

# Nevada: 2002

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## 2002 Economic Census

*Information*

Geographic Area Series



**USCENSUSBUREAU**

*Helping You Make Informed Decisions*

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



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**Table 1. Summary Statistics for the State: 2002**

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. Table 2 of the United States Geographic Area Series report presents data on enterprise support establishments that are included in the 2002 data. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census.]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of receipts—	
							From admini- strative records <sup>1</sup>	Estimated <sup>2</sup>
<b>NEVADA</b>								
<b>51</b>	<b>Information</b> .....	<b>997</b>	<b>N</b>	<b>721 980</b>	<b>186 031</b>	<b>17 845</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	221	687 480	163 593	38 924	3 556	3.3	7.1
5111	Newspaper, periodical, book, and directory publishers .....	161	490 446	111 916	25 547	2 944	3.2	5.6
51111	Newspaper publishers .....	50	341 734	77 448	17 271	2 118	1.1	1.4
511110	Newspaper publishers .....	50	341 734	77 448	17 271	2 118	1.1	1.4
51112	Periodical publishers .....	59	51 841	12 240	2 954	372	9.1	2.3
511120	Periodical publishers .....	59	51 841	12 240	2 954	372	9.1	2.3
51113	Book publishers .....	25	22 877	6 227	1 480	149	16.8	37.0
511130	Book publishers .....	25	22 877	6 227	1 480	149	16.8	37.0
51114	Directory and mailing list publishers .....	19	71 390	15 422	3 666	286	4.6	18.3
511140	Directory and mailing list publishers .....	19	71 390	15 422	3 666	286	4.6	18.3
51119	Other publishers .....	8	2 604	579	176	19	—	5.4
511191	Greeting card publishers .....	1	D	D	D	a	D	D
511199	All other publishers .....	7	D	D	D	a	D	D
5112	Software publishers .....	60	197 034	51 677	13 377	612	3.5	10.9
51121	Software publishers .....	60	197 034	51 677	13 377	612	3.5	10.9
511210	Software publishers .....	60	197 034	51 677	13 377	612	3.5	10.9
512	Motion picture and sound recording industries .....	137	N	26 590	5 117	1 294	N	N
5121	Motion picture and video industries .....	120	N	25 199	4 762	1 236	N	N
51211	Motion picture and video production .....	68	Q	9 556	1 338	179	Q	Q
512110	Motion picture and video production .....	68	Q	9 556	1 338	179	Q	Q
51212	Motion picture and video distribution .....	1	Q	D	D	a	Q	Q
512120	Motion picture and video distribution .....	1	Q	D	D	a	Q	Q
51213	Motion picture and video exhibition .....	43	116 929	13 471	2 917	1 010	2.2	45.4
512131	Motion picture theaters (except drive-ins) .....	41	D	D	D	f	D	D
512132	Drive-in motion picture theaters .....	2	D	D	D	b	D	D
51219	Postproduction and other motion picture and video industries .....	8	D	D	D	b	D	D
512191	Teleproduction and other postproduction services .....	7	D	D	D	b	D	D
512199	Other motion picture and video industries .....	1	D	D	D	a	D	D
5122	Sound recording industries .....	17	N	1 391	355	58	N	N
51221	Record production .....	3	D	D	D	a	D	D
512210	Record production .....	3	D	D	D	a	D	D
51222	Integrated record production/distribution .....	1	Q	D	D	a	Q	Q
512220	Integrated record production/distribution .....	1	Q	D	D	a	Q	Q
51223	Music publishers .....	2	D	D	D	b	D	D
512230	Music publishers .....	2	D	D	D	b	D	D
51224	Sound recording studios .....	6	1 836	426	71	15	64.9	3.3
512240	Sound recording studios .....	6	1 836	426	71	15	64.9	3.3
51229	Other sound recording industries .....	5	721	183	36	5	21.4	.8
512290	Other sound recording industries .....	5	721	183	36	5	21.4	.8
5122909	All other sound recording industries .....	5	721	183	36	5	21.4	.8
515	Broadcasting (except Internet) .....	83	331 149	105 013	24 657	2 412	1.0	4.8
5151	Radio and television broadcasting .....	81	D	D	D	g	D	D
51511	Radio broadcasting .....	54	D	D	D	g	D	D
515111	Radio networks .....	6	D	D	D	b	D	D
515112	Radio stations .....	48	136 634	45 728	10 699	1 108	.9	6.7
51512	Television broadcasting .....	27	191 077	58 006	13 610	1 270	1.0	3.4
515120	Television broadcasting .....	27	191 077	58 006	13 610	1 270	1.0	3.4
5152	Cable and other subscription programming .....	2	D	D	D	a	D	D
51521	Cable and other subscription programming .....	2	D	D	D	a	D	D
515210	Cable and other subscription programming .....	2	D	D	D	a	D	D
516	Internet publishing and broadcasting .....	20	16 710	3 674	976	141	20.7	18.1
5161	Internet publishing and broadcasting .....	20	16 710	3 674	976	141	20.7	18.1
51611	Internet publishing and broadcasting .....	20	16 710	3 674	976	141	20.7	18.1
516110	Internet publishing and broadcasting .....	20	16 710	3 674	976	141	20.7	18.1
517	Telecommunications .....	330	N	382 378	105 557	9 479	N	N
5171	Wired telecommunications carriers .....	174	Q	235 307	67 892	4 531	Q	Q
51711	Wired telecommunications carriers .....	174	Q	235 307	67 892	4 531	Q	Q
517110	Wired telecommunications carriers .....	174	Q	235 307	67 892	4 531	Q	Q
5172	Wireless telecommunications carriers (except satellite) .....	94	Q	46 833	12 744	934	Q	Q
51721	Wireless telecommunications carriers (except satellite) .....	94	Q	46 833	12 744	934	Q	Q
517211	Paging .....	9	Q	1 759	502	39	Q	Q
517212	Cellular and other wireless telecommunications .....	85	Q	45 074	12 242	895	Q	Q
5173	Telecommunications resellers .....	23	181 618	58 920	14 776	2 354	1.1	10.0
51731	Telecommunications resellers .....	23	181 618	58 920	14 776	2 354	1.1	10.0
517310	Telecommunications resellers .....	23	181 618	58 920	14 776	2 354	1.1	10.0
5174	Satellite telecommunications .....	4	D	D	D	b	D	D
51741	Satellite telecommunications .....	4	D	D	D	b	D	D
517410	Satellite telecommunications .....	4	D	D	D	b	D	D
5175	Cable and other program distribution .....	31	Q	37 979	9 317	1 606	Q	Q
51751	Cable and other program distribution .....	31	Q	37 979	9 317	1 606	Q	Q
517510	Cable and other program distribution .....	31	Q	37 979	9 317	1 606	Q	Q
5179	Other telecommunications .....	4	D	D	D	b	D	D
51791	Other telecommunications .....	4	D	D	D	b	D	D
517910	Other telecommunications .....	4	D	D	D	b	D	D

See footnotes at end of table.

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

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NAICS code	Geographic area and kind of business	Estab- lishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of receipts—	
							From admini- strative records <sup>1</sup>	Estimated <sup>2</sup>
	<b>NEVADA—Con.</b>							
<b>51</b>	<b>Information—Con.</b>							
518	Internet service providers, web search portals, and data processing services .....	197	135 385	39 564	10 552	925	23.6	23.5
5181	Internet service providers and web search portals .....	80	47 551	9 547	2 302	275	22.0	19.0
51811	Internet service providers and web search portals .....	80	47 551	9 547	2 302	275	22.0	19.0
518111	Internet service providers .....	74	45 024	8 482	2 050	253	23.2	20.0
518112	Web search portals .....	6	2 527	1 065	252	22	—	2.3
5182	Data processing, hosting, and related services .....	117	87 834	30 017	8 250	650	24.5	26.0
51821	Data processing, hosting, and related services .....	117	87 834	30 017	8 250	650	24.5	26.0
518210	Data processing, hosting, and related services .....	117	87 834	30 017	8 250	650	24.5	26.0
519	Other information services .....	9	4 130	1 168	248	38	20.4	11.5
5191	Other information services .....	9	4 130	1 168	248	38	20.4	11.5
51911	News syndicates .....	3	3 285	831	172	20	9.0	14.5
519110	News syndicates .....	3	3 285	831	172	20	9.0	14.5
51912	Libraries and archives .....	4	D	D	D	a	D	D
519120	Libraries and archives .....	4	D	D	D	a	D	D
51919	All other information services .....	2	D	D	D	a	D	D
519190	All other information services .....	2	D	D	D	a	D	D

<sup>1</sup>Includes receipts information obtained from administrative records of other federal agencies.

<sup>2</sup>Includes receipts information that was imputed based on historic data, administrative data, industry averages, or other statistical methods.

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

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

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. Table 2 of the United States Geographic Area Series report presents data on enterprise support establishments that are included in the 2002 data. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census.]

NAICS code	Geographic area and kind of business	Estab-lishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of receipts—	
							From admini-strative records <sup>1</sup>	Estimated <sup>2</sup>
<b>LAS VEGAS-PARADISE-PAHRUMP, NV COMBINED STATISTICAL AREA</b>								
<b>51</b>	<b>Information</b>	<b>600</b>	<b>N</b>	<b>513 965</b>	<b>133 272</b>	<b>13 084</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet)	133	D	D	D	g	D	D
5111	Newspaper, periodical, book, and directory publishers	103	D	D	D	g	D	D
51111	Newspaper publishers	30	D	D	D	g	D	D
511110	Newspaper publishers	30	D	D	D	g	D	D
51112	Periodical publishers	43	D	D	D	e	D	D
511120	Periodical publishers	43	D	D	D	e	D	D
51114	Directory and mailing list publishers	9	65 993	13 498	3 208	242	3.5	19.2
511140	Directory and mailing list publishers	9	65 993	13 498	3 208	242	3.5	19.2
5112	Software publishers	30	57 101	23 424	7 311	337	6.9	33.9
51121	Software publishers	30	57 101	23 424	7 311	337	6.9	33.9
511210	Software publishers	30	57 101	23 424	7 311	337	6.9	33.9
512	Motion picture and sound recording industries	79	N	16 895	3 665	945	N	N
5121	Motion picture and video industries	70	N	16 519	3 571	927	N	N
51211	Motion picture and video production	38	Q	D	D	c	Q	Q
512110	Motion picture and video production	38	D	D	D	c	D	D
51213	Motion picture and video exhibition	24	D	D	D	f	D	D
512131	Motion picture theaters (except drive-ins)	23	D	D	D	f	D	D
512132	Drive-in motion picture theaters	1	D	D	D	a	D	D
515	Broadcasting (except Internet)	51	D	D	D	g	D	D
5151	Radio and television broadcasting	51	D	D	D	g	D	D
51511	Radio broadcasting	36	118 912	37 661	8 764	820	.3	6.1
515112	Radio stations	32	D	D	D	f	D	D
51512	Television broadcasting	15	D	D	D	f	D	D
515120	Television broadcasting	15	D	D	D	f	D	D
516	Internet publishing and broadcasting	15	D	D	D	b	D	D
5161	Internet publishing and broadcasting	15	D	D	D	b	D	D
51611	Internet publishing and broadcasting	15	D	D	D	b	D	D
516110	Internet publishing and broadcasting	15	D	D	D	b	D	D
517	Telecommunications	188	N	D	D	i	N	N
5171	Wired telecommunications carriers	94	Q	D	D	h	Q	Q
51711	Wired telecommunications carriers	94	Q	D	D	h	Q	Q
517110	Wired telecommunications carriers	94	Q	D	D	h	Q	Q
5172	Wireless telecommunications carriers (except satellite)	60	Q	D	D	f	Q	Q
51721	Wireless telecommunications carriers (except satellite)	60	Q	D	D	f	Q	Q
517212	Cellular and other wireless telecommunications	54	Q	34 078	9 418	650	Q	Q
5173	Telecommunications resellers	16	D	D	D	g	D	D
51731	Telecommunications resellers	16	D	D	D	g	D	D
517310	Telecommunications resellers	16	D	D	D	g	D	D
5175	Cable and other program distribution	12	Q	D	D	g	Q	Q
51751	Cable and other program distribution	12	Q	D	D	g	Q	Q
517510	Cable and other program distribution	12	Q	D	D	g	Q	Q
518	Internet service providers, web search portals, and data processing services	129	D	D	D	f	D	D
5181	Internet service providers and web search portals	54	D	D	D	c	D	D
51811	Internet service providers and web search portals	54	D	D	D	c	D	D
518111	Internet service providers	50	35 360	5 898	1 503	181	27.8	12.3
5182	Data processing, hosting, and related services	75	56 718	22 218	6 329	467	19.5	33.9
51821	Data processing, hosting, and related services	75	56 718	22 218	6 329	467	19.5	33.9
518210	Data processing, hosting, and related services	75	56 718	22 218	6 329	467	19.5	33.9
519	Other information services	5	D	D	D	b	D	D
5191	Other information services	5	D	D	D	b	D	D
<b>Las Vegas-Paradise, NV Metropolitan Statistical Area</b>								
<b>51</b>	<b>Information</b>	<b>586</b>	<b>N</b>	<b>510 464</b>	<b>132 259</b>	<b>12 965</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet)	129	429 529	104 343	25 945	2 196	3.1	10.6
5111	Newspaper, periodical, book, and directory publishers	99	372 428	80 919	18 634	1 859	2.5	7.0
51111	Newspaper publishers	28	D	D	D	g	D	D
511110	Newspaper publishers	28	D	D	D	g	D	D
51112	Periodical publishers	42	D	D	D	e	D	D
511120	Periodical publishers	42	D	D	D	e	D	D
51114	Directory and mailing list publishers	9	65 993	13 498	3 208	242	3.5	19.2
511140	Directory and mailing list publishers	9	65 993	13 498	3 208	242	3.5	19.2
5112	Software publishers	30	57 101	23 424	7 311	337	6.9	33.9
51121	Software publishers	30	57 101	23 424	7 311	337	6.9	33.9
511210	Software publishers	30	57 101	23 424	7 311	337	6.9	33.9

See footnotes at end of table.

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

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. Table 2 of the United States Geographic Area Series report presents data on enterprise support establishments that are included in the 2002 data. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census.]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of receipts—	
							From admini- strative records <sup>1</sup>	Estimated <sup>2</sup>
<b>LAS VEGAS-PARADISE-PAHRUMP, NV COMBINED STATISTICAL AREA—Con.</b>								
<b>Las Vegas-Paradise, NV Metropolitan Statistical Area—Con.</b>								
<b>51</b>	<b>Information—Con.</b>							
512	Motion picture and sound recording industries .....	79	N	16 895	3 665	945	N	N
5121	Motion picture and video industries .....	70	N	16 519	3 571	927	N	N
51211	Motion picture and video production .....	38	Q	D	D	c	Q	Q
512110	Motion picture and video production .....	38	Q	D	D	c	Q	Q
51213	Motion picture and video exhibition .....	24	D	D	D	f	D	D
512131	Motion picture theaters (except drive-ins) .....	23	D	D	D	f	D	D
512132	Drive-in motion picture theaters .....	1	D	D	D	a	D	D
515	Broadcasting (except Internet) .....	50	270 986	81 712	18 915	1 673	.5	5.0
5151	Radio and television broadcasting .....	50	270 986	81 712	18 915	1 673	.5	5.0
51511	Radio broadcasting .....	36	118 912	37 661	8 764	820	.3	6.1
515112	Radio stations .....	32	D	D	D	f	D	D
51512	Television broadcasting .....	14	152 074	44 051	10 151	853	.7	4.2
515120	Television broadcasting .....	14	152 074	44 051	10 151	853	.7	4.2
516	Internet publishing and broadcasting .....	15	D	D	D	b	D	D
5161	Internet publishing and broadcasting .....	15	D	D	D	b	D	D
51611	Internet publishing and broadcasting .....	15	D	D	D	b	D	D
516110	Internet publishing and broadcasting .....	15	D	D	D	b	D	D
517	Telecommunications .....	182	N	275 034	74 810	7 366	N	N
5171	Wired telecommunications carriers .....	90	Q	150 844	43 002	3 026	Q	Q
51711	Wired telecommunications carriers .....	90	Q	150 844	43 002	3 026	Q	Q
517110	Wired telecommunications carriers .....	90	Q	150 844	43 002	3 026	Q	Q
5172	Wireless telecommunications carriers (except satellite) .....	60	Q	D	D	f	Q	Q
51721	Wireless telecommunications carriers (except satellite) .....	60	Q	D	D	f	Q	Q
517212	Cellular and other wireless telecommunications .....	54	Q	34 078	9 418	650	Q	Q
5173	Telecommunications resellers .....	16	D	D	D	g	D	D
51731	Telecommunications resellers .....	16	D	D	D	g	D	D
517310	Telecommunications resellers .....	16	D	D	D	g	D	D
5175	Cable and other program distribution .....	10	Q	D	D	g	Q	Q
51751	Cable and other program distribution .....	10	Q	D	D	g	Q	Q
517510	Cable and other program distribution .....	10	Q	D	D	g	Q	Q
518	Internet service providers, web search portals, and data processing services .....	126	93 199	28 887	7 999	660	22.1	25.3
5181	Internet service providers and web search portals .....	51	36 481	6 669	1 670	193	26.2	12.1
51811	Internet service providers and web search portals .....	51	36 481	6 669	1 670	193	26.2	12.1
518111	Internet service providers .....	47	D	D	D	c	D	D
5182	Data processing, hosting, and related services .....	75	56 718	22 218	6 329	467	19.5	33.9
51821	Data processing, hosting, and related services .....	75	56 718	22 218	6 329	467	19.5	33.9
518210	Data processing, hosting, and related services .....	75	56 718	22 218	6 329	467	19.5	33.9
519	Other information services .....	5	D	D	D	b	D	D
5191	Other information services .....	5	D	D	D	b	D	D
<b>Pahrump, NV Micropolitan Statistical Area</b>								
<b>51</b>	<b>Information .....</b>	<b>14</b>	<b>N</b>	<b>3 501</b>	<b>1 013</b>	<b>119</b>	<b>N</b>	<b>N</b>
<b>SACRAMENTO--ARDEN-ARCADE--TRUCKEE, CA-NV COMBINED STATISTICAL AREA</b>								
<b>51</b>	<b>Information .....</b>	<b>916</b>	<b>N</b>	<b>1 483 578</b>	<b>401 165</b>	<b>31 148</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	204	885 288	274 326	69 844	5 395	2.4	3.1
5111	Newspaper, periodical, book, and directory publishers .....	130	D	D	D	h	D	D
51111	Newspaper publishers .....	40	D	D	D	h	D	D
511110	Newspaper publishers .....	40	D	D	D	h	D	D
51112	Periodical publishers .....	53	D	D	D	f	D	D
511120	Periodical publishers .....	53	D	D	D	f	D	D
51114	Directory and mailing list publishers .....	15	131 718	14 978	3 756	320	6.5	—
511140	Directory and mailing list publishers .....	15	131 718	14 978	3 756	320	6.5	—
5112	Software publishers .....	74	D	D	D	g	D	D
51121	Software publishers .....	74	D	D	D	g	D	D
511210	Software publishers .....	74	D	D	D	g	D	D

See footnotes at end of table.

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							From admini- strative records <sup>1</sup>	Estimated <sup>2</sup>
	<b>SACRAMENTO--ARDEN-ARCADE--TRUCKEE, CA-NV COMBINED STATISTICAL AREA—Con.</b>							
<b>51</b>	<b>Information—Con.</b>							
512	Motion picture and sound recording industries .....	94	N	21 398	4 672	1 196	N	N
5121	Motion picture and video industries .....	87	N	19 868	4 320	1 132	N	N
51211	Motion picture and video production .....	36	Q	D	D	c	Q	Q
512110	Motion picture and video production .....	36	Q	D	D	c	Q	Q
51213	Motion picture and video exhibition .....	38	D	D	D	f	D	D
512131	Motion picture theaters (except drive-ins) .....	36	D	D	D	f	D	D
512132	Drive-in motion picture theaters .....	2	D	D	D	b	D	D
5122	Sound recording industries .....	7	N	1 530	352	64	N	N
51224	Sound recording studios .....	3	D	D	D	b	D	D
512240	Sound recording studios .....	3	D	D	D	b	D	D
515	Broadcasting (except Internet) .....	51	D	D	D	g	D	D
5151	Radio and television broadcasting .....	49	D	D	D	g	D	D
51511	Radio broadcasting .....	35	D	D	D	f	D	D
515112	Radio stations .....	28	D	D	D	f	D	D
51512	Television broadcasting .....	14	D	D	D	f	D	D
515120	Television broadcasting .....	14	D	D	D	f	D	D
516	Internet publishing and broadcasting .....	21	D	D	D	e	D	D
5161	Internet publishing and broadcasting .....	21	D	D	D	e	D	D
51611	Internet publishing and broadcasting .....	21	D	D	D	e	D	D
516110	Internet publishing and broadcasting .....	21	D	D	D	e	D	D
517	Telecommunications .....	348	N	D	D	j	N	N
5171	Wired telecommunications carriers .....	214	Q	D	D	i	Q	Q
51711	Wired telecommunications carriers .....	214	Q	D	D	i	Q	Q
517110	Wired telecommunications carriers .....	214	Q	D	D	i	Q	Q
5172	Wireless telecommunications carriers (except satellite) .....	81	Q	D	D	h	Q	Q
51721	Wireless telecommunications carriers (except satellite) .....	81	Q	D	D	h	Q	Q
517212	Cellular and other wireless telecommunications .....	73	Q	D	D	h	Q	Q
5173	Telecommunications resellers .....	8	D	D	D	b	D	D
51731	Telecommunications resellers .....	8	D	D	D	b	D	D
517310	Telecommunications resellers .....	8	D	D	D	b	D	D
5175	Cable and other program distribution .....	40	Q	D	D	g	Q	Q
51751	Cable and other program distribution .....	40	Q	D	D	g	Q	Q
517510	Cable and other program distribution .....	40	Q	D	D	g	Q	Q
5179	Other telecommunications .....	5	D	D	D	b	D	D
51791	Other telecommunications .....	5	D	D	D	b	D	D
517910	Other telecommunications .....	5	D	D	D	b	D	D
518	Internet service providers, web search portals, and data processing services .....	187	1 231 133	291 621	84 105	6 403	3.8	6.4
5181	Internet service providers and web search portals .....	45	D	D	D	g	D	D
51811	Internet service providers and web search portals .....	45	D	D	D	g	D	D
518111	Internet service providers .....	43	D	D	D	g	D	D
5182	Data processing, hosting, and related services .....	142	D	D	D	i	D	D
51821	Data processing, hosting, and related services .....	142	D	D	D	i	D	D
518210	Data processing, hosting, and related services .....	142	D	D	D	i	D	D
519	Other information services .....	11	D	D	D	e	D	D
5191	Other information services .....	11	D	D	D	e	D	D
	<b>Gardnerville Ranchos, NV Micropolitan Statistical Area</b>							
<b>51</b>	<b>Information .....</b>	<b>31</b>	<b>N</b>	<b>11 815</b>	<b>2 308</b>	<b>209</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	9		13 321	7 387	1 214	69	4.0
512	Motion picture and sound recording industries .....	6	N	855	170	55	N	N
5121	Motion picture and video industries .....	6	N	855	170	55	N	N
51213	Motion picture and video exhibition .....	2	D	D	D	b	D	D

See footnotes at end of table.

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

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. Table 2 of the United States Geographic Area Series report presents data on enterprise support establishments that are included in the 2002 data. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census.]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of receipts—	
							From admini- strative records <sup>1</sup>	Estimated <sup>2</sup>
<b>SACRAMENTO--ARDEN-ARCADE--TRUCKEE, CA-NV COMBINED STATISTICAL AREA—Con.</b>								
<b>Sacramento--Arden-Arcade--Roseville, CA Metropolitan Statistical Area</b>								
<b>51</b>	<b>Information .....</b>	<b>834</b>	<b>N</b>	<b>1 458 797</b>	<b>395 626</b>	<b>30 535</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	175	856 871	261 680	67 369	5 147	2.1	3.2
5111	Newspaper, periodical, book, and directory publishers .....	111	581 170	131 909	33 680	3 785	2.2	1.0
51111	Newspaper publishers .....	35	380 171	93 743	24 587	2 842	.1	.4
511110	Newspaper publishers .....	35	380 171	93 743	24 587	2 842	.1	.4
51112	Periodical publishers .....	47	D	D	D	f	D	D
511120	Periodical publishers .....	47	D	D	D	f	D	D
51114	Directory and mailing list publishers .....	12	D	D	D	e	D	D
511140	Directory and mailing list publishers .....	12	D	D	D	e	D	D
5112	Software publishers .....	64	275 701	129 771	33 689	1 362	1.8	7.7
51121	Software publishers .....	64	275 701	129 771	33 689	1 362	1.8	7.7
511210	Software publishers .....	64	275 701	129 771	33 689	1 362	1.8	7.7
512	Motion picture and sound recording industries .....	79	N	19 774	4 312	1 083	N	N
5121	Motion picture and video industries .....	72	N	18 244	3 960	1 019	N	N
51211	Motion picture and video production .....	29	Q	D	D	c	Q	Q
512110	Motion picture and video production .....	29	Q	D	D	c	Q	Q
51213	Motion picture and video exhibition .....	30	D	D	D	f	D	D
512131	Motion picture theaters (except drive-ins) .....	28	D	D	D	f	D	D
512132	Drive-in motion picture theaters .....	2	D	D	D	b	D	D
5122	Sound recording industries .....	7	N	1 530	352	64	N	N
51224	Sound recording studios .....	3	D	D	D	b	D	D
512240	Sound recording studios .....	3	D	D	D	b	D	D
515	Broadcasting (except Internet) .....	45	356 082	90 030	20 715	1 757	.6	6.2
5151	Radio and television broadcasting .....	43	D	D	D	g	D	D
51511	Radio broadcasting .....	31	D	D	D	f	D	D
515112	Radio stations .....	24	D	D	D	f	D	D
51512	Television broadcasting .....	12	D	D	D	f	D	D
515120	Television broadcasting .....	12	D	D	D	f	D	D
516	Internet publishing and broadcasting .....	17	D	D	D	e	D	D
5161	Internet publishing and broadcasting .....	17	D	D	D	e	D	D
51611	Internet publishing and broadcasting .....	17	D	D	D	e	D	D
516110	Internet publishing and broadcasting .....	17	D	D	D	e	D	D
517	Telecommunications .....	333	N	779 063	215 119	15 643	N	N
5171	Wired telecommunications carriers .....	204	Q	553 194	155 295	9 827	Q	Q
51711	Wired telecommunications carriers .....	204	Q	553 194	155 295	9 827	Q	Q
517110	Wired telecommunications carriers .....	204	Q	553 194	155 295	9 827	Q	Q
5172	Wireless telecommunications carriers (except satellite) .....	80	Q	D	D	h	Q	Q
51721	Wireless telecommunications carriers (except satellite) .....	80	Q	D	D	h	Q	Q
517212	Cellular and other wireless telecommunications .....	72	Q	D	D	h	Q	Q
5173	Telecommunications resellers .....	8	D	D	D	b	D	D
51731	Telecommunications resellers .....	8	D	D	D	b	D	D
517310	Telecommunications resellers .....	8	D	D	D	b	D	D
5175	Cable and other program distribution .....	37	Q	51 378	11 548	1 565	Q	Q
51751	Cable and other program distribution .....	37	Q	51 378	11 548	1 565	Q	Q
517510	Cable and other program distribution .....	37	Q	51 378	11 548	1 565	Q	Q
5179	Other telecommunications .....	4	D	D	D	b	D	D
51791	Other telecommunications .....	4	D	D	D	b	D	D
517910	Other telecommunications .....	4	D	D	D	b	D	D
518	Internet service providers, web search portals, and data processing services .....	175	1 224 471	290 017	83 671	6 367	3.8	6.4
5181	Internet service providers and web search portals .....	41	206 557	45 789	15 787	1 253	1.0	2.7
51811	Internet service providers and web search portals .....	41	206 557	45 789	15 787	1 253	1.0	2.7
518111	Internet service providers .....	39	D	D	D	g	D	D
5182	Data processing, hosting, and related services .....	134	1 017 914	244 228	67 884	5 114	4.3	7.2
51821	Data processing, hosting, and related services .....	134	1 017 914	244 228	67 884	5 114	4.3	7.2
518210	Data processing, hosting, and related services .....	134	1 017 914	244 228	67 884	5 114	4.3	7.2
519	Other information services .....	10	D	D	D	e	D	D
5191	Other information services .....	10	D	D	D	e	D	D

See footnotes at end of table.



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

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. Table 2 of the United States Geographic Area Series report presents data on enterprise support establishments that are included in the 2002 data. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census.]

NAICS code	Geographic area and kind of business	Estab-lishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of receipts—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>SACRAMENTO--ARDEN-ARCADE--TRUCKEE, CA-NV COMBINED STATISTICAL AREA—Con.</b>								
<b>Truckee-Grass Valley, CA Micropolitan Statistical Area</b>								
<b>51</b>	<b>Information .....</b>	<b>51</b>	<b>N</b>	<b>12 966</b>	<b>3 231</b>	<b>404</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	20	15 096	5 259	1 261	179	20.0	1.4
5111	Newspaper, periodical, book, and directory publishers .....	13	12 387	4 104	992	153	19.8	1.1
512	Motion picture and sound recording industries .....	9	N	769	190	58	N	N
5121	Motion picture and video industries .....	9	N	769	190	58	N	N
51213	Motion picture and video exhibition .....	6	D	D	D	b	D	D
517	Telecommunications .....	9	N	5 469	1 435	113	N	N
<b>CARSON CITY, NV METROPOLITAN STATISTICAL AREA</b>								
<b>51</b>	<b>Information .....</b>	<b>58</b>	<b>N</b>	<b>14 416</b>	<b>2 781</b>	<b>360</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	9	12 851	3 711	783	152	5.4	4.5
5111	Newspaper, periodical, book, and directory publishers .....	7	D	D	D	c	D	D
512	Motion picture and sound recording industries .....	18	N	4 533	283	76	N	N
5121	Motion picture and video industries .....	17	N	D	D	b	N	N
51213	Motion picture and video exhibition .....	5	2 918	629	189	58	39.4	—
517	Telecommunications .....	13	N	D	D	b	N	N
<b>ELKO, NV MICROPOLITAN STATISTICAL AREA</b>								
<b>51</b>	<b>Information .....</b>	<b>22</b>	<b>N</b>	<b>5 896</b>	<b>1 349</b>	<b>168</b>	<b>N</b>	<b>N</b>
517	Telecommunications .....	10	N	3 504	927	73	N	N
<b>FALLON, NV MICROPOLITAN STATISTICAL AREA</b>								
<b>51</b>	<b>Information .....</b>	<b>8</b>	<b>N</b>	<b>1 543</b>	<b>360</b>	<b>69</b>	<b>N</b>	<b>N</b>
<b>RENO-SPARKS, NV METROPOLITAN STATISTICAL AREA</b>								
<b>51</b>	<b>Information .....</b>	<b>244</b>	<b>N</b>	<b>168 832</b>	<b>44 484</b>	<b>3 772</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	58	221 061	43 615	10 045	937	2.5	1.2
5111	Newspaper, periodical, book, and directory publishers .....	34	D	D	D	f	D	D
51111	Newspaper publishers .....	8	70 494	16 418	3 543	535	1.1	.3
511110	Newspaper publishers .....	8	70 494	16 418	3 543	535	1.1	.3
5112	Software publishers .....	24	D	D	D	c	D	D
51121	Software publishers .....	24	D	D	D	c	D	D
511210	Software publishers .....	24	D	D	D	c	D	D
512	Motion picture and sound recording industries .....	28	N	D	D	c	N	N
5121	Motion picture and video industries .....	21	N	D	D	c	N	N
51213	Motion picture and video exhibition .....	6	D	D	D	b	D	D
512131	Motion picture theaters (except drive-ins) .....	5	D	D	D	b	D	D
5122	Sound recording industries .....	7	N	D	D	b	N	N
515	Broadcasting (except Internet) .....	19	56 243	21 755	5 391	665	3.4	3.1
5151	Radio and television broadcasting .....	17	D	D	D	f	D	D
51511	Radio broadcasting .....	8	17 041	7 957	1 962	267	6.4	9.8
515112	Radio stations .....	8	17 041	7 957	1 962	267	6.4	9.8
517	Telecommunications .....	92	N	90 897	26 242	1 775	N	N
5171	Wired telecommunications carriers .....	47	Q	71 595	21 320	1 262	Q	Q
51711	Wired telecommunications carriers .....	47	Q	71 595	21 320	1 262	Q	Q
517110	Wired telecommunications carriers .....	47	Q	71 595	21 320	1 262	Q	Q
5172	Wireless telecommunications carriers (except satellite) .....	25	Q	9 061	2 264	194	Q	Q
51721	Wireless telecommunications carriers (except satellite) .....	25	Q	9 061	2 264	194	Q	Q
517212	Cellular and other wireless telecommunications .....	22	Q	D	D	c	Q	Q
5175	Cable and other program distribution .....	12	Q	D	D	e	Q	Q
51751	Cable and other program distribution .....	12	Q	D	D	e	Q	Q
517510	Cable and other program distribution .....	12	Q	D	D	e	Q	Q
518	Internet service providers, web search portals, and data processing services .....	41	26 734	7 382	1 644	186	24.6	18.9

<sup>1</sup>Includes receipts information obtained from administrative records of other federal agencies.

<sup>2</sup>Includes receipts information that was imputed based on historic data, administrative data, industry averages, or other statistical methods.

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

**Table 3. Summary Statistics for Counties: 2002**

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. Table 2 of the United States Geographic Area Series report presents data on enterprise support establishments that are included in the 2002 data. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of receipts—	
							From admini- strative records <sup>1</sup>	Estimated <sup>2</sup>
<b>51</b>	<b>CHURCHILL</b>							
	<b>Information</b> .....	<b>8</b>	<b>N</b>	<b>1 543</b>	<b>360</b>	<b>69</b>	<b>N</b>	<b>N</b>
	<b>CLARK</b>							
<b>51</b>	<b>Information</b> .....	<b>586</b>	<b>N</b>	<b>510 464</b>	<b>132 259</b>	<b>12 965</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	129	429 529	104 343	25 945	2 196	3.1	10.6
5111	Newspaper, periodical, book, and directory publishers .....	99	372 428	80 919	18 634	1 859	2.5	7.0
51111	Newspaper publishers .....	28	D	D	D	g	D	D
511110	Newspaper publishers .....	28	D	D	D	g	D	D
51112	Periodical publishers .....	42	D	D	D	e	D	D
511120	Periodical publishers .....	42	D	D	D	e	D	D
51114	Directory and mailing list publishers .....	9	65 993	13 498	3 208	242	3.5	19.2
511140	Directory and mailing list publishers .....	9	65 993	13 498	3 208	242	3.5	19.2
5112	Software publishers .....	30	57 101	23 424	7 311	337	6.9	33.9
51121	Software publishers .....	30	57 101	23 424	7 311	337	6.9	33.9
511210	Software publishers .....	30	57 101	23 424	7 311	337	6.9	33.9
512	Motion picture and sound recording industries .....	79	N	16 895	3 665	945	N	N
5121	Motion picture and video industries .....	70	N	16 519	3 571	927	N	N
51211	Motion picture and video production .....	38	Q	D	D	c	Q	Q
512110	Motion picture and video production .....	38	Q	D	D	c	Q	Q
51213	Motion picture and video exhibition .....	24	D	D	D	f	D	D
512131	Motion picture theaters (except drive-ins) .....	23	D	D	D	f	D	D
512132	Drive-in motion picture theaters .....	1	D	D	D	a	D	D
515	Broadcasting (except Internet) .....	50	270 986	81 712	18 915	1 673	.5	5.0
5151	Radio and television broadcasting .....	50	270 986	81 712	18 915	1 673	.5	5.0
51511	Radio broadcasting .....	36	118 912	37 661	8 764	820	.3	6.1
515112	Radio stations .....	32	D	D	D	f	D	D
51512	Television broadcasting .....	14	152 074	44 051	10 151	853	.7	4.2
515120	Television broadcasting .....	14	152 074	44 051	10 151	853	.7	4.2
516	Internet publishing and broadcasting .....	15	D	D	D	b	D	D
5161	Internet publishing and broadcasting .....	15	D	D	D	b	D	D
51611	Internet publishing and broadcasting .....	15	D	D	D	b	D	D
516110	Internet publishing and broadcasting .....	15	D	D	D	b	D	D
517	Telecommunications .....	182	N	275 034	74 810	7 366	N	N
5171	Wired telecommunications carriers .....	90	Q	150 844	43 002	3 026	Q	Q
51711	Wired telecommunications carriers .....	90	Q	150 844	43 002	3 026	Q	Q
517110	Wired telecommunications carriers .....	90	Q	150 844	43 002	3 026	Q	Q
5172	Wireless telecommunications carriers (except satellite) .....	60	Q	D	D	f	Q	Q
51721	Wireless telecommunications carriers (except satellite) .....	60	Q	D	D	f	Q	Q
517212	Cellular and other wireless telecommunications .....	54	Q	34 078	9 418	650	Q	Q
5173	Telecommunications resellers .....	16	D	D	D	g	D	D
51731	Telecommunications resellers .....	16	D	D	D	g	D	D
517310	Telecommunications resellers .....	16	D	D	D	g	D	D
5175	Cable and other program distribution .....	10	Q	D	D	g	Q	Q
51751	Cable and other program distribution .....	10	Q	D	D	g	Q	Q
517510	Cable and other program distribution .....	10	Q	D	D	g	Q	Q
518	Internet service providers, web search portals, and data processing services .....	126	93 199	28 887	7 999	660	22.1	25.3
5181	Internet service providers and web search portals .....	51	36 481	6 669	1 670	193	26.2	12.1
51811	Internet service providers and web search portals .....	51	36 481	6 669	1 670	193	26.2	12.1
518111	Internet service providers .....	47	D	D	D	c	D	D
5182	Data processing, hosting, and related services .....	75	56 718	22 218	6 329	467	19.5	33.9
51821	Data processing, hosting, and related services .....	75	56 718	22 218	6 329	467	19.5	33.9
518210	Data processing, hosting, and related services .....	75	56 718	22 218	6 329	467	19.5	33.9
519	Other information services .....	5	D	D	D	b	D	D
5191	Other information services .....	5	D	D	D	b	D	D
	<b>DOUGLAS</b>							
<b>51</b>	<b>Information</b> .....	<b>31</b>	<b>N</b>	<b>11 815</b>	<b>2 308</b>	<b>209</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	9	13 321	7 387	1 214	69	3.2	4.0
512	Motion picture and sound recording industries .....	6	N	855	170	55	N	N
5121	Motion picture and video industries .....	6	N	855	170	55	N	N
51213	Motion picture and video exhibition .....	2	D	D	D	b	D	D
	<b>ELKO</b>							
<b>51</b>	<b>Information</b> .....	<b>21</b>	<b>N</b>	<b>D</b>	<b>D</b>	<b>c</b>	<b>N</b>	<b>N</b>
517	Telecommunications .....	9	N	D	D	b	N	N

See footnotes at end of table.

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

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. Table 2 of the United States Geographic Area Series report presents data on enterprise support establishments that are included in the 2002 data. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of receipts—		
							From admini- strative records <sup>1</sup>	Estimated <sup>2</sup>	
<b>51</b>	<b>EUREKA</b>								
	Information .....	1	N	D	D	a	N	N	
<b>51</b>	<b>HUMBOLDT</b>								
	Information .....	14	N	2 340	698	100	N	N	
<b>51</b>	<b>LANDER</b>								
	Information .....	3	N	D	D	a	N	N	
<b>51</b>	<b>LINCOLN</b>								
	Information .....	4	N	D	D	b	N	N	
<b>51</b>	<b>LYON</b>								
	Information .....	4	N	D	D	a	N	N	
<b>51</b>	<b>MINERAL</b>								
	Information .....	2	N	D	D	a	N	N	
<b>51</b>	<b>NYE</b>								
	Information .....	14	N	3 501	1 013	119	N	N	
<b>51</b>	<b>PERSHING</b>								
	Information .....	3	N	175	47	8	N	N	
<b>51</b>	<b>WASHOE</b>								
	Information .....	244	N	168 832	44 484	3 772	N	N	
511	Publishing industries (except Internet) .....	58	221 061	43 615	10 045	937	2.5	1.2	
5111	Newspaper, periodical, book, and directory publishers .....	34	D	D	D	f	D	D	
51111	Newspaper publishers .....	8	70 494	16 418	3 543	535	1.1	.3	
511110	Newspaper publishers .....	8	70 494	16 418	3 543	535	1.1	.3	
5112	Software publishers .....	24	D	D	D	c	D	D	
51121	Software publishers .....	24	D	D	D	c	D	D	
511210	Software publishers .....	24	D	D	D	c	D	D	
512	Motion picture and sound recording industries .....	28	N	D	D	c	N	N	
5121	Motion picture and video industries .....	21	N	D	D	c	N	N	
51213	Motion picture and video exhibition .....	6	D	D	D	b	D	D	
512131	Motion picture theaters (except drive-ins) .....	5	D	D	D	b	D	D	
5122	Sound recording industries .....	7	N	D	D	b	N	N	
515	Broadcasting (except Internet) .....	19	56 243	21 755	5 391	665	3.4	3.1	
5151	Radio and television broadcasting .....	17	D	D	D	f	D	D	
51511	Radio broadcasting .....	8	17 041	7 957	1 962	267	6.4	9.8	
515112	Radio stations .....	8	17 041	7 957	1 962	267	6.4	9.8	
517	Telecommunications .....	92	N	90 897	26 242	1 775	N	N	
5171	Wired telecommunications carriers .....	47	Q	71 595	21 320	1 262	Q	Q	
51711	Wired telecommunications carriers .....	47	Q	71 595	21 320	1 262	Q	Q	
517110	Wired telecommunications carriers .....	47	Q	71 595	21 320	1 262	Q	Q	
5172	Wireless telecommunications carriers (except satellite) .....	25	Q	9 061	2 264	194	Q	Q	
51721	Wireless telecommunications carriers (except satellite) .....	25	Q	9 061	2 264	194	Q	Q	
517212	Cellular and other wireless telecommunications .....	22	Q	D	D	c	Q	Q	
5175	Cable and other program distribution .....	12	Q	D	D	e	Q	Q	
51751	Cable and other program distribution .....	12	Q	D	D	e	Q	Q	
517510	Cable and other program distribution .....	12	Q	D	D	e	Q	Q	
518	Internet service providers, web search portals, and data processing services .....	41	26 734	7 382	1 644	186	24.6	18.9	
<b>51</b>	<b>WHITE PINE</b>								
	Information .....	4	N	757	218	25	N	N	
<b>51</b>	<b>CARSON CITY</b>								
	Information .....	58	N	14 416	2 781	360	N	N	
511	Publishing industries (except Internet) .....	9	12 851	3 711	783	152	5.4	4.5	
5111	Newspaper, periodical, book, and directory publishers .....	7	D	D	D	c	D	D	
512	Motion picture and sound recording industries .....	18	N	4 533	283	76	N	N	
5121	Motion picture and video industries .....	17	N	D	D	b	N	N	
51213	Motion picture and video exhibition .....	5	2 918	629	189	58	39.4	—	
517	Telecommunications .....	13	N	D	D	b	N	N	

See footnotes at end of table.

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

<sup>1</sup>Includes receipts information obtained from administrative records of other federal agencies.

<sup>2</sup>Includes receipts information that was imputed based on historic data, administrative data, industry averages, or other statistical methods.

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

**Table 4. Summary Statistics for Places: 2002**

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. Table 2 of the United States Geographic Area Series report presents data on enterprise support establishments that are included in the 2002 data. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

NAICS code	Geographic area and kind of business	Estab-lishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of receipts—	
							From administrative records <sup>1</sup>	Estimated <sup>2</sup>
<b>BOULDER CITY</b>								
51	Information .....	5	N	D	D	a	N	N
<b>CARSON CITY (IC)</b>								
51	Information .....	58	N	14 416	2 781	360	N	N
511	Publishing industries (except Internet) .....	9	12 851	3 711	783	152	5.4	4.5
5111	Newspaper, periodical, book, and directory publishers .....	7	D	D	D	c	D	D
512	Motion picture and sound recording industries .....	18	N	4 533	283	76	N	N
5121	Motion picture and video industries .....	17	N	D	D	b	N	N
51213	Motion picture and video exhibition .....	5	2 918	629	189	58	39.4	—
517	Telecommunications .....	13	N	D	D	b	N	N
<b>ELKO</b>								
51	Information .....	14	N	5 071	1 189	148	N	N
517	Telecommunications .....	7	N	D	D	b	N	N
<b>ELY</b>								
51	Information .....	4	N	757	218	25	N	N
<b>FALLON</b>								
51	Information .....	6	N	D	D	b	N	N
<b>FERNLEY</b>								
51	Information .....	1	N	D	D	a	N	N
<b>HENDERSON</b>								
51	Information .....	57	N	41 171	9 888	1 301	N	N
511	Publishing industries (except Internet) .....	15	D	D	D	c	D	D
5111	Newspaper, periodical, book, and directory publishers .....	12	D	D	D	c	D	D
51111	Newspaper publishers .....	4	D	D	D	c	D	D
511110	Newspaper publishers .....	4	D	D	D	c	D	D
512	Motion picture and sound recording industries .....	6	N	3 096	684	183	N	N
5121	Motion picture and video industries .....	6	N	3 096	684	183	N	N
51213	Motion picture and video exhibition .....	3	D	D	D	c	D	D
512131	Motion picture theaters (except drive-ins) .....	3	D	D	D	c	D	D
515	Broadcasting (except Internet) .....	1	D	D	D	c	D	D
5151	Radio and television broadcasting .....	1	D	D	D	c	D	D
517	Telecommunications .....	19	N	20 083	5 054	716	N	N
5171	Wired telecommunications carriers .....	9	Q	11 322	3 145	185	Q	Q
51711	Wired telecommunications carriers .....	9	Q	11 322	3 145	185	Q	Q
517110	Wired telecommunications carriers .....	9	Q	11 322	3 145	185	Q	Q
<b>LAS VEGAS</b>								
51	Information .....	193	N	235 830	59 599	5 249	N	N
511	Publishing industries (except Internet) .....	39	244 980	63 375	15 864	1 212	1.5	2.3
5111	Newspaper, periodical, book, and directory publishers .....	30	D	D	D	g	D	D
51111	Newspaper publishers .....	11	D	D	D	f	D	D
511110	Newspaper publishers .....	11	D	D	D	f	D	D
512	Motion picture and sound recording industries .....	23	N	5 500	1 174	299	N	N
5121	Motion picture and video industries .....	22	N	D	D	e	N	N
51213	Motion picture and video exhibition .....	9	33 525	3 981	875	274	.6	45.5
512131	Motion picture theaters (except drive-ins) .....	9	33 525	3 981	875	274	.6	45.5
515	Broadcasting (except Internet) .....	12	79 907	28 388	5 650	480	—	3.8
5151	Radio and television broadcasting .....	12	79 907	28 388	5 650	480	—	3.8
51511	Radio broadcasting .....	8	22 767	9 762	1 938	173	—	8.2
515112	Radio stations .....	7	D	D	D	c	D	D
517	Telecommunications .....	67	N	121 638	31 782	2 909	N	N
5171	Wired telecommunications carriers .....	29	Q	86 360	22 371	1 825	Q	Q
51711	Wired telecommunications carriers .....	29	Q	86 360	22 371	1 825	Q	Q
517110	Wired telecommunications carriers .....	29	Q	86 360	22 371	1 825	Q	Q
5172	Wireless telecommunications carriers (except satellite) .....	26	Q	D	D	c	Q	Q
51721	Wireless telecommunications carriers (except satellite) .....	26	Q	D	D	c	Q	Q
517212	Cellular and other wireless telecommunications .....	25	Q	D	D	c	Q	Q
5175	Cable and other program distribution .....	4	Q	D	D	f	Q	Q
51751	Cable and other program distribution .....	4	Q	D	D	f	Q	Q
517510	Cable and other program distribution .....	4	Q	D	D	f	Q	Q

See footnotes at end of table.

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

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. Table 2 of the United States Geographic Area Series report presents data on enterprise support establishments that are included in the 2002 data. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of receipts—	
							From admini- strative records <sup>1</sup>	Estimated <sup>2</sup>
	<b>LAS VEGAS—Con.</b>							
<b>51</b>	<b>Information—Con.</b>							
518	Internet service providers, web search portals, and data processing services .....	45	34 803	16 302	5 008	333	27.4	48.4
5182	Data processing, hosting, and related services .....	26	27 129	14 538	4 531	273	19.9	54.2
51821	Data processing, hosting, and related services .....	26	27 129	14 538	4 531	273	19.9	54.2
518210	Data processing, hosting, and related services .....	26	27 129	14 538	4 531	273	19.9	54.2
	<b>MESQUITE</b>							
<b>51</b>	<b>Information</b> .....	<b>2</b>	<b>N</b>	<b>D</b>	<b>D</b>	<b>b</b>	<b>N</b>	<b>N</b>
	<b>NORTH LAS VEGAS</b>							
<b>51</b>	<b>Information</b> .....	<b>14</b>	<b>N</b>	<b>7 056</b>	<b>1 933</b>	<b>186</b>	<b>N</b>	<b>N</b>
512	Motion picture and sound recording industries .....	2	N	D	D	b	N	N
5121	Motion picture and video industries .....	2	N	D	D	b	N	N
51213	Motion picture and video exhibition .....	2	D	D	D	b	D	D
512131	Motion picture theaters (except drive-ins) .....	1	D	D	D	b	D	D
512132	Drive-in motion picture theaters .....	1	D	D	D	a	D	D
517	Telecommunications .....	8	N	5 835	1 674	117	N	N
	<b>RENO</b>							
<b>51</b>	<b>Information</b> .....	<b>173</b>	<b>N</b>	<b>153 190</b>	<b>40 527</b>	<b>3 389</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	33	203 938	38 699	8 778	811	1.7	.7
5111	Newspaper, periodical, book, and directory publishers .....	21	D	D	D	f	D	D
51111	Newspaper publishers .....	4	D	D	D	e	D	D
511110	Newspaper publishers .....	4	D	D	D	e	D	D
5112	Software publishers .....	12	D	D	D	c	D	D
51121	Software publishers .....	12	D	D	D	c	D	D
511210	Software publishers .....	12	D	D	D	c	D	D
512	Motion picture and sound recording industries .....	16	N	D	D	c	N	N
5121	Motion picture and video industries .....	12	N	D	D	b	N	N
51213	Motion picture and video exhibition .....	2	D	D	D	b	D	D
512131	Motion picture theaters (except drive-ins) .....	2	D	D	D	b	D	D
515	Broadcasting (except Internet) .....	18	D	D	D	f	D	D
5151	Radio and television broadcasting .....	17	D	D	D	f	D	D
51511	Radio broadcasting .....	8	17 041	7 957	1 962	267	6.4	9.8
515112	Radio stations .....	8	17 041	7 957	1 962	267	6.4	9.8
517	Telecommunications .....	77	N	84 908	24 548	1 636	N	N
5171	Wired telecommunications carriers .....	40	Q	D	D	g	Q	Q
51711	Wired telecommunications carriers .....	40	Q	D	D	g	Q	Q
517110	Wired telecommunications carriers .....	40	Q	D	D	g	Q	Q
5172	Wireless telecommunications carriers (except satellite) .....	21	Q	8 029	1 999	172	Q	Q
51721	Wireless telecommunications carriers (except satellite) .....	21	Q	8 029	1 999	172	Q	Q
517212	Cellular and other wireless telecommunications .....	18	Q	D	D	c	Q	Q
518	Internet service providers, web search portals, and data processing services .....	25	14 931	4 398	979	130	1.4	27.5
	<b>SPARKS</b>							
<b>51</b>	<b>Information</b> .....	<b>19</b>	<b>N</b>	<b>4 007</b>	<b>947</b>	<b>134</b>	<b>N</b>	<b>N</b>
512	Motion picture and sound recording industries .....	4	N	D	D	b	N	N
5121	Motion picture and video industries .....	3	N	D	D	b	N	N
51213	Motion picture and video exhibition .....	2	D	D	D	b	D	D
517	Telecommunications .....	7	N	1 302	372	30	N	N
	<b>WEST WENDOVER</b>							
<b>51</b>	<b>Information</b> .....	<b>2</b>	<b>N</b>	<b>D</b>	<b>D</b>	<b>a</b>	<b>N</b>	<b>N</b>
	<b>WINNEMUCCA</b>							
<b>51</b>	<b>Information</b> .....	<b>13</b>	<b>N</b>	<b>D</b>	<b>D</b>	<b>b</b>	<b>N</b>	<b>N</b>
	<b>YERINGTON</b>							
<b>51</b>	<b>Information</b> .....	<b>1</b>	<b>N</b>	<b>D</b>	<b>D</b>	<b>a</b>	<b>N</b>	<b>N</b>
	<b>BALANCE OF CHURCHILL COUNTY</b>							
<b>51</b>	<b>Information</b> .....	<b>2</b>	<b>N</b>	<b>D</b>	<b>D</b>	<b>a</b>	<b>N</b>	<b>N</b>

See footnotes at end of table.

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

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. Table 2 of the United States Geographic Area Series report presents data on enterprise support establishments that are included in the 2002 data. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of receipts—	
							From admini- strative records <sup>1</sup>	Estimated <sup>2</sup>
<b>BALANCE OF CLARK COUNTY</b>								
<b>51</b>	<b>Information</b> .....	<b>315</b>	<b>N</b>	<b>224 923</b>	<b>60 457</b>	<b>6 188</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	75	D	D	D	f	D	D
5111	Newspaper, periodical, book, and directory publishers .....	57	D	D	D	f	D	D
51112	Periodical publishers .....	30	D	D	D	c	D	D
511120	Periodical publishers .....	30	D	D	D	c	D	D
51114	Directory and mailing list publishers .....	7	D	D	D	c	D	D
511140	Directory and mailing list publishers .....	7	D	D	D	c	D	D
5112	Software publishers .....	18	D	D	D	c	D	D
51121	Software publishers .....	18	D	D	D	c	D	D
511210	Software publishers .....	18	D	D	D	c	D	D
512	Motion picture and sound recording industries .....	47	N	D	D	e	N	N
5121	Motion picture and video industries .....	40	N	D	D	e	N	N
51213	Motion picture and video exhibition .....	10	D	D	D	e	D	D
512131	Motion picture theaters (except drive-ins) .....	10	D	D	D	e	D	D
515	Broadcasting (except Internet) .....	36	D	D	D	g	D	D
5151	Radio and television broadcasting .....	36	D	D	D	g	D	D
51511	Radio broadcasting .....	28	96 145	27 899	6 826	647	.3	5.6
515112	Radio stations .....	25	D	D	D	f	D	D
517	Telecommunications .....	85	N	D	D	h	N	N
5171	Wired telecommunications carriers .....	46	Q	D	D	f	Q	Q
51711	Wired telecommunications carriers .....	46	Q	D	D	f	Q	Q
517110	Wired telecommunications carriers .....	46	Q	D	D	f	Q	Q
5172	Wireless telecommunications carriers (except satellite) .....	25	Q	D	D	e	Q	Q
51721	Wireless telecommunications carriers (except satellite) .....	25	Q	D	D	e	Q	Q
517212	Cellular and other wireless telecommunications .....	20	Q	D	D	e	Q	Q
5173	Telecommunications resellers .....	7	D	D	D	g	D	D
51731	Telecommunications resellers .....	7	D	D	D	g	D	D
517310	Telecommunications resellers .....	7	D	D	D	g	D	D
518	Internet service providers, web search portals, and data processing services .....	63	D	D	D	c	D	D
5181	Internet service providers and web search portals .....	26	24 967	3 753	904	101	15.0	7.3
51811	Internet service providers and web search portals .....	26	24 967	3 753	904	101	15.0	7.3
518111	Internet service providers .....	26	24 967	3 753	904	101	15.0	7.3
519	Other information services .....	3	D	D	D	b	D	D
5191	Other information services .....	3	D	D	D	b	D	D
<b>BALANCE OF DOUGLAS COUNTY</b>								
<b>51</b>	<b>Information</b> .....	<b>31</b>	<b>N</b>	<b>11 815</b>	<b>2 308</b>	<b>209</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	9	13 321	7 387	1 214	69	3.2	4.0
512	Motion picture and sound recording industries .....	6	N	855	170	55	N	N
5121	Motion picture and video industries .....	6	N	855	170	55	N	N
51213	Motion picture and video exhibition .....	2	D	D	D	b	D	D
<b>BALANCE OF ELKO COUNTY</b>								
<b>51</b>	<b>Information</b> .....	<b>5</b>	<b>N</b>	<b>D</b>	<b>D</b>	<b>a</b>	<b>N</b>	<b>N</b>
<b>BALANCE OF EUREKA COUNTY</b>								
<b>51</b>	<b>Information</b> .....	<b>1</b>	<b>N</b>	<b>D</b>	<b>D</b>	<b>a</b>	<b>N</b>	<b>N</b>
<b>BALANCE OF HUMBOLDT COUNTY</b>								
<b>51</b>	<b>Information</b> .....	<b>1</b>	<b>N</b>	<b>D</b>	<b>D</b>	<b>a</b>	<b>N</b>	<b>N</b>
<b>BALANCE OF LANDER COUNTY</b>								
<b>51</b>	<b>Information</b> .....	<b>3</b>	<b>N</b>	<b>D</b>	<b>D</b>	<b>a</b>	<b>N</b>	<b>N</b>
<b>BALANCE OF LINCOLN COUNTY</b>								
<b>51</b>	<b>Information</b> .....	<b>4</b>	<b>N</b>	<b>D</b>	<b>D</b>	<b>b</b>	<b>N</b>	<b>N</b>
<b>BALANCE OF LYON COUNTY</b>								
<b>51</b>	<b>Information</b> .....	<b>2</b>	<b>N</b>	<b>D</b>	<b>D</b>	<b>a</b>	<b>N</b>	<b>N</b>
<b>BALANCE OF MINERAL COUNTY</b>								
<b>51</b>	<b>Information</b> .....	<b>2</b>	<b>N</b>	<b>D</b>	<b>D</b>	<b>a</b>	<b>N</b>	<b>N</b>
<b>BALANCE OF NYE COUNTY</b>								
<b>51</b>	<b>Information</b> .....	<b>14</b>	<b>N</b>	<b>3 501</b>	<b>1 013</b>	<b>119</b>	<b>N</b>	<b>N</b>
<b>BALANCE OF PERSHING COUNTY</b>								
<b>51</b>	<b>Information</b> .....	<b>3</b>	<b>N</b>	<b>175</b>	<b>47</b>	<b>8</b>	<b>N</b>	<b>N</b>

See footnotes at end of table.

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

[Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas, see Appendix D. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. Table 2 of the United States Geographic Area Series report presents data on enterprise support establishments that are included in the 2002 data. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

NAICS code	Geographic area and kind of business	Estab- lishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of receipts—	
							From admini- strative records <sup>1</sup>	Estimated <sup>2</sup>
<b>BALANCE OF WASHOE COUNTY</b>								
51	<b>Information .....</b>	<b>52</b>	<b>N</b>	<b>11 635</b>	<b>3 010</b>	<b>249</b>	<b>N</b>	<b>N</b>
511	Publishing industries (except Internet) .....	21	D	D	D	b	D	D
512	Motion picture and sound recording industries .....	8	N	D	D	a	N	N
5121	Motion picture and video industries .....	6	N	D	D	a	N	N
517	Telecommunications .....	8	N	4 687	1 322	109	N	N
518	Internet service providers, web search portals, and data processing services .....	13	D	D	D	b	D	D

<sup>1</sup>Includes receipts information obtained from administrative records of other federal agencies.

<sup>2</sup>Includes receipts information that was imputed based on historic data, administrative data, industry averages, or other statistical methods.

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