

Hawaii

1997

Issued August 1999

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1997 Economic Census

Real Estate and Rental and Leasing

Geographic Area Series



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

Helping You Make Informed Decisions

U.S. Department of Commerce
Economics and Statistics Administration
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U.S. Department of Commerce
William M. Daley,
Secretary
Robert L. Mallett,
Deputy Secretary

**Economics
and Statistics
Administration**
Robert J. Shapiro,
Under Secretary for
Economic Affairs

U.S. CENSUS BUREAU
Kenneth Prewitt,
Director



**Economics
and Statistics
Administration**

Robert J. Shapiro,
Under Secretary
for Economic Affairs



U.S. CENSUS BUREAU

Kenneth Prewitt,
Director

William G. Barron,
Deputy Director

Paula J. Schneider,
Principal Associate Director
for Programs

Frederick T. Knickerbocker,
Associate Director
for Economic Programs

Thomas L. Mesenbourg,
Assistant Director
for Economic Programs

Carole A. Ambler,
Chief, Service Sector
Statistics Division

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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 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.

ALL-NEW INDUSTRY CLASSIFICATIONS

Data from the 1997 Economic Census are published primarily on the basis of the North American Industry Classification System (NAICS), unlike earlier censuses, which were published according to the Standard Industrial Classification (SIC) system. NAICS is in the process of being adopted in the United States, Canada, and Mexico. Most economic census reports cover one of 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 Foodservices
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), covered by the census of governments conducted by the Census Bureau.)

The 20 NAICS sectors are subdivided into 96 subsectors (three-digit codes), 313 industry groups (four-digit codes), and, as implemented in the United States, 1170 industries (five- and six-digit codes).

RELATIONSHIP TO SIC

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 industry definitions discuss the relationships between NAICS and SIC industries. Where changes are significant, it will not be possible to construct time series that include data for points both before and after 1997.

For 1997, data for auxiliary establishments (those functioning primarily to manage, service, or support the activities of their company's operating establishments, such as a central administrative office or warehouse) will not be included in the sector-specific reports. These data will be published separately.

GEOGRAPHIC AREA CODING

Accurate and complete information on the physical location of each establishment is required to tabulate the census data for the states, metropolitan areas (MAs), counties, parishes, and corporate municipalities including cities, towns, 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 Internal Revenue Service tax forms is used as a basis for coding.

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.

DOLLAR VALUES

All dollar values presented are expressed in current dollars; i.e., 1997 data are expressed in 1997 dollars, and 1992 data, in 1992 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.

AVAILABILITY OF ADDITIONAL DATA

Reports in Print and Electronic Media

All results of the 1997 Economic Census are available on the Census Bureau Internet site (www.census.gov) and on compact discs (CD-ROM) for sale by the Census Bureau. Unlike previous censuses, only selected highlights are published in printed reports. For more information, including a description of electronic and printed reports being issued, see the Internet site, or write to U.S. Census Bureau, Washington, DC 20233-8300, or call Customer Services at 301-457-4100.

Special Tabulations

Special tabulations of data collected in the 1997 Economic Census may be obtained, depending on availability of time and personnel, in electronic or tabular form. The data will be summaries subject to the same rules prohibiting disclosure of confidential information (including name, address, kind of business, or other data for individual business establishments or companies) that govern the regular publications.

Special tabulations are prepared on a cost basis. A request for a cost estimate, as well as exact specifications on the type and format of the data to be provided, should be directed to the Chief of the division named below, U.S. Census Bureau, Washington, DC 20233-8300. To discuss a special tabulation before submitting specifications, call the appropriate division:

Manufacturing and Construction Division	301-457-4673
Service Sector Statistics Division	301-457-2668

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 covering service trades in 1933. Censuses of construction, manufacturing, and the other business service 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, 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 questionnaires.

The range of industries covered in the economic censuses expanded between 1967 and 1992. 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.

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. All of the census reports printed since 1967 are still available for sale on microfiche from the Census Bureau. CD-ROMs issued from the 1987 and 1992 Economic Censuses contain databases including 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 each of the economic censuses and related surveys is published in the *Guide to the 1997 Economic Census and Related Statistics* at www.census.gov/econguide. More information on the methodology, procedures, and history of the censuses will be published in the *History of the 1997 Economic Census* at www.census.gov/econ/www/history.html.

ABBREVIATIONS AND SYMBOLS

The following abbreviations and symbols are used with the 1997 Economic Census data:

A	Standard error of 100 percent or more.
D	Withheld to avoid disclosing data of individual companies; data are included in higher level totals.
F	Exceeds 100 percent because data include establishments with payroll exceeding revenue.
N	Not available or not comparable.
Q	Revenue not collected at this level of detail for multiestablishment firms.
S	Withheld because estimates did not meet publication standards.

V	Represents less than 50 vehicles or .05 percent.
X	Not applicable.
Y	Disclosure withheld because of insufficient coverage of merchandise lines.
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.
p	10 to 19 percent estimated.
q	20 to 29 percent estimated.
r	Revised.
s	Sampling error exceeds 40 percent.
nec	Not elsewhere classified.
nsk	Not specified by kind.
–	Represents zero (page image/print only).
(CC)	Consolidated city.
(IC)	Independent city.

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Real Estate and Rental and Leasing

SCOPE

The Real Estate and Rental and Leasing sector (sector 53) comprises establishments of firms with payroll primarily engaged in renting, leasing, or otherwise allowing the use of tangible assets (e.g. real estate and equipment), intangible assets (e.g., patents and trademarks), and establishments providing related services (e.g., establishments primarily engaged in managing real estate for others, selling, renting and/or buying real estate for others, and appraising real estate).

Excluded from this sector are real estate investment trusts (REITs) and establishments primarily engaged in renting or leasing equipment with operators. REITs are classified in North American Industry Classification System (NAICS) Subsector 525, Funds, Trusts, and Other Financial Vehicles, because they are considered investment vehicles. Establishments renting or leasing equipment with operators are classified in various subsectors of NAICS depending on the nature of the services provided (e.g., transportation, construction, agriculture). These activities are excluded from this sector because the client is paying for the expertise and knowledge of the equipment operator, in addition to the use of the equipment.

The basic tabulations for this sector do not include data for establishments which are auxiliary (primary function is providing a service, such as warehousing or bookkeeping) to establishments within the same organization. Data for auxiliaries are presented separately in another report.

GENERAL

A list of reports that provide statistics on sector 53 follows.

Geographic area reports. There is a separate report for each state, the District of Columbia, and the United States. Each state report presents general statistics on number of establishments, revenue, payroll, and employment by kind of business for the state, metropolitan areas (MAs), 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.

Sources of revenue report. This report presents sources of revenue data for establishments by kind of business. Data are presented for the United States.

Establishment and firm size (including legal form of organization) report. This report presents revenue, payroll, and employment data for the United States by revenue size, by employment size, and by legal form of organization for establishments; and by revenue size (including concentration by largest firms), by employment size, and by number of establishments operated (single units and multiunits) for firms.

Miscellaneous subjects report. This report presents data for establishments for a variety of industry-specific questions. Presentation of data varies by kind of business.

GEOGRAPHIC AREAS COVERED

The level of geographic detail varies by report. Data may be presented for:

1. The United States as a whole.
2. States and the District of Columbia.
3. Consolidated metropolitan statistical areas (CMSAs) and primary metropolitan statistical areas (PMSAs) defined by the Office of Management and Budget (OMB) as of June 30, 1997. A CMSA is an area used to facilitate the presentation and analysis of data for large concentrations of metropolitan populations. It includes two or more contiguous PMSAs which have a population of at least 1,000,000 (according to the 1990 Census of Population or subsequent special census) and which meet specific criteria of urban character and of social and economic integration.
4. Metropolitan statistical areas defined by the OMB as of June 30, 1997. An MSA is an integrated economic and social unit with a population nucleus of at least 50,000 inhabitants (according to the 1990 Census of Population or subsequent special census). Each MSA consists of one or more counties meeting standards of metropolitan character. In New England, cities and towns rather than counties are the component geographic units.
5. Areas within the state outside metropolitan areas (MAs).
6. Counties and county equivalents defined as of January 1, 1997. Counties are the primary divisions of states, except in Louisiana where they are called parishes and in Alaska where they are called boroughs and census areas. Maryland, Missouri, Nevada, and Virginia have

one place or more that is independent of any county organization and constitute primary divisions of their states. These places are treated as counties and as places.

7. Consolidated cities defined as of January 1, 1997. Consolidated cities are consolidated governments which consist of separately incorporated municipalities.
8. Municipalities of 2,500 inhabitants or more defined as of January 1, 1997. These are areas of significant population incorporated as cities, boroughs, villages, or towns according to the 1990 Census of Population or subsequent special census. For the economic census, boroughs and census areas in Alaska and boroughs in New York are not included in this category.

COMPARABILITY OF THE 1992 AND 1997 CENSUSES

The 1997 Economic Census is the first census to present data based on the new North American Industry Classification System (NAICS). Previous census data were presented according to the Standard Industrial Classification (SIC) system developed some 60 years ago. Due to

this change, comparability between census years may be limited. Comparative statistics will be included as part of the Core Business Statistics Reports.

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.

AVAILABILITY OF MORE FREQUENT ECONOMIC DATA

The Census Bureau conducts the Service Annual Survey (SAS) each year. This survey, while providing more frequent observations, has more limited industry coverage and yields 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.

Table 1. Summary Statistics for the State: 1997

[Includes only establishments of companies with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A]

NAICS code	Geographic area and kind of business	Establishments (number)	Revenue (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of revenue—	
							From administrative records ¹	Estimated ²
HAWAII								
53	Real estate & rental & leasing	1 753	1 824 132	311 856	77 638	12 446	12.7	10.1
531	Real estate	1 399	1 291 985	231 406	58 013	8 168	16.5	7.4
5311	Lessors of real estate	672	835 156	87 834	24 102	3 023	13.2	7.0
53111	Lessors of residential buildings & dwellings	313	156 962	23 049	5 831	1 105	17.7	16.0
531110	Lessors of residential buildings & dwellings	313	156 962	23 049	5 831	1 105	17.7	16.0
53112	Lessors of nonresidential buildings (except miniwarehouses)	308	653 323	61 286	17 449	1 712	11.7	4.9
531120	Lessors of nonresidential buildings (except miniwarehouses)	308	653 323	61 286	17 449	1 712	11.7	4.9
53113	Lessors of miniwarehouses & self storage units	25	16 949	2 351	582	151	9.9	4.6
531130	Lessors of miniwarehouses & self storage units	25	16 949	2 351	582	151	9.9	4.6
53119	Lessors of other real estate property	26	7 922	1 148	240	55	52.3	9.7
531190	Lessors of other real estate property	26	7 922	1 148	240	55	52.3	9.7
5312	Offices of real estate agents & brokers	369	251 547	53 665	12 531	1 882	26.2	5.9
53121	Offices of real estate agents & brokers	369	251 547	53 665	12 531	1 882	26.2	5.9
531210	Offices of real estate agents & brokers	369	251 547	53 665	12 531	1 882	26.2	5.9
5313	Activities related to real estate	358	205 282	89 907	21 380	3 263	17.8	10.4
53131	Real estate property managers	235	164 274	72 223	17 711	2 776	15.3	10.3
531311	Residential property managers	151	92 785	37 993	9 353	1 630	21.3	5.9
531312	Nonresidential property managers	84	71 489	34 230	8 358	1 146	7.6	16.1
53132	Offices of real estate appraisers	63	18 346	8 376	1 752	211	26.2	9.4
531320	Offices of real estate appraisers	63	18 346	8 376	1 752	211	26.2	9.4
53139	Other activities related to real estate	60	22 662	9 308	1 917	276	29.1	11.7
531390	Other activities related to real estate	60	22 662	9 308	1 917	276	29.1	11.7
532	Rental & leasing services	348	527 488	80 112	19 502	4 259	3.0	16.8
5321	Automotive equipment rental & leasing	73	354 351	43 083	10 573	2 062	.2	15.4
53211	Passenger car rental & leasing	63	347 624	42 001	10 331	2 019	.2	15.4
532111	Passenger car rental	56	344 511	41 744	10 270	2 006	.1	14.9
532112	Passenger car leasing	7	3 113	257	61	13	14.3	65.2
53212	Truck, utility trailer, & RV rental & leasing	10	6 727	1 082	242	43	—	15.3
532120	Truck, utility trailer, & RV rental & leasing	10	6 727	1 082	242	43	—	15.3
5322	Consumer goods rental	170	109 255	19 782	4 662	1 310	9.7	18.7
53222	Formal wear & costume rental	19	56 598	7 776	1 756	332	—	4.9
532220	Formal wear & costume rental	19	56 598	7 776	1 756	332	—	4.9
53223	Video tape & disk rental	81	23 862	4 346	1 131	451	19.8	57.8
532230	Video tape & disk rental	81	23 862	4 346	1 131	451	19.8	57.8
53229	Other consumer goods rental	65	D	D	D	f	D	D
532292	Recreational goods rental	47	19 010	5 048	1 189	386	14.6	14.9
532299	All other consumer goods rental	16	D	D	D	b	D	D
5323	General rental centers	27	13 908	3 670	873	140	7.8	15.4
53231	General rental centers	27	13 908	3 670	873	140	7.8	15.4
532310	General rental centers	27	13 908	3 670	873	140	7.8	15.4
5324	Commercial & industrial machinery & equipment rental & leasing	78	49 974	13 577	3 394	747	6.6	23.3
53241	Const/trans/mining/forestry machinery & equip rental & leasing	28	8 988	2 435	645	79	6.9	17.4
532411	Commercial air/rail/water transportation equip rental & leasing	8	1 729	224	51	12	18.2	37.0
532412	Construction/mining/forestry machinery & equip rental & leasing	20	7 259	2 211	594	67	4.2	12.7
53249	Oth commercial/industrial machinery & equipment rental & leasing	47	37 318	9 870	2 448	638	7.1	27.0
532490	Oth commercial/industrial machinery & equipment rental & leasing	47	37 318	9 870	2 448	638	7.1	27.0
533	Lessors of intangible assets, except copyrighted works	6	4 659	338	123	19	62.2	—
5331	Lessors of intangible assets, except copyrighted works	6	4 659	338	123	19	62.2	—
53311	Lessors of intangible assets, except copyrighted works	6	4 659	338	123	19	62.2	—
533110	Lessors of intangible assets, except copyrighted works	6	4 659	338	123	19	62.2	—

¹Includes revenue information obtained from administrative records of other Federal agencies.

²Includes revenue information which was imputed based on historic data, administrative records data, or on industry averages.

Table 2. Summary Statistics for Metropolitan Areas: 1997

[Includes only establishments of companies with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions of metropolitan areas (CMSAs, MSAs, and PMSAs), see Appendix E]

NAICS code	Geographic area and kind of business	Establishments (number)	Revenue (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of revenue—	
							From administrative records ¹	Estimated ²
HONOLULU, HI MSA								
53	Real estate & rental & leasing	1 221	1 219 930	208 405	52 287	7 746	12.4	9.9
531	Real estate	1 022	933 452	160 581	40 827	5 310	15.2	7.9
5311	Lessors of real estate	527	685 784	70 452	19 971	2 378	13.0	6.2
53111	Lessors of residential buildings & dwellings	249	118 608	16 621	4 412	836	18.0	19.0
531110	Lessors of residential buildings & dwellings	249	118 608	16 621	4 412	836	18.0	19.0
53112	Lessors of nonresidential buildings (except miniwarehouses)	240	547 533	50 837	14 845	1 363	11.6	3.5
531120	Lessors of nonresidential buildings (except miniwarehouses)	240	547 533	50 837	14 845	1 363	11.6	3.5
53113	Lessors of miniwarehouses & self storage units	20	14 423	2 068	510	138	11.6	5.4
531130	Lessors of miniwarehouses & self storage units	20	14 423	2 068	510	138	11.6	5.4
53119	Lessors of other real estate property	18	5 220	926	204	41	44.0	4.8
531190	Lessors of other real estate property	18	5 220	926	204	41	44.0	4.8
5312	Offices of real estate agents & brokers	229	91 959	22 380	5 180	693	30.3	14.1
53121	Offices of real estate agents & brokers	229	91 959	22 380	5 180	693	30.3	14.1
531210	Offices of real estate agents & brokers	229	91 959	22 380	5 180	693	30.3	14.1
5313	Activities related to real estate	266	155 709	67 749	15 676	2 239	16.3	11.3
53131	Real estate property managers	179	122 425	52 455	12 530	1 838	14.1	11.6
531311	Residential property managers	112	57 889	20 897	4 909	785	24.8	7.7
531312	Nonresidential property managers	67	64 536	31 558	7 621	1 053	4.5	15.0
53132	Offices of real estate appraisers	43	14 170	7 142	1 474	163	16.2	7.6
531320	Offices of real estate appraisers	43	14 170	7 142	1 474	163	16.2	7.6
53139	Other activities related to real estate	44	19 114	8 152	1 672	238	30.5	12.1
531390	Other activities related to real estate	44	19 114	8 152	1 672	238	30.5	12.1
532	Rental & leasing services	195	D	D	D	g	D	D
5321	Automotive equipment rental & leasing	32	160 377	20 539	4 999	944	.3	16.0
53211	Passenger car rental & leasing	25	154 679	19 573	4 796	906	.3	16.1
532111	Passenger car rental	19	D	D	D	f	D	D
5322	Consumer goods rental	100	80 135	14 079	3 198	796	8.1	16.6
53222	Formal wear & costume rental	16	D	D	D	e	D	D
532220	Formal wear & costume rental	16	D	D	D	e	D	D
53223	Video tape & disk rental	46	14 906	2 764	667	253	16.5	59.3
532230	Video tape & disk rental	46	14 906	2 764	667	253	16.5	59.3
53229	Other consumer goods rental	34	D	D	D	c	D	D
532292	Recreational goods rental	21	5 675	1 866	408	114	28.8	11.0
532299	All other consumer goods rental	11	D	D	D	b	D	D
5323	General rental centers	14	D	D	D	b	D	D
53231	General rental centers	14	D	D	D	b	D	D
532310	General rental centers	14	D	D	D	b	D	D
5324	Commercial & industrial machinery & equipment rental & leasing	49	36 560	10 982	2 732	610	6.0	20.2
53241	Const/trans/mining/forestry machinery & equip rental & leasing	18	6 388	1 988	541	54	9.7	11.1
532412	Construction/mining/forestry machinery & equip rental & leasing	14	5 561	1 841	513	49	5.5	11.6
53249	Oth commercial/industrial machinery & equipment rental & leasing	28	26 504	7 722	1 890	526	5.9	25.1
532490	Oth commercial/industrial machinery & equipment rental & leasing	28	26 504	7 722	1 890	526	5.9	25.1
AREA OUTSIDE HAWAII METROPOLITAN AREAS								
53	Real estate & rental & leasing	532	604 202	103 451	25 351	4 700	13.3	10.4
531	Real estate	377	358 533	70 825	17 186	2 858	19.7	6.0
5311	Lessors of real estate	145	149 372	17 382	4 131	645	14.4	10.7
53111	Lessors of residential buildings & dwellings	64	38 354	6 428	1 419	269	16.8	6.6
531110	Lessors of residential buildings & dwellings	64	38 354	6 428	1 419	269	16.8	6.6
53112	Lessors of nonresidential buildings (except miniwarehouses)	68	105 790	10 449	2 604	349	12.6	12.2
531120	Lessors of nonresidential buildings (except miniwarehouses)	68	105 790	10 449	2 604	349	12.6	12.2
5312	Offices of real estate agents & brokers	140	159 588	31 285	7 351	1 189	23.8	1.2
53121	Offices of real estate agents & brokers	140	159 588	31 285	7 351	1 189	23.8	1.2
531210	Offices of real estate agents & brokers	140	159 588	31 285	7 351	1 189	23.8	1.2
5313	Activities related to real estate	92	49 573	22 158	5 704	1 024	22.6	7.7
53131	Real estate property managers	56	41 849	19 768	5 181	938	18.9	6.8
531311	Residential property managers	39	34 896	17 096	4 444	845	15.5	3.0
531312	Nonresidential property managers	17	6 953	2 672	737	93	36.2	25.8
53132	Offices of real estate appraisers	20	4 176	1 234	278	48	60.5	15.6
531320	Offices of real estate appraisers	20	4 176	1 234	278	48	60.5	15.6
53139	Other activities related to real estate	16	3 548	1 156	245	38	21.7	9.7
531390	Other activities related to real estate	16	3 548	1 156	245	38	21.7	9.7

See footnotes at end of table.

Table 2. Summary Statistics for Metropolitan Areas: 1997—Con.

[Includes only establishments of companies with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For definitions of metropolitan areas (CMSAs, MSAs, and PMSAs), see Appendix E]

NAICS code	Geographic area and kind of business	Establishments (number)	Revenue (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of revenue—	
							From administrative records ¹	Estimated ²
AREA OUTSIDE HAWAII METROPOLITAN AREAS—Con.								
53	Real estate & rental & leasing—Con.							
532	Rental & leasing services	153	D	D	D	g	D	D
5321	Automotive equipment rental & leasing	41	193 974	22 544	5 574	1 118	.2	14.8
53211	Passenger car rental & leasing	38	192 945	22 428	5 535	1 113	.2	14.8
532111	Passenger car rental	37	D	D	D	g	D	D
5322	Consumer goods rental	70	29 120	5 703	1 464	514	14.0	24.7
53223	Video tape & disk rental	35	8 956	1 582	464	198	25.4	55.4
532230	Video tape & disk rental	35	8 956	1 582	464	198	25.4	55.4
53229	Other consumer goods rental	31	D	D	D	e	D	D
532292	Recreational goods rental	26	13 335	3 182	781	272	8.5	16.6
5323	General rental centers	13	D	D	D	b	D	D
53231	General rental centers	13	D	D	D	b	D	D
532310	General rental centers	13	D	D	D	b	D	D
5324	Commercial & industrial machinery & equipment rental & leasing	29	13 414	2 595	662	137	8.1	31.8
53241	Const/trans/mining/forestry machinery & equip rental & leasing	10	2 600	447	104	25	—	33.0
53249	Oth commercial/industrial machinery & equipment rental & leasing	19	10 814	2 148	558	112	10.1	31.5
532490	Oth commercial/industrial machinery & equipment rental & leasing	19	10 814	2 148	558	112	10.1	31.5

¹Includes revenue information obtained from administrative records of other Federal agencies.

²Includes revenue information which was imputed based on historic data, administrative records data, or on industry averages.

Table 3. Summary Statistics for Counties: 1997

[Includes only establishments of companies with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Revenue (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of revenue—	
							From administrative records ¹	Estimated ²
HAWAII COUNTY, HI								
53	Real estate & rental & leasing	211	196 926	39 001	9 615	1 838	16.2	8.1
531	Real estate	160	132 901	28 037	6 877	1 187	19.8	6.4
5311	Lessors of real estate	70	33 966	4 116	851	201	32.7	17.8
53111	Lessors of residential buildings & dwellings	27	D	D	D	c	D	D
531110	Lessors of residential buildings & dwellings	27	D	D	D	c	D	D
53112	Lessors of nonresidential buildings (except miniwarehouses)	36	18 504	1 506	325	87	37.2	29.9
531120	Lessors of nonresidential buildings (except miniwarehouses)	36	18 504	1 506	325	87	37.2	29.9
5312	Offices of real estate agents & brokers	53	78 689	13 026	3 140	482	13.4	1.7
53121	Offices of real estate agents & brokers	53	78 689	13 026	3 140	482	13.4	1.7
531210	Offices of real estate agents & brokers	53	78 689	13 026	3 140	482	13.4	1.7
5313	Activities related to real estate	37	20 246	10 895	2 886	504	22.8	5.7
53131	Real estate property managers	22	17 277	10 135	2 720	473	17.8	4.7
531311	Residential property managers	17	15 068	9 155	2 474	432	13.7	5.4
53132	Offices of real estate appraisers	10	2 066	360	91	21	64.6	—
531320	Offices of real estate appraisers	10	2 066	360	91	21	64.6	—
532	Rental & leasing services	50	D	D	D	f	D	D
5321	Automotive equipment rental & leasing	12	D	D	D	e	D	D
53211	Passenger car rental & leasing	11	45 172	7 371	1 893	364	.4	5.5
532111	Passenger car rental	11	45 172	7 371	1 893	364	.4	5.5
5322	Consumer goods rental	25	10 307	2 079	461	221	12.5	40.0
53223	Video tape & disk rental	15	4 051	677	165	75	20.3	69.5
532230	Video tape & disk rental	15	4 051	677	165	75	20.3	69.5

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 1997—Con.

[Includes only establishments of companies with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Revenue (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of revenue—	
							From administrative records ¹	Estimated ²
HONOLULU COUNTY, HI *								
53	Real estate & rental & leasing	1 221	1 219 930	208 405	52 287	7 746	12.4	9.9
531	Real estate	1 022	933 452	160 581	40 827	5 310	15.2	7.9
5311	Lessors of real estate	527	685 784	70 452	19 971	2 378	13.0	6.2
53111	Lessors of residential buildings & dwellings	249	118 608	16 621	4 412	836	18.0	19.0
531110	Lessors of residential buildings & dwellings	249	118 608	16 621	4 412	836	18.0	19.0
53112	Lessors of nonresidential buildings (except miniwarehouses)	240	547 533	50 837	14 845	1 363	11.6	3.5
531120	Lessors of nonresidential buildings (except miniwarehouses)	240	547 533	50 837	14 845	1 363	11.6	3.5
53113	Lessors of miniwarehouses & self storage units	20	14 423	2 068	510	138	11.6	5.4
531130	Lessors of miniwarehouses & self storage units	20	14 423	2 068	510	138	11.6	5.4
53119	Lessors of other real estate property	18	5 220	926	204	41	44.0	4.8
531190	Lessors of other real estate property	18	5 220	926	204	41	44.0	4.8
5312	Offices of real estate agents & brokers	229	91 959	22 380	5 180	693	30.3	14.1
53121	Offices of real estate agents & brokers	229	91 959	22 380	5 180	693	30.3	14.1
531210	Offices of real estate agents & brokers	229	91 959	22 380	5 180	693	30.3	14.1
5313	Activities related to real estate	266	155 709	67 749	15 676	2 239	16.3	11.3
53131	Real estate property managers	179	122 425	52 455	12 530	1 838	14.1	11.6
531311	Residential property managers	112	57 889	20 897	4 909	785	24.8	7.7
531312	Nonresidential property managers	67	64 536	31 558	7 621	1 053	4.5	15.0
53132	Offices of real estate appraisers	43	14 170	7 142	1 474	163	16.2	7.6
531320	Offices of real estate appraisers	43	14 170	7 142	1 474	163	16.2	7.6
53139	Other activities related to real estate	44	19 114	8 152	1 672	238	30.5	12.1
531390	Other activities related to real estate	44	19 114	8 152	1 672	238	30.5	12.1
532	Rental & leasing services	195	D	D	D	g	D	D
5321	Automotive equipment rental & leasing	32	160 377	20 539	4 999	944	.3	16.0
53211	Passenger car rental & leasing	25	154 679	19 573	4 796	906	.3	16.1
532111	Passenger car rental	19	D	D	D	f	D	D
5322	Consumer goods rental	100	80 135	14 079	3 198	796	8.1	16.6
53222	Formal wear & costume rental	16	D	D	D	e	D	D
532220	Formal wear & costume rental	16	D	D	D	e	D	D
53223	Video tape & disk rental	46	14 906	2 764	667	253	16.5	59.3
532230	Video tape & disk rental	46	14 906	2 764	667	253	16.5	59.3
53229	Other consumer goods rental	34	D	D	D	c	D	D
532292	Recreational goods rental	21	5 675	1 866	408	114	28.8	11.0
532299	All other consumer goods rental	11	D	D	D	b	D	D
5323	General rental centers	14	D	D	D	b	D	D
53231	General rental centers	14	D	D	D	b	D	D
532310	General rental centers	14	D	D	D	b	D	D
5324	Commercial & industrial machinery & equipment rental & leasing	49	36 560	10 982	2 732	610	6.0	20.2
53241	Const/trans/mining/forestry machinery & equip rental & leasing	18	6 388	1 988	541	54	9.7	11.1
532412	Construction/mining/forestry machinery & equip rental & leasing	14	5 561	1 841	513	49	5.5	11.6
53249	Oth commercial/industrial machinery & equipment rental & leasing	28	26 504	7 722	1 890	526	5.9	25.1
532490	Oth commercial/industrial machinery & equipment rental & leasing	28	26 504	7 722	1 890	526	5.9	25.1
KAUAI COUNTY, HI								
53	Real estate & rental & leasing	108	131 659	24 799	5 939	1 166	15.2	11.6
531	Real estate	74	79 635	18 713	4 517	818	23.3	8.6
5311	Lessors of real estate	26	28 408	3 665	867	185	20.0	21.6
53111	Lessors of residential buildings & dwellings	12	D	D	D	b	D	D
531110	Lessors of residential buildings & dwellings	12	D	D	D	b	D	D
53112	Lessors of nonresidential buildings (except miniwarehouses)	12	20 453	1 606	390	103	22.5	24.7
531120	Lessors of nonresidential buildings (except miniwarehouses)	12	20 453	1 606	390	103	22.5	24.7
5312	Offices of real estate agents & brokers	29	42 018	11 119	2 655	420	25.4	.7
53121	Offices of real estate agents & brokers	29	42 018	11 119	2 655	420	25.4	.7
531210	Offices of real estate agents & brokers	29	42 018	11 119	2 655	420	25.4	.7
5313	Activities related to real estate	19	9 209	3 929	995	213	24.3	4.2
53131	Real estate property managers	13	8 027	3 500	912	202	27.1	1.4
532	Rental & leasing services	34	52 024	6 086	1 422	348	2.8	16.3
5322	Consumer goods rental	17	5 143	997	132	90	28.0	17.4
53229	Other consumer goods rental	10	4 116	827	91	66	24.3	8.0

See footnotes at end of table.

Table 3. Summary Statistics for Counties: 1997—Con.

[Includes only establishments of companies with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Revenue (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of revenue—	
							From administrative records ¹	Estimated ²
MAUI COUNTY, HI *								
53	Real estate & rental & leasing	213	275 617	39 651	9 797	1 696	10.3	11.3
531	Real estate	143	145 997	24 075	5 792	853	17.7	4.3
5311	Lessors of real estate	49	86 998	9 601	2 413	259	5.5	4.4
53111	Lessors of residential buildings & dwellings	25	17 976	2 037	467	91	16.2	6.7
531110	Lessors of residential buildings & dwellings	25	17 976	2 037	467	91	16.2	6.7
53112	Lessors of nonresidential buildings (except miniwarehouses)	20	66 833	7 337	1 889	159	2.7	3.5
531120	Lessors of nonresidential buildings (except miniwarehouses)	20	66 833	7 337	1 889	159	2.7	3.5
5312	Offices of real estate agents & brokers	58	38 881	7 140	1 556	287	43.1	.4
53121	Offices of real estate agents & brokers	58	38 881	7 140	1 556	287	43.1	.4
531210	Offices of real estate agents & brokers	58	38 881	7 140	1 556	287	43.1	.4
5313	Activities related to real estate	36	20 118	7 334	1 823	307	21.7	11.4
53131	Real estate property managers	21	16 545	6 133	1 549	263	16.1	11.6
531311	Residential property managers	14	13 476	5 096	1 222	236	18.3	.9
532	Rental & leasing services	69	D	D	D	f	D	D
5321	Automotive equipment rental & leasing	21	D	D	D	f	D	D
53211	Passenger car rental & leasing	19	104 759	10 767	2 575	525	.2	18.2
532111	Passenger car rental	18	D	D	D	f	D	D
5322	Consumer goods rental	28	13 670	2 627	871	203	9.8	15.8
53223	Video tape & disk rental	13	3 878	735	258	99	26.0	40.7
532230	Video tape & disk rental	13	3 878	735	258	99	26.0	40.7
53229	Other consumer goods rental	13	D	D	D	b	D	D
532292	Recreational goods rental	10	5 347	1 345	482	82	.7	10.9
5324	Commercial & industrial machinery & equipment rental & leasing	18	D	D	D	c	D	D
53249	Oth commercial/industrial machinery & equipment rental & leasing	13	7 926	1 421	343	81	7.8	41.2
532490	Oth commercial/industrial machinery & equipment rental & leasing	13	7 926	1 421	343	81	7.8	41.2

¹Includes revenue information obtained from administrative records of other Federal agencies.

²Includes revenue information which was imputed based on historic data, administrative records data, or on industry averages.

Table 4. Summary Statistics for Places: 1997

[Includes only establishments of companies with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Revenue (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of revenue—	
							From administrative records ¹	Estimated ²
AHUIMANU, HI								
53	Real estate & rental & leasing	1	D	D	D	a	D	D
531	Real estate	1	D	D	D	a	D	D
AIEA, HI								
53	Real estate & rental & leasing	28	10 335	2 344	506	93	34.5	8.5
531	Real estate	21	8 015	1 667	359	63	43.3	10.9
532	Rental & leasing services	7	2 320	677	147	30	4.1	—
CAPTAIN COOK, HI								
53	Real estate & rental & leasing	1	D	D	D	a	D	D
531	Real estate	1	D	D	D	a	D	D
EWA BEACH, HI								
53	Real estate & rental & leasing	3	D	D	D	a	D	D
531	Real estate	3	D	D	D	a	D	D
EWA VILLAGES, HI								
53	Real estate & rental & leasing	1	D	D	D	a	D	D
532	Rental & leasing services	1	D	D	D	a	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 1997—Con.

[Includes only establishments of companies with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Revenue (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of revenue—	
							From administrative records ¹	Estimated ²
HAIKU-PAUWELA, HI								
53	Real estate & rental & leasing	2	D	D	D	a	D	D
531	Real estate	1	D	D	D	a	D	D
532	Rental & leasing services	1	D	D	D	a	D	D
HALAWA, HI								
53	Real estate & rental & leasing	6	2 912	282	61	20	100.0	—
531	Real estate	6	2 912	282	61	20	100.0	—
HAUULA, HI								
53	Real estate & rental & leasing	2	D	D	D	a	D	D
531	Real estate	1	D	D	D	a	D	D
532	Rental & leasing services	1	D	D	D	a	D	D
HEEIA, HI								
53	Real estate & rental & leasing	3	D	D	D	a	D	D
531	Real estate	1	D	D	D	a	D	D
532	Rental & leasing services	1	D	D	D	a	D	D
HILO, HI								
53	Real estate & rental & leasing	78	37 079	6 511	1 465	378	26.7	15.8
531	Real estate	65	D	D	D	e	D	D
5311	Lessors of real estate	31	14 373	2 132	412	87	36.7	2.3
53111	Lessors of residential buildings & dwellings	11	D	D	D	b	D	D
531110	Lessors of residential buildings & dwellings	11	D	D	D	b	D	D
53112	Lessors of nonresidential buildings (except miniwarehouses)	18	6 299	469	114	35	31.4	.4
531120	Lessors of nonresidential buildings (except miniwarehouses)	18	6 299	469	114	35	31.4	.4
5312	Offices of real estate agents & brokers	23	6 750	1 124	260	120	56.1	16.1
53121	Offices of real estate agents & brokers	23	6 750	1 124	260	120	56.1	16.1
531210	Offices of real estate agents & brokers	23	6 750	1 124	260	120	56.1	16.1
5313	Activities related to real estate	11	D	D	D	b	D	D
532	Rental & leasing services	13	D	D	D	c	D	D
HOLUALOA, HI								
53	Real estate & rental & leasing	4	D	D	D	a	D	D
531	Real estate	4	D	D	D	a	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 1997—Con.

[Includes only establishments of companies with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Revenue (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of revenue—	
							From administrative records ¹	Estimated ²
HONOLULU, HI *								
53	Real estate & rental & leasing	973	968 358	179 267	44 073	6 707	13.3	10.1
531	Real estate	847	711 369	138 531	34 363	4 635	17.0	8.3
5311	Lessors of real estate	441	488 993	55 301	14 998	1 972	16.3	6.8
53111	Lessors of residential buildings & dwellings	210	100 535	13 948	3 760	691	17.2	19.5
531110	Lessors of residential buildings & dwellings	210	100 535	13 948	3 760	691	17.2	19.5
53112	Lessors of nonresidential buildings (except miniwarehouses)	207	373 921	39 093	10 690	1 143	15.6	3.6
531120	Lessors of nonresidential buildings (except miniwarehouses)	207	373 921	39 093	10 690	1 143	15.6	3.6
53113	Lessors of miniwarehouses & self storage units	11	9 870	1 558	397	106	17.0	—
531130	Lessors of miniwarehouses & self storage units	11	9 870	1 558	397	106	17.0	—
53119	Lessors of other real estate property	13	4 667	702	151	32	43.8	1.6
531190	Lessors of other real estate property	13	4 667	702	151	32	43.8	1.6
5312	Offices of real estate agents & brokers	179	77 888	19 764	4 709	608	25.0	14.5
53121	Offices of real estate agents & brokers	179	77 888	19 764	4 709	608	25.0	14.5
531210	Offices of real estate agents & brokers	179	77 888	19 764	4 709	608	25.0	14.5
5313	Activities related to real estate	227	144 488	63 466	14 656	2 055	15.1	10.3
53131	Real estate property managers	146	111 749	48 441	11 564	1 664	12.4	10.3
531311	Residential property managers	87	52 197	19 158	4 504	702	22.6	5.7
531312	Nonresidential property managers	59	59 552	29 283	7 060	962	3.4	14.4
53132	Offices of real estate appraisers	40	D	D	D	c	D	D
531320	Offices of real estate appraisers	40	D	D	D	c	D	D
53139	Other activities related to real estate	41	D	D	D	c	D	D
531390	Other activities related to real estate	41	D	D	D	c	D	D
532	Rental & leasing services	125	D	D	D	g	D	D
5321	Automotive equipment rental & leasing	26	158 864	20 160	4 933	928	.2	16.0
53211	Passenger car rental & leasing	22	153 498	19 292	4 746	894	.2	16.2
532111	Passenger car rental	17	150 644	19 082	4 691	883	—	15.2
5322	Consumer goods rental	61	67 060	10 980	2 429	567	8.2	10.3
53222	Formal wear & costume rental	13	49 986	6 744	1 512	276	—	5.5
532220	Formal wear & costume rental	13	49 986	6 744	1 512	276	—	5.5
53223	Video tape & disk rental	26	8 543	1 543	358	152	25.5	45.2
532230	Video tape & disk rental	26	8 543	1 543	358	152	25.5	45.2
53229	Other consumer goods rental	18	D	D	D	c	D	D
532292	Recreational goods rental	14	3 760	1 407	309	87	30.3	2.1
5324	Commercial & industrial machinery & equipment rental & leasing	31	25 679	8 278	2 028	531	8.1	21.3
53241	Const/trans/mining/forestry machinery & equip rental & leasing	15	5 919	1 810	487	47	10.5	10.3
532412	Construction/mining/forestry machinery & equip rental & leasing	11	5 092	1 663	459	42	6.0	10.7
53249	Oth commercial/industrial machinery & equipment rental & leasing	15	D	D	D	e	D	D
532490	Oth commercial/industrial machinery & equipment rental & leasing	15	D	D	D	e	D	D
KAHALUU, HI								
53	Real estate & rental & leasing	1	D	D	D	a	D	D
532	Rental & leasing services	1	D	D	D	a	D	D
KAHULUI, HI								
53	Real estate & rental & leasing	34	125 495	12 095	3 031	514	2.4	16.0
531	Real estate	12	48 689	3 364	941	72	4.8	.3
532	Rental & leasing services	22	76 806	8 731	2 090	442	.9	25.9
KAILUA, HI (HAWAII COUNTY)								
53	Real estate & rental & leasing	46	53 659	9 701	2 411	498	15.3	5.1
531	Real estate	31	16 510	3 233	741	142	42.0	5.7
5311	Lessors of real estate	13	D	D	D	b	D	D
5312	Offices of real estate agents & brokers	11	D	D	D	b	D	D
53121	Offices of real estate agents & brokers	11	D	D	D	b	D	D
531210	Offices of real estate agents & brokers	11	D	D	D	b	D	D
532	Rental & leasing services	15	37 149	6 468	1 670	356	3.4	4.9
KAILUA, HI (HONOLULU COUNTY)								
53	Real estate & rental & leasing	30	15 559	2 664	593	114	18.8	38.9
531	Real estate	20	10 669	1 184	253	46	24.1	48.7
5311	Lessors of real estate	10	7 545	717	163	29	3.9	65.9
532	Rental & leasing services	10	4 890	1 480	340	68	7.2	17.3
KALAOA, HI								
53	Real estate & rental & leasing	1	D	D	D	a	D	D
532	Rental & leasing services	1	D	D	D	a	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 1997—Con.

[Includes only establishments of companies with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For information on geographic areas followed by *, see Appendix D]

NAICS code	Geographic area and kind of business	Establishments (number)	Revenue (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of revenue—	
							From administrative records ¹	Estimated ²
KANEOHE, HI								
53	Real estate & rental & leasing	30	10 237	2 397	555	114	14.9	38.1
531	Real estate	19	5 813	1 162	269	45	24.3	35.1
5311	Lessors of real estate	13	4 666	968	227	36	16.0	33.5
532	Rental & leasing services	11	4 424	1 235	286	69	2.4	42.0
KAPAA, HI								
53	Real estate & rental & leasing	14	11 637	1 738	426	117	25.8	36.4
531	Real estate	10	D	D	D	c	D	D
532	Rental & leasing services	4	D	D	D	a	D	D
KAUNAKAKAI, HI								
53	Real estate & rental & leasing	2	D	D	D	a	D	D
531	Real estate	1	D	D	D	a	D	D
532	Rental & leasing services	1	D	D	D	a	D	D
KEKAHA, HI								
53	Real estate & rental & leasing	1	D	D	D	a	D	D
531	Real estate	1	D	D	D	a	D	D
KIHEI, HI								
53	Real estate & rental & leasing	43	19 284	3 768	984	196	42.6	10.7
531	Real estate	34	14 210	2 974	730	106	57.8	11.1
5312	Offices of real estate agents & brokers	20	10 843	2 082	503	68	72.8	—
53121	Offices of real estate agents & brokers	20	10 843	2 082	503	68	72.8	—
531210	Offices of real estate agents & brokers	20	10 843	2 082	503	68	72.8	—
532	Rental & leasing services	9	5 074	794	254	90	—	9.6
LAHAINA, HI								
53	Real estate & rental & leasing	41	35 217	5 424	1 467	215	13.5	12.3
531	Real estate	28	30 930	4 089	986	130	13.9	8.1
5311	Lessors of real estate	11	18 659	2 394	603	78	3.6	6.3
5312	Offices of real estate agents & brokers	10	8 033	607	109	15	38.4	—
53121	Offices of real estate agents & brokers	10	8 033	607	109	15	38.4	—
531210	Offices of real estate agents & brokers	10	8 033	607	109	15	38.4	—
532	Rental & leasing services	12	D	D	D	b	D	D
LAIE, HI								
53	Real estate & rental & leasing	1	D	D	D	a	D	D
531	Real estate	1	D	D	D	a	D	D
LIHUE, HI								
53	Real estate & rental & leasing	34	55 863	7 305	1 793	372	3.3	14.8
531	Real estate	19	14 444	2 682	628	112	8.6	3.1
532	Rental & leasing services	15	41 419	4 623	1 165	260	1.5	18.9
MAILI, HI								
53	Real estate & rental & leasing	1	D	D	D	a	D	D
531	Real estate	1	D	D	D	a	D	D
MAKAHA, HI								
53	Real estate & rental & leasing	1	D	D	D	a	D	D
531	Real estate	1	D	D	D	a	D	D
MAKAKILO CITY, HI								
53	Real estate & rental & leasing	1	D	D	D	a	D	D
531	Real estate	1	D	D	D	a	D	D

See footnotes at end of table.

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							From administrative records ¹	Estimated ²
MAKAWAO, HI								
53	Real estate & rental & leasing	6	701	217	51	13	63.1	36.9
531	Real estate	5	D	D	D	a	D	D
532	Rental & leasing services	1	D	D	D	a	D	D
MAUNAWILI, HI								
53	Real estate & rental & leasing	2	D	D	D	a	D	D
531	Real estate	1	D	D	D	a	D	D
532	Rental & leasing services	1	D	D	D	a	D	D
MILILANI TOWN, HI								
53	Real estate & rental & leasing	12	3 410	560	143	36	29.6	70.4
531	Real estate	9	D	D	D	a	D	D
532	Rental & leasing services	3	D	D	D	b	D	D
MOUNTAIN VIEW, HI								
53	Real estate & rental & leasing	1	D	D	D	a	D	D
531	Real estate	1	D	D	D	a	D	D
NANAKULI, HI								
53	Real estate & rental & leasing	1	D	D	D	a	D	D
531	Real estate	1	D	D	D	a	D	D
NAPILI-HONOKOWAI, HI								
53	Real estate & rental & leasing	8	4 388	596	131	28	22.8	1.3
531	Real estate	6	D	D	D	b	D	D
532	Rental & leasing services	2	D	D	D	a	D	D
PEARL CITY, HI								
53	Real estate & rental & leasing	15	6 199	1 086	241	49	23.3	11.0
531	Real estate	12	5 805	964	219	45	24.9	8.3
532	Rental & leasing services	2	D	D	D	a	D	D
PUKALANI, HI								
53	Real estate & rental & leasing	5	1 026	226	63	9	22.0	-
531	Real estate	3	D	D	D	a	D	D
532	Rental & leasing services	2	D	D	D	a	D	D
PUPUKEA, HI								
53	Real estate & rental & leasing	2	D	D	D	a	D	D
531	Real estate	2	D	D	D	a	D	D
VILLAGE PARK, HI								
53	Real estate & rental & leasing	2	D	D	D	a	D	D
531	Real estate	2	D	D	D	a	D	D
WAHIAWA, HI								
53	Real estate & rental & leasing	15	3 736	773	171	31	35.5	15.3
531	Real estate	10	2 654	485	129	20	50.0	20.0
532	Rental & leasing services	5	1 082	288	42	11	-	3.7
WAIALUA, HI								
53	Real estate & rental & leasing	3	D	D	D	a	D	D
531	Real estate	2	D	D	D	a	D	D
532	Rental & leasing services	1	D	D	D	a	D	D

See footnotes at end of table.

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							From administrative records ¹	Estimated ²
WAIANA, HI								
53	Real estate & rental & leasing	13	5 379	646	165	30	17.0	21.5
531	Real estate	9	3 584	279	75	17	25.6	3.7
532	Rental & leasing services	4	1 795	367	90	13	—	57.0
WAIKANA, HI								
53	Real estate & rental & leasing	8	7 110	3 098	788	63	21.6	5.6
531	Real estate	5	D	D	D	b	D	D
532	Rental & leasing services	3	D	D	D	a	D	D
WAIKANA HOMESTEADS, HI								
53	Real estate & rental & leasing	3	D	D	D	a	D	D
531	Real estate	2	D	D	D	a	D	D
532	Rental & leasing services	1	D	D	D	a	D	D
WAIKANA, HI								
53	Real estate & rental & leasing	36	16 843	3 421	842	116	33.9	7.0
531	Real estate	32	15 368	3 110	763	101	37.1	7.6
5312	Offices of real estate agents & brokers	10	2 743	579	145	26	57.1	—
53121	Offices of real estate agents & brokers	10	2 743	579	145	26	57.1	—
531210	Offices of real estate agents & brokers	10	2 743	579	145	26	57.1	—
5313	Activities related to real estate	13	4 232	1 658	449	48	61.2	20.8
532	Rental & leasing services	4	1 475	311	79	15	—	—
WAIKANA, HI								
53	Real estate & rental & leasing	22	10 189	3 275	799	151	13.4	22.9
531	Real estate	16	8 136	2 945	717	118	15.4	10.5
532	Rental & leasing services	6	2 053	330	82	33	5.6	71.7
WAIKANA, HI								
53	Real estate & rental & leasing	1	D	D	D	a	D	D
531	Real estate	1	D	D	D	a	D	D
WAIKANA BEACH, HI								
53	Real estate & rental & leasing	1	D	D	D	a	D	D
531	Real estate	1	D	D	D	a	D	D
WAIKANA, HI								
53	Real estate & rental & leasing	25	14 710	3 129	682	113	12.8	29.1
531	Real estate	15	8 233	1 664	265	60	20.8	25.3
532	Rental & leasing services	10	6 477	1 465	417	53	2.6	33.8
WAIKANA, HI								
53	Real estate & rental & leasing	3	D	D	D	a	D	D
531	Real estate	2	D	D	D	a	D	D
532	Rental & leasing services	1	D	D	D	a	D	D

See footnotes at end of table.

Table 4. Summary Statistics for Places: 1997—Con.

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							From administrative records ¹	Estimated ²
BALANCE OF HAWAII COUNTY, HI								
53	Real estate & rental & leasing	80	104 119	22 316	5 614	941	12.0	6.8
531	Real estate	58	90 161	19 928	5 052	765	9.2	6.2
5311	Lessors of real estate	24	10 294	731	171	59	18.7	51.5
53111	Lessors of residential buildings & dwellings	10	D	D	D	b	D	D
531110	Lessors of residential buildings & dwellings	10	D	D	D	b	D	D
53112	Lessors of nonresidential buildings (except miniwarehouses)	11	6 430	466	109	28	19.8	79.4
531120	Lessors of nonresidential buildings (except miniwarehouses)	11	6 430	466	109	28	19.8	79.4
5312	Offices of real estate agents & brokers	18	65 398	10 461	2 555	297	6.0	.4
53121	Offices of real estate agents & brokers	18	65 398	10 461	2 555	297	6.0	.4
531210	Offices of real estate agents & brokers	18	65 398	10 461	2 555	297	6.0	.4
5313	Activities related to real estate	16	14 469	8 736	2 326	409	16.7	.2
532	Rental & leasing services	21	D	D	D	c	D	D
5322	Consumer goods rental	13	4 604	1 291	278	114	23.5	23.9
53223	Video tape & disk rental	10	D	D	D	b	D	D
532230	Video tape & disk rental	10	D	D	D	b	D	D
BALANCE OF HONOLULU COUNTY, HI								
53	Real estate & rental & leasing	22	D	D	D	c	D	D
531	Real estate	16	D	D	D	c	D	D
532	Rental & leasing services	5	3 866	600	174	30	—	3.7
BALANCE OF KAUAI COUNTY, HI								
53	Real estate & rental & leasing	56	63 122	15 535	3 669	669	23.1	4.1
531	Real estate	42	53 466	14 274	3 463	599	25.9	4.8
5311	Lessors of real estate	13	8 451	1 488	375	86	29.3	27.5
5312	Offices of real estate agents & brokers	22	40 009	10 448	2 504	401	25.7	.6
53121	Offices of real estate agents & brokers	22	40 009	10 448	2 504	401	25.7	.6
531210	Offices of real estate agents & brokers	22	40 009	10 448	2 504	401	25.7	.6
532	Rental & leasing services	14	9 656	1 261	206	70	7.4	.4
5322	Consumer goods rental	11	D	D	D	b	D	D
BALANCE OF MAUI COUNTY, HI								
53	Real estate & rental & leasing	28	63 987	10 746	2 431	538	4.9	4.4
531	Real estate	16	23 496	6 615	1 405	355	11.7	1.8
532	Rental & leasing services	12	40 491	4 131	1 026	183	.9	5.9

¹Includes revenue information obtained from administrative records of other Federal agencies.

²Includes revenue information which was imputed based on historic data, administrative records data, or on industry averages.

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. Payroll does not include commissions paid to independent (nonemployee) agents, such as real estate agents. 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 Internal Revenue Service (IRS) on Form 941.

FIRST QUARTER PAYROLL (\$1,000)

Represents payroll paid to persons employed at any time during the quarter January to March 1997.

NUMBER OF EMPLOYEES

Paid employees consist of the full-time and part-time employees who were on the payroll during the pay period including March 12, including salaried officers and executives of corporations. Included are employees on paid sick leave, paid holidays, and paid vacations; not included are proprietors and partners of unincorporated businesses. Excluded are independent (nonemployee) agents. The definition of paid employees is the same as that used on IRS Form 941.

NUMBER OF 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. Economic census 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 economic census 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 1997.

REAL ESTATE AND RENTAL AND LEASING

When two or more activities 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.

Data for individual properties leased or managed by property lessors or property managers are not normally considered separate establishments, but rather the permanent offices from which the properties are leased or managed are considered establishments. Data for separate automotive rental offices or concessions (e.g. airport locations) in the same metropolitan area, for which a common fleet of cars is maintained, are merged together and not considered as separate establishments.

REVENUE

Includes revenue from all business activities whether or not payment was received in the census year, including commissions and fees from all sources, rents, net investment income, interest, dividends, and royalties. Revenue from leasing property marketed under operating leases is included. Revenue also includes the total value of service contracts, amounts received for work subcontracted to others, and rents from real property sublet to others.

Revenue does not include sales and other taxes collected from customers and remitted directly by the firm to a local, state, or Federal tax agency.

SALES, RECEIPTS, OR REVENUE ESTIMATED (PERCENT)

Percent of total sales/receipts/revenue that was imputed based on historic company ratios or administrative records, or on industry averages.

SALES, RECEIPTS, OR REVENUE FROM ADMINISTRATIVE RECORDS (PERCENT)

Percent of total sales/receipts/revenue obtained from administrative records of other Federal agencies.

Appendix B.

NAICS Codes, Titles, and Descriptions

53 REAL ESTATE AND RENTAL AND LEASING

The Real Estate and Rental and Leasing sector comprises establishments primarily engaged in renting, leasing, or otherwise allowing the use of tangible or intangible assets, and establishments providing related services. The major portion of this sector comprises establishments that rent, lease, or otherwise allow the use of their own assets by others. The assets may be tangible, as is the case of real estate and equipment, or intangible, as is the case with patents and trademarks.

This sector also includes establishments primarily engaged in managing real estate for others, selling, renting and/or buying real estate for others, and appraising real estate. These activities are closely related to this sector's main activity, and it was felt that from a production basis they would best be included here. In addition, a substantial proportion of property management is self-performed by lessors.

The main components of this sector are the real estate lessors industries; equipment lessors industries (including motor vehicles, computers, and consumer goods); and lessors of nonfinancial intangible assets (except copyrighted works).

Excluded from this sector are real estate investment trusts (REITS) and establishments primarily engaged in renting or leasing equipment with operators. REITS are classified in Subsector 525, Funds, Trusts, and Other Financial Vehicles because they are considered investment vehicles. Establishments renting or leasing equipment with operators are classified in various subsectors of NAICS depending on the nature of the services provided (e.g., transportation, construction, agriculture). These activities are excluded from this sector because the client is paying for the expertise and knowledge of the equipment operator, in addition to the rental of the equipment. In many cases, such as, the rental of heavy construction equipment, the operator is essential to operate the equipment.

531 REAL ESTATE

Industries in the Real Estate subsector group establishments that are primarily engaged in renting or leasing real estate to others; managing real estate for others; selling, buying, or renting real estate for others; and providing other real estate related services, such as appraisal services.

Establishments primarily engaged in subdividing and developing unimproved real estate and constructing buildings for sale are classified in Subsector 233, Building, Developing, and General Contracting.

Real Estate Investment Trusts (REITS) are classified in Subsector 525, Funds, Trusts, and Other Financial Vehicles because they are considered investment vehicles.

5311 Lessors of Real Estate

This NAICS industry group includes establishments classified in the following NAICS industry(ies): 53111, Lessors of Residential Buildings and Dwellings; 53112, Lessors of Nonresidential Buildings (Except Miniwarehouses); 53113, Lessors of Miniwarehouses and Self-Storage Units; 53119, Lessors of Other Real Estate Property

53111 Lessors of Residential Buildings and Dwellings

This industry comprises establishments primarily engaged in acting as lessors of buildings used as residences or dwellings, such as single-family homes, apartment buildings, and town homes. Included in this industry are owner-lessors and establishments renting real estate and then acting as lessors in subleasing it to others. The establishments in this industry may manage the property themselves or have another establishment manage it for them.

531110 Lessors of Residential Buildings and Dwellings

This industry comprises establishments primarily engaged in acting as lessors of buildings used as residences or dwellings, such as single-family homes, apartment buildings, and town homes. Included in this industry are owner-lessors and establishments renting real estate and then acting as lessors in subleasing it to others. The establishments in this industry may manage the property themselves or have another establishment manage it for them.

The data published with NAICS code 531110 include these parts of the following SIC industries:

6513 Lessors of apartment buildings

6514 Lessors of dwellings (except apartment buildings)

5311101 Lessors of Apartment Buildings

Establishments primarily engaged in leasing (renting) apartment buildings (with 5 or more housing units per

building) which are used as residences. Included are establishments which may lease (rent) apartments and then act as lessors in subleasing to others

5311109 Lessors of Dwellings Other Than Apartment Buildings

Establishments primarily engaged in leasing (renting) residential buildings and dwellings (with less than 5 housing units per building) other than apartment buildings. Included are establishments which may lease (rent) residential space and then act as lessors in subleasing to others.

53112 Lessors of Nonresidential Buildings (Except Miniwarehouses)

This industry comprises establishments primarily engaged in acting as lessors of buildings (except mini-warehouses and self-storage units) that are not used as residences or dwellings. Included in this industry are owner-lessors and establishments renting real estate and then acting as lessors in subleasing it to others. The establishments in this industry may manage the property themselves or have another establishment manage it for them.

531120 Lessors of Nonresidential Buildings (Except Miniwarehouses)

This industry comprises establishments primarily engaged in acting as lessors of buildings (except mini-warehouses and self-storage units) that are not used as residences or dwellings. Included in this industry are owner-lessors and establishments renting real estate and then acting as lessors in subleasing it to others. The establishments in this industry may manage the property themselves or have another establishment manage it for them.

The data published with NAICS code 531120 include these parts of the following SIC industries:

- 6512 (pt) Lessors of professional & other office buildings
- 6512 (pt) Lessors of manufacturing & industrial buildings
- 6512 (pt) Lessors of shopping centers & retail stores
- 6512 (pt) Lessors of other nonresidential buildings & facilities

5311201 Lessors of Professional and Other Office Buildings

Establishments primarily engaged in leasing (renting) professional and other office buildings or office space in such buildings. Included are establishments that may lease (rent) and then act as lessors in subleasing to others.

5311202 Lessors of Manufacturing and Industrial Buildings

Establishments primarily engaged in leasing (renting) manufacturing and other industrial buildings. Included are establishments that may lease (rent) and then act as lessors in subleasing to others.

5311203 Lessors of Shopping Centers and Retail Stores

Establishments primarily engaged in leasing (renting) retail stores or shopping center properties. Included are establishments that may lease (rent) and then act as lessors in subleasing to others.

5311209 Lessors of Other Nonresidential Buildings and Facilities

Establishments primarily engaged in leasing (renting) nonresidential buildings not elsewhere classified. Included are establishments that may lease (rent) and then act as lessors in subleasing to others.

53113 Lessors of Miniwarehouses and Self-Storage Units

This industry comprises establishments primarily engaged in renting or leasing space for self-storage. These establishments provide secure space (i.e., rooms, compartments, lockers, containers, or outdoor space) where clients can store and retrieve their goods.

531130 Lessors of Miniwarehouses and Self-Storage Units

This industry comprises establishments primarily engaged in renting or leasing space for self-storage. These establishments provide secure space (i.e., rooms, compartments, lockers, containers, or outdoor space) where clients can store and retrieve their goods.

The data published with NAICS code 531130 include these parts of the following SIC industries:

- 4225 (pt) Lessors of miniwarehouses & self storage units

53119 Lessors of Other Real Estate Property

This industry comprises establishments primarily engaged in acting as lessors of real estate (except buildings), such as manufactured home (i.e., mobile home) sites, vacant lots, and grazing land.

531190 Lessors of Other Real Estate Property

This industry comprises establishments primarily engaged in acting as lessors of real estate (except buildings), such as manufactured home (i.e., mobile home) sites, vacant lots, and grazing land.

The data published with NAICS code 531190 include these parts of the following SIC industries:

6515 Lessors of manufactured (mobile) home sites
6517 Lessors of railroad property
6519 Lessors of other real estate property

5311901 Lessors of Manufactured (Mobile) Home Sites

Establishments primarily engaged in leasing (renting) manufactured (i.e., mobile) home sites for residential use. The establishments may also lease (rent) manufactured (mobile) homes on these sites. Included are establishments that may lease (rent) and then act as lessors in subleasing to others.

5311902 Lessors of Railroad Property

Establishments primarily engaged in leasing (renting) real property owned by railroads, with or without improvements, including track rights of way. Included are establishments which may lease (rent) real property space and then act as lessors in subleasing to others.

5311909 Lessors of Other Real Property

Establishments primarily engaged in leasing (renting) other real property, not elsewhere classified. This is primarily leasing (renting) of land. Some incidental buildings may be on the property. The establishments in this industry may lease (rent) space and then act as lessors in subleasing to others.

5312 Offices of Real Estate Agents and Brokers

This NAICS industry group includes establishments classified in the following NAICS industry(ies): 53121, Offices of Real Estate Agents and Brokers.

53121 Offices of Real Estate Agents and Brokers

This industry comprises establishments primarily engaged in acting as agents and/or brokers in one or more of the following: (1) selling real estate for others; (2) buying real estate for others; and (3) renting real estate for others.

531210 Offices of Real Estate Agents and Brokers

This industry comprises establishments primarily engaged in acting as agents and/or brokers in one or more of the following: (1) selling real estate for others; (2) buying real estate for others; and (3) renting real estate for others.

The data published with NAICS code 531210 include these parts of the following SIC industries:

- 6531 (pt) Offices of residential real estate agents & brokers
- 6531 (pt) Offices of nonresidential real estate agents & brokers

5312101 Offices of Residential Real Estate Agents and Brokers

Establishments primarily engaged in renting, buying, and selling residential real estate for others, on a fee or contract basis.

5312109 Offices of Nonresidential Real Estate Agents and Brokers

Establishments primarily engaged in renting, buying, and selling nonresidential real estate for others, on a fee or contract basis.

5313 Activities Related to Real Estate

This industry group comprises establishments primarily engaged in providing real estate services (except lessors of real estate and offices of real estate agents and brokers). Included in this industry group are establishments primarily engaged in activities, such as, managing real estate for others and appraising real estate.

53131 Real Estate Property Managers

This industry comprises establishments primarily engaged in managing real property for others. Management includes ensuring that various activities associated with the overall operation of the property are performed, such as collecting rents, and overseeing other services (e.g., maintenance, security, trash removal.)

531311 Residential Property Managers

This U.S. industry comprises establishments primarily engaged in managing residential real estate for others.

The data published with NAICS code 531311 include these parts of the following SIC industries:

- 6531 (pt) Residential property managers

531312 Nonresidential Property Managers

This U.S. industry comprises establishments primarily engaged in managing nonresidential real estate for others.

The data published with NAICS code 531312 include these parts of the following SIC industries:

- 6531 (pt) Nonresidential property managers

53132 Offices of Real Estate Appraisers

This industry comprises establishments primarily engaged in estimating the fair market value of real estate.

531320 Offices of Real Estate Appraisers

This industry comprises establishments primarily engaged in estimating the fair market value of real estate.

The data published with NAICS code 531320 include these parts of the following SIC industries:

- 6531 (pt) Offices of real estate appraisers

53139 Other Activities Related to Real Estate

This industry comprises establishments primarily engaged in performing real estate related services (except lessors of real estate, offices of real estate agents and brokers, real estate property managers, and offices of real estate appraisers).

531390 Other Activities Related to Real Estate

This industry comprises establishments primarily engaged in performing real estate related services (except lessors of real estate, offices of real estate agents and brokers, real estate property managers, and offices of real estate appraisers).

The data published with NAICS code 531390 include these parts of the following SIC industries:

6531 (pt) Other activities related to real estate

532 Rental and Leasing Services

Industries in the Rental and Leasing Services subsector include establishments that provide a wide array of tangible goods, such as automobiles, computers, consumer goods, and industrial machinery and equipment, to customers in return for a periodic rental or lease payment.

The subsector includes two main types of establishments: (1) those that are engaged in renting consumer goods and equipment and (2) those that are engaged in leasing machinery and equipment of the kind often used for business operations. The first type typically operates from a retail-like or store-front facility and maintains inventories of goods that are rented for short periods of time. The latter type typically does not operate from retail-like locations or maintain inventories, and offers longer term leases. These establishments work directly with clients to enable them to acquire the use of equipment on a lease basis, or they work with equipment vendors or dealers to support the marketing of equipment to their customers under lease arrangements. Equipment lessors generally structure lease contracts to meet the specialized needs of their clients and use their remarketing expertise to find other users for previously leased equipment. Establishments that provide operating and capital (i.e., finance) leases are included in this subsector.

Establishments primarily engaged in leasing in combination with providing loans are classified in Sector 52, Finance and Insurance. Establishments primarily engaged in leasing real property are classified in Subsector 531, Real Estate. Those establishments primarily engaged in renting or leasing equipment with operators are classified in various subsectors of NAICS depending on the nature of the services provided (e.g., Transportation, Construction, Agriculture). These activities are excluded from this subsector since the client is paying for the expertise and knowledge of the equipment operator, in addition to the rental of the equipment. In many cases, such as the rental of heavy construction equipment, the operator is essential

to operate the equipment. Likewise, since the provision of crop harvesting services includes both the equipment and operator, it is included in the agriculture subsector. The rental or leasing of copyrighted works is classified in Sector 51, Information, and the rental or leasing of assets, such as patents, trademarks, and/or licensing agreements is classified in Subsector 533, Lessors of Nonfinancial Intangible Assets (except Copyrighted Works).

5321 Automotive Equipment Rental and Leasing

This industry group comprises establishments primarily engaged in renting or leasing the following types of vehicles: passenger cars and trucks without drivers, and utility trailers. These establishments generally operate from a retail-like facility. Some establishments offer only short-term rental, others only longer term leases, and some provide both type of services.

53211 Passenger Car Rental and Leasing

This industry comprises establishments primarily engaged in renting or leasing passenger cars without drivers.

532111 Passenger Car Rental

This U.S. industry comprises establishments primarily engaged in renting passenger cars without drivers, generally for short periods of time.

The data published with NAICS code 532111 include these parts of the following SIC industries:

7514 Passenger car rental

532112 Passenger Car Leasing

This U.S. industry comprises establishments primarily engaged in leasing passenger cars without drivers, generally for long periods of time.

The data published with NAICS code 532112 include these parts of the following SIC industries:

7515 Passenger car leasing

53212 Truck, Utility Trailer, and RV (Recreational Vehicle) Rental and Leasing

This industry comprises establishments primarily engaged in renting or leasing, without drivers, one or more of the following: trucks, truck tractors or buses: semitrailers, utility trailers, or RVs (recreational vehicles).

532120 Truck, Utility Trailer, and RV (Recreational Vehicle) Rental and Leasing

This industry comprises establishments primarily engaged in renting or leasing, without drivers, one or more of the following: trucks, truck tractors or buses: semitrailers, utility trailers, or RVs (recreational vehicles).

The data published with NAICS code 532120 include these parts of the following SIC industries:

7513 Truck rental and leasing without drivers

7519 Utility trailer & RV (recreational vehicle) rental & leasing

5321201 Truck Rental, Without Drivers

Establishments primarily engaged in renting (without drivers) one or more of the following: trucks, truck tractors, buses, or semi-trailers.

5321202 Truck Leasing

Establishments primarily engaged in leasing (without drivers) one or more of the following: trucks, truck tractors, or buses. Service or maintenance may be provided.

5321209 Utility Trailer and Recreational Vehicle Rental and Leasing

Establishments primarily engaged in renting or leasing utility trailers and recreational vehicles.

5322 Consumer Goods Rental

This industry group comprises establishments primarily engaged in renting personal and household-type goods. Establishments classified in this industry group generally provide short-term rental although in some instances, the goods may be leased for longer periods of time. These establishments often operate from a retail-like or store-front facility.

53221 Consumer Electronics and Appliances Rental

This industry comprises establishments primarily engaged in renting consumer electronics equipment and appliances, such as televisions, stereos, and refrigerators. Included in this industry are appliance rental centers.

532210 Consumer Electronics and Appliances Rental

This industry comprises establishments primarily engaged in renting consumer electronics equipment and appliances, such as televisions, stereos, and refrigerators. Included in this industry are appliance rental centers.

The data published with NAICS code 532210 include these parts of the following SIC industries:

7359 (pt) Consumer electronics & appliances rental

53222 Formal Wear and Costume Rental

This industry comprises establishments primarily engaged in renting clothing, such as formal wear, costumes (e.g., theatrical), or other clothing (except laundered uniforms and work apparel).

532220 Formal Wear and Costume Rental

This industry comprises establishments primarily engaged in renting clothing, such as formal wear, costumes (e.g., theatrical), or other clothing (except laundered uniforms and work apparel).

The data published with NAICS code 532220 include these parts of the following SIC industries:

7299 (pt) Formal wear rental

7819 (pt) Wardrobe rental

5322201 Formal Wear Rental

Establishments primarily engaged in renting clothing, such as formal wear or costumes (other than for motion picture production, TV, or theatrical production).

5322209 Wardrobe Rental

Establishments primarily engaged in renting costumes for motion picture production, TV, or theatrical productions.

53223 Video Tape and Disc Rental

This industry comprises establishments primarily engaged in renting prerecorded video tapes and discs for home electronic equipment.

532230 Video Tape and Disc Rental

This industry comprises establishments primarily engaged in renting prerecorded video tapes and discs for home electronic equipment.

The data published with NAICS code 532230 include these parts of the following SIC industries:

7841 Video tape & disk rental

53229 Other Consumer Goods Rental

This industry comprises establishments primarily engaged in renting consumer goods (except consumer electronics and appliances, formal wear and costumes, and prerecorded video tapes).

532291 Home Health Equipment Rental

This U.S. industry comprises establishments primarily engaged in renting home-type health and invalid equipment, such as wheel chairs, hospital beds, oxygen tanks, walkers, and crutches.

The data published with NAICS code 532291 include these parts of the following SIC industries:

7352 (pt) Home health equipment rental

532292 Recreational Goods Rental

This U.S. industry comprises establishments primarily engaged in renting recreational goods, such as bicycles, canoes, motorcycles, skis, sailboats, beach chairs, and beach umbrellas.

The data published with NAICS code 532292 include these parts of the following SIC industries:

7999 (pt) Recreational goods rental

532299 All Other Consumer Goods Rental

This U.S. industry comprises establishments primarily engaged in renting consumer goods and products (except consumer electronics and appliances; formal wear and costumes; prerecorded video tapes and discs for home electronic equipment; home health furniture and equipment; and recreational goods). Included in this industry are furniture rental centers and party rental supply centers.

The data published with NAICS code 53299 include these parts of the following SIC industries:

7359 (pt) Other consumer goods rental & leasing

5322991 Locker Rental, Except Cold Storage

Establishments primarily engaged in renting lockers (except cold storage).

5322999 All Other Miscellaneous Consumer Goods Rental and Leasing

Establishments primarily engaged in renting or leasing a single line of consumer goods or products (except electronics and appliances, formal wear and costumes, video tapes, and recreational goods). Residential furniture and party supply rental are included here.

5323 General Rental Centers

This NAICS industry group includes establishments classified in the following NAICS industry(ies): 53231, General Rental Centers.

53231 General Rental Centers

This industry comprises establishments primarily engaged in renting a range of consumer, commercial, and industrial equipment. Establishments in this industry typically operate from conveniently located facilities where they maintain inventories of goods and equipment that they rent for short periods of time. The type of equipment that establishments in this industry provide often includes, but is not limited to: audio-visual equipment, contractors and builders tools and equipment, home repair tools, lawn and garden equipment, moving equipment and supplies, and party and banquet equipment and supplies.

532310 General Rental Centers

This industry comprises establishments primarily engaged in renting a range of consumer, commercial, and industrial equipment. Establishments in this industry typically operate from conveniently located facilities where they maintain inventories of goods and equipment that

they rent for short periods of time. The type of equipment that establishments in this industry provide often includes, but is not limited to: audio-visual equipment, contractors and builders tools and equipment, home repair tools, lawn and garden equipment, moving equipment and supplies, and party and banquet equipment and supplies.

The data published with NAICS code 532310 include these parts of the following SIC industries:

7359 (pt) General rental centers

5324 Commercial and Industrial Machinery and Equipment Rental and Leasing

This industry group comprises establishments primarily engaged in renting or leasing commercial-type and industrial-type machinery and equipment. The types of establishments included in this industry group are generally involved in providing capital or investment-type equipment that clients use in their business operations. These establishments typically cater to a business clientele and do not generally operate a retail-like or store-front facility.

53241 Construction, Transportation, Mining, and Forestry Machinery and Equipment Rental and Leasing

This industry comprises establishments primarily engaged in renting or leasing one or more of the following without operators: heavy construction, off-highway transportation, mining, and forestry machinery and equipment. Establishments in this industry may rent or lease products, such as aircraft, railroad cars, steamships, tugboats, bulldozers, earthmoving equipment, well-drilling machinery and equipment, or cranes.

532411 Commercial Air, Rail, and Water Transportation Equipment Rental and Leasing

This U.S. industry comprises establishments primarily engaged in renting or leasing off-highway transportation equipment without operators, such as aircraft, railroad cars, steamships, or tugboats.

The data published with NAICS code 532411 include these parts of the following SIC industries:

4499 (pt) Commercial vessel rental & leasing

4741 (pt) Railroad car rental

7359 (pt) Aircraft rental & leasing

5324111 Commercial Vessel Rental and Leasing Without Crew

Establishments primarily engaged in renting or leasing commercial vessels or barges (without crew).

5324112 Railroad Car Rental and Leasing

Establishments primarily engaged in renting or leasing railroad cars.

5324119 Aircraft Rental and Leasing

Establishments primarily engaged in renting or leasing air transportation equipment (without operators).

532412 Construction, Mining, and Forestry Machinery and Equipment Rental and Leasing

This U.S. industry comprises establishments primarily engaged in renting or leasing heavy equipment without operators that may be used for construction, mining, or forestry, such as bulldozers, earthmoving equipment, well-drilling machinery and equipment, or cranes.

The data published with NAICS code 532412 include these parts of the following SIC industries:

7353 (pt) Rental & leasing of heavy construction equip without operators

7359 (pt) Oil field & well drilling equipment rental & leasing

5324121 Rental and Leasing of Heavy Construction Equipment Without Operators

Establishments primarily engaged in renting or leasing heavy construction and earthmoving machinery and equipment (without operators), such as cranes, bulldozers, scrapers, clamshells, and bucket loaders.

5324129 Oilfield and Well Drilling Equipment Rental and Leasing

Establishments primarily engaged in renting or leasing oil field and well drilling equipment.

53242 Office Machinery and Equipment Rental and Leasing

This industry comprises establishments primarily engaged in renting or leasing office machinery and equipment, such as computers, office furniture, duplicating machines (i.e., copiers), or facsimile machines.

532420 Office Machinery and Equipment Rental and Leasing

This industry comprises establishments primarily engaged in renting or leasing office machinery and equipment, such as computers, office furniture, duplicating machines (i.e., copiers), or facsimile machines.

The data published with NAICS code 532420 include these parts of the following SIC industries:

7359 (pt) Office machinery rental & leasing

7377 Computer rental & leasing

5324201 Office Machine Rental and Leasing

Establishments primarily engaged in renting or leasing office machinery and equipment.

5324209 Computer Rental and Leasing

Establishments primarily engaged in renting or leasing computers and computer peripheral equipment.

53249 Other Commercial and Industrial Machinery and Equipment Rental and Leasing

This industry comprises establishments primarily engaged in renting or leasing nonconsumer-type machinery and equipment (except heavy construction, transportation, mining, and forestry machinery and equipment without operators; and office machinery and equipment). Establishments in this industry rent or lease products, such as, manufacturing equipment; metalworking, telecommunications, motion picture, or theatrical machinery and equipment; institutional (i.e., public building) furniture, such as furniture for schools, theaters, or buildings; or agricultural equipment without operators.

532490 Other Commercial and Industrial Machinery and Equipment Rental and Leasing

This industry comprises establishments primarily engaged in renting or leasing nonconsumer-type machinery and equipment (except heavy construction, transportation, mining, and forestry machinery and equipment without operators; and office machinery and equipment). Establishments in this industry rent or lease products, such as, manufacturing equipment; metalworking, telecommunications, motion picture, or theatrical machinery and equipment; institutional (i.e., public building) furniture, such as furniture for schools, theaters, or buildings; or agricultural equipment without operators.

The data published with NAICS code 532490 include these parts of the following SIC industries:

7352 (pt) Medical equipment rental & leasing (exc home health equipment)

7359 (pt) Industrial equipment rental & leasing

7819 (pt) Motion picture equipment rental

7922 (pt) Theatrical equipment rental

5324901 Medical Equipment Rental and Leasing, Except Home Health Equipment

Establishments primarily engaged in renting or leasing medical equipment (except invalid supplies or home health equipment).

5324902 Industrial Equipment Rental and Leasing

Establishments primarily engaged in renting or leasing industrial machinery and equipment.

5324903 Motion Picture Equipment Rental

Establishments primarily engaged in renting or leasing motion picture equipment. Included in this industry are establishments that rent studio property for motion picture production, TV, or theatrical productions.

5324909 Theatrical Equipment Rental

Establishments primarily engaged in renting or leasing theatrical equipment, such as lighting, theatrical audio equipment and sets.

533 Lessors of Nonfinancial Intangible Assets (Except Copyrighted Works)

Industries in the Lessors of Nonfinancial Intangible Assets (Except Copyrighted Works) subsector include establishments that are primarily engaged in assigning rights to assets, such as patents, trademarks, brand names, and/or franchise agreements for which a royalty payment or licensing fee is paid to the asset holder. Establishments in this subsector own the patents, trademarks, and/or franchise agreements that they allow others to use or reproduce for a fee and may or may not have created those assets.

Establishments that allow franchisees the use of the franchise name, contingent on the franchisee buying products or services from the franchisor, are classified elsewhere.

Excluded from this subsector are establishments primarily engaged in leasing real property and establishments primarily engaged in leasing tangible assets, such as automobiles, computers, consumer goods, and industrial machinery and equipment. These establishments are classified in Subsector 531, Real Estate and Subsector 532, Rental and Leasing Services, respectively.

5331 Lessors of Nonfinancial Intangible Assets (Except Copyrighted Works)

This NAICS industry group includes establishments classified in the following NAICS industry(ies): 53311, Lessors of Nonfinancial Intangible Assets (Except Copyrighted Works).

53311 Lessors of Nonfinancial Intangible Assets (Except Copyrighted Works)

This industry comprises establishments primarily engaged in assigning rights to assets, such as patents, trademarks, brand names, and/or franchise agreements for which a royalty payment or licensing fee is paid to the asset holder.

533110 Lessors of Nonfinancial Intangible Assets (Except Copyrighted Works)

This industry comprises establishments primarily engaged in assigning rights to assets, such as patents, trademarks, brand names, and/or franchise agreements for which a royalty payment or licensing fee is paid to the asset holder.

The data published with NAICS code 533110 include these parts of the following SIC industries:

6792 (pt) Oil royalty companies

6794 Patent owners & lessors

5331101 Oil Royalty Trading Companies

Establishments primarily engaged in leasing the rights to a whole or partial interest in the proceeds from the sale of oil or gas, produced from a specific tract for investors.

5331109 Patent Owners and Lessors

Establishments primarily engaged in collecting royalties or licensing fees from patents, trademarks, and/or franchise agreements.

Appendix C.

Coverage and Methodology

MAIL/NONMAIL UNIVERSE

For this sector, large- and medium-size firms, plus all firms known to operate more than one establishment, were sent questionnaires to be completed and returned to the Census Bureau by mail. For most very small firms data from existing administrative records of other Federal agencies were used instead. These records provided basic information on location, kind of business, revenue, payroll, number of employees, and legal form of organization.

Firms in the 1997 Economic Census were divided into the mail universe and nonmail universe. The coverage of and the method of obtaining census information from each are described below:

1. The mail universe consisted of firms for which information was obtained by means of a mail canvass and included:
 - a. Large employers, i.e., all multiestablishment and all single-establishment employer firms with payroll above a specified cutoff. The term “employers” refers to firms with one or more paid employees at any time during 1997 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 precluded reliance solely on administrative records sources.
2. The nonmail universe consisted of firms that were not required to file a regular census return and included:
 - a. Selected small employers, i.e., single-establishment firms with payroll below a specified cutoff. Although the payroll cutoff varied by kind of business, small employers in the nonmail universe generally included firms with less than 10 employees and represented about 10 percent of total revenue of establishments covered in the census. Data on revenue, payroll, and employment for small employers in the nonmail universe were derived or estimated from administrative records of other Federal agencies.
 - b. All taxable nonemployers, i.e., all firms subject to Federal income tax with no paid employees during 1997. Revenue information for these firms was obtained from administrative records of other Federal agencies. Although consisting of many firms,

nonemployers accounted for less than 10 percent of total revenue of all establishments covered in the census. The census included only those nonemployer firms which reported a revenue volume of \$1,000 or more during 1997. Data for nonemployers are not included in this report, but are released as part of the “Core Business Statistics Report Series.”

INDUSTRY CLASSIFICATION OF ESTABLISHMENTS

The classifications for all establishments in this sector were assigned in accordance with the 1997 North American Industry Classification System (NAICS) Manual, United States. NAICS is a common classification system developed by the United States, Canada, and Mexico. This system replaces the 1987 Standard Industrial Classification (SIC) that was used in previous censuses. Appendix A of the 1997 NAICS manual provides information on the comparability between the 1987 SIC and the 1997 NAICS. More information on NAICS is available in the NAICS manual and at www.census.gov/naics.

The method of assigning classifications, and the level of detail at which establishments were classified, differed between the mail and nonmail universe as follows:

1. The mail universe.
 - a. Establishments in the mail universe that returned questionnaires were classified on the basis of their self-designation, sources of revenue, and other industry-specific inquiries.
 - b. Establishments in the mail universe that did not return questionnaires were classified on the basis of the most current census kind-of-business classification available from one of the Census Bureau’s current sample surveys, the 1992 census, or the administrative records of other Federal agencies.
2. The nonmail universe.
 - a. Employer establishments in the nonmail universe were classified on the basis of the most current census kind-of-business classification available from one of the Census Bureau’s current sample surveys, the 1992 census, or the administrative records of other Federal agencies. If the census or

administrative record classifications proved inadequate (none corresponded to a 1997 census classification in the detail required for employers), the firm was sent a brief inquiry requesting information necessary to assign a 1997 census 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 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 the Sources of Revenue 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 questionnaires 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. 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.

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, revenue, payroll, number of employees, and legal form of organization, 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, were available only from the establishments in the mail universe that completed the appropriate inquiries on the questionnaire.

Two methods were used to account for nonresponse to industry-specific inquiries. For some inquiries, missing data were imputed for individual records based on responses from similar establishments. For other inquiries, the total of reported data were expanded to represent the mail and nonmail universe. Data for industry-specific inquiries based on a December 31 reference date were expanded in direct relationship to total annualized revenue of only those establishments in business at the end of the year. Unless otherwise noted in specific reports, data for other industry-specific inquiries were expanded in direct relationship to total revenue of all establishments included in the category. In a few cases, expansion on the basis of the revenue item was not appropriate, and another basic data item was used as the basis for expansion.

All reports in which data were expanded to account for nonmail employers and nonrespondents include a coverage indicator for each publication category, which shows the revenue of establishments responding to the inquiry as a percent of total revenue for all establishments for which data are shown. Coverage is usually determined by the ratio of total revenue of establishments responding to the inquiry to total revenue of all establishments in the category.

Appendix D.

Geographic Notes

HAWAII

Hawaii has no incorporated places in the sense of functioning governmental units; however, in agreement with Hawaiian law, the Census Bureau reports data for “census designated places” (CDPs) which have been designated as place equivalents. Those CDPs, only for the State of Hawaii, with 2,500 or more population are recognized.

Honolulu CDP. Aliamanu and Fort Shafter were erroneously reported separately as CDPs for the 1992 Economic Census. Aliamanu and Fort Shafter were corrected and made part of the Honolulu CDP.

Honolulu County is coextensive with Honolulu city which is not recognized for the economic census; however, Honolulu CDP is recognized for the economic census.

Island of Lanai. See “Maui County.”

Island of Molokai. See “Maui County.”

Maui County consists of four islands. The State requested that two of the islands, Lanai and Molokai, be recognized as “places” for the economic census. Included on the island of Molokai is the nonfunctioning county of Kalawao.

Waihee-Waiehu is a spelling correction from Waihee-Waiehue.

Appendix E. Metropolitan Areas

HAWAII

Honolulu, HI MSA

Honolulu County, HI

