

# Product Lines: 2002

Issued October 2005

EC02-51SL-LS

## 2002 Economic Census

*Information*

Subject Series



**USCENSUSBUREAU**

*Helping You Make Informed Decisions*

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



## CONTENTS

---

Introduction to the Economic Census .....	v
Information .....	ix
Tables	
1. Product Lines by Kind of Business for the United States: 2002 .	1
Appendixes	
A. Explanation of Terms .....	A-1
B. NAICS Codes, Titles, and Descriptions .....	B-1
C. Methodology .....	C-1
D. Geographic Notes .....	--
E. Metropolitan and Micropolitan Statistical Areas .....	--
-- Not applicable for this report.	

**Table 1. Product Lines by Kind of Business for the United States: 2002**

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

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage <sup>2</sup> (percent)
			Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total receipts of—		
						Establishments with the product line	All establishments <sup>1</sup>	
<b>51</b>		<b>Information</b> .....	<b>137 678</b>	<b>X</b>	<b>891 845 956</b>	<b>X</b>	<b>100.0</b>	<b>84.2</b>
511		Publishing industries (except Internet) .....	32 287	X	242 216 369	X	100.0	81.9
	31000	Newspapers - Print - Subscriptions and sales: General newspapers . . .	6 797	43 523 947	10 202 196	23.4	4.2	X
	31010	Newspapers - Print - Subscriptions and sales: Specialized newspapers .	1 016	3 049 023	427 274	14.0	.2	X
	31020	Newspapers - Internet - Subscriptions and sales: General newspapers .	375	3 350 471	86 302	2.6	Z	X
	31030	Newspapers - Internet - Subscriptions and sales: Specialized newspapers	110	477 450	11 159	2.3	Z	X
	31040	Newspapers - Other media- Subscriptions and sales: General newspapers <sup>3</sup>	173	2 025 154	122 065	6.0	.1	X
	31050	Newspapers - Other media- Subscriptions and sales: Specialized newspapers <sup>3</sup>	51	130 614	24 169	18.5	Z	X
	31060	Newspapers - Print - Sale of advertising space: General newspapers...	6 275	42 701 357	29 690 397	69.5	12.3	X
	31070	Newspapers - Print - Sale of advertising space: Specialized newspapers	1 289	7 011 855	1 076 696	15.4	.4	X
	31080	Newspapers - Internet - Sale of advertising space: General newspapers	1 567	23 346 429	325 166	1.4	.1	X
	31090	Newspapers - Internet - Sale of advertising space: Specialized newspapers	104	454 234	18 042	4.0	Z	X
	31100	Newspapers - Other media - Sale of advertising space: General newspapers <sup>3</sup>	407	4 136 059	234 820	5.7	.1	X
	31110	Newspapers - Other media - Sale of advertising space: Specialized newspapers <sup>3</sup>	109	314 348	30 659	9.8	Z	X
	31120	Printing services for others	3 624	27 437 769	1 198 316	4.4	.5	X
	31130	Distribution of flyers, inserts, samples, etc., for others	2 669	22 112 453	2 084 172	9.4	.9	X
	31160	Archival services	172	7 650 690	21 137	.3	Z	X
	31170	Sale or licensing of rights to content	1 123	21 687 918	460 139	2.1	.2	X
	31180	Mailing lists, rental or sale	1 577	20 939 095	1 271 990	6.1	.5	X
	31200	Publishing services for others	727	5 838 176	512 485	8.8	.2	X
	31210	Books - Print: Textbooks	685	10 994 298	8 031 040	73.0	3.3	X
	31220	Books - Print: Children's books, excluding coloring activity books, sticker books, and water painting books	404	6 552 595	2 896 644	44.2	1.2	X
	31230	Books - Print: General reference books	857	4 273 470	1 676 909	39.2	.7	X
	31240	Books - Print: Professional, technical, and scholarly books	1 056	7 225 800	3 162 981	43.8	1.3	X
	31250	Books - Print: Adult trade books	1 134	10 903 139	7 006 458	64.3	2.9	X
	31260	Books - Print - Sale of advertising space	51	425 548	48 444	11.4	Z	X
	31270	Books - Internet: Textbooks	87	3 682 595	254 789	6.9	.1	X
	31280	Books - Internet: Children's books, excluding coloring activity books, sticker books, and water painting books	28	1 099 047	4 770	.4	Z	X
	31290	Books - Internet: General reference books	63	138 467	14 440	10.4	Z	X
	31300	Books - Internet: Professional, technical, and scholarly books	168	3 118 819	1 013 872	32.5	.4	X
	31310	Books - Internet: Adult trade books	129	3 241 965	29 979	.9	Z	X
	31320	Books - Internet - Sale of advertising space	6	104 577	1 514	1.4	Z	X
	31330	Books - Other media: Textbooks <sup>3</sup>	119	5 850 740	324 455	5.5	.1	X
	31340	Books - Other media: Children's books, excluding coloring activity books, sticker books, and water painting books <sup>3</sup>	20	3 194 776	66 556	2.1	Z	X
	31350	Books - Other media: General reference books <sup>3</sup>	110	1 969 545	95 510	4.8	Z	X
	31360	Books - Other media: Professional, technical, and scholarly books <sup>3</sup>	198	3 506 565	581 332	16.6	.2	X
	31370	Books - Other media: Adult trade books <sup>3</sup>	90	3 243 625	195 040	6.0	.1	X
	31390	Greeting cards - Internet	9	141 708	6 016	4.2	Z	X
	31400	Calendars - Internet	16	10 042	278	2.8	Z	X
	31410	Patterns - Internet	6	2 635	153	5.8	Z	X
	31440	Calendars - Other media <sup>3</sup>	7	7 244	1 429	19.7	Z	X
	31460	Cards, except greeting cards - Other media <sup>3</sup>	10	25 480	17 189	67.5	Z	X
	31470	Fulfillment services (Third party distributors of merchandise on a contract basis)	81	959 625	62 967	6.6	Z	X
	31480	Consulting services (Related to book publishers.)	44	39 457	1 832	4.6	Z	X
	31490	Training services (Related to book publishers.)	35	165 285	12 995	7.9	Z	X
	31500	Sale of advertising space for other media, not specified by type of publication	11	7 162	4 675	65.3	Z	X
	31510	Periodicals - Print - Subscriptions and sales: General interest periodicals	3 276	24 279 325	10 794 505	44.5	4.5	X
	31520	Periodicals - Print - Subscriptions and sales: Business (including farming), professional, and academic periodicals	1 315	8 060 860	3 555 614	44.1	1.5	X
	31530	Periodicals - Print - Subscriptions and sales: Other periodicals	372	1 378 327	813 878	59.0	.3	X
	31540	Periodicals - Internet - Subscriptions and sales: General interest periodicals	433	3 076 039	227 032	7.4	.1	X
	31550	Periodicals - Internet - Subscriptions and sales: Business (including farming), professional, and academic periodicals	254	2 405 068	403 121	16.8	.2	X
	31560	Periodicals - Internet - Subscriptions and sales: Other periodicals	40	387 207	37 418	9.7	Z	X
	31570	Periodicals - Other media - Subscriptions and sales: General interest periodicals <sup>3</sup>	206	1 839 121	141 129	7.7	.1	X
	31580	Periodicals - Other media - Subscriptions and sales: Business (including farming), professional, and academic periodicals <sup>3</sup>	176	4 055 999	2 033 630	50.1	.8	X
	31590	Periodicals - Other media - Subscriptions and sales: Other periodicals <sup>3</sup>	35	188 295	33 451	17.8	Z	X
	31600	Periodicals - Print - Sale of advertising space: General interest periodicals	3 815	24 641 453	14 753 881	59.9	6.1	X
	31610	Periodicals - Print - Sale of advertising space: Business (including farming), professional, and academic periodicals	937	5 520 954	2 860 084	51.8	1.2	X
	31620	Periodicals - Print - Sale of advertising space: Other periodicals	234	1 045 458	668 837	64.0	.3	X
	31630	Periodicals - Internet - Sale of advertising space: General interest periodicals	363	5 576 048	63 889	1.1	Z	X
	31640	Periodicals - Internet - Sale of advertising space: Business (including farming), professional, and academic periodicals	245	3 074 543	97 456	3.2	Z	X
	31650	Periodicals - Internet - Sale of advertising space: Other periodicals	18	132 915	2 974	2.2	Z	X
	31660	Periodicals - Other media - Sale of advertising space: General interest periodicals <sup>3</sup>	129	709 365	142 040	20.0	.1	X
	31670	Periodicals - Other media - Sale of advertising space: Business (including farming), professional, and academic periodicals <sup>3</sup>	109	433 113	73 217	16.9	Z	X
	31680	Periodicals - Other media - Sale of advertising space: Other periodicals <sup>3</sup>	39	107 902	14 499	13.4	Z	X
	31750	Greeting cards - print	123	5 281 698	3 593 207	68.0	1.5	X

See footnotes at end of table.

**Table 1. Product Lines by Kind of Business for the United States: 2002—Con.**

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

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage <sup>2</sup> (percent)
			Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total receipts of—		
						Estab-lishments with the product line	All estab-lishments <sup>1</sup>	
<b>51</b>		<b>Information—Con.</b>						
511		<b>Publishing industries (except Internet)—Con.</b>						
	31760	Cards, except greeting cards - print	71	744 550	690 146	92.7	.3	X
	31770	Calendars - print	71	3 141 589	65 182	2.1	Z	X
	31780	Patterns - print	36	120 328	106 544	88.5	Z	X
	31790	Sale of print advertising space, not specified by type of publication	338	314 227	220 992	70.3	.1	X
	31840	Directories - Print - Subscriptions and sales	352	3 356 270	655 637	19.5	.3	X
	31850	Directories - Print - Sale of advertising space	1 384	14 140 236	13 543 655	95.8	5.6	X
	31860	Directories - Internet - Subscriptions and sales	47	531 821	108 629	20.4	Z	X
	31870	Directories - Internet - Sale of advertising space	476	10 731 389	199 785	1.9	.1	X
	31880	Directories - Other media - Subscriptions and sales <sup>3</sup>	51	520 735	118 592	22.8	Z	X
	31890	Directories - Other media - Sale of advertising space <sup>3</sup>	6	2 739	1 514	55.3	Z	X
	31900	Databases and other collections of information - Print - Subscriptions and sales	58	360 231	141 927	39.4	.1	X
	31910	Databases and other collections of information - Print - Sale of advertising space	64	116 941	97 049	83.0	Z	X
	31920	Databases and other collections of information - Internet - Subscriptions and sales	26	732 778	380 275	51.9	.2	X
	31930	Databases and other collections of information - Internet - Sale of advertising space	6	47 774	6 071	12.7	Z	X
	31940	Databases and other collections of information - Other media - Subscriptions and sales <sup>3</sup>	63	700 147	292 958	41.8	.1	X
	31970	Sale of Internet advertising space, not specified by type of publication	54	116 461	19 991	17.2	Z	X
	31980	Printing services for others	139	2 953 594	57 943	2.0	Z	X
	32110	Music book publishing	22	397 486	7 908	2.0	Z	X
	32120	Sheet music publishing	10	96 455	4 332	4.5	Z	X
	32820	Yearbooks - Print	62	411 241	316 310	76.9	.1	X
	32830	Posters - Print	94	224 384	23 561	10.5	Z	X
	32850	Posters - Internet	18	15 614	986	6.3	Z	X
	32870	Posters - Other media <sup>3</sup>	8	11 126	3 256	29.3	Z	X
	33800	Other publishing, not specified by type of publication	1 315	9 579 006	1 632 177	17.0	.7	X
	33850	Other Internet publishing, not specified by type of publication	220	2 512 068	94 937	3.8	Z	X
	34600	Graphic design services	311	3 005 679	37 764	1.3	Z	X
	35000	Information technology (IT) technical consulting services	1 624	47 039 408	4 179 269	8.9	1.7	X
	35050	Custom computer application design and development services	1 862	8 933 028	1 729 132	19.4	.7	X
	35250	Application service provisioning	375	1 996 635	345 626	17.3	.1	X
	35300	Business process management services	259	1 401 821	337 751	24.1	.1	X
	35500	Information technology (IT) technical support services	3 604	26 703 070	7 582 312	28.4	3.1	X
	35600	System software publishing	3 870	67 379 415	39 728 711	59.0	16.4	X
	35650	Application software publishing	7 080	84 553 091	46 747 671	55.3	19.3	X
	35700	Resale of computer hardware and software	1 230	4 595 495	550 501	12.0	.2	X
	35760	Information technology (IT) related training services	1 794	19 445 555	740 142	3.8	.3	X
	36250	Market research and public opinion polling services	54	704 030	5 553	.8	Z	X
	37820	Convention, trade shows, and other special event production and/or management	744	11 116 812	696 148	6.3	.3	X
	39000	Merchandise sales	1 794	12 281 484	1 686 537	13.7	.7	X
	39250	Rental or lease of goods and/or equipment	139	2 968 309	22 221	.7	Z	X
	39500	All other receipts	6 934	87 227 395	5 362 029	6.1	2.2	X
5111		<b>Newspaper, periodical, book, and directory publishers</b>	22 334	X	138 710 521	X	100.0	82.5
	31000	Newspapers - Print - Subscriptions and sales: General newspapers	6 797	43 523 947	10 202 196	23.4	7.4	81.1
	31001	Daily	2 619	40 473 731	9 157 299	22.6	6.6	X
	31002	Other than daily	4 178	9 050 216	1 044 897	11.5	.8	X
	31010	Newspapers - Print - Subscriptions and sales: Specialized newspapers	1 016	3 049 023	427 274	14.0	.3	80.2
	31011	Daily	91	358 379	69 084	19.3	.1	X
	31012	Other than daily	941	2 759 099	358 002	13.0	.3	X
	31020	Newspapers - Internet - Subscriptions and sales: General newspapers	375	3 350 471	86 302	2.6	.1	77.8
	31021	Daily	178	3 129 813	73 370	2.3	.1	X
	31022	Other than daily	209	311 609	12 932	4.2	Z	X
	31030	Newspapers - Internet - Subscriptions and sales: Specialized newspapers	110	477 450	11 159	2.3	Z	77.1
	31031	Daily	9	21 629	226	1.0	Z	X
	31032	Other than daily	100	455 477	10 927	2.4	Z	X
	31040	Newspapers - Other media- Subscriptions and sales: General newspapers <sup>3</sup>	173	2 025 154	122 065	6.0	.1	82.5
	31041	Daily <sup>3</sup>	118	1 865 074	21 875	1.2	Z	X
	31042	Other than daily <sup>3</sup>	57	160 080	100 190	62.6	.1	X
	31050	Newspapers - Other media- Subscriptions and sales: Specialized newspapers <sup>3</sup>	51	130 614	24 169	18.5	Z	81.8
	31051	Daily <sup>3</sup>	8	17 716	8 128	45.9	Z	X
	31052	Other than daily <sup>3</sup>	45	117 338	16 041	13.7	Z	X
	31060	Newspapers - Print - Sale of advertising space: General newspapers	6 275	42 701 357	29 690 397	69.5	21.4	81.9
	31061	Daily	2 359	39 740 323	26 203 434	65.9	18.9	X
	31062	Other than daily	4 470	12 006 910	3 479 800	29.0	2.5	X
	31070	Newspapers - Print - Sale of advertising space: Specialized newspapers	1 289	7 011 855	1 076 696	15.4	.8	81.2
	31071	Daily	124	1 295 543	188 908	14.6	.1	X
	31072	Other than daily	1 184	6 094 095	887 638	14.6	.6	X
	31080	Newspapers - Internet - Sale of advertising space: General newspapers	1 567	23 346 429	325 166	1.4	.2	81.7
	31081	Daily	1 164	22 600 898	313 792	1.4	.2	X
	31082	Other than daily	425	1 291 548	10 771	.8	Z	X
	31090	Newspapers - Internet - Sale of advertising space: Specialized newspapers	104	454 234	18 042	4.0	Z	80.3
	31091	Daily	13	31 277	1 871	6.0	Z	X
	31092	Other than daily	94	425 234	16 171	3.8	Z	X
	31100	Newspapers - Other media - Sale of advertising space: General newspapers <sup>3</sup>	407	4 136 059	234 820	5.7	.2	82.1
	31101	Daily <sup>3</sup>	160	3 821 582	195 908	5.1	.1	X
	31102	Other than daily <sup>3</sup>	256	599 360	38 536	6.4	Z	X

See footnotes at end of table.

**Table 1. Product Lines by Kind of Business for the United States: 2002—Con.**

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

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage <sup>2</sup> (percent)
			Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total receipts of—		
						Estab-lishments with the product line	All estab-lishments <sup>1</sup>	
<b>51</b>		<b>Information—Con.</b>						
511		Publishing industries (except Internet)—Con.						
5111		Newspaper, periodical, book, and directory publishers—Con.						
	31110	Newspapers - Other media - Sale of advertising space: Specialized newspapers <sup>3</sup>	109	314 348	30 659	9.8	Z	75.1
	31111	Daily <sup>3</sup>	6	39 960	2 856	7.1	Z	X
	31112	Other than daily <sup>3</sup>	103	274 388	27 803	10.1	Z	X
	31120	Printing services for others	3 624	27 437 769	1 198 316	4.4	.9	X
	31130	Distribution of flyers, inserts, samples, etc., for others	2 669	22 112 453	2 084 172	9.4	1.5	X
	31160	Archival services	172	7 650 690	21 137	.3		63.1
	31161	Archival research	55	3 743 819	5 893	.2	Z	X
	31162	Archival material	142	5 923 454	15 244	.3	Z	X
	31170	Sale or licensing of rights to content	1 123	21 687 918	460 139	2.1	.3	X
	31180	Mailing lists, rental or sale	1 577	20 939 095	1 271 990	6.1	.9	X
	31200	Publishing services for others	727	5 838 176	5 12 485	8.8	.4	X
	31210	Books - Print: Textbooks	685	10 994 298	8 031 040	73.0	5.8	74.7
	31211	Elementary and secondary school textbooks	434	8 151 695	5 795 044	71.1	4.2	X
	31212	Post-secondary textbooks	368	4 674 517	2 235 996	47.8	1.6	X
	31220	Books - Print: Children's books, excluding coloring activity books, sticker books, and water painting books	404	6 552 595	2 896 644	44.2	2.1	X
	31230	Books - Print: General reference books	857	4 273 470	1 676 909	39.2	1.2	70.8
	31231	Maps	609	1 222 061	783 579	64.1	.6	X
	31232	Atlases and gazetteers	167	258 796	115 529	44.6	.1	X
	31233	Other, including dictionaries, encyclopedias, thesauruses, etc.	191	2 963 555	777 801	26.2	.6	X
	31240	Books - Print: Professional, technical, and scholarly books	1 056	7 225 800	3 162 981	43.8	2.3	78.6
	31241	Professional and technical books - Legal	179	2 268 060	1 209 841	53.3	.9	X
	31242	Professional and technical books - Medical	195	1 678 657	437 782	26.1	.3	X
	31243	Professional and technical books - Other	454	2 832 264	987 687	34.9	.7	X
	31244	Scholarly books	332	1 465 198	513 075	35.0	.4	X
	31250	Books - Print: Adult trade books	1 134	10 903 139	7 006 458	64.3	5.1	X
	31260	Books - Print - Sale of advertising space	51	425 548	48 444	11.4	.2	X
	31270	Books - Internet: Textbooks	87	3 682 595	254 789	6.9	.2	82.5
	31271	Elementary and secondary school textbooks	48	2 640 739	82 566	3.1	.1	X
	31272	Post-secondary textbooks	48	1 074 242	172 223	16.0	.1	X
	31280	Books - Internet: Children's books, excluding coloring activity books, sticker books, and water painting books	28	1 099 047	4 770	.4	Z	X
	31290	Books - Internet: General reference books	63	138 467	14 440	10.4	Z	82.5
	31291	Maps	35	9 615	163	1.7	Z	X
	31292	Atlases and gazetteers	10	14 817	1 135	7.7	Z	X
	31293	Other, including dictionaries, encyclopedias, thesauruses, etc.	21	126 112	13 142	10.4	Z	X
	31300	Books - Internet: Professional, technical, and scholarly books	168	3 118 819	1 013 872	32.5	.7	82.5
	31301	Professional and technical books - Legal	30	1 698 004	908 822	53.5	.7	X
	31302	Professional and technical books - Medical	33	464 861	13 434	2.9	.2	X
	31303	Professional and technical books - Other	71	927 629	84 936	9.2	.1	X
	31304	Scholarly books	42	77 270	6 680	8.6	Z	X
	31310	Books - Internet: Adult trade books	129	3 241 965	29 979	.9	Z	X
	31320	Books - Internet - Sale of advertising space	6	104 577	1 514	1.4	Z	X
	31330	Books - Other media: Textbooks <sup>3</sup>	119	5 850 740	324 455	5.5	.2	69.8
	31331	Elementary and secondary school textbooks <sup>3</sup>	75	3 780 860	273 107	7.2	.2	X
	31332	Post-secondary textbooks <sup>3</sup>	52	2 097 331	51 348	2.4	Z	X
	31340	Books - Other media: Children's books, excluding coloring activity books, sticker books, and water painting books <sup>3</sup>	20	3 194 776	66 556	2.1	Z	X
	31350	Books - Other media: General reference books <sup>3</sup>	110	1 969 545	95 510	4.8	.1	82.5
	31351	Maps <sup>3</sup>	81	278 692	55 353	19.9	Z	X
	31352	Atlases and gazetteers <sup>3</sup>	17	36 268	22 655	62.5	Z	X
	31353	Dictionaries, encyclopedias, thesauruses, etc. <sup>3</sup>	18	1 657 316	17 502	1.1	Z	X
	31360	Books - Other media: Professional, technical, and scholarly books <sup>3</sup>	198	3 506 565	581 332	16.6	.4	82.4
	31361	Professional and technical books - Legal <sup>3</sup>	25	1 749 226	120 334	6.9	.1	X
	31362	Professional and technical books - Medical <sup>3</sup>	45	501 203	57 283	11.4	Z	X
	31363	Professional and technical books - Other <sup>3</sup>	96	815 711	337 309	41.4	.2	X
	31364	Scholarly books <sup>3</sup>	39	506 790	66 406	13.1	.1	X
	31370	Books - Other media: Adult trade books <sup>3</sup>	90	3 243 625	195 040	6.0	.1	82.1
	31371	Audio <sup>3</sup>	52	2 683 320	143 410	5.3	.1	X
	31372	Excluding audio <sup>3</sup>	57	1 606 603	51 630	3.2	Z	X
	31390	Greeting cards - Internet	9	141 708	6 016	4.2	Z	X
	31400	Calendars - Internet	16	10 042	1 278	2.8	Z	X
	31410	Patterns - Internet	6	2 635	153	5.8	Z	X
	31440	Calendars - Other media <sup>3</sup>	7	7 244	1 429	19.7	Z	X
	31460	Cards, except greeting cards - Other media <sup>3</sup>	10	25 480	17 189	67.5	Z	X
	31470	Fulfillment services (Third party distributors of merchandise on a contract basis.)	81	959 625	62 967	6.6	Z	X
	31480	Consulting services (Related to book publishers.)	44	39 457	1 832	4.6	Z	X
	31490	Training services (Related to book publishers.)	35	165 285	12 995	7.9	Z	X
	31500	Sale of advertising space for other media, not specified by type of publication	11	7 162	4 675	65.3	Z	X
	31510	Periodicals - Print - Subscriptions and sales: General interest periodicals	3 276	24 279 325	10 794 505	44.5	7.8	80.2
	31511	Arts, culture, leisure, and entertainment periodicals	1 272	10 626 811	4 500 098	42.3	3.2	X
	31512	Home and living periodicals	498	4 791 575	1 817 999	37.9	1.3	X
	31513	Political, social, and business news periodicals	586	3 178 540	1 479 191	46.5	1.1	X
	31514	Other general interest periodicals	1 143	8 231 036	2 977 838	36.2	2.1	X
	31520	Periodicals - Print - Subscriptions and sales: Business (including farming), professional, and academic periodicals	1 315	8 060 860	3 555 614	44.1	2.6	X
	31530	Periodicals - Print - Subscriptions and sales: Other periodicals	372	1 378 327	813 878	59.0	.6	X
	31540	Periodicals - Internet - Subscriptions and sales: General interest periodicals	433	3 076 039	227 032	7.4	.2	80.6
	31541	Arts, culture, leisure, and entertainment periodicals	152	629 289	51 636	8.2	Z	X
	31542	Home and living periodicals	38	162 318	10 393	6.4	Z	X
	31543	Political, social, and business news periodicals	154	1 685 525	112 617	6.7	.1	X
	31544	Other general interest periodicals	91	703 307	50 865	7.2	Z	X

See footnotes at end of table.

**Table 1. Product Lines by Kind of Business for the United States: 2002—Con.**

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

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage <sup>2</sup> (percent)
			Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total receipts of—		
						Establishments with the product line	All establishments <sup>1</sup>	
<b>51</b>		<b>Information—Con.</b>						
511		Publishing industries (except Internet)—Con.						
5111		Newspaper, periodical, book, and directory publishers—Con.						
	31550	Periodicals - Internet - Subscriptions and sales: Business (including farming), professional, and academic periodicals	254	2 405 068	403 121	16.8	.3	X
	31560	Periodicals - Internet - Subscriptions and sales: Other periodicals	40	387 207	37 418	9.7	Z	X
	31570	Periodicals - Other media - Subscriptions and sales: General interest periodicals <sup>3</sup>	206	1 839 121	141 129	7.7	.1	81.2
	31571	Arts, culture, leisure, and entertainment periodicals <sup>3</sup>	40	572 390	24 498	4.3	Z	X
	31572	Home and living periodicals <sup>3</sup>	16	13 236	4 474	33.8	Z	X
	31573	Political, social, and business news periodicals <sup>3</sup>	102	941 804	77 821	8.3	.1	X
	31574	Other general interest periodicals <sup>3</sup>	51	357 925	15 641	4.4	Z	X
	31580	Periodicals - Other media - Subscriptions and sales: Business (including farming), professional, and academic periodicals <sup>3</sup>	176	4 055 999	2 033 630	50.1	1.5	X
	31590	Periodicals - Other media - Subscriptions and sales: Other periodicals <sup>3</sup>	35	188 295	33 451	17.8	Z	X
	31600	Periodicals - Print - Sale of advertising space: General interest periodicals	3 815	24 641 453	14 753 881	59.9	10.6	79.8
	31601	Arts, culture, leisure, and entertainment periodicals	1 060	9 985 726	5 098 261	51.1	3.7	X
	31602	Home and living periodicals	483	4 849 157	2 388 057	49.2	1.7	X
	31603	Political, social, and business news periodicals	510	2 591 862	1 253 595	48.4	.9	X
	31604	Other general interest periodicals	1 968	9 312 577	6 001 249	64.4	4.3	X
	31610	Periodicals - Print - Sale of advertising space: Business (including farming), professional, and academic periodicals	937	5 520 954	2 860 084	51.8	2.1	X
	31620	Periodicals - Print - Sale of advertising space: Other periodicals	234	1 045 458	668 837	64.0	.5	X
	31630	Periodicals - Internet - Sale of advertising space: General interest periodicals	363	5 576 048	63 889	1.1	Z	76.9
	31631	Arts, culture, leisure, and entertainment periodicals	114	1 469 676	15 205	1.0	Z	X
	31632	Home and living periodicals	56	2 182 743	10 056	.5	Z	X
	31633	Political, social, and business news periodicals	94	892 083	19 563	2.2	Z	X
	31634	Other general interest periodicals	107	755 815	16 047	2.1	Z	X
	31640	Periodicals - Internet - Sale of advertising space: Business (including farming), professional, and academic periodicals	245	3 074 543	97 456	3.2	.1	X
	31650	Periodicals - Internet - Sale of advertising space: Other periodicals	18	132 915	2 974	2.2	Z	X
	31660	Periodicals - Other media - Sale of advertising space: General interest periodicals <sup>3</sup>	129	709 365	142 040	20.0	.1	80.5
	31661	Arts, culture, leisure, and entertainment periodicals <sup>3</sup>	55	217 032	80 298	37.0	.1	X
	31662	Home and living periodicals <sup>3</sup>	27	38 951	13 974	35.9	Z	X
	31663	Political, social, and business news periodicals <sup>3</sup>	26	378 833	18 740	4.9	Z	X
	31664	Other general interest periodicals <sup>3</sup>	28	75 240	29 028	38.6	Z	X
	31670	Periodicals - Other media - Sale of advertising space: Business (including farming), professional, and academic periodicals <sup>3</sup>	109	433 113	73 217	16.9	.1	X
	31680	Periodicals - Other media - Sale of advertising space: Other periodicals <sup>3</sup>	39	107 902	14 499	13.4	Z	X
	31750	Greeting cards - print	123	5 281 698	3 593 207	68.0	2.6	X
	31760	Cards, except greeting cards - print	71	744 550	690 146	92.7	.5	X
	31770	Calendars - print	71	3 141 589	65 182	2.1	Z	X
	31780	Patterns - print	36	120 328	106 544	88.5	.1	X
	31790	Sale of print advertising space, not specified by type of publication	338	314 227	220 992	70.3	Z	X
	31840	Directories - Print - Subscriptions and sales	352	3 356 270	655 637	19.5	.5	X
	31850	Directories - Print - Sale of advertising space	1 384	14 140 236	13 543 655	95.8	9.8	X
	31860	Directories - Internet - Subscriptions and sales	47	531 821	108 629	20.4	.1	X
	31870	Directories - Internet - Sale of advertising space	476	10 731 389	199 785	1.9	.1	X
	31880	Directories - Other media - Subscriptions and sales <sup>3</sup>	51	520 735	118 592	22.8	.1	X
	31890	Directories - Other media - Sale of advertising space <sup>3</sup>	6	2 739	1 514	55.3	Z	X
	31900	Databases and other collections of information - Print - Subscriptions and sales	58	360 231	141 927	39.4	.1	X
	31910	Databases and other collections of information - Print - Sale of advertising space	64	116 941	97 049	83.0	.1	X
	31920	Databases and other collections of information - Internet - Subscriptions and sales	26	732 778	380 275	51.9	.3	X
	31930	Databases and other collections of information - Internet - Sale of advertising space	6	47 774	6 071	12.7	Z	X
	31940	Databases and other collections of information - Other media - Subscriptions and sales <sup>3</sup>	63	700 147	292 958	41.8	.2	X
	31970	Sale of Internet advertising space, not specified by type of publication	54	116 461	19 991	17.2	Z	X
	31980	Printing services for others	139	2 953 594	57 943	2.0	Z	X
	32110	Music book publishing	22	397 486	7 908	2.0	Z	X
	32120	Sheet music publishing	10	96 455	4 332	4.5	Z	X
	32820	Yearbooks - Print	62	411 241	316 310	76.9	.2	X
	32830	Posters - Print	94	224 384	23 561	10.5	Z	X
	32850	Posters - Internet	18	15 614	986	6.3	Z	X
	32870	Posters - Other media <sup>3</sup>	8	11 126	3 256	29.3	Z	X
	33800	Other publishing, not specified by type of publication	1 315	9 579 006	1 632 177	17.0	1.2	82.5
	33801	Other publishing, excluding newspapers	336	4 084 009	71 666	1.8	.1	X
	33802	Other publishing, excluding books	151	1 175 661	386 777	32.9	.3	X
	33803	Other publishing, excluding periodicals	339	3 364 877	480 600	14.3	.3	X
	33804	Other publishing, excluding cards, calendars, patterns, yearbooks and posters	464	735 110	598 050	81.4	.4	X
	33805	Other publishing, excluding directories, databases and other collections of information	26	219 348	95 084	43.3	.1	X
	33850	Other Internet publishing, not specified by type of publication	220	2 512 068	94 937	3.8	.1	82.5
	33851	Other Internet publishing, excluding newspapers	64	915 250	2 837	.3	Z	X
	33852	Other Internet publishing, excluding books	36	437 218	42 428	9.7	Z	X
	33853	Other Internet publishing, excluding periodicals	80	787 921	20 201	2.6	Z	X
	33854	Other Internet publishing, excluding cards, calendars, patterns, yearbooks, and posters	33	202 765	16 122	8.0	Z	X
	33855	Other Internet publishing, excluding directories	7	168 914	13 349	7.9	Z	X
	34600	Graphic design services	311	3 005 679	37 764	1.3	Z	X
	36250	Market research and public opinion polling services	54	704 030	5 553	.8	Z	82.5
	36251	Market research services	54	704 030	5 553	.8	Z	X

See footnotes at end of table.

**Table 1. Product Lines by Kind of Business for the United States: 2002—Con.**

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

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage <sup>2</sup> (percent)
			Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total receipts of—		
						Establishments with the product line	All establishments <sup>1</sup>	
<b>51</b>		<b>Information—Con.</b>						
511		Publishing industries (except Internet)—Con.						
5111		Newspaper, periodical, book, and directory publishers—Con.						
	37820	Convention, trade shows, and other special event production and/or management	744	11 116 812	696 148	6.3	.5	X
	39000	Merchandise sales	1 479	10 762 262	1 456 461	13.5	1.1	44.1
	39250	Rental or lease of goods and/or equipment	139	2 968 309	22 221	.7	Z	X
	39500	All other receipts	5 309	69 039 896	4 027 372	5.8	2.9	82.5
51111		Newspaper publishers	8 603	X	46 179 063	X	100.0	91.6
	31000	Newspapers - Print - Subscriptions and sales: General newspapers	6 797	43 523 947	10 202 196	23.4	22.1	90.0
	31001	Daily	2 619	40 473 731	9 157 299	22.6	19.8	X
	31002	Other than daily	4 178	9 050 216	1 044 897	11.5	2.3	X
	31010	Newspapers - Print - Subscriptions and sales: Specialized newspapers	1 014	3 048 679	427 086	14.0	.9	89.0
	31011	Daily	91	358 379	69 084	19.3	.2	X
	31012	Other than daily	941	2 759 099	358 002	13.0	.8	X
	31020	Newspapers - Internet - Subscriptions and sales: General newspapers	375	3 350 471	86 302	2.6	.2	86.4
	31021	Daily	178	3 129 813	73 370	2.3	.2	X
	31022	Other than daily	209	311 609	12 932	4.2	Z	X
	31030	Newspapers - Internet - Subscriptions and sales: Specialized newspapers	108	477 106	11 153	2.3	Z	85.6
	31031	Daily	9	21 629	226	1.0	Z	X
	31032	Other than daily	100	455 477	10 927	2.4	Z	X
	31040	Newspapers - Other media - Subscriptions and sales: General newspapers <sup>3</sup>	173	2 025 154	122 065	6.0	.3	91.5
	31041	Daily <sup>2</sup>	118	1 865 074	21 875	1.2	Z	X
	31042	Other than daily <sup>3</sup>	57	160 080	100 190	62.6	.2	X
	31050	Newspapers - Other media - Subscriptions and sales: Specialized newspapers <sup>3</sup>	51	130 614	24 169	18.5	.1	90.8
	31051	Daily <sup>2</sup>	8	17 716	8 128	45.9	Z	X
	31052	Other than daily <sup>3</sup>	45	117 338	16 041	13.7	Z	X
	31060	Newspapers - Print - Sale of advertising space: General newspapers	6 273	42 693 216	29 683 234	69.5	64.3	90.9
	31061	Daily	2 359	39 740 323	26 203 434	65.9	56.7	X
	31062	Other than daily	4 470	12 006 910	3 479 800	29.0	7.5	X
	31070	Newspapers - Print - Sale of advertising space: Specialized newspapers	1 287	7 011 511	1 076 546	15.4	2.3	90.1
	31071	Daily	124	1 295 543	188 908	14.6	.4	X
	31072	Other than daily	1 184	6 094 095	887 638	14.6	1.9	X
	31080	Newspapers - Internet - Sale of advertising space: General newspapers	1 565	23 338 288	324 563	1.4	.7	90.7
	31081	Daily	1 164	22 600 898	313 792	1.4	.7	X
	31082	Other than daily	425	1 291 548	10 771	.8	Z	X
	31090	Newspapers - Internet - Sale of advertising space: Specialized newspapers	104	454 234	18 042	4.0	Z	89.2
	31091	Daily	13	31 277	1 871	6.0	Z	X
	31092	Other than daily	94	425 234	16 171	3.8	Z	X
	31100	Newspapers - Other media - Sale of advertising space: General newspapers <sup>3</sup>	405	4 127 918	234 444	5.7	.5	91.2
	31101	Daily <sup>2</sup>	160	3 821 582	195 908	5.1	.4	X
	31102	Other than daily <sup>3</sup>	256	599 360	38 536	6.4	.1	X
	31110	Newspapers - Other media - Sale of advertising space: Specialized newspapers <sup>3</sup>	109	314 348	30 659	9.8	.1	83.4
	31111	Daily <sup>2</sup>	6	39 960	2 856	7.1	Z	X
	31112	Other than daily <sup>3</sup>	103	274 388	27 803	10.1	.1	X
	31120	Printing services for others	3 104	24 389 977	919 098	3.8	2.0	X
	31130	Distribution of flyers, inserts, samples, etc., for others	2 481	20 646 839	2 041 521	9.9	4.4	X
	31160	Archival services	172	7 650 690	21 137	.3	Z	70.1
	31161	Archival research	55	3 743 819	5 893	.2	Z	X
	31162	Archival material	142	5 923 454	15 244	.3	Z	X
	31170	Sale or licensing of rights to content	101	4 328 778	20 093	.5	Z	X
	31180	Mailing lists, rental or sale	112	2 497 114	26 842	1.1	.1	X
	31200	Publishing services for others	164	1 579 130	24 298	1.5	.1	X
	31600	Periodicals - Print - Sale of advertising space: General interest periodicals	21	446 331	12 355	2.8	Z	X
	31850	Directories - Print - Sale of advertising space	25	50 317	2 400	4.8	Z	X
	33800	Other publishing, not specified by type of publication	338	4 088 603	72 126	1.8	.2	91.6
	33801	Other publishing, excluding newspapers	336	4 084 009	71 666	1.8	.2	X
	33850	Other Internet publishing, not specified by type of publication	66	920 220	3 337	.4	Z	91.6
	33851	Other Internet publishing, excluding newspapers	64	915 250	2 837	.3	Z	X
	34600	Graphic design services	311	3 005 679	37 764	1.3	.1	X
	36250	Market research and public opinion polling services	54	704 030	5 553	.8	Z	91.6
	36251	Market research services	54	704 030	5 553	.8	Z	X
	37820	Convention, trade shows, and other special event production and/or management	263	6 370 979	37 114	.6	.1	X
	39000	Merchandise sales	684	3 363 970	25 705	.8	.1	91.6
	39029	Resale of merchandise, not specified by type	682	3 356 206	24 691	.7	.1	X
	39250	Rental or lease of goods and/or equipment	74	1 696 261	4 727	.3	Z	X
	39500	All other receipts	2 885	33 401 794	664 202	2.0	1.4	91.6
	39522	All other receipts	2 881	33 092 382	655 137	2.0	1.4	X
511110		Newspaper publishers	8 603	X	46 179 063	X	100.0	91.6
	31000	Newspapers - Print - Subscriptions and sales: General newspapers	6 797	43 523 947	10 202 196	23.4	22.1	90.0
	31001	Daily	2 619	40 473 731	9 157 299	22.6	19.8	X
	31002	Other than daily	4 178	9 050 216	1 044 897	11.5	2.3	X
	31010	Newspapers - Print - Subscriptions and sales: Specialized newspapers	1 014	3 048 679	427 086	14.0	.9	89.0
	31011	Daily	91	358 379	69 084	19.3	.2	X
	31012	Other than daily	941	2 759 099	358 002	13.0	.8	X
	31020	Newspapers - Internet - Subscriptions and sales: General newspapers	375	3 350 471	86 302	2.6	.2	86.4
	31021	Daily	178	3 129 813	73 370	2.3	.2	X
	31022	Other than daily	209	311 609	12 932	4.2	Z	X

See footnotes at end of table.

**Table 1. Product Lines by Kind of Business for the United States: 2002—Con.**

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

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage <sup>2</sup> (percent)
			Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total receipts of—		
						Estab-lishments with the product line	All estab-lishments <sup>1</sup>	
<b>51</b>		<b>Information—Con.</b>						
511		Publishing industries (except Internet)—Con.						
5111		Newspaper, periodical, book, and directory publishers—Con.						
51111		Newspaper publishers—Con.						
511110		Newspaper publishers—Con.						
	31030	Newspapers - Internet - Subscriptions and sales: Specialized newspapers	108	477 106	11 153	2.3	Z	85.6
	31031	Daily	9	21 629	226	1.0	Z	X
	31032	Other than daily	100	455 477	10 927	2.4	Z	X
	31040	Newspapers - Other media - Subscriptions and sales: General newspapers <sup>3</sup>	173	2 025 154	122 065	6.0	.3	91.5
	31041	Daily	118	1 865 074	21 875	1.2	Z	X
	31042	Other than daily <sup>3</sup>	57	160 080	100 190	62.6	.2	X
	31050	Newspapers - Other media - Subscriptions and sales: Specialized newspapers <sup>3</sup>	51	130 614	24 169	18.5	.1	90.8
	31051	Daily <sup>3</sup>	8	17 716	8 128	45.9	Z	X
	31052	Other than daily <sup>3</sup>	45	117 338	16 041	13.7	Z	X
	31060	Newspapers - Print - Sale of advertising space: General newspapers	6 273	42 693 216	29 683 234	69.5	64.3	90.9
	31061	Daily	2 359	39 740 323	26 203 434	65.9	56.7	X
	31062	Other than daily	4 470	12 006 910	3 479 800	29.0	7.5	X
	31070	Newspapers - Print - Sale of advertising space: Specialized newspapers	1 287	7 011 511	1 076 546	15.4	2.3	90.1
	31071	Daily	124	1 295 543	188 908	14.6	.4	X
	31072	Other than daily	1 184	6 094 095	887 638	14.6	1.9	X
	31080	Newspapers - Internet - Sale of advertising space: General newspapers	1 565	23 338 288	324 563	1.4	.7	90.7
	31081	Daily	1 164	22 600 898	313 792	1.4	.7	X
	31082	Other than daily	425	1 291 548	10 771	.8	Z	X
	31090	Newspapers - Internet - Sale of advertising space: Specialized newspapers	104	454 234	18 042	4.0	Z	89.2
	31091	Daily	13	31 277	1 871	6.0	Z	X
	31092	Other than daily	94	425 234	16 171	3.8	Z	X
	31100	Newspapers - Other media - Sale of advertising space: General newspapers <sup>3</sup>	405	4 127 918	234 444	5.7	.5	91.2
	31101	Daily <sup>3</sup>	160	3 821 582	195 908	5.1	.4	X
	31102	Other than daily <sup>3</sup>	256	599 360	38 536	6.4	.1	X
	31110	Newspapers - Other media - Sale of advertising space: Specialized newspapers <sup>3</sup>	109	314 348	30 659	9.8	.1	83.4
	31111	Daily <sup>3</sup>	6	39 960	2 856	7.1	Z	X
	31112	Other than daily <sup>3</sup>	103	274 388	27 803	10.1	.1	X
	31120	Printing services for others	3 104	24 389 977	919 098	3.8	2.0	X
	31130	Distribution of flyers, inserts, samples, etc., for others	2 481	20 646 839	2 041 521	9.9	4.4	X
	31160	Archival services	172	7 650 690	21 137	.3	Z	70.1
	31161	Archival research	55	3 743 819	5 893	.2	Z	X
	31162	Archival material	142	5 923 454	15 244	.3	Z	X
	31170	Sale or licensing of rights to content	101	4 328 778	20 093	.5	Z	X
	31180	Mailing lists, rental or sale	112	2 497 114	26 842	1.1	.1	X
	31200	Publishing services for others	164	1 579 130	24 298	1.5	.1	X
	31600	Periodicals - Print - Sale of advertising space: General interest periodicals	21	446 331	12 355	2.8	Z	X
	31850	Directories - Print - Sale of advertising space	25	50 317	2 400	4.8	Z	X
	33800	Other publishing, not specified by type of publication	338	4 088 603	72 126	1.8	.2	91.6
	33801	Other publishing, excluding newspapers	336	4 084 009	71 666	1.8	.2	X
	33850	Other Internet publishing, not specified by type of publication	66	920 220	3 337	.4	Z	91.6
	33851	Other Internet publishing, excluding newspapers	64	915 250	2 837	.3	Z	X
	34600	Graphic design services	311	3 005 679	37 764	1.3	.1	X
	36250	Market research and public opinion polling services	54	704 030	5 553	.8	Z	91.6
	36251	Market research services	54	704 030	5 553	.8	Z	X
	37820	Convention, trade shows, and other special event production and/or management	263	6 370 979	37 114	.6	.1	X
	39000	Merchandise sales	684	3 363 970	25 705	.8	.1	91.6
	39029	Resale of merchandise, not specified by type	682	3 356 206	24 691	.7	.1	X
	39250	Rental or lease of goods and/or equipment	74	1 696 261	4 727	.3	Z	X
	39500	All other receipts	2 885	33 401 794	664 202	2.0	1.4	91.6
	39522	All other receipts	2 881	33 092 382	655 137	2.0	1.4	X
51112		Periodical publishers	7 298	X	40 180 864	X	100.0	68.1
	31120	Printing services for others	320	2 329 740	124 028	5.3	.3	X
	31130	Distribution of flyers, inserts, samples, etc., for others	188	1 465 614	42 651	2.9	.1	X
	31170	Sale or licensing of rights to content	402	9 089 960	188 574	2.1	.5	X
	31180	Mailing lists, rental or sale	863	13 198 691	238 200	1.8	.6	X
	31200	Publishing services for others	322	2 795 749	238 925	8.5	.6	X
	31240	Books - Print: Professional, technical, and scholarly books	7	35 188	7 714	21.9	Z	X
	31250	Books - Print: Adult trade books	34	1 336 563	129 991	9.7	.3	X
	31510	Periodicals - Print - Subscriptions and sales: General interest periodicals	3 268	24 258 243	10 775 126	44.4	26.8	66.3
	31511	Arts, culture, leisure, and entertainment periodicals	1 272	10 626 811	4 500 098	42.3	11.2	X
	31512	Home and living periodicals	498	4 791 575	1 817 999	37.9	4.5	X
	31513	Political, social, and business news periodicals	586	3 178 540	1 479 191	46.5	3.7	X
	31514	Other general interest periodicals	1 143	8 231 036	2 977 838	36.2	7.4	X
	31520	Periodicals - Print - Subscriptions and sales: Business (including farming), professional, and academic periodicals	1 315	8 060 860	3 555 614	44.1	8.8	X
	31530	Periodicals - Print - Subscriptions and sales: Other periodicals	362	1 300 795	780 542	60.0	1.9	X
	31540	Periodicals - Internet - Subscriptions and sales: General interest periodicals	424	3 054 642	225 511	7.4	.6	67.0
	31541	Arts, culture, leisure, and entertainment periodicals	152	629 289	51 636	8.2	.1	X
	31542	Home and living periodicals	38	162 318	10 393	6.4	Z	X
	31543	Political, social, and business news periodicals	154	1 685 525	112 617	6.7	.3	X
	31544	Other general interest periodicals	91	703 307	50 865	7.2	.1	X

See footnotes at end of table.



**Table 1. Product Lines by Kind of Business for the United States: 2002—Con.**

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

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage <sup>2</sup> (percent)
			Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total receipts of—		
						Establishments with the product line	All establishments <sup>1</sup>	
<b>51</b>		<b>Information—Con.</b>						
511		Publishing industries (except Internet)—Con.						
5111		Newspaper, periodical, book, and directory publishers—Con.						
51112		Periodical publishers—Con.						
	31550	Periodicals - Internet - Subscriptions and sales: Business (including farming), professional, and academic periodicals	254	2 405 068	403 121	16.8	1.0	X
	31560	Periodicals - Internet - Subscriptions and sales: Other periodicals	36	368 003	34 209	9.3	.1	X
	31570	Periodicals - Other media - Subscriptions and sales: General interest periodicals <sup>3</sup>	204	1 838 692	141 125	7.7	.4	67.0
	31571	Arts, culture, leisure, and entertainment periodicals <sup>3</sup>	40	572 390	24 498	4.3	.1	X
	31572	Home and living periodicals <sup>3</sup>	16	13 236	4 474	33.8	Z	X
	31573	Political, social, and business news periodicals <sup>3</sup>	102	941 804	77 821	8.3	.2	X
	31574	Other general interest periodicals <sup>3</sup>	51	357 925	15 641	4.4	Z	X
	31580	Periodicals - Other media - Subscriptions and sales: Business (including farming), professional, and academic periodicals <sup>3</sup>	176	4 055 999	2 033 630	50.1	5.1	X
	31590	Periodicals - Other media - Subscriptions and sales: Other periodicals <sup>3</sup>	33	170 496	33 081	19.4	.1	X
	31600	Periodicals - Print - Sale of advertising space: General interest periodicals	3 791	24 194 402	14 741 162	60.9	36.7	67.4
	31601	Arts, culture, leisure, and entertainment periodicals	1 060	9 985 726	5 098 261	51.1	12.7	X
	31602	Home and living periodicals	483	4 849 157	2 388 057	49.2	5.9	X
	31603	Political, social, and business news periodicals	510	2 591 862	1 253 595	48.4	3.1	X
	31604	Other general interest periodicals	1 968	9 312 577	6 001 249	64.4	14.9	X
	31610	Periodicals - Print - Sale of advertising space: Business (including farming), professional, and academic periodicals	937	5 520 954	2 860 084	51.8	7.1	X
	31620	Periodicals - Print - Sale of advertising space: Other periodicals	232	1 019 813	668 735	65.6	1.7	X
	31630	Periodicals - Internet - Sale of advertising space: General interest periodicals	361	5 274 404	60 871	1.2	.2	68.1
	31631	Arts, culture, leisure, and entertainment periodicals	114	1 469 676	15 205	1.0	Z	X
	31632	Home and living periodicals	56	2 182 743	10 056	.5	Z	X
	31633	Political, social, and business news periodicals	94	892 083	19 563	2.2	Z	X
	31634	Other general interest periodicals	107	755 815	16 047	2.1	Z	X
	31640	Periodicals - Internet - Sale of advertising space: Business (including farming), professional, and academic periodicals	245	3 074 543	97 456	3.2	.2	X
	31650	Periodicals - Internet - Sale of advertising space: Other periodicals	18	132 915	2 974	2.2	Z	X
	31660	Periodicals - Other media - Sale of advertising space: General interest periodicals <sup>3</sup>	129	709 365	142 040	20.0	.4	66.4
	31661	Arts, culture, leisure, and entertainment periodicals <sup>3</sup>	55	217 032	80 298	37.0	.2	X
	31662	Home and living periodicals <sup>3</sup>	27	38 951	13 974	35.9	Z	X
	31663	Political, social, and business news periodicals <sup>3</sup>	26	378 833	18 740	4.9	Z	X
	31664	Other general interest periodicals <sup>3</sup>	28	75 240	29 028	38.6	.1	X
	31670	Periodicals - Other media - Sale of advertising space: Business (including farming), professional, and academic periodicals <sup>3</sup>	109	433 113	73 217	16.9	.2	X
	31680	Periodicals - Other media - Sale of advertising space: Other periodicals <sup>3</sup>	39	107 902	14 499	13.4	Z	X
	31850	Directories - Print - Sale of advertising space	7	9 063	1 265	14.0	Z	X
	31970	Sale of Internet advertising space, not specified by type of publication	7	29 821	229	.8	Z	X
	33800	Other publishing, not specified by type of publication	337	3 432 149	551 079	16.1	1.4	68.1
	33803	Other publishing, excluding periodicals	335	3 356 615	476 301	14.2	1.2	X
	33850	Other Internet publishing, not specified by type of publication	78	782 951	19 701	2.5	Z	68.1
	33853	Other Internet publishing, excluding periodicals	78	782 951	19 701	2.5	Z	X
	37820	Convention, trade shows, and other special event production and/or management	481	4 745 833	659 034	13.9	1.6	X
	39250	Rental or lease of goods and/or equipment	44	1 260 530	16 967	1.3	Z	X
511120		Periodical publishers	7 298	X	40 180 864	X	100.0	68.1
	31120	Printing services for others	320	2 329 740	124 028	5.3	.3	X
	31130	Distribution of flyers, inserts, samples, etc., for others	188	1 465 614	42 651	2.9	.1	X
	31170	Sale or licensing of rights to content	402	9 089 960	188 574	2.1	.5	X
	31180	Mailing lists, rental or sale	863	13 198 691	238 200	1.8	.6	X
	31200	Publishing services for others	322	2 795 749	238 925	8.5	.6	X
	31240	Books - Print: Professional, technical, and scholarly books	7	35 188	7 714	21.9	Z	X
	31250	Books - Print: Adult trade books	34	1 336 563	129 991	9.7	.3	X
	31510	Periodicals - Print - Subscriptions and sales: General interest periodicals	3 268	24 258 243	10 775 126	44.4	26.8	66.3
	31511	Arts, culture, leisure, and entertainment periodicals	1 272	10 626 811	4 500 098	42.3	11.2	X
	31512	Home and living periodicals	498	4 791 575	1 817 999	37.9	4.5	X
	31513	Political, social, and business news periodicals	586	3 178 540	1 479 191	46.5	3.7	X
	31514	Other general interest periodicals	1 143	8 231 036	2 977 838	36.2	7.4	X
	31520	Periodicals - Print - Subscriptions and sales: Business (including farming), professional, and academic periodicals	1 315	8 060 860	3 555 614	44.1	8.8	X
	31530	Periodicals - Print - Subscriptions and sales: Other periodicals	362	1 300 795	780 542	60.0	1.9	X
	31540	Periodicals - Internet - Subscriptions and sales: General interest periodicals	424	3 054 642	225 511	7.4	.6	67.0
	31541	Arts, culture, leisure, and entertainment periodicals	152	629 289	51 636	8.2	.1	X
	31542	Home and living periodicals	38	162 318	10 393	6.4	Z	X
	31543	Political, social, and business news periodicals	154	1 685 525	112 617	6.7	.3	X
	31544	Other general interest periodicals	91	703 307	50 865	7.2	.1	X
	31550	Periodicals - Internet - Subscriptions and sales: Business (including farming), professional, and academic periodicals	254	2 405 068	403 121	16.8	1.0	X
	31560	Periodicals - Internet - Subscriptions and sales: Other periodicals	36	368 003	34 209	9.3	.1	X
	31570	Periodicals - Other media - Subscriptions and sales: General interest periodicals <sup>3</sup>	204	1 838 692	141 125	7.7	.4	67.0
	31571	Arts, culture, leisure, and entertainment periodicals <sup>3</sup>	40	572 390	24 498	4.3	.1	X
	31572	Home and living periodicals <sup>3</sup>	16	13 236	4 474	33.8	Z	X
	31573	Political, social, and business news periodicals <sup>3</sup>	102	941 804	77 821	8.3	.2	X
	31574	Other general interest periodicals <sup>3</sup>	51	357 925	15 641	4.4	Z	X
	31580	Periodicals - Other media - Subscriptions and sales: Business (including farming), professional, and academic periodicals <sup>3</sup>	176	4 055 999	2 033 630	50.1	5.1	X
	31590	Periodicals - Other media - Subscriptions and sales: Other periodicals <sup>3</sup>	33	170 496	33 081	19.4	.1	X

See footnotes at end of table.

**Table 1. Product Lines by Kind of Business for the United States: 2002—Con.**

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

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage <sup>2</sup> (percent)
			Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total receipts of—		
						Establishments with the product line	All establishments <sup>1</sup>	
<b>51</b>		<b>Information—Con.</b>						
511		Publishing industries (except Internet)—Con.						
5111		Newspaper, periodical, book, and directory publishers—Con.						
51112		Periodical publishers—Con.						
511120		Periodical publishers—Con.						
	31600	Periodicals - Print - Sale of advertising space: General interest periodicals	3 791	24 194 402	14 741 162	60.9	36.7	67.4
	31601	Arts, culture, leisure, and entertainment periodicals	1 060	9 985 726	5 098 261	51.1	12.7	X
	31602	Home and living periodicals	483	4 849 157	2 388 057	49.2	5.9	X
	31603	Political, social, and business news periodicals	510	2 591 862	1 253 595	48.4	3.1	X
	31604	Other general interest periodicals	1 968	9 312 577	6 001 249	64.4	14.9	X
	31610	Periodicals - Print - Sale of advertising space: Business (including farming), professional, and academic periodicals	937	5 520 954	2 860 084	51.8	7.1	X
	31620	Periodicals - Print - Sale of advertising space: Other periodicals	232	1 019 813	668 735	65.6	1.7	X
	31630	Periodicals - Internet - Sale of advertising space: General interest periodicals	361	5 274 404	60 871	1.2	.2	68.1
	31631	Arts, culture, leisure, and entertainment periodicals	114	1 469 676	15 205	1.0	Z	X
	31632	Home and living periodicals	56	2 182 743	10 056	.5	Z	X
	31633	Political, social, and business news periodicals	94	892 083	19 563	2.2	Z	X
	31634	Other general interest periodicals	107	755 815	16 047	2.1	Z	X
	31640	Periodicals - Internet - Sale of advertising space: Business (including farming), professional, and academic periodicals	245	3 074 543	97 456	3.2	.2	X
	31650	Periodicals - Internet - Sale of advertising space: Other periodicals	18	132 915	2 974	2.2	Z	X
	31660	Periodicals - Other media - Sale of advertising space: General interest periodicals <sup>3</sup>	129	709 365	142 040	20.0	.4	66.4
	31661	Arts, culture, leisure, and entertainment periodicals <sup>3</sup>	55	217 032	80 298	37.0	.2	X
	31662	Home and living periodicals <sup>3</sup>	27	38 951	13 974	35.9	Z	X
	31663	Political, social, and business news periodicals <sup>3</sup>	26	378 833	18 740	4.9	Z	X
	31664	Other general interest periodicals <sup>3</sup>	28	75 240	29 028	38.6	.1	X
	31670	Periodicals - Other media - Sale of advertising space: Business (including farming), professional, and academic periodicals <sup>3</sup>	109	433 113	73 217	16.9	.2	X
	31680	Periodicals - Other media - Sale of advertising space: Other periodicals <sup>3</sup>	39	107 902	14 499	13.4	Z	X
	31850	Directories - Print - Sale of advertising space	7	9 063	1 265	14.0	Z	X
	31970	Sale of Internet advertising space, not specified by type of publication	7	29 821	229	.8	Z	X
	33800	Other publishing, not specified by type of publication	337	3 432 149	551 079	16.1	1.4	68.1
	33803	Other publishing, excluding periodicals	335	3 356 615	476 301	14.2	1.2	X
	33850	Other Internet publishing, not specified by type of publication	78	782 951	19 701	2.5	Z	68.1
	33853	Other Internet publishing, excluding periodicals	78	782 951	19 701	2.5	Z	X
	37820	Convention, trade shows, and other special event production and/or management	481	4 745 833	659 034	13.9	1.6	X
	39250	Rental or lease of goods and/or equipment	44	1 260 530	16 967	1.3	Z	X
51113		Book publishers	3 526	X	27 928 786	X	100.0	83.0
	31120	Printing services for others	94	430 450	50 599	11.8	.2	X
	31170	Sale or licensing of rights to content	528	5 218 148	203 870	3.9	.7	71.7
	31171	Sale or licensing of rights to textbooks	71	2 168 546	42 802	2.0	.2	X
	31172	Sale or licensing of rights to children's books	41	909 318	9 545	1.1	Z	X
	31173	Sale or licensing of rights to general reference books	12	124 658	5 659	4.5	Z	X
	31174	Sale or licensing of rights to professional, technical, and scholarly books	120	525 510	13 651	2.6	Z	X
	31175	Sale or licensing of rights to adult trade books	234	1 895 373	58 499	3.1	.2	X
	31176	Sale or licensing of rights to other content	53	892 955	11 714	1.3	Z	X
	31180	Mailing lists, rental or sale	114	2 159 014	19 921	.9	.1	X
	31200	Publishing services for others	138	1 318 859	168 256	12.8	.6	X
	31210	Books - Print: Textbooks	685	10 994 298	8 031 040	73.0	28.8	75.2
	31211	Elementary and secondary school textbooks	434	8 151 695	5 795 044	71.1	20.7	X
	31212	Post-secondary textbooks	368	4 674 517	2 235 996	47.8	8.0	X
	31220	Books - Print: Children's books, excluding coloring activity books, sticker books, and water painting books	403	6 519 627	2 896 015	44.4	10.4	X
	31230	Books - Print: General reference books	851	4 270 920	1 676 040	39.2	6.0	71.2
	31231	Maps	604	1 220 374	782 968	64.2	2.8	X
	31232	Atlases and gazetteers	164	257 845	115 271	44.7	.4	X
	31233	Other, including dictionaries, encyclopedias, thesauruses, etc.	191	2 963 555	777 801	26.2	2.8	X
	31240	Books - Print: Professional, technical, and scholarly books	1 048	7 190 266	3 155 191	43.9	11.3	79.4
	31241	Professional and technical books - Legal	179	2 268 060	1 209 841	53.3	4.3	X
	31242	Professional and technical books - Medical	195	1 678 657	437 782	26.1	1.6	X
	31243	Professional and technical books - Other	454	2 832 264	987 687	34.9	3.5	X
	31244	Scholarly books	332	1 465 198	513 075	35.0	1.8	X
	31250	Books - Print: Adult trade books	1 095	9 515 353	6 874 066	72.2	24.6	X
	31260	Books - Print - Sale of advertising space	51	425 548	48 444	11.4	.2	X
	31270	Books - Internet: Textbooks	87	3 682 595	254 789	6.9	.9	83.0
	31271	Elementary and secondary school textbooks	48	2 640 739	82 566	3.1	.3	X
	31272	Post-secondary textbooks	48	1 074 242	172 223	16.0	.6	X
	31280	Books - Internet: Children's books, excluding coloring activity books, sticker books, and water painting books	28	1 099 047	4 770	.4	Z	X
	31290	Books - Internet: General reference books	63	138 467	14 440	10.4	.1	83.0
	31291	Maps	35	9 615	163	1.7	Z	X
	31292	Atlases and gazetteers	10	14 817	7 772	7.7	Z	X
	31293	Other, including dictionaries, encyclopedias, thesauruses, etc.	21	126 112	13 142	10.4	Z	X
	31300	Books - Internet: Professional, technical, and scholarly books	168	3 118 819	1 013 872	32.5	3.6	83.0
	31301	Professional and technical books - Legal	30	1 698 004	908 822	53.5	3.3	X
	31302	Professional and technical books - Medical	33	464 861	13 434	2.9	Z	X
	31303	Professional and technical books - Other	71	927 629	84 936	9.2	.3	X
	31304	Scholarly books	42	77 270	6 680	8.6	Z	X
	31310	Books - Internet: Adult trade books	129	3 241 965	29 979	.9	.1	X
	31320	Books - Internet - Sale of advertising space	6	104 577	1 514	1.4	Z	X
	31330	Books - Other media: Textbooks <sup>3</sup>	119	5 850 740	324 455	5.5	1.2	70.2
	31331	Elementary and secondary school textbooks <sup>3</sup>	75	3 780 860	273 107	7.2	1.0	X
	31332	Post-secondary textbooks <sup>3</sup>	52	2 097 331	51 348	2.4	.2	X

See footnotes at end of table.

**Table 1. Product Lines by Kind of Business for the United States: 2002—Con.**

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

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage <sup>2</sup> (percent)
			Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total receipts of—		
						Estab-lishments with the product line	All estab-lishments <sup>1</sup>	
<b>51</b>		<b>Information—Con.</b>						
511		Publishing industries (except Internet)—Con.						
5111		Newspaper, periodical, book, and directory publishers—Con.						
51113		Book publishers—Con.						
	31340	Books - Other media: Children's books, excluding coloring activity books, sticker books, and water painting books <sup>3</sup>	20	3 194 776	66 556	2.1	.2	X
	31350	Books - Other media: General reference books <sup>3</sup>	110	1 969 545	95 510	4.8	.3	83.0
	31351	Maps <sup>3</sup>	81	278 692	55 353	19.9	.2	X
	31352	Atlases and gazetteers <sup>3</sup>	17	36 268	22 655	62.5	.1	X
	31353	Dictionaries, encyclopedias, thesauruses, etc. <sup>3</sup>	18	1 657 316	17 502	1.1	.1	X
	31360	Books - Other media: Professional, technical, and scholarly books <sup>3</sup>	198	3 506 565	581 332	16.6	2.1	82.8
	31361	Professional and technical books - Legal <sup>3</sup>	25	1 749 226	120 334	6.9	.4	X
	31362	Professional and technical books - Medical <sup>3</sup>	45	501 203	57 283	11.4	.2	X
	31363	Professional and technical books - Other <sup>3</sup>	96	815 711	337 309	41.4	1.2	X
	31364	Scholarly books <sup>3</sup>	39	506 790	66 406	13.1	.2	X
	31370	Books - Other media: Adult trade books <sup>3</sup>	90	3 243 625	195 040	6.0	.7	82.6
	31371	Audio <sup>3</sup>	52	2 683 320	143 410	5.3	.5	X
	31372	Excluding audio <sup>3</sup>	57	1 606 603	51 630	3.2	.2	X
	31470	Fulfillment services (Third party distributors of merchandise on a contract basis)	81	959 625	62 967	6.6	.2	X
	31480	Consulting services (Related to book publishers.)	44	39 457	1 832	4.6	.2	X
	31490	Training services (Related to book publishers.)	35	165 285	12 995	7.9	.2	X
	31500	Sale of advertising space for other media, not specified by type of publication	7	5 989	3 953	66.0	.2	X
	31760	Cards, except greeting cards - print	12	23 718	7 500	31.6	.2	X
	31770	Calendars - print	9	32 036	61	2	.2	X
	31790	Sale of print advertising space, not specified by type of publication	214	102 349	57 540	56.2	.2	X
	31970	Sale of Internet advertising space, not specified by type of publication	25	69 329	15 249	22.0	.1	X
	32110	Music book publishing	22	397 486	7 908	2.0	.2	X
	32120	Sheet music publishing	10	96 455	4 332	4.5	.2	X
	32820	Yearbooks - Print	12	91 168	6 743	7.4	.2	X
	32830	Posters - Print	59	129 043	2 296	1.8	.2	X
	32850	Posters - Internet	11	11 975	500	4.2	.2	X
	33800	Other publishing, not specified by type of publication	188	1 200 720	390 873	32.6	1.4	83.0
	33802	Other publishing, excluding books	147	1 165 883	377 295	32.4	1.4	X
	33804	Other publishing, excluding cards, calendars, patterns, yearbooks and posters	39	27 161	9 741	35.9	.2	X
	33850	Other Internet publishing, not specified by type of publication	49	607 122	44 771	7.4	.2	83.0
	33852	Other Internet publishing, excluding books	34	427 446	42 136	9.9	.2	X
	33854	Other Internet publishing, excluding cards, calendars, patterns, yearbooks, and posters	15	179 676	2 635	1.5	.2	X
	39000	Merchandise sales	268	561 410	98 491	17.5	.4	83.0
	39031	Resale of merchandise, not specified by type	153	308 369	78 504	25.5	.3	X
	39033	Resale of merchandise, not specified by type	114	252 619	19 983	7.9	.1	X
	39250	Rental or lease of goods and/or equipment	14	9 356	125	1.3	.2	X
	39500	All other receipts	530	7 669 882	1 503 357	19.6	5.4	83.0
	39523	All other receipts	404	7 514 880	1 482 370	19.7	5.3	X
	39525	All other receipts	124	129 347	19 339	15.0	.1	X
511130		Book publishers	3 526	X	27 928 786	X	100.0	83.0
	31120	Printing services for others	94	430 450	50 599	11.8	.2	X
	31170	Sale or licensing of rights to content	528	5 218 148	203 870	3.9	.7	71.7
	31171	Sale or licensing of rights to textbooks	71	2 168 546	42 802	2.0	.2	X
	31172	Sale or licensing of rights to children's books	41	909 318	9 545	1.1	.2	X
	31173	Sale or licensing of rights to general reference books	12	124 658	5 659	4.5	.2	X
	31174	Sale or licensing of rights to professional, technical, and scholarly books	120	525 510	13 651	2.6	.2	X
	31175	Sale or licensing of rights to adult trade books	234	1 895 373	58 499	3.1	.2	X
	31176	Sale or licensing of rights to other content	53	892 955	11 714	1.3	.2	X
	31180	Mailing lists, rental or sale	114	2 159 014	19 921	.9	.1	X
	31200	Publishing services for others	138	1 318 859	168 256	12.8	.6	X
	31210	Books - Print: Textbooks	685	10 994 298	8 031 040	73.0	28.8	75.2
	31211	Elementary and secondary school textbooks	434	8 151 695	5 795 044	71.1	20.7	X
	31212	Post-secondary textbooks	368	4 674 517	2 235 996	47.8	8.0	X
	31220	Books - Print: Children's books, excluding coloring activity books, sticker books, and water painting books	403	6 519 627	2 896 015	44.4	10.4	X
	31230	Books - Print: General reference books	851	4 270 920	1 676 040	39.2	6.0	71.2
	31231	Maps	604	1 220 374	782 968	64.2	2.8	X
	31232	Atlases and gazetteers	164	257 845	115 271	44.7	.4	X
	31233	Other, including dictionaries, encyclopedias, thesauruses, etc.	191	2 963 555	777 801	26.2	2.8	X
	31240	Books - Print: Professional, technical, and scholarly books	1 048	7 190 266	3 155 191	43.9	11.3	79.4
	31241	Professional and technical books - Legal	179	2 268 060	1 209 841	53.3	4.3	X
	31242	Professional and technical books - Medical	195	1 678 657	437 782	26.1	1.6	X
	31243	Professional and technical books - Other	454	2 832 264	987 687	34.9	3.5	X
	31244	Scholarly books	332	1 465 198	513 075	35.0	1.8	X
	31250	Books - Print: Adult trade books	1 095	9 515 353	6 874 066	72.2	24.6	X
	31260	Books - Print - Sale of advertising space	51	425 548	48 444	11.4	.2	X
	31270	Books - Internet: Textbooks	87	3 682 595	254 789	6.9	.9	83.0
	31271	Elementary and secondary school textbooks	48	2 640 739	82 566	3.1	.3	X
	31272	Post-secondary textbooks	48	1 074 242	172 223	16.0	.6	X
	31280	Books - Internet: Children's books, excluding coloring activity books, sticker books, and water painting books	28	1 099 047	4 770	.4	.2	X
	31290	Books - Internet: General reference books	63	138 467	14 440	10.4	.1	83.0
	31291	Maps	35	9 615	163	1.7	.2	X
	31292	Atlases and gazetteers	10	14 817	77	.7	.2	X
	31293	Other, including dictionaries, encyclopedias, thesauruses, etc.	21	126 112	13 142	10.4	.2	X
	31300	Books - Internet: Professional, technical, and scholarly books	168	3 118 819	1 013 872	32.5	3.6	83.0
	31301	Professional and technical books - Legal	30	1 698 004	908 822	53.5	3.3	X
	31302	Professional and technical books - Medical	33	464 861	13 434	2.9	.2	X
	31303	Professional and technical books - Other	71	927 629	84 936	9.2	.3	X

See footnotes at end of table.

**Table 1. Product Lines by Kind of Business for the United States: 2002—Con.**

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

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage <sup>2</sup> (percent)
			Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total receipts of—		
						Establishments with the product line	All establishments <sup>1</sup>	
<b>51</b>		<b>Information—Con.</b>						
511		Publishing industries (except Internet)—Con.						
5111		Newspaper, periodical, book, and directory publishers—Con.						
51113		Book publishers—Con.						
511130		Book publishers—Con.						
	31300	Books - Internet: Professional, technical, and scholarly books—Con.						
	31304	Scholarly books	42	77 270	6 680	8.6	Z	X
	31310	Books - Internet: Adult trade books	129	3 241 965	29 979	9.1	Z	X
	31320	Books - Internet - Sale of advertising space	6	104 577	1 514	1.4	Z	X
	31330	Books - Other media: Textbooks <sup>3</sup>	119	5 850 740	324 455	5.5	1.2	70.2
	31331	Elementary and secondary school textbooks <sup>3</sup>	75	3 780 860	273 107	7.2	1.0	X
	31332	Post-secondary textbooks <sup>3</sup>	52	2 097 331	51 348	2.4	.2	X
	31340	Books - Other media: Children's books, excluding coloring activity books, sticker books, and water painting books <sup>3</sup>	20	3 194 776	66 556	2.1	.2	X
	31350	Books - Other media: General reference books <sup>3</sup>	110	1 969 545	95 510	4.8	.3	83.0
	31351	Maps <sup>3</sup>	81	278 692	55 353	19.9	.2	X
	31352	Atlases and gazetteers <sup>3</sup>	17	36 268	22 655	62.5	.1	X
	31353	Dictionaries, encyclopedias, thesauruses, etc. <sup>3</sup>	18	1 657 316	17 502	1.1	.1	X
	31360	Books - Other media: Professional, technical, and scholarly books <sup>3</sup>	198	3 506 565	581 332	16.6	2.1	82.8
	31361	Professional and technical books - Legal <sup>3</sup>	25	1 749 226	120 334	6.9	.4	X
	31362	Professional and technical books - Medical <sup>3</sup>	45	501 203	57 283	11.4	.2	X
	31363	Professional and technical books - Other <sup>3</sup>	96	815 711	337 309	41.4	1.2	X
	31364	Scholarly books <sup>3</sup>	39	506 790	66 406	13.1	.2	X
	31370	Books - Other media: Adult trade books <sup>3</sup>	90	3 243 625	195 400	6.0	.7	82.6
	31371	Audio <sup>3</sup>	52	2 683 320	143 410	5.3	.5	X
	31372	Excluding audio <sup>3</sup>	57	1 606 603	51 630	3.2	.2	X
	31470	Fulfillment services (Third party distributors of merchandise on a contract basis.)	81	959 625	62 967	6.6	.2	X
	31480	Consulting services (Related to book publishers.)	44	39 457	1 832	4.6	Z	X
	31490	Training services (Related to book publishers.)	35	165 285	12 995	7.9	Z	X
	31500	Sale of advertising space for other media, not specified by type of publication	7	5 989	3 953	66.0	Z	X
	31760	Cards, except greeting cards - print	12	23 718	7 500	31.6	Z	X
	31770	Calendars - print	9	32 036	61	2	Z	X
	31790	Sale of print advertising space, not specified by type of publication	214	102 349	57 540	56.2	.2	X
	31970	Sale of Internet advertising space, not specified by type of publication	25	69 329	15 249	22.0	.1	X
	32110	Music book publishing	22	397 486	7 908	2.0	Z	X
	32120	Sheet music publishing	10	96 455	4 332	4.5	Z	X
	32820	Yearbooks - Print	12	91 168	6 743	7.4	Z	X
	32830	Posters - Print	59	129 043	2 296	1.8	Z	X
	32850	Posters - Internet	11	11 975	500	4.2	Z	X
	33800	Other publishing, not specified by type of publication	188	1 200 720	390 873	32.6	1.4	83.0
	33802	Other publishing, excluding books	147	1 165 883	377 295	32.4	1.4	X
	33804	Other publishing, excluding cards, calendars, patterns, yearbooks and posters	39	27 161	9 741	35.9	Z	X
	33850	Other Internet publishing, not specified by type of publication	49	607 122	44 771	7.4	.2	83.0
	33852	Other Internet publishing, excluding books	34	427 446	42 136	9.9	.2	X
	33854	Other Internet publishing, excluding cards, calendars, patterns, yearbooks, and posters	15	179 676	2 635	1.5	Z	X
	39000	Merchandise sales	268	561 410	98 491	17.5	.4	83.0
	39031	Resale of merchandise, not specified by type	153	308 369	78 504	25.5	.3	X
	39033	Resale of merchandise, not specified by type	114	252 619	19 983	7.9	.1	X
	39250	Rental or lease of goods and/or equipment	14	9 356	125	1.3	Z	X
	39500	All other receipts	530	7 669 882	1 503 357	19.6	5.4	83.0
	39523	All other receipts	404	7 514 880	1 482 370	19.7	5.3	X
	39525	All other receipts	124	129 347	19 339	15.0	.1	X
51114		Directory and mailing list publishers	1 915	X	16 920 189	X	100.0	87.4
	31170	Sale or licensing of rights to content	34	62 633	13 701	21.9	.1	X
	31180	Mailing lists, rental or sale	473	3 056 547	986 273	32.3	5.8	X
	31200	Publishing services for others	16	26 814	4 406	16.4	Z	X
	31840	Directories - Print - Subscriptions and sales	352	3 356 270	655 637	19.5	3.9	X
	31850	Directories - Print - Sale of advertising space	1 352	14 080 856	13 539 990	96.2	80.0	25.1
	31851	Telephone directories	1 218	13 251 598	13 065 774	98.6	77.2	X
	31852	Other directories	151	1 064 850	474 216	44.5	2.8	X
	31860	Directories - Internet - Subscriptions and sales	47	531 821	108 629	20.4	.6	X
	31870	Directories - Internet - Sale of advertising space	476	10 731 389	199 785	1.9	1.2	X
	31880	Directories - Other media - Subscriptions and sales <sup>3</sup>	51	520 735	118 592	22.8	.7	X
	31890	Directories - Other media - Sale of advertising space <sup>3</sup>	6	2 739	1 514	55.3	Z	X
	31900	Databases and other collections of information - Print - Subscriptions and sales	58	360 231	141 927	39.4	.8	X
	31910	Databases and other collections of information - Print - Sale of advertising space	62	116 464	96 738	83.1	.6	X
	31920	Databases and other collections of information - Internet - Subscriptions and sales	26	732 778	380 275	51.9	2.2	X
	31930	Databases and other collections of information - Internet - Sale of advertising space	6	47 774	6 071	12.7	Z	X
	31940	Databases and other collections of information - Other media - Subscriptions and sales <sup>3</sup>	63	700 147	292 958	41.8	1.7	X
	31980	Printing services for others	139	2 953 594	57 943	2.0	.3	X
	33800	Other publishing, not specified by type of publication	29	171 503	27 748	16.2	.2	87.4
	33804	Other publishing, excluding cards, calendars, patterns, yearbooks and posters	6	27 689	7 442	26.9	Z	X
	33805	Other publishing, excluding directories, databases and other collections of information	24	143 814	20 306	14.1	.1	X
	33850	Other Internet publishing, not specified by type of publication	7	168 914	13 349	7.9	.1	87.4
	33855	Other Internet publishing, excluding directories	7	168 914	13 349	7.9	.1	X
	39000	Merchandise sales	9	15 682	7 110	45.3	Z	87.4
	39034	Resale of merchandise, not specified by type	9	15 682	7 110	45.3	Z	X

See footnotes at end of table.

**Table 1. Product Lines by Kind of Business for the United States: 2002—Con.**

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

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage <sup>2</sup> (percent)
			Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total receipts of—		
						Estab-lishments with the product line	All estab-lishments <sup>1</sup>	
<b>51</b>		<b>Information—Con.</b>						
511		Publishing industries (except Internet)—Con.						
5111		Newspaper, periodical, book, and directory publishers—Con.						
51114		Directory and mailing list publishers—Con.						
	39500	All other receipts	483	10 260 958	200 333	2.0	1.2	87.2
	39526	All other receipts	480	10 259 857	200 258	2.0	1.2	X
511140		Directory and mailing list publishers	1 915	X	16 920 189	X	100.0	87.4
	31170	Sale or licensing of rights to content	34	62 633	13 701	21.9	.1	X
	31180	Mailing lists, rental or sale	473	3 056 547	986 273	32.3	.8	X
	31200	Publishing services for others	16	26 814	4 406	16.4	Z	X
	31840	Directories - Print - Subscriptions and sales	352	3 356 270	655 637	19.5	3.9	X
	31850	Directories - Print - Sale of advertising space	1 352	14 080 856	13 539 990	96.2	80.0	25.1
	31851	Telephone directories	1 218	13 251 598	13 065 774	98.6	77.2	X
	31852	Other directories	151	1 064 850	474 216	44.5	2.8	X
	31860	Directories - Internet - Subscriptions and sales	47	531 821	108 629	20.4	.6	X
	31870	Directories - Internet - Sale of advertising space	476	10 731 389	199 785	1.9	1.2	X
	31880	Directories - Other media - Subscriptions and sales <sup>3</sup>	51	520 735	118 592	22.8	.7	X
	31890	Directories - Other media - Sale of advertising space <sup>3</sup>	6	2 739	1 514	55.3	Z	X
	31900	Databases and other collections of information - Print - Subscriptions and sales	58	360 231	141 927	39.4	.8	X
	31910	Databases and other collections of information - Print - Sale of advertising space	62	116 464	96 738	83.1	.6	X
	31920	Databases and other collections of information - Internet - Subscriptions and sales	26	732 778	380 275	51.9	2.2	X
	31930	Databases and other collections of information - Internet - Sale of advertising space	6	47 774	6 071	12.7	Z	X
	31940	Databases and other collections of information - Other media - Subscriptions and sales <sup>3</sup>	63	700 147	292 958	41.8	1.7	X
	31980	Printing services for others	139	2 953 594	57 943	2.0	.3	X
	33800	Other publishing, not specified by type of publication	29	171 503	27 748	16.2	.2	87.4
	33804	Other publishing, excluding cards, calendars, patterns, yearbooks and posters	6	27 689	7 442	26.9	Z	X
	33805	Other publishing, excluding directories, databases and other collections of information	24	143 814	20 306	14.1	.1	X
	33850	Other Internet publishing, not specified by type of publication	7	168 914	13 349	7.9	.1	87.4
	33855	Other Internet publishing, excluding directories	7	168 914	13 349	7.9	.1	X
	39000	Merchandise sales	9	15 682	7 110	45.3	Z	87.4
	39034	Resale of merchandise, not specified by type	9	15 682	7 110	45.3	Z	X
	39500	All other receipts	483	10 260 958	200 333	2.0	1.2	87.2
	39526	All other receipts	480	10 259 857	200 258	2.0	1.2	X
51119		Other publishers	992	X	7 501 619	X	100.0	91.1
	31120	Printing services for others	106	287 602	104 591	36.4	1.4	X
	31170	Sale or licensing of rights to content	58	2 988 399	33 901	1.1	.5	X
	31180	Mailing lists, rental or sale	15	27 729	754	2.7	Z	X
	31200	Publishing services for others	87	117 624	76 600	65.1	1.0	X
	31230	Books - Print: General reference books	6	2 550	869	34.1	Z	X
	31390	Greeting cards - Internet	9	141 708	6 016	4.2	.1	X
	31400	Calendars - Internet	11	8 702	265	3.0	Z	X
	31410	Patterns - Internet	6	2 635	153	5.8	Z	X
	31460	Cards, except greeting cards - Other media <sup>3</sup>	10	25 480	17 189	67.5	.2	X
	31510	Periodicals - Print - Subscriptions and sales: General interest periodicals	8	21 082	19 379	91.9	.3	X
	31540	Periodicals - Internet - Subscriptions and sales: General interest periodicals	7	20 498	1 503	7.3	Z	X
	31750	Greeting cards - print	123	5 281 698	3 593 207	68.0	47.9	X
	31760	Cards, except greeting cards - print	59	720 832	682 646	94.7	7.1	X
	31770	Calendars - print	62	3 109 553	65 121	2.1	.9	X
	31780	Patterns - print	36	120 328	106 544	88.5	1.4	X
	31790	Sale of print advertising space, not specified by type of publication	120	210 659	162 984	77.4	2.2	X
	31970	Sale of Internet advertising space, not specified by type of publication	22	17 311	4 513	26.1	.1	X
	32820	Yearbooks - Print	48	319 290	309 433	96.9	4.1	X
	32830	Posters - Print	35	95 341	21 265	22.3	.3	X
	32850	Posters - Internet	7	3 639	486	13.4	Z	X
	32870	Posters - Other media <sup>3</sup>	6	10 282	3 237	31.5	Z	X
	33800	Other publishing, not specified by type of publication	423	686 031	590 351	86.1	7.9	91.0
	33804	Other publishing, excluding cards, calendars, patterns, yearbooks and posters	417	675 666	580 407	85.9	7.7	X
	33850	Other Internet publishing, not specified by type of publication	20	32 861	13 779	41.9	.2	91.1
	33854	Other Internet publishing, excluding cards, calendars, patterns, yearbooks, and posters	18	23 089	13 487	58.4	.2	X
511191		Greeting card publishers	118	X	5 355 731	X	100.0	96.1
	31120	Printing services for others	10	53 254	4 217	7.9	.1	X
	31170	Sale or licensing of rights to content	13	2 904 273	9 725	.3	.2	X
	31390	Greeting cards - Internet	9	141 708	6 016	4.2	.1	X
	31750	Greeting cards - print	105	5 242 684	3 588 207	68.4	67.0	X
	31760	Cards, except greeting cards - print	8	6 395	6 225	3.5	Z	X
	31770	Calendars - print	19	3 049 486	19 727	.6	.4	X
	31790	Sale of print advertising space, not specified by type of publication	10	107 800	106 819	99.1	2.0	X
	32830	Posters - Print	6	65 565	861	1.3	Z	X
	33800	Other publishing, not specified by type of publication	6	3 212	123	3.8	Z	96.1
	33804	Other publishing, excluding cards, calendars, patterns, yearbooks and posters	6	3 212	123	3.8	Z	X

See footnotes at end of table.

**Table 1. Product Lines by Kind of Business for the United States: 2002—Con.**

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

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage <sup>2</sup> (percent)
			Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total receipts of—		
						Estab-lishments with the product line	All estab-lishments <sup>1</sup>	
<b>51</b>		<b>Information—Con.</b>						
511		Publishing industries (except Internet)—Con.						
5111		Newspaper, periodical, book, and directory publishers—Con.						
51119		Other publishers—Con.						
511199		All other publishers .....	874	X	2 145 888	X	100.0	78.5
	31120	Printing services for others .....	96	234 348	100 374	42.8	4.7	X
	31170	Sale or licensing of rights to content .....	45	84 126	24 176	28.7	1.1	X
	31180	Mailing lists, rental or sale .....	14	26 527	715	2.7	Z	X
	31200	Publishing services for others .....	87	117 624	76 600	65.1	3.6	X
	31230	Books - Print: General reference books .....	6	2 550	869	34.1	Z	X
	31400	Calendars - Internet .....	8	6 816	170	2.5	Z	X
	31460	Cards, except greeting cards - Other media <sup>3</sup> .....	10	25 480	17 189	67.5	.8	X
	31510	Periodicals - Print - Subscriptions and sales: General interest periodicals .....	8	21 082	19 379	91.9	.9	X
	31540	Periodicals - Internet - Subscriptions and sales: General interest periodicals .....	7	20 498	1 503	7.3	.1	X
	31750	Greeting cards - print .....	18	39 014	5 000	12.8	.2	X
	31760	Cards, except greeting cards - print .....	51	714 437	682 421	95.5	31.8	X
	31770	Calendars - print .....	43	60 067	45 394	75.6	2.1	X
	31780	Patterns - print .....	33	118 442	106 449	89.9	5.0	X
	31790	Sale of print advertising space, not specified by type of publication .....	110	102 859	56 165	54.6	2.6	X
	31970	Sale of Internet advertising space, not specified by type of publication ..	22	17 311	4 513	26.1	.2	X
	32820	Yearbooks - Print .....	48	319 290	309 433	96.9	14.4	X
	32830	Posters - Print .....	29	29 776	20 404	68.5	1.0	X
	32870	Posters - Other media <sup>3</sup> .....	6	10 282	3 237	31.5	.2	X
	33800	Other publishing, not specified by type of publication .....	417	682 819	590 228	86.4	27.5	78.5
	33804	Other publishing, excluding cards, calendars, patterns, yearbooks and posters .....	411	672 454	580 284	86.3	27.0	X
	33850	Other Internet publishing, not specified by type of publication .....	20	32 861	13 779	41.9	.6	78.5
	33854	Other Internet publishing, excluding cards, calendars, patterns, yearbooks, and posters .....	18	23 089	13 487	58.4	.6	X
5112		Software publishers .....	9 953	X	103 505 848	X	100.0	81.2
	35000	Information technology (IT) technical consulting services .....	1 624	47 039 408	4 179 269	8.9	4.0	X
	35050	Custom computer application design and development services .....	1 862	8 933 028	1 729 132	19.4	1.7	75.1
	35051	Web site design and development services .....	212	663 157	95 663	14.4	.1	X
	35052	Database design and development services .....	266	699 897	76 446	10.9	.1	X
	35053	Customization and integration of cross-industry application software ..	391	2 027 297	306 276	15.1	.3	X
	35054	Customization and integration of vertical market application software ..	840	4 432 420	968 886	21.9	.9	X
	35055	Other custom application design and development services .....	346	1 711 746	281 861	16.5	.3	X
	35250	Application service provisioning .....	375	1 996 635	345 626	17.3	.3	X
	35300	Business process management services .....	259	1 401 821	337 751	24.1	.3	X
	35500	Information technology (IT) technical support services .....	3 604	26 703 070	7 582 312	28.4	7.3	76.4
	35501	Software-related technical support services .....	3 604	26 703 070	7 582 312	28.4	7.3	X
	35600	System software publishing .....	3 870	67 379 415	39 728 711	59.0	38.4	74.7
	35601	Operating systems software publishing .....	1 000	42 825 547	13 344 621	31.2	12.9	X
	35602	Network software publishing .....	1 228	49 053 425	9 806 769	20.0	9.5	X
	35603	Database management software publishing .....	1 585	52 187 640	8 522 141	16.3	8.2	X
	35604	Development tools and programming languages software publishing ..	1 228	44 791 549	4 881 999	10.9	4.7	X
	35605	Other systems software publishing .....	1 041	40 581 114	3 173 181	7.8	3.1	X
	35650	Application software publishing .....	7 080	84 553 091	46 747 671	55.3	45.2	75.6
	35651	General business productivity and home use applications publishing ..	1 666	45 808 067	21 212 064	46.3	20.5	X
	35652	Game software publishing .....	432	32 336 198	3 903 938	12.1	3.8	X
	35653	Cross-industry application software publishing .....	1 864	59 460 785	10 249 843	17.2	9.9	X
	35654	Vertical market application software publishing .....	2 350	15 911 584	5 570 013	35.0	5.4	X
	35655	Utilities software publishing .....	651	12 586 262	661 277	5.3	.6	X
	35656	Other applications software publishing .....	1 179	14 940 879	5 150 536	34.5	5.0	X
	35700	Resale of computer hardware and software .....	1 230	4 595 495	550 501	12.0	.7	X
	35760	Information technology (IT) related training services .....	1 794	19 445 565	740 142	3.8	.7	X
	39000	Merchandise sales .....	315	1 519 222	230 076	15.1	.2	66.0
	39035	Sale of merchandise, excluding computer hardware and software .....	315	1 519 222	230 076	15.1	.2	X
	39500	All other receipts .....	1 625	18 187 499	1 334 657	7.3	1.3	77.5
	39527	All other receipts .....	1 625	18 187 499	1 334 657	7.3	1.3	X
51121		Software publishers .....	9 953	X	103 505 848	X	100.0	81.2
	35000	Information technology (IT) technical consulting services .....	1 624	47 039 408	4 179 269	8.9	4.0	X
	35050	Custom computer application design and development services .....	1 862	8 933 028	1 729 132	19.4	1.7	75.1
	35051	Web site design and development services .....	212	663 157	95 663	14.4	.1	X
	35052	Database design and development services .....	266	699 897	76 446	10.9	.1	X
	35053	Customization and integration of cross-industry application software ..	391	2 027 297	306 276	15.1	.3	X
	35054	Customization and integration of vertical market application software ..	840	4 432 420	968 886	21.9	.9	X
	35055	Other custom application design and development services .....	346	1 711 746	281 861	16.5	.3	X
	35250	Application service provisioning .....	375	1 996 635	345 626	17.3	.3	X
	35300	Business process management services .....	259	1 401 821	337 751	24.1	.3	X
	35500	Information technology (IT) technical support services .....	3 604	26 703 070	7 582 312	28.4	7.3	76.4
	35501	Software-related technical support services .....	3 604	26 703 070	7 582 312	28.4	7.3	X
	35600	System software publishing .....	3 870	67 379 415	39 728 711	59.0	38.4	74.7
	35601	Operating systems software publishing .....	1 000	42 825 547	13 344 621	31.2	12.9	X
	35602	Network software publishing .....	1 228	49 053 425	9 806 769	20.0	9.5	X
	35603	Database management software publishing .....	1 585	52 187 640	8 522 141	16.3	8.2	X
	35604	Development tools and programming languages software publishing ..	1 228	44 791 549	4 881 999	10.9	4.7	X
	35605	Other systems software publishing .....	1 041	40 581 114	3 173 181	7.8	3.1	X
	35650	Application software publishing .....	7 080	84 553 091	46 747 671	55.3	45.2	75.6
	35651	General business productivity and home use applications publishing ..	1 666	45 808 067	21 212 064	46.3	20.5	X
	35652	Game software publishing .....	432	32 336 198	3 903 938	12.1	3.8	X
	35653	Cross-industry application software publishing .....	1 864	59 460 785	10 249 843	17.2	9.9	X
	35654	Vertical market application software publishing .....	2 350	15 911 584	5 570 013	35.0	5.4	X
	35655	Utilities software publishing .....	651	12 586 262	661 277	5.3	.6	X
	35656	Other applications software publishing .....	1 179	14 940 879	5 150 536	34.5	5.0	X

See footnotes at end of table.

**Table 1. Product Lines by Kind of Business for the United States: 2002—Con.**

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

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage <sup>2</sup> (percent)
			Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total receipts of—		
						Establishments with the product line	All establishments <sup>1</sup>	
<b>51</b>		<b>Information—Con.</b>						
511		Publishing industries (except Internet)—Con.						
5112		Software publishers—Con.						
51121		Software publishers—Con.						
	35700	Resale of computer hardware and software	1 230	4 595 495	550 501	12.0	.5	X
	35760	Information technology (IT) related training services	1 794	19 445 555	740 142	3.8	.7	X
	39000	Merchandise sales	315	1 519 222	230 076	15.1	.2	66.0
	39035	Sale of merchandise, excluding computer hardware and software	315	1 519 222	230 076	15.1	.2	X
	39500	All other receipts	1 625	18 187 499	1 334 657	7.3	1.3	77.5
	39527	All other receipts	1 625	18 187 499	1 334 657	7.3	1.3	X
511210		Software publishers	9 953	X	103 505 848	X	100.0	81.2
	35000	Information technology (IT) technical consulting services	1 624	47 039 408	4 179 269	8.9	4.0	X
	35050	Custom computer application design and development services	1 862	8 933 028	1 729 132	19.4	1.7	75.1
	35051	Web site design and development services	212	663 157	95 663	14.4	.1	X
	35052	Database design and development services	266	699 897	76 446	10.9	.1	X
	35053	Customization and integration of cross-industry application software	391	2 027 297	306 276	15.1	.3	X
	35054	Customization and integration of vertical market application software	840	4 432 420	968 886	21.9	.9	X
	35055	Other custom application design and development services	346	1 711 746	281 861	16.5	.3	X
	35250	Application service provisioning	375	1 996 635	345 626	17.3	.3	X
	35300	Business process management services	259	1 401 821	337 751	24.1	.3	X
	35500	Information technology (IT) technical support services	3 604	26 703 070	7 582 312	28.4	7.3	76.4
	35501	Software-related technical support services	3 604	26 703 070	7 582 312	28.4	7.3	X
	35600	System software publishing	3 870	67 379 415	39 728 711	59.0	38.4	74.7
	35601	Operating systems software publishing	1 000	42 825 547	13 344 621	31.2	12.9	X
	35602	Network software publishing	1 228	49 053 425	9 806 769	20.0	9.5	X
	35603	Database management software publishing	1 585	52 187 640	8 522 141	16.3	8.2	X
	35604	Development tools and programming languages software publishing	1 228	44 791 549	4 881 999	10.9	4.7	X
	35605	Other systems software publishing	1 041	40 581 114	3 173 181	7.8	3.1	X
	35650	Application software publishing	7 080	84 553 091	46 747 671	55.3	45.2	75.6
	35651	General business productivity and home use applications publishing	1 666	45 808 067	21 212 064	46.3	20.5	X
	35652	Game software publishing	432	32 336 198	3 903 938	12.1	3.8	X
	35653	Cross-industry application software publishing	1 864	59 460 785	10 249 843	17.2	9.9	X
	35654	Vehicle market application software publishing	2 350	15 911 584	5 570 013	35.0	5.4	X
	35655	Utilities software publishing	651	12 586 262	661 277	5.3	.6	X
	35656	Other applications software publishing	1 179	14 940 879	5 150 536	34.5	5.0	X
	35700	Resale of computer hardware and software	1 230	4 595 495	550 501	12.0	.5	X
	35760	Information technology (IT) related training services	1 794	19 445 555	740 142	3.8	.7	X
	39000	Merchandise sales	315	1 519 222	230 076	15.1	.2	66.0
	39035	Sale of merchandise, excluding computer hardware and software	315	1 519 222	230 076	15.1	.2	X
	39500	All other receipts	1 625	18 187 499	1 334 657	7.3	1.3	77.5
	39527	All other receipts	1 625	18 187 499	1 334 657	7.3	1.3	X
512		Motion picture and sound recording industries	22 458	X	78 250 368	X	100.0	84.0
	30500	Admissions, excluding admission taxes	N	N	7 457 549	N	9.5	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters	N	N	55 786	N	.1	X
	30560	Amusement machines operated by this establishment	N	N	26 864	N	Z	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	N	N	32 075	N	Z	X
	31990	Distribution of commercial theater motion pictures	N	N	24 837 107	N	31.7	X
	32000	Distribution of television programs, excluding commercials and music videos	N	N	13 047 310	N	16.7	X
	32010	Distribution of commercials	N	N	1 417 217	N	1.8	X
	32020	Distribution of music videos	N	N	77 832	N	.1	X
	32030	Distribution of other films and tapes/DVDs (e.g., direct-to-video)	N	N	1 117 404	N	1.4	X
	32040	Contract production, excluding postproduction services	N	N	2 809 492	N	3.6	X
	32050	Postproduction services	N	N	3 674 697	N	4.7	X
	32070	Other services allied to film, video, or digital media production and distribution	N	N	508 112	N	.6	X
	32080	Receipts received for screen advertising	N	N	140 557	N	.2	X
	32090	Motion picture film processing	N	N	688 494	N	.9	X
	32110	Music book publishing	N	N	333 477	N	.4	X
	32120	Sheet music publishing	N	N	324 321	N	.4	X
	32130	Royalties, license fees, and other payments for authorizing the use of musical compositions	N	N	1 664 931	N	2.1	X
	32140	Receipts from sales, leasing, and licensing fees of master recordings	N	N	743 483	N	1.0	X
	32150	Sales of duplicate recordings generated from masters that you own or lease the rights to: Pre-recorded audio discs	N	N	9 168 274	N	11.7	X
	32160	Sales of duplicate recordings generated from masters that you own or lease the rights to: Pre-recorded audio tapes, including DAT	N	N	212 272	N	.3	X
	32170	Sales of duplicate recordings generated from masters that you own or lease the rights to: Pre-recorded audio records	N	N	9 237	N	Z	X
	32180	Sales of duplicate recordings generated from masters that you own or lease the rights to: Pre-recorded video discs or tapes	N	N	214 618	N	.3	X
	32190	Distribution for others of finished products (sound recording) that do not involve buying or leasing masters	N	N	19 501	N	Z	X
	32200	Receipts from the use of sound recording studio	N	N	622 411	N	.8	X
	32220	Audio taping of conferences, seminars, and meetings	N	N	30 173	N	Z	X
	32230	Radio show tape production/distribution	N	N	93 551	N	.1	X
	39000	Merchandise sales	N	N	246 639	N	.3	X
	39200	Sales of food and beverages	N	N	3 025 745	N	3.9	X
5121		Motion picture and video industries	19 074	X	62 926 611	X	100.0	83.2
	30500	Admissions, excluding admission taxes	N	N	7 457 549	N	11.9	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters	N	N	55 786	N	.1	X
	30560	Amusement machines operated by this establishment	N	N	26 864	N	Z	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	N	N	32 075	N	.1	X

See footnotes at end of table.

**Table 1. Product Lines by Kind of Business for the United States: 2002—Con.**

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

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage <sup>2</sup> (percent)
			Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total receipts of—		
						Establishments with the product line	All establishments <sup>1</sup>	
<b>51</b>		<b>Information—Con.</b>						
512		Motion picture and sound recording industries—Con.						
5121		Motion picture and video industries—Con.						
	31990	Distribution of commercial theater motion pictures	N	N	24 837 107	N	39.5	70.5
	31991	To theaters	N	N	4 978 878	N	7.9	X
	31992	To television networks and stations	N	N	3 552 287	N	5.6	X
	31993	To cable networks and systems and direct broadcast satellite (DBS) systems	N	N	3 711 150	N	5.9	X
	31994	To wholesalers, retailers, and rental chains or stores, including video cassettes and DVDs	N	N	10 480 034	N	16.7	X
	31995	To foreign independent distributors and exchanges	N	N	1 197 325	N	1.9	X
	31996	To domestic independent distributors and exchanges	N	N	501 392	N	.8	X
	31997	To other	N	N	416 041	N	.7	X
	32000	Distribution of television programs, excluding commercials and music videos	N	N	13 047 310	N	20.7	69.8
	32001	To television networks and stations (for television exhibition)	N	N	8 760 231	N	13.9	X
	32002	To cable networks and systems and direct broadcast satellite (DBS) systems	N	N	1 914 893	N	3.0	X
	32003	To independent distributors and syndicates	N	N	1 952 207	N	3.1	X
	32004	To other, including video cassettes and DVDs	N	N	419 979	N	.7	X
	32010	Distribution of commercials	N	N	1 417 217	N	2.3	X
	32020	Distribution of music videos	N	N	77 832	N	.1	X
	32030	Distribution of other films and tapes/DVDs ( e.g., direct-to-video)	N	N	1 117 404	N	1.8	72.2
	32031	To independent distributors	N	N	157 571	N	.3	X
	32032	To wholesalers, retailers, and rental chains and stores, including video cassettes and DVDs	N	N	228 104	N	.4	X
	32033	To other	N	N	731 729	N	1.2	X
	32040	Contract production, excluding postproduction services	N	N	2 809 492	N	4.5	79.4
	32041	For other producers	N	N	541 791	N	.9	X
	32042	For television networks and stations	N	N	1 014 461	N	1.6	X
	32043	For other	N	N	1 253 240	N	2.0	X
	32050	Postproduction services	N	N	3 674 697	N	5.8	80.5
	32051	Linear video/audio editing	N	N	385 026	N	.6	X
	32052	Non-linear video/audio editing	N	N	669 167	N	1.1	X
	32053	Film to tape transfer	N	N	234 896	N	.4	X
	32054	Audio postproduction	N	N	316 716	N	.5	X
	32055	Graphics and animation	N	N	372 074	N	.6	X
	32056	Visual and compositing effects	N	N	761 937	N	1.2	X
	32057	Captioning	N	N	27 869	N	.0	X
	32058	Format conversion and compression	N	N	82 444	N	.1	X
	32059	Duplication	N	N	449 210	N	.7	X
	32061	All other services	N	N	375 356	N	.6	X
	32070	Other services allied to film, video, or digital media production and distribution	N	N	508 112	N	.8	X
	32080	Receipts received for screen advertising	N	N	140 557	N	.2	X
	32090	Motion picture film processing	N	N	688 494	N	1.1	X
	39000	Merchandise sales	N	N	220 150	N	.4	83.0
	39036	Sales of merchandise, excluding films, video cassettes/DVDs, motion pictures, television programs, commercials, music videos, and direct-to-home videos/DVDs	N	N	201 306	N	.3	X
	39037	Sales of other merchandise, not specified by type	N	N	18 844	N	.0	X
	39200	Sales of food and beverages	N	N	3 025 745	N	4.8	64.3
	39201	Sales of food and nonalcoholic beverages	N	N	3 025 622	N	4.8	X
	39500	All other receipts	N	N	3 790 220	N	6.0	83.1
	39528	All other receipts	N	N	3 709 890	N	5.9	X
	39529	All other receipts	N	N	80 330	N	.1	X
51211		Motion picture and video production	11 163	X	46 761 808	X	100.0	82.8
	31990	Distribution of commercial theater motion pictures	Q	Q	24 321 183	Q	52.0	70.1
	31991	To theaters	Q	Q	4 899 636	Q	10.5	X
	31992	To television networks and stations	Q	Q	3 482 129	Q	7.4	X
	31993	To cable networks and systems and direct broadcast satellite (DBS) systems	Q	Q	3 695 996	Q	7.9	X
	31994	To wholesalers, retailers, and rental chains or stores, including video cassettes and DVDs	Q	Q	10 421 123	Q	22.3	X
	31995	To foreign independent distributors and exchanges	Q	Q	1 025 618	Q	2.2	X
	31996	To domestic independent distributors and exchanges	Q	Q	410 424	Q	.9	X
	31997	To other	Q	Q	386 257	Q	.8	X
	32000	Distribution of television programs, excluding commercials and music videos	Q	Q	12 822 429	Q	27.4	69.4
	32001	To television networks and stations (for television exhibition)	Q	Q	8 632 664	Q	18.5	X
	32002	To cable networks and systems and direct broadcast satellite (DBS) systems	Q	Q	1 843 477	Q	3.9	X
	32003	To independent distributors and syndicates	Q	Q	1 949 119	Q	4.2	X
	32004	To other, including video cassettes and DVDs	Q	Q	397 169	Q	.8	X
	32010	Distribution of commercials	Q	Q	1 349 134	Q	2.9	X
	32020	Distribution of music videos	Q	Q	77 465	Q	.2	X
	32030	Distribution of other films and tapes/DVDs ( e.g., direct-to-video)	Q	Q	815 234	Q	1.7	70.6
	32031	To independent distributors	Q	Q	119 290	Q	.3	X
	32032	To wholesalers, retailers, and rental chains and stores, including video cassettes and DVDs	Q	Q	121 979	Q	.3	X
	32033	To other	Q	Q	573 965	Q	1.2	X
	32040	Contract production, excluding postproduction services	Q	Q	2 781 135	Q	5.9	78.9
	32041	For other producers	Q	Q	526 934	Q	1.1	X
	32042	For television networks and stations	Q	Q	1 013 018	Q	2.2	X
	32043	For other	Q	Q	1 241 183	Q	2.7	X
	32050	Postproduction services	Q	Q	587 763	Q	1.3	82.5
	32051	Linear video/audio editing	Q	Q	92 695	Q	.2	X
	32052	Non-linear video/audio editing	Q	Q	187 683	Q	.4	X
	32053	Film to tape transfer	Q	Q	12 062	Q	.0	X
	32054	Audio postproduction	Q	Q	24 330	Q	.1	X

See footnotes at end of table.



**Table 1. Product Lines by Kind of Business for the United States: 2002—Con.**

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

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage <sup>2</sup> (percent)
			Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total receipts of—		
						Establishments with the product line	All establishments <sup>1</sup>	
<b>51</b>		<b>Information—Con.</b>						
512		Motion picture and sound recording industries—Con.						
5121		Motion picture and video industries—Con.						
51211		Motion picture and video production—Con.						
	32050	Postproduction services—Con.						
	32055	Graphics and animation	Q	Q	74 100	Q	.2	X
	32056	Visual and compositing effects	Q	Q	61 856	Q	.1	X
	32057	Captioning	Q	Q	3 245	Q	Z	X
	32058	Format conversion and compression	Q	Q	26 819	Q	.1	X
	32059	Duplication	Q	Q	63 347	Q	.1	X
	32061	All other services	Q	Q	41 626	Q	.1	X
	32070	Other services allied to film, video, or digital media production and distribution	Q	Q	231 928	Q	.5	X
	32090	Motion picture film processing	Q	Q	7 546	Q	Z	X
	39000	Merchandise sales	Q	Q	154 500	Q	.3	82.7
	39036	Sales of merchandise, excluding films, video cassettes/DVDs, motion pictures, television programs, commercials, music videos, and direct-to-home videos/DVDs	Q	Q	154 500	Q	.3	X
	39500	All other receipts	Q	Q	3 613 491	Q	7.7	82.7
	39528	All other receipts	Q	Q	3 613 491	Q	7.7	X
512110		Motion picture and video production	11 163	X	46 761 808	X	100.0	82.8
	31990	Distribution of commercial theater motion pictures	Q	Q	24 321 183	Q	52.0	70.1
	31991	To theaters	Q	Q	4 899 636	Q	10.5	X
	31992	To television networks and stations	Q	Q	3 482 129	Q	7.4	X
	31993	To cable networks and systems and direct broadcast satellite (DBS) systems	Q	Q	3 695 996	Q	7.9	X
	31994	To wholesalers, retailers, and rental chains or stores, including video cassettes and DVDs	Q	Q	10 421 123	Q	22.3	X
	31995	To foreign independent distributors and exchanges	Q	Q	1 025 618	Q	2.2	X
	31996	To domestic independent distributors and exchanges	Q	Q	410 424	Q	.9	X
	31997	To other	Q	Q	386 257	Q	.8	X
	32000	Distribution of television programs, excluding commercials and music videos	Q	Q	12 822 429	Q	27.4	69.4
	32001	To television networks and stations (for television exhibition)	Q	Q	8 632 664	Q	18.5	X
	32002	To cable networks and systems and direct broadcast satellite (DBS) systems	Q	Q	1 843 477	Q	3.9	X
	32003	To independent distributors and syndicates	Q	Q	1 949 119	Q	4.2	X
	32004	To other, including video cassettes and DVDs	Q	Q	397 169	Q	.8	X
	32010	Distribution of commercials	Q	Q	1 349 134	Q	2.9	X
	32020	Distribution of music videos	Q	Q	77 465	Q	.2	X
	32030	Distribution of other films and tapes/DVDs (e.g., direct-to-video)	Q	Q	815 234	Q	1.7	70.6
	32031	To independent distributors	Q	Q	119 290	Q	.3	X
	32032	To wholesalers, retailers, and rental chains and stores, including video cassettes and DVDs	Q	Q	121 979	Q	.3	X
	32033	To other	Q	Q	573 965	Q	1.2	X
	32040	Contract production, excluding postproduction services	Q	Q	2 781 135	Q	5.9	78.9
	32041	For other producers	Q	Q	526 934	Q	1.1	X
	32042	For television networks and stations	Q	Q	1 013 018	Q	2.2	X
	32043	For other	Q	Q	1 241 183	Q	2.7	X
	32050	Postproduction services	Q	Q	587 763	Q	1.3	82.5
	32051	Linear video/audio editing	Q	Q	92 695	Q	.2	X
	32052	Non-linear video/audio editing	Q	Q	187 683	Q	.4	X
	32053	Film to tape transfer	Q	Q	12 062	Q	Z	X
	32054	Audio postproduction	Q	Q	24 330	Q	.1	X
	32055	Graphics and animation	Q	Q	74 100	Q	.2	X
	32056	Visual and compositing effects	Q	Q	61 856	Q	.1	X
	32057	Captioning	Q	Q	3 245	Q	Z	X
	32058	Format conversion and compression	Q	Q	26 819	Q	.1	X
	32059	Duplication	Q	Q	63 347	Q	.1	X
	32061	All other services	Q	Q	41 626	Q	.1	X
	32070	Other services allied to film, video, or digital media production and distribution	Q	Q	231 928	Q	.5	X
	32090	Motion picture film processing	Q	Q	7 546	Q	Z	X
	39000	Merchandise sales	Q	Q	154 500	Q	.3	82.7
	39036	Sales of merchandise, excluding films, video cassettes/DVDs, motion pictures, television programs, commercials, music videos, and direct-to-home videos/DVDs	Q	Q	154 500	Q	.3	X
	39500	All other receipts	Q	Q	3 613 491	Q	7.7	82.7
	39528	All other receipts	Q	Q	3 613 491	Q	7.7	X
51212		Motion picture and video distribution	484	X	1 161 901	X	100.0	75.7
	31990	Distribution of commercial theater motion pictures	Q	Q	515 610	Q	44.4	72.0
	31991	To theaters	Q	Q	79 242	Q	6.8	X
	31992	To television networks and stations	Q	Q	70 122	Q	6.0	X
	31993	To cable networks and systems and direct broadcast satellite (DBS) systems	Q	Q	15 046	Q	1.3	X
	31994	To wholesalers, retailers, and rental chains or stores, including video cassettes and DVDs	Q	Q	58 862	Q	5.1	X
	31995	To foreign independent distributors and exchanges	Q	Q	171 707	Q	14.8	X
	31996	To domestic independent distributors and exchanges	Q	Q	90 847	Q	7.8	X
	31997	To other	Q	Q	29 784	Q	2.6	X
	32000	Distribution of television programs, excluding commercials and music videos	Q	Q	223 046	Q	19.2	71.1
	32001	To television networks and stations (for television exhibition)	Q	Q	127 106	Q	10.9	X
	32002	To cable networks and systems and direct broadcast satellite (DBS) systems	Q	Q	70 263	Q	6.0	X
	32003	To independent distributors and syndicates	Q	Q	3 007	Q	.3	X
	32004	To other, including video cassettes and DVDs	Q	Q	22 670	Q	2.0	X
	32010	Distribution of commercials	Q	Q	64 578	Q	5.6	X

See footnotes at end of table.

**Table 1. Product Lines by Kind of Business for the United States: 2002—Con.**

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

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage <sup>2</sup> (percent)
			Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total receipts of—		
						Establishments with the product line	All establishments <sup>1</sup>	
<b>51</b>		<b>Information—Con.</b>						
512		Motion picture and sound recording industries—Con.						
5121		Motion picture and video industries—Con.						
51212		Motion picture and video distribution—Con.						
	32030	Distribution of other films and tapes/DVDs ( e.g., direct-to-video) . . . . .	Q	Q	300 725	Q	25.9	70.5
	32031	To independent distributors . . . . .	Q	Q	38 229	Q	3.3	X
	32032	To wholesalers, retailers, and rental chains and stores, including video cassettes and DVDs . . . . .	Q	Q	105 706	Q	9.1	X
	32033	To other . . . . .	Q	Q	156 790	Q	13.5	X
	32050	Postproduction services . . . . .	Q	Q	24 476	Q	2.1	73.7
	32051	Linear video/audio editing . . . . .	Q	Q	912	Q	.1	X
	32052	Non-linear video/audio editing . . . . .	Q	Q	189	Z	.1	X
	32053	Film to tape transfer . . . . .	Q	Q	178	Z	.1	X
	32055	Graphics and animation . . . . .	Q	Q	324	Z	.1	X
	32058	Format conversion and compression . . . . .	Q	Q	124	Z	.1	X
	32059	Duplication . . . . .	Q	Q	5 472	Q	.5	X
	32061	All other services . . . . .	Q	Q	17 265	Q	1.5	X
	32070	Other services allied to film, video, or digital media production and distribution . . . . .	Q	Q	24 354	Q	2.1	X
	39000	Merchandise sales . . . . .	Q	Q	6 583	Q	.6	75.7
	39036	Sales of merchandise, excluding films, video cassettes/DVDs, motion pictures, television programs, commercials, music videos, and direct-to-home videos/DVDs . . . . .	Q	Q	6 583	Q	.6	X
	39500	All other receipts . . . . .	Q	Q	2 108	Q	.2	75.7
	39528	All other receipts . . . . .	Q	Q	2 108	Q	.2	X
512120		Motion picture and video distribution . . . . .	484	X	1 161 901	X	100.0	75.7
	31990	Distribution of commercial theater motion pictures . . . . .	Q	Q	515 610	Q	44.4	72.0
	31991	To theaters . . . . .	Q	Q	79 242	Q	6.8	X
	31992	To television networks and stations . . . . .	Q	Q	70 122	Q	6.0	X
	31993	To cable networks and systems and direct broadcast satellite (DBS) systems . . . . .	Q	Q	15 046	Q	1.3	X
	31994	To wholesalers, retailers, and rental chains or stores, including video cassettes and DVDs . . . . .	Q	Q	58 862	Q	5.1	X
	31995	To foreign independent distributors and exchanges . . . . .	Q	Q	171 707	Q	14.8	X
	31996	To domestic independent distributors and exchanges . . . . .	Q	Q	90 847	Q	7.8	X
	31997	To other . . . . .	Q	Q	29 784	Q	2.6	X
	32000	Distribution of television programs, excluding commercials and music videos . . . . .	Q	Q	223 046	Q	19.2	71.1
	32001	To television networks and stations (for television exhibition) . . . . .	Q	Q	127 106	Q	10.9	X
	32002	To cable networks and systems and direct broadcast satellite (DBS) systems . . . . .	Q	Q	70 263	Q	6.0	X
	32003	To independent distributors and syndicates . . . . .	Q	Q	3 007	Q	.3	X
	32004	To other, including video cassettes and DVDs . . . . .	Q	Q	22 670	Q	2.0	X
	32010	Distribution of commercials . . . . .	Q	Q	64 578	Q	5.6	X
	32030	Distribution of other films and tapes/DVDs ( e.g., direct-to-video) . . . . .	Q	Q	300 725	Q	25.9	70.5
	32031	To independent distributors . . . . .	Q	Q	38 229	Q	3.3	X
	32032	To wholesalers, retailers, and rental chains and stores, including video cassettes and DVDs . . . . .	Q	Q	105 706	Q	9.1	X
	32033	To other . . . . .	Q	Q	156 790	Q	13.5	X
	32050	Postproduction services . . . . .	Q	Q	24 476	Q	2.1	73.7
	32051	Linear video/audio editing . . . . .	Q	Q	912	Q	.1	X
	32052	Non-linear video/audio editing . . . . .	Q	Q	189	Z	.1	X
	32053	Film to tape transfer . . . . .	Q	Q	178	Z	.1	X
	32055	Graphics and animation . . . . .	Q	Q	324	Z	.1	X
	32058	Format conversion and compression . . . . .	Q	Q	124	Z	.1	X
	32059	Duplication . . . . .	Q	Q	5 472	Q	.5	X
	32061	All other services . . . . .	Q	Q	17 265	Q	1.5	X
	32070	Other services allied to film, video, or digital media production and distribution . . . . .	Q	Q	24 354	Q	2.1	X
	39000	Merchandise sales . . . . .	Q	Q	6 583	Q	.6	75.7
	39036	Sales of merchandise, excluding films, video cassettes/DVDs, motion pictures, television programs, commercials, music videos, and direct-to-home videos/DVDs . . . . .	Q	Q	6 583	Q	.6	X
	39500	All other receipts . . . . .	Q	Q	2 108	Q	.2	75.7
	39528	All other receipts . . . . .	Q	Q	2 108	Q	.2	X
51213		Motion picture and video exhibition . . . . .	5 264	X	10 837 750	X	100.0	86.7
	30500	Admissions, excluding admission taxes . . . . .	5 264	10 837 750	7 457 549	68.8	68.8	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters . . . . .	1 868	6 333 573	55 786	.9	.5	X
	30560	Amusement machines operated by this establishment . . . . .	1 169	3 702 307	26 864	.7	.2	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment . . . . .	1 409	4 922 556	32 075	.7	.3	X
	32080	Receipts received for screen advertising . . . . .	3 197	8 539 792	140 557	1.6	1.3	X
	39000	Merchandise sales . . . . .	442	883 502	18 844	2.1	.2	86.5
	39037	Sales of other merchandise, not specified by type . . . . .	442	883 502	18 844	2.1	.2	X
	39200	Sales of food and beverages . . . . .	4 909	10 500 712	3 025 745	28.8	27.9	67.0
	39201	Sales of food and nonalcoholic beverages . . . . .	4 909	10 500 712	3 025 622	28.8	27.9	X
	39500	All other receipts . . . . .	2 587	7 826 493	80 330	1.0	.7	86.4
	39529	All other receipts . . . . .	2 587	7 826 493	80 330	1.0	.7	X
512131		Motion picture theaters (except drive-ins) . . . . .	4 979	X	10 729 734	X	100.0	86.6
	30500	Admissions, excluding admission taxes . . . . .	4 979	10 729 734	7 371 474	68.7	68.7	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters . . . . .	1 847	6 318 964	51 193	.8	.5	X
	30560	Amusement machines operated by this establishment . . . . .	1 158	3 695 357	26 782	.7	.3	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment . . . . .	1 392	4 914 521	31 729	.6	.3	X
	32080	Receipts received for screen advertising . . . . .	3 183	8 534 701	140 517	1.6	1.3	X

See footnotes at end of table.

**Table 1. Product Lines by Kind of Business for the United States: 2002—Con.**

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

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage <sup>2</sup> (percent)
			Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total receipts of—		
						Establishments with the product line	All establishments <sup>1</sup>	
<b>51</b>		<b>Information—Con.</b>						
512		Motion picture and sound recording industries—Con.						
5121		Motion picture and video industries—Con.						
51213		Motion picture and video exhibition—Con.						
512131		Motion picture theaters (except drive-ins)—Con.						
	39000	Merchandise sales .....	432	876 402	18 713	2.1	.2	86.4
	39037	Sales of other merchandise, not specified by type .....	432	876 402	18 713	2.1	.2	X
	39200	Sales of food and beverages .....	4 723	10 445 454	3 009 946	28.8	28.1	66.8
	39201	Sales of food and nonalcoholic beverages .....	4 723	10 445 454	3 009 946	28.8	28.1	X
	39500	All other receipts .....	2 563	7 815 281	79 380	1.0	.7	86.3
	39529	All other receipts .....	2 563	7 815 281	79 380	1.0	.7	X
512132		Drive-in motion picture theaters .....	285	X	108 016	X	100.0	97.8
	30500	Admissions, excluding admission taxes .....	285	108 016	86 075	79.7	79.7	X
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters .....	21	14 609	4 593	31.4	4.3	X
	30560	Amusement machines operated by this establishment .....	11	6 950	82	1.2	.1	X
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment .....	17	8 035	346	4.3	.3	X
	32080	Receipts received for screen advertising .....	14	5 091	40	.8	Z	X
	39000	Merchandise sales .....	10	7 100	131	1.8	.1	97.8
	39037	Sales of other merchandise, not specified by type .....	10	7 100	131	1.8	.1	X
	39200	Sales of food and beverages .....	186	55 258	15 799	28.6	14.6	90.1
	39201	Sales of food and nonalcoholic beverages .....	186	55 258	15 676	28.4	14.5	X
	39500	All other receipts .....	24	11 212	950	8.5	.9	95.8
	39529	All other receipts .....	24	11 212	950	8.5	.9	X
51219		Postproduction and other motion picture and video industries .....	2 163	X	4 165 152	X	100.0	81.2
	31990	Distribution of commercial theater motion pictures .....	6	16 932	314	1.9	Z	X
	32000	Distribution of television programs, excluding commercials and music videos .....	23	20 724	1 835	8.9	Z	81.2
	32001	To television networks and stations (for television exhibition) .....	13	11 903	461	3.9	Z	X
	32002	To cable networks and systems and direct broadcast satellite (DBS) systems .....	10	15 471	1 153	7.5	Z	X
	32004	To other, including video cassettes and DVDs .....	7	2 112	140	6.6	Z	X
	32010	Distribution of commercials .....	42	24 129	3 505	14.5	.1	X
	32030	Distribution of other films and tapes/DVDs (e.g., direct-to-video) .....	35	20 731	1 445	7.0	Z	71.2
	32032	To wholesalers, retailers, and rental chains and stores, including video cassettes and DVDs .....	11	9 742	419	4.3	Z	X
	32033	To other .....	23	10 914	974	8.9	Z	X
	32040	Contract production, excluding postproduction services .....	199	152 378	28 263	18.5	.7	80.5
	32041	For other producers .....	106	90 303	14 803	16.4	.4	X
	32042	For television networks and stations .....	33	34 636	1 443	4.2	Z	X
	32043	For other .....	102	60 535	12 017	19.9	.3	X
	32050	Postproduction services .....	1 900	3 404 118	3 062 458	90.0	73.5	69.4
	32051	Linear video/audio editing .....	493	1 089 068	291 419	26.8	7.0	X
	32052	Non-linear video/audio editing .....	902	1 380 384	481 295	34.9	11.6	X
	32053	Film to tape transfer .....	332	1 175 330	222 656	18.9	5.3	X
	32054	Audio postproduction .....	580	1 320 145	292 374	22.1	7.0	X
	32055	Graphics and animation .....	733	1 187 097	297 650	25.1	7.1	X
	32056	Visual and compositing effects .....	344	1 143 910	700 081	61.2	16.8	X
	32057	Captioning .....	96	217 767	24 624	11.3	.6	X
	32058	Format conversion and compression .....	303	595 818	55 501	9.3	1.3	X
	32059	Duplication .....	695	1 390 872	380 391	27.3	9.1	X
	32061	All other services .....	415	940 635	316 465	33.6	7.6	X
	32070	Other services allied to film, video, or digital media production and distribution .....	398	692 998	251 830	36.3	6.0	X
	32090	Motion picture film processing .....	66	775 439	680 948	87.8	16.3	X
	39000	Merchandise sales .....	49	138 601	40 223	29.0	1.0	80.4
	39036	Sales of merchandise, excluding films, video cassettes/DVDs, motion pictures, television programs, commercials, music videos, and direct-to-home videos/DVDs .....	49	138 601	40 223	29.0	1.0	X
	39500	All other receipts .....	169	865 101	94 291	10.9	2.3	81.2
	39528	All other receipts .....	169	865 101	94 291	10.9	2.3	X
512191		Teleproduction and other postproduction services .....	1 847	X	3 209 083	X	100.0	79.0
	31990	Distribution of commercial theater motion pictures .....	6	16 932	314	1.9	Z	X
	32000	Distribution of television programs, excluding commercials and music videos .....	23	20 724	1 835	8.9	.1	79.0
	32001	To television networks and stations (for television exhibition) .....	13	11 903	461	3.9	Z	X
	32002	To cable networks and systems and direct broadcast satellite (DBS) systems .....	10	15 471	1 153	7.5	Z	X
	32004	To other, including video cassettes and DVDs .....	7	2 112	140	6.6	Z	X
	32010	Distribution of commercials .....	42	24 129	3 505	14.5	.1	X
	32030	Distribution of other films and tapes/DVDs (e.g., direct-to-video) .....	31	19 194	1 433	7.5	Z	68.9
	32032	To wholesalers, retailers, and rental chains and stores, including video cassettes and DVDs .....	11	9 742	419	4.3	Z	X
	32033	To other .....	19	9 377	962	10.3	Z	X
	32040	Contract production, excluding postproduction services .....	190	150 117	28 057	18.7	.9	78.4
	32041	For other producers .....	106	90 303	14 803	16.4	.5	X
	32042	For television networks and stations .....	33	34 636	1 443	4.2	Z	X
	32043	For other .....	93	58 274	11 811	20.3	.4	X
	32050	Postproduction services .....	1 847	3 209 083	3 006 404	93.7	93.7	66.8
	32051	Linear video/audio editing .....	481	1 014 817	289 178	28.5	9.0	X
	32052	Non-linear video/audio editing .....	882	1 373 053	480 954	35.0	15.0	X
	32053	Film to tape transfer .....	310	1 084 445	206 460	19.0	6.4	X
	32054	Audio postproduction .....	568	1 241 766	289 166	23.3	9.0	X
	32055	Graphics and animation .....	726	1 184 707	297 441	25.1	9.3	X
	32056	Visual and compositing effects .....	344	1 143 910	700 081	61.2	21.8	X

See footnotes at end of table.

**Table 1. Product Lines by Kind of Business for the United States: 2002—Con.**

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

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage <sup>2</sup> (percent)
			Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total receipts of—		
						Establishments with the product line	All establishments <sup>1</sup>	
<b>51</b>		<b>Information—Con.</b>						
512		Motion picture and sound recording industries—Con.						
5121		Motion picture and video industries—Con.						
51219		Postproduction and other motion picture and video industries—Con.						
512191		Teleproduction and other postproduction services—Con.						
	32050	Postproduction services—Con.						
	32057	Captioning .....	96	217 767	24 624	11.3	.8	X
	32058	Format conversion and compression .....	294	589 375	55 398	9.4	1.7	X
	32059	Duplication .....	670	1 298 392	362 484	27.9	11.3	X
	32061	All other services .....	409	846 149	300 618	35.5	9.4	X
	32070	Other services allied to film, video, or digital media production and distribution .....	129	379 702	141 642	37.3	4.4	X
	39000	Merchandise sales .....	32	36 140	1 941	5.4	.1	75.8
	39036	Sales of merchandise, excluding films, video cassettes/DVDs, motion pictures, television programs, commercials, music videos, and direct-to-home videos/DVDs .....	32	36 140	1 941	5.4	.1	X
	39500	All other receipts .....	140	160 857	23 166	14.4	.7	79.0
	39528	All other receipts .....	140	160 857	23 166	14.4	.7	X
512199		Other motion picture and video industries .....	316	X	956 069	X	100.0	88.3
	32040	Contract production, excluding postproduction services .....	9	2 261	206	9.1	Z	88.3
	32043	For other .....	9	2 261	206	9.1	Z	X
	32050	Postproduction services .....	53	195 035	56 054	28.7	5.9	88.3
	32051	Linear video/audio editing .....	12	74 251	2 241	3.0	.2	X
	32052	Non-linear video/audio editing .....	20	7 331	341	4.7	Z	X
	32053	Film to tape transfer .....	22	90 885	16 196	17.8	1.7	X
	32054	Audio postproduction .....	12	78 379	3 208	4.1	.3	X
	32055	Graphics and animation .....	7	2 390	209	8.7	Z	X
	32058	Format conversion and compression .....	9	6 443	103	1.6	Z	X
	32059	Duplication .....	25	92 480	17 907	19.4	1.9	X
	32061	All other services .....	6	94 486	15 847	16.8	1.7	X
	32070	Other services allied to film, video, or digital media production and distribution .....	269	313 296	110 188	35.2	11.5	X
	32090	Motion picture film processing .....	62	762 937	680 202	89.2	71.1	X
	39000	Merchandise sales .....	17	102 461	38 282	37.4	4.0	88.3
	39036	Sales of merchandise, excluding films, video cassettes/DVDs, motion pictures, television programs, commercials, music videos, and direct-to-home videos/DVDs .....	17	102 461	38 282	37.4	4.0	X
	39500	All other receipts .....	29	704 244	71 125	10.1	7.4	88.3
	39528	All other receipts .....	29	704 244	71 125	10.1	7.4	X
5122		Sound recording industries .....	3 384	X	15 323 757	X	100.0	87.0
	32110	Music book publishing .....	N	N	333 477	N	2.2	X
	32120	Sheet music publishing .....	N	N	324 321	N	2.1	X
	32130	Royalties, license fees, and other payments for authorizing the use of musical compositions .....	N	N	1 664 931	N	10.9	79.7
	32131	Performance .....	N	N	375 290	N	2.4	X
	32132	Reproduction .....	N	N	1 206 793	N	7.9	X
	32133	Distribution .....	N	N	80 734	N	.5	X
	32140	Receipts from sales, leasing, and licensing fees of master recordings ..	N	N	743 483	N	4.9	X
	32150	Sales of duplicate recordings generated from masters that you own or lease the rights to: Prerecorded audio discs .....	N	N	9 168 274	N	59.8	45.9
	32151	Compact disc (CD), full-length .....	N	N	9 113 423	N	59.5	X
	32152	Compact disc (CD), singles/maxisingles .....	N	N	22 193	N	.1	X
	32153	Prerecorded audio discs: Others, including audio and visual CD, enhanced CD, and minidisc .....	N	N	32 658	N	.2	X
	32160	Sales of duplicate recordings generated from masters that you own or lease the rights to: Prerecorded audio tapes, including DAT .....	N	N	212 272	N	1.4	67.7
	32161	Cassettes, full-length .....	N	N	200 330	N	1.3	X
	32170	Sales of duplicate recordings generated from masters that you own or lease the rights to: Prerecorded audio records .....	N	N	9 237	N	.1	86.8
	32171	Vinyl long playing (LP) .....	N	N	4 241	N	Z	X
	32172	Vinyl singles, including 7 and 12 inch .....	N	N	4 996	N	Z	X
	32180	Sales of duplicate recordings generated from masters that you own or lease the rights to: Prerecorded video discs or tapes .....	N	N	214 618	N	1.4	86.5
	32181	Prerecorded video discs, including laser and DVD .....	N	N	116 033	N	.8	X
	32182	Prerecorded video tapes .....	N	N	97 827	N	.6	X
	32190	Distribution for others of finished products (sound recording) that do not involve buying or leasing masters .....	N	N	19 501	N	.1	X
	32200	Receipts from the use of sound recording studio .....	N	N	622 411	N	4.1	X
	32220	Audio taping of conferences, seminars, and meetings .....	N	N	30 173	N	.2	X
	32230	Radio show tape production/distribution .....	N	N	93 551	N	.6	X
	39000	Merchandise sales .....	N	N	26 489	N	.2	84.8
	39038	Sales of other merchandise, not specified by type .....	N	N	24 430	N	.2	X
51221		Record production .....	349	X	336 600	X	100.0	58.8
	32130	Royalties, license fees, and other payments for authorizing the use of musical compositions .....	56	32 219	17 732	55.0	5.3	35.3
	32131	Performance .....	8	10 456	151	1.4	Z	X
	32132	Reproduction .....	49	28 155	17 313	61.5	5.1	X
	32133	Distribution .....	8	4 064	268	6.6	.1	X
	32140	Receipts from sales, leasing, and licensing fees of master recordings ..	349	336 600	306 781	91.1	91.1	X
	32150	Sales of duplicate recordings generated from masters that you own or lease the rights to: Prerecorded audio discs .....	10	2 622	1 243	47.4	.4	32.0
	32151	Compact disc (CD), full-length .....	10	2 622	1 243	47.4	.4	X
	32200	Receipts from the use of sound recording studio .....	15	2 396	690	28.8	.2	X
	32210	Fees received from collecting royalties for music/sound recording copyright holders .....	6	198	15	7.6	Z	X

See footnotes at end of table.

**Table 1. Product Lines by Kind of Business for the United States: 2002—Con.**

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

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage <sup>2</sup> (percent)
			Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total receipts of—		
						Estab-lishments with the product line	All estab-lishments <sup>1</sup>	
<b>51</b>		<b>Information—Con.</b>						
512		Motion picture and sound recording industries—Con.						
5122		Sound recording industries—Con.						
51221		Record production—Con.						
	39500	All other receipts .....	56	35 852	7 704	21.5	2.3	54.5
	39531	All other receipts .....	56	35 852	7 704	21.5	2.3	X
512210		Record production .....	349	X	336 600	X	100.0	58.8
	32130	Royalties, license fees, and other payments for authorizing the use of musical compositions .....	56	32 219	17 732	55.0	5.3	35.3
	32131	Performance .....	8	10 456	151	1.4	Z	X
	32132	Reproduction .....	49	28 155	17 313	61.5	5.1	X
	32133	Distribution .....	8	4 064	268	6.6	.1	X
	32140	Receipts from sales, leasing, and licensing fees of master recordings ..	349	336 600	306 781	91.1	91.1	X
	32150	Sales of duplicate recordings generated from masters that you own or lease the rights to: Prerecorded audio discs .....	10	2 622	1 243	47.4	.4	32.0
	32151	Compact disc (CD), full-length .....	10	2 622	1 243	47.4	.4	X
	32200	Receipts from the use of sound recording studio .....	15	2 396	690	28.8	.2	X
	32210	Fees received from collecting royalties for music/sound recording copyright holders .....	6	198	15	7.6	Z	X
	39500	All other receipts .....	56	35 852	7 704	21.5	2.3	54.5
	39531	All other receipts .....	56	35 852	7 704	21.5	2.3	X
51222		Integrated record production/distribution .....	437	X	10 511 732	X	100.0	88.8
	32110	Music book publishing .....	Q	Q	3 191	Q	Z	X
	32120	Sheet music publishing .....	Q	Q	264 448	Q	2.5	X
	32130	Royalties, license fees, and other payments for authorizing the use of musical compositions .....	Q	Q	57 152	Q	.5	88.8
	32131	Performance .....	Q	Q	19 294	Q	.2	X
	32132	Reproduction .....	Q	Q	7 330	Q	.1	X
	32133	Distribution .....	Q	Q	30 528	Q	.3	X
	32140	Receipts from sales, leasing, and licensing fees of master recordings ..	Q	Q	423 465	Q	4.0	X
	32150	Sales of duplicate recordings generated from masters that you own or lease the rights to: Prerecorded audio discs .....	Q	Q	9 140 737	Q	87.0	46.1
	32151	Compact disc (CD), full-length .....	Q	Q	9 085 886	Q	86.4	X
	32152	Compact disc (CD), singles/maxisingles .....	Q	Q	22 193	Q	.2	X
	32153	Prerecorded audio discs: Others, including audio and visual CD, enhanced CD, and minidisc .....	Q	Q	32 658	Q	.3	X
	32160	Sales of duplicate recordings generated from masters that you own or lease the rights to: Prerecorded audio tapes, including DAT .....	Q	Q	209 954	Q	2.0	69.0
	32161	Cassettes, full-length .....	Q	Q	198 302	Q	1.9	X
	32170	Sales of duplicate recordings generated from masters that you own or lease the rights to: Prerecorded audio records .....	Q	Q	9 237	Q	.1	88.6
	32171	Vinyl long playing (LP) .....	Q	Q	4 241	Q	Z	X
	32172	Vinyl singles, including 7 and 12 inch .....	Q	Q	4 996	Q	Z	X
	32180	Sales of duplicate recordings generated from masters that you own or lease the rights to: Prerecorded video discs or tapes .....	Q	Q	208 903	Q	2.0	88.4
	32181	Prerecorded video discs, including laser and DVD .....	Q	Q	111 747	Q	1.1	X
	32182	Prerecorded video tapes .....	Q	Q	97 156	Q	.9	X
	32190	Distribution for others of finished products (sound recording) that do not involve buying or leasing masters .....	Q	Q	13 410	Q	.1	X
	32200	Receipts from the use of sound recording studio .....	Q	Q	4 861	Q	Z	X
	32210	Fees received from collecting royalties for music/sound recording copyright holders .....	Q	Q	191	Q	Z	X
	39000	Merchandise sales .....	Q	Q	5 890	Q	.1	88.8
	39038	Sales of other merchandise, not specified by type .....	Q	Q	5 890	Q	.1	X
	39500	All other receipts .....	Q	Q	170 275	Q	1.6	88.8
	39531	All other receipts .....	Q	Q	170 275	Q	1.6	X
512220		Integrated record production/distribution .....	437	X	10 511 732	X	100.0	88.8
	32110	Music book publishing .....	Q	Q	3 191	Q	Z	X
	32120	Sheet music publishing .....	Q	Q	264 448	Q	2.5	X
	32130	Royalties, license fees, and other payments for authorizing the use of musical compositions .....	Q	Q	57 152	Q	.5	88.8
	32131	Performance .....	Q	Q	19 294	Q	.2	X
	32132	Reproduction .....	Q	Q	7 330	Q	.1	X
	32133	Distribution .....	Q	Q	30 528	Q	.3	X
	32140	Receipts from sales, leasing, and licensing fees of master recordings ..	Q	Q	423 465	Q	4.0	X
	32150	Sales of duplicate recordings generated from masters that you own or lease the rights to: Prerecorded audio discs .....	Q	Q	9 140 737	Q	87.0	46.1
	32151	Compact disc (CD), full-length .....	Q	Q	9 085 886	Q	86.4	X
	32152	Compact disc (CD), singles/maxisingles .....	Q	Q	22 193	Q	.2	X
	32153	Prerecorded audio discs: Others, including audio and visual CD, enhanced CD, and minidisc .....	Q	Q	32 658	Q	.3	X
	32160	Sales of duplicate recordings generated from masters that you own or lease the rights to: Prerecorded audio tapes, including DAT .....	Q	Q	209 954	Q	2.0	69.0
	32161	Cassettes, full-length .....	Q	Q	198 302	Q	1.9	X
	32170	Sales of duplicate recordings generated from masters that you own or lease the rights to: Prerecorded audio records .....	Q	Q	9 237	Q	.1	88.6
	32171	Vinyl long playing (LP) .....	Q	Q	4 241	Q	Z	X
	32172	Vinyl singles, including 7 and 12 inch .....	Q	Q	4 996	Q	Z	X
	32180	Sales of duplicate recordings generated from masters that you own or lease the rights to: Prerecorded video discs or tapes .....	Q	Q	208 903	Q	2.0	88.4
	32181	Prerecorded video discs, including laser and DVD .....	Q	Q	111 747	Q	1.1	X
	32182	Prerecorded video tapes .....	Q	Q	97 156	Q	.9	X
	32190	Distribution for others of finished products (sound recording) that do not involve buying or leasing masters .....	Q	Q	13 410	Q	.1	X
	32200	Receipts from the use of sound recording studio .....	Q	Q	4 861	Q	Z	X
	32210	Fees received from collecting royalties for music/sound recording copyright holders .....	Q	Q	191	Q	Z	X

See footnotes at end of table.

**Table 1. Product Lines by Kind of Business for the United States: 2002—Con.**

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

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage <sup>2</sup> (percent)	
			Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total receipts of—			
						Estab-lishments with the product line	All estab-lishments <sup>1</sup>		
<b>51</b>		<b>Information—Con.</b>							
512		Motion picture and sound recording industries—Con.							
5122		Sound recording industries—Con.							
51222		Integrated record production/distribution—Con.							
512220		Integrated record production/distribution—Con.							
	39000	Merchandise sales . . . . .	Q	Q	5 890	Q	.1	88.8	
	39038	Sales of other merchandise, not specified by type . . . . .	Q	Q	5 890	Q	.1	X	
	39500	All other receipts . . . . .	Q	Q	170 275	Q	1.6	88.8	
	39531	All other receipts . . . . .	Q	Q	170 275	Q	1.6	X	
51223		Music publishers . . . . .	619	X	3 348 360	X	100.0	90.1	
	32110	Music book publishing . . . . .	152		415 909		79.4	9.9	X
	32120	Sheet music publishing . . . . .	179		515 644		11.6	1.8	X
	32130	Royalties, license fees, and other payments for authorizing the use of musical compositions . . . . .	512		3 155 516		50.2	47.3	81.4
	32131	Performance . . . . .	368		1 470 293		24.0	10.5	X
	32132	Reproduction . . . . .	340		2 914 865		40.5	35.3	X
	32133	Distribution . . . . .	171		972 078		5.1	1.5	X
512230		Music publishers . . . . .	619	X	3 348 360	X	100.0	90.1	
	32110	Music book publishing . . . . .	152		415 909		79.4	9.9	X
	32120	Sheet music publishing . . . . .	179		515 644		11.6	1.8	X
	32130	Royalties, license fees, and other payments for authorizing the use of musical compositions . . . . .	512		3 155 516		50.2	47.3	81.4
	32131	Performance . . . . .	368		1 470 293		24.0	10.5	X
	32132	Reproduction . . . . .	340		2 914 865		40.5	35.3	X
	32133	Distribution . . . . .	171		972 078		5.1	1.5	X
51224		Sound recording studios . . . . .	1 488	X	664 248	X	100.0	61.1	
	32130	Royalties, license fees, and other payments for authorizing the use of musical compositions . . . . .	75		22 131		23.0	.8	58.9
	32131	Performance . . . . .	42		15 504		22.2	.5	X
	32132	Reproduction . . . . .	43		11 324		14.7	.3	X
	32140	Receipts from sales, leasing, and licensing fees of master recordings . . . . .	39		18 718		14.2	.4	X
	32190	Distribution for others of finished products (sound recording) that do not involve buying or leasing masters . . . . .	57		26 702		14.3	.6	X
	32200	Receipts from the use of sound recording studio . . . . .	1 488		664 248		90.9	90.9	X
	32210	Fees received from collecting royalties for music/sound recording copyright holders . . . . .	58		27 066		12.5	.5	X
	32220	Audio taping of conferences, seminars, and meetings . . . . .	66		19 880		6.2	.2	X
	32230	Radio show tape production/distribution . . . . .	52		19 327		18.2	.5	X
	39000	Merchandise sales . . . . .	269		97 625		13.8	2.0	60.6
	39038	Sales of other merchandise, not specified by type . . . . .	269		97 625		13.8	2.0	X
	39500	All other receipts . . . . .	338		95 429		28.7	4.1	58.2
	39531	All other receipts . . . . .	338		95 429		28.7	4.1	X
512240		Sound recording studios . . . . .	1 488	X	664 248	X	100.0	61.1	
	32130	Royalties, license fees, and other payments for authorizing the use of musical compositions . . . . .	75		22 131		23.0	.8	58.9
	32131	Performance . . . . .	42		15 504		22.2	.5	X
	32132	Reproduction . . . . .	43		11 324		14.7	.3	X
	32140	Receipts from sales, leasing, and licensing fees of master recordings . . . . .	39		18 718		14.2	.4	X
	32190	Distribution for others of finished products (sound recording) that do not involve buying or leasing masters . . . . .	57		26 702		14.3	.6	X
	32200	Receipts from the use of sound recording studio . . . . .	1 488		664 248		90.9	90.9	X
	32210	Fees received from collecting royalties for music/sound recording copyright holders . . . . .	58		27 066		12.5	.5	X
	32220	Audio taping of conferences, seminars, and meetings . . . . .	66		19 880		6.2	.2	X
	32230	Radio show tape production/distribution . . . . .	52		19 327		18.2	.5	X
	39000	Merchandise sales . . . . .	269		97 625		13.8	2.0	60.6
	39038	Sales of other merchandise, not specified by type . . . . .	269		97 625		13.8	2.0	X
	39500	All other receipts . . . . .	338		95 429		28.7	4.1	58.2
	39531	All other receipts . . . . .	338		95 429		28.7	4.1	X
51229		Other sound recording industries . . . . .	491	X	462 817	X	100.0	80.8	
	32140	Receipts from sales, leasing, and licensing fees of master recordings . . . . .	9		9 699		87.7	1.8	X
	32190	Distribution for others of finished products (sound recording) that do not involve buying or leasing masters . . . . .	15		13 939		6.2	.1	X
	32220	Audio taping of conferences, seminars, and meetings . . . . .	47		32 171		28.9	6.3	X
	32230	Radio show tape production/distribution . . . . .	150		98 894		91.0	19.5	X
	39000	Merchandise sales . . . . .	16		8 418		16.3	.3	80.8
	39038	Sales of other merchandise, not specified by type . . . . .	16		8 418		16.3	.3	X
512290		Other sound recording industries . . . . .	491	X	462 817	X	100.0	80.8	
	32140	Receipts from sales, leasing, and licensing fees of master recordings . . . . .	9		9 699		87.7	1.8	X
	32190	Distribution for others of finished products (sound recording) that do not involve buying or leasing masters . . . . .	15		13 939		6.2	.1	X
	32220	Audio taping of conferences, seminars, and meetings . . . . .	47		32 171		28.9	6.3	X
	32230	Radio show tape production/distribution . . . . .	150		98 894		91.0	19.5	X
	39000	Merchandise sales . . . . .	16		8 418		16.3	.3	80.8
	39038	Sales of other merchandise, not specified by type . . . . .	16		8 418		16.3	.3	X

See footnotes at end of table.

**Table 1. Product Lines by Kind of Business for the United States: 2002—Con.**

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

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage <sup>2</sup> (percent)	
			Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total receipts of—			
						Estab-lishments with the product line	All estab-lishments <sup>1</sup>		
<b>51</b>		<b>Information—Con.</b>							
512		Motion picture and sound recording industries—Con.							
5122		Sound recording industries—Con.							
51229		Other sound recording industries—Con.							
512290		Other sound recording industries—Con.							
5122902		Producers of taped radio programs .....	143	X	93 410	X	100.0	75.6	
	32190	Distribution for others of finished products (sound recording) that do not involve buying or leasing masters .....	12		13 586	584	4.3	.6	X
	32200	Receipts from the use of sound recording studio .....	12		17 566	742	4.2	.8	X
	32230	Radio show tape production/distribution .....	143		93 410	89 694	96.0	96.0	X
	39000	Merchandise sales .....	7		3 419	199	5.8	.2	75.6
	39038	Sales of other merchandise, not specified by type .....	7		3 419	199	5.8	.2	X
	39500	All other receipts .....	25		17 011	2 149	12.6	2.3	75.6
	39531	All other receipts .....	25		17 011	2 149	12.6	2.3	X
5122909		All other sound recording industries .....	348	X	369 407	X	100.0		82.2
	32140	Receipts from sales, leasing, and licensing fees of master recordings ..	6		8 497	8 497	100.0	2.3	X
	32200	Receipts from the use of sound recording studio .....	30		17 641	12 459	70.6	3.4	X
	32220	Audio taping of conferences, seminars, and meetings .....	47		32 171	28 931	89.9	7.8	X
	32230	Radio show tape production/distribution .....	7		5 484	340	6.2	.1	X
	39000	Merchandise sales .....	9		4 999	1 171	23.4	.3	82.2
	39038	Sales of other merchandise, not specified by type .....	9		4 999	1 171	23.4	.3	X
515		Broadcasting (except Internet) .....	9 540	X	73 962 118	X	100.0		91.1
	32240	Air time - Radio broadcasting, including network compensation and advertising .....	6 435		15 404 976	14 313 794	92.9	19.4	X
	32250	Radio: Public and noncommercial programming services, including contributions, gifts, and grants .....	865		1 472 151	752 708	51.1	1.0	X
	32270	Radio: Production and postproduction services .....	114		618 651	10 213	1.7	Z	X
	32280	Radio: Program rights .....	136		1 499 392	59 646	4.0	.1	X
	32290	Radio: Other broadcasting services .....	724		3 456 627	191 942	5.6	.3	X
	32300	Air time - Television broadcasting, including network compensation and advertising .....	2 342		53 792 194	45 616 344	84.8	61.7	X
	32310	Television: Public and noncommercial programming services, including contributions, gifts, grants .....	400		2 090 601	1 472 936	70.5	2.0	X
	32320	Specialty programming (wholesaling) services -Television .....	240		13 501 572	7 235 203	53.6	9.8	X
	32330	Television: Production and postproduction services .....	939		14 625 987	516 921	3.5	.7	X
	32340	Television: Program rights .....	282		8 891 041	483 559	5.4	.7	X
	32350	Television: Other broadcasting services .....	311		9 291 846	737 814	7.9	1.0	X
	32370	Repair and maintenance of communications equipment, including broadcasting system equipment .....	96		240 496	15 428	6.4	Z	X
	32810	Sale of online advertising space: Broadcasting .....	377		8 096 064	91 279	1.1	.1	X
	35550	Internet access services .....	26		230 160	3 319	1.4	Z	X
	39000	Merchandise sales .....	323		5 930 275	352 286	5.9	.5	X
	39250	Rental or lease of goods and/or equipment .....	804		5 153 686	45 998	.9	.1	X
	39500	All other receipts .....	3 627		41 418 006	2 056 173	5.0	2.8	X
5151		Radio and television broadcasting .....	8 851	X	48 589 052	X	100.0		91.9
	32240	Air time - Radio broadcasting, including network compensation and advertising .....	6 435		15 404 976	14 313 794	92.9	29.5	90.6
	32241	Network compensation .....	2 653		8 645 046	268 181	3.1	.6	X
	32242	National and regional advertising (net) .....	5 054		14 681 357	3 869 435	26.4	8.0	X
	32243	Local advertising (net) .....	6 170		13 821 015	10 176 178	73.6	20.9	X
	32250	Radio: Public and noncommercial programming services, including contributions, gifts, and grants .....	865		1 472 151	752 708	51.1	1.5	X
	32260	Specialty programming (wholesaling) services - Audio .....	57		168 824	6 555	3.9	Z	X
	32270	Radio: Production and postproduction services .....	114		618 651	10 213	1.7	Z	X
	32280	Radio: Program rights .....	133		1 377 289	52 284	3.8	.1	X
	32290	Radio: Other broadcasting services .....	706		3 227 456	189 611	5.9	.4	X
	32300	Air time - Television broadcasting, including network compensation and advertising .....	1 796		31 759 785	30 238 438	95.2	62.2	90.8
	32301	Network compensation .....	907		14 877 534	1 390 272	9.3	2.9	X
	32302	National and regional advertising (net) .....	1 433		30 514 555	18 399 895	60.3	37.9	X
	32303	Local advertising (net) .....	1 654		20 151 431	10 448 271	51.8	21.5	X
	32310	Television: Public and noncommercial programming services, including contributions, gifts, grants .....	301		1 794 145	1 285 330	71.6	2.6	X
	32320	Specialty programming (wholesaling) services -Television .....	45		819 700	54 932	6.7	.1	X
	32330	Television: Production and postproduction services .....	861		12 457 759	270 100	2.2	.6	X
	32340	Television: Program rights .....	203		7 330 721	352 806	4.8	.7	X
	32350	Television: Other broadcasting services .....	252		7 442 751	220 898	3.0	.5	X
	32370	Repair and maintenance of communications equipment, including broadcasting system equipment .....	93		231 062	13 308	5.8	Z	X
	32810	Sale of online advertising space: Broadcasting .....	341		5 558 654	32 152	.6	.1	X
	35550	Internet access services .....	23		220 726	2 564	1.2	Z	91.1
	35552	Broadband .....	20		212 012	2 494	1.2	Z	X
	39000	Merchandise sales .....	221		1 240 023	41 385	3.3	.1	91.9
	39039	Sale of merchandise, not specified by type .....	221		1 240 023	41 385	3.3	.1	X
	39250	Rental or lease of goods and/or equipment .....	778		4 789 073	42 139	.9	.1	X
	39500	All other receipts .....	3 281		26 297 154	709 835	2.7	1.5	91.9
	39532	All other receipts .....	3 281		26 297 154	709 835	2.7	1.5	X
51511		Radio broadcasting .....	6 893	X	15 602 466	X	100.0		88.8
	32240	Air time - Radio broadcasting, including network compensation and advertising .....	6 384		14 910 827	14 212 160	95.3	91.1	87.5
	32241	Network compensation .....	2 640		8 427 986	267 459	3.2	1.7	X
	32242	National and regional advertising (net) .....	5 030		14 348 854	3 855 419	26.9	24.7	X
	32243	Local advertising (net) .....	6 123		13 352 793	10 089 282	75.6	64.7	X

See footnotes at end of table.

**Table 1. Product Lines by Kind of Business for the United States: 2002—Con.**

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

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage <sup>2</sup> (percent)
			Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total receipts of—		
						Estab-lishments with the product line	All estab-lishments <sup>1</sup>	
<b>51</b>		<b>Information—Con.</b>						
515		Broadcasting (except Internet)—Con.						
5151		Radio and television broadcasting—Con.						
51511		Radio broadcasting—Con.						
	32250	Radio: Public and noncommercial programming services, including contributions, gifts, and grants	810	1 012 702	685 073	67.6	4.4	X
	32260	Specialty programming (wholesaling) services - Audio	57	168 824	6 555	3.9	Z	X
	32270	Radio: Production and postproduction services	93	254 920	6 571	2.6	Z	X
	32280	Radio: Program rights	127	1 227 266	50 055	4.1	.3	X
	32290	Radio: Other broadcasting services	693	3 077 375	186 590	6.1	1.2	X
	32300	Air time - Television broadcasting, including network compensation and advertising	24	31 761	13 544	42.6	.1	84.8
	32302	National and regional advertising (net)	13	22 705	5 549	24.4	Z	X
	32303	Local advertising (net)	18	19 460	7 752	39.8	.1	X
	32310	Television: Public and noncommercial programming services, including contributions, gifts, grants	17	163 604	43 218	26.4	.3	X
	32320	Specialty programming (wholesaling) services -Television	7	12 976	1 204	9.3	Z	X
	32330	Television: Production and postproduction services	12	24 124	1 429	5.9	Z	X
	32350	Television: Other broadcasting services	8	17 741	528	3.0	Z	X
	32370	Repair and maintenance of communications equipment, including broadcasting system equipment	79	217 528	12 956	6.0	.1	X
	32810	Sale of online advertising space: Broadcasting	138	1 204 488	8 342	.7	.1	X
	35550	Internet access services	12	46 487	258	.6	Z	87.9
	35552	Broadband	10	46 377	258	.6	Z	X
	39000	Merchandise sales	140	499 272	31 383	6.3	.2	88.8
	39039	Sale of merchandise, not specified by type	140	499 272	31 383	6.3	.2	X
	39250	Rental or lease of goods and/or equipment	438	1 553 752	16 808	1.1	.1	X
	39500	All other receipts	2 447	7 362 645	325 515	4.4	2.1	88.7
	39532	All other receipts	2 447	7 362 645	325 515	4.4	2.1	X
515111		Radio networks	599	X	2 099 149	X	100.0	81.3
	32240	Air time - Radio broadcasting, including network compensation and advertising	416	1 940 869	1 677 865	86.4	79.9	80.1
	32241	Network compensation	103	339 647	36 356	10.7	1.7	X
	32242	National and regional advertising (net)	290	1 839 914	1 193 827	64.9	56.9	X
	32243	Local advertising (net)	242	616 745	447 682	72.6	21.3	X
	32250	Radio: Public and noncommercial programming services, including contributions, gifts, and grants	224	226 736	172 682	76.2	8.2	X
	32260	Specialty programming (wholesaling) services - Audio	6	121 161	1 199	1.0	.1	X
	32270	Radio: Production and postproduction services	23	48 690	1 828	3.8	.1	X
	32280	Radio: Program rights	52	1 023 460	24 872	2.4	1.2	X
	32290	Radio: Other broadcasting services	68	566 165	81 637	14.4	3.9	X
	32300	Air time - Television broadcasting, including network compensation and advertising	7	7 199	1 157	16.1	.1	X
	32302	Specialty programming (wholesaling) services -Television	7	12 976	1 204	9.3	.1	X
	32330	Television: Production and postproduction services	6	7 728	539	7.0	Z	X
	32370	Repair and maintenance of communications equipment, including broadcasting system equipment	10	16 245	232	1.4	Z	X
	32810	Sale of online advertising space: Broadcasting	18	381 414	4 215	1.1	.2	X
	39000	Merchandise sales	60	176 386	26 178	14.8	1.2	81.3
	39039	Sale of merchandise, not specified by type	60	176 386	26 178	14.8	1.2	X
	39250	Rental or lease of goods and/or equipment	23	36 160	364	1.0	Z	X
	39500	All other receipts	117	916 627	104 950	11.5	5.0	81.3
	39532	All other receipts	117	916 627	104 950	11.5	5.0	X
515112		Radio stations	6 294	X	13 503 317	X	100.0	89.9
	32240	Air time - Radio broadcasting, including network compensation and advertising	5 968	12 969 958	12 534 295	96.6	92.8	88.6
	32241	Network compensation	2 537	8 088 339	231 103	2.9	1.7	X
	32242	National and regional advertising (net)	4 740	12 508 940	2 661 592	21.3	19.7	X
	32243	Local advertising (net)	5 881	12 736 048	9 641 600	75.7	71.4	X
	32250	Radio: Public and noncommercial programming services, including contributions, gifts, and grants	586	785 966	512 391	65.2	3.8	X
	32260	Specialty programming (wholesaling) services - Audio	51	47 663	5 356	11.2	Z	X
	32270	Radio: Production and postproduction services	70	206 230	4 743	2.3	Z	X
	32280	Radio: Program rights	75	203 806	25 183	12.4	.2	X
	32290	Radio: Other broadcasting services	625	2 511 210	104 953	4.2	.8	X
	32300	Air time - Television broadcasting, including network compensation and advertising	17	24 562	12 387	50.4	.1	84.7
	32302	National and regional advertising (net)	8	15 836	4 623	29.2	Z	X
	32303	Local advertising (net)	15	19 130	7 521	39.3	.1	X
	32310	Television: Public and noncommercial programming services, including contributions, gifts, grants	17	163 604	43 218	26.4	.3	X
	32330	Television: Production and postproduction services	6	16 396	890	5.4	Z	X
	32350	Television: Other broadcasting services	7	9 607	447	4.7	Z	X
	32370	Repair and maintenance of communications equipment, including broadcasting system equipment	69	201 283	12 724	6.3	.1	X
	32810	Sale of online advertising space: Broadcasting	120	823 074	4 127	.5	Z	X
	35550	Internet access services	10	46 377	258	.6	Z	89.1
	35552	Broadband	10	46 377	258	.6	Z	X
	39000	Merchandise sales	80	322 886	5 205	1.6	Z	89.9
	39039	Sale of merchandise, not specified by type	80	322 886	5 205	1.6	Z	X
	39250	Rental or lease of goods and/or equipment	415	1 517 592	16 444	1.1	.1	X
	39500	All other receipts	2 330	6 446 018	220 565	3.4	1.6	89.9
	39532	All other receipts	2 330	6 446 018	220 565	3.4	1.6	X

See footnotes at end of table.



**Table 1. Product Lines by Kind of Business for the United States: 2002—Con.**

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

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage <sup>2</sup> (percent)
			Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total receipts of—		
						Establishments with the product line	All establishments <sup>1</sup>	
<b>51</b>		<b>Information—Con.</b>						
515		Broadcasting (except Internet)—Con.						
5151		Radio and television broadcasting—Con.						
51512		Television broadcasting .....	1 958	X	32 986 586	X	100.0	93.3
	32240	Air time - Radio broadcasting, including network compensation and advertising .....	51		494 149			93.3
	32241	Network compensation .....	13		217 060			X
	32242	National and regional advertising (net) .....	24		332 503			X
	32243	Local advertising (net) .....	47		468 222			X
	32250	Radio: Public and noncommercial programming services, including contributions, gifts, and grants .....	55		459 449			X
	32270	Radio: Production and postproduction services .....	21		363 731			X
	32280	Radio: Program rights .....	6		150 023			X
	32290	Radio: Other broadcasting services .....	13		150 081			X
	32300	Air time - Television broadcasting, including network compensation and advertising .....	1 772		31 728 024			92.2
	32301	Network compensation .....	906		14 869 542			X
	32302	National and regional advertising (net) .....	1 420		30 491 850			X
	32303	Local advertising (net) .....	1 636		20 131 971			X
	32310	Television: Public and noncommercial programming services, including contributions, gifts, grants .....	284		1 630 541			X
	32320	Specialty programming (wholesaling) services -Television .....	38		806 724			X
	32330	Television: Production and postproduction services .....	849		12 433 635			X
	32340	Television: Program rights .....	200		7 329 973			X
	32350	Television: Other broadcasting services .....	244		7 425 010			X
	32370	Repair and maintenance of communications equipment, including broadcasting system equipment .....	14		13 534			X
	32810	Sale of online advertising space: Broadcasting .....	203		4 354 166			X
	35550	Internet access services .....	11		174 239			92.6
	35552	Broadband .....	10		165 635			X
	39000	Merchandise sales .....	81		740 751			93.3
	39039	Sale of merchandise, not specified by type .....	81		740 751			X
	39250	Rental or lease of goods and/or equipment .....	340		3 235 321			X
	39500	All other receipts .....	834		18 934 509			93.3
	39532	All other receipts .....	834		18 934 509			X
515120		Television broadcasting .....	1 958	X	32 986 586	X	100.0	93.3
	32240	Air time - Radio broadcasting, including network compensation and advertising .....	51		494 149			93.3
	32241	Network compensation .....	13		217 060			X
	32242	National and regional advertising (net) .....	24		332 503			X
	32243	Local advertising (net) .....	47		468 222			X
	32250	Radio: Public and noncommercial programming services, including contributions, gifts, and grants .....	55		459 449			X
	32270	Radio: Production and postproduction services .....	21		363 731			X
	32280	Radio: Program rights .....	6		150 023			X
	32290	Radio: Other broadcasting services .....	13		150 081			X
	32300	Air time - Television broadcasting, including network compensation and advertising .....	1 772		31 728 024			92.2
	32301	Network compensation .....	906		14 869 542			X
	32302	National and regional advertising (net) .....	1 420		30 491 850			X
	32303	Local advertising (net) .....	1 636		20 131 971			X
	32310	Television: Public and noncommercial programming services, including contributions, gifts, grants .....	284		1 630 541			X
	32320	Specialty programming (wholesaling) services -Television .....	38		806 724			X
	32330	Television: Production and postproduction services .....	849		12 433 635			X
	32340	Television: Program rights .....	200		7 329 973			X
	32350	Television: Other broadcasting services .....	244		7 425 010			X
	32370	Repair and maintenance of communications equipment, including broadcasting system equipment .....	14		13 534			X
	32810	Sale of online advertising space: Broadcasting .....	203		4 354 166			X
	35550	Internet access services .....	11		174 239			92.6
	35552	Broadband .....	10		165 635			X
	39000	Merchandise sales .....	81		740 751			93.3
	39039	Sale of merchandise, not specified by type .....	81		740 751			X
	39250	Rental or lease of goods and/or equipment .....	340		3 235 321			X
	39500	All other receipts .....	834		18 934 509			93.3
	39532	All other receipts .....	834		18 934 509			X
5152		Cable and other subscription programming .....	689	X	25 373 066	X	100.0	89.7
	32290	Radio: Other broadcasting services .....	18		229 171			X
	32300	Air time - Television broadcasting, including network compensation and advertising .....	546		22 032 409			56.6
	32301	Network compensation .....	316		7 533 932			X
	32302	National and regional advertising (net) .....	461		21 764 253			X
	32303	Local advertising (net) .....	191		6 851 459			X
	32310	Television: Public and noncommercial programming services, including contributions, gifts, grants .....	99		296 456			X
	32320	Specialty programming (wholesaling) services -Television .....	195		12 681 872			X
	32330	Television: Production and postproduction services .....	78		2 168 228			X
	32340	Television: Program rights .....	79		1 560 320			X
	32350	Television: Other broadcasting services .....	59		1 849 095			X
	32810	Sale of online advertising space: Broadcasting .....	36		2 537 410			X
	39000	Merchandise sales .....	102		4 690 252			89.7
	39039	Sale of merchandise, not specified by type .....	102		4 690 252			X
	39250	Rental or lease of goods and/or equipment .....	26		364 613			X
	39500	All other receipts .....	346		15 120 852			89.7
	39532	All other receipts .....	346		15 120 852			X

See footnotes at end of table.

**Table 1. Product Lines by Kind of Business for the United States: 2002—Con.**

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

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage <sup>2</sup> (percent)		
			Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total receipts of—				
						Estab-lishments with the product line	All estab-lishments <sup>1</sup>			
<b>51</b>		<b>Information—Con.</b>								
515		Broadcasting (except Internet)—Con.								
5152		Cable and other subscription programming—Con.								
51521		Cable and other subscription programming .....	689	X	25 373 066	X	100.0	89.7		
	32290	Radio: Other broadcasting services .....	18		229 171		2 331	1.0	Z	X
	32300	Air time - Television broadcasting, including network compensation and advertising .....	546		22 032 409		15 377 906	69.8	60.6	56.6
	32301	Network compensation .....	316		7 533 932		3 589 478	47.6	14.1	X
	32302	National and regional advertising (net) .....	461		21 764 253		11 451 290	52.6	45.1	X
	32303	Local advertising (net) .....	191		6 851 459		337 138	4.9	1.3	X
	32310	Television: Public and noncommercial programming services, including contributions, gifts, grants .....	99		296 456		187 606	63.3	.7	X
	32320	Specialty programming (wholesaling) services -Television .....	195		12 691 872		7 180 271	56.6	28.3	X
	32330	Television: Production and postproduction services .....	78		2 168 228		246 821	11.4	1.0	X
	32340	Television: Program rights .....	79		1 560 320		130 753	8.4	.5	X
	32350	Television: Other broadcasting services .....	59		1 849 095		516 916	28.0	2.0	X
	32810	Sale of online advertising space: Broadcasting .....	36		2 537 410		59 127	2.3	.2	X
	39000	Merchandise sales .....	102		4 690 252		310 901	6.6	1.2	89.7
	39039	Sale of merchandise, not specified by type .....	102		4 690 252		310 901	6.6	1.2	X
	39250	Rental or lease of goods and/or equipment .....	26		364 613		3 859	1.1	Z	X
	39500	All other receipts .....	346		15 120 852		1 346 338	8.9	5.3	89.7
	39532	All other receipts .....	346		15 120 852		1 346 338	8.9	5.3	X
515210		Cable and other subscription programming .....	689	X	25 373 066	X	100.0			89.7
	32290	Radio: Other broadcasting services .....	18		229 171		2 331	1.0	Z	X
	32300	Air time - Television broadcasting, including network compensation and advertising .....	546		22 032 409		15 377 906	69.8	60.6	56.6
	32301	Network compensation .....	316		7 533 932		3 589 478	47.6	14.1	X
	32302	National and regional advertising (net) .....	461		21 764 253		11 451 290	52.6	45.1	X
	32303	Local advertising (net) .....	191		6 851 459		337 138	4.9	1.3	X
	32310	Television: Public and noncommercial programming services, including contributions, gifts, grants .....	99		296 456		187 606	63.3	.7	X
	32320	Specialty programming (wholesaling) services -Television .....	195		12 691 872		7 180 271	56.6	28.3	X
	32330	Television: Production and postproduction services .....	78		2 168 228		246 821	11.4	1.0	X
	32340	Television: Program rights .....	79		1 560 320		130 753	8.4	.5	X
	32350	Television: Other broadcasting services .....	59		1 849 095		516 916	28.0	2.0	X
	32810	Sale of online advertising space: Broadcasting .....	36		2 537 410		59 127	2.3	.2	X
	39000	Merchandise sales .....	102		4 690 252		310 901	6.6	1.2	89.7
	39039	Sale of merchandise, not specified by type .....	102		4 690 252		310 901	6.6	1.2	X
	39250	Rental or lease of goods and/or equipment .....	26		364 613		3 859	1.1	Z	X
	39500	All other receipts .....	346		15 120 852		1 346 338	8.9	5.3	89.7
	39532	All other receipts .....	346		15 120 852		1 346 338	8.9	5.3	X
516		Internet publishing and broadcasting .....	2 057	X	6 363 468	X	100.0			45.1
	31020	Newspapers - Internet - Subscriptions and sales: General newspapers .....	6		44 643		2 694	6.0	Z	X
	31080	Newspapers - Internet - Sale of advertising space: General newspapers .....	38		222 082		167 991	75.6	2.6	X
	31120	Printing services for others .....	6		4 158		112	2.7	Z	X
	31170	Sale of licensing of rights to content .....	497		1 590 069		689 276	43.3	10.8	X
	31180	Mailing lists, rental or sale .....	17		99 076		15 830	16.0	.1	X
	31200	Publishing services for others .....	13		7 570		4 605	60.8	.2	X
	31300	Books - Internet: Professional, technical, and scholarly books .....	23		S		83 128	S	1.3	X
	31540	Periodicals - Internet - Subscriptions and sales: General interest periodicals .....	136		503 957		454 145	90.1	7.1	X
	31550	Periodicals - Internet - Subscriptions and sales: Business (including farming), professional, and academic periodicals .....	66		79 113		67 264	85.0	1.1	X
	31560	Periodicals - Internet - Subscriptions and sales: Other periodicals .....	11		5 849		5 669	96.9	.1	X
	31630	Periodicals - Internet - Sale of advertising space: General interest periodicals .....	138		608 612		524 863	86.2	8.2	X
	31640	Periodicals - Internet - Sale of advertising space: Business (including farming), professional, and academic periodicals .....	39		128 228		117 647	91.7	1.8	X
	31860	Directories - Internet - Subscriptions and sales .....	81		420 878		338 475	80.4	5.3	X
	31870	Directories - Internet - Sale of advertising space .....	44		396 352		343 632	86.7	5.4	X
	31920	Databases and other collections of information - Internet - Subscriptions and sales .....	134		1 431 261		1 095 976	76.6	17.2	X
	31930	Databases and other collections of information - Internet - Sale of advertising space .....	23		3 291		2 369	72.0	Z	X
	31970	Sale of Internet advertising space, not specified by type of publication ..	26		79 258		43 200	54.5	.7	X
	32670	Video and audio streaming services .....	20		69 634		41 590	59.7	.7	X
	32720	Sale of on-line advertising space: ISP, web search portals, and other information services, except Internet publishing .....	824		1 682 360		1 202 880	71.5	18.9	X
	32730	Information search services on a contract or fee basis .....	76		249 422		108 362	43.4	1.7	X
	32790	Stock photo services .....	6		3 357		670	20.0	Z	X
	33850	Other Internet publishing, not specified by type of publication .....	88		125 224		101 256	80.9	1.6	X
	35000	Information technology (IT) technical consulting services .....	36		222 885		24 308	10.9	.4	X
	35050	Custom computer application design and development services .....	144		200 578		49 035	24.4	.8	X
	35200	Web site hosting services .....	57		38 684		2 241	5.8	Z	X
	35250	Application service provisioning .....	8		13 791		1 382	10.0	Z	X
	35450	Information technology (IT) infrastructure (computer) and network management services .....	13		31 646		6 206	19.6	.1	X
	35500	Information technology (IT) technical support services .....	26		200 491		10 332	5.2	.2	X
	35550	Internet access services .....	39		97 966		22 303	22.8	.4	X
	37820	Convention, trade shows, and other special event production and/or management .....	12		9 927		122	1.2	Z	X
	39000	Merchandise sales .....	144		463 290		65 548	14.1	1.0	X
	39500	All other receipts .....	700		2 914 958		708 956	24.3	11.1	X

See footnotes at end of table.

**Table 1. Product Lines by Kind of Business for the United States: 2002—Con.**

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

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage <sup>2</sup> (percent)
			Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total receipts of—		
						Estab-lishments with the product line	All estab-lishments <sup>1</sup>	
<b>51</b>		<b>Information—Con.</b>						
516		Internet publishing and broadcasting—Con.						
5161		Internet publishing and broadcasting .....	2 057	X	6 363 468	X	100.0	45.1
	31020	Newspapers - Internet - Subscriptions and sales: General newspapers ..	6	44 643	2 694	6.0	Z	X
	31080	Newspapers - Internet - Sale of advertising space: General newspapers .....	38	222 082	167 991	75.6	2.6	37.4
	31081	Daily .....	38	222 082	167 991	75.6	2.6	X
	31120	Printing services for others .....	6	4 158	112	2.7	Z	X
	31170	Sale or licensing of rights to content .....	497	1 590 069	689 276	43.3	10.8	X
	31180	Mailing lists, rental or sale .....	17	99 076	15 830	16.0	.2	X
	31200	Publishing services for others .....	13	7 570	4 605	60.8	.1	X
	31300	Books - Internet: Professional, technical, and scholarly books .....	23	S	83 128	S	1.3	X
	31540	Periodicals - Internet - Subscriptions and sales: General interest periodicals .....	136	503 957	454 145	90.1	7.1	X
	31550	Periodicals - Internet - Subscriptions and sales: Business (including farming), professional, and academic periodicals .....	66	79 113	67 264	85.0	1.1	X
	31560	Periodicals - Internet - Subscriptions and sales: Other periodicals .....	11	5 849	5 669	96.9	.1	X
	31630	Periodicals - Internet - Sale of advertising space: General interest periodicals .....	138	608 612	524 863	86.2	8.2	35.7
	31631	Arts, culture, leisure, and entertainment periodicals .....	48	145 818	107 413	73.7	1.7	X
	31632	Home and living periodicals .....	6	5 858	2 076	35.4	Z	X
	31633	Political, social, and business news periodicals .....	58	113 756	30 044	26.4	.5	X
	31634	Other general interest periodicals .....	23	S	385 330	S	6.1	X
	31640	Periodicals - Internet - Sale of advertising space: Business (including farming), professional, and academic periodicals .....	39	128 228	117 647	91.7	1.8	X
	31860	Directories - Internet - Subscriptions and sales .....	81	420 878	338 475	80.4	5.3	X
	31870	Directories - Internet - Sale of advertising space .....	44	396 352	343 632	86.7	5.4	X
	31920	Databases and other collections of information - Internet - Subscriptions and sales .....	134	1 431 261	1 095 976	76.6	17.2	X
	31930	Databases and other collections of information - Internet - Sale of advertising space .....	23	3 291	2 369	72.0	Z	X
	31970	Sale of Internet advertising space, not specified by type of publication ..	26	79 258	43 200	54.5	.7	X
	32670	Video and audio streaming services .....	20	69 634	41 590	59.7	.7	X
	32720	Sale of on-line advertising space: ISPs, web search portals, and other information services, except Internet publishing .....	824	1 682 360	1 202 880	71.5	18.9	X
	32730	Information search services, except Internet publishing .....	76	249 422	108 362	43.4	1.7	X
	32790	Stock photo services .....	6	3 357	670	20.0	Z	X
	33850	Other Internet publishing, not specified by type of publication .....	88	125 224	101 256	80.9	1.6	44.9
	33852	Other Internet publishing, excluding books .....	6	8 169	163	2.0	Z	X
	33853	Other Internet publishing, excluding periodicals .....	6	524	478	91.2	Z	X
	33854	Other Internet publishing, excluding cards, calendars, patterns, yearbooks, and posters .....	70	102 067	97 863	95.9	1.5	X
	33855	Other Internet publishing, excluding directories .....	6	14 464	2 752	19.0	Z	X
	35000	Information technology (IT) technical consulting services .....	36	222 885	24 308	10.9	.4	X
	35050	Custom computer application design and development services .....	144	200 578	49 035	24.4	.8	42.2
	35051	Web site design and development services .....	134	190 354	33 670	17.7	.5	X
	35052	Database design and development services .....	22	8 632	265	3.1	Z	X
	35053	Customization and integration of cross-industry application software ..	11	25 829	12 175	47.1	.2	X
	35200	Web site hosting services .....	57	38 684	2 241	5.8	Z	45.1
	35201	Web site hosting services with integration of related applications .....	30	36 500	2 087	5.7	Z	X
	35202	Web site hosting services without integration of related applications ..	33	5 671	154	2.7	Z	X
	35250	Application service provisioning .....	8	13 791	1 382	10.0	Z	45.1
	35251	Application service provisioning with integration services .....	8	13 791	1 382	10.0	Z	X
	35450	Information technology (IT) infrastructure (computer) and network management services .....	13	31 646	6 206	19.6	.1	X
	35500	Information technology (IT) technical support services .....	26	200 491	10 332	5.2	.2	45.1
	35501	Software-related technical support services .....	26	200 491	10 320	5.1	.2	X
	35550	Internet access services .....	39	97 966	22 303	22.8	.4	45.1
	35552	Broadband .....	39	97 966	22 303	22.8	.4	X
	37820	Convention, trade shows, and other special event production and/or management .....	12	9 927	122	1.2	Z	X
	39000	Merchandise sales .....	144	463 290	65 548	14.1	1.0	41.4
	39032	Resale of merchandise, not specified by type .....	19	76 120	8 372	11.0	.1	X
	39043	Sale of merchandise, excluding computer hardware and software .....	112	332 333	55 936	16.8	.9	X
	39500	All other receipts .....	700	2 914 958	708 956	24.3	11.1	41.0
51611		Internet publishing and broadcasting .....	2 057	X	6 363 468	X	100.0	45.1
	31020	Newspapers - Internet - Subscriptions and sales: General newspapers ..	6	44 643	2 694	6.0	Z	X
	31080	Newspapers - Internet - Sale of advertising space: General newspapers .....	38	222 082	167 991	75.6	2.6	37.4
	31081	Daily .....	38	222 082	167 991	75.6	2.6	X
	31120	Printing services for others .....	6	4 158	112	2.7	Z	X
	31170	Sale or licensing of rights to content .....	497	1 590 069	689 276	43.3	10.8	X
	31180	Mailing lists, rental or sale .....	17	99 076	15 830	16.0	.2	X
	31200	Publishing services for others .....	13	7 570	4 605	60.8	.1	X
	31300	Books - Internet: Professional, technical, and scholarly books .....	23	S	83 128	S	1.3	X
	31540	Periodicals - Internet - Subscriptions and sales: General interest periodicals .....	136	503 957	454 145	90.1	7.1	X
	31550	Periodicals - Internet - Subscriptions and sales: Business (including farming), professional, and academic periodicals .....	66	79 113	67 264	85.0	1.1	X
	31560	Periodicals - Internet - Subscriptions and sales: Other periodicals .....	11	5 849	5 669	96.9	.1	X
	31630	Periodicals - Internet - Sale of advertising space: General interest periodicals .....	138	608 612	524 863	86.2	8.2	35.7
	31631	Arts, culture, leisure, and entertainment periodicals .....	48	145 818	107 413	73.7	1.7	X
	31632	Home and living periodicals .....	6	5 858	2 076	35.4	Z	X
	31633	Political, social, and business news periodicals .....	58	113 756	30 044	26.4	.5	X
	31634	Other general interest periodicals .....	23	S	385 330	S	6.1	X
	31640	Periodicals - Internet - Sale of advertising space: Business (including farming), professional, and academic periodicals .....	39	128 228	117 647	91.7	1.8	X
	31860	Directories - Internet - Subscriptions and sales .....	81	420 878	338 475	80.4	5.3	X
	31870	Directories - Internet - Sale of advertising space .....	44	396 352	343 632	86.7	5.4	X

See footnotes at end of table.

**Table 1. Product Lines by Kind of Business for the United States: 2002—Con.**

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

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage <sup>2</sup> (percent)
			Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total receipts of—		
						Establishments with the product line	All establishments <sup>1</sup>	
<b>51</b>		<b>Information—Con.</b>						
516		Internet publishing and broadcasting—Con.						
5161		Internet publishing and broadcasting—Con.						
51611		Internet publishing and broadcasting—Con.						
	31920	Databases and other collections of information - Internet - Subscriptions and sales	134	1 431 261	1 095 976	76.6	17.2	X
	31930	Databases and other collections of information - Internet - Sale of advertising space	23	3 291	2 369	72.0	Z	X
	31970	Sale of Internet advertising space, not specified by type of publication	26	79 258	43 200	54.5	.7	X
	32670	Video and audio streaming services	20	69 634	41 590	59.7	.7	X
	32720	Sale of on-line advertising space: ISP's, web search portals, and other information services, except Internet publishing	824	1 682 360	1 202 880	71.5	18.9	X
	32730	Information search services on a contract or fee basis	76	249 422	108 362	43.4	1.7	X
	32790	Stock photo services	6	3 357	670	20.0	Z	X
	33850	Other Internet publishing, not specified by type of publication	88	125 224	101 256	80.9	1.6	44.9
	33852	Other Internet publishing, excluding books	6	8 169	163	2.0	Z	X
	33853	Other Internet publishing, excluding periodicals	6	524	478	91.2	Z	X
	33854	Other Internet publishing, excluding cards, calendars, patterns, yearbooks, and posters	70	102 067	97 863	95.9	1.5	X
	33855	Other Internet publishing, excluding directories	6	14 464	2 752	19.0	Z	X
	35000	Information technology (IT) technical consulting services	36	222 885	24 308	10.9	.4	X
	35050	Custom computer application design and development services	144	200 578	49 035	24.4	.8	42.2
	35051	Web site design and development services	134	190 354	33 670	17.7	.5	X
	35052	Database design and development services	22	8 632	265	3.1	Z	X
	35053	Customization and integration of cross-industry application software	11	25 829	12 175	47.1	.2	X
	35200	Web site hosting services	57	38 684	2 241	5.8	Z	45.1
	35201	Web site hosting services with integration of related applications	30	36 500	2 087	5.7	Z	X
	35202	Web site hosting services without integration of related applications	33	5 671	154	2.7	Z	X
	35250	Application service provisioning	8	13 791	1 382	10.0	Z	45.1
	35251	Application service provisioning with integration services	8	13 791	1 382	10.0	Z	X
	35450	Information technology (IT) infrastructure (computer) and network management services	13	31 646	6 206	19.6	.1	X
	35500	Information technology (IT) technical support services	26	200 491	10 332	5.2	.2	45.1
	35501	Software-related technical support services	26	200 491	10 320	5.1	.2	X
	35550	Internet access services	39	97 966	22 303	22.8	.4	45.1
	35552	Broadband	39	97 966	22 303	22.8	.4	X
	37820	Convention, trade shows, and other special event production and/or management	12	9 927	122	1.2	Z	X
	39000	Merchandise sales	144	463 290	65 548	14.1	1.0	41.4
	39032	Resale of merchandise, not specified by type	19	76 120	8 372	11.0	.1	X
	39043	Sale of merchandise, excluding computer hardware and software	112	332 333	55 936	16.8	.9	X
	39500	All other receipts	700	2 914 958	708 956	24.3	11.1	41.0
516110		Internet publishing and broadcasting	2 057	X	6 363 468	X	100.0	45.1
	31020	Newspapers - Internet - Subscriptions and sales: General newspapers	6	44 643	2 694	6.0	Z	X
	31080	Newspapers - Internet - Sale of advertising space: General newspapers	38	222 082	167 991	75.6	2.6	37.4
	31081	Daily	38	222 082	167 991	75.6	2.6	X
	31120	Printing services for others	6	4 158	112	2.7	Z	X
	31170	Sale or licensing of rights to content	497	1 590 069	689 276	43.3	10.8	X
	31180	Mailing lists, rental or sale	17	99 076	15 830	16.0	.2	X
	31200	Publishing services for others	13	7 570	4 605	60.8	.1	X
	31300	Books - Internet: Professional, technical, and scholarly books	23	S	83 128	S	1.3	X
	31540	Periodicals - Internet - Subscriptions and sales: General interest periodicals	136	503 957	454 145	90.1	7.1	X
	31550	Periodicals - Internet - Subscriptions and sales: Business (including farming), professional, and academic periodicals	66	79 113	67 264	85.0	1.1	X
	31560	Periodicals - Internet - Subscriptions and sales: Other periodicals	11	5 849	5 669	96.9	.1	X
	31630	Periodicals - Internet - Sale of advertising space: General interest periodicals	138	608 612	524 863	86.2	8.2	35.7
	31631	Arts, culture, leisure, and entertainment periodicals	48	145 818	107 413	73.7	1.7	X
	31632	Home and living periodicals	6	5 858	2 076	35.4	Z	X
	31633	Political, social, and business news periodicals	58	113 756	30 044	26.4	.5	X
	31634	Other general interest periodicals	23	S	385 330	S	6.1	X
	31640	Periodicals - Internet - Sale of advertising space: Business (including farming), professional, and academic periodicals	39	128 228	117 647	91.7	1.8	X
	31860	Directories - Internet - Subscriptions and sales	81	420 878	338 475	80.4	5.3	X
	31870	Directories - Internet - Sale of advertising space	44	396 352	343 632	86.7	5.4	X
	31920	Databases and other collections of information - Internet - Subscriptions and sales	134	1 431 261	1 095 976	76.6	17.2	X
	31930	Databases and other collections of information - Internet - Sale of advertising space	23	3 291	2 369	72.0	Z	X
	31970	Sale of Internet advertising space, not specified by type of publication	26	79 258	43 200	54.5	.7	X
	32670	Video and audio streaming services	20	69 634	41 590	59.7	.7	X
	32720	Sale of on-line advertising space: ISP's, web search portals, and other information services, except Internet publishing	824	1 682 360	1 202 880	71.5	18.9	X
	32730	Information search services on a contract or fee basis	76	249 422	108 362	43.4	1.7	X
	32790	Stock photo services	6	3 357	670	20.0	Z	X
	33850	Other Internet publishing, not specified by type of publication	88	125 224	101 256	80.9	1.6	44.9
	33852	Other Internet publishing, excluding books	6	8 169	163	2.0	Z	X
	33853	Other Internet publishing, excluding periodicals	6	524	478	91.2	Z	X
	33854	Other Internet publishing, excluding cards, calendars, patterns, yearbooks, and posters	70	102 067	97 863	95.9	1.5	X
	33855	Other Internet publishing, excluding directories	6	14 464	2 752	19.0	Z	X
	35000	Information technology (IT) technical consulting services	36	222 885	24 308	10.9	.4	X
	35050	Custom computer application design and development services	144	200 578	49 035	24.4	.8	42.2
	35051	Web site design and development services	134	190 354	33 670	17.7	.5	X
	35052	Database design and development services	22	8 632	265	3.1	Z	X
	35053	Customization and integration of cross-industry application software	11	25 829	12 175	47.1	.2	X

See footnotes at end of table.

**Table 1. Product Lines by Kind of Business for the United States: 2002—Con.**

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

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage <sup>2</sup> (percent)
			Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total receipts of—		
						Estab-lishments with the product line	All estab-lishments <sup>1</sup>	
<b>51</b>		<b>Information—Con.</b>						
516		Internet publishing and broadcasting—Con.						
5161		Internet publishing and broadcasting—Con.						
51611		Internet publishing and broadcasting—Con.						
516110		Internet publishing and broadcasting—Con.						
	35200	Web site hosting services .....	57	38 684	2 241	5.8	Z	45.1
	35201	Web site hosting services with integration of related applications .....	30	36 500	2 087	5.7	Z	X
	35202	Web site hosting services without integration of related applications ..	33	5 671	154	2.7	Z	X
	35250	Application service provisioning .....	8	13 791	1 382	10.0	Z	45.1
	35251	Application service provisioning with integration services .....	8	13 791	1 382	10.0	Z	X
	35450	Information technology (IT) infrastructure (computer) and network management services .....	13	31 646	6 206	19.6	.1	X
	35500	Information technology (IT) technical support services .....	26	200 491	10 332	5.2	.2	45.1
	35501	Software-related technical support services .....	26	200 491	10 320	5.1	.2	X
	35550	Internet access services .....	39	97 966	22 303	22.8	.4	45.1
	35552	Broadband .....	39	97 966	22 303	22.8	.4	X
	37820	Convention, trade shows, and other special event production and/or management .....	12	9 927	122	1.2	Z	X
	39000	Merchandise sales .....	144	463 290	65 548	14.1	1.0	41.4
	39032	Resale of merchandise, not specified by type .....	19	76 120	8 372	11.0	.1	X
	39043	Sale of merchandise, excluding computer hardware and software .....	112	332 333	55 936	16.8	.9	X
	39500	All other receipts .....	700	2 914 958	708 956	24.3	11.1	41.0
517		Telecommunications .....	49 275	X	411 644 543	X	100.0	91.1
	31730	Mailing lists, rental or sale .....	N	N	4 459	N	Z	X
	32340	Television: Program rights .....	N	N	5 207	N	Z	X
	32380	Multichannel programming distribution services (analog and digital) .....	N	N	44 925 512	N	10.9	X
	32390	Air time - Program distribution networks: Advertising .....	N	N	3 200 248	N	.8	X
	32400	Cable and other program distribution: Related services .....	N	N	3 232 094	N	.8	X
	32410	Production and postproduction services - Television .....	N	N	1 183	N	Z	X
	32420	Carrier services, including network access services to other telecommunication carriers .....	N	N	59 420 695	N	14.4	X
	32430	Basic fixed local telephony - Residential .....	N	N	37 601 274	N	9.1	X
	32440	Basic fixed local telephony - Business .....	N	N	27 737 460	N	6.7	X
	32450	Basic fixed local telephony - Public .....	N	N	7 985 005	N	1.9	X
	32460	Calling features, including call waiting, caller ID, voice mail - Fixed telephony .....	N	N	11 721 785	N	2.8	X
	32470	Basic fixed long distance telephony - Outbound - Residential .....	N	N	26 865 984	N	6.5	X
	32480	Basic fixed long distance telephony - Outbound - Business .....	N	N	19 699 084	N	4.8	X
	32490	Basic fixed long distance telephony - Outbound - Public .....	N	N	1 281 832	N	.3	X
	32500	Basic fixed long distance telephony - Inbound .....	N	N	8 581 785	N	2.1	X
	32510	Basic fixed all distance telephony .....	N	N	1 343 414	N	.3	X
	32520	Private network services .....	N	N	9 242 697	N	2.2	X
	32530	Data transmission services .....	N	N	9 871 992	N	2.4	X
	32540	Mobile local access and use <sup>4</sup> .....	N	N	63 365 037	N	15.4	X
	32550	Calling features, including call waiting, caller ID, voice mail - Mobile telephony <sup>4</sup> .....	N	N	2 676 614	N	.7	X
	32560	Mobile long distance telephony <sup>4</sup> .....	N	N	6 316 454	N	1.5	X
	32570	Mobile all distance telephony <sup>4</sup> .....	N	N	10 219 297	N	2.5	X
	32580	Messaging (paging) services <sup>4</sup> .....	N	N	3 226 518	N	.8	X
	32590	Mobile dispatch services <sup>4</sup> .....	N	N	143 014	N	Z	X
	32600	Other telecommunication services, including telegraph, audio conferencing, telex, etc. ....	N	N	11 958 257	N	2.9	X
	32610	Telecommunications network installation services .....	N	N	1 235 212	N	.3	X
	32620	Telecommunications equipment sales .....	N	N	8 186 484	N	2.0	X
	32630	Telecommunications equipment rental, including leasing .....	N	N	857 139	N	.2	X
	32640	Telecommunications equipment maintenance .....	N	N	1 489 326	N	.4	X
	32650	Sale of directory advertising space - print, not specified by type .....	N	N	1 050 749	N	.3	X
	32710	Internet backbone services .....	N	N	2 580 840	N	.6	X
	35100	Computer network design and development services .....	N	N	963 132	N	.2	X
	35550	Internet access services .....	N	N	13 972 400	N	3.4	X
	39000	Merchandise sales .....	N	N	115 527	N	Z	X
	39500	All other receipts .....	N	N	10 566 833	N	2.6	X
5171		Wired telecommunications carriers .....	27 955	X	237 697 299	X	100.0	93.5
	31730	Mailing lists, rental or sale .....	Q	Q	1 140	Q	Z	X
	32380	Multichannel programming distribution services (analog and digital) .....	Q	Q	287 231	Q	.1	X
	32420	Carrier services, including network access services to other telecommunication carriers .....	Q	Q	52 321 277	Q	22.0	X
	32430	Basic fixed local telephony - Residential .....	Q	Q	35 937 721	Q	15.1	X
	32440	Basic fixed local telephony - Business .....	Q	Q	26 729 461	Q	11.2	X
	32450	Basic fixed local telephony - Public .....	Q	Q	7 866 177	Q	3.3	X
	32460	Calling features, including call waiting, caller ID, voice mail - Fixed telephony .....	Q	Q	11 584 733	Q	4.9	93.1
	32461	Residential .....	Q	Q	8 705 677	Q	3.7	X
	32462	Business .....	Q	Q	2 879 056	Q	1.2	X
	32470	Basic fixed long distance telephony - Outbound - Residential .....	Q	Q	24 360 337	Q	10.2	X
	32480	Basic fixed long distance telephony - Outbound - Business .....	Q	Q	18 358 774	Q	7.7	61.0
	32481	Switched access outbound - Intrastate .....	Q	Q	3 066 057	Q	1.3	X
	32482	Switched access outbound - Interstate .....	Q	Q	7 561 204	Q	3.2	X
	32483	Switched access outbound - International .....	Q	Q	2 301 844	Q	1.0	X
	32484	Special access outbound - Intrastate .....	Q	Q	1 538 590	Q	.6	X
	32485	Special access outbound - Interstate .....	Q	Q	3 839 642	Q	1.6	X
	32486	Special access outbound - International .....	Q	Q	51 437	Q	Z	X
	32490	Basic fixed long distance telephony - Outbound - Public .....	Q	Q	1 116 574	Q	.5	X
	32500	Basic fixed long distance telephony - Inbound .....	Q	Q	8 072 895	Q	3.4	56.6
	32510	Basic fixed all distance telephony .....	Q	Q	1 056 432	Q	.4	X

See footnotes at end of table.

**Table 1. Product Lines by Kind of Business for the United States: 2002—Con.**

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

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage <sup>2</sup> (percent)
			Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total receipts of—		
						Establishments with the product line	All establishments <sup>1</sup>	
<b>51</b>		<b>Information—Con.</b>						
517		Telecommunications—Con.						
5171		Wired telecommunications carriers—Con.						
	32520	Private network services	Q	Q	8 805 492	Q	3.7	72.5
	32521	Intrastate toll service	Q	Q	955 254	Q	.4	X
	32522	Interstate toll service	Q	Q	7 312 739	Q	3.1	X
	32523	International toll service	Q	Q	537 499	Q	.2	X
	32530	Data transmission services	Q	Q	9 015 070	Q	3.8	X
	32540	Mobile local access and use <sup>4</sup>	Q	Q	92 739	Q	Z	X
	32550	Calling features, including call waiting, caller ID, voice mail - Mobile telephony <sup>4</sup>	Q	Q	8 661	Q	Z	X
	32560	Mobile long distance telephony <sup>4</sup>	Q	Q	65 437	Q	Z	X
	32570	Mobile all distance telephony <sup>4</sup>	Q	Q	7 815	Q	Z	X
	32580	Messaging (paging) services <sup>4</sup>	Q	Q	567 680	Q	.2	X
	32600	Other telecommunication services, including telegraph, audio conferencing, telex, etc.	Q	Q	4 995 055	Q	2.1	X
	32610	Telecommunications network installation services	Q	Q	1 024 039	Q	.4	X
	32620	Telecommunications equipment sales	Q	Q	2 218 674	Q	.9	X
	32630	Telecommunications equipment rental, including leasing	Q	Q	682 822	Q	.3	X
	32640	Telecommunications equipment maintenance	Q	Q	1 352 462	Q	.6	X
	32650	Sale of directory advertising space - print, not specified by type	Q	Q	1 050 203	Q	.4	X
	32710	Internet backbone services	Q	Q	2 446 769	Q	1.0	X
	35100	Computer network design and development services	Q	Q	945 771	Q	.4	92.9
	35102	Computer network design and development services, other than security	Q	Q	945 771	Q	.4	X
	35550	Internet access services	Q	Q	8 922 255	Q	3.8	78.5
	35551	Narrowband	Q	Q	2 959 070	Q	1.2	X
	35552	Broadband	Q	Q	5 963 185	Q	2.5	X
	39000	Merchandise sales	Q	Q	50 844	Q	Z	93.5
	39041	Sale of other merchandise, not specified by type	Q	Q	50 844	Q	Z	X
	39500	All other receipts	Q	Q	7 752 759	Q	3.3	93.5
	39534	All other receipts	Q	Q	7 752 759	Q	3.3	X
51711		Wired telecommunications carriers	27 955	X	237 697 299	X	100.0	93.5
	31730	Mailing lists, rental or sale	Q	Q	1 140	Q	Z	X
	32380	Multichannel programming distribution services (analog and digital)	Q	Q	287 231	Q	.1	X
	32420	Carrier services, including network access services to other telecommunication carriers	Q	Q	52 321 277	Q	22.0	X
	32430	Basic fixed local telephony - Residential	Q	Q	35 937 721	Q	15.1	X
	32440	Basic fixed local telephony - Business	Q	Q	26 729 461	Q	11.2	X
	32450	Basic fixed local telephony - Public	Q	Q	7 866 177	Q	3.3	X
	32460	Calling features, including call waiting, caller ID, voice mail - Fixed telephony	Q	Q	11 584 733	Q	4.9	93.1
	32461	Residential	Q	Q	8 705 677	Q	3.7	X
	32462	Business	Q	Q	2 879 056	Q	1.2	X
	32470	Basic fixed long distance telephony - Outbound - Residential	Q	Q	24 360 337	Q	10.2	X
	32480	Basic fixed long distance telephony - Outbound - Business	Q	Q	18 358 774	Q	7.7	61.0
	32481	Switched access outbound - Intrastate	Q	Q	3 066 057	Q	1.3	X
	32482	Switched access outbound - Interstate	Q	Q	7 561 204	Q	3.2	X
	32483	Switched access outbound - International	Q	Q	2 301 844	Q	1.0	X
	32484	Special access outbound - Intrastate	Q	Q	1 538 590	Q	.6	X
	32485	Special access outbound - Interstate	Q	Q	3 839 642	Q	1.6	X
	32486	Special access outbound - International	Q	Q	51 437	Q	Z	X
	32490	Basic fixed long distance telephony - Outbound - Public	Q	Q	1 116 574	Q	.5	X
	32500	Basic fixed long distance telephony - Inbound	Q	Q	8 072 895	Q	3.4	56.6
	32510	Basic fixed all distance telephony	Q	Q	1 056 432	Q	.4	X
	32520	Private network services	Q	Q	8 805 492	Q	3.7	72.5
	32521	Intrastate toll service	Q	Q	955 254	Q	.4	X
	32522	Interstate toll service	Q	Q	7 312 739	Q	3.1	X
	32523	International toll service	Q	Q	537 499	Q	.2	X
	32530	Data transmission services	Q	Q	9 015 070	Q	3.8	X
	32540	Mobile local access and use <sup>4</sup>	Q	Q	92 739	Q	Z	X
	32550	Calling features, including call waiting, caller ID, voice mail - Mobile telephony <sup>4</sup>	Q	Q	8 661	Q	Z	X
	32560	Mobile long distance telephony <sup>4</sup>	Q	Q	65 437	Q	Z	X
	32570	Mobile all distance telephony <sup>4</sup>	Q	Q	7 815	Q	Z	X
	32580	Messaging (paging) services <sup>4</sup>	Q	Q	567 680	Q	.2	X
	32600	Other telecommunication services, including telegraph, audio conferencing, telex, etc.	Q	Q	4 995 055	Q	2.1	X
	32610	Telecommunications network installation services	Q	Q	1 024 039	Q	.4	X
	32620	Telecommunications equipment sales	Q	Q	2 218 674	Q	.9	X
	32630	Telecommunications equipment rental, including leasing	Q	Q	682 822	Q	.3	X
	32640	Telecommunications equipment maintenance	Q	Q	1 352 462	Q	.6	X
	32650	Sale of directory advertising space - print, not specified by type	Q	Q	1 050 203	Q	.4	X
	32710	Internet backbone services	Q	Q	2 446 769	Q	1.0	X
	35100	Computer network design and development services	Q	Q	945 771	Q	.4	92.9
	35102	Computer network design and development services, other than security	Q	Q	945 771	Q	.4	X
	35550	Internet access services	Q	Q	8 922 255	Q	3.8	78.5
	35551	Narrowband	Q	Q	2 959 070	Q	1.2	X
	35552	Broadband	Q	Q	5 963 185	Q	2.5	X
	39000	Merchandise sales	Q	Q	50 844	Q	Z	93.5
	39041	Sale of other merchandise, not specified by type	Q	Q	50 844	Q	Z	X
	39500	All other receipts	Q	Q	7 752 759	Q	3.3	93.5
	39534	All other receipts	Q	Q	7 752 759	Q	3.3	X
517110		Wired telecommunications carriers	27 955	X	237 697 299	X	100.0	93.5
	31730	Mailing lists, rental or sale	Q	Q	1 140	Q	Z	X
	32380	Multichannel programming distribution services (analog and digital)	Q	Q	287 231	Q	.1	X
	32420	Carrier services, including network access services to other telecommunication carriers	Q	Q	52 321 277	Q	22.0	X

See footnotes at end of table.

**Table 1. Product Lines by Kind of Business for the United States: 2002—Con.**

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

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage <sup>2</sup> (percent)
			Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total receipts of—		
						Establishments with the product line	All establishments <sup>1</sup>	
<b>51</b>		<b>Information—Con.</b>						
517		Telecommunications—Con.						
5171		Wired telecommunications carriers—Con.						
51711		Wired telecommunications carriers—Con.						
517110		Wired telecommunications carriers—Con.						
	32430	Basic fixed local telephony - Residential .....	Q	Q	35 937 721	Q	15.1	X
	32440	Basic fixed local telephony - Business .....	Q	Q	26 729 461	Q	11.2	X
	32450	Basic fixed local telephony - Public .....	Q	Q	7 866 177	Q	3.3	X
	32460	Calling features, including call waiting, caller ID, voice mail - Fixed telephony .....	Q	Q	11 584 733	Q	4.9	93.1
	32461	Residential .....	Q	Q	8 705 677	Q	3.7	X
	32462	Business .....	Q	Q	2 879 056	Q	1.2	X
	32470	Basic fixed long distance telephony - Outbound - Residential .....	Q	Q	24 360 337	Q	10.2	X
	32480	Basic fixed long distance telephony - Outbound - Business .....	Q	Q	18 358 774	Q	7.7	61.0
	32481	Switched access outbound - Intrastate .....	Q	Q	3 066 057	Q	1.3	X
	32482	Switched access outbound - Interstate .....	Q	Q	7 561 204	Q	3.2	X
	32483	Switched access outbound - International .....	Q	Q	2 301 844	Q	1.0	X
	32484	Special access outbound - Intrastate .....	Q	Q	1 538 590	Q	.6	X
	32485	Special access outbound - Interstate .....	Q	Q	3 839 642	Q	1.6	X
	32486	Special access outbound - International .....	Q	Q	51 437	Q	.2	X
	32490	Basic fixed long distance telephony - Outbound - Public .....	Q	Q	1 116 574	Q	.5	X
	32500	Basic fixed long distance telephony - Inbound .....	Q	Q	8 072 895	Q	3.4	56.6
	32510	Basic fixed all distance telephony .....	Q	Q	1 056 432	Q	.4	X
	32520	Private network services .....	Q	Q	8 805 492	Q	3.7	72.5
	32521	Intrastate toll service .....	Q	Q	955 254	Q	.4	X
	32522	Interstate toll service .....	Q	Q	7 312 739	Q	3.1	X
	32523	International toll service .....	Q	Q	537 499	Q	.2	X
	32530	Data transmission services .....	Q	Q	9 015 070	Q	3.8	X
	32540	Mobile local access and use <sup>4</sup> .....	Q	Q	92 739	Q	.2	X
	32550	Calling features, including call waiting, caller ID, voice mail - Mobile telephony <sup>4</sup> .....	Q	Q	8 661	Q	.2	X
	32560	Mobile long distance telephony <sup>4</sup> .....	Q	Q	65 437	Q	.2	X
	32570	Mobile all distance telephony <sup>4</sup> .....	Q	Q	7 815	Q	.2	X
	32580	Messaging (paging) services <sup>4</sup> .....	Q	Q	567 680	Q	.2	X
	32600	Other telecommunication services, including telegraph, audio conferencing, telex, etc. ....	Q	Q	4 995 055	Q	2.1	X
	32610	Telecommunications network installation services .....	Q	Q	1 024 039	Q	.4	X
	32620	Telecommunications equipment sales .....	Q	Q	2 218 674	Q	.9	X
	32630	Telecommunications equipment rental, including leasing .....	Q	Q	682 822	Q	.3	X
	32640	Telecommunications equipment maintenance .....	Q	Q	1 352 462	Q	.6	X
	32650	Sale of directory advertising space - print, not specified by type .....	Q	Q	1 050 203	Q	.4	X
	32710	Internet backbone services .....	Q	Q	2 446 769	Q	1.0	X
	35100	Computer network design and development services .....	Q	Q	945 771	Q	.4	92.9
	35102	Computer network design and development services, other than security .....	Q	Q	945 771	Q	.4	X
	35550	Internet access services .....	Q	Q	8 922 255	Q	3.8	78.5
	35551	Narrowband .....	Q	Q	2 959 070	Q	1.2	X
	35552	Broadband .....	Q	Q	5 963 185	Q	2.5	X
	39000	Merchandise sales .....	Q	Q	50 844	Q	.2	93.5
	39041	Sale of other merchandise, not specified by type .....	Q	Q	50 844	Q	.2	X
	39500	All other receipts .....	Q	Q	7 752 759	Q	3.3	93.5
	39534	All other receipts .....	Q	Q	7 752 759	Q	3.3	X
5172		Wireless telecommunications carriers (except satellite) .....	11 155	X	99 192 758	X	100.0	92.3
	32380	Multichannel programming distribution services (analog and digital) .....	Q	Q	5 974	Q	.2	X
	32420	Carrier services, including network access services to other telecommunication carriers .....	Q	Q	2 859 208	Q	2.9	X
	32430	Basic fixed local telephony - Residential .....	Q	Q	32 818	Q	.1	X
	32440	Basic fixed local telephony - Business .....	Q	Q	29 090	Q	.1	X
	32450	Basic fixed local telephony - Public .....	Q	Q	3 042	Q	.1	X
	32460	Calling features, including call waiting, caller ID, voice mail - Fixed telephony .....	Q	Q	3 957	Q	.1	91.6
	32461	Residential .....	Q	Q	3 391	Q	.1	X
	32462	Business .....	Q	Q	566	Q	.1	X
	32470	Basic fixed long distance telephony - Outbound - Residential .....	Q	Q	1 986	Q	.1	X
	32480	Basic fixed long distance telephony - Outbound - Business .....	Q	Q	6 556	Q	.1	91.7
	32481	Switched access outbound - Intrastate .....	Q	Q	3 331	Q	.1	X
	32482	Switched access outbound - Interstate .....	Q	Q	3 085	Q	.1	X
	32483	Switched access outbound - International .....	Q	Q	74	Q	.1	X
	32500	Basic fixed long distance telephony - Inbound .....	Q	Q	33 484	Q	.1	92.3
	32510	Basic fixed all distance telephony .....	Q	Q	3 576	Q	.1	X
	32520	Private network services .....	Q	Q	6 598	Q	.1	90.3
	32521	Intrastate toll service .....	Q	Q	3 889	Q	.1	X
	32522	Interstate toll service .....	Q	Q	1 975	Q	.1	X
	32530	Data transmission services .....	Q	Q	15 722	Q	.1	X
	32540	Mobile local access and use <sup>4</sup> .....	Q	Q	62 787 922	Q	63.3	X
	32550	Calling features, including call waiting, caller ID, voice mail - Mobile telephony <sup>4</sup> .....	Q	Q	2 661 032	Q	2.7	X
	32560	Mobile long distance telephony <sup>4</sup> .....	Q	Q	6 243 196	Q	6.3	X
	32570	Mobile all distance telephony <sup>4</sup> .....	Q	Q	9 933 410	Q	10.0	X
	32580	Messaging (paging) services <sup>4</sup> .....	Q	Q	2 615 257	Q	2.6	X
	32590	Mobile dispatch services <sup>4</sup> .....	Q	Q	142 999	Q	.1	X
	32600	Other telecommunication services, including telegraph, audio conferencing, telex, etc. ....	Q	Q	4 528 296	Q	4.6	X
	32610	Telecommunications network installation services .....	Q	Q	175 246	Q	.2	X
	32620	Telecommunications equipment sales .....	Q	Q	5 686 863	Q	5.7	X
	32630	Telecommunications equipment rental, including leasing .....	Q	Q	150 217	Q	.2	X
	32640	Telecommunications equipment maintenance .....	Q	Q	130 729	Q	.1	X

See footnotes at end of table.

**Table 1. Product Lines by Kind of Business for the United States: 2002—Con.**

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

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage <sup>2</sup> (percent)
			Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total receipts of—		
						Establishments with the product line	All establishments <sup>1</sup>	
<b>51</b>		<b>Information—Con.</b>						
517		Telecommunications—Con.						
5172		Wireless telecommunications carriers (except satellite)—Con.						
	35100	Computer network design and development services . . . . .	Q	Q	2 611	Q	Z	92.3
	35102	Computer network design and development services, other than security . . . . .	Q	Q	2 611	Q	Z	X
	35550	Internet access services . . . . .	Q	Q	200 444	Q	.2	X
	39000	Merchandise sales . . . . .	Q	Q	44 986	Q	Z	91.4
	39041	Sale of other merchandise, not specified by type . . . . .	Q	Q	44 986	Q	Z	X
	39500	All other receipts . . . . .	Q	Q	886 509	Q	.9	92.3
	39534	All other receipts . . . . .	Q	Q	886 509	Q	.9	X
51721		Wireless telecommunications carriers (except satellite) . . . . .	11 155	X	99 192 758	X	100.0	92.3
	32380	Multichannel programming distribution services (analog and digital) . . . . .	Q	Q	5 974	Q	Z	X
	32420	Carrier services, including network access services to other telecommunication carriers . . . . .	Q	Q	2 859 208	Q	2.9	X
	32430	Basic fixed local telephony - Residential . . . . .	Q	Q	32 818	Q	Z	X
	32440	Basic fixed local telephony - Business . . . . .	Q	Q	29 090	Q	Z	X
	32450	Basic fixed local telephony - Public . . . . .	Q	Q	3 042	Q	Z	X
	32460	Calling features, including call waiting, caller ID, voice mail - Fixed telephony . . . . .	Q	Q	3 957	Q	Z	91.6
	32461	Residential . . . . .	Q	Q	3 391	Q	Z	X
	32462	Business . . . . .	Q	Q	566	Q	Z	X
	32470	Basic fixed long distance telephony - Outbound - Residential . . . . .	Q	Q	1 986	Q	Z	X
	32480	Basic fixed long distance telephony - Outbound - Business . . . . .	Q	Q	6 556	Q	Z	91.7
	32481	Switched access outbound - Intrastate . . . . .	Q	Q	3 331	Q	Z	X
	32482	Switched access outbound - Interstate . . . . .	Q	Q	3 085	Q	Z	X
	32483	Switched access outbound - International . . . . .	Q	Q	74	Q	Z	X
	32500	Basic fixed long distance telephony - Inbound . . . . .	Q	Q	33 484	Q	Z	92.3
	32510	Basic fixed all distance telephony . . . . .	Q	Q	3 576	Q	Z	X
	32520	Private network services . . . . .	Q	Q	6 598	Q	Z	90.3
	32521	Intrastate toll service . . . . .	Q	Q	3 889	Q	Z	X
	32522	Interstate toll service . . . . .	Q	Q	1 975	Q	Z	X
	32530	Data transmission services . . . . .	Q	Q	15 722	Q	Z	X
	32540	Mobile local access and use <sup>4</sup> . . . . .	Q	Q	62 787 922	Q	63.3	X
	32550	Calling features, including call waiting, caller ID, voice mail - Mobile telephony <sup>4</sup> . . . . .	Q	Q	2 661 032	Q	2.7	X
	32560	Mobile long distance telephony <sup>4</sup> . . . . .	Q	Q	6 243 196	Q	6.3	X
	32570	Mobile all distance telephony <sup>4</sup> . . . . .	Q	Q	9 933 410	Q	10.0	X
	32580	Messaging (paging) services <sup>4</sup> . . . . .	Q	Q	2 615 257	Q	2.6	X
	32590	Mobile dispatch services <sup>4</sup> . . . . .	Q	Q	142 999	Q	.1	X
	32600	Other telecommunication services, including telegraph, audio conferencing, telex, etc. . . . .	Q	Q	4 528 296	Q	4.6	X
	32610	Telecommunications network installation services . . . . .	Q	Q	175 246	Q	.2	X
	32620	Telecommunications equipment sales . . . . .	Q	Q	5 686 863	Q	5.7	X
	32630	Telecommunications equipment rental, including leasing . . . . .	Q	Q	150 217	Q	.2	X
	32640	Telecommunications equipment maintenance . . . . .	Q	Q	130 729	Q	.1	X
	35100	Computer network design and development services . . . . .	Q	Q	2 611	Q	Z	92.3
	35102	Computer network design and development services, other than security . . . . .	Q	Q	2 611	Q	Z	X
	35550	Internet access services . . . . .	Q	Q	200 444	Q	.2	X
	39000	Merchandise sales . . . . .	Q	Q	44 986	Q	Z	91.4
	39041	Sale of other merchandise, not specified by type . . . . .	Q	Q	44 986	Q	Z	X
	39500	All other receipts . . . . .	Q	Q	886 509	Q	.9	92.3
	39534	All other receipts . . . . .	Q	Q	886 509	Q	.9	X
517211		Paging . . . . .	1 643	X	2 662 566	X	100.0	60.4
	32380	Multichannel programming distribution services (analog and digital) . . . . .	Q	Q	3 043	Q	.1	X
	32420	Carrier services, including network access services to other telecommunication carriers . . . . .	Q	Q	8 133	Q	.3	X
	32430	Basic fixed local telephony - Residential . . . . .	Q	Q	1 543	Q	.1	X
	32440	Basic fixed local telephony - Business . . . . .	Q	Q	1 268	Q	Z	X
	32460	Calling features, including call waiting, caller ID, voice mail - Fixed telephony . . . . .	Q	Q	699	Q	Z	46.6
	32461	Residential . . . . .	Q	Q	499	Q	Z	X
	32470	Basic fixed long distance telephony - Outbound - Residential . . . . .	Q	Q	728	Q	Z	X
	32480	Basic fixed long distance telephony - Outbound - Business . . . . .	Q	Q	2 696	Q	.1	60.4
	32481	Switched access outbound - Intrastate . . . . .	Q	Q	1 427	Q	.1	X
	32482	Switched access outbound - Interstate . . . . .	Q	Q	1 269	Q	Z	X
	32500	Basic fixed long distance telephony - Inbound . . . . .	Q	Q	22	Q	Z	60.4
	32540	Mobile local access and use <sup>4</sup> . . . . .	Q	Q	8 919	Q	.3	X
	32550	Calling features, including call waiting, caller ID, voice mail - Mobile telephony <sup>4</sup> . . . . .	Q	Q	789	Q	Z	X
	32560	Mobile long distance telephony <sup>4</sup> . . . . .	Q	Q	469	Q	Z	X
	32570	Mobile all distance telephony <sup>4</sup> . . . . .	Q	Q	1 022	Q	Z	X
	32580	Messaging (paging) services <sup>4</sup> . . . . .	Q	Q	2 335 644	Q	87.7	X
	32590	Mobile dispatch services <sup>4</sup> . . . . .	Q	Q	3 850	Q	.1	X
	32600	Other telecommunication services, including telegraph, audio conferencing, telex, etc. . . . .	Q	Q	8 895	Q	.3	X
	32610	Telecommunications network installation services . . . . .	Q	Q	3 271	Q	.1	X
	32620	Telecommunications equipment sales . . . . .	Q	Q	109 850	Q	4.1	X
	32630	Telecommunications equipment rental, including leasing . . . . .	Q	Q	70 021	Q	2.6	X
	32640	Telecommunications equipment maintenance . . . . .	Q	Q	79 109	Q	3.0	X
	35550	Internet access services . . . . .	Q	Q	1 814	Q	.1	60.4
	35551	Narrowband . . . . .	Q	Q	1 436	Q	.1	X
	35552	Broadband . . . . .	Q	Q	378	Q	Z	X
	39000	Merchandise sales . . . . .	Q	Q	11 619	Q	.4	60.4
	39041	Sale of other merchandise, not specified by type . . . . .	Q	Q	11 619	Q	.4	X
	39500	All other receipts . . . . .	Q	Q	8 894	Q	.3	60.4
	39534	All other receipts . . . . .	Q	Q	8 894	Q	.3	X

See footnotes at end of table.



**Table 1. Product Lines by Kind of Business for the United States: 2002—Con.**

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

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage <sup>2</sup> (percent)
			Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total receipts of—		
						Establishments with the product line	All establishments <sup>1</sup>	
<b>51</b>		<b>Information—Con.</b>						
517		Telecommunications—Con.						
5172		Wireless telecommunications carriers (except satellite)—Con.						
51721		Wireless telecommunications carriers (except satellite)—Con.						
517212		Cellular and other wireless telecommunications .....	9 512	X	96 530 192	X	100.0	93.2
	32420	Carrier services, including network access services to other telecommunication carriers .....	Q	Q	2 851 075	Q	3.0	X
	32430	Basic fixed local telephony - Residential .....	Q	Q	31 275	Q	Z	X
	32440	Basic fixed local telephony - Business .....	Q	Q	27 822	Q	Z	X
	32460	Calling features, including call waiting, caller ID, voice mail - Fixed telephony .....	Q	Q	3 258	Q	Z	93.0
	32461	Residential .....	Q	Q	2 892	Q	Z	X
	32462	Business .....	Q	Q	366	Q	Z	X
	32470	Basic fixed long distance telephony - Outbound - Residential .....	Q	Q	1 258	Q	Z	X
	32480	Basic fixed long distance telephony - Outbound - Business .....	Q	Q	3 860	Q	Z	92.6
	32481	Switched access outbound - Intrastate .....	Q	Q	1 904	Q	Z	X
	32482	Switched access outbound - Interstate .....	Q	Q	1 816	Q	Z	X
	32483	Switched access outbound - International .....	Q	Q	74	Q	Z	X
	32500	Basic fixed long distance telephony - Inbound .....	Q	Q	33 462	Q	Z	93.2
	32510	Basic fixed all distance telephony .....	Q	Q	3 576	Q	Z	X
	32520	Private network services .....	Q	Q	6 541	Q	Z	91.1
	32521	Intrastate toll service .....	Q	Q	3 861	Q	Z	X
	32530	Data transmission services .....	Q	Q	15 722	Q	Z	X
	32540	Mobile local access and use <sup>4</sup> .....	Q	Q	62 779 003	Q	65.0	X
	32550	Calling features, including call waiting, caller ID, voice mail - Mobile telephony <sup>4</sup> .....	Q	Q	2 660 243	Q	2.8	X
	32560	Mobile long distance telephony <sup>4</sup> .....	Q	Q	6 242 727	Q	6.5	X
	32570	Mobile all distance telephony <sup>4</sup> .....	Q	Q	9 932 388	Q	10.3	X
	32580	Messaging (paging) services <sup>4</sup> .....	Q	Q	279 613	Q	.3	X
	32590	Mobile dispatch services <sup>4</sup> .....	Q	Q	139 149	Q	.1	X
	32600	Other telecommunication services, including telegraph, audio conferencing, telex, etc. ....	Q	Q	4 519 401	Q	4.7	X
	32610	Telecommunications network installation services .....	Q	Q	171 975	Q	.2	X
	32620	Telecommunications equipment sales .....	Q	Q	5 577 013	Q	5.8	X
	32630	Telecommunications equipment rental, including leasing .....	Q	Q	80 196	Q	.1	X
	32640	Telecommunications equipment maintenance .....	Q	Q	51 620	Q	.1	X
	35100	Computer network design and development services .....	Q	Q	2 611	Q	Z	93.2
	35102	Computer network design and development services, other than security .....	Q	Q	2 611	Q	Z	X
	35550	Internet access services .....	Q	Q	198 630	Q	.2	X
	39000	Merchandise sales .....	Q	Q	33 367	Q	Z	92.1
	39041	Sale of other merchandise, not specified by type .....	Q	Q	33 367	Q	Z	X
	39500	All other receipts .....	Q	Q	877 615	Q	.9	93.2
	39534	All other receipts .....	Q	Q	877 615	Q	.9	X
5173		Telecommunications resellers .....	2 525	X	9 716 887	X	100.0	50.7
	31730	Mailing lists, rental or sale .....	6		267 583		1.0	X
	32380	Multichannel programming distribution services (analog and digital) .....	14		10 844		33.8	X
	32420	Carrier services, including network access services to other telecommunication carriers .....	399		3 792 352		12.4	4.9
	32430	Basic fixed local telephony - Residential .....	801		4 084 431		27.6	11.6
	32440	Basic fixed local telephony - Business .....	693		3 627 221		26.3	9.8
	32450	Basic fixed local telephony - Public .....	166		240 825		48.0	1.2
	32460	Calling features, including call waiting, caller ID, voice mail - Fixed telephony .....	471		1 399 616		8.5	1.2
	32461	Residential .....	421		1 290 826		3.3	.4
	32462	Business .....	330		1 258 132		6.1	.8
	32470	Basic fixed long distance telephony - Outbound - Residential .....	761		5 489 304		44.4	25.1
	32480	Basic fixed long distance telephony - Outbound - Business .....	1 052		3 824 274		33.9	13.3
	32481	Switched access outbound - Intrastate .....	899		3 338 091		14.5	5.0
	32482	Switched access outbound - Interstate .....	853		2 984 398		10.7	3.3
	32483	Switched access outbound - International .....	654		2 709 672		9.4	2.6
	32484	Special access outbound - Intrastate .....	281		1 185 727		2.4	.3
	32485	Special access outbound - Interstate .....	289		1 166 530		16.2	1.9
	32486	Special access outbound - International .....	177		543 952		3.8	.2
	32490	Basic fixed long distance telephony - Outbound - Public .....	174		262 654		62.6	1.7
	32500	Basic fixed long distance telephony - Inbound .....	677		4 616 022		10.1	4.8
	32510	Basic fixed all distance telephony .....	222		733 940		32.6	2.5
	32520	Private network services .....	159		1 519 658		3.0	.5
	32521	Intrastate toll service .....	109		1 431 603		1.9	.3
	32522	Interstate toll service .....	58		115 818		14.0	.2
	32523	International toll service .....	39		68 877		3.0	.7
	32530	Data transmission services .....	150		488 133		35.7	7.3
	32540	Mobile local access and use <sup>4</sup> .....	364		2 048 036		48.4	37.6
	32550	Calling features, including call waiting, caller ID, voice mail - Mobile telephony <sup>4</sup> .....	153		159 112		6.921	4.4
	32560	Mobile long distance telephony <sup>4</sup> .....	100		137 056		7.821	5.7
	32570	Mobile all distance telephony <sup>4</sup> .....	145		389 803		24.3	60.1
	32580	Messaging (paging) services <sup>4</sup> .....	348		381 104		43.581	11.4
	32600	Other telecommunication services, including telegraph, audio conferencing, telex, etc. ....	339		1 519 878		72.4	33.2
	32610	Telecommunications network installation services .....	165		461 981		18.222	3.9
	32620	Telecommunications equipment sales .....	592		1 168 254		17.0668	14.6
	32630	Telecommunications equipment rental, including leasing .....	106		189 654		13.190	7.0
	32640	Telecommunications equipment maintenance .....	118		288 336		6.135	2.1
	32650	Sale of directory advertising space - print, not specified by type .....	113		33 521		251	.7
	32710	Internet backbone services .....	42		116 357		13.534	11.6
	35100	Computer network design and development services .....	34		67 686		8.959	13.2
	35102	Computer network design and development services, other than security .....	34		67 686		8.959	13.2

See footnotes at end of table.

**Table 1. Product Lines by Kind of Business for the United States: 2002—Con.**

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

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage <sup>2</sup> (percent)
			Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total receipts of—		
						Establishments with the product line	All establishments <sup>1</sup>	
<b>51</b>		<b>Information—Con.</b>						
517		Telecommunications—Con.						
5173		Telecommunications resellers—Con.						
	35550	Internet access services . . . . .	322	2 137 904	291 789	13.6	3.0	50.7
	35551	Narrowband . . . . .	125	453 444	49 464	10.9	.5	X
	35552	Broadband . . . . .	268	1 890 789	242 325	12.8	2.5	X
	39000	Merchandise sales . . . . .	179	483 198	19 697	4.1	.2	50.7
	39041	Sale of other merchandise, not specified by type . . . . .	179	483 198	19 697	4.1	.2	X
	39500	All other receipts . . . . .	503	4 081 957	187 111	4.6	1.9	50.6
	39534	All other receipts . . . . .	503	4 081 957	187 111	4.6	1.9	X
51731		Telecommunications resellers . . . . .	2 525	X	9 716 887	X	100.0	50.7
	31730	Mailing lists, rental or sale . . . . .	6	267 583	2 597	1.0	Z	X
	32380	Multichannel programming distribution services (analog and digital) . . . . .	14	10 844	3 663	33.8	Z	X
	32420	Carrier services, including network access services to other telecommunication carriers . . . . .	399	3 792 352	471 427	12.4	4.9	X
	32430	Basic fixed local telephony - Residential . . . . .	801	4 084 431	1 128 248	27.6	11.6	X
	32440	Basic fixed local telephony - Business . . . . .	693	3 627 221	953 183	26.3	9.8	X
	32450	Basic fixed local telephony - Public . . . . .	166	240 825	115 542	48.0	1.2	X
	32460	Calling features, including call waiting, caller ID, voice mail - Fixed telephony . . . . .	471	1 399 616	119 129	8.5	1.2	49.5
	32461	Residential . . . . .	421	1 290 826	42 001	3.3	.4	X
	32462	Business . . . . .	330	1 258 132	77 128	6.1	.8	X
	32470	Basic fixed long distance telephony - Outbound - Residential . . . . .	761	5 489 304	2 437 195	44.4	25.1	X
	32480	Basic fixed long distance telephony - Outbound - Business . . . . .	1 052	3 824 274	1 295 852	33.9	13.3	49.9
	32481	Switched access outbound - Intrastate . . . . .	899	3 338 091	485 058	14.5	5.0	X
	32482	Switched access outbound - Interstate . . . . .	853	2 984 398	318 378	10.7	3.3	X
	32483	Switched access outbound - International . . . . .	654	2 709 672	254 162	9.4	2.6	X
	32484	Special access outbound - Intrastate . . . . .	281	1 185 727	28 498	2.4	.3	X
	32485	Special access outbound - Interstate . . . . .	289	1 166 530	189 014	16.2	1.9	X
	32486	Special access outbound - International . . . . .	177	543 952	20 742	3.8	.2	X
	32490	Basic fixed long distance telephony - Outbound - Public . . . . .	174	262 654	164 333	62.6	1.7	X
	32500	Basic fixed long distance telephony - Inbound . . . . .	677	4 616 022	464 565	10.1	4.8	50.5
	32510	Basic fixed all distance telephony . . . . .	222	733 940	239 246	32.6	2.5	X
	32520	Private network services . . . . .	159	1 519 658	46 262	3.0	.5	50.7
	32521	Intrastate toll service . . . . .	109	1 431 603	26 959	1.9	.3	X
	32522	Interstate toll service . . . . .	58	115 818	16 236	14.0	.2	X
	32523	International toll service . . . . .	39	68 877	3 067	4.5	Z	X
	32530	Data transmission services . . . . .	150	488 133	35 742	7.3	.4	X
	32540	Mobile local access and use <sup>4</sup> . . . . .	364	2 048 036	484 376	23.7	5.0	X
	32550	Calling features, including call waiting, caller ID, voice mail - Mobile telephony <sup>4</sup> . . . . .	153	159 112	6 921	4.4	.1	X
	32560	Mobile long distance telephony <sup>4</sup> . . . . .	100	137 056	7 821	5.7	.1	X
	32570	Mobile all distance telephony <sup>4</sup> . . . . .	145	389 803	243 601	62.5	2.5	X
	32580	Messaging (paging) services <sup>4</sup> . . . . .	348	381 104	43 581	11.4	.4	X
	32600	Other telecommunication services, including telegraph, audio conferencing, telex, etc. . . . .	339	1 519 878	724 032	47.6	7.5	X
	32610	Telecommunications network installation services . . . . .	165	461 981	18 222	3.9	.2	X
	32620	Telecommunications equipment sales . . . . .	592	1 168 254	170 668	14.6	1.8	X
	32630	Telecommunications equipment rental, including leasing . . . . .	106	189 654	13 190	7.0	.1	X
	32640	Telecommunications equipment maintenance . . . . .	118	288 336	6 135	2.1	.1	X
	32650	Sale of directory advertising space - print, not specified by type . . . . .	113	33 521	251	.7	Z	X
	32710	Internet backbone services . . . . .	42	116 357	13 534	11.6	.1	X
	35100	Computer network design and development services . . . . .	34	67 686	8 959	13.2	.1	50.7
	35102	Computer network design and development services, other than security . . . . .	34	67 686	8 959	13.2	.1	X
	35550	Internet access services . . . . .	322	2 137 904	291 789	13.6	3.0	50.7
	35551	Narrowband . . . . .	125	453 444	49 464	10.9	.5	X
	35552	Broadband . . . . .	268	1 890 789	242 325	12.8	2.5	X
	39000	Merchandise sales . . . . .	179	483 198	19 697	4.1	.2	50.7
	39041	Sale of other merchandise, not specified by type . . . . .	179	483 198	19 697	4.1	.2	X
	39500	All other receipts . . . . .	503	4 081 957	187 111	4.6	1.9	50.6
	39534	All other receipts . . . . .	503	4 081 957	187 111	4.6	1.9	X
517310		Telecommunications resellers . . . . .	2 525	X	9 716 887	X	100.0	50.7
	31730	Mailing lists, rental or sale . . . . .	6	267 583	2 597	1.0	Z	X
	32380	Multichannel programming distribution services (analog and digital) . . . . .	14	10 844	3 663	33.8	Z	X
	32420	Carrier services, including network access services to other telecommunication carriers . . . . .	399	3 792 352	471 427	12.4	4.9	X
	32430	Basic fixed local telephony - Residential . . . . .	801	4 084 431	1 128 248	27.6	11.6	X
	32440	Basic fixed local telephony - Business . . . . .	693	3 627 221	953 183	26.3	9.8	X
	32450	Basic fixed local telephony - Public . . . . .	166	240 825	115 542	48.0	1.2	X
	32460	Calling features, including call waiting, caller ID, voice mail - Fixed telephony . . . . .	471	1 399 616	119 129	8.5	1.2	49.5
	32461	Residential . . . . .	421	1 290 826	42 001	3.3	.4	X
	32462	Business . . . . .	330	1 258 132	77 128	6.1	.8	X
	32470	Basic fixed long distance telephony - Outbound - Residential . . . . .	761	5 489 304	2 437 195	44.4	25.1	X
	32480	Basic fixed long distance telephony - Outbound - Business . . . . .	1 052	3 824 274	1 295 852	33.9	13.3	49.9
	32481	Switched access outbound - Intrastate . . . . .	899	3 338 091	485 058	14.5	5.0	X
	32482	Switched access outbound - Interstate . . . . .	853	2 984 398	318 378	10.7	3.3	X
	32483	Switched access outbound - International . . . . .	654	2 709 672	254 162	9.4	2.6	X
	32484	Special access outbound - Intrastate . . . . .	281	1 185 727	28 498	2.4	.3	X
	32485	Special access outbound - Interstate . . . . .	289	1 166 530	189 014	16.2	1.9	X
	32486	Special access outbound - International . . . . .	177	543 952	20 742	3.8	.2	X
	32490	Basic fixed long distance telephony - Outbound - Public . . . . .	174	262 654	164 333	62.6	1.7	X
	32500	Basic fixed long distance telephony - Inbound . . . . .	677	4 616 022	464 565	10.1	4.8	50.5
	32510	Basic fixed all distance telephony . . . . .	222	733 940	239 246	32.6	2.5	X
	32520	Private network services . . . . .	159	1 519 658	46 262	3.0	.5	50.7
	32521	Intrastate toll service . . . . .	109	1 431 603	26 959	1.9	.3	X
	32522	Interstate toll service . . . . .	58	115 818	16 236	14.0	.2	X
	32523	International toll service . . . . .	39	68 877	3 067	4.5	Z	X

See footnotes at end of table.

**Table 1. Product Lines by Kind of Business for the United States: 2002—Con.**

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

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage <sup>2</sup> (percent)
			Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total receipts of—		
						Establishments with the product line	All establishments <sup>1</sup>	
<b>51</b>		<b>Information—Con.</b>						
517		Telecommunications—Con.						
5173		Telecommunications resellers—Con.						
51731		Telecommunications resellers—Con.						
517310		Telecommunications resellers—Con.						
	32530	Data transmission services	150	488 133	35 742	7.3	.4	X
	32540	Mobile local access and use <sup>4</sup>	364	2 048 036	484 376	23.7	5.0	X
	32550	Calling features, including call waiting, caller ID, voice mail - Mobile telephony <sup>4</sup>	153	159 112	6 921	4.4	.1	X
	32560	Mobile long distance telephony <sup>4</sup>	100	137 056	7 821	5.7	.1	X
	32570	Mobile all distance telephony <sup>4</sup>	145	389 803	243 601	62.5	2.5	X
	32580	Messaging (paging) services <sup>4</sup>	348	381 104	43 581	11.4	.4	X
	32600	Other telecommunication services, including telegraph, audio conferencing, telex, etc.	339	1 519 878	724 032	47.6	7.5	X
	32610	Telecommunications network installation services	165	461 981	18 222	3.9	.2	X
	32620	Telecommunications equipment sales	592	1 168 254	170 668	14.6	1.8	X
	32630	Telecommunications equipment rental, including leasing	106	189 654	13 190	7.0	.1	X
	32640	Telecommunications equipment maintenance	118	288 336	6 135	2.1	.1	X
	32650	Sale of directory advertising space - print, not specified by type	113	33 521	251	.7	Z	X
	32710	Internet backbone services	42	116 357	13 534	11.6	.1	X
	35100	Computer network design and development services	34	67 686	8 959	13.2	.1	50.7
	35102	Computer network design and development services, other than security	34	67 686	8 959	13.2	.1	X
	35550	Internet access services	322	2 137 904	291 789	13.6	3.0	50.7
	35551	Narrowband	125	453 444	49 464	10.9	.5	X
	35552	Broadband	268	1 890 789	242 325	12.8	2.5	X
	39000	Merchandise sales	179	483 198	19 697	4.1	.2	50.7
	39041	Sale of other merchandise, not specified by type	179	483 198	19 697	4.1	.2	X
	39500	All other receipts	503	4 081 957	187 111	4.6	1.9	50.6
	39534	All other receipts	503	4 081 957	187 111	4.6	1.9	X
5174		Satellite telecommunications	646	X	5 748 139	X	100.0	37.8
	32380	Multichannel programming distribution services (analog and digital)	14	270 974	224 178	82.7	3.9	X
	32420	Carrier services, including network access services to other telecommunication carriers	446	4 372 875	3 710 089	84.8	64.5	X
	32480	Basic fixed long distance telephony - Outbound - Business	7	5 283	4 225	80.0	.1	37.8
	32481	Switched access outbound - Intrastate	7	5 283	524	9.9	Z	X
	32482	Switched access outbound - Interstate	7	5 283	2 899	54.9	.1	X
	32483	Switched access outbound - International	7	5 283	802	15.2	Z	X
	32500	Basic fixed long distance telephony - Inbound	7	10 737	4 295	40.0	.1	37.8
	32510	Basic fixed all distance telephony	7	92 362	40 114	43.4	.7	X
	32520	Private network services	83	1 071 905	375 894	35.1	6.5	X
	32530	Data transmission services	145	1 179 040	779 570	66.1	13.6	X
	32600	Other telecommunication services, including telegraph, audio conferencing, telex, etc.	114	1 897 776	269 511	14.2	4.7	X
	32610	Telecommunications network installation services	18	161 227	17 705	11.0	.3	X
	32620	Telecommunications equipment sales	83	493 148	73 011	14.8	1.3	X
	32630	Telecommunications equipment rental, including leasing	19	52 669	10 910	20.7	.2	X
	32710	Internet backbone services	25	903 659	120 510	13.3	2.1	X
	35550	Internet access services	10	84 453	23 501	27.8	.4	37.8
	35552	Broadband	10	84 453	23 501	27.8	.4	X
	39500	All other receipts	51	1 023 761	53 642	5.2	.9	37.8
	39534	All other receipts	51	1 023 761	53 642	5.2	.9	X
51741		Satellite telecommunications	646	X	5 748 139	X	100.0	37.8
	32380	Multichannel programming distribution services (analog and digital)	14	270 974	224 178	82.7	3.9	X
	32420	Carrier services, including network access services to other telecommunication carriers	446	4 372 875	3 710 089	84.8	64.5	X
	32480	Basic fixed long distance telephony - Outbound - Business	7	5 283	4 225	80.0	.1	37.8
	32481	Switched access outbound - Intrastate	7	5 283	524	9.9	Z	X
	32482	Switched access outbound - Interstate	7	5 283	2 899	54.9	.1	X
	32483	Switched access outbound - International	7	5 283	802	15.2	Z	X
	32500	Basic fixed long distance telephony - Inbound	7	10 737	4 295	40.0	.1	37.8
	32510	Basic fixed all distance telephony	7	92 362	40 114	43.4	.7	X
	32520	Private network services	83	1 071 905	375 894	35.1	6.5	X
	32530	Data transmission services	145	1 179 040	779 570	66.1	13.6	X
	32600	Other telecommunication services, including telegraph, audio conferencing, telex, etc.	114	1 897 776	269 511	14.2	4.7	X
	32610	Telecommunications network installation services	18	161 227	17 705	11.0	.3	X
	32620	Telecommunications equipment sales	83	493 148	73 011	14.8	1.3	X
	32630	Telecommunications equipment rental, including leasing	19	52 669	10 910	20.7	.2	X
	32710	Internet backbone services	25	903 659	120 510	13.3	2.1	X
	35550	Internet access services	10	84 453	23 501	27.8	.4	37.8
	35552	Broadband	10	84 453	23 501	27.8	.4	X
	39500	All other receipts	51	1 023 761	53 642	5.2	.9	37.8
	39534	All other receipts	51	1 023 761	53 642	5.2	.9	X
517410		Satellite telecommunications	646	X	5 748 139	X	100.0	37.8
	32380	Multichannel programming distribution services (analog and digital)	14	270 974	224 178	82.7	3.9	X
	32420	Carrier services, including network access services to other telecommunication carriers	446	4 372 875	3 710 089	84.8	64.5	X
	32480	Basic fixed long distance telephony - Outbound - Business	7	5 283	4 225	80.0	.1	37.8
	32481	Switched access outbound - Intrastate	7	5 283	524	9.9	Z	X
	32482	Switched access outbound - Interstate	7	5 283	2 899	54.9	.1	X
	32483	Switched access outbound - International	7	5 283	802	15.2	Z	X
	32500	Basic fixed long distance telephony - Inbound	7	10 737	4 295	40.0	.1	37.8
	32510	Basic fixed all distance telephony	7	92 362	40 114	43.4	.7	X
	32520	Private network services	83	1 071 905	375 894	35.1	6.5	X
	32530	Data transmission services	145	1 179 040	779 570	66.1	13.6	X

See footnotes at end of table.

**Table 1. Product Lines by Kind of Business for the United States: 2002—Con.**

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

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage <sup>2</sup> (percent)
			Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total receipts of—		
						Estab-lishments with the product line	All estab-lishments <sup>1</sup>	
<b>51</b>		<b>Information—Con.</b>						
517		Telecommunications—Con.						
5174		Satellite telecommunications—Con.						
51741		Satellite telecommunications—Con.						
517410		Satellite telecommunications—Con.						
	32600	Other telecommunication services, including telegraph, audio conferencing, telex, etc. ....	114	1 897 776	269 511	14.2	4.7	X
	32610	Telecommunications network installation services .....	18	161 227	17 705	11.0	.3	X
	32620	Telecommunications equipment sales .....	83	493 148	73 011	14.8	1.3	X
	32630	Telecommunications equipment rental, including leasing.....	19	52 669	10 910	20.7	.2	X
	32710	Internet backbone services .....	25	903 659	120 510	13.3	2.1	X
	35550	Internet access services .....	10	84 453	23 501	27.8	.4	37.8
	35552	Broadband .....	10	84 453	23 501	27.8	.4	X
	39500	All other receipts .....	51	1 023 761	53 642	5.2	.9	37.8
	39534	All other receipts .....	51	1 023 761	53 642	5.2	.9	X
5175		Cable and other program distribution .....	6 288	X	57 708 708	X	100.0	92.9
	32340	Television: Program rights .....	Q	Q	5 207	Q	Z	X
	32380	Multichannel programming distribution services (analog and digital) .....	Q	Q	44 404 466	Q	76.9	90.3
	32381	Basic programming package, including startup and reconnect fees .....	Q	Q	36 335 028	Q	63.0	X
	32382	Premium programming package .....	Q	Q	5 354 740	Q	9.3	X
	32383	Pay-per-view .....	Q	Q	2 714 698	Q	4.7	X
	32390	Air time - Program distribution networks: Advertising .....	Q	Q	3 200 248	Q	5.5	26.7
	32391	National and regional (net) .....	Q	Q	1 402 586	Q	2.4	X
	32392	Local (net) .....	Q	Q	1 797 662	Q	3.1	X
	32400	Cable and other program distribution: Related services .....	Q	Q	3 232 094	Q	5.6	54.9
	32401	Installation services, installing cable and/or outlets on customer's premise .....	Q	Q	425 243	Q	.7	X
	32402	Equipment rental .....	Q	Q	991 499	Q	1.7	X
	32403	Equipment sales, including decoders, satellite dishes, etc. ....	Q	Q	747 736	Q	1.3	X
	32404	Other related services .....	Q	Q	1 067 616	Q	1.9	X
	32410	Production and postproduction services - Television .....	Q	Q	1 183	Q	Z	X
	32420	Carrier services, including network access services to other telecommunication carriers .....	Q	Q	51 338	Q	.1	X
	32430	Basic fixed local telephony - Residential .....	Q	Q	499 360	Q	.9	X
	32440	Basic fixed local telephony - Business .....	Q	Q	20 674	Q	Z	X
	32450	Basic fixed local telephony - Public .....	Q	Q	244	Q	Z	X
	32460	Calling features, including call waiting, caller ID, voice mail - Fixed telephony .....	Q	Q	12 815	Q	Z	X
	32470	Basic fixed long distance telephony - Outbound - Residential .....	Q	Q	41 329	Q	.1	X
	32480	Basic fixed long distance telephony - Outbound - Business .....	Q	Q	18 973	Q	Z	X
	32500	Basic fixed long distance telephony - Inbound .....	Q	Q	347	Q	Z	X
	32520	Private network services .....	Q	Q	7 738	Q	Z	X
	32530	Data transmission services .....	Q	Q	1 910	Q	Z	X
	35550	Internet access services .....	Q	Q	4 519 707	Q	7.8	58.5
	35551	Narrowband .....	Q	Q	27 875	Q	Z	X
	35552	Broadband .....	Q	Q	4 491 832	Q	7.8	X
	39500	All other receipts .....	Q	Q	1 686 812	Q	2.9	90.0
	39533	All other receipts .....	Q	Q	1 686 812	Q	2.9	X
51751		Cable and other program distribution .....	6 288	X	57 708 708	X	100.0	92.9
	32340	Television: Program rights .....	Q	Q	5 207	Q	Z	X
	32380	Multichannel programming distribution services (analog and digital) .....	Q	Q	44 404 466	Q	76.9	90.3
	32381	Basic programming package, including startup and reconnect fees .....	Q	Q	36 335 028	Q	63.0	X
	32382	Premium programming package .....	Q	Q	5 354 740	Q	9.3	X
	32383	Pay-per-view .....	Q	Q	2 714 698	Q	4.7	X
	32390	Air time - Program distribution networks: Advertising .....	Q	Q	3 200 248	Q	5.5	26.7
	32391	National and regional (net) .....	Q	Q	1 402 586	Q	2.4	X
	32392	Local (net) .....	Q	Q	1 797 662	Q	3.1	X
	32400	Cable and other program distribution: Related services .....	Q	Q	3 232 094	Q	5.6	54.9
	32401	Installation services, installing cable and/or outlets on customer's premise .....	Q	Q	425 243	Q	.7	X
	32402	Equipment rental .....	Q	Q	991 499	Q	1.7	X
	32403	Equipment sales, including decoders, satellite dishes, etc. ....	Q	Q	747 736	Q	1.3	X
	32404	Other related services .....	Q	Q	1 067 616	Q	1.9	X
	32410	Production and postproduction services - Television .....	Q	Q	1 183	Q	Z	X
	32420	Carrier services, including network access services to other telecommunication carriers .....	Q	Q	51 338	Q	.1	X
	32430	Basic fixed local telephony - Residential .....	Q	Q	499 360	Q	.9	X
	32440	Basic fixed local telephony - Business .....	Q	Q	20 674	Q	Z	X
	32450	Basic fixed local telephony - Public .....	Q	Q	244	Q	Z	X
	32460	Calling features, including call waiting, caller ID, voice mail - Fixed telephony .....	Q	Q	12 815	Q	Z	X
	32470	Basic fixed long distance telephony - Outbound - Residential .....	Q	Q	41 329	Q	.1	X
	32480	Basic fixed long distance telephony - Outbound - Business .....	Q	Q	18 973	Q	Z	X
	32500	Basic fixed long distance telephony - Inbound .....	Q	Q	347	Q	Z	X
	32520	Private network services .....	Q	Q	7 738	Q	Z	X
	32530	Data transmission services .....	Q	Q	1 910	Q	Z	X
	35550	Internet access services .....	Q	Q	4 519 707	Q	7.8	58.5
	35551	Narrowband .....	Q	Q	27 875	Q	Z	X
	35552	Broadband .....	Q	Q	4 491 832	Q	7.8	X
	39500	All other receipts .....	Q	Q	1 686 812	Q	2.9	90.0
	39533	All other receipts .....	Q	Q	1 686 812	Q	2.9	X
517510		Cable and other program distribution .....	6 288	X	57 708 708	X	100.0	92.9
	32340	Television: Program rights .....	Q	Q	5 207	Q	Z	X

See footnotes at end of table.

**Table 1. Product Lines by Kind of Business for the United States: 2002—Con.**

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

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage <sup>2</sup> (percent)
			Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total receipts of—		
						Establishments with the product line	All establishments <sup>1</sup>	
<b>51</b>		<b>Information—Con.</b>						
517		Telecommunications—Con.						
5175		Cable and other program distribution—Con.						
51751		Cable and other program distribution—Con.						
517510		Cable and other program distribution—Con.						
	32380	Multichannel programming distribution services (analog and digital) . . . .	Q	Q	44 404 466	Q	76.9	90.3
	32381	Basic programming package, including startup and reconnect fees . . .	Q	Q	36 335 028	Q	63.0	X
	32382	Premium programming package . . . . .	Q	Q	5 354 740	Q	9.3	X
	32383	Pay-per-view . . . . .	Q	Q	2 714 698	Q	4.7	X
	32390	Air time - Program distribution networks: Advertising . . . . .	Q	Q	3 200 248	Q	5.5	26.7
	32391	National and regional (net) . . . . .	Q	Q	1 402 586	Q	2.4	X
	32392	Local (net) . . . . .	Q	Q	1 797 662	Q	3.1	X
	32400	Cable and other program distribution: Related services . . . . .	Q	Q	3 232 094	Q	5.6	54.9
	32401	Installation services, installing cable and/or outlets on customer's premise . . . . .	Q	Q	425 243	Q	.7	X
	32402	Equipment rental . . . . .	Q	Q	991 499	Q	1.7	X
	32403	Equipment sales, including decoders, satellite dishes, etc. . . . .	Q	Q	747 736	Q	1.3	X
	32404	Other related services . . . . .	Q	Q	1 067 616	Q	1.9	X
	32410	Production and postproduction services - Television . . . . .	Q	Q	1 183	Q	Z	X
	32420	Carrier services, including network access services to other telecommunication carriers . . . . .	Q	Q	51 338	Q	.1	X
	32430	Basic fixed local telephony - Residential . . . . .	Q	Q	499 360	Q	.9	X
	32440	Basic fixed local telephony - Business . . . . .	Q	Q	20 674	Z	Z	X
	32450	Basic fixed local telephony - Public . . . . .	Q	Q	244	Q	Z	X
	32460	Calling features, including call waiting, caller ID, voice mail - Fixed telephony . . . . .	Q	Q	12 815	Q	Z	X
	32470	Basic fixed long distance telephony - Outbound - Residential . . . . .	Q	Q	41 329	Q	.1	X
	32480	Basic fixed long distance telephony - Outbound - Business . . . . .	Q	Q	18 973	Q	Z	X
	32500	Basic fixed long distance telephony - Inbound . . . . .	Q	Q	347	Q	Z	X
	32520	Private network services . . . . .	Q	Q	7 738	Q	Z	X
	32530	Data transmission services . . . . .	Q	Q	1 910	Q	Z	X
	35550	Internet access services . . . . .	Q	Q	4 519 707	Q	7.8	58.5
	35551	Narrowband . . . . .	Q	Q	27 875	Q	Z	X
	35552	Broadband . . . . .	Q	Q	4 491 832	Q	7.8	X
	39500	All other receipts . . . . .	Q	Q	1 686 812	Q	2.9	90.0
	39533	All other receipts . . . . .	Q	Q	1 686 812	Q	2.9	X
5179		Other telecommunications . . . . .	706	X	1 580 752	X	100.0	13.4
51791		Other telecommunications . . . . .	706	X	1 580 752	X	100.0	13.4
517910		Other telecommunications . . . . .	706	X	1 580 752	X	100.0	13.4
518		Internet service providers, web search portals, and data processing services . . . . .	18 589	X	74 507 785	X	100.0	51.6
	31170	Sale or licensing of rights to content . . . . .	76	518 826	70 761	13.6	.1	X
	32660	Collocation services . . . . .	1 841	5 730 770	3 577 240	62.4	4.8	X
	32670	Video and audio streaming services . . . . .	295	903 513	166 028	18.4	.2	X
	32680	Other information technology (IT) infrastructure provisioning services . .	290	946 510	678 479	71.7	.9	X
	32690	Information and document transformation services . . . . .	1 899	6 359 078	2 935 786	46.2	3.9	X
	32700	Internet telecommunication services . . . . .	268	1 134 753	723 870	63.8	1.0	X
	32710	Internet backbone services . . . . .	540	2 185 200	1 816 401	83.1	2.4	X
	32720	Sale of on-line advertising space: ISP's, web search portals, and other information services, except Internet publishing . . . . .	595	10 922 944	2 842 182	26.0	3.8	X
	32730	Information search services on a contract or fee basis . . . . .	98	1 911 120	355 366	18.6	.5	X
	32740	Newspaper clipping services . . . . .	8	3 407	22	.6	Z	X
	35000	Information technology (IT) technical consulting services . . . . .	2 400	6 647 002	1 759 422	26.5	2.4	X
	35050	Custom computer application design and development services . . . . .	4 844	14 443 742	2 237 842	15.5	3.0	X
	35100	Computer network design and development services . . . . .	1 454	3 558 638	589 257	16.6	.8	X
	35150	Computer systems design, development, and integration services . . . . .	732	3 493 293	606 536	17.4	.8	X
	35200	Web site hosting services . . . . .	4 564	11 833 185	3 180 567	26.9	4.3	X
	35250	Application service provisioning . . . . .	2 737	9 909 140	5 644 769	57.0	7.6	X
	35300	Business process management services . . . . .	3 871	17 662 229	12 753 701	72.2	17.1	X
	35350	Data storage services . . . . .	727	3 892 125	1 043 552	26.8	1.4	X
	35400	Data management services . . . . .	2 063	10 213 838	6 256 009	61.3	8.4	X
	35450	Information technology (IT) infrastructure (computer) and network management services . . . . .	1 435	7 136 109	4 662 998	65.3	6.3	X
	35500	Information technology (IT) technical support services . . . . .	3 857	13 972 833	4 427 723	31.7	5.9	X
	35550	Internet access services . . . . .	4 528	18 908 763	13 957 549	73.8	18.7	X
	35700	Resale of computer hardware and software . . . . .	2 741	9 437 749	1 120 241	11.9	1.5	X
	35750	Rental and leasing of computer hardware . . . . .	127	1 663 097	60 197	3.6	.1	X
	35760	Information technology (IT) related training services . . . . .	811	3 025 595	179 658	5.9	.2	X
	35770	Data analysis services . . . . .	292	633 785	196 084	30.9	.2	X
	35780	Computer staff augmentation services . . . . .	111	999 438	133 100	13.3	.2	X
	36030	Management consulting services . . . . .	365	1 263 542	141 900	11.2	.2	X
	39000	Merchandise sales . . . . .	863	11 137 390	701 121	6.3	.9	X
	39500	All other receipts . . . . .	2 261	21 084 106	1 689 380	8.0	2.3	X
5181		Internet service providers and web search portals . . . . .	4 820	X	21 418 640	X	100.0	70.3
	31170	Sale or licensing of rights to content . . . . .	76	518 826	70 761	13.6	.3	X
	32660	Collocation services . . . . .	1 192	1 216 270	89 674	7.4	.4	X
	32670	Video and audio streaming services . . . . .	123	342 528	14 229	4.2	.1	X
	32700	Internet telecommunication services . . . . .	205	813 044	700 031	86.1	3.3	X
	32710	Internet backbone services . . . . .	540	2 185 200	1 816 401	83.1	8.5	X
	32720	Sale of on-line advertising space: ISP's, web search portals, and other information services, except Internet publishing . . . . .	595	10 922 944	2 842 182	26.0	13.3	X
	32730	Information search services on a contract or fee basis . . . . .	98	1 911 120	355 366	18.6	1.7	X
	32740	Newspaper clipping services . . . . .	8	3 407	22	.6	Z	X

See footnotes at end of table.

**Table 1. Product Lines by Kind of Business for the United States: 2002—Con.**

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

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage <sup>2</sup> (percent)
			Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total receipts of—		
						Estab-lishments with the product line	All estab-lishments <sup>1</sup>	
<b>51</b>		<b>Information—Con.</b>						
518		Internet service providers, web search portals, and data processing services—Con.						
5181		Internet service providers and web search portals—Con.						
	35000	Information technology (IT) technical consulting services .....	691	664 517	30 740	4.6	.1	X
	35050	Custom computer application design and development services .....	1 424	1 184 185	75 698	6.4	.4	60.7
	35051	Web site design and development services .....	1 363	1 148 736	64 960	5.7	.3	X
	35052	Database design and development services .....	421	220 148	9 973	4.5	Z	X
	35053	Customization and integration of cross-industry application software .....	33	15 877	418	2.6	Z	X
	35054	Customization and integration of vertical market application software .....	37	29 315	347	1.2	Z	X
	35100	Computer network design and development services .....	681	386 972	24 141	6.2	.1	64.7
	35101	Computer network security design and development services .....	468	257 888	12 117	4.7	.1	X
	35102	Computer network design and development services, other than security .....	421	238 233	12 024	5.0	.1	X
	35200	Web site hosting services .....	2 481	6 080 127	396 853	6.5	1.9	38.9
	35201	Web site hosting services with integration of related applications .....	1 443	3 827 588	244 367	6.4	1.1	X
	35202	Web site hosting services without integration of related applications .....	1 455	3 839 349	152 486	4.0	.7	X
	35250	Application service provisioning .....	140	304 120	79 847	26.3	.4	63.3
	35251	Application service provisioning with integration services .....	104	284 241	77 761	27.4	.4	X
	35252	Application service provisioning without integration services .....	73	70 911	2 086	2.9	Z	X
	35450	Information technology (IT) infrastructure (computer) and network management services .....	334	303 431	20 210	6.7	.1	X
	35500	Information technology (IT) technical support services .....	633	567 976	39 440	6.9	.2	67.6
	35501	Software-related technical support services .....	324	329 903	17 322	5.3	.1	X
	35502	Hardware-related technical support services .....	357	233 632	9 314	4.0	Z	X
	35503	Combined software and hardware technical support services .....	354	256 368	12 804	5.0	.1	X
	35550	Internet access services .....	4 132	17 432 234	13 798 487	79.2	64.4	67.9
	35551	Narrowband .....	3 298	15 729 024	9 691 046	61.6	45.2	X
	35552	Broadband .....	3 168	15 907 099	4 107 441	25.8	19.2	X
	35700	Resale of computer hardware and software .....	1 131	1 518 363	63 529	4.2	.3	X
	35760	Information technology (IT) related training services .....	95	53 131	2 045	3.8	Z	X
	39000	Merchandise sales .....	332	8 607 146	400 716	4.7	1.9	70.0
	39043	Sale of merchandise, excluding computer hardware and software .....	332	8 607 146	400 716	4.7	1.9	X
	39500	All other receipts .....	830	13 709 905	598 224	4.4	2.8	69.6
	39536	All other receipts .....	830	13 709 905	598 224	4.4	2.8	X
51811		Internet service providers and web search portals .....	4 820	X	21 418 640	X	100.0	70.3
	31170	Sale or licensing of rights to content .....	76	518 826	70 761	13.6	.3	X
	32660	Collocation services .....	1 185	1 216 270	89 674	7.4	.4	X
	32670	Video and audio streaming services .....	123	342 528	14 229	4.2	.1	X
	32700	Internet telecommunication services .....	205	813 044	700 031	86.1	3.3	X
	32710	Internet backbone services .....	540	2 185 200	1 816 401	83.1	8.5	X
	32720	Sale of on-line advertising space: ISP's, web search portals, and other information services, except Internet publishing .....	595	10 922 944	2 842 182	26.0	13.3	X
	32730	Information search services on a contract or fee basis .....	98	1 911 120	355 366	18.6	1.7	X
	32740	Newspaper clipping services .....	8	3 407	22	.6	Z	X
	35000	Information technology (IT) technical consulting services .....	691	664 517	30 740	4.6	.1	X
	35050	Custom computer application design and development services .....	1 424	1 184 185	75 698	6.4	.4	60.7
	35051	Web site design and development services .....	1 363	1 148 736	64 960	5.7	.3	X
	35052	Database design and development services .....	421	220 148	9 973	4.5	Z	X
	35053	Customization and integration of cross-industry application software .....	33	15 877	418	2.6	Z	X
	35054	Customization and integration of vertical market application software .....	37	29 315	347	1.2	Z	X
	35100	Computer network design and development services .....	681	386 972	24 141	6.2	.1	64.7
	35101	Computer network security design and development services .....	468	257 888	12 117	4.7	.1	X
	35102	Computer network design and development services, other than security .....	421	238 233	12 024	5.0	.1	X
	35200	Web site hosting services .....	2 481	6 080 127	396 853	6.5	1.9	38.9
	35201	Web site hosting services with integration of related applications .....	1 443	3 827 588	244 367	6.4	1.1	X
	35202	Web site hosting services without integration of related applications .....	1 455	3 839 349	152 486	4.0	.7	X
	35250	Application service provisioning .....	140	304 120	79 847	26.3	.4	63.3
	35251	Application service provisioning with integration services .....	104	284 241	77 761	27.4	.4	X
	35252	Application service provisioning without integration services .....	73	70 911	2 086	2.9	Z	X
	35450	Information technology (IT) infrastructure (computer) and network management services .....	334	303 431	20 210	6.7	.1	X
	35500	Information technology (IT) technical support services .....	633	567 976	39 440	6.9	.2	67.6
	35501	Software-related technical support services .....	324	329 903	17 322	5.3	.1	X
	35502	Hardware-related technical support services .....	357	233 632	9 314	4.0	Z	X
	35503	Combined software and hardware technical support services .....	354	256 368	12 804	5.0	.1	X
	35550	Internet access services .....	4 132	17 432 234	13 798 487	79.2	64.4	67.9
	35551	Narrowband .....	3 298	15 729 024	9 691 046	61.6	45.2	X
	35552	Broadband .....	3 168	15 907 099	4 107 441	25.8	19.2	X
	35700	Resale of computer hardware and software .....	1 131	1 518 363	63 529	4.2	.3	X
	35760	Information technology (IT) related training services .....	95	53 131	2 045	3.8	Z	X
	39000	Merchandise sales .....	332	8 607 146	400 716	4.7	1.9	70.0
	39043	Sale of merchandise, excluding computer hardware and software .....	332	8 607 146	400 716	4.7	1.9	X
	39500	All other receipts .....	830	13 709 905	598 224	4.4	2.8	69.6
	39536	All other receipts .....	830	13 709 905	598 224	4.4	2.8	X
518111		Internet service providers .....	4 370	X	18 710 967	X	100.0	71.5
	31170	Sale or licensing of rights to content .....	17	16 692	604	3.6	Z	X
	32660	Collocation services .....	1 185	1 209 115	87 886	7.3	.5	X
	32670	Video and audio streaming services .....	97	294 086	3 809	1.3	Z	X
	32700	Internet telecommunication services .....	205	813 044	700 031	86.1	3.7	X
	32710	Internet backbone services .....	540	2 185 200	1 816 401	83.1	9.7	X
	32720	Sale of on-line advertising space: ISP's, web search portals, and other information services, except Internet publishing .....	168	8 232 719	1 093 670	13.3	5.8	X
	32730	Information search services on a contract or fee basis .....	18	11 767	2 906	24.7	Z	X
	32740	Newspaper clipping services .....	8	3 407	22	.6	Z	X
	35000	Information technology (IT) technical consulting services .....	675	571 182	27 093	4.7	.1	X

See footnotes at end of table.

**Table 1. Product Lines by Kind of Business for the United States: 2002—Con.**

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

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage <sup>2</sup> (percent)
			Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total receipts of—		
						Establishments with the product line	All establishments <sup>1</sup>	
<b>51</b>		<b>Information—Con.</b>						
518		Internet service providers, web search portals, and data processing services—Con.						
5181		Internet service providers and web search portals—Con.						
51811		Internet service providers and web search portals—Con.						
518111		Internet service providers—Con.						
	35050	Custom computer application design and development services	1 356	1 114 847	62 311	5.6	.3	62.1
	35051	Web site design and development services	1 301	1 081 039	52 391	4.8	.3	X
	35052	Database design and development services	405	217 489	9 155	4.2	Z	X
	35053	Customization and integration of cross-industry application software	33	15 877	418	2.6	Z	X
	35054	Customization and integration of vertical market application software	37	29 315	347	1.2	Z	X
	35100	Computer network design and development services	672	376 347	23 033	6.1	.1	65.6
	35101	Computer network security design and development services	459	247 263	11 009	4.5	.1	X
	35102	Computer network design and development services, other than security	421	238 233	12 024	5.0	.1	X
	35200	Web site hosting services	2 425	4 979 345	275 041	5.5	1.5	30.4
	35201	Web site hosting services with integration of related applications	1 387	2 726 806	166 357	6.1	.9	X
	35202	Web site hosting services without integration of related applications	1 446	2 774 956	108 684	3.9	.6	X
	35250	Application service provisioning	130	178 276	19 559	11.0	.1	64.3
	35251	Application service provisioning with integration services	94	158 397	17 473	11.0	.1	X
	35252	Application service provisioning without integration services	73	70 911	2 086	2.9	Z	X
	35450	Information technology (IT) infrastructure (computer) and network management services	327	296 276	19 694	6.6	.1	X
	35500	Information technology (IT) technical support services	613	474 732	30 925	6.5	.2	68.1
	35501	Software-related technical support services	304	236 659	8 840	3.7	Z	X
	35502	Hardware-related technical support services	357	233 632	9 314	4.0	.1	X
	35503	Combined software and hardware technical support services	351	256 150	12 771	5.0	.1	X
	35550	Internet access services	4 112	16 266 274	13 732 769	84.4	73.4	68.9
	35551	Narrowband	3 283	14 563 101	9 626 174	66.1	51.4	X
	35552	Broadband	3 158	14 866 983	4 106 595	27.6	21.9	X
	35700	Resale of computer hardware and software	1 126	1 016 021	58 502	5.8	.3	X
	35760	Information technology (IT) related training services	95	53 131	2 045	3.8	Z	X
	39000	Merchandise sales	247	8 395 140	373 860	4.5	2.0	71.2
	39043	Sale of merchandise, excluding computer hardware and software	247	8 395 140	373 860	4.5	2.0	X
	39500	All other receipts	730	11 601 661	380 762	3.3	2.0	70.8
	39536	All other receipts	730	11 601 661	380 762	3.3	2.0	X
518112		Web search portals	450	X	2 707 673	X	100.0	61.7
	31170	Sale or licensing of rights to content	59	502 134	70 157	14.0	2.6	X
	32660	Collocation services	7	7 155	1 788	25.0	.1	X
	32670	Video and audio streaming services	26	48 442	10 420	21.5	.4	X
	32720	Sale of on-line advertising space: ISP's, web search portals, and other information services, except Internet publishing	427	2 690 225	1 748 512	65.0	64.6	X
	32730	Information search services on a contract or fee basis	80	1 899 353	352 460	18.6	13.0	X
	35000	Information technology (IT) technical consulting services	16	93 335	3 647	3.9	.1	X
	35050	Custom computer application design and development services	68	69 338	13 387	19.3	.5	43.1
	35051	Web site design and development services	62	67 697	12 569	18.6	.5	X
	35052	Database design and development services	16	2 659	818	30.8	Z	X
	35100	Computer network design and development services	9	10 625	1 108	10.4	Z	61.7
	35101	Computer network security design and development services	9	10 625	1 108	10.4	Z	X
	35200	Web site hosting services	56	1 100 782	121 812	11.1	4.5	60.4
	35201	Web site hosting services with integration of related applications	56	1 100 782	78 010	7.1	2.9	X
	35202	Web site hosting services without integration of related applications	9	1 064 393	43 802	4.1	1.6	X
	35250	Application service provisioning	10	125 844	60 288	47.9	2.2	61.7
	35251	Application service provisioning with integration services	10	125 844	60 288	47.9	2.2	X
	35450	Information technology (IT) infrastructure (computer) and network management services	7	7 155	516	7.2	Z	X
	35500	Information technology (IT) technical support services	20	93 244	8 515	9.1	.3	61.7
	35501	Software-related technical support services	20	93 244	8 482	9.1	.3	X
	35550	Internet access services	20	1 165 960	65 718	5.6	2.4	61.7
	35551	Narrowband	15	1 165 923	64 872	5.6	2.4	X
	35552	Broadband	10	1 040 116	846	.1	Z	X
	39000	Merchandise sales	85	212 006	26 856	12.7	1.0	61.7
	39043	Sale of merchandise, excluding computer hardware and software	85	212 006	26 856	12.7	1.0	X
	39500	All other receipts	100	2 108 244	217 462	10.3	8.0	61.7
	39536	All other receipts	100	2 108 244	217 462	10.3	8.0	X
5182		Data processing, hosting, and related services	13 769	X	53 089 145	X	100.0	44.1
	32660	Collocation services	649	4 514 500	3 487 566	77.3	6.6	X
	32670	Video and audio streaming services	172	560 985	151 799	27.1	.3	X
	32680	Other information technology (IT) infrastructure provisioning services	290	946 510	678 479	71.7	1.3	X
	32690	Information and document transformation services	1 899	6 359 078	2 935 786	46.2	5.5	40.2
	32691	Imaging and other data capture services	1 231	3 753 128	1 738 574	46.3	3.3	X
	32692	Data conversion and migration services	970	3 177 958	1 190 180	37.5	2.2	X
	32700	Internet telecommunication services	63	321 709	23 839	7.4	Z	X
	35000	Information technology (IT) technical consulting services	1 709	5 982 485	1 728 682	28.9	3.3	X
	35050	Custom computer application design and development services	3 420	13 259 557	2 162 144	16.3	4.1	37.3
	35051	Web site design and development services	1 492	2 856 637	265 973	9.3	.5	X
	35052	Database design and development services	1 629	4 501 365	561 166	12.5	1.1	X
	35053	Customization and integration of cross-industry application software	533	2 759 617	311 752	11.3	.6	X
	35054	Customization and integration of vertical market application software	929	3 484 963	599 517	17.2	1.1	X
	35055	Other custom application design and development services	351	3 995 624	423 736	10.6	.8	X
	35100	Computer network design and development services	773	3 171 666	565 116	17.8	1.1	41.9
	35101	Computer network security design and development services	560	2 120 637	438 563	20.7	.8	X
	35102	Computer network design and development services, other than security	374	1 625 714	126 553	7.8	.2	X
	35150	Computer systems design, development, and integration services	732	3 493 293	606 536	17.4	1.1	32.1
	35153	Computer systems integration services	732	3 493 293	606 536	17.4	1.1	X

See footnotes at end of table.

**Table 1. Product Lines by Kind of Business for the United States: 2002—Con.**

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

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage <sup>2</sup> (percent)
			Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total receipts of—		
						Establishments with the product line	All establishments <sup>1</sup>	
<b>51</b>		<b>Information—Con.</b>						
518		Internet service providers, web search portals, and data processing services—Con.						
5182		Data processing, hosting, and related services—Con.						
	35200	Web site hosting services	2 083	5 753 058	2 783 714	48.4	5.2	26.1
	35201	Web site hosting services with integration of related applications	1 610	4 705 391	2 129 250	45.3	4.0	X
	35202	Web site hosting services without integration of related applications	833	1 727 507	654 379	37.9	1.2	X
	35250	Application service provisioning	2 597	9 605 020	5 564 922	57.9	10.5	X
	35300	Business process management services	3 871	17 662 229	12 753 701	72.2	24.0	X
	35350	Data storage services	727	3 892 125	1 043 552	26.8	2.0	X
	35400	Data management services	2 063	10 213 838	6 256 009	61.3	11.8	X
	35450	Information technology (IT) infrastructure (computer) and network management services	1 101	6 832 678	4 642 788	68.0	8.7	X
	35500	Information technology (IT) technical support services	3 224	13 404 857	4 388 283	32.7	8.3	39.1
	35501	Software-related technical support services	2 050	8 406 416	2 231 417	26.5	4.2	X
	35502	Hardware-related technical support services	518	2 007 844	257 825	12.8	.5	X
	35503	Combined software and hardware technical support services	996	4 307 965	1 337 612	31.1	2.5	X
	35504	Auditing and assessing computer operations	109	649 043	29 091	4.3	.1	X
	35505	Data recovery services	125	251 881	168 385	66.9	.3	X
	35506	Disaster recovery services, business continuity services	163	1 438 095	33 763	2.3	.1	X
	35507	Other information technology (IT) technical support services	254	657 120	321 267	48.9	.6	X
	35550	Internet access services	396	1 476 529	159 062	10.8	.3	X
	35700	Resale of computer hardware and software	1 610	7 919 386	1 056 712	13.3	2.0	X
	35750	Rental and leasing of computer hardware	127	1 663 097	60 197	3.6	.1	X
	35760	Information technology (IT) related training services	716	2 972 464	177 613	6.0	.3	X
	35770	Data analysis services	292	633 785	196 084	30.9	.4	X
	35780	Computer staff augmentation services	111	999 438	133 100	13.3	.3	X
	36030	Management consulting services	365	1 263 542	141 900	11.2	.3	X
	39000	Merchandise sales	531	2 530 244	300 405	11.9	.6	X
	39500	All other receipts	1 431	7 374 201	1 091 156	14.8	2.1	X
51821		Data processing, hosting, and related services	13 769	X	53 089 145	X	100.0	44.1
	32660	Collocation services	649	4 514 500	3 487 566	77.3	6.6	X
	32670	Video and audio streaming services	172	560 985	151 799	27.1	.3	X
	32680	Other information technology (IT) infrastructure provisioning services	290	946 510	678 479	71.7	1.3	X
	32690	Information and document transformation services	1 899	6 359 078	2 935 786	46.2	5.5	40.2
	32691	Imaging and other data capture services	1 231	3 753 128	1 738 574	46.3	3.3	X
	32692	Data conversion and migration services	970	3 177 958	1 190 180	37.5	2.2	X
	32700	Internet telecommunication services	63	321 709	23 839	7.4	.7	X
	35000	Information technology (IT) technical consulting services	1 709	5 982 485	1 728 682	28.9	3.3	X
	35050	Custom computer application design and development services	3 420	13 259 557	2 162 144	16.3	4.1	37.3
	35051	Web site design and development services	1 492	2 856 637	265 973	9.3	.5	X
	35052	Database design and development services	1 629	4 501 365	561 166	12.5	1.1	X
	35053	Customization and integration of cross-industry application software	533	2 759 617	311 752	11.3	.6	X
	35054	Customization and integration of vertical market application software	929	3 484 963	599 517	17.2	1.1	X
	35055	Other custom application design and development services	351	3 995 624	423 736	10.6	.8	X
	35100	Computer network design and development services	773	3 171 666	565 116	17.8	1.1	41.9
	35101	Computer network security design and development services	560	2 120 637	438 563	20.7	.8	X
	35102	Computer network design and development services, other than security	374	1 625 714	126 553	7.8	.2	X
	35150	Computer systems design, development, and integration services	732	3 493 293	606 536	17.4	1.1	32.1
	35153	Computer systems integration services	732	3 493 293	606 536	17.4	1.1	X
	35200	Web site hosting services	2 083	5 753 058	2 783 714	48.4	5.2	26.1
	35201	Web site hosting services with integration of related applications	1 610	4 705 391	2 129 250	45.3	4.0	X
	35202	Web site hosting services without integration of related applications	833	1 727 507	654 379	37.9	1.2	X
	35250	Application service provisioning	2 597	9 605 020	5 564 922	57.9	10.5	X
	35300	Business process management services	3 871	17 662 229	12 753 701	72.2	24.0	X
	35350	Data storage services	727	3 892 125	1 043 552	26.8	2.0	X
	35400	Data management services	2 063	10 213 838	6 256 009	61.3	11.8	X
	35450	Information technology (IT) infrastructure (computer) and network management services	1 101	6 832 678	4 642 788	68.0	8.7	X
	35500	Information technology (IT) technical support services	3 224	13 404 857	4 388 283	32.7	8.3	39.1
	35501	Software-related technical support services	2 050	8 406 416	2 231 417	26.5	4.2	X
	35502	Hardware-related technical support services	518	2 007 844	257 825	12.8	.5	X
	35503	Combined software and hardware technical support services	996	4 307 965	1 337 612	31.1	2.5	X
	35504	Auditing and assessing computer operations	109	649 043	29 091	4.3	.1	X
	35505	Data recovery services	125	251 881	168 385	66.9	.3	X
	35506	Disaster recovery services, business continuity services	163	1 438 095	33 763	2.3	.1	X
	35507	Other information technology (IT) technical support services	254	657 120	321 267	48.9	.6	X
	35550	Internet access services	396	1 476 529	159 062	10.8	.3	X
	35700	Resale of computer hardware and software	1 610	7 919 386	1 056 712	13.3	2.0	X
	35750	Rental and leasing of computer hardware	127	1 663 097	60 197	3.6	.1	X
	35760	Information technology (IT) related training services	716	2 972 464	177 613	6.0	.3	X
	35770	Data analysis services	292	633 785	196 084	30.9	.4	X
	35780	Computer staff augmentation services	111	999 438	133 100	13.3	.3	X
	36030	Management consulting services	365	1 263 542	141 900	11.2	.3	X
	39000	Merchandise sales	531	2 530 244	300 405	11.9	.6	X
	39500	All other receipts	1 431	7 374 201	1 091 156	14.8	2.1	X
518210		Data processing, hosting, and related services	13 769	X	53 089 145	X	100.0	44.1
	32660	Collocation services	649	4 514 500	3 487 566	77.3	6.6	X
	32670	Video and audio streaming services	172	560 985	151 799	27.1	.3	X
	32680	Other information technology (IT) infrastructure provisioning services	290	946 510	678 479	71.7	1.3	X
	32690	Information and document transformation services	1 899	6 359 078	2 935 786	46.2	5.5	40.2
	32691	Imaging and other data capture services	1 231	3 753 128	1 738 574	46.3	3.3	X
	32692	Data conversion and migration services	970	3 177 958	1 190 180	37.5	2.2	X
	32700	Internet telecommunication services	63	321 709	23 839	7.4	.7	X
	35000	Information technology (IT) technical consulting services	1 709	5 982 485	1 728 682	28.9	3.3	X

See footnotes at end of table.



**Table 1. Product Lines by Kind of Business for the United States: 2002—Con.**

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

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage <sup>2</sup> (percent)
			Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total receipts of—		
						Estab-lishments with the product line	All estab-lishments <sup>1</sup>	
<b>51</b>		<b>Information—Con.</b>						
518		Internet service providers, web search portals, and data processing services—Con.						
5182		Data processing, hosting, and related services—Con.						
51821		Data processing, hosting, and related services—Con.						
518210		Data processing, hosting, and related services—Con.						
	35050	Custom computer application design and development services . . . . .	3 420	13 259 557	2 162 144	16.3	4.1	37.3
	35051	Web site design and development services . . . . .	1 492	2 856 637	265 973	9.3	.5	X
	35052	Database design and development services . . . . .	1 629	4 501 365	561 166	12.5	1.1	X
	35053	Customization and integration of cross-industry application software . . . . .	533	2 759 617	311 752	11.3	.6	X
	35054	Customization and integration of vertical market application software . . . . .	929	3 484 963	599 517	17.2	1.1	X
	35055	Other custom application design and development services . . . . .	351	3 995 624	423 736	10.6	.8	X
	35100	Computer network design and development services . . . . .	773	3 171 666	565 116	17.8	1.1	41.9
	35101	Computer network security design and development services . . . . .	560	2 120 637	438 563	20.7	.8	X
	35102	Computer network design and development services, other than security . . . . .	374	1 625 714	126 553	7.8	.2	X
	35150	Computer systems design, development, and integration services . . . . .	732	3 493 293	606 536	17.4	1.1	32.1
	35153	Computer systems integration services . . . . .	732	3 493 293	606 536	17.4	1.1	X
	35200	Web site hosting services . . . . .	2 083	5 753 058	2 783 714	48.4	5.2	26.1
	35201	Web site hosting services with integration of related applications . . . . .	1 610	4 705 391	2 129 250	45.3	4.0	X
	35202	Web site hosting services without integration of related applications . . . . .	833	1 727 507	654 379	37.9	1.2	X
	35250	Application process provisioning . . . . .	2 597	9 605 020	5 564 922	57.9	10.5	X
	35300	Business process management services . . . . .	3 871	17 662 229	12 753 701	72.2	24.0	X
	35350	Data storage services . . . . .	727	3 892 125	1 043 552	26.8	2.0	X
	35400	Data management services . . . . .	2 063	10 213 838	6 256 009	61.3	11.8	X
	35450	Information technology (IT) infrastructure (computer) and network management services . . . . .	1 101	6 832 678	4 642 788	68.0	8.7	X
	35500	Information technology (IT) technical support services . . . . .	3 224	13 404 857	4 388 283	32.7	8.3	39.1
	35501	Software-related technical support services . . . . .	2 050	8 406 416	2 231 417	26.5	4.2	X
	35502	Hardware-related technical support services . . . . .	518	2 007 844	257 825	12.8	.5	X
	35503	Combined software and hardware technical support services . . . . .	996	4 307 965	1 337 612	31.1	2.5	X
	35504	Auditing and assessing computer operations . . . . .	109	649 043	29 091	4.3	.1	X
	35505	Data recovery services . . . . .	125	251 881	168 385	66.9	.3	X
	35506	Disaster recovery services, business continuity services . . . . .	163	1 438 095	33 763	2.3	.1	X
	35507	Other information technology (IT) technical support services . . . . .	254	657 120	321 267	48.9	.6	X
	35550	Internet access services . . . . .	396	1 476 529	159 062	10.8	.3	X
	35700	Resale of computer hardware and software . . . . .	1 610	7 919 386	1 056 712	13.3	2.0	X
	35750	Rental and leasing of computer hardware . . . . .	127	1 663 097	60 197	3.6	.1	X
	35760	Information technology (IT) related training services . . . . .	716	2 972 464	177 613	6.0	.3	X
	35770	Data analysis services . . . . .	292	633 785	196 084	30.9	.4	X
	35780	Computer staff augmentation services . . . . .	111	999 438	133 100	13.3	.3	X
	36030	Management consulting services . . . . .	365	1 263 542	141 900	11.2	.3	X
	39000	Merchandise sales . . . . .	531	2 530 244	300 405	11.9	.6	X
	39500	All other receipts . . . . .	1 431	7 374 201	1 091 156	14.8	2.1	X
519		Other information services . . . . .	3 472	X	4 901 305	X	100.0	58.2
	31170	Sale or licensing of rights to content . . . . .	27	86 853	80 445	92.6	1.6	X
	32730	Information search services on a contract or fee basis . . . . .	96	636 729	515 644	81.0	10.5	X
	32740	Newspaper clipping services . . . . .	77	414 709	378 477	91.3	7.7	X
	32750	Contributions, gifts, and grants . . . . .	2 594	1 578 583	1 315 742	83.4	26.8	X
	32760	Sales of books and other educational materials . . . . .	736	689 707	24 091	3.5	.5	X
	32770	Fees and dues from providing access to library or archive collections, including overdue fees . . . . .	1 535	1 228 747	119 882	9.8	2.4	X
	32780	Fees from supplying information, including news reports, articles, pictures, and other features to the news media . . . . .	598	1 908 573	1 719 230	90.1	35.1	X
	32790	Stock photo services . . . . .	300	1 238 329	463 585	37.4	9.5	X
	32800	Fees from educational workshops and seminars . . . . .	302	424 278	9 923	2.3	.2	X
	35050	Custom computer application design and development services . . . . .	7	13 835	10 956	79.2	.2	X
	35051	Web site design and development services . . . . .	7	13 835	10 956	79.2	.2	X
	39000	Merchandise sales . . . . .	259	252 444	18 148	7.2	.4	X
	39500	All other receipts . . . . .	1 370	1 762 679	230 051	13.1	4.7	X
5191		Other information services . . . . .	3 472	X	4 901 305	X	100.0	58.2
	31170	Sale or licensing of rights to content . . . . .	27	86 853	80 445	92.6	1.6	X
	32730	Information search services on a contract or fee basis . . . . .	96	636 729	515 644	81.0	10.5	X
	32740	Newspaper clipping services . . . . .	77	414 709	378 477	91.3	7.7	X
	32750	Contributions, gifts, and grants . . . . .	2 594	1 578 583	1 315 742	83.4	26.8	46.0
	32751	Federal, state, and local government . . . . .	2 279	1 347 079	1 013 755	75.3	20.7	X
	32752	Private, including individuals, community efforts, and commissioned fundraisers . . . . .	2 177	1 276 772	301 987	23.7	6.2	X
	32760	Sales of books and other educational materials . . . . .	736	689 707	24 091	3.5	.5	X
	32770	Fees and dues from providing access to library or archive collections, including overdue fees . . . . .	1 535	1 228 747	119 882	9.8	2.4	X
	32780	Fees from supplying information, including news reports, articles, pictures, and other features to the news media . . . . .	598	1 908 573	1 719 230	90.1	35.1	X
	32790	Stock photo services . . . . .	300	1 238 329	463 585	37.4	9.5	X
	32800	Fees from educational workshops and seminars . . . . .	302	424 278	9 923	2.3	.2	X
	35050	Custom computer application design and development services . . . . .	7	13 835	10 956	79.2	.2	33.9
	35051	Web site design and development services . . . . .	7	13 835	10 956	79.2	.2	X
	39000	Merchandise sales . . . . .	259	252 444	18 148	7.2	.4	58.2
	39044	Sales of merchandise, excluding books and other educational materials . . . . .	254	251 928	17 864	7.1	.4	X
	39500	All other receipts . . . . .	1 370	1 762 679	230 051	13.1	4.7	58.1
	39536	All other receipts . . . . .	19	35 710	6 931	19.4	.1	X
	39537	All other receipts . . . . .	1 351	1 726 969	223 120	12.9	4.6	X

See footnotes at end of table.

**Table 1. Product Lines by Kind of Business for the United States: 2002—Con.**

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

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage <sup>2</sup> (percent)
			Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total receipts of—		
						Establishments with the product line	All establishments <sup>1</sup>	
<b>51</b>		<b>Information—Con.</b>						
519		Other information services—Con.						
5191		Other information services—Con.						
51911		News syndicates . . . . .	535	X	1 843 668	X	100.0	75.5
	32730	Information search services on a contract or fee basis . . . . .	6	7 279	4 538	62.3	.2	X
	32740	Newspaper clipping services . . . . .	10	23 995	1 939	8.1	.1	X
	32750	Contributions, gifts, and grants . . . . .	11	6 972	4 602	66.0	.3	75.5
	32752	Private, including individuals, community efforts, and commissioned fundraisers . . . . .	9	6 609	4 059	61.4	.2	X
	32780	Fees from supplying information, including news reports, articles, pictures, and other features to the news media . . . . .	535	1 843 668	1 714 809	93.0	93.0	X
	32790	Stock photo services . . . . .	126	748 896	21 501	2.9	1.2	X
	39500	All other receipts . . . . .	136	820 416	96 021	11.7	5.2	75.5
	39537	All other receipts . . . . .	136	820 416	96 021	11.7	5.2	X
519110		News syndicates . . . . .	535	X	1 843 668	X	100.0	75.5
	32730	Information search services on a contract or fee basis . . . . .	6	7 279	4 538	62.3	.2	X
	32740	Newspaper clipping services . . . . .	10	23 995	1 939	8.1	.1	X
	32750	Contributions, gifts, and grants . . . . .	11	6 972	4 602	66.0	.3	75.5
	32752	Private, including individuals, community efforts, and commissioned fundraisers . . . . .	9	6 609	4 059	61.4	.2	X
	32780	Fees from supplying information, including news reports, articles, pictures, and other features to the news media . . . . .	535	1 843 668	1 714 809	93.0	93.0	X
	32790	Stock photo services . . . . .	126	748 896	21 501	2.9	1.2	X
	39500	All other receipts . . . . .	136	820 416	96 021	11.7	5.2	75.5
	39537	All other receipts . . . . .	136	820 416	96 021	11.7	5.2	X
51912		Libraries and archives . . . . .	2 680	X	1 649 136	X	100.0	78.4
	32730	Information search services on a contract or fee basis . . . . .	63	75 875	31 844	42.0	1.9	X
	32750	Contributions, gifts, and grants . . . . .	2 583	1 571 611	1 311 140	83.4	79.5	61.9
	32751	Federal, state, and local government . . . . .	2 275	1 344 348	1 013 212	75.4	61.4	X
	32752	Private, including individuals, community efforts, and commissioned fundraisers . . . . .	2 168	1 270 163	297 928	23.5	18.1	X
	32760	Sales of books and other educational materials . . . . .	734	688 081	24 089	3.5	1.5	X
	32770	Fees and dues from providing access to library or archive collections, including overdue fees . . . . .	1 535	1 228 747	119 882	9.8	7.3	X
	32780	Fees from supplying information, including news reports, articles, pictures, and other features to the news media . . . . .	63	64 905	4 421	6.8	.3	X
	32790	Stock photo services . . . . .	44	49 257	3 123	6.3	.2	X
	32800	Fees from educational workshops and seminars . . . . .	300	424 019	9 690	2.3	.6	X
	39000	Merchandise sales . . . . .	252	249 560	17 841	7.1	1.1	78.4
	39044	Sales of merchandise, excluding books and other educational materials . . . . .	252	249 560	17 841	7.1	1.1	X
	39500	All other receipts . . . . .	1 215	906 553	127 099	14.0	7.7	78.1
	39537	All other receipts . . . . .	1 215	906 553	127 099	14.0	7.7	X
519120		Libraries and archives . . . . .	2 680	X	1 649 136	X	100.0	78.4
	32730	Information search services on a contract or fee basis . . . . .	63	75 875	31 844	42.0	1.9	X
	32750	Contributions, gifts, and grants . . . . .	2 583	1 571 611	1 311 140	83.4	79.5	61.9
	32751	Federal, state, and local government . . . . .	2 275	1 344 348	1 013 212	75.4	61.4	X
	32752	Private, including individuals, community efforts, and commissioned fundraisers . . . . .	2 168	1 270 163	297 928	23.5	18.1	X
	32760	Sales of books and other educational materials . . . . .	734	688 081	24 089	3.5	1.5	X
	32770	Fees and dues from providing access to library or archive collections, including overdue fees . . . . .	1 535	1 228 747	119 882	9.8	7.3	X
	32780	Fees from supplying information, including news reports, articles, pictures, and other features to the news media . . . . .	63	64 905	4 421	6.8	.3	X
	32790	Stock photo services . . . . .	44	49 257	3 123	6.3	.2	X
	32800	Fees from educational workshops and seminars . . . . .	300	424 019	9 690	2.3	.6	X
	39000	Merchandise sales . . . . .	252	249 560	17 841	7.1	1.1	78.4
	39044	Sales of merchandise, excluding books and other educational materials . . . . .	252	249 560	17 841	7.1	1.1	X
	39500	All other receipts . . . . .	1 215	906 553	127 099	14.0	7.7	78.1
	39537	All other receipts . . . . .	1 215	906 553	127 099	14.0	7.7	X
51919		All other information services . . . . .	257	X	1 408 501	X	100.0	11.9
519190		All other information services . . . . .	257	X	1 408 501	X	100.0	11.9

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

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

<sup>3</sup>Other media, including CD-ROM, diskette, audio cassette, and microform.

<sup>4</sup>Mobile telephony (local and long distance), including cellular, PCS, ESMR technology, and satellite services

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. For the full technical documentation, see Appendix C.