

Food Services and Drinking Places: 2002

Issued October 2004

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2002 Economic Census

Accommodation and Food Services

Industry Series



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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.

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

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

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

GEOGRAPHIC AREAS COVERED

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

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

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

DOLLAR VALUES

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

All dollar values are shown in thousands of dollars.

COMPARABILITY OF THE 1997 AND 2002 ECONOMIC CENSUSES

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

RELIABILITY OF DATA

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

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

DISCLOSURE

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

AVAILABILITY OF MORE FREQUENT ECONOMIC DATA

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

CONTACTS FOR DATA USERS

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

ABBREVIATIONS AND SYMBOLS

The following abbreviations and symbols are used with these data:

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

Table 1. Summary Statistics for the United States: 2002

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

2002 NAICS code	Kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
722	Food services and drinking places	504 430	322 020 507	92 632 794	22 059 402	8 314 858	23.6	11.0
7221	Full-service restaurants	195 492	144 602 262	45 990 283	11 065 796	3 901 384	27.0	9.3
72211	Full-service restaurants	195 492	144 602 262	45 990 283	11 065 796	3 901 384	27.0	9.3
722110	Full-service restaurants	195 492	144 602 262	45 990 283	11 065 796	3 901 384	27.0	9.3
7222	Limited-service eating places	228 848	135 976 559	35 554 180	8 374 717	3 536 416	21.0	12.1
72221	Limited-service eating places	228 848	135 976 559	35 554 180	8 374 717	3 536 416	21.0	12.1
722211	Limited-service restaurants	187 019	117 157 044	30 533 531	7 202 852	3 070 517	21.1	12.8
722212	Cafeterias	5 875	5 235 488	1 558 946	374 808	130 389	12.3	3.7
722213	Snack and nonalcoholic beverage bars	35 954	13 584 027	3 461 703	797 057	335 510	23.8	8.8
7222131	Ice cream and soft serve shops	9 022	2 214 730	535 243	106 653	61 857	35.7	9.5
7222132	Frozen yogurt shops	737	156 503	38 229	7 897	5 470	35.9	11.3
7222133	Doughnut shops	6 228	2 910 387	758 066	179 302	63 484	31.6	10.1
7222134	Bagel shops	3 203	1 348 852	355 289	84 284	30 299	24.8	7.4
7222135	Coffee shops	9 451	4 147 806	1 012 870	241 138	101 809	13.3	5.0
7222136	Cookie shops	1 029	231 491	57 962	14 178	6 580	28.5	17.5
7222137	Other snack and nonalcoholic beverage bars	6 284	2 574 258	704 044	163 605	66 011	20.3	12.8
7223	Special food services	31 235	26 446 197	7 705 593	1 804 258	540 027	8.7	14.7
72231	Food service contractors	20 575	20 811 861	6 076 268	1 460 433	416 810	2.5	16.5
722310	Food service contractors	20 575	20 811 861	6 076 268	1 460 433	416 810	2.5	16.5
72232	Caterers	8 324	4 832 673	1 489 017	312 846	113 711	30.9	7.7
722320	Caterers	8 324	4 832 673	1 489 017	312 846	113 711	30.9	7.7
72233	Mobile food services	2 336	801 663	140 308	30 979	9 506	33.6	10.9
722330	Mobile food services	2 336	801 663	140 308	30 979	9 506	33.6	10.9
7224	Drinking places (alcoholic beverages)	48 855	14 995 489	3 382 738	814 631	337 031	39.7	12.4
72241	Drinking places (alcoholic beverages)	48 855	14 995 489	3 382 738	814 631	337 031	39.7	12.4
722410	Drinking places (alcoholic beverages)	48 855	14 995 489	3 382 738	814 631	337 031	39.7	12.4

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

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

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

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

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

1997 NAICS code	Kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	Paid employees for pay period including March 12 (number)
722	Foodservices and drinking places.....	504 430	322 020 507	92 632 794	8 314 858
	1997..	486 906	251 941 763	70 333 544	7 754 567
7221	Full-service restaurants	195 492	144 602 262	45 990 283	3 901 384
	1997..	191 245	112 450 172	34 435 004	3 641 402
72211	Full-service restaurants	195 492	144 602 262	45 990 283	3 901 384
	1997..	191 245	112 450 172	34 435 004	3 641 402
722110	Full-service restaurants	195 492	144 602 262	45 990 283	3 901 384
	1997..	191 245	112 450 172	34 435 004	3 641 402
7222	Limited-service eating places	228 848	135 976 559	35 554 180	3 536 416
	1997..	214 774	107 788 072	27 483 082	3 327 001
72221	Limited-service eating places	228 848	135 976 559	35 554 180	3 536 416
	1997..	214 774	107 788 072	27 483 082	3 327 001
722211	Limited-service restaurants	187 019	117 157 044	30 533 531	3 070 517
	1997..	174 104	94 698 045	24 032 405	2 944 280
722212	Cafeterias	5 875	5 235 488	1 558 946	130 389
	1997..	4 172	2 578 922	799 108	72 324
722213	Snack and nonalcoholic beverage bars.....	35 954	13 584 027	3 461 703	335 510
	1997..	36 498	10 511 105	2 651 569	310 397
7222131	Ice cream and soft serve shops	9 022	2 214 730	535 243	61 857
	1997..	9 753	2 120 143	488 082	69 425
7222132	Frozen yogurt shops	737	156 503	38 229	5 470
	1997..	1 582	304 191	73 379	11 422
7222133	Donut shops	6 228	2 910 387	758 066	63 484
	1997..	6 792	2 329 466	604 078	61 421
7222134	Bagel shops	3 203	1 348 852	355 289	30 299
	1997..	3 926	1 445 838	399 348	45 972
7222135	Coffee shops	9 451	4 147 806	1 012 870	101 809
	1997..	6 843	2 001 380	467 197	56 592
7222136	Cookie shops	1 029	231 491	57 962	6 580
	1997..	1 798	412 655	100 003	10 908
7222137	Other snack and nonalcoholic beverage bars	6 284	2 574 258	704 044	66 011
	1997..	5 804	1 897 432	519 482	54 657
7223	Special foodservices	31 235	26 446 197	7 705 593	540 027
	1997..	28 062	19 407 810	5 765 977	464 870
72231	Foodservice contractors	20 575	20 811 861	6 076 268	416 810
	1997..	18 991	15 159 590	4 617 362	361 996
722310	Foodservice contractors	20 575	20 811 861	6 076 268	416 810
	1997..	18 991	15 159 590	4 617 362	361 996
72232	Caterers	8 324	4 832 673	1 489 017	113 711
	1997..	6 478	3 368 823	978 105	91 191
722320	Caterers	8 324	4 832 673	1 489 017	113 711
	1997..	6 478	3 368 823	978 105	91 191
72233	Mobile foodservices.....	2 336	801 663	140 308	9 506
	1997..	2 593	879 397	170 510	11 683
722330	Mobile foodservices.....	2 336	801 663	140 308	9 506
	1997..	2 593	879 397	170 510	11 683
7224	Drinking places (alcoholic beverages)	48 855	14 995 489	3 382 738	337 031
	1997..	52 825	12 295 709	2 649 481	321 294
72241	Drinking places (alcoholic beverages)	48 855	14 995 489	3 382 738	337 031
	1997..	52 825	12 295 709	2 649 481	321 294
722410	Drinking places (alcoholic beverages)	48 855	14 995 489	3 382 738	337 031
	1997..	52 825	12 295 709	2 649 481	321 294

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

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

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

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage ² (percent)	
			Number	Total sales (\$1,000)	Amount ¹ (\$1,000)	As percent of total sales of—			
						Establishments with the product line	All establishments ¹		
722		Food services and drinking places	504	430	X	322 020 507	X	100.0	69.9
	20010	Guestroom or unit rentals, including campground & RV rental fees excluding occupancy taxes				220 490	14.1	.1	X
	20030	Telephone service charges	3	1 561 842		36 477	.7	Z	X
	20040	Gaming receipts, including receipts from the operation of casino games, slot machines, etc. by this establishment	9	963	5 215 185	625 195	12.0	.2	X
	20050	Rental of public rooms & areas, including conference/convention meeting rooms	4	398	5 336 688	337 451	6.3	.1	X
	20060	Membership dues & fees	1	936	1 198 781	130 114	10.9	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.	32	159	14 574 078	1 386 369	9.5	.4	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	479	382	315 849 650	277 179 880	87.8	86.1	67.4
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	332	388	212 047 845	93 701 829	44.2	29.1	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	423	512	288 275 049	183 478 051	63.6	57.0	X
	20130	Alcoholic drinks served at the establishment	198	686	147 062 976	38 281 775	26.0	11.9	66.2
	20131	Distilled spirits	134	644	117 377 474	13 249 900	11.3	4.1	X
	20132	Wine	145	458	124 023 675	7 784 127	6.3	2.4	X
	20133	Beer & ale	190	160	141 934 827	17 247 748	12.2	5.4	X
	20140	Packaged liquor, wine, & beer	14	323	5 554 541	598 490	10.8	.2	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	20	767	10 857 463	288 276	2.7	.1	X
	29810	All other merchandise	28	754	28 701 495	1 666 067	5.8	.5	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	8	635	10 225 201	1 269 923	12.4	.4	X
7221		Full-service restaurants	195	492	X	144 602 262	X	100.0	68.8
	20010	Guestroom or unit rentals, including campground & RV rental fees excluding occupancy taxes	2	328	1 297 082	189 431	14.6	.1	X
	20030	Telephone service charges	843		631 912	7 230	1.1	Z	X
	20040	Gaming receipts, including receipts from the operation of casino games, slot machines, etc. by this establishment	3	572	2 549 338	159 064	6.2	.1	X
	20050	Rental of public rooms & areas, including conference/convention meeting rooms	1	926	2 760 457	104 115	3.8	.1	X
	20060	Membership dues & fees	1	110	707 105	59 288	8.4	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.	7	286	3 991 022	219 797	5.5	.2	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	195	492	144 602 262	118 135 445	81.7	81.7	66.6
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	116	709	80 077 841	10 837 745	13.5	7.5	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	195	492	144 602 262	107 297 700	74.2	74.2	X
	20130	Alcoholic drinks served at the establishment	128	196	115 771 463	24 527 681	21.2	17.0	65.3
	20131	Distilled spirits	86	677	97 135 731	8 246 369	8.5	5.7	X
	20132	Wine	104	437	104 810 221	6 427 169	6.1	4.4	X
	20133	Beer & ale	121	480	111 502 969	9 854 143	8.8	6.8	X
	20140	Packaged liquor, wine, & beer	5	085	2 899 275	281 977	9.7	.2	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	5	937	5 570 079	72 302	1.3	.1	X
	29810	All other merchandise	9	436	13 933 874	478 638	3.4	.3	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	3	523	5 227 372	367 294	7.0	.3	X
72211		Full-service restaurants	195	492	X	144 602 262	X	100.0	68.8
	20010	Guestroom or unit rentals, including campground & RV rental fees excluding occupancy taxes	2	328	1 297 082	189 431	14.6	.1	X
	20030	Telephone service charges	843		631 912	7 230	1.1	Z	X
	20040	Gaming receipts, including receipts from the operation of casino games, slot machines, etc. by this establishment	3	572	2 549 338	159 064	6.2	.1	X
	20050	Rental of public rooms & areas, including conference/convention meeting rooms	1	926	2 760 457	104 115	3.8	.1	X
	20060	Membership dues & fees	1	110	707 105	59 288	8.4	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.	7	286	3 991 022	219 797	5.5	.2	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	195	492	144 602 262	118 135 445	81.7	81.7	66.6
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	116	709	80 077 841	10 837 745	13.5	7.5	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	195	492	144 602 262	107 297 700	74.2	74.2	X
	20130	Alcoholic drinks served at the establishment	128	196	115 771 463	24 527 681	21.2	17.0	65.3
	20131	Distilled spirits	86	677	97 135 731	8 246 369	8.5	5.7	X
	20132	Wine	104	437	104 810 221	6 427 169	6.1	4.4	X
	20133	Beer & ale	121	480	111 502 969	9 854 143	8.8	6.8	X
	20140	Packaged liquor, wine, & beer	5	085	2 899 275	281 977	9.7	.2	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	5	937	5 570 079	72 302	1.3	.1	X
	29810	All other merchandise	9	436	13 933 874	478 638	3.4	.3	X

See footnotes at end of table.

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

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

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage ² (percent)
			Number	Total sales (\$1,000)	Amount ¹ (\$1,000)	As percent of total sales of—		
						Establishments with the product line	All establishments ¹	
72211		Full-service restaurants—Con.						
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes . . .	3 523	5 227 372	367 294	7.0	.3	X
722110		Full-service restaurants	195 492	X	144 602 262	X	100.0	68.8
	20010	Guestroom or unit rentals, including campground & RV rental fees excluding occupancy taxes	2 328	1 297 082	189 431	14.6	.1	X
	20030	Telephone service charges	843	631 912	7 230	1.1	Z	X
	20040	Gaming receipts, including receipts from the operation of casino games, slot machines, etc. by this establishment	3 572	2 549 338	159 064	6.2	.1	X
	20050	Rental of public rooms & areas, including conference/convention meeting rooms	1 926	2 760 457	104 115	3.8	.1	X
	20060	Membership dues & fees	1 110	707 105	59 288	8.4	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.	7 286	3 991 022	219 797	5.5	.2	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	195 492	144 602 262	118 135 445	81.7	81.7	66.6
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	116 709	80 077 841	10 837 745	13.5	7.5	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	195 492	144 602 262	107 297 700	74.2	74.2	X
	20130	Alcoholic drinks served at the establishment	128 196	115 771 463	24 527 681	21.2	17.0	65.3
	20131	Distilled spirits	86 677	97 135 731	8 246 369	8.5	5.7	X
	20132	Wine	104 437	104 810 221	6 427 169	6.1	4.4	X
	20133	Beer & ale	121 480	111 502 969	9 854 143	8.8	6.8	X
	20140	Packaged liquor, wine, & beer	5 085	2 899 275	281 977	9.7	.2	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	5 937	5 570 079	72 302	1.3	.1	X
	29810	All other merchandise	9 436	13 933 874	478 638	3.4	.3	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes . . .	3 523	5 227 372	367 294	7.0	.3	X
7222		Limited-service eating places	228 848	X	135 976 559	X	100.0	75.4
	20010	Guestroom or unit rentals, including campground & RV rental fees excluding occupancy taxes	57	7 314	846	11.6	Z	X
	20030	Telephone service charges	6 157	4 874 325	27 100	.6	Z	X
	20040	Gaming receipts, including receipts from the operation of casino games, slot machines, etc. by this establishment	1 109	1 111 864	265 345	23.9	.2	X
	20050	Rental of public rooms & areas, including conference/convention meeting rooms	266	144 055	7 171	5.0	Z	X
	20060	Membership dues & fees	33	14 699	649	4.4	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.	18 122	8 288 938	869 540	10.5	.6	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	228 459	135 898 369	132 905 452	97.8	97.7	73.5
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	197 337	119 097 383	73 321 768	61.6	53.9	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	182 728	117 708 993	59 583 684	50.6	43.8	X
	20130	Alcoholic drinks served at the establishment	18 405	11 902 024	945 590	7.9	.7	72.1
	20131	Distilled spirits	3 272	2 745 003	155 811	5.7	.1	X
	20132	Wine	6 285	4 732 444	129 440	2.7	.1	X
	20133	Beer & ale	17 993	11 711 169	660 339	5.6	.5	X
	20140	Packaged liquor, wine, & beer	1 203	605 314	48 267	8.0	Z	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	3 640	1 166 379	77 725	6.7	.1	X
	29810	All other merchandise	11 134	8 631 005	720 889	8.4	.5	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes . . .	1 487	1 093 807	107 985	9.9	.1	X
72221		Limited-service eating places	228 848	X	135 976 559	X	100.0	75.4
	20010	Guestroom or unit rentals, including campground & RV rental fees excluding occupancy taxes	57	7 314	846	11.6	Z	X
	20030	Telephone service charges	6 157	4 874 325	27 100	.6	Z	X
	20040	Gaming receipts, including receipts from the operation of casino games, slot machines, etc. by this establishment	1 109	1 111 864	265 345	23.9	.2	X
	20050	Rental of public rooms & areas, including conference/convention meeting rooms	266	144 055	7 171	5.0	Z	X
	20060	Membership dues & fees	33	14 699	649	4.4	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.	18 122	8 288 938	869 540	10.5	.6	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	228 459	135 898 369	132 905 452	97.8	97.7	73.5
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	197 337	119 097 383	73 321 768	61.6	53.9	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	182 728	117 708 993	59 583 684	50.6	43.8	X
	20130	Alcoholic drinks served at the establishment	18 405	11 902 024	945 590	7.9	.7	72.1
	20131	Distilled spirits	3 272	2 745 003	155 811	5.7	.1	X
	20132	Wine	6 285	4 732 444	129 440	2.7	.1	X
	20133	Beer & ale	17 993	11 711 169	660 339	5.6	.5	X
	20140	Packaged liquor, wine, & beer	1 203	605 314	48 267	8.0	Z	X

See footnotes at end of table.

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

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2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage ² (percent)
			Number	Total sales (\$1,000)	Amount ¹ (\$1,000)	As percent of total sales of—		
						Establishments with the product line	All establishments ¹	
72221		Limited-service eating places—Con.						
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	3 640	1 166 379	77 725	6.7	.1	X
	29810	All other merchandise	11 134	8 631 005	720 889	8.4	.5	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	1 487	1 093 807	107 985	9.9	.1	X
722211		Limited-service restaurants	187 019	X	117 157 044	X	100.0	75.6
	20030	Telephone service charges	6 155	4 871 390	26 946	.6	Z	X
	20040	Gaming receipts, including receipts from the operation of casino games, slot machines, etc. by this establishment	1 096	1 109 477	264 775	23.9	.2	X
	20050	Rental of public rooms & areas, including conference/convention meeting rooms	226	118 329	5 858	5.0	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.	9 626	3 770 114	527 207	14.0	.5	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	187 019	117 157 044	114 809 217	98.0	98.0	74.2
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	167 210	107 451 754	66 503 239	61.9	56.8	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	151 457	101 600 932	48 305 978	47.5	41.2	X
	20130	Alcoholic drinks served at the establishment	17 541	11 285 738	907 967	8.0	.8	72.4
	20131	Distilled spirits	3 115	2 567 393	149 741	5.8	.1	X
	20132	Wine	5 809	4 329 322	120 768	2.8	.1	X
	20133	Beer & ale	17 169	11 109 568	637 458	5.7	.5	X
	20140	Packaged liquor, wine, & beer	1 197	603 359	48 034	8.0	Z	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	2 987	1 028 639	67 951	6.6	.1	X
	29810	All other merchandise	4 599	4 258 659	408 878	9.6	.3	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	1 268	961 859	90 211	9.4	.1	X
722212		Cafeterias	5 875	X	5 235 488	X	100.0	86.1
	20010	Guestroom or unit rentals, including campground & RV rental fees excluding occupancy taxes	46	4 555	838	18.4	Z	X
	20050	Rental of public rooms & areas, including conference/convention meeting rooms	12	21 570	1 047	4.9	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.	106	34 607	5 707	16.5	.1	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	5 875	5 235 488	5 190 095	99.1	99.1	82.2
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	2 461	2 037 338	310 004	15.2	5.9	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	5 875	5 235 488	4 880 091	93.2	93.2	X
	20130	Alcoholic drinks served at the establishment	619	507 685	21 518	4.2	.4	81.3
	20131	Distilled spirits	105	129 642	3 393	2.6	.1	X
	20132	Wine	283	322 740	5 891	1.8	.1	X
	20133	Beer & ale	606	497 095	12 234	2.5	.2	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	78	25 026	995	4.0	Z	X
	29810	All other merchandise	428	727 209	7 696	1.1	.1	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	48	52 041	7 330	14.1	.1	X
722213		Snack and nonalcoholic beverage bars	35 954	X	13 584 027	X	100.0	69.5
	20040	Gaming receipts, including receipts from the operation of casino games, slot machines, etc. by this establishment	13	2 387	570	23.9	Z	X
	20050	Rental of public rooms & areas, including conference/convention meeting rooms	28	4 156	266	6.4	Z	X
	20060	Membership dues & fees	11	3 179	387	12.2	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.	8 390	4 484 217	336 626	7.5	2.5	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	35 565	13 505 837	12 906 140	95.6	95.0	64.3
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	27 666	9 608 291	6 508 525	67.7	47.9	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	25 396	10 872 573	6 397 615	58.8	47.1	X
	20130	Alcoholic drinks served at the establishment	245	108 601	16 105	14.8	.1	58.7
	20131	Distilled spirits	52	47 968	2 677	5.6	Z	X
	20132	Wine	193	80 382	2 781	3.5	Z	X
	20133	Beer & ale	218	104 506	10 647	10.2	.1	X
	20140	Packaged liquor, wine, & beer	6	1 955	233	11.9	Z	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	575	112 714	8 779	7.8	.1	X
	29810	All other merchandise	6 107	3 645 137	304 315	8.3	2.2	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	171	79 907	10 444	13.1	.1	X

See footnotes at end of table.

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2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage ² (percent)
			Number	Total sales (\$1,000)	Amount ¹ (\$1,000)	As percent of total sales of—		
						Establishments with the product line	All establishments ¹	
7222131		Ice cream and soft serve shops	9 022	X	2 214 730	X	100.0	65.5
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	946	575 896	84 890	14.7	3.8	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	9 022	2 214 730	2 121 713	95.8	95.8	59.2
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	8 205	2 041 516	1 172 056	57.4	52.9	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	5 682	1 626 210	949 657	58.4	42.9	X
	20130	Alcoholic drinks served at the establishment	6	4 142	487	11.8	Z	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	6	2 259	133	5.9	Z	X
	29810	All other merchandise	84	19 534	3 366	17.2	.2	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	13	10 011	4 075	40.7	.2	X
7222132		Frozen yogurt shops	737	X	156 503	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.	40	1 773	180	10.2	.1	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	737	156 503	156 220	99.8	99.8	51.1
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	659	138 579	90 991	65.7	58.1	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	552	116 249	65 229	56.1	41.7	X
	29810	All other merchandise	36	1 119	95	8.5	.1	X
7222133		Doughnut shops	6 228	X	2 910 387	X	100.0	61.7
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	904	285 771	132 627	46.4	4.6	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	5 844	2 834 571	2 772 696	97.8	95.3	58.7
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	5 585	2 764 047	2 217 824	80.2	76.2	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	4 317	2 013 651	554 872	27.6	19.1	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	112	18 830	1 251	6.6	Z	X
	29810	All other merchandise	61	18 859	2 736	14.5	.1	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	11	4 831	786	16.3	Z	X
7222134		Bagel shops	3 203	X	1 348 852	X	100.0	71.2
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	189	76 534	10 562	13.8	.8	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	3 198	1 346 478	1 336 295	99.2	99.1	68.5
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	3 027	1 312 574	849 750	64.7	63.0	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	2 799	1 214 025	486 545	40.1	36.1	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	24	6 070	189	3.1	Z	X
	29810	All other merchandise	15	11 182	931	8.3	.1	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	25	9 995	620	6.2	Z	X
7222135		Coffee shops	9 451	X	4 147 806	X	100.0	81.8
	20050	Rental of public rooms & areas, including conference/convention meeting rooms	17	2 157	83	3.8	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.	5 578	3 276 145	89 800	2.7	2.2	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	9 451	4 147 806	3 763 843	90.7	90.7	77.3
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	3 895	838 438	534 692	63.8	12.9	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	8 392	3 941 909	3 229 151	81.9	77.9	X
	20130	Alcoholic drinks served at the establishment	147	33 597	2 572	7.7	.1	68.7
	20131	Distilled spirits	21	5 397	299	5.5	Z	X
	20132	Wine	135	28 999	1 006	3.5	Z	X
	20133	Beer & ale	124	31 380	1 267	4.0	Z	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	396	74 743	6 305	8.4	.2	X
	29810	All other merchandise	5 154	3 210 236	283 046	8.8	6.8	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	71	32 934	1 867	5.7	Z	X

See footnotes at end of table.

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

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

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage ² (percent)
			Number	Total sales (\$1,000)	Amount ¹ (\$1,000)	As percent of total sales of—		
						Establishments with the product line	All establishments ¹	
7222136		Cookie shops	1 029	X	231 491	X	100.0	53.1
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	7	1 894	32	1.7	Z	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	1 029	231 491	229 897	99.3	99.3	49.0
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	991	225 523	216 874	96.2	93.7	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	147	25 614	13 023	50.8	5.6	X
	29810	All other merchandise	21	4 581	884	19.3	.4	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	26	5 146	650	12.6	.3	X
7222137		Other snack and nonalcoholic beverage bars	6 284	X	2 574 258	X	100.0	63.4
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	726	266 204	18 535	7.0	.7	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	6 284	2 574 258	2 525 476	98.1	98.1	54.3
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	5 304	2 287 614	1 426 338	62.4	55.4	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	3 507	1 934 915	1 099 138	56.8	42.7	X
	20130	Alcoholic drinks served at the establishment	86	66 493	12 897	19.4	.5	52.6
	20131	Distilled spirits	27	38 758	1 990	5.1	.1	X
	20132	Wine	54	48 827	1 739	3.6	.1	X
	20133	Beer & ale	84	65 713	9 168	14.0	.4	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	37	10 812	901	8.3	Z	X
	29810	All other merchandise	736	379 626	13 257	3.5	.5	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	25	16 990	2 446	14.4	.1	X
7223		Special food services	31 235	X	26 446 197	X	100.0	54.3
	20010	Guestroom or unit rentals, including campground & RV rental fees excluding occupancy taxes	14	20 067	1 573	7.8	Z	X
	20030	Telephone service charges	7	4 301	48	1.1	Z	X
	20050	Rental of public rooms & areas, including conference/convention meeting rooms	1 627	1 951 271	190 477	9.8	.7	X
	20060	Membership dues & fees	26	39 559	1 349	3.4	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.	1 168	1 074 985	206 911	19.2	.8	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	31 235	26 446 197	24 464 470	92.5	92.5	47.1
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	12 037	10 872 958	9 409 762	86.5	35.6	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	22 043	17 407 648	15 054 708	86.5	56.9	X
	20130	Alcoholic drinks served at the establishment	3 230	4 394 000	851 938	19.4	3.2	49.6
	20131	Distilled spirits	2 644	3 746 027	252 094	6.7	1.0	X
	20132	Wine	2 548	3 004 512	158 242	5.3	.6	X
	20133	Beer & ale	2 910	4 077 594	441 602	10.8	1.7	X
	20140	Packaged liquor, wine, & beer	227	272 987	20 675	7.6	.1	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	233	264 465	6 142	2.3	Z	X
	29810	All other merchandise	3 101	3 703 148	351 827	9.5	1.3	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	1 253	1 839 743	350 787	19.1	1.3	X
72231		Food service contractors	20 575	X	20 811 861	X	100.0	53.0
	20050	Rental of public rooms & areas, including conference/convention meeting rooms	378	673 888	47 659	7.1	.2	X
	20060	Membership dues & fees	19	34 340	624	1.8	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.	376	603 960	118 003	19.5	.6	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	20 575	20 811 861	19 784 172	95.1	95.1	44.8
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	3 939	7 070 205	6 603 956	93.4	31.7	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	17 566	14 399 519	13 180 216	91.5	63.3	X
	20130	Alcoholic drinks served at the establishment	508	1 852 256	460 983	24.9	2.2	51.8
	20131	Distilled spirits	286	1 505 810	94 755	6.3	.5	X
	20132	Wine	182	704 691	46 702	6.6	.2	X
	20133	Beer & ale	471	1 752 864	319 526	18.2	1.5	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	56	130 698	2 081	1.6	Z	X
	29810	All other merchandise	2 214	2 984 213	275 549	9.2	1.3	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	302	632 472	121 749	19.3	.6	X

See footnotes at end of table.

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

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2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage ² (percent)
			Number	Total sales (\$1,000)	Amount ¹ (\$1,000)	As percent of total sales of—		
						Establishments with the product line	All establishments ¹	
722310		Food service contractors	20 575	X	20 811 861	X	100.0	53.0
	20050	Rental of public rooms & areas, including conference/convention meeting rooms	378	673 888	47 659	7.1	.2	X
	20060	Membership dues & fees	19	34 340	624	1.8	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.	376	603 960	118 003	19.5	.6	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	20 575	20 811 861	19 784 172	95.1	95.1	44.8
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	3 939	7 070 205	6 603 956	93.4	31.7	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	17 566	14 399 519	13 180 216	91.5	63.3	X
	20130	Alcoholic drinks served at the establishment	508	1 852 256	460 983	24.9	2.2	51.8
	20131	Distilled spirits	286	1 505 810	94 755	6.3	.5	X
	20132	Wine	182	704 691	46 702	6.6	.2	X
	20133	Beer & ale	471	1 752 864	319 526	18.2	1.5	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	56	130 698	2 081	1.6	Z	X
	29810	All other merchandise	2 214	2 984 213	275 549	9.2	1.3	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	302	632 472	121 749	19.3	.6	X
72232		Caterers	8 324	X	4 832 673	X	100.0	61.2
	20010	Guestroom or unit rentals, including campground & RV rental fees excluding occupancy taxes	9	6 331	532	8.4	Z	X
	20030	Telephone service charges	7	4 301	48	1.1	Z	X
	20050	Rental of public rooms & areas, including conference/convention meeting rooms	1 247	1 276 357	142 802	11.2	3.0	X
	20060	Membership dues & fees	7	5 219	725	13.9	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.	443	295 421	24 936	8.4	.5	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	8 324	4 832 673	3 959 571	81.9	81.9	59.0
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	5 762	3 001 090	2 114 925	70.5	43.8	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	4 325	2 934 737	1 844 646	62.9	38.2	X
	20130	Alcoholic drinks served at the establishment	2 722	2 541 744	390 955	15.4	8.1	53.5
	20131	Distilled spirits	2 358	2 240 217	157 339	7.0	3.3	X
	20132	Wine	2 366	2 299 821	111 540	4.9	2.3	X
	20133	Beer & ale	2 439	2 324 730	122 076	5.3	2.5	X
	20140	Packaged liquor, wine, & beer	223	262 801	20 346	7.7	.4	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	55	65 289	822	1.3	Z	X
	29810	All other merchandise	804	690 444	66 690	9.7	1.4	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	924	1 168 927	225 246	19.3	4.7	X
722320		Caterers	8 324	X	4 832 673	X	100.0	61.2
	20010	Guestroom or unit rentals, including campground & RV rental fees excluding occupancy taxes	9	6 331	532	8.4	Z	X
	20030	Telephone service charges	7	4 301	48	1.1	Z	X
	20050	Rental of public rooms & areas, including conference/convention meeting rooms	1 247	1 276 357	142 802	11.2	3.0	X
	20060	Membership dues & fees	7	5 219	725	13.9	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.	443	295 421	24 936	8.4	.5	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	8 324	4 832 673	3 959 571	81.9	81.9	59.0
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	5 762	3 001 090	2 114 925	70.5	43.8	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	4 325	2 934 737	1 844 646	62.9	38.2	X
	20130	Alcoholic drinks served at the establishment	2 722	2 541 744	390 955	15.4	8.1	53.5
	20131	Distilled spirits	2 358	2 240 217	157 339	7.0	3.3	X
	20132	Wine	2 366	2 299 821	111 540	4.9	2.3	X
	20133	Beer & ale	2 439	2 324 730	122 076	5.3	2.5	X
	20140	Packaged liquor, wine, & beer	223	262 801	20 346	7.7	.4	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	55	65 289	822	1.3	Z	X
	29810	All other merchandise	804	690 444	66 690	9.7	1.4	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	924	1 168 927	225 246	19.3	4.7	X
72233		Mobile food services	2 336	X	801 663	X	100.0	44.7
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	349	175 604	63 972	36.4	8.0	X

See footnotes at end of table.

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

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2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage ² (percent)
			Number	Total sales (\$1,000)	Amount ¹ (\$1,000)	As percent of total sales of—		
						Establishments with the product line	All establishments ¹	
72233		Mobile food services—Con.						
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	2 336	801 663	720 727	89.9	89.9	36.7
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	2 336	801 663	690 881	86.2	86.2	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	152	73 392	29 846	40.7	3.7	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	122	68 478	3 239	4.7	.4	X
	29810	All other merchandise	83	28 491	9 588	33.7	1.2	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	27	38 344	3 792	9.9	.5	X
722330		Mobile food services	2 336	X	801 663	X	100.0	44.7
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	349	175 604	63 972	36.4	8.0	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	2 336	801 663	720 727	89.9	89.9	36.7
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	2 336	801 663	690 881	86.2	86.2	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	152	73 392	29 846	40.7	3.7	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	122	68 478	3 239	4.7	.4	X
	29810	All other merchandise	83	28 491	9 588	33.7	1.2	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	27	38 344	3 792	9.9	.5	X
7224		Drinking places (alcoholic beverages)	48 855	X	14 995 489	X	100.0	59.4
	20010	Guestroom or unit rentals, including campground & RV rental fees excluding occupancy taxes	757	237 379	28 640	12.1	.2	X
	20030	Telephone service charges	441	98 520	2 099	2.1	Z	X
	20040	Gaming receipts, including receipts from the operation of casino games, slot machines, etc. by this establishment	5 282	1 553 983	200 786	12.9	1.3	X
	20050	Rental of public rooms & areas, including conference/convention meeting rooms	579	480 905	35 688	7.4	.2	X
	20060	Membership dues & fees	767	437 418	68 828	15.7	.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.	5 583	1 219 133	90 121	7.4	.6	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	24 196	8 902 822	1 674 513	18.8	11.2	54.9
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	6 305	1 999 663	132 554	6.6	.9	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	23 249	8 556 146	1 541 959	18.0	10.3	X
	20130	Alcoholic drinks served at the establishment	48 855	14 995 489	11 956 566	79.7	79.7	54.9
	20131	Distilled spirits	42 051	13 750 713	4 595 626	33.4	30.6	X
	20132	Wine	32 188	11 476 498	1 069 276	9.3	7.1	X
	20133	Beer & ale	47 777	14 643 095	6 291 664	43.0	42.0	X
	20140	Packaged liquor, wine, & beer	7 808	1 776 965	247 571	13.9	1.7	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	10 957	3 856 540	132 107	3.4	.9	X
	29810	All other merchandise	5 083	2 433 468	114 713	4.7	.8	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	2 372	2 064 279	443 857	21.5	3.0	X
72241		Drinking places (alcoholic beverages)	48 855	X	14 995 489	X	100.0	59.4
	20010	Guestroom or unit rentals, including campground & RV rental fees excluding occupancy taxes	757	237 379	28 640	12.1	.2	X
	20030	Telephone service charges	441	98 520	2 099	2.1	Z	X
	20040	Gaming receipts, including receipts from the operation of casino games, slot machines, etc. by this establishment	5 282	1 553 983	200 786	12.9	1.3	X
	20050	Rental of public rooms & areas, including conference/convention meeting rooms	579	480 905	35 688	7.4	.2	X
	20060	Membership dues & fees	767	437 418	68 828	15.7	.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.	5 583	1 219 133	90 121	7.4	.6	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	24 196	8 902 822	1 674 513	18.8	11.2	54.9
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	6 305	1 999 663	132 554	6.6	.9	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	23 249	8 556 146	1 541 959	18.0	10.3	X
	20130	Alcoholic drinks served at the establishment	48 855	14 995 489	11 956 566	79.7	79.7	54.9
	20131	Distilled spirits	42 051	13 750 713	4 595 626	33.4	30.6	X
	20132	Wine	32 188	11 476 498	1 069 276	9.3	7.1	X
	20133	Beer & ale	47 777	14 643 095	6 291 664	43.0	42.0	X
	20140	Packaged liquor, wine, & beer	7 808	1 776 965	247 571	13.9	1.7	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	10 957	3 856 540	132 107	3.4	.9	X
	29810	All other merchandise	5 083	2 433 468	114 713	4.7	.8	X

See footnotes at end of table.

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2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage ² (percent)
			Number	Total sales (\$1,000)	Amount ¹ (\$1,000)	As percent of total sales of—		
						Establishments with the product line	All establishments ¹	
72241		Drinking places (alcoholic beverages)—Con.						
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	2 372	2 064 279	443 857	21.5	3.0	X
722410		Drinking places (alcoholic beverages)	48 855	X	14 995 489	X	100.0	59.4
	20010	Guestroom or unit rentals, including campground & RV rental fees excluding occupancy taxes	757	237 379	28 640	12.1	.2	X
	20030	Telephone service charges	441	98 520	2 099	2.1	Z	X
	20040	Gaming receipts, including receipts from the operation of casino games, slot machines, etc. by this establishment	5 282	1 553 983	200 786	12.9	1.3	X
	20050	Rental of public rooms & areas, including conference/convention meeting rooms	579	480 905	35 688	7.4	.2	X
	20060	Membership dues & fees	767	437 418	68 828	15.7	.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.	5 583	1 219 133	90 121	7.4	.6	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	24 196	8 902 822	1 674 513	18.8	11.2	54.9
	20121	Food/nonalcoholic beverages prepared for carry-out & consumption off the premises	6 305	1 999 663	132 554	6.6	.9	X
	20122	Food/nonalcoholic beverages prepared for consumption on the premises	23 249	8 556 146	1 541 959	18.0	10.3	X
	20130	Alcoholic drinks served at the establishment	48 855	14 995 489	11 956 566	79.7	79.7	54.9
	20131	Distilled spirits	42 051	13 750 713	4 595 626	33.4	30.6	X
	20132	Wine	32 188	11 476 498	1 069 276	9.3	7.1	X
	20133	Beer & ale	47 777	14 643 095	6 291 664	43.0	42.0	X
	20140	Packaged liquor, wine, & beer	7 808	1 776 965	247 571	13.9	1.7	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	10 957	3 856 540	132 107	3.4	.9	X
	29810	All other merchandise	5 083	2 433 468	114 713	4.7	.8	X
	29980	All other nonmerchandise receipts, including receipts from storage and other services provided to customers excluding sales & other taxes	2 372	2 064 279	443 857	21.5	3.0	X

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

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

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

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

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

2002 NAICS code	Kind of business and largest firms based on sales	Establishments (number)	Sales		Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
			Amount (\$1,000)	As percent of total			
722	Food services and drinking places						
	All firms	504 430	322 020 507	100.0	92 632 794	22 059 402	8 314 858
	4 largest firms	12 158	18 431 122	5.7	4 894 974	1 174 756	406 708
	8 largest firms	26 602	32 137 243	10.0	9 238 705	2 192 007	737 024
	20 largest firms	34 376	47 877 360	14.9	14 096 680	3 379 199	1 130 300
	50 largest firms	46 571	64 542 826	20.0	19 018 886	4 582 629	1 549 220
7221	Full-service restaurants						
	All firms	195 492	144 602 262	100.0	45 990 283	11 065 796	3 901 384
	4 largest firms	3 544	12 431 844	8.6	4 045 046	994 261	305 651
	8 largest firms	5 168	15 851 342	11.0	5 225 892	1 291 143	403 081
	20 largest firms	8 630	22 347 544	15.5	7 471 934	1 832 131	582 305
	50 largest firms	11 654	29 980 294	20.7	9 935 665	2 420 957	767 275
72211	Full-service restaurants						
	All firms	195 492	144 602 262	100.0	45 990 283	11 065 796	3 901 384
	4 largest firms	3 544	12 431 844	8.6	4 045 046	994 261	305 651
	8 largest firms	5 168	15 851 342	11.0	5 225 892	1 291 143	403 081
	20 largest firms	8 630	22 347 544	15.5	7 471 934	1 832 131	582 305
	50 largest firms	11 654	29 980 294	20.7	9 935 665	2 420 957	767 275
722110	Full-service restaurants						
	All firms	195 492	144 602 262	100.0	45 990 283	11 065 796	3 901 384
	4 largest firms	3 544	12 431 844	8.6	4 045 046	994 261	305 651
	8 largest firms	5 168	15 851 342	11.0	5 225 892	1 291 143	403 081
	20 largest firms	8 630	22 347 544	15.5	7 471 934	1 832 131	582 305
	50 largest firms	11 654	29 980 294	20.7	9 935 665	2 420 957	767 275
7222	Limited-service eating places						
	All firms	228 848	135 976 559	100.0	35 554 180	8 374 717	3 536 416
	4 largest firms	12 447	12 834 274	9.4	3 480 162	792 149	306 411
	8 largest firms	16 149	17 368 753	12.8	4 811 522	1 110 332	430 825
	20 largest firms	22 170	23 963 316	17.6	6 506 354	1 534 432	598 398
	50 largest firms	29 946	31 599 985	23.2	8 588 502	2 045 312	787 680
72221	Limited-service eating places						
	All firms	228 848	135 976 559	100.0	35 554 180	8 374 717	3 536 416
	4 largest firms	12 447	12 834 274	9.4	3 480 162	792 149	306 411
	8 largest firms	16 149	17 368 753	12.8	4 811 522	1 110 332	430 825
	20 largest firms	22 170	23 963 316	17.6	6 506 354	1 534 432	598 398
	50 largest firms	29 946	31 599 985	23.2	8 588 502	2 045 312	787 680
722211	Limited-service restaurants						
	All firms	187 019	117 157 044	100.0	30 533 531	7 202 852	3 070 517
	4 largest firms	10 718	11 950 775	10.2	3 345 902	766 017	302 980
	8 largest firms	14 059	15 328 636	13.1	4 312 108	998 818	392 638
	20 largest firms	19 418	21 202 627	18.1	5 828 077	1 383 007	546 074
	50 largest firms	25 786	26 899 948	23.0	7 288 272	1 731 734	680 429
722212	Cafeterias						
	All firms	5 875	5 235 488	100.0	1 558 946	374 808	130 389
	4 largest firms	918	2 039 798	39.0	647 566	158 345	49 762
	8 largest firms	1 272	2 636 214	50.4	836 514	203 398	65 086
	20 largest firms	1 554	3 201 109	61.1	1 003 798	243 536	80 027
	50 largest firms	1 690	3 507 522	67.0	1 088 770	263 231	87 795
722213	Snack and nonalcoholic beverage bars						
	All firms	35 954	13 584 027	100.0	3 461 703	797 057	335 510
	4 largest firms	3 787	3 350 202	24.7	793 402	187 417	71 823
	8 largest firms	4 395	3 854 585	28.4	941 820	222 150	84 804
	20 largest firms	5 617	4 463 302	32.9	1 098 864	260 600	99 647
	50 largest firms	6 343	5 078 335	37.4	1 260 221	301 431	114 249
7222131	Ice cream and soft serve shops						
	All firms	9 022	2 214 730	100.0	535 243	106 653	61 857
	4 largest firms	318	345 981	15.6	86 100	20 950	7 293
	8 largest firms	343	371 261	16.8	91 229	22 323	7 745
	20 largest firms	403	417 541	18.9	103 545	24 802	9 215
	50 largest firms	482	474 529	21.4	118 420	27 708	10 410
7222132	Frozen yogurt shops						
	All firms	737	156 503	100.0	38 229	7 897	5 470
	4 largest firms	25	12 267	7.8	4 130	872	370
	8 largest firms	48	18 265	11.7	5 949	1 288	662
	20 largest firms	74	30 456	19.5	9 026	1 842	1 064
	50 largest firms	123	50 586	32.3	14 391	2 880	1 905
7222133	Doughnut shops						
	All firms	6 228	2 910 387	100.0	758 066	179 302	63 484
	4 largest firms	256	166 350	5.7	54 045	14 521	4 536
	8 largest firms	322	227 416	7.8	64 582	16 679	5 336
	20 largest firms	412	332 919	11.4	90 617	22 687	7 372
	50 largest firms	533	479 244	16.5	132 369	32 326	10 550

See footnotes at end of table.

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

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2002 NAICS code	Kind of business and largest firms based on sales	Establishments (number)	Sales		Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
			Amount (\$1,000)	As percent of total			
7222134	Bagel shops						
	All firms	3 203	1 348 852	100.0	355 289	84 284	30 299
	4 largest firms	586	452 690	33.6	116 717	26 787	9 000
	8 largest firms	648	506 428	37.5	131 577	30 412	10 108
	20 largest firms	735	577 308	42.8	153 146	35 578	11 663
	50 largest firms	838	661 148	49.0	179 991	41 792	13 385
7222135	Coffee shops						
	All firms	9 451	4 147 806	100.0	1 012 870	241 138	101 809
	4 largest firms	3 283	D	D	D	D	I
	8 largest firms	3 477	2 753 002	66.4	639 325	153 194	61 096
	20 largest firms	3 653	2 846 620	68.6	668 927	160 795	63 519
	50 largest firms	3 820	2 932 059	70.7	690 787	166 208	65 422
7222136	Cookie shops						
	All firms	1 029	231 491	100.0	57 962	14 178	6 580
	4 largest firms	238	66 135	28.6	15 112	3 750	1 967
	8 largest firms	273	76 528	33.1	17 550	4 342	2 203
	20 largest firms	322	92 875	40.1	22 406	5 563	2 743
	50 largest firms	365	118 383	51.1	28 653	7 145	3 382
7222137	Other snack and nonalcoholic beverage bars						
	All firms	6 284	2 574 258	100.0	704 044	163 605	66 011
	4 largest firms	535	623 107	24.2	178 911	40 307	14 723
	8 largest firms	910	836 317	32.5	231 678	52 854	19 820
	20 largest firms	1 270	1 134 241	44.1	308 375	72 410	27 153
	50 largest firms	1 567	1 350 789	52.5	367 732	86 690	32 832
7223	Special food services						
	All firms	31 235	26 446 197	100.0	7 705 593	1 804 258	540 027
	4 largest firms	13 171	13 647 939	51.6	3 712 644	886 248	276 111
	8 largest firms	13 900	16 053 549	60.7	4 407 287	1 058 098	314 934
	20 largest firms	15 455	17 738 828	67.1	5 034 888	1 211 106	345 996
	50 largest firms	16 160	18 665 232	70.6	5 321 856	1 282 654	364 324
72231	Food service contractors						
	All firms	20 575	20 811 861	100.0	6 076 268	1 460 433	416 810
	4 largest firms	13 130	13 516 309	64.9	3 694 579	881 054	275 240
	8 largest firms	13 856	15 917 314	76.5	4 388 069	1 052 643	314 000
	20 largest firms	15 402	17 567 534	84.4	5 005 149	1 203 277	344 471
	50 largest firms	16 267	18 458 502	88.7	5 289 092	1 274 431	363 418
722310	Food service contractors						
	All firms	20 575	20 811 861	100.0	6 076 268	1 460 433	416 810
	4 largest firms	13 130	13 516 309	64.9	3 694 579	881 054	275 240
	8 largest firms	13 856	15 917 314	76.5	4 388 069	1 052 643	314 000
	20 largest firms	15 402	17 567 534	84.4	5 005 149	1 203 277	344 471
	50 largest firms	16 267	18 458 502	88.7	5 289 092	1 274 431	363 418
72232	Caterers						
	All firms	8 324	4 832 673	100.0	1 489 017	312 846	113 711
	4 largest firms	13	102 874	2.1	31 057	6 586	1 487
	8 largest firms	18	171 505	3.5	50 217	10 586	2 458
	20 largest firms	43	333 280	6.9	98 536	21 245	5 161
	50 largest firms	89	617 993	12.8	199 402	41 406	11 181
722320	Caterers						
	All firms	8 324	4 832 673	100.0	1 489 017	312 846	113 711
	4 largest firms	13	102 874	2.1	31 057	6 586	1 487
	8 largest firms	18	171 505	3.5	50 217	10 586	2 458
	20 largest firms	43	333 280	6.9	98 536	21 245	5 161
	50 largest firms	89	617 993	12.8	199 402	41 406	11 181
72233	Mobile food services						
	All firms	2 336	801 663	100.0	140 308	30 979	9 506
	4 largest firms	39	172 837	21.6	21 305	5 783	977
	8 largest firms	44	206 570	25.8	26 827	7 081	1 193
	20 largest firms	58	269 371	33.6	39 916	9 915	1 720
	50 largest firms	102	355 625	44.4	54 986	12 886	2 372
722330	Mobile food services						
	All firms	2 336	801 663	100.0	140 308	30 979	9 506
	4 largest firms	39	172 837	21.6	21 305	5 783	977
	8 largest firms	44	206 570	25.8	26 827	7 081	1 193
	20 largest firms	58	269 371	33.6	39 916	9 915	1 720
	50 largest firms	102	355 625	44.4	54 986	12 886	2 372
7224	Drinking places (alcoholic beverages)						
	All firms	48 855	14 995 489	100.0	3 382 738	814 631	337 031
	4 largest firms	92	331 148	2.2	77 270	17 891	7 365
	8 largest firms	146	442 599	3.0	102 429	23 535	8 740
	20 largest firms	182	640 045	4.3	159 405	37 777	12 447
	50 largest firms	249	895 572	6.0	215 667	51 672	15 897

See footnotes at end of table.

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

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2002 NAICS code	Kind of business and largest firms based on sales	Establishments (number)	Sales		Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
			Amount (\$1,000)	As percent of total			
72241	Drinking places (alcoholic beverages)						
	All firms	48 855	14 995 489	100.0	3 382 738	814 631	337 031
	4 largest firms	92	331 148	2.2	77 270	17 891	7 365
	8 largest firms	146	442 599	3.0	102 429	23 535	8 740
	20 largest firms	182	640 045	4.3	159 405	37 777	12 447
	50 largest firms	249	895 572	6.0	215 667	51 672	15 897
722410	Drinking places (alcoholic beverages)						
	All firms	48 855	14 995 489	100.0	3 382 738	814 631	337 031
	4 largest firms	92	331 148	2.2	77 270	17 891	7 365
	8 largest firms	146	442 599	3.0	102 429	23 535	8 740
	20 largest firms	182	640 045	4.3	159 405	37 777	12 447
	50 largest firms	249	895 572	6.0	215 667	51 672	15 897

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

Appendix A.

Explanation of Terms

ANNUAL PAYROLL

Payroll includes all forms of compensation such as salaries, wages, commissions, dismissal pay, bonuses, vacation allowances, sick-leave pay, and employee contributions to qualified pension plans paid during the year to all employees and reported on Internal Revenue Service (IRS) Form 941 as taxable Medicare Wages and tips (even if not subject to income or FICA tax). Includes tips and gratuities received by employees from patrons and reported to employers. Excludes payrolls of departments or concessions operated by other companies at the establishment. For corporations, payroll includes amounts paid to officers and executives; for unincorporated businesses, it does not include profit or other compensation of proprietors or partners. Payroll is reported before deductions for social security, income tax, insurance, union dues, etc. This definition of payroll is the same as that used by the IRS on Form 941.

ESTABLISHMENTS

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

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

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

FIRMS

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

FIRST-QUARTER PAYROLL

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

PAID EMPLOYEES FOR PAY PERIOD INCLUDING MARCH 12

Paid employees consist of full-time and part-time employees, including salaried officers and executives of corporations, who were on the payroll during the pay period including March 12. Included are employees on paid sick leave, paid holidays, and paid vacations; not included are

proprietors and partners of unincorporated businesses; employees of departments or concessions operated by other companies at the establishment; full- and part-time leased employees whose payroll was filed under an employee leasing company's Employer Identification Number (EIN); and temporary staffing obtained from a staffing service. The definition of paid employees is the same as that used by the Internal Revenue Service (IRS) on Form 941.

SALES

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

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

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

Appendix B.

NAICS Codes, Titles, and Descriptions

PART 1. 2002 NAICS

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

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

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.

PART 2. 1997 NAICS

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

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

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 DONUT SHOPS

This industry comprises establishments primarily engaged in selling donuts, 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

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722320 CATERERS

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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)

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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.

CONCENTRATION CATEGORIES

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

DISCLOSURE

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

Appendix D. Geographic Notes

Not applicable for this report.

Appendix E. Metropolitan and Micropolitan Statistical Areas

Not applicable for this report.

