenities, such as food and beverage services, entertainment, valet parking, swimming pools, and conference and convention facilities.

721119 OTHER TRAVELER ACCOMMODATION

This industry comprises establishments primarily engaged in providing short-term lodging (except hotels, motels, and casino hotels).

721191 BED-AND-BREAKFAST INNS

This industry comprises establishments primarily engaged in providing short-term lodging in facilities known as bed-and-breakfast inns. These establishments provide short-term lodging in private homes or small buildings converted for this purpose. Bed-and-breakfast inns are characterized by a highly personalized service and inclusion of a full breakfast in a room rate.

721199 ALL OTHER TRAVELER ACCOMMODATION

This industry comprises establishments primarily engaged in providing short-term lodging (except hotels, motels, casino hotels, and bed-and-breakfast inns).

7212 RV (RECREATIONAL VEHICLE) PARKS AND RECREATIONAL CAMPS

This industry comprises establishments primarily engaged in operating recreational vehicle parks and campgrounds and recreational and vacation camps. These establishments cater to outdoor enthusiasts and are characterized by the type of accommodation and by the nature and the range of recreational facilities and activities provided to their clients.

72121 RV (RECREATIONAL VEHICLE) PARKS AND RECREATIONAL CAMPS

This industry comprises establishments primarily engaged in operating recreational vehicle parks and campgrounds and recreational and vacation camps. These establishments cater to outdoor enthusiasts and are characterized by the type of accommodation and by the nature and the range of recreational facilities and activities provided to their clients.

721211 RV (RECREATIONAL VEHICLE) PARKS AND CAMPGROUNDS

This industry comprises establishments primarily engaged in operating sites to accommodate campers and their equipment, including tents, tent trailers, travel trailers, and RVs (recreational vehicles). These establishments may provide access to facilities, such as washrooms, laundry rooms, recreation halls and playgrounds, stores, and snack bars.

721214 RECREATIONAL AND VACATION CAMPS (EXCEPT CAMPGROUNDS)

This industry comprises establishments primarily engaged in operating overnight recreational camps, such as children's camps, family vacation camps, hunting and fishing camps, and outdoor adventure retreats that offer trail riding, white-water rafting, hiking, and similar activities. These establishments provide accommodation facilities, such as cabins and fixed camp sites, and other amenities, such as food services, recreational facilities and equipment, and organized recreational activities.

7213 ROOMING AND BOARDING HOUSES

This industry comprises establishments primarily engaged in operating rooming and boarding houses and similar facilities, such as fraternity houses, sorority houses, off-campus dormitories, residential clubs, and workers' camps. These establishments provide temporary or longer-term accommodations that for the period of occupancy may serve as a principal residence. These establishments also may provide complementary services, such as housekeeping, meals, and laundry services.

72131 ROOMING AND BOARDING HOUSES

This industry comprises establishments primarily engaged in operating rooming and boarding houses and similar facilities, such as fraternity houses, sorority houses, off-campus dormitories, residential clubs, and workers' camps. These establishments provide temporary or longer-term accommodations that for the period of occupancy may serve as a principal residence. These establishments also may provide complementary services, such as housekeeping, meals, and laundry services.

721310 ROOMING AND BOARDING HOUSES

This industry comprises establishments primarily engaged in operating rooming and boarding houses and similar facilities, such as fraternity houses, sorority houses, off-campus dormitories, residential clubs, and workers' camps. These establishments provide temporary or longer-term accommodations that for the period of occupancy may serve as a principal residence. These establishments also may provide complementary services, such as housekeeping, meals, and laundry services.

PART 2. 1997 NAICS

721 ACCOMMODATION

Industries in the Accommodation subsector provide lodging or short-term accommodations for travelers, vacationers, and others. There is a wide range of establishments in these industries. Some provide lodging only; while others provide meals, laundry services, and recreational facilities, as well as lodging. Lodging establishments are classified in this subsector even if the provision of complementary services generates more revenue. The types of complementary services provided vary from establishment to establishment.

The subsector is organized into three industry groups: **traveler accommodation, recreational accommodation**, and **rooming and boarding houses**. The **Traveler Accommodation** industry group includes establishments that primarily provide traditional types of lodging services. This group includes hotels, motels, and bed-and-breakfast inns. In addition to lodging, these establishments may provide a range of other services to their guests. The **RV (Recreational Vehicle) Parks and Recreational Camps** industry group includes establishments that operate lodging facilities primarily designed to accommodate outdoor enthusiasts. Included are travel trailer campsites, recreational vehicle parks, and outdoor adventure retreats. The **Rooming and Boarding Houses** industry group includes establishments providing temporary or longer-term accommodations that for the period of occupancy may serve as a principal residence. Board (i.e., meals) may be provided but is not essential.

Establishments that manage short-stay accommodation establishments (e.g., hotels and motels) on a contractual basis are classified in this subsector if they both manage the operation and provide the operating staff. Such establishments are classified based on the type of facility managed and operated.

7211 TRAVELER ACCOMMODATION

This industry group includes establishments classified in the following industries: 72111, Hotels (except Casino Hotels) and Motels; 72112, Casino Hotels; and 72119, Other Traveler Accommodation.

72111 HOTELS (EXCEPT CASINO HOTELS) AND MOTELS

This industry comprises establishments primarily engaged in providing short-term lodging in facilities known as hotels, motor hotels, resort hotels, and motels. The establishments in this industry may offer food and beverage services, recreational services, conference rooms and convention services, laundry services, parking, and other services.

721110 HOTELS (EXCEPT CASINO HOTELS) AND MOTELS

This industry comprises establishments primarily engaged in providing short-term lodging in facilities known as hotels, motor hotels, resort hotels, and motels. The establishments in this industry may offer food and beverage services, recreational services, conference rooms and convention services, laundry services, parking, and other services.

72112 CASINO HOTELS

This industry comprises establishments primarily engaged in providing short-term lodging in hotel facilities with a casino on the premises. The casino on premises includes table wagering games and may include other gambling activities, such as slot machines and sports betting. These establishments generally offer a range of services and amenities, such as food and beverage services, entertainment, valet parking, swimming pools, and conference and convention facilities.

721120 CASINO HOTELS

This industry comprises establishments primarily engaged in providing short-term lodging in hotel facilities with a casino on the premises. The casino on premises includes table wagering games and may include other gambling activities, such as slot machines and sports betting. These establishments generally offer a range of services and amenities, such as food and beverage services, entertainment, valet parking, swimming pools, and conference and convention facilities.

72119 OTHER TRAVELER ACCOMMODATION

This industry comprises establishments primarily engaged in providing short-term lodging (except hotels, motels, and casino hotels).

721191 BED-AND-BREAKFAST INNS

This industry comprises establishments primarily engaged in providing short-term lodging in facilities known as bed-and-breakfast inns. These establishments provide short-term lodging in private homes or small buildings converted for this purpose. Bed-and-breakfast inns are characterized by a highly personalized service and inclusion of a full breakfast in a room rate.

721199 ALL OTHER TRAVELER ACCOMMODATION

This industry comprises establishments primarily engaged in providing short-term lodging (except hotels, motels, casino hotels, and bed-and-breakfast inns).

7212 RV (RECREATIONAL VEHICLE) PARKS AND RECREATIONAL CAMPS

This industry comprises establishments primarily engaged in operating recreational vehicle parks and campgrounds and recreational and vacation camps. These establishments cater to outdoor enthusiasts and are characterized by the type of accommodation and by the nature and the range of recreational facilities and activities provided to their clients.

72121 RV (RECREATIONAL VEHICLE) PARKS AND RECREATIONAL CAMPS

This industry comprises establishments primarily engaged in operating recreational vehicle parks and campgrounds and recreational and vacation camps. These establishments cater to outdoor enthusiasts and are characterized by the type of accommodation and by the nature and the range of recreational facilities and activities provided to their clients.

721211 RV (RECREATIONAL VEHICLE) PARKS AND CAMPGROUNDS

This industry comprises establishments primarily engaged in operating sites to accommodate campers and their equipment, including tents, tent trailers, travel trailers, and RVs (recreational vehicles). These establishments may provide access to facilities, such as washrooms, laundry rooms, recreation halls and playgrounds, stores, and snack bars.

721214 RECREATIONAL AND VACATION CAMPS (EXCEPT CAMPGROUNDS)

This industry comprises establishments primarily engaged in operating overnight recreational camps, such as children's camps, family vacation camps, hunting and fishing camps, and outdoor adventure retreats that offer trail riding, white-water rafting, hiking, and similar activities. These establishments provide accommodation facilities, such as cabins and fixed camp sites, and other amenities, such as food services, recreational facilities and equipment, and organized recreational activities.

7213 ROOMING AND BOARDING HOUSES

This industry comprises establishments primarily engaged in operating rooming and boarding houses and similar facilities, such as fraternity houses, sorority houses, off-campus dormitories, residential clubs, and workers' camps. These establishments provide temporary or longer-term accommodations that for the period of occupancy may serve as a principal residence. These establishments also may provide complementary services, such as housekeeping, meals, and laundry services.

72131 ROOMING AND BOARDING HOUSES

This industry comprises establishments primarily engaged in operating rooming and boarding houses and similar facilities, such as fraternity houses, sorority houses, off-campus dormitories, residential clubs, and workers' camps. These establishments provide temporary or longer-term accommodations that for the period of occupancy may serve as a principal residence. These establishments also may provide complementary services, such as housekeeping, meals, and laundry services.

721310 ROOMING AND BOARDING HOUSES

This industry comprises establishments primarily engaged in operating rooming and boarding houses and similar facilities, such as fraternity houses, sorority houses, off-campus dormitories, residential clubs, and workers' camps. These establishments provide temporary or longer-term accommodations that for the period of occupancy may serve as a principal residence. These establishments also may provide complementary services, such as housekeeping, meals, and laundry services.

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, sales, 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 sales of establishments covered in the census. Data on sales, 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. Sales 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 sales 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. There were no changes between the 2002 edition and the 1997 edition affecting this sector. 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 sales, 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 sales from administrative records." This includes sales information obtained from administrative records of other federal agencies. The "Percent of sales estimated" includes sales 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, sales, 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 sales of all establishments included in the category. In a few cases, expansion on the basis of sales 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 sales of establishments responding to the industry-specific inquiry as a percent of total sales for all establishments for which data are shown. For some inquiries, coverage is determined by the ratio of total payroll or employment of establishments responding to the inquiry to total payroll or employment of all establishments in the category.

CONCENTRATION CATEGORIES

Concentration categories are based on aggregate sales of all establishments operated by the same firm in a given kind-of-business classification or group for which data are presented. For example, a firm operating three establishments – a rooming and boarding house (NAICS 7213), a full-service restaurant (NAICS 7221), and a drinking place (NAICS 7224) – would be treated as three one-establishment firms at the most detailed NAICS level, as a two-establishment firm in NAICS 722 and a one-establishment firm in NAICS 721, and as a single three-establishment firm in Accommodation and Food Services totals (NAICS 72).

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

Not applicable for this report.

Appendix E. Metropolitan and Micropolitan Statistical Areas

Not applicable for this report.

