

Florists: 2002

Issued August 2004

EC02-44I-16

2002 Economic Census

Retail Trade

Industry Series



USCENSUSBUREAU

Helping You Make Informed Decisions

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



ACKNOWLEDGMENTS

This report was prepared in the Service Sector Statistics Division under the direction of **Bobby E. Russell**, Assistant Division Chief for Census Programs. Planning, management, and coordination of this report were under the supervision of **Fay Dorsett**, Chief, Retail Census Branch, assisted by **Thomas G. Dassel**, **Darrell S. Dow**, **Peter H. Lee**, **Barbara T. Parlett**, **Maria A. Poschinger**, **William R. Samples**, and **M. Yvonne Wade**. Primary staff assistance was provided by **Craig A. Carpenter**, **Maunda M. C. Charles**, **Stephanie L. Glegorovich**, **Jennifer L. Higgerson**, **Brian J. Holt**, **Nicole C. Howe**, **Anna M. Jacobson**, **John W. Nogle II**, **J. Robert Nusz**, **Donna J. Pickeral**, **Katherine J. Russell**, **Shane E. Sallee**, **Amber L. Spriggs**, **Jeremy R. Stash**, **Amber D. Tracy**, **Latroy M. Wands**, **Jessica A. Watts**, and **Stacey R. Whaley**.

Mathematical and statistical techniques, as well as the coverage operations were provided by **Ruth E. Detlefsen**, Assistant Division Chief for Research and Methodology, assisted by **Scot A. Dahl**, Leader, Census/Current Integration Group, with staff assistance from **Samson A. Adeshiyan** and **Anthony G. Tersine Jr.**

Eddie J. Salyers, Assistant Division Chief of Economic Planning and Coordination Division, was responsible for overseeing the editing and tabulation procedures and the interactive analytical software. **Dennis Shoemaker** and **Kim Wortman**, Special Assistants, **John D. Ward**, Chief, Analytical Branch, and **Brandy L. Yarbrough**, Chief, Edit Branch, were responsible for developing the systems and procedures for data collection, editing, review, and correction. **Donna L. Hambric**, Chief of the Economic Planning Staff, was responsible for overseeing the systems and information for dissemination. **Douglas J. Miller**, Chief, Tables and Dissemination Branch, assisted by **Lisa Aispuro**, **Jamie Fleming**, **Keith Fuller**, **Andrew W. Hait**, and **Kathy G. Padgett** were responsible for developing the data dissemination systems and procedures. The Geography Division staff, **Robert LaMacchia**, Chief, developed geographic coding procedures and associated computer programs.

The Economic Statistical Methods and Programming Division, **Howard R. Hogan**, Chief, developed and coordinated the computer processing systems. **Barry F. Sessamen**, Assistant Division Chief for Post Collection, was responsible for design and implementation of the processing systems and computer programs. **Gary T. Sheridan**, Chief, Macro Analytical Branch, assisted by **Apparao V. Katikineni** and **Edward F. Johnson** provided computer programming and implementation.

The Systems Support Division provided the table composition system. **Robert Joseph Brown**, Table Image Processing System (TIPS) Senior Software Engineer, was responsible for the design and development of the TIPS, under the supervision of **Robert J. Bateman**, Assistant Division Chief, Information Systems.

The staff of the National Processing Center, **Judith N. Petty**, Chief, performed mailout preparation and receipt operations, clerical and analytical review activities, and data entry.

Kim D. Ottenstein, **Margaret A. Smith**, **Bernadette J. Beasley**, and **Alan R. Plisch** of the Administrative and Customer Services Division, **Walter C. Odom**, Chief, provided publication and printing management, graphics design and composition, and editorial review for print and electronic media. General direction and production management were provided by **James R. Clark**, Assistant Division Chief, and **Susan L. Rappa**, Chief, Publications Services Branch.

Special acknowledgment is also due the many businesses whose cooperation contributed to the publication of these data.

2002 Economic Census

Retail Trade

Industry Series



U.S. Department of Commerce

Donald L. Evans,

Secretary

Theodore W. Kassinger,

Deputy Secretary

Economics and Statistics Administration

Kathleen B. Cooper,

Under Secretary for
Economic Affairs

U.S. CENSUS BUREAU

Charles Louis Kincannon,

Director



**Economics
and Statistics
Administration**

Kathleen B. Cooper,
Under Secretary
for Economic Affairs



U.S. CENSUS BUREAU

Charles Louis Kincannon,
Director

Hermann Habermann,
Deputy Director and
Chief Operating Officer

Vacant,
Principal Associate
Director for Programs

Frederick T. Knickerbocker,
Associate Director
for Economic Programs

Thomas L. Mesenbourg,
Assistant Director
for Economic Programs

Mark E. Wallace,
Chief, Service Sector
Statistics Division

CONTENTS

Introduction to the Economic Census	v
Retail Trade	ix
Tables	
1. Summary Statistics for the United States: 2002	1
2. Comparative Statistics for the United States (1997 NAICS Basis): 2002 and 1997	2
3. Product Lines by Kind of Business for the United States: 2002 .	3
4. Concentration by Largest Firms for the United States: 2002 ...	5
Appendixes	
A. Explanation of Terms	A-1
B. NAICS Codes, Titles, and Descriptions	B-1
C. Methodology	C-1
D. Geographic Notes	--
E. Metropolitan and Micropolitan Statistical Areas	--
-- Not applicable for this report.	

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.

This page is intentionally blank.

Retail Trade

SCOPE

The Retail Trade sector (sector 44-45) comprises establishments engaged in retailing merchandise, generally without transformation, and rendering services incidental to the sale of merchandise.

The retailing process is the final step in the distribution of merchandise; retailers are, therefore, organized to sell merchandise in small quantities to the general public. This sector comprises two main types of retailers: store and nonstore retailers.

Store retailers operate fixed point-of-sale locations, located and designed to attract a high volume of walk-in customers. In general, retail stores have extensive displays of merchandise and use mass-media advertising to attract customers. They typically sell merchandise to the general public for personal or household consumption, but some also serve business and institutional clients. In addition to retailing merchandise, some types of store retailers are also engaged in the provision of after-sales services, such as repair and installation. As a general rule, establishments engaged in retailing merchandise and providing after-sales services are classified in this sector.

Nonstore retailers, like store retailers, are organized to serve the general public, but their retailing methods differ. The establishments of this subsector reach customers and market merchandise with methods such as the broadcasting of “infomercials,” the broadcasting and publishing of direct-response advertising, the publishing of paper and electronic catalogs, door-to-door solicitation, in-home demonstration, selling from portable stalls (street vendors, except food), and distribution through vending machines. Establishments engaged in the direct sale (nonstore) of products, such as home heating oil dealers and home delivery newspaper routes, are classified in this sector.

Exclusions. Excluded from this sector are governmental organizations classified in the covered industries except for liquor stores operated by state and local governments. Data for direct sellers with no paid employees and post exchanges, ship stores, and similar establishments operated on military posts by agencies of the federal government are not included.

The tabulations for this sector do not include central administrative offices, warehouses, or other establishments that serve retail 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 21 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 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). There were revisions to some industries in this sector for 2002.

For the retail trade sector, additional levels of detail for department stores and nonstore retailers are included in 2002 NAICS. Department stores are now further broken down into Department Stores (except Discount Department Stores) and Discount Department Stores. Electronic Shopping and Mail-Order Houses are now further broken down into Electronic Shopping, Electronic Auctions, and Mail-Order Houses.

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

CONTACTS FOR DATA USERS

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

ABBREVIATIONS AND SYMBOLS

The following abbreviations and symbols are used with these data:

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

Table 1. Summary Statistics for the United States: 2002

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

2002 NAICS code	Kind of business	Estab-lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From administrative records ¹	Estimated ²
4531	Florists	22 753	6 597 471	1 489 098	365 156	113 929	34.4	9.0
45311	Florists	22 753	6 597 471	1 489 098	365 156	113 929	34.4	9.0
453110	Florists	22 753	6 597 471	1 489 098	365 156	113 929	34.4	9.0

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)	
4531	Florists	2002..	22 753	6 597 471	1 489 098	113 929
		1997..	26 200	6 555 088	1 396 389	125 195
45311	Florists	2002..	22 753	6 597 471	1 489 098	113 929
		1997..	26 200	6 555 088	1 396 389	125 195
453110	Florists	2002..	22 753	6 597 471	1 489 098	113 929
		1997..	26 200	6 555 088	1 396 389	125 195

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	
4531		Florists	22 753	X	6 597 471	X	100.0	58.7
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	3 964	1 284 923	36 023	2.8	.5	52.0
	20109	Candy	3 650	1 147 847	22 590	2.0	.3	X
	20114	All other foods, including dry groceries, canned & bottled foods, packaged snacks, etc.	1 142	423 485	13 433	3.2	.2	X
	20140	Packaged liquor, wine, & beer	141	110 508	2 903	2.6	Z	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	10	2 309	198	8.6	Z	X
	20160	Drugs, health aids, beauty aids, including cosmetics	22	2 903	66	2.3	Z	X
	20220	Women's, juniors', & misses' wear	6	2 243	330	14.7	Z	X
	20340	Furniture, sleep equipment & outdoor/patio furniture	419	223 720	7 653	3.4	.1	X
	20380	Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc	9 366	3 038 531	218 314	7.2	3.3	55.3
	20386	Giftware & glassware including vases	9 148	2 962 021	184 700	6.2	2.8	X
	20387	All other kitchenware & home furnishings, including cookware, cooking accessories, dinnerware, decorative accessories, clocks, mirrors, closet and bathroom accessories, etc.	1 269	476 533	33 614	7.1	.5	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc.	656	167 444	5 674	3.4	.1	X
	20420	Books	378	140 064	2 441	1.7	Z	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles	4 778	1 482 320	32 527	2.2	.5	X
	20600	Hardware, tools, & plumbing & electrical supplies, including ceiling fans & light fixtures	18	18 473	792	4.3	Z	X
	20620	Lawn, garden, & farm equipment & supplies; cut flowers; plants & shrubs; fertilizers; animal feed, other than for pets; etc.	22 753	6 597 471	5 423 161	82.2	82.2	54.1
	20622	Cut flowers -- unarranged	17 688	5 249 938	743 197	14.2	11.3	X
	20623	Cut flowers -- arranged	22 032	6 412 874	3 623 197	56.5	54.9	X
	20624	Indoor potted plants -- blooming	19 265	5 691 638	449 422	7.9	6.8	X
	20625	Indoor potted plants -- nonblooming	18 579	5 369 484	490 041	9.1	7.4	X
	20627	Outdoor nursery stock, including trees, shrubs, bedding plants, bulbs, sod, seeds, etc.	2 098	885 579	102 716	11.6	1.6	X
	20633	All other lawn, garden, & farm equipment & supplies, including lawn & garden tools & equipment, fertilizers, lime, mulch, chemicals, etc.	435	293 126	14 588	5.0	.2	X
	20780	Household fuels, including oil, LP gas, wood, coal	8	2 177	66	3.0	Z	X
	20800	Pets, pet foods, & pet supplies	29	13 327	1 254	9.4	Z	X
	20850	All other merchandise	15 377	4 641 255	496 140	10.7	7.5	57.8
	20855	Greeting cards	5 031	1 645 371	29 665	1.8	.5	X
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons	10 416	3 186 639	138 944	4.4	2.1	X
	20878	Seasonal decorations, including decorative plates, napkins, & cups ...	5 110	1 656 603	80 553	4.9	1.2	X
	20879	Artificial/silk flowers, plants, & trees	13 369	3 973 982	238 732	6.0	3.6	X
	20881	Craft supplies	673	208 996	5 443	2.6	.1	X
	20883	All other merchandise	44	19 493	2 803	14.4	Z	X
	29810	All other merchandise	1 231	429 495	34 638	8.1	.5	X
	29900	All nonmerch rcpts, incl all rcpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided	9 460	3 204 260	334 961	10.5	5.1	55.8
	29945	Wire services & commissions	9 080	3 039 465	248 229	8.2	3.8	X
	29977	All other nonmerchandise receipts	3 056	1 304 711	86 732	6.6	1.3	X
45311		Florists	22 753	X	6 597 471	X	100.0	58.7
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	3 964	1 284 923	36 023	2.8	.5	52.0
	20109	Candy	3 650	1 147 847	22 590	2.0	.3	X
	20114	All other foods, including dry groceries, canned & bottled foods, packaged snacks, etc.	1 142	423 485	13 433	3.2	.2	X
	20140	Packaged liquor, wine, & beer	141	110 508	2 903	2.6	Z	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	10	2 309	198	8.6	Z	X
	20160	Drugs, health aids, beauty aids, including cosmetics	22	2 903	66	2.3	Z	X
	20220	Women's, juniors', & misses' wear	6	2 243	330	14.7	Z	X
	20340	Furniture, sleep equipment & outdoor/patio furniture	419	223 720	7 653	3.4	.1	X
	20380	Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc	9 366	3 038 531	218 314	7.2	3.3	55.3
	20386	Giftware & glassware including vases	9 148	2 962 021	184 700	6.2	2.8	X
	20387	All other kitchenware & home furnishings, including cookware, cooking accessories, dinnerware, decorative accessories, clocks, mirrors, closet and bathroom accessories, etc.	1 269	476 533	33 614	7.1	.5	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc.	656	167 444	5 674	3.4	.1	X
	20420	Books	378	140 064	2 441	1.7	Z	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles	4 778	1 482 320	32 527	2.2	.5	X
	20600	Hardware, tools, & plumbing & electrical supplies, including ceiling fans & light fixtures	18	18 473	792	4.3	Z	X
	20620	Lawn, garden, & farm equipment & supplies; cut flowers; plants & shrubs; fertilizers; animal feed, other than for pets; etc.	22 753	6 597 471	5 423 161	82.2	82.2	54.1
	20622	Cut flowers -- unarranged	17 688	5 249 938	743 197	14.2	11.3	X
	20623	Cut flowers -- arranged	22 032	6 412 874	3 623 197	56.5	54.9	X
	20624	Indoor potted plants -- blooming	19 265	5 691 638	449 422	7.9	6.8	X
	20625	Indoor potted plants -- nonblooming	18 579	5 369 484	490 041	9.1	7.4	X

See footnotes at end of table.

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

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

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage ² (percent)
			Number	Total sales (\$1,000)	Amount ¹ (\$1,000)	As percent of total sales of—		
						Establishments with the product line	All establishments ¹	
45311		Florists—Con.						
	20620	Lawn, garden, & farm equipment & supplies; cut flowers; plants & shrubs; fertilizers; animal feed, other than for pets; etc.—Con.						
	20627	Outdoor nursery stock, including trees, shrubs, bedding plants, bulbs, sod, seeds, etc.	2 098	885 579	102 716	11.6	1.6	X
	20633	All other lawn, garden, & farm equipment & supplies, including lawn & garden tools & equipment, fertilizers, lime, mulch, chemicals, etc.	435	293 126	14 588	5.0	.2	X
	20780	Household fuels, including oil, LP gas, wood, coal	8	2 177	66	3.0	Z	X
	20800	Pets, pet foods, & pet supplies	29	13 327	1 254	9.4	Z	X
	20850	All other merchandise	15 377	4 641 255	496 140	10.7	7.5	57.8
	20855	Greeting cards	5 031	1 645 371	29 665	1.8	.5	X
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons	10 416	3 186 639	138 944	4.4	2.1	X
	20878	Seasonal decorations, including decorative plates, napkins, & cups	5 110	1 656 603	80 553	4.9	1.2	X
	20879	Artificial/silk flowers, plants, & trees	13 369	3 973 982	238 732	6.0	3.6	X
	20881	Craft supplies	673	208 996	5 443	2.6	.1	X
	20883	All other merchandise	44	19 493	2 803	14.4	Z	X
	29810	All other merchandise	1 231	429 495	34 638	8.1	.5	X
	29900	All nonmerch rpts, incl all rpts from customers for parts installed in repair & charges for delv, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided	9 460	3 204 260	334 961	10.5	5.1	55.8
	29945	Wire services & commissions	9 080	3 039 465	248 229	8.2	3.8	X
	29977	All other nonmerchandise receipts	3 056	1 304 711	86 732	6.6	1.3	X
453110		Florists	22 753	X	6 597 471	X	100.0	58.7
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	3 964	1 284 923	36 023	2.8	.5	52.0
	20109	Candy	3 650	1 147 847	22 590	2.0	.3	X
	20114	All other foods, including dry groceries, canned & bottled foods, packaged snacks, etc.	1 142	423 485	13 433	3.2	.2	X
	20140	Packaged liquor, wine, & beer	141	110 508	2 903	2.6	Z	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	10	2 309	198	8.6	Z	X
	20160	Drugs, health aids, beauty aids, including cosmetics	22	2 903	66	2.3	Z	X
	20220	Women's, juniors', & misses' wear	6	2 243	330	14.7	Z	X
	20340	Furniture, sleep equipment & outdoor/patio furniture	419	223 720	7 653	3.4	.1	X
	20380	Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc	9 366	3 038 531	218 314	7.2	3.3	55.3
	20386	Giftware & glassware including vases	9 148	2 962 021	184 700	6.2	2.8	X
	20387	All other kitchenware & home furnishings, including cookware, cooking accessories, dinnerware, decorative accessories, clocks, mirrors, closet and bathroom accessories, etc.	1 269	476 533	33 614	7.1	.5	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc.	656	167 444	5 674	3.4	.1	X
	20420	Books	378	140 064	2 441	1.7	Z	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles	4 778	1 482 320	32 527	2.2	.5	X
	20600	Hardware, tools, & plumbing & electrical supplies, including ceiling fans & light fixtures	18	18 473	792	4.3	Z	X
	20620	Lawn, garden, & farm equipment & supplies; cut flowers; plants & shrubs; fertilizers; animal feed, other than for pets; etc.	22 753	6 597 471	5 423 161	82.2	82.2	54.1
	20622	Cut flowers -- unarranged	17 688	5 249 938	743 197	14.2	11.3	X
	20623	Cut flowers -- arranged	22 032	6 412 874	3 623 197	56.5	54.9	X
	20624	Indoor potted plants -- blooming	19 285	5 691 638	449 422	7.9	6.8	X
	20625	Indoor potted plants -- nonblooming	18 579	5 369 484	490 041	9.1	7.4	X
	20627	Outdoor nursery stock, including trees, shrubs, bedding plants, bulbs, sod, seeds, etc.	2 098	885 579	102 716	11.6	1.6	X
	20633	All other lawn, garden, & farm equipment & supplies, including lawn & garden tools & equipment, fertilizers, lime, mulch, chemicals, etc.	435	293 126	14 588	5.0	.2	X
	20780	Household fuels, including oil, LP gas, wood, coal	8	2 177	66	3.0	Z	X
	20800	Pets, pet foods, & pet supplies	29	13 327	1 254	9.4	Z	X
	20850	All other merchandise	15 377	4 641 255	496 140	10.7	7.5	57.8
	20855	Greeting cards	5 031	1 645 371	29 665	1.8	.5	X
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons	10 416	3 186 639	138 944	4.4	2.1	X
	20878	Seasonal decorations, including decorative plates, napkins, & cups	5 110	1 656 603	80 553	4.9	1.2	X
	20879	Artificial/silk flowers, plants, & trees	13 369	3 973 982	238 732	6.0	3.6	X
	20881	Craft supplies	673	208 996	5 443	2.6	.1	X
	20883	All other merchandise	44	19 493	2 803	14.4	Z	X
	29810	All other merchandise	1 231	429 495	34 638	8.1	.5	X
	29900	All nonmerch rpts, incl all rpts from customers for parts installed in repair & charges for delv, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided	9 460	3 204 260	334 961	10.5	5.1	55.8
	29945	Wire services & commissions	9 080	3 039 465	248 229	8.2	3.8	X
	29977	All other nonmerchandise receipts	3 056	1 304 711	86 732	6.6	1.3	X

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

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

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms 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			
4531	Florists						
	All firms	22 753	6 597 471	100.0	1 489 098	365 156	113 929
	4 largest firms	65	111 056	1.7	21 689	5 636	1 347
	8 largest firms	174	152 921	2.3	33 031	8 413	2 134
	20 largest firms	229	248 486	3.8	56 300	13 681	3 276
	50 largest firms	341	412 488	6.3	100 996	24 529	5 565
45311	Florists						
	All firms	22 753	6 597 471	100.0	1 489 098	365 156	113 929
	4 largest firms	65	111 056	1.7	21 689	5 636	1 347
	8 largest firms	174	152 921	2.3	33 031	8 413	2 134
	20 largest firms	229	248 486	3.8	56 300	13 681	3 276
	50 largest firms	341	412 488	6.3	100 996	24 529	5 565
453110	Florists						
	All firms	22 753	6 597 471	100.0	1 489 098	365 156	113 929
	4 largest firms	65	111 056	1.7	21 689	5 636	1 347
	8 largest firms	174	152 921	2.3	33 031	8 413	2 134
	20 largest firms	229	248 486	3.8	56 300	13 681	3 276
	50 largest firms	341	412 488	6.3	100 996	24 529	5 565

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. It is not necessarily identical with a company or enterprise, which may consist of one establishment or more. Retail trade 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 retail trade 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 shoes within a department store would be considered a separate retail establishment under the "shoe stores" classification.

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 merchandise sold for cash or credit at retail and wholesale by establishments primarily engaged in retail trade; amounts received from customers for layaway purchases; receipts from rental of vehicles, equipment, instruments, tools, etc.; receipts for delivery, installation, maintenance, repair, alteration, storage, and other services; the total value of service contracts; gasoline, liquor, tobacco, and other excise taxes that are paid by the manufacturer or wholesaler and passed on to the retailer; and shipping and handling receipts.

Sales are net after deductions for refunds and allowances for merchandise returned by customers. Trade-in allowances are not deducted from sales. 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.

Sales do not include retail sales made by manufacturers, wholesalers, service establishments, or other businesses whose primary activity is other than retail trade. They do include receipts other than from the sale of merchandise at retail, e.g., service receipts, sales to industrial users, and sales to other retailers, by establishments primarily engaged in retail trade.

Appendix B.

NAICS Codes, Titles, and Descriptions

PART 1. 2002 NAICS

4531 FLORISTS

This industry comprises establishments known as florists primarily engaged in retailing cut flowers, floral arrangements, and potted plants purchased from others. These establishments usually prepare the arrangements they sell.

45311 FLORISTS

This industry comprises establishments known as florists primarily engaged in retailing cut flowers, floral arrangements, and potted plants purchased from others. These establishments usually prepare the arrangements they sell.

453110 FLORISTS

This industry comprises establishments known as florists primarily engaged in retailing cut flowers, floral arrangements, and potted plants purchased from others. These establishments usually prepare the arrangements they sell.

PART 2. 1997 NAICS

4531 FLORISTS

This industry comprises establishments known as florists primarily engaged in retailing cut flowers, floral arrangements, and potted plants purchased from others. These establishments usually prepare the arrangements they sell.

45311 FLORISTS

This industry comprises establishments known as florists primarily engaged in retailing cut flowers, floral arrangements, and potted plants purchased from others. These establishments usually prepare the arrangements they sell.

453110 FLORISTS

This industry comprises establishments known as florists primarily engaged in retailing cut flowers, floral arrangements, and potted plants purchased from others. These establishments usually prepare the arrangements they sell.

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. Changes between 1997 and 2002 affecting this sector are discussed in the text at the beginning of this report. 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.

-
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 retail establishments – a furniture store (NAICS 4421), a home furnishings store (NAICS 4422), and an electronics and appliance store (NAICS 4431) – would be treated as three one-establishment firms at the most detailed NAICS level, as a two-establishment firm in NAICS 442 and a one-establishment firm in NAICS 443, and as a single three-establishment firm in Retail Trade totals (NAICS 44-45).

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.

