

Product Lines: 2002

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2002 Economic Census

Accommodation and Food Services

Subject Series



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

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-- Not applicable for this report.

Introduction to the Economic Census

PURPOSES AND USES OF THE ECONOMIC CENSUS

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

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

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

INDUSTRY CLASSIFICATIONS

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

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

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

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

RELATIONSHIP TO HISTORICAL INDUSTRY CLASSIFICATIONS

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

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

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

BASIS OF REPORTING

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

GEOGRAPHIC AREA CODING

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

AVAILABILITY OF ADDITIONAL DATA

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

HISTORICAL INFORMATION

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

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

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

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

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

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

SOURCES FOR MORE INFORMATION

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

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Accommodation and Food Services

SCOPE

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

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

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

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

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

REPORTS

The following reports provide statistics on this sector.

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

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

Subject Series:

- **Product Lines.** This report presents data on major categories of products sold/services rendered for establishments of firms with payroll by kind of business. Data are presented for the United States, states, and metropolitan and micropolitan statistical areas.
- **Establishment and Firm Size (Including Legal Form of Organization).** This report presents sales, payroll, and employment data for the United States by sales size, by employment size, and by legal form of organization for establishments of firms with payroll; and by sales size (including concentration by largest firms), by employment size, and by number of establishments operated (single units and multiunits) for firms with payroll.

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

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

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

GEOGRAPHIC AREAS COVERED

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

1. The United States as a whole.
2. States and the District of Columbia.
3. Metropolitan and micropolitan statistical areas. A core based statistical area (CBSA) contains a core area with a substantial population nucleus, together with adjacent communities having a high degree of social and economic integration with that core. CBSAs are differentiated into metropolitan and micropolitan statistical areas based on size criteria. Both metropolitan and micropolitan statistical areas are defined in terms of entire counties, and are listed in Appendix E, Metropolitan and Micropolitan Statistical Areas.
 - a. Metropolitan Statistical Areas (metro areas). Metro areas have at least one urbanized area of 50,000 or more population, plus adjacent territory that has a high degree of social and economic integration with the core as measured by commuting ties.
 - b. Micropolitan Statistical Areas (micro areas). Micro areas have at least one urban cluster of at least 10,000 but less than 50,000 population, plus adjacent territory that has a high degree of social and economic integration with the core as measured by commuting ties.
 - c. Metropolitan Divisions (metro divisions). If specified criteria are met, a metro area containing a single core with a population of 2.5 million or more may be subdivided to form smaller groupings of counties referred to as Metropolitan Divisions.
 - d. Combined Statistical Areas (combined areas). If specified criteria are met, adjacent metro and micro areas, in various combinations, may become the components of a new set of areas called Combined Statistical Areas. The areas that combine retain their own designations as metro or micro areas within the larger combined area.
4. Counties and county equivalents defined as of January 1, 2002. Counties are the primary divisions of states, except in Louisiana where they are called parishes and in Alaska where they are called boroughs, census areas, and city and boroughs. Maryland, Missouri, Nevada, and Virginia have one place or more that is independent of any county organization and constitutes primary divisions of their states. These places are treated as counties and as places.
5. Economic places.
 - a. Municipalities of 2,500 inhabitants or more defined as of January 1, 2002. These are areas of significant population incorporated as cities, boroughs, villages, or towns according to the 2000 Census of Population. For the economic census, boroughs, census areas, and city and boroughs in Alaska and boroughs in New York are not included in this category.
 - b. Consolidated cities defined as of January 1, 2002. Consolidated cities are consolidated governments which consist of separately incorporated municipalities.
 - c. Townships in Michigan, New Jersey, and Pennsylvania, and towns in New York, Wisconsin, and the six New England states with 10,000 inhabitants or more (according to the 2000 Census of Population).

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- d. Balance of county. Areas outside the entities listed above, including incorporated municipalities with populations of fewer than 2,500, towns and townships not qualifying as noted above, and the remainders of counties outside places are categorized as "Balance of county."

DOLLAR VALUES

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

All dollar values are shown in thousands of dollars.

COMPARABILITY OF THE 1997 AND 2002 ECONOMIC CENSUSES

Both the 2002 Economic Census and the 1997 Economic Census present data based on the North American Industry Classification System (NAICS). While there were revisions to some industries for 2002, none affect this sector.

RELIABILITY OF DATA

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

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

DISCLOSURE

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

AVAILABILITY OF MORE FREQUENT ECONOMIC DATA

The Census Bureau conducts annual surveys on accommodation and annual and monthly surveys on food services. These surveys, while providing more frequent observations, yield less kind-of-business and geographic detail than the economic census. In addition, the County Business Patterns program offers annual statistics on the number of establishments, employment, and payroll classified by industry within each county, and Statistics of U.S. Businesses provides annual statistics classified by the employment size of the enterprise, further classified by industry for the United States, and by broader categories for states and metropolitan areas.

CONTACTS FOR DATA USERS

Questions about these data may be directed to the U.S. Census Bureau, Service Sector Statistics Division, Retail Census Branch, 1-800-541-8345 or rcb@census.gov.

ABBREVIATIONS AND SYMBOLS

The following abbreviations and symbols are used with these data:

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

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.]

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage ² (percent)
			Number	Total sales (\$1,000)	Amount ¹ (\$1,000)	As percent of total sales of—		
						Establishments with the product line	All establishments ¹	
72		Accommodation and food services	565 590	X	449 498 718	X	100.0	73.5
	20010	Guestroom or unit rentals, including campground & RV rental fees excluding occupancy taxes	60 767	128 175 944	72 269 916	56.4	16.1	X
	20020	Camp tuition or fees	3 370	1 903 137	1 448 590	76.1	.3	X
	20030	Telephone service charges	31 508	92 160 770	1 181 599	1.3	.3	X
	20040	Gaming receipts, including receipts from the operation of casino games, slot machines, etc. by this establishment	10 876	38 866 654	22 950 892	59.1	5.1	X
	20050	Rental of public rooms & areas, including conference/convention meeting rooms	19 619	74 650 671	2 064 193	2.8	.5	X
	20060	Membership dues & fees	5 013	13 537 967	718 775	5.3	.2	X
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	41 604	41 387 817	1 590 261	3.8	.4	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	495 415	413 852 028	292 842 597	70.8	65.1	X
	20130	Alcoholic drinks served at the establishment	209 569	231 357 130	41 932 650	18.1	9.3	X
	20140	Packaged liquor, wine, & beer	15 850	12 744 655	682 373	5.4	.2	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	23 837	37 276 424	388 101	1.0	.1	X
	20850	All other merchandise	6 628	39 595 584	744 963	1.9	.2	X
	29810	All other merchandise	40 202	82 126 602	4 344 077	5.3	1.0	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	24 691	81 642 891	6 339 731	7.8	1.4	X
721		Accommodation	60 949	X	128 098 210	X	100.0	78.3
	20010	Guestroom or unit rentals, including campground & RV rental fees excluding occupancy taxes	57 765	126 557 656	72 035 435	56.9	56.2	X
	20020	Camp tuition or fees	3 370	1 903 137	1 448 590	76.1	1.1	X
	20030	Telephone service charges	23 887	86 197 013	1 146 747	1.3	.9	X
	20040	Gaming receipts, including receipts from the operation of casino games, slot machines, etc. by this establishment	805	34 184 094	22 394 149	65.5	17.5	X
	20050	Rental of public rooms & areas, including conference/convention meeting rooms	15 091	69 099 239	1 736 183	2.5	1.4	X
	20060	Membership dues & fees	3 389	12 591 276	647 262	5.1	.5	X
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	9 526	26 921 528	211 483	.8	.2	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	15 458	98 664 797	16 709 644	16.9	13.0	68.4
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	2 363	11 350 445	617 849	5.4	.5	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	14 361	96 318 033	16 091 794	16.7	12.6	X
	20130	Alcoholic drinks served at the establishment	9 714	86 300 169	4 209 646	4.9	3.3	65.5
	20131	Distilled spirits	8 118	80 385 237	1 935 736	2.4	1.5	X
	20132	Wine	7 406	70 105 213	1 062 822	1.5	.8	X
	20133	Beer & ale	8 247	74 245 870	1 211 019	1.6	.9	X
	20140	Packaged liquor, wine, & beer	1 185	7 058 210	70 093	1.0	.1	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	2 156	26 230 077	88 864	.3	.1	X
	20850	All other merchandise	6 628	39 595 584	744 963	1.9	.6	78.1
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons	6 628	39 595 584	744 963	1.9	.6	X
	29810	All other merchandise	9 606	51 106 900	2 031 764	4.0	1.6	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	14 886	70 098 564	4 623 387	6.6	3.6	X
7211		Traveler accommodation	50 982	X	123 899 931	X	100.0	78.8
	20010	Guestroom or unit rentals, including campground & RV rental fees excluding occupancy taxes	50 982	123 899 931	70 276 338	56.7	56.7	X
	20020	Camp tuition or fees	15	11 888	1 258	10.6	Z	X
	20030	Telephone service charges	23 637	85 891 480	1 140 306	1.3	.9	X
	20040	Gaming receipts, including receipts from the operation of casino games, slot machines, etc. by this establishment	658	34 096 569	22 393 060	65.7	18.1	X
	20050	Rent of public rooms & areas, including conference/convention meeting rooms	14 289	68 563 654	1 688 334	2.5	1.4	X
	20060	Membership dues & fees	1 302	11 817 718	410 182	3.5	.3	X
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	6 933	25 673 414	146 250	.6	.1	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	12 345	97 064 022	16 452 256	17.0	13.3	68.7
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	1 701	11 069 066	589 530	5.3	.5	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	11 706	94 894 659	15 862 725	16.7	12.8	X
	20130	Alcoholic drinks served at the establishment	9 217	85 846 162	4 189 084	4.9	3.4	65.9
	20131	Distilled spirits	7 890	80 083 783	1 926 528	2.4	1.6	X
	20132	Wine	7 115	69 766 032	1 060 027	1.5	.9	X
	20133	Beer & ale	7 774	73 826 096	1 202 511	1.6	1.0	X
	20140	Packaged liquor, wine, & beer	586	6 635 422	60 141	.9	Z	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	1 515	25 810 199	83 190	.3	.1	X
	20850	All other merchandise	4 126	38 217 976	685 665	1.8	.6	78.6
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons	4 126	38 217 976	685 665	1.8	.6	X
	29810	All other merchandise	7 332	49 891 173	1 942 490	3.9	1.6	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	12 305	68 554 852	4 431 377	6.5	3.6	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.]

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage ² (percent)	
			Number	Total sales (\$1,000)	Amount ¹ (\$1,000)	As percent of total sales of—			
						Establishments with the product line	All establishments ¹		
72		Accommodation and food services—Con.							
721		Accommodation—Con.							
7211		Traveler accommodation—Con.							
72111		Hotels (except casino hotels) and motels	46 295	X	89 357 109	X	100.0	77.0	
	20010	Guestroom or unit rentals, including campground & RV rental fees excluding occupancy taxes	46 295		89 357 109	72.9	72.9	X	
	20030	Telephone service charges	23 332		73 021 954	1.5	1.2	X	
	20040	Gaming receipts, including receipts from the operation of casino games, slot machines, etc. by this establishment	371		676 506	2.7	Z	X	
	20050	Rental of public rooms & areas, including conference/convention meeting rooms	13 494		58 909 060	2.7	1.8	X	
	20060	Membership dues & fees	1 185		11 379 112	3.6	.5	X	
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	6 666		17 937 103	.6	.1	X	
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	10 778		63 202 788	12 786 910	20.2	14.3	74.7
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	1 492		8 880 795	547 447	6.2	.6	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	10 234		61 254 068	12 239 463	20.0	13.7	X
	20130	Alcoholic drinks served at the establishment	8 331		57 278 896	3 127 786	5.5	3.5	69.9
	20131	Distilled spirits	7 277		52 313 021	1 471 977	2.8	1.6	X
	20132	Wine	6 294		44 450 987	814 574	1.8	.9	X
	20133	Beer & ale	7 061		47 580 967	841 235	1.8	.9	X
	20140	Packaged liquor, wine, & beer	488		2 538 845	40 740	1.6	Z	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	1 360		14 372 574	22 871	.2	Z	X
	20850	All other merchandise	3 129		19 999 446	386 345	1.9	.4	76.7
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons	3 129		19 999 446	386 345	1.9	.4	X
	29810	All other merchandise	6 786		30 408 934	1 305 945	4.3	1.5	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	11 670		47 094 780	3 293 288	7.0	3.7	X
721110		Hotels (except casino hotels) and motels	46 295	X	89 357 109	X	100.0	77.0	
	20010	Guestroom or unit rentals, including campground & RV rental fees excluding occupancy taxes	46 295		89 357 109	65 161 383	72.9	72.9	X
	20030	Telephone service charges	23 332		73 021 954	1 090 561	1.5	1.2	X
	20040	Gaming receipts, including receipts from the operation of casino games, slot machines, etc. by this establishment	371		676 506	18 094	2.7	Z	X
	20050	Rental of public rooms & areas, including conference/convention meeting rooms	13 494		58 909 060	1 600 737	2.7	1.8	X
	20060	Membership dues & fees	1 185		11 379 112	406 817	3.6	.5	X
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	6 666		17 937 103	115 632	.6	.1	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	10 778		63 202 788	12 786 910	20.2	14.3	74.7
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	1 492		8 880 795	547 447	6.2	.6	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	10 234		61 254 068	12 239 463	20.0	13.7	X
	20130	Alcoholic drinks served at the establishment	8 331		57 278 896	3 127 786	5.5	3.5	69.9
	20131	Distilled spirits	7 277		52 313 021	1 471 977	2.8	1.6	X
	20132	Wine	6 294		44 450 987	814 574	1.8	.9	X
	20133	Beer & ale	7 061		47 580 967	841 235	1.8	.9	X
	20140	Packaged liquor, wine, & beer	488		2 538 845	40 740	1.6	Z	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	1 360		14 372 574	22 871	.2	Z	X
	20850	All other merchandise	3 129		19 999 446	386 345	1.9	.4	76.7
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons	3 129		19 999 446	386 345	1.9	.4	X
	29810	All other merchandise	6 786		30 408 934	1 305 945	4.3	1.5	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	11 670		47 094 780	3 293 288	7.0	3.7	X
72112		Casino hotels	283	X	33 417 673	X	100.0	83.8	
	20010	Guestroom or unit rentals, including campground & RV rental fees excluding occupancy taxes	283		33 417 673	4 228 552	12.7	12.7	X
	20030	Telephone service charges	101		12 715 479	48 729	.4	.1	X
	20040	Gaming receipts, including receipts from the operation of casino games, slot machines, etc. by this establishment	283		33 417 673	22 374 950	67.0	67.0	X
	20050	Rental of public rooms & areas, including conference/convention meeting rooms	76		9 402 839	59 454	.6	.2	X
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	70		7 667 931	27 662	.4	.1	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	278		33 360 416	3 537 213	10.6	10.6	58.6
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	23		2 118 333	30 943	1.5	.1	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	273		33 172 155	3 506 270	10.6	10.5	X
	20130	Alcoholic drinks served at the establishment	247		28 225 463	1 027 166	3.6	3.1	58.5
	20131	Distilled spirits	235		27 547 514	444 106	1.6	1.3	X
	20132	Wine	224		24 998 454	228 505	.9	.7	X
	20133	Beer & ale	238		25 985 536	354 555	1.4	1.1	X
	20140	Packaged liquor, wine, & beer	37		4 072 093	17 944	.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.]

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage ² (percent)
			Number	Total sales (\$1,000)	Amount ¹ (\$1,000)	As percent of total sales of—		
						Establishments with the product line	All establishments ¹	
72		Accommodation and food services—Con.						
721		Accommodation—Con.						
7211		Traveler accommodation—Con.						
72112		Casino hotels—Con.						
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	100	11 404 718	59 775	.5	.2	X
	20850	All other merchandise	169	17 883 431	291 119	1.6	.9	83.8
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons	169	17 883 431	291 119	1.6	.9	X
	29810	All other merchandise	118	19 288 267	628 448	3.3	1.9	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	163	21 235 521	1 116 512	5.3	3.3	X
721120		Casino hotels	283	X	33 417 673	X	100.0	83.8
	20010	Guestroom or unit rentals, including campground & RV rental fees excluding occupancy taxes	283	33 417 673	4 228 552	12.7	12.7	X
	20030	Telephone service charges	101	12 715 479	48 729	.4	.1	X
	20040	Gaming receipts, including receipts from the operation of casino games, slot machines, etc. by this establishment	283	33 417 673	22 374 950	67.0	67.0	X
	20050	Rental of public rooms & areas, including conference/convention meeting rooms	76	9 402 839	59 454	.6	.2	X
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	70	7 667 931	27 662	.4	.1	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	278	33 360 416	3 537 213	10.6	10.6	58.6
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	23	2 118 333	30 943	1.5	.1	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	273	33 172 155	3 506 270	10.6	10.5	X
	20130	Alcoholic drinks served at the establishment	247	28 225 463	1 027 166	3.6	3.1	58.5
	20131	Distilled spirits	235	27 547 514	444 106	1.6	1.3	X
	20132	Wine	224	24 998 454	228 505	.9	.7	X
	20133	Beer & ale	238	25 985 536	354 555	1.4	1.1	X
	20140	Packaged liquor, wine, & beer	37	4 072 093	17 944	.4	.1	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	100	11 404 718	59 775	.5	.2	X
	20850	All other merchandise	169	17 883 431	291 119	1.6	.9	83.8
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons	169	17 883 431	291 119	1.6	.9	X
	29810	All other merchandise	118	19 288 267	628 448	3.3	1.9	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	163	21 235 521	1 116 512	5.3	3.3	X
72119		Other traveler accommodation	4 404	X	1 125 149	X	100.0	71.6
	20010	Guestroom or unit rentals, including campground & RV rental fees excluding occupancy taxes	4 404	1 125 149	886 403	78.8	78.8	X
	20020	Camp tuition or fees	15	11 888	1 258	10.6	.1	X
	20030	Telephone service charges	204	154 047	1 016	.7	.1	X
	20050	Rental of public rooms & areas, including conference/convention meeting rooms	719	251 755	28 143	11.2	2.5	X
	20060	Membership dues & fees	114	54 916	3 216	5.9	.3	X
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	197	68 380	2 956	4.3	.3	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	1 289	500 818	128 133	25.6	11.4	69.1
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	186	69 938	11 140	15.9	1.0	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	1 199	468 436	116 992	25.0	10.4	X
	20130	Alcoholic drinks served at the establishment	639	341 803	34 132	10.0	3.0	59.6
	20131	Distilled spirits	378	223 248	10 445	4.7	.9	X
	20132	Wine	597	316 591	16 948	5.4	1.5	X
	20133	Beer & ale	475	259 593	6 721	2.6	.6	X
	20140	Packaged liquor, wine, & beer	61	24 484	1 457	6.0	.1	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	55	32 907	544	1.7	.2	X
	20850	All other merchandise	828	335 099	8 201	2.4	.7	71.4
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons	828	335 099	8 201	2.4	.7	X
	29810	All other merchandise	428	193 972	8 097	4.2	.7	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	472	224 551	21 577	9.6	1.9	X
721191		Bed-and-breakfast inns	3 535	X	908 652	X	100.0	72.2
	20010	Guestroom or unit rentals, including campground & RV rental fees excluding occupancy taxes	3 535	908 652	709 116	78.0	78.0	X
	20020	Camp tuition or fees	9	4 604	193	4.2	.2	X
	20030	Telephone service charges	189	146 304	975	.7	.1	X
	20050	Rental of public rooms & areas, including conference/convention meeting rooms	659	234 193	24 995	10.7	2.8	X
	20060	Membership dues & fees	47	22 216	1 526	6.9	.2	X
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	49	17 751	404	2.3	.2	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	1 141	432 233	115 901	26.8	12.8	69.9

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.]

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage ² (percent)
			Number	Total sales (\$1,000)	Amount ¹ (\$1,000)	As percent of total sales of—		
						Establishments with the product line	All establishments ¹	
72		Accommodation and food services—Con.						
721		Accommodation—Con.						
7211		Traveler accommodation—Con.						
72119		Other traveler accommodation—Con.						
721191		Bed-and-breakfast inns—Con.						
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption—Con.						
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	156	54 600	10 142	18.6	1.1	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	1 063	404 827	105 758	26.1	11.6	X
	20130	Alcoholic drinks served at the establishment	573	309 043	31 587	10.2	3.5	60.0
	20131	Distilled spirits	349	209 344	9 506	4.5	1.0	X
	20132	Wine	551	292 558	16 443	5.6	1.8	X
	20133	Beer & ale	413	228 905	5 635	2.5	.6	X
	20140	Packaged liquor, wine, & beer	32	14 239	1 072	7.5	.1	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	9	10 271	186	1.8	Z	X
	20850	All other merchandise	667	260 031	5 003	1.9	.6	72.0
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons	667	260 031	5 003	1.9	.6	X
	29810	All other merchandise	301	151 248	4 979	3.3	.5	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	296	152 512	12 701	8.3	1.4	X
721199		All other traveler accommodation	869	X	216 497	X	100.0	69.1
	20010	Guestroom or unit rentals, including campground & RV rental fees excluding occupancy taxes	869	216 497	177 287	81.9	81.9	X
	20020	Camp tuition or fees	6	7 284	1 065	14.6	.5	X
	20030	Telephone service charges	15	7 743	41	.5	Z	X
	20050	Rental of public rooms & areas, including conference/convention meeting rooms	60	17 562	3 148	17.9	1.5	X
	20060	Membership dues & fees	67	32 700	1 690	5.2	.8	X
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	148	50 629	2 552	5.0	1.2	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	148	68 585	12 232	17.8	5.7	65.5
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	30	15 338	998	6.5	.5	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	136	63 609	11 234	17.7	5.2	X
	20130	Alcoholic drinks served at the establishment	66	32 760	2 545	7.8	1.2	58.4
	20131	Distilled spirits	29	13 904	939	6.8	.4	X
	20132	Wine	46	24 033	505	2.1	.2	X
	20133	Beer & ale	62	30 688	1 086	3.5	.5	X
	20140	Packaged liquor, wine, & beer	29	10 245	385	3.8	.2	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	46	22 636	358	1.6	.2	X
	20850	All other merchandise	161	75 068	3 198	4.3	1.5	69.1
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons	161	75 068	3 198	4.3	1.5	X
	29810	All other merchandise	127	42 724	3 118	7.3	1.4	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	176	72 039	8 876	12.3	4.1	X
7212		RV (recreational vehicle) parks and recreational camps	7 353	X	3 466 917	X	100.0	64.7
	20010	Guestroom or unit rentals, including campground & RV rental fees excluding occupancy taxes	4 637	2 026 335	1 324 231	65.4	38.2	X
	20020	Camp tuition or fees	3 348	1 866 609	1 443 388	77.3	41.6	X
	20030	Telephone service charges	166	249 393	4 591	1.8	.1	X
	20040	Gaming receipts, including receipts from the operation of casino games, slot machines, etc. by this establishment	145	87 336	1 084	1.2	Z	X
	20050	Rental of public rooms & areas, including conference/convention meeting rooms	611	435 828	30 185	6.9	.9	X
	20060	Membership dues & fees	597	397 920	89 360	22.5	2.6	X
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	2 557	1 215 420	64 909	5.3	1.9	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	2 233	1 316 286	169 203	12.9	4.9	57.9
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	606	255 624	22 913	9.0	.7	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	1 809	1 160 431	146 290	12.6	4.2	X
	20130	Alcoholic drinks served at the establishment	481	433 535	19 686	4.5	.6	53.8
	20131	Distilled spirits	218	298 905	9 014	3.0	.3	X
	20132	Wine	275	318 709	2 580	.8	.1	X
	20133	Beer & ale	458	400 341	8 041	2.0	.2	X
	20140	Packaged liquor, wine, & beer	599	422 788	9 952	2.4	.3	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	631	402 448	5 500	1.4	.2	X
	20850	All other merchandise	2 475	1 352 844	58 546	4.3	1.7	63.6
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons	2 475	1 352 844	58 546	4.3	1.7	X
	29810	All other merchandise	2 151	1 147 632	85 093	7.4	2.5	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	2 161	1 351 878	161 189	11.9	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.]

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage ² (percent)
			Number	Total sales (\$1,000)	Amount ¹ (\$1,000)	As percent of total sales of—		
						Establishments with the product line	All establishments ¹	
72		Accommodation and food services—Con.						
721		Accommodation—Con.						
7212		RV (recreational vehicle) parks and recreational camps—Con.						
72121		RV (recreational vehicle) parks and recreational camps	7 353	X	3 466 917	X	100.0	64.7
	20010	Guestroom or unit rentals, including campground & RV rental fees excluding occupancy taxes	4 637	2 026 335	1 324 231	65.4	38.2	X
	20020	Camp tuition or fees	3 348	1 866 609	1 443 388	77.3	41.6	X
	20030	Telephone service charges	166	249 393	4 591	1.8	.1	X
	20040	Gaming receipts, including receipts from the operation of casino games, slot machines, etc. by this establishment	145	87 336	1 084	1.2	Z	X
	20050	Rental of public rooms & areas, including conference/convention meeting rooms	611	435 828	30 185	6.9	.9	X
	20060	Membership dues & fees	597	397 920	89 360	22.5	2.6	X
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	2 557	1 215 420	64 909	5.3	1.9	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	2 233	1 316 286	169 203	12.9	4.9	57.9
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	606	255 624	22 913	9.0	.7	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	1 809	1 160 431	146 290	12.6	4.2	X
	20130	Alcoholic drinks served at the establishment	481	433 535	19 686	4.5	.6	53.8
	20131	Distilled spirits	218	298 905	9 014	3.0	.3	X
	20132	Wine	275	318 709	2 580	.8	.1	X
	20133	Beer & ale	458	400 341	8 041	2.0	.2	X
	20140	Packaged liquor, wine, & beer	599	422 788	9 952	2.4	.3	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	631	402 448	5 500	1.4	.2	X
	20850	All other merchandise	2 475	1 352 844	58 546	4.3	1.7	63.6
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons	2 475	1 352 844	58 546	4.3	1.7	X
	29810	All other merchandise	2 151	1 147 632	85 093	7.4	2.5	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	2 161	1 351 878	161 189	11.9	4.6	X
721211		RV (recreational vehicle) parks and campgrounds	4 170	X	1 723 663	X	100.0	63.5
	20010	Guestroom or unit rentals, including campground & RV rental fees excluding occupancy taxes	4 170	1 723 663	1 274 848	74.0	74.0	X
	20020	Camp tuition or fees	165	123 355	21 934	17.8	1.3	X
	20030	Telephone service charges	103	173 457	1 657	1.0	.1	X
	20040	Gaming receipts, including receipts from the operation of casino games, slot machines, etc. by this establishment	144	86 068	1 029	1.2	.1	X
	20050	Rental of public rooms & areas, including conference/convention meeting rooms	206	182 835	5 583	3.1	.3	X
	20060	Membership dues & fees	425	272 980	73 917	27.1	4.3	X
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	2 248	1 030 196	58 240	5.7	3.4	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	1 350	799 810	83 034	10.4	4.8	56.9
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	487	173 166	14 645	8.5	.9	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	983	686 959	68 389	10.0	4.0	X
	20130	Alcoholic drinks served at the establishment	240	287 610	14 591	5.1	.8	54.8
	20131	Distilled spirits	96	200 881	7 637	3.8	.4	X
	20132	Wine	95	196 753	1 230	.6	.1	X
	20133	Beer & ale	230	268 608	5 724	2.1	.3	X
	20140	Packaged liquor, wine, & beer	557	392 880	9 420	2.4	.5	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	582	371 471	5 258	1.4	.3	X
	20850	All other merchandise	1 506	805 856	35 259	4.4	2.0	62.6
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons	1 506	805 856	35 259	4.4	2.0	X
	29810	All other merchandise	1 451	679 107	50 426	7.4	2.9	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	1 293	841 397	88 467	10.5	5.1	X
721214		Recreational and vacation camps (except campgrounds)	3 183	X	1 743 254	X	100.0	65.8
	20010	Guestroom or unit rentals, including campground & RV rental fees excluding occupancy taxes	467	302 672	49 383	16.3	2.8	X
	20020	Camp tuition or fees	3 183	1 743 254	1 421 454	81.5	81.5	X
	20030	Telephone service charges	63	75 936	2 934	3.9	.2	X
	20050	Rental of public rooms & areas, including conference/convention meeting rooms	405	252 993	24 602	9.7	1.4	X
	20060	Membership dues & fees	172	124 940	15 443	12.4	.9	X
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	309	185 224	6 669	3.6	.4	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	883	516 476	86 169	16.7	4.9	58.8
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	119	82 458	8 268	10.0	.5	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	826	473 472	77 901	16.5	4.5	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.]

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage ² (percent)
			Number	Total sales (\$1,000)	Amount ¹ (\$1,000)	As percent of total sales of—		
						Establishments with the product line	All establishments ¹	
72		Accommodation and food services—Con.						
721		Accommodation—Con.						
7212		RV (recreational vehicle) parks and recreational camps—Con.						
72121		RV (recreational vehicle) parks and recreational camps—Con.						
721214		Recreational and vacation camps (except campgrounds)—Con.						
	20130	Alcoholic drinks served at the establishment	241	145 925	5 095	3.5	.3	50.6
	20131	Distilled spirits	122	98 024	1 377	1.4	.1	X
	20132	Wine	180	121 956	1 350	1.1	.1	X
	20133	Beer & ale	228	131 733	2 317	1.8	.1	X
	20140	Packaged liquor, wine, & beer	42	29 908	532	1.8	Z	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	49	30 977	242	.8	Z	X
	20850	All other merchandise	969	546 988	23 287	4.3	1.3	64.4
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons	969	546 988	23 287	4.3	1.3	X
	29810	All other merchandise	700	468 525	34 667	7.4	2.0	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	868	510 481	72 722	14.2	4.2	X
7213		Rooming and boarding houses	2 614	X	731 362	X	100.0	60.7
	20010	Guestroom or unit rentals, including campground & RV rental fees excluding occupancy taxes	2 146	631 390	434 866	68.9	59.5	X
	20020	Camp tuition or fees	7	24 640	3 944	16.0	.5	X
	20030	Telephone service charges	84	56 140	1 850	3.3	.3	X
	20050	Rental of public rooms & areas, including conference/convention meeting rooms	191	99 757	17 664	17.7	2.4	X
	20060	Membership dues & fees	1 490	375 638	147 720	39.3	20.2	X
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	36	32 694	324	1.0	Z	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	880	284 489	88 185	31.0	12.1	58.9
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	56	25 755	5 406	21.0	.7	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	846	262 943	82 779	31.5	11.3	X
	20130	Alcoholic drinks served at the establishment	16	20 472	876	4.3	.1	56.9
	20131	Distilled spirits	10	2 549	194	7.6	Z	X
	20132	Wine	16	20 472	215	1.1	Z	X
	20133	Beer & ale	15	19 433	467	2.4	.1	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	10	17 430	174	1.0	Z	X
	20850	All other merchandise	27	24 764	752	3.0	.1	60.3
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons	27	24 764	752	3.0	.1	X
	29810	All other merchandise	123	68 095	4 181	6.1	.6	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	420	191 834	30 821	16.1	4.2	X
72131		Rooming and boarding houses	2 614	X	731 362	X	100.0	60.7
	20010	Guestroom or unit rentals, including campground & RV rental fees excluding occupancy taxes	2 146	631 390	434 866	68.9	59.5	X
	20020	Camp tuition or fees	7	24 640	3 944	16.0	.5	X
	20030	Telephone service charges	84	56 140	1 850	3.3	.3	X
	20050	Rental of public rooms & areas, including conference/convention meeting rooms	191	99 757	17 664	17.7	2.4	X
	20060	Membership dues & fees	1 490	375 638	147 720	39.3	20.2	X
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	36	32 694	324	1.0	Z	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	880	284 489	88 185	31.0	12.1	58.9
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	56	25 755	5 406	21.0	.7	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	846	262 943	82 779	31.5	11.3	X
	20130	Alcoholic drinks served at the establishment	16	20 472	876	4.3	.1	56.9
	20131	Distilled spirits	10	2 549	194	7.6	Z	X
	20132	Wine	16	20 472	215	1.1	Z	X
	20133	Beer & ale	15	19 433	467	2.4	.1	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	10	17 430	174	1.0	Z	X
	20850	All other merchandise	27	24 764	752	3.0	.1	60.3
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons	27	24 764	752	3.0	.1	X
	29810	All other merchandise	123	68 095	4 181	6.1	.6	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	420	191 834	30 821	16.1	4.2	X
721310		Rooming and boarding houses	2 614	X	731 362	X	100.0	60.7
	20010	Guestroom or unit rentals, including campground & RV rental fees excluding occupancy taxes	2 146	631 390	434 866	68.9	59.5	X
	20020	Camp tuition or fees	7	24 640	3 944	16.0	.5	X
	20030	Telephone service charges	84	56 140	1 850	3.3	.3	X
	20050	Rental of public rooms & areas, including conference/convention meeting rooms	191	99 757	17 664	17.7	2.4	X
	20060	Membership dues & fees	1 490	375 638	147 720	39.3	20.2	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.]

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage ² (percent)
			Number	Total sales (\$1,000)	Amount ¹ (\$1,000)	As percent of total sales of—		
						Establishments with the product line	All establishments ¹	
72		Accommodation and food services—Con.						
721		Accommodation—Con.						
7213		Rooming and boarding houses—Con.						
72131		Rooming and boarding houses—Con.						
721310		Rooming and boarding houses—Con.						
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	36	32 694	324	1.0	Z	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	880	284 489	88 185	31.0	12.1	58.9
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	56	25 755	5 406	21.0	.7	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	846	262 943	82 779	31.5	11.3	X
	20130	Alcoholic drinks served at the establishment	16	20 472	876	4.3	.1	56.9
	20131	Distilled spirits	10	2 549	194	7.6	Z	X
	20132	Wine	16	20 472	215	1.1	Z	X
	20133	Beer & ale	15	19 433	467	2.4	.1	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	10	17 430	174	1.0	Z	X
	20850	All other merchandise	27	24 764	752	3.0	.1	60.3
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons	27	24 764	752	3.0	.1	X
	29810	All other merchandise	123	68 095	4 181	6.1	.6	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	420	191 834	30 821	16.1	4.2	X
722		Food services and drinking places	504 641	X	321 400 508	X	100.0	71.6
	20010	Guestroom or unit rentals, including campground & RV rental fees excluding occupancy taxes	3 002	1 618 288	234 481	14.5	.1	X
	20030	Telephone service charges	7 621	5 963 757	34 852	.6	Z	X
	20040	Gaming receipts, including receipts from the operation of casino games, slot machines, etc. by this establishment	10 071	4 682 560	556 743	11.9	.2	X
	20050	Rent of public rooms & areas, including conference/convention meeting rooms	4 528	5 551 432	328 010	5.9	.1	X
	20060	Membership dues & fees	1 624	946 691	71 513	7.6	Z	X
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	32 078	14 466 289	1 378 778	9.5	.4	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	479 957	315 187 231	276 132 953	87.6	85.9	69.4
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	330 635	210 627 140	92 384 157	43.9	28.7	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	424 941	288 408 810	183 748 796	63.7	57.2	X
	20130	Alcoholic drinks served at the establishment	199 855	145 056 961	37 723 004	28.0	11.7	67.5
	20131	Distilled spirits	137 011	115 817 565	13 088 244	11.3	4.1	X
	20132	Wine	147 214	122 265 954	7 666 402	6.3	2.4	X
	20133	Beer & ale	191 553	140 056 212	16 968 329	12.1	5.3	X
	20140	Packaged liquor, wine, & beer	14 665	5 686 445	612 280	10.8	.2	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	21 681	11 046 347	299 237	2.7	.1	X
	29810	All other merchandise	30 596	31 019 702	2 312 313	7.5	.7	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	9 805	11 544 327	1 716 344	14.9	.5	X
7221		Full-service restaurants	195 659	X	144 649 964	X	100.0	71.4
	20010	Guestroom or unit rentals, including campground & RV rental fees excluding occupancy taxes	2 266	1 376 679	205 742	14.9	.1	X
	20030	Telephone service charges	828	924 029	6 327	.7	Z	X
	20040	Gaming receipts, including receipts from the operation of casino games, slot machines, etc. by this establishment	3 798	2 589 886	202 172	7.8	.1	X
	20050	Rent of public rooms & areas, including conference/convention meeting rooms	2 059	3 064 296	99 991	3.3	.1	X
	20060	Membership dues & fees	952	718 701	52 359	7.3	Z	X
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	6 967	4 051 275	218 105	5.4	.2	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	195 659	144 649 964	117 762 180	81.4	81.4	69.2
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	115 684	80 457 351	10 628 949	13.2	7.3	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	195 659	144 649 964	107 133 231	74.1	74.1	X
	20130	Alcoholic drinks served at the establishment	129 376	113 842 728	24 111 463	21.2	16.7	67.5
	20131	Distilled spirits	88 781	95 760 752	8 147 956	8.5	5.6	X
	20132	Wine	105 989	103 151 564	6 343 021	6.1	4.4	X
	20133	Beer & ale	122 844	109 696 507	9 620 486	8.8	6.7	X
	20140	Packaged liquor, wine, & beer	5 211	2 966 279	287 005	9.7	.2	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	6 355	5 707 257	75 499	1.3	.1	X
	29810	All other merchandise	11 087	16 669 367	1 111 521	6.7	.8	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	3 560	5 654 656	517 600	9.2	.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.]

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage ² (percent)
			Number	Total sales (\$1,000)	Amount ¹ (\$1,000)	As percent of total sales of—		
						Establishments with the product line	All establishments ¹	
72		Accommodation and food services—Con.						
722		Food services and drinking places—Con.						
7221		Full-service restaurants—Con.						
72211		Full-service restaurants	195 659	X	144 649 964	X	100.0	71.4
	20010	Guestroom or unit rentals, including campground & RV rental fees excluding occupancy taxes	2 266	1 376 679	205 742	14.9	.1	X
	20030	Telephone service charges	828	924 029	6 327	.7	Z	X
	20040	Gaming receipts, including receipts from the operation of casino games, slot machines, etc. by this establishment	3 798	2 589 886	202 172	7.8	.1	X
	20050	Rental of public rooms & areas, including conference/convention meeting rooms	2 059	3 064 296	99 991	3.3	.1	X
	20060	Membership dues & fees	952	718 701	52 359	7.3	Z	X
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	6 967	4 051 275	218 105	5.4	.2	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	195 659	144 649 964	117 762 180	81.4	81.4	69.2
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	115 684	80 457 351	10 628 949	13.2	7.3	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	195 659	144 649 964	107 133 231	74.1	74.1	X
	20130	Alcoholic drinks served at the establishment	129 376	113 842 728	24 111 463	21.2	16.7	67.5
	20131	Distilled spirits	88 781	95 760 752	8 147 956	8.5	5.6	X
	20132	Wine	105 989	103 151 564	6 343 021	6.1	4.4	X
	20133	Beer & ale	122 844	109 696 507	9 620 486	8.8	6.7	X
	20140	Packaged liquor, wine, & beer	5 211	2 966 279	287 005	9.7	.2	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	6 355	5 707 257	75 499	1.3	.1	X
	29810	All other merchandise	11 087	16 669 367	1 111 521	6.7	.8	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	3 560	5 654 656	517 600	9.2	.4	X
722110		Full-service restaurants	195 659	X	144 649 964	X	100.0	71.4
	20010	Guestroom or unit rentals, including campground & RV rental fees excluding occupancy taxes	2 266	1 376 679	205 742	14.9	.1	X
	20030	Telephone service charges	828	924 029	6 327	.7	Z	X
	20040	Gaming receipts, including receipts from the operation of casino games, slot machines, etc. by this establishment	3 798	2 589 886	202 172	7.8	.1	X
	20050	Rental of public rooms & areas, including conference/convention meeting rooms	2 059	3 064 296	99 991	3.3	.1	X
	20060	Membership dues & fees	952	718 701	52 359	7.3	Z	X
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	6 967	4 051 275	218 105	5.4	.2	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	195 659	144 649 964	117 762 180	81.4	81.4	69.2
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	115 684	80 457 351	10 628 949	13.2	7.3	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	195 659	144 649 964	107 133 231	74.1	74.1	X
	20130	Alcoholic drinks served at the establishment	129 376	113 842 728	24 111 463	21.2	16.7	67.5
	20131	Distilled spirits	88 781	95 760 752	8 147 956	8.5	5.6	X
	20132	Wine	105 989	103 151 564	6 343 021	6.1	4.4	X
	20133	Beer & ale	122 844	109 696 507	9 620 486	8.8	6.7	X
	20140	Packaged liquor, wine, & beer	5 211	2 966 279	287 005	9.7	.2	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	6 355	5 707 257	75 499	1.3	.1	X
	29810	All other merchandise	11 087	16 669 367	1 111 521	6.7	.8	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	3 560	5 654 656	517 600	9.2	.4	X
7222		Limited-service eating places	228 789	X	135 324 135	X	100.0	75.8
	20010	Guestroom or unit rentals, including campground & RV rental fees excluding occupancy taxes	29	7 861	1 133	14.4	Z	X
	20030	Telephone service charges	6 406	4 938 474	26 653	.5	Z	X
	20040	Gaming receipts, including receipts from the operation of casino games, slot machines, etc. by this establishment	540	366 267	36 582	10.0	Z	X
	20050	Rental of public rooms & areas, including conference/convention meeting rooms	257	152 435	6 713	4.4	Z	X
	20060	Membership dues & fees	22	14 165	2 515	17.8	Z	X
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	18 460	8 220 238	870 389	10.6	.6	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	228 427	135 230 500	132 276 502	97.8	97.7	74.0
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	197 322	118 193 924	73 117 919	61.9	54.0	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	182 807	117 061 081	59 158 583	50.5	43.7	X
	20130	Alcoholic drinks served at the establishment	18 308	11 741 948	925 540	7.9	.7	72.6
	20131	Distilled spirits	3 108	2 619 023	152 555	5.8	.1	X
	20132	Wine	6 348	4 735 381	127 826	2.7	.1	X
	20133	Beer & ale	17 813	11 537 122	645 146	5.6	.5	X
	20140	Packaged liquor, wine, & beer	1 280	627 213	48 001	7.7	Z	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	3 617	1 179 960	82 567	7.0	.1	X
	29810	All other merchandise	11 058	7 969 659	714 255	9.0	.5	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	1 974	1 810 178	333 285	18.4	.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.]

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage ² (percent)
			Number	Total sales (\$1,000)	Amount ¹ (\$1,000)	As percent of total sales of—		
						Establishments with the product line	All establishments ¹	
72		Accommodation and food services—Con.						
722		Food services and drinking places—Con.						
7222		Limited-service eating places—Con.						
72221		Limited-service eating places	228 789	X	135 324 135	X	100.0	75.8
	20010	Guestroom or unit rentals, including campground & RV rental fees excluding occupancy taxes	29	7 861	1 133	14.4	Z	X
	20030	Telephone service charges	6 406	4 938 474	26 653	.5	Z	X
	20040	Gaming receipts, including receipts from the operation of casino games, slot machines, etc. by this establishment	540	366 267	36 582	10.0	Z	X
	20050	Rental of public rooms & areas, including conference/convention meeting rooms	257	152 435	6 713	4.4	Z	X
	20060	Membership dues & fees	22	14 165	2 515	17.8	Z	X
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	18 460	8 220 238	870 389	10.6	.6	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	228 427	135 230 500	132 276 502	97.8	97.7	74.0
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	197 322	118 193 924	73 117 919	61.9	54.0	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	182 807	117 061 081	59 158 583	50.5	43.7	X
	20130	Alcoholic drinks served at the establishment	18 308	11 741 948	925 540	7.9	.7	72.6
	20131	Distilled spirits	3 108	2 619 023	152 555	5.8	.1	X
	20132	Wine	6 348	4 735 381	127 826	2.7	.1	X
	20133	Beer & ale	17 813	11 537 122	645 146	5.6	.5	X
	20140	Packaged liquor, wine, & beer	1 280	627 213	48 001	7.7	Z	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	3 617	1 179 960	82 567	7.0	.1	X
	29810	All other merchandise	11 058	7 969 659	714 255	9.0	.5	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	1 974	1 810 178	333 285	18.4	.2	X
722211		Limited-service restaurants	186 942	X	116 516 316	X	100.0	75.8
	20010	Guestroom or unit rentals, including campground & RV rental fees excluding occupancy taxes	15	4 241	538	12.7	Z	X
	20030	Telephone service charges	6 403	4 935 012	26 483	.5	Z	X
	20040	Gaming receipts, including receipts from the operation of casino games, slot machines, etc. by this establishment	524	362 807	36 049	9.9	Z	X
	20050	Rental of public rooms & areas, including conference/convention meeting rooms	222	125 289	5 414	4.3	Z	X
	20060	Membership dues & fees	11	8 844	1 914	21.6	Z	X
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	9 796	3 780 781	517 811	13.7	.4	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	186 942	116 516 316	114 186 230	98.0	98.0	74.4
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	167 464	106 947 123	66 272 938	62.0	56.9	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	151 428	101 085 555	47 913 292	47.4	41.1	X
	20130	Alcoholic drinks served at the establishment	17 479	11 158 750	889 483	8.0	.8	72.7
	20131	Distilled spirits	2 917	2 427 186	145 571	6.0	.1	X
	20132	Wine	5 873	4 343 340	120 300	2.8	.1	X
	20133	Beer & ale	17 025	10 970 003	623 612	5.7	.5	X
	20140	Packaged liquor, wine, & beer	1 273	623 852	47 706	7.6	Z	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	2 924	1 027 209	72 106	7.0	.1	X
	29810	All other merchandise	4 703	4 270 355	409 085	9.6	.4	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	1 797	1 698 164	323 497	19.1	.3	X
722212		Cafeterias, buffets, and grill buffets	5 811	X	5 199 204	X	100.0	91.2
	20010	Guestroom or unit rentals, including campground & RV rental fees excluding occupancy taxes	13	3 314	591	17.8	Z	X
	20050	Rental of public rooms & areas, including conference/convention meeting rooms	12	22 299	1 008	4.5	Z	X
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	113	26 391	2 227	8.4	Z	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	5 811	5 199 204	5 163 910	99.3	99.3	90.5
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	2 108	1 707 668	230 599	13.5	4.4	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	5 811	5 199 204	4 933 311	94.9	94.9	X
	20130	Alcoholic drinks served at the establishment	608	470 319	19 715	4.2	.4	88.1
	20131	Distilled spirits	139	142 631	4 166	2.9	.1	X
	20132	Wine	313	311 187	4 816	1.5	.1	X
	20133	Beer & ale	593	460 452	10 733	2.3	.2	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	118	19 674	931	4.7	Z	X
	29810	All other merchandise	106	96 698	4 776	4.9	.1	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	44	47 270	5 781	12.2	.1	X

See footnotes at end of table.

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

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NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage ² (percent)
			Number	Total sales (\$1,000)	Amount ¹ (\$1,000)	As percent of total sales of—		
						Establishments with the product line	All establishments ¹	
72		Accommodation and food services—Con.						
722		Food services and drinking places—Con.						
7222		Limited-service eating places—Con.						
72221		Limited-service eating places—Con.						
722213		Snack and nonalcoholic beverage bars	36 036	X	13 608 615	X	100.0	69.7
	20040	Gaming receipts, including receipts from the operation of casino games, slot machines, etc. by this establishment	16	3 460	533	15.4	Z	X
	20050	Rental of public rooms & areas, including conference/convention meeting rooms	23	4 847	291	6.0	Z	X
	20060	Membership dues & fees	8	3 194	336	10.5	Z	X
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	8 551	4 413 066	350 351	7.9	2.6	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	35 674	13 514 980	12 926 362	95.6	95.0	64.6
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	27 750	9 539 133	6 614 382	69.3	48.6	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	25 568	10 776 322	6 311 980	58.6	46.4	X
	20130	Alcoholic drinks served at the establishment	221	112 879	16 342	14.5	.1	58.9
	20131	Distilled spirits	52	49 206	2 818	5.7	Z	X
	20132	Wine	162	80 854	2 710	3.4	Z	X
	20133	Beer & ale	195	106 667	10 801	10.1	.1	X
	20140	Packaged liquor, wine, & beer	7	3 361	295	8.8	Z	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	575	133 077	9 530	7.2	.1	X
	29810	All other merchandise	6 249	3 602 606	300 394	8.3	2.2	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	133	64 744	4 007	6.2	Z	X
7222131		Ice cream and soft serve shops	9 040	X	2 217 466	X	100.0	65.6
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	926	476 394	69 078	14.5	3.1	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	9 040	2 217 466	2 145 384	96.7	96.7	59.2
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	8 190	2 014 719	1 250 353	62.1	56.4	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	5 699	1 541 392	895 031	58.1	40.4	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	7	3 590	188	5.2	Z	X
	29810	All other merchandise	76	18 454	1 947	10.6	.1	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	10	3 518	317	9.0	Z	X
7222132		Frozen yogurt shops	739	X	156 652	X	100.0	52.4
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	14	1 915	172	9.0	.1	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	739	156 652	156 361	99.8	99.8	51.1
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	675	139 313	97 907	70.3	62.5	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	522	111 445	58 454	52.5	37.3	X
	29810	All other merchandise	13	1 504	115	7.6	.1	X
7222133		Doughnut shops	6 237	X	2 907 214	X	100.0	61.6
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	917	321 292	160 454	49.9	5.5	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	5 878	2 815 111	2 744 509	97.5	94.4	58.6
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	5 600	2 722 205	2 160 739	79.4	74.3	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	4 400	2 069 916	583 770	28.2	20.1	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	148	24 100	1 357	5.6	Z	X
	29810	All other merchandise	41	16 044	555	3.5	Z	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	7	3 368	12	.4	Z	X
7222134		Bagel shops	3 203	X	1 347 824	X	100.0	71.6
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	178	80 518	9 940	12.3	.7	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	3 200	1 346 292	1 336 952	99.3	99.2	68.8
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	3 066	1 322 448	876 909	66.3	65.1	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	2 716	1 176 534	460 043	39.1	34.1	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	33	10 209	312	3.1	Z	X

See footnotes at end of table.

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

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NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage ² (percent)
			Number	Total sales (\$1,000)	Amount ¹ (\$1,000)	As percent of total sales of—		
						Establishments with the product line	All establishments ¹	
72		Accommodation and food services—Con.						
722		Food services and drinking places—Con.						
7222		Limited-service eating places—Con.						
72221		Limited-service eating places—Con.						
722213		Snack and nonalcoholic beverage bars—Con.						
7222134		Bagel shops—Con.						
	29810	All other merchandise	12	8 711	203	2.3	Z	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	8	2 949	5	.2	Z	X
7222135		Coffee shops	9 470	X	4 158 049	X	100.0	82.4
	20050	Rental of public rooms & areas, including conference/convention meeting rooms	15	2 318	67	2.9	Z	X
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	5 763	3 254 664	90 692	2.8	2.2	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	9 470	4 158 049	3 772 617	90.7	90.7	78.0
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	3 806	884 811	574 952	65.0	13.8	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	8 429	3 941 751	3 197 665	81.1	76.9	X
	20130	Alcoholic drinks served at the establishment	100	31 780	2 062	6.5	.1	69.5
	20131	Distilled spirits	15	5 441	245	4.5	Z	X
	20132	Wine	89	27 232	804	3.0	Z	X
	20133	Beer & ale	80	28 276	1 000	3.5	Z	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	330	83 046	6 730	8.1	.2	X
	29810	All other merchandise	5 340	3 184 322	283 702	8.9	6.8	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	79	35 016	1 984	5.7	Z	X
7222136		Cookie shops	1 025	X	231 427	X	100.0	53.1
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	1 025	231 427	230 631	99.7	99.7	50.3
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	985	225 045	218 697	97.2	94.5	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	113	21 457	11 934	55.6	5.2	X
	29810	All other merchandise	8	2 751	275	10.0	.1	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	15	3 959	480	12.1	.2	X
7222137		Other snack and nonalcoholic beverage bars	6 322	X	2 589 983	X	100.0	63.6
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	748	276 796	19 991	7.2	.8	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	6 322	2 589 983	2 539 908	98.1	98.1	54.4
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	5 428	2 230 592	1 434 825	64.3	55.4	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	3 689	1 913 827	1 105 083	57.7	42.7	X
	20130	Alcoholic drinks served at the establishment	111	72 593	13 662	18.8	.5	52.7
	20131	Distilled spirits	35	40 212	2 223	5.5	.1	X
	20132	Wine	70	51 547	1 874	3.6	.1	X
	20133	Beer & ale	105	69 885	9 565	13.7	.4	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	57	12 132	943	7.8	Z	X
	29810	All other merchandise	759	370 820	13 597	3.7	.5	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	14	15 934	1 209	7.6	Z	X
7223		Special food services	31 337	X	26 524 822	X	100.0	57.1
	20010	Guestroom or unit rentals, including campground & RV rental fees excluding occupancy taxes	15	16 436	1 301	7.9	Z	X
	20050	Rental of public rooms & areas, including conference/convention meeting rooms	1 582	1 904 917	187 604	9.8	.7	X
	20060	Membership dues & fees	6	4 532	717	15.8	Z	X
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	1 149	980 260	199 204	20.3	.8	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	31 337	26 524 822	24 468 081	92.2	92.2	53.8
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	11 061	9 984 671	8 501 681	85.1	32.1	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	22 914	18 254 611	15 966 400	87.5	60.2	X
	20130	Alcoholic drinks served at the establishment	3 315	4 570 698	898 504	19.7	3.4	48.9
	20131	Distilled spirits	2 685	3 783 087	257 136	6.8	1.0	X
	20132	Wine	2 632	3 029 468	163 977	5.4	.6	X
	20133	Beer & ale	3 061	4 270 969	477 375	11.2	1.8	X
	20140	Packaged liquor, wine, & beer	223	249 853	19 956	8.0	.1	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	219	224 122	5 140	2.3	Z	X
	29810	All other merchandise	3 099	3 950 487	365 112	9.2	1.4	X

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NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage ² (percent)
			Number	Total sales (\$1,000)	Amount ¹ (\$1,000)	As percent of total sales of—		
						Establishments with the product line	All establishments ¹	
72		Accommodation and food services—Con.						
722		Food services and drinking places—Con.						
7223		Special food services—Con.						
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	1 454	1 867 264	379 179	20.3	1.4	X
72231		Food service contractors	20 693	X	20 859 150	X	100.0	55.2
	20050	Rental of public rooms & areas, including conference/convention meeting rooms	388	665 792	47 628	7.2	.2	X
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	372	528 740	114 313	21.6	.5	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	20 693	20 859 150	19 763 280	94.7	94.7	52.2
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	2 861	6 151 418	5 652 446	91.9	27.1	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	18 470	15 300 945	14 110 834	92.2	67.6	X
	20130	Alcoholic drinks served at the establishment	572	2 069 361	516 820	25.0	2.5	45.6
	20131	Distilled spirits	322	1 582 458	105 233	6.7	.5	X
	20132	Wine	216	777 399	53 371	6.9	.3	X
	20133	Beer & ale	538	1 979 378	358 216	18.1	1.7	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	53	111 191	1 760	1.6	Z	X
	29810	All other merchandise	2 287	3 239 545	294 611	9.1	1.4	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	327	630 975	119 845	19.0	.6	X
722310		Food service contractors	20 693	X	20 859 150	X	100.0	55.2
	20050	Rental of public rooms & areas, including conference/convention meeting rooms	388	665 792	47 628	7.2	.2	X
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	372	528 740	114 313	21.6	.5	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	20 693	20 859 150	19 763 280	94.7	94.7	52.2
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	2 861	6 151 418	5 652 446	91.9	27.1	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	18 470	15 300 945	14 110 834	92.2	67.6	X
	20130	Alcoholic drinks served at the establishment	572	2 069 361	516 820	25.0	2.5	45.6
	20131	Distilled spirits	322	1 582 458	105 233	6.7	.5	X
	20132	Wine	216	777 399	53 371	6.9	.3	X
	20133	Beer & ale	538	1 979 378	358 216	18.1	1.7	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	53	111 191	1 760	1.6	Z	X
	29810	All other merchandise	2 287	3 239 545	294 611	9.1	1.4	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	327	630 975	119 845	19.0	.6	X
72232		Caterers	8 341	X	4 832 167	X	100.0	62.7
	20010	Guestroom or unit rentals, including campground & RV rental fees excluding occupancy taxes	10	6 349	548	8.6	Z	X
	20050	Rental of public rooms & areas, including conference/convention meeting rooms	1 192	1 238 526	139 968	11.3	2.9	X
	20060	Membership dues & fees	6	4 532	717	15.8	Z	X
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	469	322 694	38 074	11.8	.8	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	8 341	4 832 167	3 945 839	81.7	81.7	60.4
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	5 897	2 999 748	2 108 623	70.3	43.6	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	4 287	2 906 586	1 837 216	63.2	38.0	X
	20130	Alcoholic drinks served at the establishment	2 743	2 501 337	381 684	15.3	7.9	55.2
	20131	Distilled spirits	2 363	2 200 629	151 903	6.9	3.1	X
	20132	Wine	2 416	2 252 069	110 606	4.9	2.3	X
	20133	Beer & ale	2 523	2 291 591	119 159	5.2	2.5	X
	20140	Packaged liquor, wine, & beer	219	241 434	19 628	8.1	.4	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	54	63 249	759	1.2	Z	X
	29810	All other merchandise	752	687 964	67 639	9.8	1.4	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	1 073	1 169 203	237 287	20.3	4.9	X
722320		Caterers	8 341	X	4 832 167	X	100.0	62.7
	20010	Guestroom or unit rentals, including campground & RV rental fees excluding occupancy taxes	10	6 349	548	8.6	Z	X
	20050	Rental of public rooms & areas, including conference/convention meeting rooms	1 192	1 238 526	139 968	11.3	2.9	X
	20060	Membership dues & fees	6	4 532	717	15.8	Z	X
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	469	322 694	38 074	11.8	.8	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	8 341	4 832 167	3 945 839	81.7	81.7	60.4

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.]

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage ² (percent)
			Number	Total sales (\$1,000)	Amount ¹ (\$1,000)	As percent of total sales of—		
						Establishments with the product line	All establishments ¹	
72		Accommodation and food services—Con.						
722		Food services and drinking places—Con.						
7223		Special food services—Con.						
72232		Caterers—Con.						
722320		Caterers—Con.						
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption—Con.						
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	5 897	2 999 748	2 108 623	70.3	43.6	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	4 287	2 906 586	1 837 216	63.2	38.0	X
	20130	Alcoholic drinks served at the establishment	2 743	2 501 337	381 684	15.3	7.9	55.2
	20131	Distilled spirits	2 363	2 200 629	151 903	6.9	3.1	X
	20132	Wine	2 416	2 252 069	110 606	4.9	2.3	X
	20133	Beer & ale	2 523	2 291 591	119 159	5.2	2.5	X
	20140	Packaged liquor, wine, & beer	219	241 434	19 628	8.1	.4	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	54	63 249	759	1.2	Z	X
	29810	All other merchandise	752	687 964	67 639	9.8	1.4	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	1 073	1 169 203	237 287	20.3	4.9	X
72233		Mobile food services	2 303	X	833 505	X	100.0	71.1
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	308	128 826	46 817	36.3	5.6	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	2 303	833 505	758 962	91.1	91.1	56.5
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	2 303	833 505	740 612	88.9	88.9	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	157	47 080	18 350	39.0	2.2	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	112	49 682	2 621	5.3	.3	X
	29810	All other merchandise	60	22 978	2 862	12.5	.3	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	54	67 086	22 047	32.9	2.6	X
722330		Mobile food services	2 303	X	833 505	X	100.0	71.1
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	308	128 826	46 817	36.3	5.6	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	2 303	833 505	758 962	91.1	91.1	56.5
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	2 303	833 505	740 612	88.9	88.9	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	157	47 080	18 350	39.0	2.2	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	112	49 682	2 621	5.3	.3	X
	29810	All other merchandise	60	22 978	2 862	12.5	.3	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	54	67 086	22 047	32.9	2.6	X
7224		Drinking places (alcoholic beverages)	48 856	X	14 901 587	X	100.0	60.9
	20010	Guestroom or unit rentals, including campground & RV rental fees excluding occupancy taxes	692	217 312	26 305	12.1	.2	X
	20030	Telephone service charges	383	97 912	1 848	1.9	Z	X
	20040	Gaming receipts, including receipts from the operation of casino games, slot machines, etc. by this establishment	5 733	1 726 407	317 989	18.4	2.1	X
	20050	Rent of public rooms & areas, including conference/convention meeting rooms	630	429 784	33 702	7.8	.2	X
	20060	Membership dues & fees	644	209 293	15 922	7.6	.1	X
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	5 502	1 214 516	91 080	7.5	.6	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	24 534	8 781 945	1 626 190	18.5	10.9	57.7
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	6 568	1 991 194	135 608	6.8	.9	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	23 561	8 443 154	1 490 582	17.7	10.0	X
	20130	Alcoholic drinks served at the establishment	48 856	14 901 587	11 787 497	79.1	79.1	56.6
	20131	Distilled spirits	42 437	13 654 703	4 530 597	33.2	30.4	X
	20132	Wine	32 245	11 349 541	1 031 578	9.1	6.9	X
	20133	Beer & ale	47 835	14 551 614	6 225 322	42.8	41.8	X
	20140	Packaged liquor, wine, & beer	7 951	1 843 100	257 318	14.0	1.7	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	11 490	3 935 008	136 031	3.5	.9	X
	29810	All other merchandise	5 352	2 430 189	121 425	5.0	.8	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	2 817	2 212 229	486 280	22.0	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]

NAICS code	Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage ² (percent)	
			Number	Total sales (\$1,000)	Amount ¹ (\$1,000)	As percent of total sales of—			
						Establishments with the product line	All establishments ¹		
72		Accommodation and food services—Con.							
722		Food services and drinking places—Con.							
7224		Drinking places (alcoholic beverages)—Con.							
72241		Drinking places (alcoholic beverages)	48 856	X	14 901 587	X	100.0	60.9	
	20010	Guestroom or unit rentals, including campground & RV rental fees excluding occupancy taxes	692		217 312	26 305	12.1	.2	X
	20030	Telephone service charges	383		97 912	1 848	1.9	Z	X
	20040	Gaming receipts, including receipts from the operation of casino games, slot machines, etc. by this establishment	5 733		1 726 407	317 989	18.4	2.1	X
	20050	Rental of public rooms & areas, including conference/convention meeting rooms	630		429 784	33 702	7.8	.2	X
	20060	Membership dues & fees	644		209 293	15 922	7.6	.1	X
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	5 502		1 214 516	91 080	7.5	.6	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	24 534		8 781 945	1 626 190	18.5	10.9	57.7
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	6 568		1 991 194	135 608	6.8	.9	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	23 561		8 443 154	1 490 582	17.7	10.0	X
	20130	Alcoholic drinks served at the establishment	48 856		14 901 587	11 787 497	79.1	79.1	56.6
	20131	Distilled spirits	42 437		13 654 703	4 530 597	33.2	30.4	X
	20132	Wine	32 245		11 349 541	1 031 578	9.1	6.9	X
	20133	Beer & ale	47 835		14 551 614	6 225 322	42.8	41.8	X
	20140	Packaged liquor, wine, & beer	7 951		1 843 100	257 318	14.0	1.7	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	11 490		3 935 008	136 031	3.5	.9	X
	29810	All other merchandise	5 352		2 430 189	121 425	5.0	.8	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	2 817		2 212 229	486 280	22.0	3.3	X
722410		Drinking places (alcoholic beverages)	48 856	X	14 901 587	X	100.0	60.9	
	20010	Guestroom or unit rentals, including campground & RV rental fees excluding occupancy taxes	692		217 312	26 305	12.1	.2	X
	20030	Telephone service charges	383		97 912	1 848	1.9	Z	X
	20040	Gaming receipts, including receipts from the operation of casino games, slot machines, etc. by this establishment	5 733		1 726 407	317 989	18.4	2.1	X
	20050	Rental of public rooms & areas, including conference/convention meeting rooms	630		429 784	33 702	7.8	.2	X
	20060	Membership dues & fees	644		209 293	15 922	7.6	.1	X
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	5 502		1 214 516	91 080	7.5	.6	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	24 534		8 781 945	1 626 190	18.5	10.9	57.7
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	6 568		1 991 194	135 608	6.8	.9	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	23 561		8 443 154	1 490 582	17.7	10.0	X
	20130	Alcoholic drinks served at the establishment	48 856		14 901 587	11 787 497	79.1	79.1	56.6
	20131	Distilled spirits	42 437		13 654 703	4 530 597	33.2	30.4	X
	20132	Wine	32 245		11 349 541	1 031 578	9.1	6.9	X
	20133	Beer & ale	47 835		14 551 614	6 225 322	42.8	41.8	X
	20140	Packaged liquor, wine, & beer	7 951		1 843 100	257 318	14.0	1.7	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	11 490		3 935 008	136 031	3.5	.9	X
	29810	All other merchandise	5 352		2 430 189	121 425	5.0	.8	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	2 817		2 212 229	486 280	22.0	3.3	X

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

²Sales of establishments reporting product line sales as percent of total sales.

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

Table 2. Kinds of Business by Broad Product Line 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.]

Product line code	NAICS code	Product line and kind of business	Establishments (number)	Sales (\$1,000)	Percent of sales accounted for by kind of business ¹
20010		Guestroom or unit rentals, including campground & RV rental fees excluding occupancy taxes	60 767	72 269 916	100.0
	721	Accommodation	57 765	72 035 435	99.7
	7211	Traveler accommodation	50 982	70 276 338	97.2
	72111	Hotels (except casino hotels) and motels	46 295	65 161 383	90.2
	721110	Hotels (except casino hotels) and motels	46 295	65 161 383	90.2
	72112	Casino hotels	283	4 228 552	5.9
	721120	Casino hotels	283	4 228 552	5.9
	72119	Other traveler accommodation	4 404	886 403	1.2
	721191	Bed-and-breakfast inns	3 535	709 116	1.0
	721199	All other traveler accommodation	869	177 287	.2
	7212	RV (recreational vehicle) parks and recreational camps	4 637	1 324 231	1.8
	72121	RV (recreational vehicle) parks and recreational camps	4 637	1 324 231	1.8
	721211	RV (recreational vehicle) parks and campgrounds	4 170	1 274 848	1.8
	721214	Recreational and vacation camps (except campgrounds)	467	49 383	.1
	7213	Rooming and boarding houses	2 146	434 866	.6
	72131	Rooming and boarding houses	2 146	434 866	.6
	721310	Rooming and boarding houses	2 146	434 866	.6
	722	Food services and drinking places	3 002	234 481	.3
	7221	Full-service restaurants	2 266	205 742	.3
	72211	Full-service restaurants	2 266	205 742	.3
	722110	Full-service restaurants	2 266	205 742	.3
	7222	Limited-service eating places	29	1 133	Z
	72221	Limited-service eating places	29	1 133	Z
	722211	Limited-service restaurants	15	538	Z
	722212	Cafeterias, buffets, and grill buffets	13	591	Z
	7223	Special food services	15	1 301	Z
	72232	Caterers	10	548	Z
	722320	Caterers	10	548	Z
	7224	Drinking places (alcoholic beverages)	692	26 305	Z
	72241	Drinking places (alcoholic beverages)	692	26 305	Z
	722410	Drinking places (alcoholic beverages)	692	26 305	Z
20020		Camp tuition or fees	3 370	1 448 590	100.0
	721	Accommodation	3 370	1 448 590	100.0
	7211	Traveler accommodation	15	1 258	.1
	72119	Other traveler accommodation	15	1 258	.1
	721191	Bed-and-breakfast inns	9	193	Z
	721199	All other traveler accommodation	6	1 065	.1
	7212	RV (recreational vehicle) parks and recreational camps	3 348	1 443 388	99.6
	72121	RV (recreational vehicle) parks and recreational camps	3 348	1 443 388	99.6
	721211	RV (recreational vehicle) parks and campgrounds	165	21 934	1.5
	721214	Recreational and vacation camps (except campgrounds)	3 183	1 421 454	98.1
	7213	Rooming and boarding houses	7	3 944	.3
	72131	Rooming and boarding houses	7	3 944	.3
	721310	Rooming and boarding houses	7	3 944	.3
20030		Telephone service charges	31 508	1 181 599	100.0
	721	Accommodation	23 887	1 146 747	97.1
	7211	Traveler accommodation	23 637	1 140 306	96.5
	72111	Hotels (except casino hotels) and motels	23 332	1 090 561	92.3
	721110	Hotels (except casino hotels) and motels	23 332	1 090 561	92.3
	72112	Casino hotels	101	48 729	4.1
	721120	Casino hotels	101	48 729	4.1
	72119	Other traveler accommodation	204	1 016	.1
	721191	Bed-and-breakfast inns	189	975	.1
	721199	All other traveler accommodation	15	41	Z
	7212	RV (recreational vehicle) parks and recreational camps	166	4 591	.4
	72121	RV (recreational vehicle) parks and recreational camps	166	4 591	.4
	721211	RV (recreational vehicle) parks and campgrounds	103	1 657	.1
	721214	Recreational and vacation camps (except campgrounds)	63	2 934	.2
	7213	Rooming and boarding houses	84	1 850	.2
	72131	Rooming and boarding houses	84	1 850	.2
	721310	Rooming and boarding houses	84	1 850	.2
	722	Food services and drinking places	7 621	34 852	3.0
	7221	Full-service restaurants	828	6 327	.5
	72211	Full-service restaurants	828	6 327	.5
	722110	Full-service restaurants	828	6 327	.5
	7222	Limited-service eating places	6 406	26 653	2.3
	72221	Limited-service eating places	6 406	26 653	2.3
	722211	Limited-service restaurants	6 403	26 483	2.2
	7224	Drinking places (alcoholic beverages)	383	1 848	.2
	72241	Drinking places (alcoholic beverages)	383	1 848	.2
	722410	Drinking places (alcoholic beverages)	383	1 848	.2

See footnotes at end of table.

Table 2. Kinds of Business by Broad Product Line 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.]

Product line code	NAICS code	Product line and kind of business	Establishments (number)	Sales (\$1,000)	Percent of sales accounted for by kind of business ¹
20040		Gaming receipts, including receipts from the operation of casino games, slot machines, etc. by this establishment	10 876	22 950 892	100.0
	721	Accommodation	805	22 394 149	97.6
	7211	Traveler accommodation	658	22 393 060	97.6
	72111	Hotels (except casino hotels) and motels	371	18 094	.1
	721110	Hotels (except casino hotels) and motels	371	18 094	.1
	72112	Casino hotels	283	22 374 950	97.5
	721120	Casino hotels	283	22 374 950	97.5
	7212	RV (recreational vehicle) parks and recreational camps	145	1 084	Z
	72121	RV (recreational vehicle) parks and recreational camps	145	1 084	Z
	721211	RV (recreational vehicle) parks and campgrounds	144	1 029	Z
	722	Food services and drinking places	10 071	556 743	2.4
	7221	Full-service restaurants	3 798	202 172	.9
	72211	Full-service restaurants	3 798	202 172	.9
	722110	Full-service restaurants	3 798	202 172	.9
	7222	Limited-service eating places	540	36 582	.2
	72221	Limited-service eating places	540	36 582	.2
	722211	Limited-service restaurants	524	36 049	.2
	722213	Snack and nonalcoholic beverage bars	16	533	Z
	7224	Drinking places (alcoholic beverages)	5 733	317 989	1.4
	72241	Drinking places (alcoholic beverages)	5 733	317 989	1.4
	722410	Drinking places (alcoholic beverages)	5 733	317 989	1.4
20050		Rental of public rooms & areas, including conference/convention meeting rooms	19 619	2 064 193	100.0
	721	Accommodation	15 091	1 736 183	84.1
	7211	Traveler accommodation	14 289	1 688 334	81.8
	72111	Hotels (except casino hotels) and motels	13 494	1 600 737	77.5
	721110	Hotels (except casino hotels) and motels	13 494	1 600 737	77.5
	72112	Casino hotels	76	59 454	2.9
	721120	Casino hotels	76	59 454	2.9
	72119	Other traveler accommodation	719	28 143	1.4
	721191	Bed-and-breakfast inns	659	24 995	1.2
	721199	All other traveler accommodation	60	3 148	.2
	7212	RV (recreational vehicle) parks and recreational camps	611	30 185	1.5
	72121	RV (recreational vehicle) parks and recreational camps	611	30 185	1.5
	721211	RV (recreational vehicle) parks and campgrounds	206	5 583	.3
	721214	Recreational and vacation camps (except campgrounds)	405	24 602	1.2
	7213	Rooming and boarding houses	191	17 664	.9
	72131	Rooming and boarding houses	191	17 664	.9
	721310	Rooming and boarding houses	191	17 664	.9
	722	Food services and drinking places	4 528	328 010	15.9
	7221	Full-service restaurants	2 059	99 991	4.8
	72211	Full-service restaurants	2 059	99 991	4.8
	722110	Full-service restaurants	2 059	99 991	4.8
	7222	Limited-service eating places	257	6 713	.3
	72221	Limited-service eating places	257	6 713	.3
	722211	Limited-service restaurants	222	5 414	.3
	722212	Cafeterias, buffets, and grill buffets	12	1 008	Z
	722213	Snack and nonalcoholic beverage bars	23	291	Z
	7222135	Coffee shops	15	67	Z
	7223	Special food services	1 582	187 604	9.1
	72231	Food service contractors	388	47 628	2.3
	722310	Food service contractors	388	47 628	2.3
	72232	Caterers	1 192	139 968	6.8
	722320	Caterers	1 192	139 968	6.8
	7224	Drinking places (alcoholic beverages)	630	33 702	1.6
	72241	Drinking places (alcoholic beverages)	630	33 702	1.6
	722410	Drinking places (alcoholic beverages)	630	33 702	1.6
20060		Membership dues & fees	5 013	718 775	100.0
	721	Accommodation	3 389	647 262	90.1
	7211	Traveler accommodation	1 302	410 182	57.1
	72111	Hotels (except casino hotels) and motels	1 185	406 817	56.6
	721110	Hotels (except casino hotels) and motels	1 185	406 817	56.6
	72119	Other traveler accommodation	114	3 216	.4
	721191	Bed-and-breakfast inns	47	1 526	.2
	721199	All other traveler accommodation	67	1 690	.2
	7212	RV (recreational vehicle) parks and recreational camps	597	89 360	12.4
	72121	RV (recreational vehicle) parks and recreational camps	597	89 360	12.4
	721211	RV (recreational vehicle) parks and campgrounds	425	73 917	10.3
	721214	Recreational and vacation camps (except campgrounds)	172	15 443	2.1
	7213	Rooming and boarding houses	1 490	147 720	20.6
	72131	Rooming and boarding houses	1 490	147 720	20.6
	721310	Rooming and boarding houses	1 490	147 720	20.6

See footnotes at end of table.

Table 2. Kinds of Business by Broad Product Line 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.]

Product line code	NAICS code	Product line and kind of business	Establishments (number)	Sales (\$1,000)	Percent of sales accounted for by kind of business ¹
20060		Membership dues & fees—Con.			
	722	Food services and drinking places	1 624	71 513	9.9
	7221	Full-service restaurants	952	52 359	7.3
	72211	Full-service restaurants	952	52 359	7.3
	722110	Full-service restaurants	952	52 359	7.3
	7222	Limited-service eating places	22	2 515	.4
	72221	Limited-service eating places	22	2 515	.4
	722211	Limited-service restaurants	11	1 914	.3
	722213	Snack and nonalcoholic beverage bars	8	336	Z
	7223	Special food services	6	717	.1
	72232	Caterers	6	717	.1
	722320	Caterers	6	717	.1
	7224	Drinking places (alcoholic beverages)	644	15 922	2.2
	72241	Drinking places (alcoholic beverages)	644	15 922	2.2
	722410	Drinking places (alcoholic beverages)	644	15 922	2.2
20100		Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc. . .	41 604	1 590 261	100.0
	721	Accommodation	9 526	211 483	13.3
	7211	Traveler accommodation	6 933	146 250	9.2
	72111	Hotels (except casino hotels) and motels	6 666	115 632	7.3
	721110	Hotels (except casino hotels) and motels	6 666	115 632	7.3
	72112	Casino hotels	70	27 662	1.7
	721120	Casino hotels	70	27 662	1.7
	72119	Other traveler accommodation	197	2 956	.2
	721191	Bed-and-breakfast inns	49	404	Z
	721199	All other traveler accommodation	148	2 552	.2
	7212	RV (recreational vehicle) parks and recreational camps	2 557	64 909	4.1
	72121	RV (recreational vehicle) parks and recreational camps	2 557	64 909	4.1
	721211	RV (recreational vehicle) parks and campgrounds	2 248	58 240	3.7
	721214	Recreational and vacation camps (except campgrounds)	309	6 669	.4
	7213	Rooming and boarding houses	36	324	Z
	72131	Rooming and boarding houses	36	324	Z
	721310	Rooming and boarding houses	36	324	Z
	722	Food services and drinking places	32 078	1 378 778	86.7
	7221	Full-service restaurants	6 967	218 105	13.7
	72211	Full-service restaurants	6 967	218 105	13.7
	722110	Full-service restaurants	6 967	218 105	13.7
	7222	Limited-service eating places	18 460	870 389	54.7
	72221	Limited-service eating places	18 460	870 389	54.7
	722211	Limited-service restaurants	9 796	517 811	32.6
	722212	Cafeterias, buffets, and grill buffets	113	2 227	.1
	722213	Snack and nonalcoholic beverage bars	8 551	350 351	22.0
	7222131	Ice cream and soft serve shops	926	69 078	4.3
	7222132	Frozen yogurt shops	14	172	Z
	7222133	Doughnut shops	917	160 454	10.1
	7222134	Bagel shops	178	9 940	.6
	7222135	Coffee shops	5 763	90 692	5.7
	7222137	Other snack and nonalcoholic beverage bars	748	19 991	1.3
	7223	Special food services	1 149	199 204	12.5
	72231	Food service contractors	372	114 313	7.2
	722310	Food service contractors	372	114 313	7.2
	72232	Caterers	469	38 074	2.4
	722320	Caterers	469	38 074	2.4
	72233	Mobile food services	308	46 817	2.9
	722330	Mobile food services	308	46 817	2.9
	7224	Drinking places (alcoholic beverages)	5 502	91 080	5.7
	72241	Drinking places (alcoholic beverages)	5 502	91 080	5.7
	722410	Drinking places (alcoholic beverages)	5 502	91 080	5.7
20120		Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	495 415	292 842 597	100.0
	721	Accommodation	15 458	16 709 644	5.7
	7211	Traveler accommodation	12 345	16 452 256	5.6
	72111	Hotels (except casino hotels) and motels	10 778	12 786 910	4.4
	721110	Hotels (except casino hotels) and motels	10 778	12 786 910	4.4
	72112	Casino hotels	278	3 537 213	1.2
	721120	Casino hotels	278	3 537 213	1.2
	72119	Other traveler accommodation	1 289	128 133	Z
	721191	Bed-and-breakfast inns	1 141	115 901	Z
	721199	All other traveler accommodation	148	12 232	Z
	7212	RV (recreational vehicle) parks and recreational camps	2 233	169 203	.1
	72121	RV (recreational vehicle) parks and recreational camps	2 233	169 203	.1
	721211	RV (recreational vehicle) parks and campgrounds	1 350	83 034	Z
	721214	Recreational and vacation camps (except campgrounds)	883	86 169	Z
	7213	Rooming and boarding houses	880	88 185	Z
	72131	Rooming and boarding houses	880	88 185	Z
	721310	Rooming and boarding houses	880	88 185	Z

See footnotes at end of table.

Table 2. Kinds of Business by Broad Product Line 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.]

Product line code	NAICS code	Product line and kind of business	Establishments (number)	Sales (\$1,000)	Percent of sales accounted for by kind of business ¹
20120		Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption—Con.			
	722	Food services and drinking places	479 957	276 132 953	94.3
	7221	Full-service restaurants	195 659	117 762 180	40.2
	72211	Full-service restaurants	195 659	117 762 180	40.2
	722110	Full-service restaurants	195 659	117 762 180	40.2
	7222	Limited-service eating places	228 427	132 276 502	45.2
	72221	Limited-service eating places	228 427	132 276 502	45.2
	722211	Limited-service restaurants	186 942	114 186 230	39.0
	722212	Cafeterias, buffets, and grill buffets	5 811	5 163 910	1.8
	722213	Snack and nonalcoholic beverage bars	35 674	12 926 362	4.4
	7222131	Ice cream and soft serve shops	9 040	2 145 384	.7
	7222132	Frozen yogurt shops	739	156 361	.1
	7222133	Doughnut shops	5 878	2 744 509	.9
	7222134	Bagel shops	3 200	1 336 952	.5
	7222135	Coffee shops	9 470	3 772 617	1.3
	7222136	Cookie shops	1 025	230 631	.1
	7222137	Other snack and nonalcoholic beverage bars	6 322	2 539 908	.9
	7223	Special food services	31 337	24 468 081	8.4
	72231	Food service contractors	20 693	19 763 280	6.7
	722310	Food service contractors	20 693	19 763 280	6.7
	72232	Caterers	8 341	3 945 839	1.3
	722320	Caterers	8 341	3 945 839	1.3
	72233	Mobile food services	2 303	758 962	.3
	722330	Mobile food services	2 303	758 962	.3
	7224	Drinking places (alcoholic beverages)	24 534	1 626 190	.6
	72241	Drinking places (alcoholic beverages)	24 534	1 626 190	.6
	722410	Drinking places (alcoholic beverages)	24 534	1 626 190	.6
20130		Alcoholic drinks served at the establishment	209 569	41 932 650	100.0
	721	Accommodation	9 714	4 209 646	10.0
	7211	Traveler accommodation	9 217	4 189 084	10.0
	72111	Hotels (except casino hotels) and motels	8 331	3 127 786	7.5
	721110	Hotels (except casino hotels) and motels	8 331	3 127 786	7.5
	72112	Casino hotels	247	1 027 166	2.5
	721120	Casino hotels	247	1 027 166	2.5
	72119	Other traveler accommodation	639	34 132	.1
	721191	Bed-and-breakfast inns	573	31 587	.1
	721199	All other traveler accommodation	66	2 545	Z
	7212	RV (recreational vehicle) parks and recreational camps	481	19 686	Z
	72121	RV (recreational vehicle) parks and recreational camps	481	19 686	Z
	721211	RV (recreational vehicle) parks and campgrounds	240	14 591	Z
	721214	Recreational and vacation camps (except campgrounds)	241	5 095	Z
	7213	Rooming and boarding houses	16	876	Z
	72131	Rooming and boarding houses	16	876	Z
	721310	Rooming and boarding houses	16	876	Z
	722	Food services and drinking places	199 855	37 723 004	90.0
	7221	Full-service restaurants	129 376	24 111 463	57.5
	72211	Full-service restaurants	129 376	24 111 463	57.5
	722110	Full-service restaurants	129 376	24 111 463	57.5
	7222	Limited-service eating places	18 308	925 540	2.2
	72221	Limited-service eating places	18 308	925 540	2.2
	722211	Limited-service restaurants	17 479	889 483	2.1
	722212	Cafeterias, buffets, and grill buffets	608	19 715	Z
	722213	Snack and nonalcoholic beverage bars	221	16 342	Z
	7222135	Coffee shops	100	2 062	Z
	7222137	Other snack and nonalcoholic beverage bars	111	13 662	Z
	7223	Special food services	3 315	898 504	2.1
	72231	Food service contractors	572	516 820	1.2
	722310	Food service contractors	572	516 820	1.2
	72232	Caterers	2 743	381 684	.9
	722320	Caterers	2 743	381 684	.9
	7224	Drinking places (alcoholic beverages)	48 856	11 787 497	28.1
	72241	Drinking places (alcoholic beverages)	48 856	11 787 497	28.1
	722410	Drinking places (alcoholic beverages)	48 856	11 787 497	28.1
20140		Packaged liquor, wine, & beer	15 850	682 373	100.0
	721	Accommodation	1 185	70 093	10.3
	7211	Traveler accommodation	586	60 141	8.8
	72111	Hotels (except casino hotels) and motels	488	40 740	6.0
	721110	Hotels (except casino hotels) and motels	488	40 740	6.0
	72112	Casino hotels	37	17 944	2.6
	721120	Casino hotels	37	17 944	2.6
	72119	Other traveler accommodation	61	1 457	.2
	721191	Bed-and-breakfast inns	32	1 072	.2
	721199	All other traveler accommodation	29	385	.1
	7212	RV (recreational vehicle) parks and recreational camps	599	9 952	1.5
	72121	RV (recreational vehicle) parks and recreational camps	599	9 952	1.5
	721211	RV (recreational vehicle) parks and campgrounds	557	9 420	1.4
	721214	Recreational and vacation camps (except campgrounds)	42	532	.1

See footnotes at end of table.

Table 2. Kinds of Business by Broad Product Line 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.]

Product line code	NAICS code	Product line and kind of business	Establishments (number)	Sales (\$1,000)	Percent of sales accounted for by kind of business ¹
20140		Packaged liquor, wine, & beer—Con.			
	722	Food services and drinking places	14 665	612 280	89.7
	7221	Full-service restaurants	5 211	287 005	42.1
	72211	Full-service restaurants	5 211	287 005	42.1
	722110	Full-service restaurants	5 211	287 005	42.1
	7222	Limited-service eating places	1 280	48 001	7.0
	72221	Limited-service eating places	1 280	48 001	7.0
	722211	Limited-service restaurants	1 273	47 706	7.0
	722213	Snack and nonalcoholic beverage bars	7	295	Z
	7223	Special food services	223	19 956	2.9
	72232	Caterers	219	19 628	2.9
	722320	Caterers	219	19 628	2.9
	7224	Drinking places (alcoholic beverages)	7 951	257 318	37.7
	72241	Drinking places (alcoholic beverages)	7 951	257 318	37.7
	722410	Drinking places (alcoholic beverages)	7 951	257 318	37.7
20150		Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	23 837	388 101	100.0
	721	Accommodation	2 156	88 864	22.9
	7211	Traveler accommodation	1 515	83 190	21.4
	72111	Hotels (except casino hotels) and motels	1 360	22 871	5.9
	721110	Hotels (except casino hotels) and motels	1 360	22 871	5.9
	72112	Casino hotels	100	59 775	15.4
	721120	Casino hotels	100	59 775	15.4
	72119	Other traveler accommodation	55	544	.1
	721191	Bed-and-breakfast inns	9	186	Z
	721199	All other traveler accommodation	46	358	.1
	7212	RV (recreational vehicle) parks and recreational camps	631	5 500	1.4
	72121	RV (recreational vehicle) parks and recreational camps	631	5 500	1.4
	721211	RV (recreational vehicle) parks and campgrounds	582	5 258	1.4
	721214	Recreational and vacation camps (except campgrounds)	49	242	.1
	7213	Rooming and boarding houses	10	174	Z
	72131	Rooming and boarding houses	10	174	Z
	721310	Rooming and boarding houses	10	174	Z
	722	Food services and drinking places	21 681	299 237	77.1
	7221	Full-service restaurants	6 355	75 499	19.5
	72211	Full-service restaurants	6 355	75 499	19.5
	722110	Full-service restaurants	6 355	75 499	19.5
	7222	Limited-service eating places	3 617	82 567	21.3
	72221	Limited-service eating places	3 617	82 567	21.3
	722211	Limited-service restaurants	2 924	72 106	18.6
	722212	Cafeterias, buffets, and grill buffets	118	931	.2
	722213	Snack and nonalcoholic beverage bars	575	9 530	2.5
	7222131	Ice cream and soft serve shops	7	188	Z
	7222133	Doughnut shops	148	1 357	.4
	7222134	Bagel shops	33	312	.1
	7222135	Coffee shops	330	6 730	1.7
	7222137	Other snack and nonalcoholic beverage bars	57	943	.2
	7223	Special food services	219	5 140	1.3
	72231	Food service contractors	53	1 760	.5
	722310	Food service contractors	53	1 760	.5
	72232	Caterers	54	759	.2
	722320	Caterers	54	759	.2
	72233	Mobile food services	112	2 621	.7
	722330	Mobile food services	112	2 621	.7
	7224	Drinking places (alcoholic beverages)	11 490	136 031	35.1
	72241	Drinking places (alcoholic beverages)	11 490	136 031	35.1
	722410	Drinking places (alcoholic beverages)	11 490	136 031	35.1
20850		All other merchandise	6 628	744 963	100.0
	721	Accommodation	6 628	744 963	100.0
	7211	Traveler accommodation	4 126	685 665	92.0
	72111	Hotels (except casino hotels) and motels	3 129	386 345	51.9
	721110	Hotels (except casino hotels) and motels	3 129	386 345	51.9
	72112	Casino hotels	169	291 119	39.1
	721120	Casino hotels	169	291 119	39.1
	72119	Other traveler accommodation	828	8 201	1.1
	721191	Bed-and-breakfast inns	667	5 003	.7
	721199	All other traveler accommodation	161	3 198	.4
	7212	RV (recreational vehicle) parks and recreational camps	2 475	58 546	7.9
	72121	RV (recreational vehicle) parks and recreational camps	2 475	58 546	7.9
	721211	RV (recreational vehicle) parks and campgrounds	1 506	35 259	4.7
	721214	Recreational and vacation camps (except campgrounds)	969	23 287	3.1
	7213	Rooming and boarding houses	27	752	.1
	72131	Rooming and boarding houses	27	752	.1
	721310	Rooming and boarding houses	27	752	.1

See footnotes at end of table.

Table 2. Kinds of Business by Broad Product Line 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.]

Product line code	NAICS code	Product line and kind of business	Establishments (number)	Sales (\$1,000)	Percent of sales accounted for by kind of business ¹
29810		All other merchandise	40 202	4 344 077	100.0
	721	Accommodation	9 606	2 031 764	46.8
	7211	Traveler accommodation	7 332	1 942 490	44.7
	72111	Hotels (except casino hotels) and motels	6 786	1 305 945	30.1
	721110	Hotels (except casino hotels) and motels	6 786	1 305 945	30.1
	72112	Casino hotels	118	628 448	14.5
	721120	Casino hotels	118	628 448	14.5
	72119	Other traveler accommodation	428	8 097	.2
	721191	Bed-and-breakfast inns	301	4 979	.1
	721199	All other traveler accommodation	127	3 118	.1
	7212	RV (recreational vehicle) parks and recreational camps	2 151	85 093	2.0
	72121	RV (recreational vehicle) parks and recreational camps	2 151	85 093	2.0
	721211	RV (recreational vehicle) parks and campgrounds	1 451	50 426	1.2
	721214	Recreational and vacation camps (except campgrounds)	700	34 667	.8
	7213	Rooming and boarding houses	123	4 181	.1
	72131	Rooming and boarding houses	123	4 181	.1
	721310	Rooming and boarding houses	123	4 181	.1
	722	Food services and drinking places	30 596	2 312 313	53.2
	7221	Full-service restaurants	11 087	1 111 521	25.6
	72211	Full-service restaurants	11 087	1 111 521	25.6
	722110	Full-service restaurants	11 087	1 111 521	25.6
	7222	Limited-service eating places	11 058	714 255	16.4
	72221	Limited-service eating places	11 058	714 255	16.4
	722211	Limited-service restaurants	4 703	409 085	9.4
	722212	Cafeterias, buffets, and grill buffets	106	4 776	.1
	722213	Snack and nonalcoholic beverage bars	6 249	300 394	6.9
	7222131	Ice cream and soft serve shops	76	1 947	Z
	7222132	Frozen yogurt shops	13	115	Z
	7222133	Doughnut shops	41	555	Z
	7222134	Bagel shops	12	203	Z
	7222135	Coffee shops	5 340	283 702	6.5
	7222136	Cookie shops	8	275	Z
	7222137	Other snack and nonalcoholic beverage bars	759	13 597	.3
	7223	Special food services	3 099	365 112	8.4
	72231	Food service contractors	2 287	294 611	6.8
	722310	Food service contractors	2 287	294 611	6.8
	72232	Caterers	752	67 639	1.6
	722320	Caterers	752	67 639	1.6
	72233	Mobile food services	60	2 862	.1
	722330	Mobile food services	60	2 862	.1
	7224	Drinking places (alcoholic beverages)	5 352	121 425	2.8
	72241	Drinking places (alcoholic beverages)	5 352	121 425	2.8
	722410	Drinking places (alcoholic beverages)	5 352	121 425	2.8
29980		All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	24 691	6 339 731	100.0
	721	Accommodation	14 886	4 623 387	72.9
	7211	Traveler accommodation	12 305	4 431 377	69.9
	72111	Hotels (except casino hotels) and motels	11 670	3 293 288	51.9
	721110	Hotels (except casino hotels) and motels	11 670	3 293 288	51.9
	72112	Casino hotels	163	1 116 512	17.6
	721120	Casino hotels	163	1 116 512	17.6
	72119	Other traveler accommodation	472	21 577	.3
	721191	Bed-and-breakfast inns	296	12 701	.2
	721199	All other traveler accommodation	176	8 876	.1
	7212	RV (recreational vehicle) parks and recreational camps	2 161	161 189	2.5
	72121	RV (recreational vehicle) parks and recreational camps	2 161	161 189	2.5
	721211	RV (recreational vehicle) parks and campgrounds	1 293	88 467	1.4
	721214	Recreational and vacation camps (except campgrounds)	868	72 722	1.1
	7213	Rooming and boarding houses	420	30 821	.5
	72131	Rooming and boarding houses	420	30 821	.5
	721310	Rooming and boarding houses	420	30 821	.5
	722	Food services and drinking places	9 805	1 716 344	27.1
	7221	Full-service restaurants	3 560	517 600	8.2
	72211	Full-service restaurants	3 560	517 600	8.2
	722110	Full-service restaurants	3 560	517 600	8.2
	7222	Limited-service eating places	1 974	333 285	5.3
	72221	Limited-service eating places	1 974	333 285	5.3
	722211	Limited-service restaurants	1 797	323 497	5.1
	722212	Cafeterias, buffets, and grill buffets	44	5 781	.1
	722213	Snack and nonalcoholic beverage bars	133	4 007	.1
	7222131	Ice cream and soft serve shops	10	317	Z
	7222133	Doughnut shops	7	12	Z
	7222134	Bagel shops	8	5	Z
	7222135	Coffee shops	79	1 984	Z
	7222136	Cookie shops	15	480	Z
	7222137	Other snack and nonalcoholic beverage bars	14	1 209	Z

See footnotes at end of table.

Table 2. Kinds of Business by Broad Product Line 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]

Product line code	NAICS code	Product line and kind of business	Establishments (number)	Sales (\$1,000)	Percent of sales accounted for by kind of business ¹
29980		All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes—Con.			
	722	Food services and drinking places—Con.			
	7223	Special food services	1 454	379 179	6.0
	72231	Food service contractors	327	119 845	1.9
	722310	Food service contractors	327	119 845	1.9
	72232	Caterers	1 073	237 287	3.7
	722320	Caterers	1 073	237 287	3.7
	72233	Mobile food services	54	22 047	.3
	722330	Mobile food services	54	22 047	.3
	7224	Drinking places (alcoholic beverages)	2 817	486 280	7.7
	72241	Drinking places (alcoholic beverages)	2 817	486 280	7.7
	722410	Drinking places (alcoholic beverages)	2 817	486 280	7.7

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

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.

Appendix A.

Explanation of Terms

ESTABLISHMENTS

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

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

Leased departments are treated as separate establishments and are classified according to the kind of business they conduct. For example, a leased department selling gifts/souvenirs within a hotel would be considered a separate establishment under the "gift, novelty, and souvenir stores" classification in the Retail Trade sector.

SALES

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

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

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

Appendix B.

NAICS Codes, Titles, and Descriptions

72 ACCOMMODATION AND FOOD SERVICES

The Accommodation and Food Services sector comprises establishments providing customers with lodging and/or preparing meals, snacks, and beverages for immediate consumption. The sector includes both accommodation and food services establishments because the two activities are often combined at the same establishment.

Excluded from this sector are civic and social organizations; amusement and recreation parks; theaters; and other recreation or entertainment facilities providing food and beverage services.

721 ACCOMMODATION

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

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

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

7211 TRAVELER ACCOMMODATION

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

72111 HOTELS (EXCEPT CASINO HOTELS) AND MOTELS

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

721110 HOTELS (EXCEPT CASINO HOTELS) AND MOTELS

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

72112 CASINO HOTELS

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

721120 CASINO HOTELS

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

72119 OTHER TRAVELER ACCOMMODATION

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

721191 BED-AND-BREAKFAST INNS

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

721199 ALL OTHER TRAVELER ACCOMMODATION

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

7212 RV (RECREATIONAL VEHICLE) PARKS AND RECREATIONAL CAMPS

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

72121 RV (RECREATIONAL VEHICLE) PARKS AND RECREATIONAL CAMPS

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

721211 RV (RECREATIONAL VEHICLE) PARKS AND CAMPGROUNDS

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

721214 RECREATIONAL AND VACATION CAMPS (EXCEPT CAMPGROUNDS)

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

7213 ROOMING AND BOARDING HOUSES

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

72131 ROOMING AND BOARDING HOUSES

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

721310 ROOMING AND BOARDING HOUSES

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

722 FOOD SERVICES AND DRINKING PLACES

Industries in the Food Services and Drinking Places subsector prepare meals, snacks, and beverages to customer order for immediate on-premises and off-premises consumption. There is a wide range of establishments in these industries. Some provide food and drink only; while others provide various combinations of seating space, waiter/waitress services and incidental amenities, such as limited entertainment. The industries in the subsector are grouped based on the type and level of services provided. The industry groups are full-service restaurants; limited-service eating places; special food services, such as food service contractors, caterers, and mobile food services; and drinking places.

Food services and drink activities at hotels and motels; amusement parks, theaters, casinos, country clubs, and similar recreational facilities; and civic and social organizations are included in this subsector only if these services are provided by a separate establishment primarily engaged in providing food and beverage services.

Excluded from this subsector are establishments operating dinner cruises. These establishments are classified in Subsector 487, Scenic and Sightseeing Transportation because those establishments utilize transportation equipment to provide scenic recreational entertainment.

7221 FULL-SERVICE RESTAURANTS

This industry group comprises establishments primarily engaged in providing food services to patrons who order and are served while seated (i.e., waiter/waitress service) and pay after eating. Establishments that provide this type of food service to patrons with any combination of other services, such as take-out services, are classified in this industry.

72211 FULL-SERVICE RESTAURANTS

This industry comprises establishments primarily engaged in providing food services to patrons who order and are served while seated (i.e., waiter/waitress service) and pay after eating. These establishments may provide this type of food service to patrons in combination with selling alcoholic beverages, providing take-out services, or presenting live nontheatrical entertainment.

722110 FULL-SERVICE RESTAURANTS

This industry comprises establishments primarily engaged in providing food services to patrons who order and are served while seated (i.e., waiter/waitress service) and pay after eating. These establishments may provide this type of food service to patrons in combination with selling alcoholic beverages, providing take-out services, or presenting live nontheatrical entertainment.

7222 LIMITED-SERVICE EATING PLACES

This industry group comprises establishments primarily engaged in providing food services where patrons generally order or select items and pay before eating. Most establishments do not have waiter/waitress service, but some provide limited service, such as cooking to order (i.e., per special request), bringing food to seated customers, or providing off-site delivery.

72221 LIMITED-SERVICE EATING PLACES

This industry comprises establishments primarily engaged in: (1) providing food services where patrons generally order or select items and pay before eating, or (2) selling a specialty snack or nonalcoholic beverage for consumption on or near the premises. Food and drink may be consumed on the premises, taken out, or delivered to customers' location. Some establishments (except snack and nonalcoholic beverage bars) in this industry may provide these food services in combination with selling alcoholic beverages.

722211 LIMITED-SERVICE RESTAURANTS

This industry comprises establishments primarily engaged in providing food services (except snack and nonalcoholic beverage bars) where patrons generally order or select items and pay before eating. Food and drink may be consumed on premises, taken out, or delivered to the customer's location. Some establishments in this industry may provide these food services in combination with selling alcoholic beverages.

722212 CAFETERIAS, BUFFETS, AND GRILL BUFFETS

This industry comprises establishments, known as cafeterias, buffets, or grill buffets, primarily engaged in preparing and serving meals for immediate consumption using cafeteria-style or buffet serving equipment, such as steam tables, refrigerated areas, display grills, and self-service nonalcoholic beverage dispensing equipment. Patrons select from food and drink items on display in a continuous cafeteria line or from buffet stations.

722213 SNACK AND NONALCOHOLIC BEVERAGE BARS

This industry comprises establishments primarily engaged in: (1) preparing and/or serving a specialty snack, such as ice cream, frozen yogurt, cookies, or popcorn, or (2) serving nonalcoholic beverages, such as coffee, juices, or sodas for consumption on or near the premises. These establishments may carry and sell a combination of snack, nonalcoholic beverage, and other related products (e.g., coffee beans, mugs, coffee makers) but generally promote and sell a unique snack or nonalcoholic beverage.

7222131 ICE CREAM AND SOFT SERVE SHOPS

This industry comprises establishments primarily engaged in selling ice cream and/or frozen custard for immediate consumption.

7222132 FROZEN YOGURT SHOPS

This industry comprises establishments primarily engaged in selling frozen yogurt for immediate consumption.

7222133 DOUGHNUT SHOPS

This industry comprises establishments primarily engaged in selling doughnuts, for consumption on or off the premises.

7222134 BAGEL SHOPS

This industry comprises establishments primarily engaged in selling bagels, including bagel sandwiches, for consumption on or off the premises. Establishments primarily engaged in selling bulk bagels to retail customers are also included.

7222135 COFFEE SHOPS

This industry comprises establishments primarily engaged in selling freshly brewed coffee, for consumption on or off the premises. Establishments providing beverage teas are also included. The sale of food frequently accounts for a substantial portion of the sales of these establishments.

7222136 COOKIE SHOPS

This industry comprises establishments primarily engaged in selling cookies.

7222137 OTHER SNACK AND NONALCOHOLIC BEVERAGE BARS

This industry comprises establishments primarily engaged in selling specialty snacks and beverages, such as pretzels, sodas, and juices from permanent sites for immediate consumption on or near the premises.

7223 SPECIAL FOOD SERVICES

This industry group comprises establishments primarily engaged in providing one of the following food services: (1) at the customer's location; (2) at a location designated by the customer; or (3) from motorized vehicles or nonmotorized carts.

72231 FOOD SERVICE CONTRACTORS

This industry comprises establishments primarily engaged in providing food services at institutional, governmental, commercial, or industrial locations of others based on contractual arrangements with these types of organizations for a specified period of time. The establishments of this industry provide food services for the convenience of the contracting organization or the contracting organization's customers. The contractual arrangement of these establishments with contracting organizations may vary from type of facility operated (e.g., cafeteria, restaurant, fast-food eating place), revenue sharing, and cost structure, to providing personnel. Management staff is always provided by the food service contractors.

722310 FOOD SERVICE CONTRACTORS

This industry comprises establishments primarily engaged in providing food services at institutional, governmental, commercial, or industrial locations of others based on contractual arrangements with these types of organizations for a specified period of time. The establishments of this industry provide food services for the convenience of the contracting organization or the contracting organization's customers. The contractual arrangement of these establishments with contracting organizations may vary from type of facility operated (e.g., cafeteria, restaurant, fast-food eating place), revenue sharing, and cost structure, to providing personnel. Management staff is always provided by the food service contractors.

72232 CATERERS

This industry comprises establishments primarily engaged in providing single event-based food services. These establishments generally have equipment and vehicles to transport meals and snacks to events and/or prepare food at an off-premise site. Banquet halls with catering staff are included in this industry. Examples of events catered by establishments in this industry are graduation parties, wedding receptions, business or retirement luncheons, and trade shows.

722320 CATERERS

This industry comprises establishments primarily engaged in providing single event-based food services. These establishments generally have equipment and vehicles to transport meals and snacks to events and/or prepare food at an off-premise site. Banquet halls with catering staff are included in this industry. Examples of events catered by establishments in this industry are graduation parties, wedding receptions, business or retirement luncheons, and trade shows.

72233 MOBILE FOOD SERVICES

This industry comprises establishments primarily engaged in preparing and serving meals and snacks for immediate consumption from motorized vehicles or nonmotorized carts. The establishment is the central location from which the caterer route is serviced, not each vehicle or cart. Included in this industry are establishments primarily engaged in providing food services from vehicles, such as hot dog carts, and ice cream trucks.

722330 MOBILE FOOD SERVICES

This industry comprises establishments primarily engaged in preparing and serving meals and snacks for immediate consumption from motorized vehicles or nonmotorized carts. The establishment is the central location from which the caterer route is serviced, not each vehicle or cart. Included in this industry are establishments primarily engaged in providing food services from vehicles, such as hot dog carts, and ice cream trucks.

7224 DRINKING PLACES (ALCOHOLIC BEVERAGES)

This industry group comprises establishments primarily engaged in preparing and serving alcoholic beverages for immediate consumption.

72241 DRINKING PLACES (ALCOHOLIC BEVERAGES)

This industry comprises establishments known as bars, taverns, nightclubs, or drinking places primarily engaged in preparing and serving alcoholic beverages for immediate consumption. These establishments may also provide limited food services.

722410 DRINKING PLACES (ALCOHOLIC BEVERAGES)

This industry comprises establishments known as bars, taverns, nightclubs, or drinking places primarily engaged in preparing and serving alcoholic beverages for immediate consumption. These establishments may also provide limited food services.

Appendix C.

Methodology

SOURCES OF THE DATA

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

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

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

The report forms used to collect information for establishments in this sector are available at help.econ.census.gov/econhelp/resources/.

A more detailed examination of census methodology is presented in the *History of the Economic Census* at www.census.gov/econ/www/history.html.

INDUSTRY CLASSIFICATION OF ESTABLISHMENTS

The classifications for all establishments are based on the *North American Industry Classification System, United States, 2002* manual. There were no changes between the 2002 edition and the 1997 edition affecting this sector. Tables at www.census.gov/epcd/naics02/ identify all industries that changed between the 1997 North American Industry Classification System (NAICS) and 2002 NAICS.

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

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

RELIABILITY OF DATA

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

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

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

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

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

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

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

TREATMENT OF NONRESPONSE

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

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

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

DISCLOSURE

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

Appendix D. Geographic Notes

Not applicable for this report.

Appendix E. Metropolitan and Micropolitan Statistical Areas

Not applicable for this report.

