

# Merchandise Line Sales

# 1997

Issued July 2000

EC97R72S-LS

## 1997 Economic Census

*Accommodation and Foodservices*

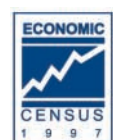
Subject Series



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  
U.S. CENSUS BUREAU



## ACKNOWLEDGMENTS

Many persons participated in the various activities of the 1997 Economic Census for the Accommodation and Foodservices sector.

Service Sector Statistics Division prepared this report. **Bobby E. Russell**, Assistant Chief for Census Programs, was responsible for the overall planning, management, and coordination. Planning and implementation were under the direction of **Fay Dorsett**, Chief, Retail Census Branch, assisted by **Thomas G. Dassel**, **Peter H. Lee**, **Barbara T. Parlett**, **Maria A. Poschinger**, and **M. Yvonne Wade**. Primary staff assistance was provided by **Nicole C. Carrigan**, **Maunda M. Cooper**, **Darrell S. Dow**, **Kimberly K. Giesbrecht**, **Stephanie L. Glegorovich**, **Charlene B. Harris**, **David P. Katzoff**, **John W. Nogle II**, **J. Robert Nusz**, **Donna J. Pickeral**, **Ingrid C. Stack**, **Jeremy R. Stash**, **Anna M. Stump**, and **Paula M. Thompson**.

Mathematical and statistical techniques, as well as the coverage operations were provided by **Carl A. Konschnik**, Assistant Chief for Research and Methodology, assisted by **Carol S. King**, Chief, Statistical Methods Branch, and **Jock R. Black**, Chief, Program Research and Development Branch, with staff assistance from **Maria C. Cruz** and **David L. Kinyon**.

The Economic Planning and Coordination Division provided overall planning and review of many operations and the computer processing procedures. **Shirin A. Ahmed**, Assistant Chief for Post-Collection Processing, was responsible for edit procedures and designing the interactive analytical software. Design and specifications were prepared under the supervision of **Dennis L. Shoemaker**, Chief, Census Processing Branch, assisted by **John D. Ward**. Primary staff assistance was provided by **Sonya P. Curcio**, **Richard W. Graham**, and **Cheryl E. Merkle**. The Economic Product Team, with primary contributions from **Andrew W. Hait** and **Jennifer E. Lins**, was responsible for the

development of the system to disseminate 1997 Economic Census reports.

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

The Geography Division staff developed geographic coding procedures and associated computer programs.

The Economic Statistical Methods and Programming Division, **Charles P. Pautler Jr.**, Chief, developed and coordinated the computer processing systems. **Martin S. Harahush**, Assistant Chief for Quinquennial Programs, was responsible for design and implementation of the computer systems. **Robert S. Jewett** and **Barbara L. Lambert** provided special computer programming. **William C. Wester**, Chief, Services Branch, assisted by **Robert A. Hill** and **Jay L. Norris**, supervised the preparation of the computer programs. Additional programming assistance was provided by **Leatrice D. Hines**, **Michael J. Ocasio**, and **Michael A. Sendelbach**.

Computer Services Division, **Debra D. Williams**, Chief, performed the computer processing.

**Kim D. Ottenstein**, **Bernadette J. Gayle**, and **Laurene V. Qualls** of the Administrative and Customer Services Division, **Walter C. Odom**, Chief, provided publications and printing management, graphics design and composition, and editorial review for print and electronic media. General direction and production management were provided by **Michael G. Garland**, Assistant Chief, and **Gary J. Lauffer**, Chief, Publications Services Branch.

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



# Merchandise Line Sales

# 1997

Issued July 2000

EC97R72S-LS

**1997 Economic Census**  
*Accommodation and Foodservices*  
Subject Series



**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

## CONTENTS

---

|   |   |
|---|---|
| Introduction to the Economic Census ..... | 1 |
| Accommodation and Foodservices .....      | 5 |

### TABLES

|   |    |
|---|----|
| 1. Merchandise Lines by Kind of Business for the United States:<br>1997 .....       | 7  |
| 2. Kinds of Business by Broad Merchandise Line for the United<br>States: 1997 ..... | 20 |

### APPENDIXES

|  |     |
|--|-----|
| A. Explanation of Terms .....                  | A-1 |
| B. NAICS Codes, Titles, and Descriptions ..... | B-1 |
| C. Coverage and Methodology .....              | C-1 |
| D. Geographic Notes .....                      | --  |
| E. Metropolitan Areas .....                    | --  |

-- Not applicable for this report.

# Introduction to the Economic Census

---

## PURPOSES AND USES OF THE ECONOMIC CENSUS

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

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

- Policymaking agencies of the Federal Government use the data to monitor economic activity and 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](http://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](http://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](http://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.  |



---

This page is intentionally blank.

# Accommodation and Foodservices

---

## SCOPE

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

Excluded from this sector are governmental organizations classified in the covered industries and recreation or entertainment facilities providing food and beverage services. The basic tabulations in this report do not include data for establishments which are auxiliary (primary function is providing a service, such as warehouses) to accommodation and foodservices establishments within the same organization.

## GENERAL

A list of publications that provide statistics on sector 72 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 for establishments with payroll including number of establishments, sales, 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 for establishments with payroll for detailed kind-of-business classifications.

**Merchandise line sales report.** This report presents data on major categories of merchandise sold for establishments with payroll by kind of business. Data are presented for the United States, states, and MAs.

**Establishment and firm size (including legal form of organization) report.** This report presents sales, payroll, and employment data for the United States by sales size, by employment size, and by legal form of organization for establishments; and by sales 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 with payroll for a variety of industry-specific questions. Presentation of data varies by kind of business.

**ZIP Code report.** This report presents data for establishments with payroll by United States ZIP Code.

## 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 (MSAs) 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 constitutes 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.
  9. Special economic urban areas (SEUAs), which include townships in Michigan, New Jersey, and Pennsylvania, and towns in New York, Wisconsin, and the six New England states with 10,000 inhabitants or more (according to the 1990 Census of Population or subsequent special census).

#### **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 annual surveys on accommodation and annual and monthly surveys on foodservices. These surveys, while providing more frequent observations, yield less kind-of-business and geographic detail than the economic census. In addition, the County Business Patterns program offers annual statistics on the number of establishments, employment, and payroll classified by industry within each county.

**Table 1. Merchandise Lines by Kind of Business for the United States: 1997**

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

| NAICS code and ML code | Kind of business and merchandise line   | Establishments handling merchandise line |                       | Merchandise line sales |                               |                                 | Sales of establishments reporting merchandise line sales as percent of total sales |
|------------------------|---|--|-----------------------|------------------------|-------------------------------|---------------------------------|--|
|                        |   | Number                                   | Total sales (\$1,000) | Amount (\$1,000)       | As percent of total sales of— |                                 |  |
|                        |   |  |                       |                        | Establishments handling line  | All establishments <sup>1</sup> |  |
| <b>72</b>              | <b>Accommodation &amp; foodservices</b>   | <b>'545 068</b>                          | <b>X</b>              | <b>'350 399 194</b>    | <b>X</b>                      | <b>100.0</b>                    | <b>75.4</b>  |
| 0010                   | Guestroom or unit rentals (excluding occupancy taxes)   | 57 824                                   | 98 582 831            | 58 783 160             | 59.6                          | 16.8                            | X  |
| 0020                   | Camp tuition or fees  | 4 556                                    | 2 702 558             | 1 178 405              | 43.6                          | .3                              | X  |
| 0030                   | Telephone service charges   | 24 781                                   | 71 690 629            | 1 461 872              | 2.0                           | .4                              | X  |
| 0040                   | Gaming receipts (including receipts from the operation of casino games, slot machines, etc by this establishment)                             | 12 568                                   | 25 575 629            | 14 252 578             | 55.7                          | 4.1                             | X  |
| 0050                   | Rental of public rooms (e.g., conference/convention meeting rooms)  | 12 431                                   | 48 128 529            | 916 171                | 1.9                           | .3                              | X  |
| 0060                   | Membership dues & fees  | 4 861                                    | 7 890 686             | 428 538                | 5.4                           | .1                              | X  |
| 0100                   | Groceries & other foods for human consumption off the premises  | 35 397                                   | 25 232 219            | 1 505 587              | 6.0                           | .4                              | X  |
| 0120                   | Meals, unpackaged snacks, sandwiches, & nonalcoholic beverages (incl soup & salad bars, party platters, & hand-dipped ice cream)              | 475 166                                  | 320 171 512           | 231 548 302            | 72.3                          | 66.1                            | X  |
| 0130                   | Alcoholic drinks (served at this establishment)   | 192 464                                  | 168 513 242           | 29 885 918             | 17.7                          | 8.5                             | X  |
| 0140                   | Packaged liquor, wine, & beer   | 18 896                                   | 15 742 520            | 1 063 172              | 6.8                           | .3                              | X  |
| 0150                   | Cigars, cigarettes, tobacco, & smokers' accessories (excluding sales from vending machines operated by others)                                | 23 144                                   | 22 506 115            | 254 012                | 1.1                           | .1                              | X  |
| 9810                   | Unclassified merchandise  | 47 054                                   | 75 978 741            | 3 525 782              | 4.6                           | 1.0                             | X  |
| 9980                   | All other nonmerchandise receipts (incl receipts from rentals, storage & other services provided to customers, excluding sales & other taxes) | 34 529                                   | 81 011 485            | 5 594 079              | 6.9                           | 1.6                             | X  |
| <b>721</b>             | <b>Accommodation</b>  | <b>'58 162</b>                           | <b>X</b>              | <b>'98 457 431</b>     | <b>X</b>                      | <b>100.0</b>                    | <b>78.1</b>  |
| 0010                   | Guestroom or unit rentals (excluding occupancy taxes)   | 55 117                                   | 97 270 385            | 58 578 867             | 60.2                          | 59.5                            | X  |
| 0020                   | Camp tuition or fees  | 4 482                                    | 2 677 903             | 1 174 405              | 43.9                          | 1.2                             | X  |
| 0030                   | Telephone service charges   | 22 482                                   | 70 713 595            | 1 446 303              | 2.0                           | 1.5                             | X  |
| 0040                   | Gaming receipts (including receipts from the operation of casino games, slot machines, etc by this establishment)                             | 888                                      | 21 509 216            | 13 728 507             | 63.8                          | 13.9                            | X  |
| 0050                   | Rental of public rooms (e.g., conference/convention meeting rooms)  | 9 049                                    | 45 180 927            | 776 059                | 1.7                           | .8                              | X  |
| 0060                   | Membership dues & fees  | 2 798                                    | 6 861 319             | 351 411                | 5.1                           | .4                              | X  |
| 0100                   | Groceries & other foods for human consumption off the premises  | 8 352                                    | 15 045 435            | 187 459                | 1.2                           | .2                              | X  |
| 0120                   | Meals, unpackaged snacks, sandwiches, & nonalcoholic beverages (incl soup & salad bars, party platters, & hand-dipped ice cream)              | 13 755                                   | 72 972 861            | 12 978 314             | 17.8                          | 13.2                            | 73.3   |
| 0121                   | Food/nonalcoholic beverages prepared for carry-out & consumption off the premises   | 2 208                                    | 6 440 615             | 415 220                | 6.4                           | .4                              | X  |
| 0122                   | Food/nonalcoholic beverages prepared for consumption on the premises  | 12 382                                   | 70 627 039            | 12 563 089             | 17.8                          | 12.8                            | X  |
| 0130                   | Alcoholic drinks (served at this establishment)   | 8 713                                    | 63 686 867            | 3 334 286              | 5.2                           | 3.4                             | 54.1   |
| 0131                   | Distilled spirits   | 6 985                                    | 59 033 403            | 1 556 103              | 2.6                           | 1.6                             | X  |
| 0132                   | Wine  | 6 240                                    | 51 589 539            | 771 632                | 1.5                           | .8                              | X  |
| 0133                   | Beer & ale  | 7 647                                    | 56 538 075            | 1 006 458              | 1.8                           | 1.0                             | X  |
| 0140                   | Packaged liquor, wine, & beer   | 1 585                                    | 9 692 527             | 427 188                | 4.4                           | .4                              | X  |
| 0150                   | Cigars, cigarettes, tobacco, & smokers' accessories (excluding sales from vending machines operated by others)                                | 1 871                                    | 13 705 040            | 43 611                 | .3                            | Z                               | X  |
| 9810                   | Unclassified merchandise  | 12 789                                   | 44 542 152            | 1 648 441              | 3.7                           | 1.7                             | X  |
| 9980                   | All other nonmerchandise receipts (incl receipts from rentals, storage & other services provided to customers, excluding sales & other taxes) | 16 830                                   | 68 006 590            | 3 781 339              | 5.6                           | 3.8                             | X  |
| <b>7211</b>            | <b>Traveler accommodation</b>   | <b>47 079</b>                            | <b>X</b>              | <b>94 965 838</b>      | <b>X</b>                      | <b>100.0</b>                    | <b>78.7</b>  |
| 0010                   | Guestroom or unit rentals (excluding occupancy taxes)   | 47 079                                   | 94 965 838            | 57 005 850             | 60.0                          | 60.0                            | X  |
| 0020                   | Camp tuition or fees  | 455                                      | 1 150 464             | 30 436                 | 2.6                           | Z                               | X  |
| 0030                   | Telephone service charges   | 22 003                                   | 70 397 515            | 1 441 512              | 2.0                           | 1.5                             | X  |
| 0040                   | Gaming receipts (including receipts from the operation of casino games, slot machines, etc by this establishment)                             | 614                                      | 21 381 004            | 13 726 684             | 64.2                          | 14.5                            | X  |
| 0050                   | Rental of public rooms (e.g., conference/convention meeting rooms)  | 8 488                                    | 44 916 739            | 759 053                | 1.7                           | .8                              | X  |
| 0060                   | Membership dues & fees  | 1 003                                    | 6 278 385             | 203 813                | 3.2                           | .2                              | X  |
| 0100                   | Groceries & other foods for human consumption off the premises  | 5 454                                    | 14 102 309            | 129 531                | .9                            | .1                              | X  |
| 0120                   | Meals, unpackaged snacks, sandwiches, & nonalcoholic beverages (incl soup & salad bars, party platters, & hand-dipped ice cream)              | 10 646                                   | 71 779 581            | 12 779 740             | 17.8                          | 13.5                            | 73.9   |
| 0121                   | Food/nonalcoholic beverages prepared for carry-out & consumption off the premises   | 1 459                                    | 6 185 986             | 394 709                | 6.4                           | .4                              | X  |
| 0122                   | Food/nonalcoholic beverages prepared for consumption on the premises  | 9 795                                    | 69 612 848            | 12 385 029             | 17.8                          | 13.0                            | X  |
| 0130                   | Alcoholic drinks (served at this establishment)   | 8 136                                    | 63 299 947            | 3 315 340              | 5.2                           | 3.5                             | 54.4   |
| 0131                   | Distilled spirits   | 6 728                                    | 58 801 531            | 1 548 866              | 2.6                           | 1.6                             | X  |
| 0132                   | Wine  | 5 964                                    | 51 326 180            | 768 983                | 1.5                           | .8                              | X  |
| 0133                   | Beer & ale  | 7 094                                    | 56 164 307            | 997 461                | 1.8                           | 1.1                             | X  |
| 0140                   | Packaged liquor, wine, & beer   | 894                                      | 9 396 724             | 420 277                | 4.5                           | .4                              | X  |
| 0150                   | Cigars, cigarettes, tobacco, & smokers' accessories (excluding sales from vending machines operated by others)                                | 1 092                                    | 13 371 789            | 39 000                 | .3                            | Z                               | X  |
| 9810                   | Unclassified merchandise  | 9 297                                    | 43 160 453            | 1 525 297              | 3.5                           | 1.6                             | X  |
| 9980                   | All other nonmerchandise receipts (incl receipts from rentals, storage & other services provided to customers, excluding sales & other taxes) | 13 440                                   | 66 637 910            | 3 588 063              | 5.4                           | 3.8                             | X  |
| <b>72111</b>           | <b>Hotels (except casino hotels) &amp; motels</b>   | <b>43 188</b>                            | <b>X</b>              | <b>73 450 881</b>      | <b>X</b>                      | <b>100.0</b>                    | <b>77.9</b>  |
| 0010                   | Guestroom or unit rentals (excluding occupancy taxes)   | 43 188                                   | 73 450 881            | 53 611 323             | 73.0                          | 73.0                            | X  |
| 0020                   | Camp tuition or fees  | 399                                      | 438 672               | 27 562                 | 6.3                           | Z                               | X  |
| 0030                   | Telephone service charges   | 21 607                                   | 59 373 821            | 1 340 352              | 2.3                           | 1.8                             | X  |
| 0040                   | Gaming receipts (including receipts from the operation of casino games, slot machines, etc by this establishment)                             | 357                                      | 728 562               | 19 272                 | 2.6                           | Z                               | X  |
| 0050                   | Rental of public rooms (e.g., conference/convention meeting rooms)  | 8 045                                    | 40 349 182            | 737 485                | 1.8                           | 1.0                             | X  |
| 0060                   | Membership dues & fees  | 900                                      | 6 234 395             | 201 875                | 3.2                           | .3                              | X  |
| 0100                   | Groceries & other foods for human consumption off the premises  | 5 200                                    | 10 648 578            | 104 597                | 1.0                           | .1                              | X  |
| 0120                   | Meals, unpackaged snacks, sandwiches, & nonalcoholic beverages (incl soup & salad bars, party platters, & hand-dipped ice cream)              | 9 279                                    | 51 288 346            | 10 565 750             | 20.6                          | 14.4                            | 74.7   |
| 0121                   | Food/nonalcoholic beverages prepared for carry-out & consumption off the premises   | 1 238                                    | 3 608 287             | 283 934                | 7.9                           | .4                              | X  |
| 0122                   | Food/nonalcoholic beverages prepared for consumption on the premises  | 8 555                                    | 49 906 115            | 10 281 814             | 20.6                          | 14.0                            | X  |
| 0130                   | Alcoholic drinks (served at this establishment)   | 7 369                                    | 43 858 171            | 2 513 969              | 5.7                           | 3.4                             | 57.5   |
| 0131                   | Distilled spirits   | 6 172                                    | 40 616 271            | 1 193 266              | 2.9                           | 1.6                             | X  |
| 0132                   | Wine  | 5 321                                    | 35 749 491            | 640 908                | 1.8                           | .9                              | X  |
| 0133                   | Beer & ale  | 6 474                                    | 37 845 786            | 679 781                | 1.8                           | .9                              | X  |

See footnotes at end of table.

**Table 1. Merchandise Lines by Kind of Business for the United States: 1997—Con.**

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

| NAICS code and ML code | Kind of business and merchandise line   | Establishments handling merchandise line |                       | Merchandise line sales |                               |                                 | Sales of establishments reporting merchandise line sales as percent of total sales |
|------------------------|---|--|-----------------------|------------------------|-------------------------------|---------------------------------|--|
|                        |   | Number                                   | Total sales (\$1,000) | Amount (\$1,000)       | As percent of total sales of— |                                 |  |
|                        |   |  |                       |                        | Establishments handling line  | All establishments <sup>1</sup> |  |
| <b>72111</b>           | <b>Hotels (except casino hotels) &amp; motels—Con.</b>  |  |                       |                        |                               |                                 |  |
| 0140                   | Packaged liquor, wine, & beer . . . . .   | 792                                      | 6 319 818             | 391 848                | 6.2                           | .5                              | X  |
| 0150                   | Cigars, cigarettes, tobacco, & smokers' accessories (excluding sales from vending machines operated by others) . . . . .                                | 973                                      | 7 826 368             | 24 373                 | .3                            | Z                               | X  |
| 9810                   | Unclassified merchandise . . . . .  | 8 370                                    | 27 882 478            | 1 091 886              | 3.9                           | 1.5                             | X  |
| 9980                   | All other nonmerchandise receipts (incl receipts from rentals, storage & other services provided to customers, excluding sales & other taxes) . . . . . | 12 713                                   | 50 255 831            | 2 819 347              | 5.6                           | 3.8                             | X  |
| <b>721110</b>          | <b>Hotels (except casino hotels) &amp; motels . . . . .</b>   | <b>43 188</b>                            | <b>X</b>              | <b>73 450 881</b>      | <b>X</b>                      | <b>100.0</b>                    | <b>77.9</b>  |
| 0010                   | Guestroom or unit rentals (excluding occupancy taxes) . . . . .   | 43 188                                   | 73 450 881            | 53 611 323             | 73.0                          | 73.0                            | X  |
| 0020                   | Camp tuition or fees . . . . .  | 399                                      | 438 672               | 27 562                 | 6.3                           | Z                               | X  |
| 0030                   | Telephone service charges . . . . .   | 21 607                                   | 59 373 821            | 1 340 352              | 2.3                           | 1.8                             | X  |
| 0040                   | Gaming receipts (including receipts from the operation of casino games, slot machines, etc by this establishment) . . . . .                             | 357                                      | 728 562               | 19 272                 | 2.6                           | Z                               | X  |
| 0050                   | Rental of public rooms (e.g., conference/convention meeting rooms) . . . . .  | 8 045                                    | 40 349 182            | 737 485                | 1.8                           | 1.0                             | X  |
| 0060                   | Membership dues & fees . . . . .  | 900                                      | 6 234 395             | 201 875                | 3.2                           | .3                              | X  |
| 0100                   | Groceries & other foods for human consumption off the premises . . . . .  | 5 200                                    | 10 648 578            | 104 597                | 1.0                           | .1                              | X  |
| 0120                   | Meals, unpackaged snacks, sandwiches, & nonalcoholic beverages (incl soup & salad bars, party platters, & hand-dipped ice cream) . . . . .              | 9 279                                    | 51 288 346            | 10 565 750             | 20.6                          | 14.4                            | 74.7   |
| 0121                   | Food/nonalcoholic beverages prepared for carry-out & consumption off the premises . . . . .   | 1 238                                    | 3 608 287             | 283 934                | 7.9                           | .4                              | X  |
| 0122                   | Food/nonalcoholic beverages prepared for consumption on the premises . . . . .  | 8 555                                    | 49 906 115            | 10 281 814             | 20.6                          | 14.0                            | X  |
| 0130                   | Alcoholic drinks (served at this establishment) . . . . .   | 7 369                                    | 43 858 171            | 2 513 969              | 5.7                           | 3.4                             | 57.5   |
| 0131                   | Distilled spirits . . . . .   | 6 172                                    | 40 616 271            | 1 193 266              | 2.9                           | 1.6                             | X  |
| 0132                   | Wine . . . . .  | 5 321                                    | 35 749 491            | 640 908                | 1.8                           | .9                              | X  |
| 0133                   | Beer & ale . . . . .  | 6 474                                    | 37 845 786            | 679 781                | 1.8                           | .9                              | X  |
| 0140                   | Packaged liquor, wine, & beer . . . . .   | 792                                      | 6 319 818             | 391 848                | 6.2                           | .5                              | X  |
| 0150                   | Cigars, cigarettes, tobacco, & smokers' accessories (excluding sales from vending machines operated by others) . . . . .                                | 973                                      | 7 826 368             | 24 373                 | .3                            | Z                               | X  |
| 9810                   | Unclassified merchandise . . . . .  | 8 370                                    | 27 882 478            | 1 091 886              | 3.9                           | 1.5                             | X  |
| 9980                   | All other nonmerchandise receipts (incl receipts from rentals, storage & other services provided to customers, excluding sales & other taxes) . . . . . | 12 713                                   | 50 255 831            | 2 819 347              | 5.6                           | 3.8                             | X  |
| <b>7211101</b>         | <b>Hotels (except casino hotels) with 25 guestrooms or more . . . . .</b>   | <b>16 782</b>                            | <b>X</b>              | <b>61 332 724</b>      | <b>X</b>                      | <b>100.0</b>                    | <b>79.4</b>  |
| 0010                   | Guestroom or unit rentals (excluding occupancy taxes) . . . . .   | 16 782                                   | 61 332 724            | 42 544 643             | 69.4                          | 69.4                            | X  |
| 0020                   | Camp tuition or fees . . . . .  | 129                                      | 313 418               | 22 298                 | 7.1                           | Z                               | X  |
| 0030                   | Telephone service charges . . . . .   | 11 434                                   | 52 448 209            | 1 237 113              | 2.4                           | 2.0                             | X  |
| 0040                   | Gaming receipts (including receipts from the operation of casino games, slot machines, etc by this establishment) . . . . .                             | 187                                      | 606 055               | 13 436                 | 2.2                           | Z                               | X  |
| 0050                   | Rental of public rooms (e.g., conference/convention meeting rooms) . . . . .  | 6 247                                    | 38 361 678            | 699 026                | 1.8                           | 1.1                             | X  |
| 0060                   | Membership dues & fees . . . . .  | 553                                      | 5 935 791             | 180 935                | 3.0                           | .3                              | X  |
| 0100                   | Groceries & other foods for human consumption off the premises . . . . .  | 1 514                                    | 8 272 495             | 76 263                 | .9                            | .1                              | X  |
| 0120                   | Meals, unpackaged snacks, sandwiches, & nonalcoholic beverages (incl soup & salad bars, party platters, & hand-dipped ice cream) . . . . .              | 6 886                                    | 49 132 311            | 10 071 348             | 20.5                          | 16.4                            | 76.2   |
| 0121                   | Food/nonalcoholic beverages prepared for carry-out & consumption off the premises . . . . .   | 671                                      | 3 223 987             | 250 885                | 7.8                           | .4                              | X  |
| 0122                   | Food/nonalcoholic beverages prepared for consumption on the premises . . . . .  | 6 525                                    | 47 936 412            | 9 820 463              | 20.5                          | 16.0                            | X  |
| 0130                   | Alcoholic drinks (served at this establishment) . . . . .   | 5 801                                    | 42 182 499            | 2 358 963              | 5.6                           | 3.8                             | 58.7   |
| 0131                   | Distilled spirits . . . . .   | 4 892                                    | 39 139 223            | 1 124 044              | 2.9                           | 1.8                             | X  |
| 0132                   | Wine . . . . .  | 4 240                                    | 34 434 527            | 616 603                | 1.8                           | 1.0                             | X  |
| 0133                   | Beer & ale . . . . .  | 5 035                                    | 36 302 779            | 618 308                | 1.7                           | 1.0                             | X  |
| 0140                   | Packaged liquor, wine, & beer . . . . .   | 578                                      | 6 128 628             | 382 939                | 6.2                           | .6                              | X  |
| 0150                   | Cigars, cigarettes, tobacco, & smokers' accessories (excluding sales from vending machines operated by others) . . . . .                                | 588                                      | 7 575 856             | 22 154                 | .3                            | Z                               | X  |
| 9810                   | Unclassified merchandise . . . . .  | 3 725                                    | 24 069 765            | 1 022 681              | 4.2                           | 1.7                             | X  |
| 9980                   | All other nonmerchandise receipts (incl receipts from rentals, storage & other services provided to customers, excluding sales & other taxes) . . . . . | 7 983                                    | 46 501 413            | 2 700 925              | 5.8                           | 4.4                             | X  |
| <b>7211102</b>         | <b>Hotels with less than 25 guestrooms . . . . .</b>  | <b>2 386</b>                             | <b>X</b>              | <b>582 168</b>         | <b>X</b>                      | <b>100.0</b>                    | <b>63.5</b>  |
| 0010                   | Guestroom or unit rentals (excluding occupancy taxes) . . . . .   | 2 386                                    | 582 168               | 447 628                | 76.9                          | 76.9                            | X  |
| 0020                   | Camp tuition or fees . . . . .  | 52                                       | 15 670                | 776                    | 5.0                           | .1                              | X  |
| 0030                   | Telephone service charges . . . . .   | 360                                      | 145 917               | 2 472                  | 1.7                           | .4                              | X  |
| 0040                   | Gaming receipts (including receipts from the operation of casino games, slot machines, etc by this establishment) . . . . .                             | 29                                       | 9 811                 | 1 842                  | 18.8                          | .3                              | X  |
| 0050                   | Rental of public rooms (e.g., conference/convention meeting rooms) . . . . .  | 146                                      | 65 890                | 3 467                  | 5.3                           | .6                              | X  |
| 0060                   | Membership dues & fees . . . . .  | 41                                       | 21 540                | 1 098                  | 5.1                           | .2                              | X  |
| 0100                   | Groceries & other foods for human consumption off the premises . . . . .  | 242                                      | 59 150                | 2 624                  | 4.4                           | .5                              | X  |
| 0120                   | Meals, unpackaged snacks, sandwiches, & nonalcoholic beverages (incl soup & salad bars, party platters, & hand-dipped ice cream) . . . . .              | 554                                      | 232 241               | 66 166                 | 28.5                          | 11.4                            | 59.8   |
| 0121                   | Food/nonalcoholic beverages prepared for carry-out & consumption off the premises . . . . .   | 105                                      | 22 118                | 2 728                  | 12.3                          | .5                              | X  |
| 0122                   | Food/nonalcoholic beverages prepared for consumption on the premises . . . . .  | 486                                      | 220 036               | 63 438                 | 28.8                          | 10.9                            | X  |
| 0130                   | Alcoholic drinks (served at this establishment) . . . . .   | 375                                      | 174 891               | 28 535                 | 16.3                          | 4.9                             | 49.5   |
| 0131                   | Distilled spirits . . . . .   | 261                                      | 139 605               | 11 335                 | 8.1                           | 1.9                             | X  |
| 0132                   | Wine . . . . .  | 263                                      | 147 215               | 8 031                  | 5.5                           | 1.4                             | X  |
| 0133                   | Beer & ale . . . . .  | 342                                      | 153 759               | 9 174                  | 6.0                           | 1.6                             | X  |
| 0140                   | Packaged liquor, wine, & beer . . . . .   | 55                                       | 20 725                | 773                    | 3.7                           | .1                              | X  |
| 0150                   | Cigars, cigarettes, tobacco, & smokers' accessories (excluding sales from vending machines operated by others) . . . . .                                | 80                                       | 30 477                | 378                    | 1.2                           | .1                              | X  |
| 9810                   | Unclassified merchandise . . . . .  | 409                                      | 152 647               | 7 900                  | 5.2                           | 1.4                             | X  |
| 9980                   | All other nonmerchandise receipts (incl receipts from rentals, storage & other services provided to customers, excluding sales & other taxes) . . . . . | 413                                      | 148 328               | 18 509                 | 12.5                          | 3.2                             | X  |

See footnotes at end of table.



**Table 1. Merchandise Lines by Kind of Business for the United States: 1997—Con.**

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

| NAICS code and ML code | Kind of business and merchandise line  | Establishments handling merchandise line |                       | Merchandise line sales |                               |                                 | Sales of establishments reporting merchandise line sales as percent of total sales |
|------------------------|--|--|-----------------------|------------------------|-------------------------------|---------------------------------|--|
|                        |  | Number                                   | Total sales (\$1,000) | Amount (\$1,000)       | As percent of total sales of— |                                 |  |
|                        |  |  |                       |                        | Establishments handling line  | All establishments <sup>1</sup> |  |
| <b>7211103</b>         | <b>Motels</b> .....  | <b>21 829</b>                            | <b>X</b>              | <b>9 205 638</b>       | <b>X</b>                      | <b>100.0</b>                    | <b>69.0</b>  |
| 0010                   | Guestroom or unit rentals (excluding occupancy taxes) .....  | 21 829                                   |                       | 9 205 638              | 93.3                          | 93.3                            | X  |
| 0020                   | Camp tuition or fees .....   | 197                                      |                       | 75 411                 | 4.5                           | Z                               | X  |
| 0030                   | Telephone service charges .....  | 8 705                                    |                       | 5 376 317              | 1.4                           | .8                              | X  |
| 0040                   | Gaming receipts (including receipts from the operation of casino games, slot machines, etc by this establishment) .....                          | 141                                      |                       | 112 696                | 3.5                           | Z                               | X  |
| 0050                   | Rental of public rooms (e.g., conference/convention meeting rooms) ...   | 1 254                                    |                       | 1 234 741              | 1.8                           | .2                              | X  |
| 0060                   | Membership dues & fees .....   | 237                                      |                       | 182 290                | 2.1                           | Z                               | X  |
| 0100                   | Groceries & other foods for human consumption off the premises .....   | 3 286                                    |                       | 2 129 456              | 1.1                           | .2                              | X  |
| 0120                   | Meals, unpackaged snacks, sandwiches, & nonalcoholic beverages (incl soup & salad bars, party platters, & hand-dipped ice cream) .....           | 1 467                                    |                       | 1 307 719              | 280 031                       | 21.4                            | 3.0  |
| 0121                   | Food/nonalcoholic beverages prepared for carry-out & consumption off the premises .....  | 408                                      |                       | 292 994                | 23 186                        | 7.9                             | .3   |
| 0122                   | Food/nonalcoholic beverages prepared for consumption on the premises .....   | 1 194                                    |                       | 1 156 762              | 256 844                       | 22.2                            | 2.8  |
| 0130                   | Alcoholic drinks (served at this establishment) .....  | 919                                      |                       | 998 731                | 89 460                        | 9.0                             | 1.0  |
| 0131                   | Distilled spirits .....  | 773                                      |                       | 891 214                | 39 308                        | 4.4                             | .4   |
| 0132                   | Wine .....   | 604                                      |                       | 743 330                | 10 773                        | 1.4                             | .1   |
| 0133                   | Beer & ale .....   | 849                                      |                       | 927 099                | 39 380                        | 4.2                             | .4   |
| 0140                   | Packaged liquor, wine, & beer .....  | 137                                      |                       | 125 656                | 6 005                         | 4.8                             | .1   |
| 0150                   | Cigars, cigarettes, tobacco, & smokers' accessories (excluding sales from vending machines operated by others) .....                             | 257                                      |                       | 167 969                | 1 543                         | .9                              | Z  |
| 9810                   | Unclassified merchandise .....   | 3 283                                    |                       | 2 401 827              | 41 487                        | 1.7                             | .5   |
| 9980                   | All other nonmerchandise receipts (incl receipts from rentals, storage & other services provided to customers, excluding sales & other taxes) .. | 3 780                                    |                       | 2 794 460              | 66 495                        | 2.4                             | .7   |
| <b>7211104</b>         | <b>Motor hotels</b> .....  | <b>2 139</b>                             | <b>X</b>              | <b>2 206 110</b>       | <b>X</b>                      | <b>100.0</b>                    | <b>75.0</b>  |
| 0010                   | Guestroom or unit rentals (excluding occupancy taxes) .....  | 2 139                                    |                       | 2 206 110              | 1 978 491                     | 89.7                            | 89.7   |
| 0020                   | Camp tuition or fees .....   | 18                                       |                       | 13 576                 | 268                           | 2.0                             | Z  |
| 0030                   | Telephone service charges .....  | 1 098                                    |                       | 1 337 812              | 22 987                        | 1.7                             | 1.0  |
| 0050                   | Rental of public rooms (e.g., conference/convention meeting rooms) ...   | 383                                      |                       | 616 439                | 8 056                         | 1.3                             | .4   |
| 0060                   | Membership dues & fees .....   | 33                                       |                       | 39 681                 | 1 262                         | 3.2                             | .1   |
| 0100                   | Groceries & other foods for human consumption off the premises .....   | 146                                      |                       | 140 402                | 3 007                         | 2.1                             | .1   |
| 0120                   | Meals, unpackaged snacks, sandwiches, & nonalcoholic beverages (incl soup & salad bars, party platters, & hand-dipped ice cream) .....           | 337                                      |                       | 519 129                | 122 951                       | 23.7                            | 5.6  |
| 0121                   | Food/nonalcoholic beverages prepared for carry-out & consumption off the premises .....  | 51                                       |                       | 62 599                 | 7 059                         | 11.3                            | .3   |
| 0122                   | Food/nonalcoholic beverages prepared for consumption on the premises .....   | 315                                      |                       | 495 959                | 115 891                       | 23.4                            | 5.3  |
| 0130                   | Alcoholic drinks (served at this establishment) .....  | 263                                      |                       | 431 947                | 33 685                        | 7.8                             | 1.5  |
| 0131                   | Distilled spirits .....  | 238                                      |                       | 401 696                | 16 340                        | 4.1                             | .7   |
| 0132                   | Wine .....   | 204                                      |                       | 374 446                | 5 048                         | 1.3                             | .2   |
| 0133                   | Beer & ale .....   | 239                                      |                       | 412 176                | 12 285                        | 3.0                             | .6   |
| 0140                   | Packaged liquor, wine, & beer .....  | 20                                       |                       | 30 997                 | 2 086                         | 6.7                             | .1   |
| 0150                   | Cigars, cigarettes, tobacco, & smokers' accessories (excluding sales from vending machines operated by others) .....                             | 45                                       |                       | 42 135                 | 281                           | .7                              | Z  |
| 9810                   | Unclassified merchandise .....   | 939                                      |                       | 1 211 052              | 17 721                        | 1.5                             | .8   |
| 9980                   | All other nonmerchandise receipts (incl receipts from rentals, storage & other services provided to customers, excluding sales & other taxes) .. | 497                                      |                       | 699 574                | 15 315                        | 2.2                             | .7   |
| <b>7211105</b>         | <b>Organization hotels</b> .....   | <b>52</b>                                | <b>X</b>              | <b>124 241</b>         | <b>X</b>                      | <b>100.0</b>                    | <b>79.6</b>  |
| 0010                   | Guestroom or unit rentals (excluding occupancy taxes) .....  | 52                                       |                       | 124 241                | 54 500                        | 43.9                            | 43.9   |
| 0030                   | Telephone service charges .....  | 10                                       |                       | 65 566                 | 534                           | .8                              | .4   |
| 0050                   | Rental of public rooms (e.g., conference/convention meeting rooms) ...   | 15                                       |                       | 70 434                 | 4 623                         | 6.6                             | 3.7  |
| 0060                   | Membership dues & fees .....   | 36                                       |                       | 55 093                 | 14 772                        | 26.8                            | 11.9   |
| 0100                   | Groceries & other foods for human consumption off the premises .....   | 12                                       |                       | 47 075                 | 160                           | .3                              | .1   |
| 0120                   | Meals, unpackaged snacks, sandwiches, & nonalcoholic beverages (incl soup & salad bars, party platters, & hand-dipped ice cream) .....           | 35                                       |                       | 96 946                 | 25 254                        | 26.1                            | 20.3   |
| 0122                   | Food/nonalcoholic beverages prepared for consumption on the premises .....   | 35                                       |                       | 96 946                 | 25 178                        | 26.0                            | 20.3   |
| 0130                   | Alcoholic drinks (served at this establishment) .....  | 11                                       |                       | 70 103                 | 3 326                         | 4.7                             | 2.7  |
| 0131                   | Distilled spirits .....  | 9  |                       | 44 533                 | 2 239                         | 5.0                             | 1.8  |
| 0132                   | Wine .....   | 9  |                       | 49 973                 | 453                           | .9                              | .4   |
| 0133                   | Beer & ale .....   | 9  |                       | 49 973                 | 634                           | 1.3                             | .5   |
| 9810                   | Unclassified merchandise .....   | 14                                       |                       | 47 187                 | 2 097                         | 4.4                             | 1.7  |
| 9980                   | All other nonmerchandise receipts (incl receipts from rentals, storage & other services provided to customers, excluding sales & other taxes) .. | 40                                       |                       | 112 056                | 18 103                        | 16.2                            | 14.6   |
| <b>72112</b>           | <b>Casino hotels</b> .....   | <b>257</b>                               | <b>X</b>              | <b>20 652 442</b>      | <b>X</b>                      | <b>100.0</b>                    | <b>81.6</b>  |
| 0010                   | Guestroom or unit rentals (excluding occupancy taxes) .....  | 257                                      |                       | 20 652 442             | 2 711 733                     | 13.1                            | 13.1   |
| 0030                   | Telephone service charges .....  | 111                                      |                       | 10 823 008             | 98 695                        | .9                              | .5   |
| 0040                   | Gaming receipts (including receipts from the operation of casino games, slot machines, etc by this establishment) .....                          | 257                                      |                       | 20 652 442             | 13 707 412                    | 66.4                            | 66.4   |
| 0050                   | Rental of public rooms (e.g., conference/convention meeting rooms) ...   | 50                                       |                       | 4 383 177              | 15 330                        | .4                              | .1   |
| 0100                   | Groceries & other foods for human consumption off the premises .....   | 43                                       |                       | 3 357 569              | 20 808                        | .6                              | .1   |
| 0120                   | Meals, unpackaged snacks, sandwiches, & nonalcoholic beverages (incl soup & salad bars, party platters, & hand-dipped ice cream) .....           | 251                                      |                       | 20 081 667             | 2 106 282                     | 10.5                            | 10.2   |
| 0121                   | Food/nonalcoholic beverages prepared for carry-out & consumption off the premises .....  | 35                                       |                       | 2 516 880              | 102 453                       | 4.1                             | .5   |
| 0122                   | Food/nonalcoholic beverages prepared for consumption on the premises .....   | 235                                      |                       | 19 332 047             | 2 003 829                     | 10.4                            | 9.7  |
| 0130                   | Alcoholic drinks (served at this establishment) .....  | 235                                      |                       | 19 161 960             | 773 831                       | 4.0                             | 3.7  |
| 0131                   | Distilled spirits .....  | 222                                      |                       | 17 995 088             | 347 247                       | 1.9                             | 1.7  |
| 0132                   | Wine .....   | 167                                      |                       | 15 319 340             | 115 159                       | .8                              | .6   |
| 0133                   | Beer & ale .....   | 209                                      |                       | 18 102 680             | 311 424                       | 1.7                             | 1.5  |
| 0140                   | Packaged liquor, wine, & beer .....  | 51                                       |                       | 3 050 987              | 27 609                        | .9                              | .1   |
| 0150                   | Cigars, cigarettes, tobacco, & smokers' accessories (excluding sales from vending machines operated by others) .....                             | 65                                       |                       | 5 512 371              | 13 965                        | .3                              | .1   |
| 9810                   | Unclassified merchandise .....   | 156                                      |                       | 15 000 568             | 421 426                       | 2.8                             | 2.0  |

See footnotes at end of table.

**Table 1. Merchandise Lines by Kind of Business for the United States: 1997—Con.**

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

| NAICS code and ML code | Kind of business and merchandise line   | Establishments handling merchandise line |                       | Merchandise line sales |                               |                                 | Sales of establishments reporting merchandise line sales as percent of total sales |
|------------------------|---|--|-----------------------|------------------------|-------------------------------|---------------------------------|--|
|                        |   | Number                                   | Total sales (\$1,000) | Amount (\$1,000)       | As percent of total sales of— |                                 |  |
|                        |   |  |                       |                        | Establishments handling line  | All establishments <sup>1</sup> |  |
| <b>72112</b>           | <b>Casino hotels—Con.</b>   |  |                       |                        |                               |                                 |  |
| 9980                   | All other nonmerchandise receipts (incl receipts from rentals, storage & other services provided to customers, excluding sales & other taxes) . . . | 158                                      | 16 143 492            | 753 843                | 4.7                           | 3.7                             | X  |
| <b>721120</b>          | <b>Casino hotels</b> . . . . .  | <b>257</b>                               | <b>X</b>              | <b>20 652 442</b>      | <b>X</b>                      | <b>100.0</b>                    | <b>81.6</b>  |
| 0010                   | Guestroom or unit rentals (excluding occupancy taxes) . . . . .   | 257                                      | 20 652 442            | 2 711 733              | 13.1                          | 13.1                            | X  |
| 0030                   | Telephone service charges . . . . .   | 111                                      | 10 823 008            | 98 695                 | .9                            | .5                              | X  |
| 0040                   | Gaming receipts (including receipts from the operation of casino games, slot machines, etc by this establishment) . . . . .                         | 257                                      | 20 652 442            | 13 707 412             | 66.4                          | 66.4                            | X  |
| 0050                   | Rental of public rooms (e.g., conference/convention meeting rooms) . . .  | 50                                       | 4 383 177             | 15 330                 | .4                            | .1                              | X  |
| 0100                   | Groceries & other foods for human consumption off the premises . . . . .  | 43                                       | 3 357 569             | 20 808                 | .6                            | .1                              | X  |
| 0120                   | Meals, unpackaged snacks, sandwiches, & nonalcoholic beverages (incl soup & salad bars, party platters, & hand-dipped ice cream) . . . . .          | 251                                      | 20 081 667            | 2 106 282              | 10.5                          | 10.2                            | 72.7   |
| 0121                   | Food/nonalcoholic beverages prepared for carry-out & consumption off the premises . . . . .   | 35                                       | 2 516 880             | 102 453                | 4.1                           | .5                              | X  |
| 0122                   | Food/nonalcoholic beverages prepared for consumption on the premises . . . . .  | 235                                      | 19 332 047            | 2 003 829              | 10.4                          | 9.7                             | X  |
| 0130                   | Alcoholic drinks (served at this establishment) . . . . .   | 235                                      | 19 161 960            | 773 831                | 4.0                           | 3.7                             | 47.7   |
| 0131                   | Distilled spirits . . . . .   | 222                                      | 17 995 088            | 347 247                | 1.9                           | 1.7                             | X  |
| 0132                   | Wine . . . . .  | 167                                      | 15 319 340            | 115 159                | .8                            | .6                              | X  |
| 0133                   | Beer & ale . . . . .  | 209                                      | 18 102 680            | 311 424                | 1.7                           | 1.5                             | X  |
| 0140                   | Packaged liquor, wine, & beer . . . . .   | 51                                       | 3 050 987             | 27 609                 | .9                            | .1                              | X  |
| 0150                   | Cigars, cigarettes, tobacco, & smokers' accessories (excluding sales from vending machines operated by others) . . . . .                            | 65                                       | 5 512 371             | 13 965                 | .3                            | .1                              | X  |
| 9810                   | Unclassified merchandise . . . . .  | 156                                      | 15 000 568            | 421 426                | 2.8                           | 2.0                             | X  |
| 9980                   | All other nonmerchandise receipts (incl receipts from rentals, storage & other services provided to customers, excluding sales & other taxes) . .   | 158                                      | 16 143 492            | 753 843                | 4.7                           | 3.7                             | X  |
| <b>72119</b>           | <b>Other traveler accommodation</b> . . . . .   | <b>3 634</b>                             | <b>X</b>              | <b>862 515</b>         | <b>X</b>                      | <b>100.0</b>                    | <b>75.1</b>  |
| 0010                   | Guestroom or unit rentals (excluding occupancy taxes) . . . . .   | 3 634                                    | 862 515               | 682 794                | 79.2                          | 79.2                            | X  |
| 0020                   | Camp tuition or fees . . . . .  | 52                                       | 14 846                | 1 366                  | 9.2                           | .2                              | X  |
| 0030                   | Telephone service charges . . . . .   | 285                                      | 200 686               | 2 465                  | 1.2                           | .3                              | X  |
| 0050                   | Rental of public rooms (e.g., conference/convention meeting rooms) . . .  | 393                                      | 184 380               | 6 238                  | 3.4                           | .7                              | X  |
| 0060                   | Membership dues & fees . . . . .  | 103                                      | 43 990                | 1 938                  | 4.4                           | .2                              | X  |
| 0100                   | Groceries & other foods for human consumption off the premises . . . . .  | 211                                      | 96 162                | 4 126                  | 4.3                           | .5                              | X  |
| 0120                   | Meals, unpackaged snacks, sandwiches, & nonalcoholic beverages (incl soup & salad bars, party platters, & hand-dipped ice cream) . . . . .          | 1 116                                    | 409 568               | 107 708                | 26.3                          | 12.5                            | 70.9   |
| 0121                   | Food/nonalcoholic beverages prepared for carry-out & consumption off the premises . . . . .   | 187                                      | 60 819                | 8 322                  | 13.7                          | 1.0                             | X  |
| 0122                   | Food/nonalcoholic beverages prepared for consumption on the premises . . . . .  | 1 004                                    | 374 686               | 99 386                 | 26.5                          | 11.5                            | X  |
| 0130                   | Alcoholic drinks (served at this establishment) . . . . .   | 532                                      | 279 816               | 27 540                 | 9.8                           | 3.2                             | 62.5   |
| 0131                   | Distilled spirits . . . . .   | 334                                      | 190 172               | 8 353                  | 4.4                           | 1.0                             | X  |
| 0132                   | Wine . . . . .  | 476                                      | 257 349               | 12 916                 | 5.0                           | 1.5                             | X  |
| 0133                   | Beer & ale . . . . .  | 410                                      | 215 841               | 6 256                  | 2.9                           | .7                              | X  |
| 0140                   | Packaged liquor, wine, & beer . . . . .   | 51                                       | 25 919                | 820                    | 3.2                           | .1                              | X  |
| 0150                   | Cigars, cigarettes, tobacco, & smokers' accessories (excluding sales from vending machines operated by others) . . . . .                            | 54                                       | 33 050                | 662                    | 2.0                           | .1                              | X  |
| 9810                   | Unclassified merchandise . . . . .  | 771                                      | 277 407               | 11 985                 | 4.3                           | 1.4                             | X  |
| 9980                   | All other nonmerchandise receipts (incl receipts from rentals, storage & other services provided to customers, excluding sales & other taxes) . .   | 569                                      | 238 587               | 14 873                 | 6.2                           | 1.7                             | X  |
| <b>721191</b>          | <b>Bed &amp; breakfast inns</b> . . . . .   | <b>2 898</b>                             | <b>X</b>              | <b>687 336</b>         | <b>X</b>                      | <b>100.0</b>                    | <b>76.1</b>  |
| 0010                   | Guestroom or unit rentals (excluding occupancy taxes) . . . . .   | 2 898                                    | 687 336               | 535 638                | 77.9                          | 77.9                            | X  |
| 0020                   | Camp tuition or fees . . . . .  | 13                                       | 6 186                 | 545                    | 8.8                           | .1                              | X  |
| 0030                   | Telephone service charges . . . . .   | 256                                      | 182 090               | 2 245                  | 1.2                           | .3                              | X  |
| 0050                   | Rental of public rooms (e.g., conference/convention meeting rooms) . . .  | 364                                      | 169 340               | 5 957                  | 3.5                           | .9                              | X  |
| 0060                   | Membership dues & fees . . . . .  | 50                                       | 20 736                | 536                    | 2.6                           | .1                              | X  |
| 0100                   | Groceries & other foods for human consumption off the premises . . . . .  | 74                                       | 54 391                | 1 560                  | 2.9                           | .2                              | X  |
| 0120                   | Meals, unpackaged snacks, sandwiches, & nonalcoholic beverages (incl soup & salad bars, party platters, & hand-dipped ice cream) . . . . .          | 991                                      | 355 842               | 97 692                 | 27.5                          | 14.2                            | 73.2   |
| 0121                   | Food/nonalcoholic beverages prepared for carry-out & consumption off the premises . . . . .   | 145                                      | 47 890                | 7 116                  | 14.9                          | 1.0                             | X  |
| 0122                   | Food/nonalcoholic beverages prepared for consumption on the premises . . . . .  | 905                                      | 327 470               | 90 576                 | 27.7                          | 13.2                            | X  |
| 0130                   | Alcoholic drinks (served at this establishment) . . . . .   | 480                                      | 255 795               | 24 651                 | 9.6                           | 3.6                             | 62.7   |
| 0131                   | Distilled spirits . . . . .   | 306                                      | 174 377               | 7 281                  | 4.2                           | 1.1                             | X  |
| 0132                   | Wine . . . . .  | 440                                      | 237 320               | 12 497                 | 5.3                           | 1.8                             | X  |
| 0133                   | Beer & ale . . . . .  | 363                                      | 194 870               | 4 867                  | 2.5                           | .7                              | X  |
| 0140                   | Packaged liquor, wine, & beer . . . . .   | 35                                       | 17 632                | 556                    | 3.2                           | .1                              | X  |
| 0150                   | Cigars, cigarettes, tobacco, & smokers' accessories (excluding sales from vending machines operated by others) . . . . .                            | 14                                       | 19 786                | 136                    | .7                            | Z                               | X  |
| 9810                   | Unclassified merchandise . . . . .  | 573                                      | 216 339               | 7 301                  | 3.4                           | 1.1                             | X  |
| 9980                   | All other nonmerchandise receipts (incl receipts from rentals, storage & other services provided to customers, excluding sales & other taxes) . .   | 397                                      | 188 541               | 10 519                 | 5.6                           | 1.5                             | X  |
| <b>721199</b>          | <b>All other traveler accommodation</b> . . . . .   | <b>736</b>                               | <b>X</b>              | <b>175 179</b>         | <b>X</b>                      | <b>100.0</b>                    | <b>71.4</b>  |
| 0010                   | Guestroom or unit rentals (excluding occupancy taxes) . . . . .   | 736                                      | 175 179               | 147 156                | 84.0                          | 84.0                            | X  |
| 0020                   | Camp tuition or fees . . . . .  | 39                                       | 8 660                 | 821                    | 9.5                           | .5                              | X  |
| 0030                   | Telephone service charges . . . . .   | 29                                       | 18 596                | 220                    | 1.2                           | .1                              | X  |
| 0050                   | Rental of public rooms (e.g., conference/convention meeting rooms) . . .  | 29                                       | 15 040                | 281                    | 1.9                           | .2                              | X  |
| 0060                   | Membership dues & fees . . . . .  | 53                                       | 23 254                | 1 402                  | 6.0                           | .8                              | X  |
| 0100                   | Groceries & other foods for human consumption off the premises . . . . .  | 137                                      | 41 771                | 2 566                  | 6.1                           | 1.5                             | X  |
| 0120                   | Meals, unpackaged snacks, sandwiches, & nonalcoholic beverages (incl soup & salad bars, party platters, & hand-dipped ice cream) . . . . .          | 125                                      | 53 726                | 10 016                 | 18.6                          | 5.7                             | 58.1   |
| 0121                   | Food/nonalcoholic beverages prepared for carry-out & consumption off the premises . . . . .   | 42                                       | 12 929                | 1 206                  | 9.3                           | .7                              | X  |
| 0122                   | Food/nonalcoholic beverages prepared for consumption on the premises . . . . .  | 100                                      | 47 216                | 8 810                  | 18.7                          | 5.0                             | X  |

See footnotes at end of table.

**Table 1. Merchandise Lines by Kind of Business for the United States: 1997—Con.**

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

| NAICS code and ML code | Kind of business and merchandise line   | Establishments handling merchandise line |                       | Merchandise line sales |                               |                                 | Sales of establishments reporting merchandise line sales as percent of total sales |
|------------------------|---|--|-----------------------|------------------------|-------------------------------|---------------------------------|--|
|                        |   | Number                                   | Total sales (\$1,000) | Amount (\$1,000)       | As percent of total sales of— |                                 |  |
|                        |   |  |                       |                        | Establishments handling line  | All establishments <sup>1</sup> |  |
| <b>721199</b>          | <b>All other traveler accommodation—Con.</b>  |  |                       |                        |                               |                                 |  |
| 0130                   | Alcoholic drinks (served at this establishment) . . . . .   | 52                                       | 24 021                | 2 889                  | 12.0                          | 1.6                             | 65.2   |
| 0131                   | Distilled spirits . . . . .   | 28                                       | 15 795                | 1 072                  | 6.8                           | .6                              | X  |
| 0132                   | Wine . . . . .  | 37                                       | 20 029                | 419                    | 2.1                           | .2                              | X  |
| 0133                   | Beer & ale . . . . .  | 48                                       | 20 971                | 1 389                  | 6.6                           | .8                              | X  |
| 0140                   | Packaged liquor, wine, & beer . . . . .   | 16                                       | 8 287                 | 264                    | 3.2                           | .2                              | X  |
| 0150                   | Cigars, cigarettes, tobacco, & smokers' accessories (excluding sales from vending machines operated by others) . . . . .                                | 40                                       | 13 264                | 526                    | 4.0                           | .3                              | X  |
| 9810                   | Unclassified merchandise . . . . .  | 198                                      | 61 068                | 4 684                  | 7.7                           | 2.7                             | X  |
| 9980                   | All other nonmerchandise receipts (incl receipts from rentals, storage & other services provided to customers, excluding sales & other taxes) . . . . . | 172                                      | 50 046                | 4 354                  | 8.7                           | 2.5                             | X  |
| <b>7212</b>            | <b>RV (recreational vehicle) parks &amp; recreational camps . . . . .</b>   | <b>7 598</b>                             | <b>X</b>              | <b>2 734 918</b>       | <b>X</b>                      | <b>100.0</b>                    | <b>64.5</b>  |
| 0010                   | Guestroom or unit rentals (excluding occupancy taxes) . . . . .   | 4 553                                    | 1 547 872             | 1 020 442              | 65.9                          | 37.3                            | X  |
| 0020                   | Camp tuition or fees . . . . .  | 3 976                                    | 1 501 781             | 1 141 192              | 76.0                          | 41.7                            | X  |
| 0030                   | Telephone service charges . . . . .   | 304                                      | 259 428               | 2 692                  | 1.0                           | .1                              | X  |
| 0040                   | Gaming receipts (including receipts from the operation of casino games, slot machines, etc by this establishment) . . . . .                             | 274                                      | 128 212               | 1 823                  | 1.4                           | .1                              | X  |
| 0050                   | Rental of public rooms (e.g., conference/convention meeting rooms) . . . . .  | 473                                      | 217 939               | 15 544                 | 7.1                           | .6                              | X  |
| 0060                   | Membership dues & fees . . . . .  | 598                                      | 302 833               | 82 359                 | 27.2                          | 3.0                             | X  |
| 0100                   | Groceries & other foods for human consumption off the premises . . . . .  | 2 789                                    | 911 234               | 55 978                 | 6.1                           | 2.0                             | X  |
| 0120                   | Meals, unpackaged snacks, sandwiches, & nonalcoholic beverages (incl soup & salad bars, party platters, & hand-dipped ice cream) . . . . .              | 1 856                                    | 894 839               | 103 660                | 11.6                          | 3.8                             | 59.4   |
| 0121                   | Food/nonalcoholic beverages prepared for carry-out & consumption off the premises . . . . .   | 567                                      | 214 217               | 10 813                 | 5.0                           | .4                              | X  |
| 0122                   | Food/nonalcoholic beverages prepared for consumption on the premises . . . . .  | 1 464                                    | 744 079               | 92 844                 | 12.5                          | 3.4                             | X  |
| 0130                   | Alcoholic drinks (served at this establishment) . . . . .   | 505                                      | 360 596               | 14 538                 | 4.0                           | .5                              | 51.8   |
| 0131                   | Distilled spirits . . . . .   | 219                                      | 218 958               | 5 425                  | 2.5                           | .2                              | X  |
| 0132                   | Wine . . . . .  | 233                                      | 240 234               | 2 022                  | .8                            | .1                              | X  |
| 0133                   | Beer & ale . . . . .  | 487                                      | 347 927               | 7 047                  | 2.0                           | .3                              | X  |
| 0140                   | Packaged liquor, wine, & beer . . . . .   | 687                                      | 294 283               | 6 792                  | 2.3                           | .2                              | X  |
| 0150                   | Cigars, cigarettes, tobacco, & smokers' accessories (excluding sales from vending machines operated by others) . . . . .                                | 763                                      | 322 001               | 4 523                  | 1.4                           | .2                              | X  |
| 9810                   | Unclassified merchandise . . . . .  | 3 248                                    | 1 294 330             | 117 162                | 9.1                           | 4.3                             | X  |
| 9980                   | All other nonmerchandise receipts (incl receipts from rentals, storage & other services provided to customers, excluding sales & other taxes) . . . . . | 2 777                                    | 1 171 915             | 168 212                | 14.4                          | 6.2                             | X  |
| <b>72121</b>           | <b>RV (recreational vehicle) parks &amp; recreational camps . . . . .</b>   | <b>7 598</b>                             | <b>X</b>              | <b>2 734 918</b>       | <b>X</b>                      | <b>100.0</b>                    | <b>64.5</b>  |
| 0010                   | Guestroom or unit rentals (excluding occupancy taxes) . . . . .   | 4 553                                    | 1 547 872             | 1 020 442              | 65.9                          | 37.3                            | X  |
| 0020                   | Camp tuition or fees . . . . .  | 3 976                                    | 1 501 781             | 1 141 192              | 76.0                          | 41.7                            | X  |
| 0030                   | Telephone service charges . . . . .   | 304                                      | 259 428               | 2 692                  | 1.0                           | .1                              | X  |
| 0040                   | Gaming receipts (including receipts from the operation of casino games, slot machines, etc by this establishment) . . . . .                             | 274                                      | 128 212               | 1 823                  | 1.4                           | .1                              | X  |
| 0050                   | Rental of public rooms (e.g., conference/convention meeting rooms) . . . . .  | 473                                      | 217 939               | 15 544                 | 7.1                           | .6                              | X  |
| 0060                   | Membership dues & fees . . . . .  | 598                                      | 302 833               | 82 359                 | 27.2                          | 3.0                             | X  |
| 0100                   | Groceries & other foods for human consumption off the premises . . . . .  | 2 789                                    | 911 234               | 55 978                 | 6.1                           | 2.0                             | X  |
| 0120                   | Meals, unpackaged snacks, sandwiches, & nonalcoholic beverages (incl soup & salad bars, party platters, & hand-dipped ice cream) . . . . .              | 1 856                                    | 894 839               | 103 660                | 11.6                          | 3.8                             | 59.4   |
| 0121                   | Food/nonalcoholic beverages prepared for carry-out & consumption off the premises . . . . .   | 567                                      | 214 217               | 10 813                 | 5.0                           | .4                              | X  |
| 0122                   | Food/nonalcoholic beverages prepared for consumption on the premises . . . . .  | 1 464                                    | 744 079               | 92 844                 | 12.5                          | 3.4                             | X  |
| 0130                   | Alcoholic drinks (served at this establishment) . . . . .   | 505                                      | 360 596               | 14 538                 | 4.0                           | .5                              | 51.8   |
| 0131                   | Distilled spirits . . . . .   | 219                                      | 218 958               | 5 425                  | 2.5                           | .2                              | X  |
| 0132                   | Wine . . . . .  | 233                                      | 240 234               | 2 022                  | .8                            | .1                              | X  |
| 0133                   | Beer & ale . . . . .  | 487                                      | 347 927               | 7 047                  | 2.0                           | .3                              | X  |
| 0140                   | Packaged liquor, wine, & beer . . . . .   | 687                                      | 294 283               | 6 792                  | 2.3                           | .2                              | X  |
| 0150                   | Cigars, cigarettes, tobacco, & smokers' accessories (excluding sales from vending machines operated by others) . . . . .                                | 763                                      | 322 001               | 4 523                  | 1.4                           | .2                              | X  |
| 9810                   | Unclassified merchandise . . . . .  | 3 248                                    | 1 294 330             | 117 162                | 9.1                           | 4.3                             | X  |
| 9980                   | All other nonmerchandise receipts (incl receipts from rentals, storage & other services provided to customers, excluding sales & other taxes) . . . . . | 2 777                                    | 1 171 915             | 168 212                | 14.4                          | 6.2                             | X  |
| <b>721211</b>          | <b>RV (recreational vehicle) parks &amp; campgrounds . . . . .</b>  | <b>4 085</b>                             | <b>X</b>              | <b>1 394 200</b>       | <b>X</b>                      | <b>100.0</b>                    | <b>62.9</b>  |
| 0010                   | Guestroom or unit rentals (excluding occupancy taxes) . . . . .   | 4 085                                    | 1 394 200             | 981 077                | 70.4                          | 70.4                            | X  |
| 0020                   | Camp tuition or fees . . . . .  | 463                                      | 161 063               | 57 659                 | 35.8                          | 4.1                             | X  |
| 0030                   | Telephone service charges . . . . .   | 237                                      | 206 188               | 1 933                  | .9                            | .1                              | X  |
| 0040                   | Gaming receipts (including receipts from the operation of casino games, slot machines, etc by this establishment) . . . . .                             | 238                                      | 118 578               | 1 595                  | 1.3                           | .1                              | X  |
| 0050                   | Rental of public rooms (e.g., conference/convention meeting rooms) . . . . .  | 146                                      | 77 574                | 2 431                  | 3.1                           | .2                              | X  |
| 0060                   | Membership dues & fees . . . . .  | 410                                      | 204 252               | 66 688                 | 32.7                          | 4.8                             | X  |
| 0100                   | Groceries & other foods for human consumption off the premises . . . . .  | 2 305                                    | 773 154               | 49 996                 | 6.5                           | 3.6                             | X  |
| 0120                   | Meals, unpackaged snacks, sandwiches, & nonalcoholic beverages (incl soup & salad bars, party platters, & hand-dipped ice cream) . . . . .              | 954                                      | 535 199               | 43 187                 | 8.1                           | 3.1                             | 58.0   |
| 0121                   | Food/nonalcoholic beverages prepared for carry-out & consumption off the premises . . . . .   | 406                                      | 158 859               | 6 604                  | 4.2                           | .5                              | X  |
| 0122                   | Food/nonalcoholic beverages prepared for consumption on the premises . . . . .  | 671                                      | 415 423               | 36 580                 | 8.8                           | 2.6                             | X  |
| 0130                   | Alcoholic drinks (served at this establishment) . . . . .   | 282                                      | 226 068               | 8 780                  | 3.9                           | .6                              | 52.3   |
| 0131                   | Distilled spirits . . . . .   | 107                                      | 141 946               | 3 954                  | 2.8                           | .3                              | X  |
| 0132                   | Wine . . . . .  | 75                                       | 133 111               | 522                    | .4                            | .2                              | X  |
| 0133                   | Beer & ale . . . . .  | 274                                      | 223 670               | 4 301                  | 1.9                           | .3                              | X  |
| 0140                   | Packaged liquor, wine, & beer . . . . .   | 622                                      | 270 085               | 6 358                  | 2.4                           | .5                              | X  |
| 0150                   | Cigars, cigarettes, tobacco, & smokers' accessories (excluding sales from vending machines operated by others) . . . . .                                | 666                                      | 290 836               | 4 161                  | 1.4                           | .3                              | X  |
| 9810                   | Unclassified merchandise . . . . .  | 1 904                                    | 735 691               | 70 604                 | 9.6                           | 5.1                             | X  |
| 9980                   | All other nonmerchandise receipts (incl receipts from rentals, storage & other services provided to customers, excluding sales & other taxes) . . . . . | 1 680                                    | 724 600               | 99 730                 | 13.8                          | 7.2                             | X  |

See footnotes at end of table.

**Table 1. Merchandise Lines by Kind of Business for the United States: 1997—Con.**

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

| NAICS code and ML code | Kind of business and merchandise line  | Establishments handling merchandise line |                       | Merchandise line sales |                               |                                 | Sales of establishments reporting merchandise line sales as percent of total sales |
|------------------------|--|--|-----------------------|------------------------|-------------------------------|---------------------------------|--|
|                        |  | Number                                   | Total sales (\$1,000) | Amount (\$1,000)       | As percent of total sales of— |                                 |  |
|                        |  |  |                       |                        | Establishments handling line  | All establishments <sup>1</sup> |  |
| <b>721214</b>          | <b>Recreational &amp; vacation camps (except campgrounds) .....</b>  | <b>3 513</b>                             | <b>X</b>              | <b>1 340 718</b>       | <b>X</b>                      | <b>100.0</b>                    | <b>66.2</b>  |
| 0010                   | Guestroom or unit rentals (excluding occupancy taxes) .....  | 468                                      | 153 672               | 39 365                 | 25.6                          | 2.9                             | X  |
| 0020                   | Camp tuition or fees .....   | 3 513                                    | 1 340 718             | 1 083 533              | 80.8                          | 80.8                            | X  |
| 0030                   | Telephone service charges .....  | 67                                       | 53 240                | 759                    | 1.4                           | .1                              | X  |
| 0040                   | Gaming receipts (including receipts from the operation of casino games, slot machines, etc by this establishment) .....                          | 36                                       | 9 634                 | 228                    | 2.4                           | Z                               | X  |
| 0050                   | Rental of public rooms (e.g., conference/convention meeting rooms) ...   | 327                                      | 140 365               | 13 113                 | 9.3                           | 1.0                             | X  |
| 0060                   | Membership dues & fees .....   | 188                                      | 98 581                | 15 671                 | 15.9                          | 1.2                             | X  |
| 0100                   | Groceries & other foods for human consumption off the premises .....   | 484                                      | 138 080               | 5 982                  | 4.3                           | .4                              | X  |
| 0120                   | Meals, unpackaged snacks, sandwiches, & nonalcoholic beverages (incl soup & salad bars, party platters, & hand-dipped ice cream) .....           | 902                                      | 359 640               | 60 473                 | 16.8                          | 4.5                             | 60.9   |
| 0121                   | Food/nonalcoholic beverages prepared for carry-out & consumption off the premises .....  | 160                                      | 55 358                | 4 209                  | 7.6                           | .3                              | X  |
| 0122                   | Food/nonalcoholic beverages prepared for consumption on the premises .....   | 793                                      | 328 656               | 56 264                 | 17.1                          | 4.2                             | X  |
| 0130                   | Alcoholic drinks (served at this establishment) .....  | 223                                      | 134 528               | 5 758                  | 4.3                           | .4                              | 50.1   |
| 0131                   | Distilled spirits .....  | 111                                      | 77 012                | 1 471                  | 1.9                           | .1                              | X  |
| 0132                   | Wine .....   | 158                                      | 107 123               | 1 500                  | 1.4                           | .1                              | X  |
| 0133                   | Beer & ale .....   | 213                                      | 124 257               | 2 746                  | 2.2                           | .2                              | X  |
| 0140                   | Packaged liquor, wine, & beer .....  | 65                                       | 24 198                | 434                    | 1.8                           | Z                               | X  |
| 0150                   | Cigars, cigarettes, tobacco, & smokers' accessories (excluding sales from vending machines operated by others) .....                             | 97                                       | 31 165                | 362                    | 1.2                           | Z                               | X  |
| 9810                   | Unclassified merchandise .....   | 1 344                                    | 558 639               | 46 558                 | 8.3                           | 3.5                             | X  |
| 9980                   | All other nonmerchandise receipts (incl receipts from rentals, storage & other services provided to customers, excluding sales & other taxes) .. | 1 097                                    | 447 315               | 68 482                 | 15.3                          | 5.1                             | X  |
| <b>7213</b>            | <b>Rooming &amp; boarding houses .....</b>   | <b>3 485</b>                             | <b>X</b>              | <b>756 675</b>         | <b>X</b>                      | <b>100.0</b>                    | <b>60.6</b>  |
| 0010                   | Guestroom or unit rentals (excluding occupancy taxes) .....  | 3 485                                    | 756 675               | 552 575                | 73.0                          | 73.0                            | X  |
| 0020                   | Camp tuition or fees .....   | 51                                       | 25 658                | 2 777                  | 10.8                          | .4                              | X  |
| 0030                   | Telephone service charges .....  | 175                                      | 56 652                | 2 099                  | 3.7                           | .3                              | X  |
| 0050                   | Rental of public rooms (e.g., conference/convention meeting rooms) ...   | 88                                       | 46 249                | 1 462                  | 3.2                           | .2                              | X  |
| 0060                   | Membership dues & fees .....   | 1 197                                    | 280 101               | 65 239                 | 23.3                          | 8.6                             | X  |
| 0100                   | Groceries & other foods for human consumption off the premises .....   | 109                                      | 31 892                | 1 950                  | 6.1                           | .3                              | X  |
| 0120                   | Meals, unpackaged snacks, sandwiches, & nonalcoholic beverages (incl soup & salad bars, party platters, & hand-dipped ice cream) .....           | 1 253                                    | 298 441               | 94 914                 | 31.8                          | 12.5                            | 43.9   |
| 0121                   | Food/nonalcoholic beverages prepared for carry-out & consumption off the premises .....  | 182                                      | 40 412                | 9 698                  | 24.0                          | 1.3                             | X  |
| 0122                   | Food/nonalcoholic beverages prepared for consumption on the premises .....   | 1 124                                    | 270 112               | 85 216                 | 31.5                          | 11.3                            | X  |
| 0130                   | Alcoholic drinks (served at this establishment) .....  | 72                                       | 26 324                | 4 408                  | 16.7                          | .6                              | 50.2   |
| 0131                   | Distilled spirits .....  | 39                                       | 12 914                | 1 812                  | 14.0                          | .2                              | X  |
| 0132                   | Wine .....   | 42                                       | 23 125                | 627                    | 2.7                           | .1                              | X  |
| 0133                   | Beer & ale .....   | 67                                       | 25 841                | 1 950                  | 7.5                           | .3                              | X  |
| 0150                   | Cigars, cigarettes, tobacco, & smokers' accessories (excluding sales from vending machines operated by others) .....                             | 16                                       | 11 250                | 88                     | .8                            | Z                               | X  |
| 9810                   | Unclassified merchandise .....   | 244                                      | 87 369                | 5 982                  | 6.8                           | .8                              | X  |
| 9980                   | All other nonmerchandise receipts (incl receipts from rentals, storage & other services provided to customers, excluding sales & other taxes) .. | 613                                      | 196 765               | 25 064                 | 12.7                          | 3.3                             | X  |
| <b>72131</b>           | <b>Rooming &amp; boarding houses .....</b>   | <b>3 485</b>                             | <b>X</b>              | <b>756 675</b>         | <b>X</b>                      | <b>100.0</b>                    | <b>60.6</b>  |
| 0010                   | Guestroom or unit rentals (excluding occupancy taxes) .....  | 3 485                                    | 756 675               | 552 575                | 73.0                          | 73.0                            | X  |
| 0020                   | Camp tuition or fees .....   | 51                                       | 25 658                | 2 777                  | 10.8                          | .4                              | X  |
| 0030                   | Telephone service charges .....  | 175                                      | 56 652                | 2 099                  | 3.7                           | .3                              | X  |
| 0050                   | Rental of public rooms (e.g., conference/convention meeting rooms) ...   | 88                                       | 46 249                | 1 462                  | 3.2                           | .2                              | X  |
| 0060                   | Membership dues & fees .....   | 1 197                                    | 280 101               | 65 239                 | 23.3                          | 8.6                             | X  |
| 0100                   | Groceries & other foods for human consumption off the premises .....   | 109                                      | 31 892                | 1 950                  | 6.1                           | .3                              | X  |
| 0120                   | Meals, unpackaged snacks, sandwiches, & nonalcoholic beverages (incl soup & salad bars, party platters, & hand-dipped ice cream) .....           | 1 253                                    | 298 441               | 94 914                 | 31.8                          | 12.5                            | 43.9   |
| 0121                   | Food/nonalcoholic beverages prepared for carry-out & consumption off the premises .....  | 182                                      | 40 412                | 9 698                  | 24.0                          | 1.3                             | X  |
| 0122                   | Food/nonalcoholic beverages prepared for consumption on the premises .....   | 1 124                                    | 270 112               | 85 216                 | 31.5                          | 11.3                            | X  |
| 0130                   | Alcoholic drinks (served at this establishment) .....  | 72                                       | 26 324                | 4 408                  | 16.7                          | .6                              | 50.2   |
| 0131                   | Distilled spirits .....  | 39                                       | 12 914                | 1 812                  | 14.0                          | .2                              | X  |
| 0132                   | Wine .....   | 42                                       | 23 125                | 627                    | 2.7                           | .1                              | X  |
| 0133                   | Beer & ale .....   | 67                                       | 25 841                | 1 950                  | 7.5                           | .3                              | X  |
| 0150                   | Cigars, cigarettes, tobacco, & smokers' accessories (excluding sales from vending machines operated by others) .....                             | 16                                       | 11 250                | 88                     | .8                            | Z                               | X  |
| 9810                   | Unclassified merchandise .....   | 244                                      | 87 369                | 5 982                  | 6.8                           | .8                              | X  |
| 9980                   | All other nonmerchandise receipts (incl receipts from rentals, storage & other services provided to customers, excluding sales & other taxes) .. | 613                                      | 196 765               | 25 064                 | 12.7                          | 3.3                             | X  |
| <b>721310</b>          | <b>Rooming &amp; boarding houses .....</b>   | <b>3 485</b>                             | <b>X</b>              | <b>756 675</b>         | <b>X</b>                      | <b>100.0</b>                    | <b>60.6</b>  |
| 0010                   | Guestroom or unit rentals (excluding occupancy taxes) .....  | 3 485                                    | 756 675               | 552 575                | 73.0                          | 73.0                            | X  |
| 0020                   | Camp tuition or fees .....   | 51                                       | 25 658                | 2 777                  | 10.8                          | .4                              | X  |
| 0030                   | Telephone service charges .....  | 175                                      | 56 652                | 2 099                  | 3.7                           | .3                              | X  |
| 0050                   | Rental of public rooms (e.g., conference/convention meeting rooms) ...   | 88                                       | 46 249                | 1 462                  | 3.2                           | .2                              | X  |
| 0060                   | Membership dues & fees .....   | 1 197                                    | 280 101               | 65 239                 | 23.3                          | 8.6                             | X  |
| 0100                   | Groceries & other foods for human consumption off the premises .....   | 109                                      | 31 892                | 1 950                  | 6.1                           | .3                              | X  |
| 0120                   | Meals, unpackaged snacks, sandwiches, & nonalcoholic beverages (incl soup & salad bars, party platters, & hand-dipped ice cream) .....           | 1 253                                    | 298 441               | 94 914                 | 31.8                          | 12.5                            | 43.9   |
| 0121                   | Food/nonalcoholic beverages prepared for carry-out & consumption off the premises .....  | 182                                      | 40 412                | 9 698                  | 24.0                          | 1.3                             | X  |
| 0122                   | Food/nonalcoholic beverages prepared for consumption on the premises .....   | 1 124                                    | 270 112               | 85 216                 | 31.5                          | 11.3                            | X  |
| 0130                   | Alcoholic drinks (served at this establishment) .....  | 72                                       | 26 324                | 4 408                  | 16.7                          | .6                              | 50.2   |
| 0131                   | Distilled spirits .....  | 39                                       | 12 914                | 1 812                  | 14.0                          | .2                              | X  |
| 0132                   | Wine .....   | 42                                       | 23 125                | 627                    | 2.7                           | .1                              | X  |
| 0133                   | Beer & ale .....   | 67                                       | 25 841                | 1 950                  | 7.5                           | .3                              | X  |

See footnotes at end of table.

**Table 1. Merchandise Lines by Kind of Business for the United States: 1997—Con.**

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

| NAICS code and ML code | Kind of business and merchandise line  | Establishments handling merchandise line |                       | Merchandise line sales |                               |                                 | Sales of establishments reporting merchandise line sales as percent of total sales |
|------------------------|--|--|-----------------------|------------------------|-------------------------------|---------------------------------|--|
|                        |  | Number                                   | Total sales (\$1,000) | Amount (\$1,000)       | As percent of total sales of— |                                 |  |
|                        |  |  |                       |                        | Establishments handling line  | All establishments <sup>1</sup> |  |
| <b>721310</b>          | <b>Rooming &amp; boarding houses—Con.</b>  |  |                       |                        |                               |                                 |  |
| 0150                   | Cigars, cigarettes, tobacco, & smokers' accessories (excluding sales from vending machines operated by others) .....                             | 16                                       | 11 250                | 88                     | .8                            | Z                               | X  |
| 9810                   | Unclassified merchandise .....   | 244                                      | 87 369                | 5 982                  | 6.8                           | .8                              | X  |
| 9980                   | All other nonmerchandise receipts (incl receipts from rentals, storage & other services provided to customers, excluding sales & other taxes) .. | 613                                      | 196 765               | 25 064                 | 12.7                          | 3.3                             | X  |
| <b>722</b>             | <b>Foodservices &amp; drinking places .....</b>  | <b>486 906</b>                           | <b>X</b>              | <b>251 941 763</b>     | <b>X</b>                      | <b>100.0</b>                    | <b>74.3</b>  |
| 0010                   | Guestroom or unit rentals (excluding occupancy taxes) .....  | 2 707                                    | 1 312 446             | 204 293                | 15.6                          | .1                              | X  |
| 0020                   | Camp tuition or fees .....   | 74                                       | 24 655                | 4 000                  | 16.2                          | Z                               | X  |
| 0030                   | Telephone service charges .....  | 2 299                                    | 977 034               | 15 569                 | 1.6                           | Z                               | X  |
| 0040                   | Gaming receipts (including receipts from the operation of casino games, slot machines, etc by this establishment) .....                          | 11 680                                   | 4 066 413             | 524 071                | 12.9                          | .2                              | X  |
| 0050                   | Rental of public rooms (e.g., conference/convention meeting rooms) ..  | 3 382                                    | 2 947 602             | 140 112                | 4.8                           | .1                              | X  |
| 0060                   | Membership dues & fees .....   | 2 063                                    | 1 029 367             | 77 127                 | 7.5                           | Z                               | X  |
| 0100                   | Groceries & other foods for human consumption off the premises .....   | 27 045                                   | 10 186 784            | 1 318 128              | 12.9                          | .5                              | X  |
| 0120                   | Meals, unpackaged snacks, sandwiches, & nonalcoholic beverages (incl soup & salad bars, party platters, & hand-dipped ice cream) .....           | 461 411                                  | 247 198 651           | 218 569 988            | 88.4                          | 86.8                            | X  |
| 0130                   | Alcoholic drinks (served at this establishment) .....  | 183 751                                  | 104 826 375           | 26 551 632             | 25.3                          | 10.5                            | X  |
| 0140                   | Packaged liquor, wine, & beer .....  | 17 311                                   | 6 049 993             | 635 984                | 10.5                          | .3                              | X  |
| 0150                   | Cigars, cigarettes, tobacco, & smokers' accessories (excluding sales from vending machines operated by others) .....                             | 21 273                                   | 8 801 075             | 210 401                | 2.4                           | .1                              | X  |
| 9810                   | Unclassified merchandise .....   | 34 265                                   | 31 436 589            | 1 877 341              | 6.0                           | .7                              | X  |
| 9980                   | All other nonmerchandise receipts (incl receipts from rentals, storage & other services provided to customers, excluding sales & other taxes) .. | 17 699                                   | 13 004 895            | 1 812 740              | 13.9                          | .7                              | X  |
| <b>7221</b>            | <b>Full-service restaurants .....</b>  | <b>191 245</b>                           | <b>X</b>              | <b>112 450 172</b>     | <b>X</b>                      | <b>100.0</b>                    | <b>76.3</b>  |
| 0010                   | Guestroom or unit rentals (excluding occupancy taxes) .....  | 1 958                                    | 1 090 840             | 183 191                | 16.8                          | .2                              | X  |
| 0020                   | Camp tuition or fees .....   | 38                                       | 10 116                | 409                    | 4.0                           | Z                               | X  |
| 0030                   | Telephone service charges .....  | 793                                      | 566 203               | 7 693                  | 1.4                           | Z                               | X  |
| 0040                   | Gaming receipts (including receipts from the operation of casino games, slot machines, etc by this establishment) .....                          | 3 955                                    | 1 839 385             | 170 038                | 9.2                           | .2                              | X  |
| 0050                   | Rental of public rooms (e.g., conference/convention meeting rooms) ..  | 1 836                                    | 2 060 115             | 61 537                 | 3.0                           | .1                              | X  |
| 0060                   | Membership dues & fees .....   | 750                                      | 579 942               | 30 109                 | 5.2                           | Z                               | X  |
| 0100                   | Groceries & other foods for human consumption off the premises .....   | 5 954                                    | 3 368 599             | 236 779                | 7.0                           | .2                              | X  |
| 0120                   | Meals, unpackaged snacks, sandwiches, & nonalcoholic beverages (incl soup & salad bars, party platters, & hand-dipped ice cream) .....           | 191 245                                  | 112 450 172           | 94 699 008             | 84.2                          | 84.2                            | 69.6   |
| 0121                   | Food/nonalcoholic beverages prepared for carry-out & consumption off the premises .....  | 93 597                                   | 51 192 405            | 8 476 639              | 16.6                          | 7.5                             | X  |
| 0122                   | Food/nonalcoholic beverages prepared for consumption on the premises .....   | 191 245                                  | 112 450 172           | 86 222 369             | 77.0                          | 76.7                            | X  |
| 0130                   | Alcoholic drinks (served at this establishment) .....  | 111 636                                  | 81 213 492            | 15 576 627             | 19.2                          | 13.9                            | 66.6   |
| 0131                   | Distilled spirits .....  | 74 488                                   | 65 828 641            | 5 491 554              | 8.3                           | 4.9                             | X  |
| 0132                   | Wine .....   | 88 637                                   | 71 258 273            | 4 078 728              | 5.7                           | 3.6                             | X  |
| 0133                   | Beer & ale .....   | 106 292                                  | 77 350 903            | 6 006 345              | 7.8                           | 5.3                             | X  |
| 0140                   | Packaged liquor, wine, & beer .....  | 7 063                                    | 3 601 454             | 346 229                | 9.6                           | .3                              | X  |
| 0150                   | Cigars, cigarettes, tobacco, & smokers' accessories (excluding sales from vending machines operated by others) .....                             | 7 488                                    | 5 043 805             | 74 849                 | 1.5                           | .1                              | X  |
| 9810                   | Unclassified merchandise .....   | 13 117                                   | 16 782 551            | 863 369                | 5.1                           | .8                              | X  |
| 9980                   | All other nonmerchandise receipts (incl receipts from rentals, storage & other services provided to customers, excluding sales & other taxes) .. | 4 720                                    | 4 590 772             | 200 334                | 4.4                           | .2                              | X  |
| <b>72211</b>           | <b>Full-service restaurants .....</b>  | <b>191 245</b>                           | <b>X</b>              | <b>112 450 172</b>     | <b>X</b>                      | <b>100.0</b>                    | <b>76.3</b>  |
| 0010                   | Guestroom or unit rentals (excluding occupancy taxes) .....  | 1 958                                    | 1 090 840             | 183 191                | 16.8                          | .2                              | X  |
| 0020                   | Camp tuition or fees .....   | 38                                       | 10 116                | 409                    | 4.0                           | Z                               | X  |
| 0030                   | Telephone service charges .....  | 793                                      | 566 203               | 7 693                  | 1.4                           | Z                               | X  |
| 0040                   | Gaming receipts (including receipts from the operation of casino games, slot machines, etc by this establishment) .....                          | 3 955                                    | 1 839 385             | 170 038                | 9.2                           | .2                              | X  |
| 0050                   | Rental of public rooms (e.g., conference/convention meeting rooms) ..  | 1 836                                    | 2 060 115             | 61 537                 | 3.0                           | .1                              | X  |
| 0060                   | Membership dues & fees .....   | 750                                      | 579 942               | 30 109                 | 5.2                           | Z                               | X  |
| 0100                   | Groceries & other foods for human consumption off the premises .....   | 5 954                                    | 3 368 599             | 236 779                | 7.0                           | .2                              | X  |
| 0120                   | Meals, unpackaged snacks, sandwiches, & nonalcoholic beverages (incl soup & salad bars, party platters, & hand-dipped ice cream) .....           | 191 245                                  | 112 450 172           | 94 699 008             | 84.2                          | 84.2                            | 69.6   |
| 0121                   | Food/nonalcoholic beverages prepared for carry-out & consumption off the premises .....  | 93 597                                   | 51 192 405            | 8 476 639              | 16.6                          | 7.5                             | X  |
| 0122                   | Food/nonalcoholic beverages prepared for consumption on the premises .....   | 191 245                                  | 112 450 172           | 86 222 369             | 77.0                          | 76.7                            | X  |
| 0130                   | Alcoholic drinks (served at this establishment) .....  | 111 636                                  | 81 213 492            | 15 576 627             | 19.2                          | 13.9                            | 66.6   |
| 0131                   | Distilled spirits .....  | 74 488                                   | 65 828 641            | 5 491 554              | 8.3                           | 4.9                             | X  |
| 0132                   | Wine .....   | 88 637                                   | 71 258 273            | 4 078 728              | 5.7                           | 3.6                             | X  |
| 0133                   | Beer & ale .....   | 106 292                                  | 77 350 903            | 6 006 345              | 7.8                           | 5.3                             | X  |
| 0140                   | Packaged liquor, wine, & beer .....  | 7 063                                    | 3 601 454             | 346 229                | 9.6                           | .3                              | X  |
| 0150                   | Cigars, cigarettes, tobacco, & smokers' accessories (excluding sales from vending machines operated by others) .....                             | 7 488                                    | 5 043 805             | 74 849                 | 1.5                           | .1                              | X  |
| 9810                   | Unclassified merchandise .....   | 13 117                                   | 16 782 551            | 863 369                | 5.1                           | .8                              | X  |
| 9980                   | All other nonmerchandise receipts (incl receipts from rentals, storage & other services provided to customers, excluding sales & other taxes) .. | 4 720                                    | 4 590 772             | 200 334                | 4.4                           | .2                              | X  |
| <b>722110</b>          | <b>Full-service restaurants .....</b>  | <b>191 245</b>                           | <b>X</b>              | <b>112 450 172</b>     | <b>X</b>                      | <b>100.0</b>                    | <b>76.3</b>  |
| 0010                   | Guestroom or unit rentals (excluding occupancy taxes) .....  | 1 958                                    | 1 090 840             | 183 191                | 16.8                          | .2                              | X  |
| 0020                   | Camp tuition or fees .....   | 38                                       | 10 116                | 409                    | 4.0                           | Z                               | X  |
| 0030                   | Telephone service charges .....  | 793                                      | 566 203               | 7 693                  | 1.4                           | Z                               | X  |
| 0040                   | Gaming receipts (including receipts from the operation of casino games, slot machines, etc by this establishment) .....                          | 3 955                                    | 1 839 385             | 170 038                | 9.2                           | .2                              | X  |
| 0050                   | Rental of public rooms (e.g., conference/convention meeting rooms) ..  | 1 836                                    | 2 060 115             | 61 537                 | 3.0                           | .1                              | X  |
| 0060                   | Membership dues & fees .....   | 750                                      | 579 942               | 30 109                 | 5.2                           | Z                               | X  |
| 0100                   | Groceries & other foods for human consumption off the premises .....   | 5 954                                    | 3 368 599             | 236 779                | 7.0                           | .2                              | X  |

See footnotes at end of table.



**Table 1. Merchandise Lines by Kind of Business for the United States: 1997—Con.**

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

| NAICS code and ML code | Kind of business and merchandise line   | Establishments handling merchandise line |                       | Merchandise line sales |                               |                                 | Sales of establishments reporting merchandise line sales as percent of total sales |
|------------------------|---|--|-----------------------|------------------------|-------------------------------|---------------------------------|--|
|                        |   | Number                                   | Total sales (\$1,000) | Amount (\$1,000)       | As percent of total sales of— |                                 |  |
|                        |   |  |                       |                        | Establishments handling line  | All establishments <sup>1</sup> |  |
| <b>722110</b>          | <b>Full-service restaurants—Con.</b>  |  |                       |                        |                               |                                 |  |
| 0120                   | Meals, unpackaged snacks, sandwiches, & nonalcoholic beverages (incl soup & salad bars, party platters, & hand-dipped ice cream) . . . . .              | 191 245                                  | 112 450 172           | 94 699 008             | 84.2                          | 84.2                            | 69.6   |
| 0121                   | Food/nonalcoholic beverages prepared for carry-out & consumption off the premises . . . . .   | 93 597                                   | 51 192 405            | 8 476 639              | 16.6                          | 7.5                             | X  |
| 0122                   | Food/nonalcoholic beverages prepared for consumption on the premises . . . . .  | 191 245                                  | 112 450 172           | 86 222 369             | 77.0                          | 76.7                            | X  |
| 0130                   | Alcoholic drinks (served at this establishment) . . . . .   | 111 636                                  | 81 213 492            | 15 576 627             | 19.2                          | 13.9                            | 66.6   |
| 0131                   | Distilled spirits . . . . .   | 74 488                                   | 65 828 641            | 5 491 554              | 8.3                           | 4.9                             | X  |
| 0132                   | Wine . . . . .  | 88 637                                   | 71 258 273            | 4 078 728              | 5.7                           | 3.6                             | X  |
| 0133                   | Beer & ale . . . . .  | 106 292                                  | 77 350 903            | 6 006 345              | 7.8                           | 5.3                             | X  |
| 0140                   | Packaged liquor, wine, & beer . . . . .   | 7 063                                    | 3 601 454             | 346 229                | 9.6                           | .3                              | X  |
| 0150                   | Cigars, cigarettes, tobacco, & smokers' accessories (excluding sales from vending machines operated by others) . . . . .                                | 7 488                                    | 5 043 805             | 74 849                 | 1.5                           | .1                              | X  |
| 9810                   | Unclassified merchandise . . . . .  | 13 117                                   | 16 782 551            | 863 369                | 5.1                           | .8                              | X  |
| 9980                   | All other nonmerchandise receipts (incl receipts from rentals, storage & other services provided to customers, excluding sales & other taxes) . . . . . | 4 720                                    | 4 590 772             | 200 334                | 4.4                           | .2                              | X  |
| <b>7222</b>            | <b>Limited-service eating places . . . . .</b>  | <b>*214 774</b>                          | <b>X</b>              | <b>*107 788 072</b>    | <b>X</b>                      | <b>100.0</b>                    | <b>73.1</b>  |
| 0010                   | Guestroom or unit rentals (excluding occupancy taxes) . . . . .   | 138                                      | 74 132                | 6 593                  | 8.9                           | Z                               | X  |
| 0020                   | Camp lition or fees . . . . .   | 22                                       | 6 899                 | 2 344                  | 34.0                          | Z                               | X  |
| 0030                   | Telephone service charges . . . . .   | 696                                      | 180 680               | 4 914                  | 2.7                           | Z                               | X  |
| 0040                   | Gaming receipts (including receipts from the operation of casino games, slot machines, etc by this establishment) . . . . .                             | 947                                      | 573 434               | 50 676                 | 8.8                           | Z                               | X  |
| 0050                   | Rental of public rooms (e.g., conference/convention meeting rooms) . . . . .  | 265                                      | 97 960                | 5 574                  | 5.7                           | Z                               | X  |
| 0060                   | Membership dues & fees . . . . .  | 333                                      | 105 303               | 3 548                  | 3.4                           | Z                               | X  |
| 0100                   | Groceries & other foods for human consumption off the premises . . . . .  | 13 608                                   | 4 698 624             | 889 851                | 18.9                          | .8                              | X  |
| 0120                   | Meals, unpackaged snacks, sandwiches, & nonalcoholic beverages (incl soup & salad bars, party platters, & hand-dipped ice cream) . . . . .              | 214 127                                  | 107 569 859           | 105 232 896            | 97.8                          | 97.6                            | 64.6   |
| 0121                   | Food/nonalcoholic beverages prepared for carry-out & consumption off the premises . . . . .   | 183 900                                  | 93 203 658            | 56 782 392             | 60.9                          | 52.7                            | X  |
| 0122                   | Food/nonalcoholic beverages prepared for consumption on the premises . . . . .  | 160 364                                  | 89 268 691            | 48 450 471             | 54.3                          | 45.0                            | X  |
| 0130                   | Alcoholic drinks (served at this establishment) . . . . .   | 16 685                                   | 8 214 450             | 670 322                | 8.2                           | .6                              | 59.7   |
| 0131                   | Distilled spirits . . . . .   | 2 759                                    | 1 426 704             | 97 652                 | 6.8                           | .1                              | X  |
| 0132                   | Wine . . . . .  | 7 296                                    | 4 056 821             | 81 758                 | 2.0                           | .1                              | X  |
| 0133                   | Beer & ale . . . . .  | 15 812                                   | 7 965 376             | 490 892                | 6.2                           | .5                              | X  |
| 0140                   | Packaged liquor, wine, & beer . . . . .   | 1 733                                    | 760 705               | 69 949                 | 9.2                           | .1                              | X  |
| 0150                   | Cigars, cigarettes, tobacco, & smokers' accessories (excluding sales from vending machines operated by others) . . . . .                                | 2 431                                    | 655 695               | 36 052                 | 5.5                           | Z                               | X  |
| 9810                   | Unclassified merchandise . . . . .  | 12 520                                   | 9 765 726             | 729 328                | 7.5                           | .7                              | X  |
| 9980                   | All other nonmerchandise receipts (incl receipts from rentals, storage & other services provided to customers, excluding sales & other taxes) . . . . . | 2 230                                    | 1 158 026             | 86 024                 | 7.4                           | .1                              | X  |
| <b>72221</b>           | <b>Limited-service eating places . . . . .</b>  | <b>*214 774</b>                          | <b>X</b>              | <b>*107 788 072</b>    | <b>X</b>                      | <b>100.0</b>                    | <b>73.1</b>  |
| 0010                   | Guestroom or unit rentals (excluding occupancy taxes) . . . . .   | 138                                      | 74 132                | 6 593                  | 8.9                           | Z                               | X  |
| 0020                   | Camp lition or fees . . . . .   | 22                                       | 6 899                 | 2 344                  | 34.0                          | Z                               | X  |
| 0030                   | Telephone service charges . . . . .   | 696                                      | 180 680               | 4 914                  | 2.7                           | Z                               | X  |
| 0040                   | Gaming receipts (including receipts from the operation of casino games, slot machines, etc by this establishment) . . . . .                             | 947                                      | 573 434               | 50 676                 | 8.8                           | Z                               | X  |
| 0050                   | Rental of public rooms (e.g., conference/convention meeting rooms) . . . . .  | 265                                      | 97 960                | 5 574                  | 5.7                           | Z                               | X  |
| 0060                   | Membership dues & fees . . . . .  | 333                                      | 105 303               | 3 548                  | 3.4                           | Z                               | X  |
| 0100                   | Groceries & other foods for human consumption off the premises . . . . .  | 13 608                                   | 4 698 624             | 889 851                | 18.9                          | .8                              | X  |
| 0120                   | Meals, unpackaged snacks, sandwiches, & nonalcoholic beverages (incl soup & salad bars, party platters, & hand-dipped ice cream) . . . . .              | 214 127                                  | 107 569 859           | 105 232 896            | 97.8                          | 97.6                            | 64.6   |
| 0121                   | Food/nonalcoholic beverages prepared for carry-out & consumption off the premises . . . . .   | 183 900                                  | 93 203 658            | 56 782 392             | 60.9                          | 52.7                            | X  |
| 0122                   | Food/nonalcoholic beverages prepared for consumption on the premises . . . . .  | 160 364                                  | 89 268 691            | 48 450 471             | 54.3                          | 45.0                            | X  |
| 0130                   | Alcoholic drinks (served at this establishment) . . . . .   | 16 685                                   | 8 214 450             | 670 322                | 8.2                           | .6                              | 59.7   |
| 0131                   | Distilled spirits . . . . .   | 2 759                                    | 1 426 704             | 97 652                 | 6.8                           | .1                              | X  |
| 0132                   | Wine . . . . .  | 7 296                                    | 4 056 821             | 81 758                 | 2.0                           | .1                              | X  |
| 0133                   | Beer & ale . . . . .  | 15 812                                   | 7 965 376             | 490 892                | 6.2                           | .5                              | X  |
| 0140                   | Packaged liquor, wine, & beer . . . . .   | 1 733                                    | 760 705               | 69 949                 | 9.2                           | .1                              | X  |
| 0150                   | Cigars, cigarettes, tobacco, & smokers' accessories (excluding sales from vending machines operated by others) . . . . .                                | 2 431                                    | 655 695               | 36 052                 | 5.5                           | Z                               | X  |
| 9810                   | Unclassified merchandise . . . . .  | 12 520                                   | 9 765 726             | 729 328                | 7.5                           | .7                              | X  |
| 9980                   | All other nonmerchandise receipts (incl receipts from rentals, storage & other services provided to customers, excluding sales & other taxes) . . . . . | 2 230                                    | 1 158 026             | 86 024                 | 7.4                           | .1                              | X  |
| <b>722211</b>          | <b>Limited-service restaurants . . . . .</b>  | <b>174 104</b>                           | <b>X</b>              | <b>94 698 045</b>      | <b>X</b>                      | <b>100.0</b>                    | <b>73.3</b>  |
| 0010                   | Guestroom or unit rentals (excluding occupancy taxes) . . . . .   | 123                                      | 70 687                | 6 207                  | 8.8                           | Z                               | X  |
| 0030                   | Telephone service charges . . . . .   | 562                                      | 155 566               | 4 389                  | 2.8                           | Z                               | X  |
| 0040                   | Gaming receipts (including receipts from the operation of casino games, slot machines, etc by this establishment) . . . . .                             | 881                                      | 521 602               | 50 060                 | 9.6                           | .1                              | X  |
| 0050                   | Rental of public rooms (e.g., conference/convention meeting rooms) . . . . .  | 148                                      | 92 816                | 4 712                  | 5.1                           | Z                               | X  |
| 0060                   | Membership dues & fees . . . . .  | 307                                      | 97 741                | 3 335                  | 3.4                           | Z                               | X  |
| 0100                   | Groceries & other foods for human consumption off the premises . . . . .  | 6 658                                    | 1 860 790             | 248 248                | 13.3                          | .3                              | X  |
| 0120                   | Meals, unpackaged snacks, sandwiches, & nonalcoholic beverages (incl soup & salad bars, party platters, & hand-dipped ice cream) . . . . .              | 174 104                                  | 94 698 045            | 92 984 262             | 98.2                          | 98.2                            | 65.1   |
| 0121                   | Food/nonalcoholic beverages prepared for carry-out & consumption off the premises . . . . .   | 148 293                                  | 82 240 794            | 50 636 825             | 61.6                          | 53.5                            | X  |
| 0122                   | Food/nonalcoholic beverages prepared for consumption on the premises . . . . .  | 133 292                                  | 79 514 417            | 42 347 437             | 53.3                          | 44.7                            | X  |
| 0130                   | Alcoholic drinks (served at this establishment) . . . . .   | 15 941                                   | 7 885 200             | 642 069                | 8.1                           | .7                              | 59.7   |
| 0131                   | Distilled spirits . . . . .   | 2 570                                    | 1 327 723             | 94 405                 | 7.1                           | .1                              | X  |
| 0132                   | Wine . . . . .  | 6 900                                    | 3 900 875             | 78 554                 | 2.0                           | .1                              | X  |
| 0133                   | Beer & ale . . . . .  | 15 097                                   | 7 659 604             | 469 111                | 6.1                           | .5                              | X  |
| 0140                   | Packaged liquor, wine, & beer . . . . .   | 1 705                                    | 743 776               | 68 516                 | 9.2                           | .1                              | X  |

See footnotes at end of table.

**Table 1. Merchandise Lines by Kind of Business for the United States: 1997—Con.**

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

| NAICS code and ML code | Kind of business and merchandise line  | Establishments handling merchandise line |                       | Merchandise line sales |                               |                                 | Sales of establishments reporting merchandise line sales as percent of total sales |
|------------------------|--|--|-----------------------|------------------------|-------------------------------|---------------------------------|--|
|                        |  | Number                                   | Total sales (\$1,000) | Amount (\$1,000)       | As percent of total sales of— |                                 |  |
|                        |  |  |                       |                        | Establishments handling line  | All establishments <sup>1</sup> |  |
| <b>722211</b>          | <b>Limited-service restaurants—Con.</b>  |  |                       |                        |                               |                                 |  |
| 0150                   | Cigars, cigarettes, tobacco, & smokers' accessories (excluding sales from vending machines operated by others) .....                             | 1 743                                    | 484 156               | 27 640                 | 5.7                           | Z                               | X  |
| 9810                   | Unclassified merchandise .....   | 8 241                                    | 8 028 212             | 591 135                | 7.4                           | .6                              | X  |
| 9980                   | All other nonmerchandise receipts (incl receipts from rentals, storage & other services provided to customers, excluding sales & other taxes) .. | 1 782                                    | 1 015 076             | 66 619                 | 6.6                           | .1                              | X  |
| <b>722212</b>          | <b>Cafeterias .....</b>  | <b>4 172</b>                             | <b>X</b>              | <b>2 578 922</b>       | <b>X</b>                      | <b>100.0</b>                    | <b>86.7</b>  |
| 0040                   | Gaming receipts (including receipts from the operation of casino games, slot machines, etc by this establishment) .....                          | 66                                       | 51 832                | 616                    | 1.2                           | Z                               | X  |
| 0100                   | Groceries & other foods for human consumption off the premises .....   | 550                                      | 340 152               | 10 967                 | 3.2                           | .4                              | X  |
| 0120                   | Meals, unpackaged snacks, sandwiches, & nonalcoholic beverages (incl soup & salad bars, party platters, & hand-dipped ice cream) .....           | 4 172                                    | 2 578 922             | 2 544 873              | 98.7                          | 98.7                            | 71.8   |
| 0130                   | Alcoholic drinks (served at this establishment) .....  | 361                                      | 174 909               | 10 417                 | 6.0                           | .4                              | 79.2   |
| 0131                   | Distilled spirits .....  | 81                                       | 44 081                | 1 110                  | 2.5                           | Z                               | X  |
| 0132                   | Wine .....   | 126                                      | 65 213                | 1 338                  | 2.1                           | .1                              | X  |
| 0133                   | Beer & ale .....   | 358                                      | 171 680               | 7 963                  | 4.6                           | .3                              | X  |
| 0140                   | Packaged liquor, wine, & beer .....  | 20                                       | 13 636                | 1 286                  | 9.4                           | .1                              | X  |
| 0150                   | Cigars, cigarettes, tobacco, & smokers' accessories (excluding sales from vending machines operated by others) .....                             | 151                                      | 32 272                | 844                    | 2.6                           | Z                               | X  |
| 9810                   | Unclassified merchandise .....   | 102                                      | 50 903                | 7 521                  | 14.8                          | .3                              | X  |
| 9980                   | All other nonmerchandise receipts (incl receipts from rentals, storage & other services provided to customers, excluding sales & other taxes) .. | 80                                       | 38 300                | 2 340                  | 6.1                           | .1                              | X  |
| <b>722213</b>          | <b>Snack &amp; nonalcoholic beverage bars .....</b>  | <b>'36 498</b>                           | <b>X</b>              | <b>'10 511 105</b>     | <b>X</b>                      | <b>100.0</b>                    | <b>68.3</b>  |
| 0010                   | Guestroom or unit rentals (excluding occupancy taxes) .....  | 13                                       | 2 974                 | 348                    | 11.7                          | Z                               | X  |
| 0020                   | Camp luiton or fees .....  | 17                                       | 4 477                 | 1 491                  | 33.3                          | Z                               | X  |
| 0030                   | Telephone service charges .....  | 131                                      | 23 020                | 506                    | 2.2                           | Z                               | X  |
| 0050                   | Rental of public rooms (e.g., conference/convention meeting rooms) ..  | 117                                      | 5 144                 | 862                    | 16.8                          | Z                               | X  |
| 0060                   | Membership dues & fees .....   | 24                                       | 7 243                 | 212                    | 2.9                           | Z                               | X  |
| 0100                   | Groceries & other foods for human consumption off the premises .....   | 6 400                                    | 2 497 682             | 630 636                | 25.2                          | 6.0                             | X  |
| 0120                   | Meals, unpackaged snacks, sandwiches, & nonalcoholic beverages (incl soup & salad bars, party platters, & hand-dipped ice cream) .....           | 35 851                                   | 10 292 892            | 9 703 761              | 94.3                          | 92.3                            | 58.9   |
| 0121                   | Food/nonalcoholic beverages prepared for carry-out & consumption off the premises .....  | 31 435                                   | 9 131 809             | 5 883 035              | 64.4                          | 56.0                            | X  |
| 0122                   | Food/nonalcoholic beverages prepared for consumption on the premises .....   | 23 021                                   | 7 225 776             | 3 820 695              | 52.9                          | 36.3                            | X  |
| 0130                   | Alcoholic drinks (served at this establishment) .....  | 383                                      | 154 341               | 17 836                 | 11.6                          | .2                              | 54.9   |
| 0131                   | Distilled spirits .....  | 108                                      | 54 900                | 2 137                  | 3.9                           | Z                               | X  |
| 0132                   | Wine .....   | 270                                      | 90 733                | 1 866                  | 2.1                           | Z                               | X  |
| 0133                   | Beer & ale .....   | 357                                      | 134 092               | 13 818                 | 10.3                          | .1                              | X  |
| 0140                   | Packaged liquor, wine, & beer .....  | 8  | 3 293                 | 147                    | 4.5                           | Z                               | X  |
| 0150                   | Cigars, cigarettes, tobacco, & smokers' accessories (excluding sales from vending machines operated by others) .....                             | 537                                      | 139 267               | 7 568                  | 5.4                           | .1                              | X  |
| 9810                   | Unclassified merchandise .....   | 4 177                                    | 1 686 611             | 130 672                | 7.7                           | 1.2                             | X  |
| 9980                   | All other nonmerchandise receipts (incl receipts from rentals, storage & other services provided to customers, excluding sales & other taxes) .. | 368                                      | 104 650               | 17 065                 | 16.3                          | .2                              | X  |
| <b>7222131</b>         | <b>Ice cream &amp; soft serve shops .....</b>  | <b>9 753</b>                             | <b>X</b>              | <b>2 120 143</b>       | <b>X</b>                      | <b>100.0</b>                    | <b>72.0</b>  |
| 0030                   | Telephone service charges .....  | 56                                       | 8 364                 | 97                     | 1.2                           | Z                               | X  |
| 0050                   | Rental of public rooms (e.g., conference/convention meeting rooms) ..  | 112                                      | 4 037                 | 695                    | 17.2                          | Z                               | X  |
| 0100                   | Groceries & other foods for human consumption off the premises .....   | 896                                      | 443 856               | 125 909                | 28.4                          | 5.9                             | X  |
| 0120                   | Meals, unpackaged snacks, sandwiches, & nonalcoholic beverages (incl soup & salad bars, party platters, & hand-dipped ice cream) .....           | 9 753                                    | 2 120 143             | 1 989 031              | 93.8                          | 93.8                            | 61.4   |
| 0121                   | Food/nonalcoholic beverages prepared for carry-out & consumption off the premises .....  | 8 247                                    | 1 731 160             | 1 174 333              | 67.8                          | 55.4                            | X  |
| 0122                   | Food/nonalcoholic beverages prepared for consumption on the premises .....   | 5 852                                    | 1 438 987             | 814 696                | 56.6                          | 38.4                            | X  |
| 9810                   | Unclassified merchandise .....   | 191                                      | 34 979                | 2 613                  | 7.5                           | .1                              | X  |
| 9980                   | All other nonmerchandise receipts (incl receipts from rentals, storage & other services provided to customers, excluding sales & other taxes) .. | 114                                      | 16 545                | 1 636                  | 9.9                           | .1                              | X  |
| <b>7222132</b>         | <b>Frozen yogurt shops .....</b>   | <b>1 582</b>                             | <b>X</b>              | <b>304 191</b>         | <b>X</b>                      | <b>100.0</b>                    | <b>62.9</b>  |
| 0030                   | Telephone service charges .....  | 12                                       | 1 651                 | 19                     | 1.2                           | Z                               | X  |
| 0100                   | Groceries & other foods for human consumption off the premises .....   | 104                                      | 23 629                | 2 298                  | 9.7                           | .8                              | X  |
| 0120                   | Meals, unpackaged snacks, sandwiches, & nonalcoholic beverages (incl soup & salad bars, party platters, & hand-dipped ice cream) .....           | 1 582                                    | 304 191               | 301 381                | 99.1                          | 99.1                            | 59.6   |
| 0121                   | Food/nonalcoholic beverages prepared for carry-out & consumption off the premises .....  | 1 342                                    | 254 948               | 167 433                | 65.7                          | 55.0                            | X  |
| 0122                   | Food/nonalcoholic beverages prepared for consumption on the premises .....   | 1 141                                    | 220 818               | 133 941                | 60.7                          | 44.0                            | X  |
| 9810                   | Unclassified merchandise .....   | 22                                       | 4 401                 | 192                    | 4.4                           | .1                              | X  |
| <b>7222133</b>         | <b>Donut shops .....</b>   | <b>6 792</b>                             | <b>X</b>              | <b>2 329 466</b>       | <b>X</b>                      | <b>100.0</b>                    | <b>65.6</b>  |
| 0030                   | Telephone service charges .....  | 20                                       | 5 637                 | 270                    | 4.8                           | Z                               | X  |
| 0060                   | Membership dues & fees .....   | 6  | 3 348                 | 153                    | 4.6                           | Z                               | X  |
| 0100                   | Groceries & other foods for human consumption off the premises .....   | 1 089                                    | 349 420               | 247 943                | 71.0                          | 10.6                            | X  |
| 0120                   | Meals, unpackaged snacks, sandwiches, & nonalcoholic beverages (incl soup & salad bars, party platters, & hand-dipped ice cream) .....           | 6 175                                    | 2 123 964             | 2 065 102              | 97.2                          | 88.7                            | 53.6   |
| 0121                   | Food/nonalcoholic beverages prepared for carry-out & consumption off the premises .....  | 5 314                                    | 1 908 146             | 1 508 193              | 79.0                          | 64.7                            | X  |
| 0122                   | Food/nonalcoholic beverages prepared for consumption on the premises .....   | 4 233                                    | 1 426 411             | 556 899                | 39.0                          | 23.9                            | X  |
| 0150                   | Cigars, cigarettes, tobacco, & smokers' accessories (excluding sales from vending machines operated by others) .....                             | 199                                      | 39 358                | 2 590                  | 6.6                           | .1                              | X  |
| 9810                   | Unclassified merchandise .....   | 155                                      | 68 252                | 11 929                 | 17.5                          | .5                              | X  |

See footnotes at end of table.

**Table 1. Merchandise Lines by Kind of Business for the United States: 1997—Con.**

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

| NAICS code and ML code | Kind of business and merchandise line   | Establishments handling merchandise line |                       | Merchandise line sales |                               |                                 | Sales of establishments reporting merchandise line sales as percent of total sales |
|------------------------|---|--|-----------------------|------------------------|-------------------------------|---------------------------------|--|
|                        |   | Number                                   | Total sales (\$1,000) | Amount (\$1,000)       | As percent of total sales of— |                                 |  |
|                        |   |  |                       |                        | Establishments handling line  | All establishments <sup>1</sup> |  |
| <b>7222133</b>         | <b>Donut shops—Con.</b>   |  |                       |                        |                               |                                 |  |
| 9980                   | All other nonmerchandise receipts (incl receipts from rentals, storage & other services provided to customers, excluding sales & other taxes) . . . . . | 24                                       | 7 785                 | 1 289                  | 16.6                          | .1                              | X  |
| <b>7222134</b>         | <b>Bagel shops . . . . .</b>  | <b>3 926</b>                             | <b>X</b>              | <b>1 445 838</b>       | <b>X</b>                      | <b>100.0</b>                    | <b>66.6</b>  |
| 0100                   | Groceries & other foods for human consumption off the premises . . . . .  | 683                                      | 282 614               | 45 221                 | 16.0                          | 3.1                             | X  |
| 0120                   | Meals, unpackaged snacks, sandwiches, & nonalcoholic beverages (incl soup & salad bars, party platters, & hand-dipped ice cream) . . . . .              | 3 896                                    | 1 433 127             | 1 390 646              | 97.0                          | 96.2                            | 61.1   |
| 0121                   | Food/nonalcoholic beverages prepared for carry-out & consumption off the premises . . . . .   | 3 752                                    | 1 375 804             | 914 772                | 66.5                          | 63.3                            | X  |
| 0122                   | Food/nonalcoholic beverages prepared for consumption on the premises . . . . .  | 3 169                                    | 1 185 400             | 475 869                | 40.1                          | 32.9                            | X  |
| 0150                   | Cigars, cigarettes, tobacco, & smokers' accessories (excluding sales from vending machines operated by others) . . . . .                                | 67                                       | 15 672                | 1 227                  | 7.8                           | .1                              | X  |
| 9810                   | Unclassified merchandise . . . . .  | 441                                      | 205 271               | 7 939                  | 3.9                           | .5                              | X  |
| 9980                   | All other nonmerchandise receipts (incl receipts from rentals, storage & other services provided to customers, excluding sales & other taxes) . . . . . | 24                                       | 6 345                 | 769                    | 12.1                          | .1                              | X  |
| <b>7222135</b>         | <b>Coffee shops . . . . .</b>   | <b>6 843</b>                             | <b>X</b>              | <b>2 001 380</b>       | <b>X</b>                      | <b>100.0</b>                    | <b>82.1</b>  |
| 0030                   | Telephone service charges . . . . .   | 25                                       | 3 249                 | 49                     | 1.5                           | Z                               | X  |
| 0060                   | Membership dues & fees . . . . .  | 7  | 844                   | 4                      | .5                            | Z                               | X  |
| 0100                   | Groceries & other foods for human consumption off the premises . . . . .  | 3 183                                    | 1 266 282             | 178 595                | 14.1                          | 8.9                             | X  |
| 0120                   | Meals, unpackaged snacks, sandwiches, & nonalcoholic beverages (incl soup & salad bars, party platters, & hand-dipped ice cream) . . . . .              | 6 843                                    | 2 001 380             | 1 717 812              | 85.8                          | 85.8                            | 74.2   |
| 0121                   | Food/nonalcoholic beverages prepared for carry-out & consumption off the premises . . . . .   | 5 952                                    | 1 806 768             | 490 865                | 27.2                          | 24.5                            | X  |
| 0122                   | Food/nonalcoholic beverages prepared for consumption on the premises . . . . .  | 5 521                                    | 1 775 951             | 1 226 944              | 69.1                          | 61.3                            | X  |
| 0130                   | Alcoholic drinks (served at this establishment) . . . . .   | 188                                      | 38 752                | 2 889                  | 7.5                           | .1                              | 74.3   |
| 0131                   | Distilled spirits . . . . .   | 24                                       | 6 358                 | 364                    | 5.7                           | Z                               | X  |
| 0132                   | Wine . . . . .  | 163                                      | 33 975                | 821                    | 2.4                           | Z                               | X  |
| 0133                   | Beer & ale . . . . .  | 186                                      | 37 544                | 1 703                  | 4.5                           | .1                              | X  |
| 0150                   | Cigars, cigarettes, tobacco, & smokers' accessories (excluding sales from vending machines operated by others) . . . . .                                | 199                                      | 61 657                | 2 837                  | 4.6                           | .1                              | X  |
| 9810                   | Unclassified merchandise . . . . .  | 2 956                                    | 1 219 870             | 95 840                 | 7.9                           | 4.8                             | X  |
| 9980                   | All other nonmerchandise receipts (incl receipts from rentals, storage & other services provided to customers, excluding sales & other taxes) . . . . . | 96                                       | 23 959                | 3 354                  | 14.0                          | .2                              | X  |
| <b>7222136</b>         | <b>Cookie shops . . . . .</b>   | <b>1 798</b>                             | <b>X</b>              | <b>412 655</b>         | <b>X</b>                      | <b>100.0</b>                    | <b>46.3</b>  |
| 0100                   | Groceries & other foods for human consumption off the premises . . . . .  | 37                                       | 7 746                 | 1 852                  | 23.9                          | .4                              | X  |
| 0120                   | Meals, unpackaged snacks, sandwiches, & nonalcoholic beverages (incl soup & salad bars, party platters, & hand-dipped ice cream) . . . . .              | 1 798                                    | 412 655               | 408 030                | 98.9                          | 98.9                            | 37.7   |
| 0121                   | Food/nonalcoholic beverages prepared for carry-out & consumption off the premises . . . . .   | 1 690                                    | 390 346               | 367 619                | 94.2                          | 89.1                            | X  |
| 0122                   | Food/nonalcoholic beverages prepared for consumption on the premises . . . . .  | 302                                      | 62 929                | 40 409                 | 64.2                          | 9.8                             | X  |
| 9810                   | Unclassified merchandise . . . . .  | 46                                       | 10 343                | 666                    | 6.4                           | .2                              | X  |
| 9980                   | All other nonmerchandise receipts (incl receipts from rentals, storage & other services provided to customers, excluding sales & other taxes) . . . . . | 41                                       | 9 172                 | 2 057                  | 22.4                          | .5                              | X  |
| <b>7222137</b>         | <b>Other snack &amp; nonalcoholic beverage bars . . . . .</b>   | <b>5 804</b>                             | <b>X</b>              | <b>1 897 432</b>       | <b>X</b>                      | <b>100.0</b>                    | <b>60.0</b>  |
| 0020                   | Camp tuition or fees . . . . .  | 17                                       | 4 477                 | 1 491                  | 33.3                          | .1                              | X  |
| 0030                   | Telephone service charges . . . . .   | 14                                       | 3 372                 | 59                     | 1.8                           | Z                               | X  |
| 0100                   | Groceries & other foods for human consumption off the premises . . . . .  | 408                                      | 124 135               | 28 818                 | 23.2                          | 1.5                             | X  |
| 0120                   | Meals, unpackaged snacks, sandwiches, & nonalcoholic beverages (incl soup & salad bars, party platters, & hand-dipped ice cream) . . . . .              | 5 804                                    | 1 897 432             | 1 831 759              | 96.5                          | 96.5                            | 48.9   |
| 0121                   | Food/nonalcoholic beverages prepared for carry-out & consumption off the premises . . . . .   | 5 138                                    | 1 664 637             | 1 259 820              | 75.7                          | 66.4                            | X  |
| 0122                   | Food/nonalcoholic beverages prepared for consumption on the premises . . . . .  | 2 804                                    | 1 115 280             | 571 937                | 51.3                          | 30.1                            | X  |
| 0130                   | Alcoholic drinks (served at this establishment) . . . . .   | 188                                      | 114 134               | 14 885                 | 13.0                          | .8                              | 45.9   |
| 0131                   | Distilled spirits . . . . .   | 84                                       | 48 542                | 1 773                  | 3.7                           | .1                              | X  |
| 0132                   | Wine . . . . .  | 103                                      | 56 101                | 995                    | 1.8                           | .1                              | X  |
| 0133                   | Beer & ale . . . . .  | 171                                      | 96 548                | 12 115                 | 12.5                          | .6                              | X  |
| 0150                   | Cigars, cigarettes, tobacco, & smokers' accessories (excluding sales from vending machines operated by others) . . . . .                                | 69                                       | 21 974                | 814                    | 3.7                           | Z                               | X  |
| 9810                   | Unclassified merchandise . . . . .  | 366                                      | 143 495               | 11 493                 | 8.0                           | .6                              | X  |
| 9980                   | All other nonmerchandise receipts (incl receipts from rentals, storage & other services provided to customers, excluding sales & other taxes) . . . . . | 65                                       | 39 901                | 7 957                  | 19.9                          | .4                              | X  |
| <b>7223</b>            | <b>Special foodservices . . . . .</b>   | <b>28 062</b>                            | <b>X</b>              | <b>19 407 810</b>      | <b>X</b>                      | <b>100.0</b>                    | <b>72.5</b>  |
| 0030                   | Telephone service charges . . . . .   | 59                                       | 23 122                | 1 417                  | 6.1                           | Z                               | X  |
| 0050                   | Rental of public rooms (e.g., conference/convention meeting rooms) . . . . .  | 786                                      | 531 028               | 56 610                 | 10.7                          | .3                              | X  |
| 0060                   | Membership dues & fees . . . . .  | 99                                       | 39 871                | 5 980                  | 15.0                          | Z                               | X  |
| 0100                   | Groceries & other foods for human consumption off the premises . . . . .  | 1 686                                    | 1 268 715             | 143 549                | 11.3                          | .7                              | X  |
| 0120                   | Meals, unpackaged snacks, sandwiches, & nonalcoholic beverages (incl soup & salad bars, party platters, & hand-dipped ice cream) . . . . .              | 28 062                                   | 19 407 810            | 17 306 162             | 89.2                          | 89.2                            | X  |
| 0130                   | Alcoholic drinks (served at this establishment) . . . . .   | 2 605                                    | 3 102 724             | 570 373                | 18.4                          | 2.9                             | X  |
| 0140                   | Packaged liquor, wine, & beer . . . . .   | 215                                      | 165 764               | 16 304                 | 9.8                           | .1                              | X  |
| 0150                   | Cigars, cigarettes, tobacco, & smokers' accessories (excluding sales from vending machines operated by others) . . . . .                                | 311                                      | 345 838               | 8 805                  | 2.5                           | Z                               | X  |
| 9810                   | Unclassified merchandise . . . . .  | 2 013                                    | 2 702 432             | 138 255                | 5.1                           | .7                              | X  |
| 9980                   | All other nonmerchandise receipts (incl receipts from rentals, storage & other services provided to customers, excluding sales & other taxes) . . . . . | 3 611                                    | 4 853 095             | 1 159 648              | 23.9                          | 6.0                             | X  |

See footnotes at end of table.

**Table 1. Merchandise Lines by Kind of Business for the United States: 1997—Con.**

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

| NAICS code and ML code | Kind of business and merchandise line   | Establishments handling merchandise line |                       | Merchandise line sales |                               |                                 | Sales of establishments reporting merchandise line sales as percent of total sales |
|------------------------|---|--|-----------------------|------------------------|-------------------------------|---------------------------------|--|
|                        |   | Number                                   | Total sales (\$1,000) | Amount (\$1,000)       | As percent of total sales of— |                                 |  |
|                        |   |  |                       |                        | Establishments handling line  | All establishments <sup>1</sup> |  |
| <b>72231</b>           | <b>Foodservice contractors</b>  | <b>18 991</b>                            | <b>X</b>              | <b>15 159 590</b>      | <b>X</b>                      | <b>100.0</b>                    | <b>72.3</b>  |
| 0100                   | Groceries & other foods for human consumption off the premises  | 1 030                                    |                       | 991 900                | 7.8                           | .5                              | X  |
| 0120                   | Meals, unpackaged snacks, sandwiches, & nonalcoholic beverages (incl soup & salad bars, party platters, & hand-dipped ice cream)              | 18 991                                   |                       | 15 159 590             | 90.3                          | 90.3                            | X  |
| 0130                   | Alcoholic drinks (served at this establishment)   | 440                                      |                       | 1 550 368              | 20.7                          | 2.1                             | X  |
| 0150                   | Cigars, cigarettes, tobacco, & smokers' accessories (excluding sales from vending machines operated by others)                                | 95                                       |                       | 187 187                | 2.1                           | Z                               | X  |
| 9810                   | Unclassified merchandise  | 1 529                                    |                       | 2 343 391              | 4.4                           | .7                              | X  |
| 9980                   | All other nonmerchandise receipts (incl receipts from rentals, storage & other services provided to customers, excluding sales & other taxes) | 2 198                                    |                       | 3 858 508              | 25.0                          | 6.4                             | X  |
| <b>722310</b>          | <b>Foodservice contractors</b>  | <b>18 991</b>                            | <b>X</b>              | <b>15 159 590</b>      | <b>X</b>                      | <b>100.0</b>                    | <b>72.3</b>  |
| 0100                   | Groceries & other foods for human consumption off the premises  | 1 030                                    |                       | 991 900                | 7.8                           | .5                              | X  |
| 0120                   | Meals, unpackaged snacks, sandwiches, & nonalcoholic beverages (incl soup & salad bars, party platters, & hand-dipped ice cream)              | 18 991                                   |                       | 15 159 590             | 90.3                          | 90.3                            | X  |
| 0130                   | Alcoholic drinks (served at this establishment)   | 440                                      |                       | 1 550 368              | 20.7                          | 2.1                             | X  |
| 0150                   | Cigars, cigarettes, tobacco, & smokers' accessories (excluding sales from vending machines operated by others)                                | 95                                       |                       | 187 187                | 2.1                           | Z                               | X  |
| 9810                   | Unclassified merchandise  | 1 529                                    |                       | 2 343 391              | 4.4                           | .7                              | X  |
| 9980                   | All other nonmerchandise receipts (incl receipts from rentals, storage & other services provided to customers, excluding sales & other taxes) | 2 198                                    |                       | 3 858 508              | 25.0                          | 6.4                             | X  |
| <b>72232</b>           | <b>Caterers</b>   | <b>6 478</b>                             | <b>X</b>              | <b>3 368 823</b>       | <b>X</b>                      | <b>100.0</b>                    | <b>74.4</b>  |
| 0030                   | Telephone service charges   | 49                                       |                       | 12 678                 | 2.6                           | Z                               | X  |
| 0050                   | Rental of public rooms (e.g., conference/convention meeting rooms)  | 778                                      |                       | 509 151                | 10.8                          | 1.6                             | X  |
| 0060                   | Membership dues & fees  | 99                                       |                       | 39 871                 | 15.0                          | .2                              | X  |
| 0100                   | Groceries & other foods for human consumption off the premises  | 394                                      |                       | 168 996                | 15.1                          | .8                              | X  |
| 0120                   | Meals, unpackaged snacks, sandwiches, & nonalcoholic beverages (incl soup & salad bars, party platters, & hand-dipped ice cream)              | 6 478                                    |                       | 3 368 823              | 83.1                          | 83.1                            | 59.4   |
| 0121                   | Food/nonalcoholic beverages prepared for carry-out & consumption off the premises   | 4 098                                    |                       | 1 827 740              | 72.6                          | 39.4                            | X  |
| 0122                   | Food/nonalcoholic beverages prepared for consumption on the premises  | 3 492                                    |                       | 2 146 475              | 68.6                          | 43.7                            | X  |
| 0130                   | Alcoholic drinks (served at this establishment)   | 2 165                                    |                       | 1 552 356              | 16.1                          | 7.4                             | 61.1   |
| 0131                   | Distilled spirits   | 1 884                                    |                       | 1 381 061              | 8.2                           | 3.4                             | X  |
| 0132                   | Wine  | 1 869                                    |                       | 1 359 752              | 4.2                           | 1.7                             | X  |
| 0133                   | Beer & ale  | 1 954                                    |                       | 1 387 251              | 5.7                           | 2.3                             | X  |
| 0140                   | Packaged liquor, wine, & beer   | 213                                      |                       | 165 289                | 9.7                           | .5                              | X  |
| 0150                   | Cigars, cigarettes, tobacco, & smokers' accessories (excluding sales from vending machines operated by others)                                | 82                                       |                       | 79 087                 | 1.8                           | Z                               | X  |
| 9810                   | Unclassified merchandise  | 415                                      |                       | 314 370                | 9.5                           | .9                              | X  |
| 9980                   | All other nonmerchandise receipts (incl receipts from rentals, storage & other services provided to customers, excluding sales & other taxes) | 1 302                                    |                       | 922 459                | 19.9                          | 5.5                             | X  |
| <b>722320</b>          | <b>Caterers</b>   | <b>6 478</b>                             | <b>X</b>              | <b>3 368 823</b>       | <b>X</b>                      | <b>100.0</b>                    | <b>74.4</b>  |
| 0030                   | Telephone service charges   | 49                                       |                       | 12 678                 | 2.6                           | Z                               | X  |
| 0050                   | Rental of public rooms (e.g., conference/convention meeting rooms)  | 778                                      |                       | 509 151                | 10.8                          | 1.6                             | X  |
| 0060                   | Membership dues & fees  | 99                                       |                       | 39 871                 | 15.0                          | .2                              | X  |
| 0100                   | Groceries & other foods for human consumption off the premises  | 394                                      |                       | 168 996                | 15.1                          | .8                              | X  |
| 0120                   | Meals, unpackaged snacks, sandwiches, & nonalcoholic beverages (incl soup & salad bars, party platters, & hand-dipped ice cream)              | 6 478                                    |                       | 3 368 823              | 83.1                          | 83.1                            | 59.4   |
| 0121                   | Food/nonalcoholic beverages prepared for carry-out & consumption off the premises   | 4 098                                    |                       | 1 827 740              | 72.6                          | 39.4                            | X  |
| 0122                   | Food/nonalcoholic beverages prepared for consumption on the premises  | 3 492                                    |                       | 2 146 475              | 68.6                          | 43.7                            | X  |
| 0130                   | Alcoholic drinks (served at this establishment)   | 2 165                                    |                       | 1 552 356              | 16.1                          | 7.4                             | 61.1   |
| 0131                   | Distilled spirits   | 1 884                                    |                       | 1 381 061              | 8.2                           | 3.4                             | X  |
| 0132                   | Wine  | 1 869                                    |                       | 1 359 752              | 4.2                           | 1.7                             | X  |
| 0133                   | Beer & ale  | 1 954                                    |                       | 1 387 251              | 5.7                           | 2.3                             | X  |
| 0140                   | Packaged liquor, wine, & beer   | 213                                      |                       | 165 289                | 9.7                           | .5                              | X  |
| 0150                   | Cigars, cigarettes, tobacco, & smokers' accessories (excluding sales from vending machines operated by others)                                | 82                                       |                       | 79 087                 | 1.8                           | Z                               | X  |
| 9810                   | Unclassified merchandise  | 415                                      |                       | 314 370                | 9.5                           | .9                              | X  |
| 9980                   | All other nonmerchandise receipts (incl receipts from rentals, storage & other services provided to customers, excluding sales & other taxes) | 1 302                                    |                       | 922 459                | 19.9                          | 5.5                             | X  |
| <b>72233</b>           | <b>Mobile foodservices</b>  | <b>2 593</b>                             | <b>X</b>              | <b>879 397</b>         | <b>X</b>                      | <b>100.0</b>                    | <b>68.4</b>  |
| 0030                   | Telephone service charges   | 8  |                       | 771                    | 28.8                          | Z                               | X  |
| 0100                   | Groceries & other foods for human consumption off the premises  | 262                                      |                       | 107 819                | 37.3                          | 4.6                             | X  |
| 0120                   | Meals, unpackaged snacks, sandwiches, & nonalcoholic beverages (incl soup & salad bars, party platters, & hand-dipped ice cream)              | 2 593                                    |                       | 879 397                | 92.9                          | 92.9                            | 28.9   |
| 0121                   | Food/nonalcoholic beverages prepared for carry-out & consumption off the premises   | 2 593                                    |                       | 879 397                | 91.9                          | 91.2                            | X  |
| 0122                   | Food/nonalcoholic beverages prepared for consumption on the premises  | 184                                      |                       | 32 167                 | 46.9                          | 1.7                             | X  |
| 0150                   | Cigars, cigarettes, tobacco, & smokers' accessories (excluding sales from vending machines operated by others)                                | 134                                      |                       | 79 564                 | 4.4                           | .4                              | X  |
| 9810                   | Unclassified merchandise  | 69                                       |                       | 44 671                 | 11.1                          | .6                              | X  |
| 9980                   | All other nonmerchandise receipts (incl receipts from rentals, storage & other services provided to customers, excluding sales & other taxes) | 111                                      |                       | 72 128                 | 17.3                          | 1.4                             | X  |

See footnotes at end of table.

**Table 1. Merchandise Lines by Kind of Business for the United States: 1997—Con.**

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

| NAICS code and ML code | Kind of business and merchandise line   | Establishments handling merchandise line |                       | Merchandise line sales |                               |                                 | Sales of establishments reporting merchandise line sales as percent of total sales |
|------------------------|---|--|-----------------------|------------------------|-------------------------------|---------------------------------|--|
|                        |   | Number                                   | Total sales (\$1,000) | Amount (\$1,000)       | As percent of total sales of— |                                 |  |
|                        |   |  |                       |                        | Establishments handling line  | All establishments <sup>1</sup> |  |
| <b>722330</b>          | <b>Mobile foodservices</b>  | <b>2 593</b>                             | <b>X</b>              | <b>879 397</b>         | <b>X</b>                      | <b>100.0</b>                    | <b>68.4</b>  |
| 0030                   | Telephone service charges   | 8  | 771                   | 222                    | 28.8                          | Z                               | X  |
| 0100                   | Groceries & other foods for human consumption off the premises  | 262                                      | 107 819               | 40 254                 | 37.3                          | 4.6                             | X  |
| 0120                   | Meals, unpackaged snacks, sandwiches, & nonalcoholic beverages (incl soup & salad bars, party platters, & hand-dipped ice cream)              | 2 593                                    | 879 397               | 816 889                | 92.9                          | 92.9                            | 28.9   |
| 0121                   | Food/nonalcoholic beverages prepared for carry-out & consumption off the premises   | 2 593                                    | 879 397               | 801 787                | 91.9                          | 91.2                            | X  |
| 0122                   | Food/nonalcoholic beverages prepared for consumption on the premises  | 184                                      | 32 167                | 15 100                 | 46.9                          | 1.7                             | X  |
| 0150                   | Cigars, cigarettes, tobacco, & smokers' accessories (excluding sales from vending machines operated by others)                                | 134                                      | 79 564                | 3 480                  | 4.4                           | .4                              | X  |
| 9810                   | Unclassified merchandise  | 69                                       | 44 671                | 4 964                  | 11.1                          | .6                              | X  |
| 9980                   | All other nonmerchandise receipts (incl receipts from rentals, storage & other services provided to customers, excluding sales & other taxes) | 111                                      | 72 128                | 12 497                 | 17.3                          | 1.4                             | X  |
| <b>7224</b>            | <b>Drinking places (alcoholic beverages)</b>  | <b>52 825</b>                            | <b>X</b>              | <b>12 295 709</b>      | <b>X</b>                      | <b>100.0</b>                    | <b>68.7</b>  |
| 0010                   | Guestroom or unit rentals (excluding occupancy taxes)   | 609                                      | 146 789               | 14 377                 | 9.8                           | .1                              | X  |
| 0020                   | Camp tuition or fees  | 11                                       | 6 119                 | 1 048                  | 17.1                          | Z                               | X  |
| 0030                   | Telephone service charges   | 751                                      | 207 029               | 1 545                  | .7                            | Z                               | X  |
| 0040                   | Gaming receipts (including receipts from the operation of casino games, slot machines, etc by this establishment)                             | 6 778                                    | 1 653 594             | 303 357                | 18.3                          | 2.5                             | X  |
| 0050                   | Rental of public rooms (e.g., conference/convention meeting rooms)  | 495                                      | 258 499               | 16 391                 | 6.3                           | .1                              | X  |
| 0060                   | Membership dues & fees  | 881                                      | 304 251               | 37 490                 | 12.3                          | .3                              | X  |
| 0100                   | Groceries & other foods for human consumption off the premises  | 5 797                                    | 850 846               | 47 949                 | 5.6                           | .4                              | X  |
| 0120                   | Meals, unpackaged snacks, sandwiches, & nonalcoholic beverages (incl soup & salad bars, party platters, & hand-dipped ice cream)              | 27 977                                   | 7 770 810             | 1 331 922              | 17.1                          | 10.8                            | 64.1   |
| 0121                   | Food/nonalcoholic beverages prepared for carry-out & consumption off the premises   | 5 660                                    | 1 458 506             | 124 849                | 8.6                           | 1.0                             | X  |
| 0122                   | Food/nonalcoholic beverages prepared for consumption on the premises  | 26 157                                   | 7 300 706             | 1 207 073              | 16.5                          | 9.8                             | X  |
| 0130                   | Alcoholic drinks (served at this establishment)   | 52 825                                   | 12 295 709            | 9 734 310              | 79.2                          | 79.2                            | 59.1   |
| 0131                   | Distilled spirits   | 44 401                                   | 10 875 959            | 3 449 676              | 31.7                          | 28.1                            | X  |
| 0132                   | Wine  | 32 913                                   | 8 607 008             | 616 150                | 7.2                           | 5.0                             | X  |
| 0133                   | Beer & ale  | 51 510                                   | 11 936 282            | 5 668 484              | 47.5                          | 46.1                            | X  |
| 0140                   | Packaged liquor, wine, & beer   | 8 300                                    | 1 522 070             | 203 502                | 13.4                          | 1.7                             | X  |
| 0150                   | Cigars, cigarettes, tobacco, & smokers' accessories (excluding sales from vending machines operated by others)                                | 11 043                                   | 2 755 737             | 90 695                 | 3.3                           | .7                              | X  |
| 9810                   | Unclassified merchandise  | 6 615                                    | 2 185 880             | 146 389                | 6.7                           | 1.2                             | X  |
| 9980                   | All other nonmerchandise receipts (incl receipts from rentals, storage & other services provided to customers, excluding sales & other taxes) | 7 138                                    | 2 403 002             | 366 734                | 15.3                          | 3.0                             | X  |
| <b>72241</b>           | <b>Drinking places (alcoholic beverages)</b>  | <b>52 825</b>                            | <b>X</b>              | <b>12 295 709</b>      | <b>X</b>                      | <b>100.0</b>                    | <b>68.7</b>  |
| 0010                   | Guestroom or unit rentals (excluding occupancy taxes)   | 609                                      | 146 789               | 14 377                 | 9.8                           | .1                              | X  |
| 0020                   | Camp tuition or fees  | 11                                       | 6 119                 | 1 048                  | 17.1                          | Z                               | X  |
| 0030                   | Telephone service charges   | 751                                      | 207 029               | 1 545                  | .7                            | Z                               | X  |
| 0040                   | Gaming receipts (including receipts from the operation of casino games, slot machines, etc by this establishment)                             | 6 778                                    | 1 653 594             | 303 357                | 18.3                          | 2.5                             | X  |
| 0050                   | Rental of public rooms (e.g., conference/convention meeting rooms)  | 495                                      | 258 499               | 16 391                 | 6.3                           | .1                              | X  |
| 0060                   | Membership dues & fees  | 881                                      | 304 251               | 37 490                 | 12.3                          | .3                              | X  |
| 0100                   | Groceries & other foods for human consumption off the premises  | 5 797                                    | 850 846               | 47 949                 | 5.6                           | .4                              | X  |
| 0120                   | Meals, unpackaged snacks, sandwiches, & nonalcoholic beverages (incl soup & salad bars, party platters, & hand-dipped ice cream)              | 27 977                                   | 7 770 810             | 1 331 922              | 17.1                          | 10.8                            | 64.1   |
| 0121                   | Food/nonalcoholic beverages prepared for carry-out & consumption off the premises   | 5 660                                    | 1 458 506             | 124 849                | 8.6                           | 1.0                             | X  |
| 0122                   | Food/nonalcoholic beverages prepared for consumption on the premises  | 26 157                                   | 7 300 706             | 1 207 073              | 16.5                          | 9.8                             | X  |
| 0130                   | Alcoholic drinks (served at this establishment)   | 52 825                                   | 12 295 709            | 9 734 310              | 79.2                          | 79.2                            | 59.1   |
| 0131                   | Distilled spirits   | 44 401                                   | 10 875 959            | 3 449 676              | 31.7                          | 28.1                            | X  |
| 0132                   | Wine  | 32 913                                   | 8 607 008             | 616 150                | 7.2                           | 5.0                             | X  |
| 0133                   | Beer & ale  | 51 510                                   | 11 936 282            | 5 668 484              | 47.5                          | 46.1                            | X  |
| 0140                   | Packaged liquor, wine, & beer   | 8 300                                    | 1 522 070             | 203 502                | 13.4                          | 1.7                             | X  |
| 0150                   | Cigars, cigarettes, tobacco, & smokers' accessories (excluding sales from vending machines operated by others)                                | 11 043                                   | 2 755 737             | 90 695                 | 3.3                           | .7                              | X  |
| 9810                   | Unclassified merchandise  | 6 615                                    | 2 185 880             | 146 389                | 6.7                           | 1.2                             | X  |
| 9980                   | All other nonmerchandise receipts (incl receipts from rentals, storage & other services provided to customers, excluding sales & other taxes) | 7 138                                    | 2 403 002             | 366 734                | 15.3                          | 3.0                             | X  |
| <b>722410</b>          | <b>Drinking places (alcoholic beverages)</b>  | <b>52 825</b>                            | <b>X</b>              | <b>12 295 709</b>      | <b>X</b>                      | <b>100.0</b>                    | <b>68.7</b>  |
| 0010                   | Guestroom or unit rentals (excluding occupancy taxes)   | 609                                      | 146 789               | 14 377                 | 9.8                           | .1                              | X  |
| 0020                   | Camp tuition or fees  | 11                                       | 6 119                 | 1 048                  | 17.1                          | Z                               | X  |
| 0030                   | Telephone service charges   | 751                                      | 207 029               | 1 545                  | .7                            | Z                               | X  |
| 0040                   | Gaming receipts (including receipts from the operation of casino games, slot machines, etc by this establishment)                             | 6 778                                    | 1 653 594             | 303 357                | 18.3                          | 2.5                             | X  |
| 0050                   | Rental of public rooms (e.g., conference/convention meeting rooms)  | 495                                      | 258 499               | 16 391                 | 6.3                           | .1                              | X  |
| 0060                   | Membership dues & fees  | 881                                      | 304 251               | 37 490                 | 12.3                          | .3                              | X  |
| 0100                   | Groceries & other foods for human consumption off the premises  | 5 797                                    | 850 846               | 47 949                 | 5.6                           | .4                              | X  |
| 0120                   | Meals, unpackaged snacks, sandwiches, & nonalcoholic beverages (incl soup & salad bars, party platters, & hand-dipped ice cream)              | 27 977                                   | 7 770 810             | 1 331 922              | 17.1                          | 10.8                            | 64.1   |
| 0121                   | Food/nonalcoholic beverages prepared for carry-out & consumption off the premises   | 5 660                                    | 1 458 506             | 124 849                | 8.6                           | 1.0                             | X  |
| 0122                   | Food/nonalcoholic beverages prepared for consumption on the premises  | 26 157                                   | 7 300 706             | 1 207 073              | 16.5                          | 9.8                             | X  |
| 0130                   | Alcoholic drinks (served at this establishment)   | 52 825                                   | 12 295 709            | 9 734 310              | 79.2                          | 79.2                            | 59.1   |
| 0131                   | Distilled spirits   | 44 401                                   | 10 875 959            | 3 449 676              | 31.7                          | 28.1                            | X  |
| 0132                   | Wine  | 32 913                                   | 8 607 008             | 616 150                | 7.2                           | 5.0                             | X  |
| 0133                   | Beer & ale  | 51 510                                   | 11 936 282            | 5 668 484              | 47.5                          | 46.1                            | X  |
| 0140                   | Packaged liquor, wine, & beer   | 8 300                                    | 1 522 070             | 203 502                | 13.4                          | 1.7                             | X  |
| 0150                   | Cigars, cigarettes, tobacco, & smokers' accessories (excluding sales from vending machines operated by others)                                | 11 043                                   | 2 755 737             | 90 695                 | 3.3                           | .7                              | X  |

See footnotes at end of table.



**Table 1. Merchandise Lines by Kind of Business for the United States: 1997—Con.**

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

| NAICS code and ML code | Kind of business and merchandise line  | Establishments handling merchandise line |                       | Merchandise line sales |                               |                                 | Sales of establishments reporting merchandise line sales as percent of total sales |
|------------------------|--|--|-----------------------|------------------------|-------------------------------|---------------------------------|--|
|                        |  | Number                                   | Total sales (\$1,000) | Amount (\$1,000)       | As percent of total sales of— |                                 |  |
|                        |  |  |                       |                        | Establishments handling line  | All establishments <sup>1</sup> |  |
| <b>722410</b>          | <b>Drinking places (alcoholic beverages)—Con.</b>  |  |                       |                        |                               |                                 |  |
| 9810                   | Unclassified merchandise .....   | 6 615                                    | 2 185 880             | 146 389                | 6.7                           | 1.2                             | X  |
| 9980                   | All other nonmerchandise receipts (incl receipts from rentals, storage & other services provided to customers, excluding sales & other taxes) .. | 7 138                                    | 2 403 002             | 366 734                | 15.3                          | 3.0                             | X  |

<sup>1</sup>Merchandise line percents may not add to totals due to exclusion of selected lines to avoid disclosing data for individual companies and due to rounding.

**Table 2. Kinds of Business by Broad Merchandise Line for the United States: 1997**

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

| ML code and NAICS code | Merchandise line and kind of business                        | Establishments (number) | Sales (\$1,000)   | Percent of sales accounted for by kind of business <sup>1</sup> |
|------------------------|--|-------------------------|-------------------|---|
| <b>0010</b>            | <b>Guestroom or unit rentals (excluding occupancy taxes)</b> | <b>57 824</b>           | <b>58 783 160</b> | <b>100.0</b>  |
| 721                    | Accommodation  | 55 117                  | 58 578 867        | 99.7  |
| 7211                   | Traveler accommodation                                       | 47 079                  | 57 005 850        | 97.0  |
| 72111                  | Hotels (except casino hotels) & motels                       | 43 188                  | 53 611 323        | 91.2  |
| 721110                 | Hotels (except casino hotels) & motels                       | 43 188                  | 53 611 323        | 91.2  |
| 7211101                | Hotels (except casino hotels) with 25 guestrooms or more     | 16 782                  | 42 544 643        | 72.4  |
| 7211102                | Hotels with less than 25 guestrooms                          | 2 386                   | 447 628           | .8  |
| 7211103                | Motels   | 21 829                  | 8 586 061         | 14.6  |
| 7211104                | Motor hotels   | 2 139                   | 1 978 491         | 3.4   |
| 7211105                | Organization hotels  | 52                      | 54 500            | .1  |
| 72112                  | Casino hotels  | 257                     | 2 711 733         | 4.6   |
| 721120                 | Casino hotels  | 257                     | 2 711 733         | 4.6   |
| 72119                  | Other traveler accommodation                                 | 3 634                   | 682 794           | 1.2   |
| 721191                 | Bed & breakfast inns   | 2 898                   | 535 638           | .9  |
| 721199                 | All other traveler accommodation                             | 736                     | 147 156           | .3  |
| 7212                   | RV (recreational vehicle) parks & recreational camps         | 4 553                   | 1 020 442         | 1.7   |
| 72121                  | RV (recreational vehicle) parks & recreational camps         | 4 553                   | 1 020 442         | 1.7   |
| 721211                 | RV (recreational vehicle) parks & campgrounds                | 4 085                   | 981 077           | 1.7   |
| 721214                 | Recreational & vacation camps (except campgrounds)           | 468                     | 39 365            | .1  |
| 7213                   | Rooming & boarding houses                                    | 3 485                   | 552 575           | .9  |
| 72131                  | Rooming & boarding houses                                    | 3 485                   | 552 575           | .9  |
| 721310                 | Rooming & boarding houses                                    | 3 485                   | 552 575           | .9  |
| 722                    | Foodservices & drinking places                               | 2 707                   | 204 293           | .3  |
| 7221                   | Full-service restaurants                                     | 1 958                   | 183 191           | .3  |
| 72211                  | Full-service restaurants                                     | 1 958                   | 183 191           | .3  |
| 722110                 | Full-service restaurants                                     | 1 958                   | 183 191           | .3  |
| 7222                   | Limited-service eating places                                | 138                     | 6 593             | Z   |
| 72221                  | Limited-service eating places                                | 138                     | 6 593             | Z   |
| 722211                 | Limited-service restaurants                                  | 123                     | 6 207             | Z   |
| 722213                 | Snack & nonalcoholic beverage bars                           | 13                      | 348               | Z   |
| 7224                   | Drinking places (alcoholic beverages)                        | 609                     | 14 377            | Z   |
| 72241                  | Drinking places (alcoholic beverages)                        | 609                     | 14 377            | Z   |
| 722410                 | Drinking places (alcoholic beverages)                        | 609                     | 14 377            | Z   |
| <b>0020</b>            | <b>Camp tuition or fees</b>                                  | <b>4 556</b>            | <b>1 178 405</b>  | <b>100.0</b>  |
| 721                    | Accommodation  | 4 482                   | 1 174 405         | 99.7  |
| 7211                   | Traveler accommodation                                       | 455                     | 30 436            | 2.6   |
| 72111                  | Hotels (except casino hotels) & motels                       | 399                     | 27 562            | 2.3   |
| 721110                 | Hotels (except casino hotels) & motels                       | 399                     | 27 562            | 2.3   |
| 7211101                | Hotels (except casino hotels) with 25 guestrooms or more     | 129                     | 22 298            | 1.9   |
| 7211102                | Hotels with less than 25 guestrooms                          | 52                      | 776               | .1  |
| 7211103                | Motels   | 197                     | 3 410             | .3  |
| 7211104                | Motor hotels   | 18                      | 268               | Z   |
| 72119                  | Other traveler accommodation                                 | 52                      | 1 366             | .1  |
| 721191                 | Bed & breakfast inns   | 13                      | 545               | Z   |
| 721199                 | All other traveler accommodation                             | 39                      | 821               | .1  |
| 7212                   | RV (recreational vehicle) parks & recreational camps         | 3 976                   | 1 141 192         | 96.8  |
| 72121                  | RV (recreational vehicle) parks & recreational camps         | 3 976                   | 1 141 192         | 96.8  |
| 721211                 | RV (recreational vehicle) parks & campgrounds                | 463                     | 57 659            | 4.9   |
| 721214                 | Recreational & vacation camps (except campgrounds)           | 3 513                   | 1 083 533         | 91.9  |
| 7213                   | Rooming & boarding houses                                    | 51                      | 2 777             | .2  |
| 72131                  | Rooming & boarding houses                                    | 51                      | 2 777             | .2  |
| 721310                 | Rooming & boarding houses                                    | 51                      | 2 777             | .2  |
| 722                    | Foodservices & drinking places                               | 74                      | 4 000             | .3  |
| 7221                   | Full-service restaurants                                     | 38                      | 409               | Z   |
| 72211                  | Full-service restaurants                                     | 38                      | 409               | Z   |
| 722110                 | Full-service restaurants                                     | 38                      | 409               | Z   |
| 7222                   | Limited-service eating places                                | 22                      | 2 344             | .2  |
| 72221                  | Limited-service eating places                                | 22                      | 2 344             | .2  |
| 722213                 | Snack & nonalcoholic beverage bars                           | 17                      | 1 491             | .1  |
| 7222137                | Other snack & nonalcoholic beverage bars                     | 17                      | 1 491             | .1  |
| 7224                   | Drinking places (alcoholic beverages)                        | 11                      | 1 048             | .1  |
| 72241                  | Drinking places (alcoholic beverages)                        | 11                      | 1 048             | .1  |
| 722410                 | Drinking places (alcoholic beverages)                        | 11                      | 1 048             | .1  |
| <b>0030</b>            | <b>Telephone service charges</b>                             | <b>24 781</b>           | <b>1 461 872</b>  | <b>100.0</b>  |
| 721                    | Accommodation  | 22 482                  | 1 446 303         | 98.9  |
| 7211                   | Traveler accommodation                                       | 22 003                  | 1 441 512         | 98.6  |
| 72111                  | Hotels (except casino hotels) & motels                       | 21 607                  | 1 340 352         | 91.7  |
| 721110                 | Hotels (except casino hotels) & motels                       | 21 607                  | 1 340 352         | 91.7  |
| 7211101                | Hotels (except casino hotels) with 25 guestrooms or more     | 11 434                  | 1 237 113         | 84.6  |
| 7211102                | Hotels with less than 25 guestrooms                          | 360                     | 2 472             | .2  |
| 7211103                | Motels   | 8 705                   | 77 246            | 5.3   |
| 7211104                | Motor hotels   | 1 098                   | 22 987            | 1.6   |
| 7211105                | Organization hotels  | 10                      | 534               | Z   |
| 72112                  | Casino hotels  | 111                     | 98 695            | 6.8   |
| 721120                 | Casino hotels  | 111                     | 98 695            | 6.8   |
| 72119                  | Other traveler accommodation                                 | 285                     | 2 465             | .2  |
| 721191                 | Bed & breakfast inns   | 256                     | 2 245             | .2  |
| 721199                 | All other traveler accommodation                             | 29                      | 220               | Z   |
| 7212                   | RV (recreational vehicle) parks & recreational camps         | 304                     | 2 692             | .2  |
| 72121                  | RV (recreational vehicle) parks & recreational camps         | 304                     | 2 692             | .2  |
| 721211                 | RV (recreational vehicle) parks & campgrounds                | 237                     | 1 933             | .1  |
| 721214                 | Recreational & vacation camps (except campgrounds)           | 67                      | 759               | .1  |
| 7213                   | Rooming & boarding houses                                    | 175                     | 2 099             | .1  |
| 72131                  | Rooming & boarding houses                                    | 175                     | 2 099             | .1  |
| 721310                 | Rooming & boarding houses                                    | 175                     | 2 099             | .1  |

See footnotes at end of table.

**Table 2. Kinds of Business by Broad Merchandise Line for the United States: 1997—Con.**

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

| ML code and NAICS code | Merchandise line and kind of business  | Establishments (number) | Sales (\$1,000)   | Percent of sales accounted for by kind of business <sup>1</sup> |
|------------------------|--|-------------------------|-------------------|---|
| <b>0030</b>            | <b>Telephone service charges—Con.</b>  |                         |                   |   |
| 722                    | Foodservices & drinking places .....   | 2 299                   | 15 569            | 1.1   |
| 7221                   | Full-service restaurants .....   | 793                     | 7 693             | .5  |
| 72211                  | Full-service restaurants .....   | 793                     | 7 693             | .5  |
| 722110                 | Full-service restaurants .....   | 793                     | 7 693             | .5  |
| 7222                   | Limited-service eating places .....  | 696                     | 4 914             | .3  |
| 72221                  | Limited-service eating places .....  | 696                     | 4 914             | .3  |
| 722211                 | Limited-service restaurants .....  | 562                     | 4 389             | .3  |
| 722213                 | Snack & nonalcoholic beverage bars .....   | 131                     | 506               | Z   |
| 7222131                | Ice cream & soft serve shops .....   | 56                      | 97                | Z   |
| 7222132                | Frozen yogurt shops .....  | 12                      | 19                | Z   |
| 7222133                | Donut shops .....  | 20                      | 270               | Z   |
| 7222135                | Coffee shops .....   | 25                      | 49                | Z   |
| 7222137                | Other snack & nonalcoholic beverage bars .....   | 14                      | 59                | Z   |
| 7223                   | Special foodservices .....   | 59                      | 1 417             | .1  |
| 72232                  | Caterers .....   | 49                      | 325               | Z   |
| 722320                 | Caterers .....   | 49                      | 325               | Z   |
| 72233                  | Mobile foodservices .....  | 8                       | 222               | Z   |
| 722330                 | Mobile foodservices .....  | 8                       | 222               | Z   |
| 7224                   | Drinking places (alcoholic beverages) .....  | 751                     | 1 545             | .1  |
| 72241                  | Drinking places (alcoholic beverages) .....  | 751                     | 1 545             | .1  |
| 722410                 | Drinking places (alcoholic beverages) .....  | 751                     | 1 545             | .1  |
| <b>0040</b>            | <b>Gaming receipts (including receipts from the operation of casino games, slot machines, etc by this establishment)</b> | <b>12 568</b>           | <b>14 252 578</b> | <b>100.0</b>  |
| 721                    | Accommodation .....  | 888                     | 13 728 507        | 96.3  |
| 7211                   | Traveler accommodation .....   | 614                     | 13 726 684        | 96.3  |
| 72111                  | Hotels (except casino hotels) & motels .....   | 357                     | 19 272            | .1  |
| 721110                 | Hotels (except casino hotels) & motels .....   | 357                     | 19 272            | .1  |
| 7211101                | Hotels (except casino hotels) with 25 guestrooms or more .....   | 187                     | 13 436            | .1  |
| 7211102                | Hotels with less than 25 guestrooms .....  | 29                      | 1 842             | Z   |
| 7211103                | Motels .....   | 141                     | 3 994             | Z   |
| 72112                  | Casino hotels .....  | 257                     | 13 707 412        | 96.2  |
| 721120                 | Casino hotels .....  | 257                     | 13 707 412        | 96.2  |
| 7212                   | RV (recreational vehicle) parks & recreational camps .....   | 274                     | 1 823             | Z   |
| 72121                  | RV (recreational vehicle) parks & recreational camps .....   | 274                     | 1 823             | Z   |
| 721211                 | RV (recreational vehicle) parks & campgrounds .....  | 238                     | 1 595             | Z   |
| 721214                 | Recreational & vacation camps (except campgrounds) .....   | 36                      | 228               | Z   |
| 722                    | Foodservices & drinking places .....   | 11 680                  | 524 071           | 3.7   |
| 7221                   | Full-service restaurants .....   | 3 955                   | 170 038           | 1.2   |
| 72211                  | Full-service restaurants .....   | 3 955                   | 170 038           | 1.2   |
| 722110                 | Full-service restaurants .....   | 3 955                   | 170 038           | 1.2   |
| 7222                   | Limited-service eating places .....  | 947                     | 50 676            | .4  |
| 72221                  | Limited-service eating places .....  | 947                     | 50 676            | .4  |
| 722211                 | Limited-service restaurants .....  | 881                     | 50 060            | .4  |
| 722212                 | Cafeterias .....   | 66                      | 616               | Z   |
| 7224                   | Drinking places (alcoholic beverages) .....  | 6 778                   | 303 357           | 2.1   |
| 72241                  | Drinking places (alcoholic beverages) .....  | 6 778                   | 303 357           | 2.1   |
| 722410                 | Drinking places (alcoholic beverages) .....  | 6 778                   | 303 357           | 2.1   |
| <b>0050</b>            | <b>Rental of public rooms (e.g., conference/convention meeting rooms)</b>  | <b>12 431</b>           | <b>916 171</b>    | <b>100.0</b>  |
| 721                    | Accommodation .....  | 9 049                   | 776 059           | 84.7  |
| 7211                   | Traveler accommodation .....   | 8 488                   | 759 053           | 82.9  |
| 72111                  | Hotels (except casino hotels) & motels .....   | 8 045                   | 737 485           | 80.5  |
| 721110                 | Hotels (except casino hotels) & motels .....   | 8 045                   | 737 485           | 80.5  |
| 7211101                | Hotels (except casino hotels) with 25 guestrooms or more .....   | 6 247                   | 699 026           | 76.3  |
| 7211102                | Hotels with less than 25 guestrooms .....  | 146                     | 3 467             | .4  |
| 7211103                | Motels .....   | 1 254                   | 22 313            | 2.4   |
| 7211104                | Motor hotels .....   | 383                     | 8 056             | .9  |
| 7211105                | Organization hotels .....  | 15                      | 4 623             | .5  |
| 72112                  | Casino hotels .....  | 50                      | 15 330            | 1.7   |
| 721120                 | Casino hotels .....  | 50                      | 15 330            | 1.7   |
| 72119                  | Other traveler accommodation .....   | 393                     | 6 238             | .7  |
| 721191                 | Bed & breakfast inns .....   | 364                     | 5 957             | .7  |
| 721199                 | All other traveler accommodation .....   | 29                      | 281               | Z   |
| 7212                   | RV (recreational vehicle) parks & recreational camps .....   | 473                     | 15 544            | 1.7   |
| 72121                  | RV (recreational vehicle) parks & recreational camps .....   | 473                     | 15 544            | 1.7   |
| 721211                 | RV (recreational vehicle) parks & campgrounds .....  | 146                     | 2 431             | .3  |
| 721214                 | Recreational & vacation camps (except campgrounds) .....   | 327                     | 13 113            | 1.4   |
| 7213                   | Rooming & boarding houses .....  | 88                      | 1 462             | .2  |
| 72131                  | Rooming & boarding houses .....  | 88                      | 1 462             | .2  |
| 721310                 | Rooming & boarding houses .....  | 88                      | 1 462             | .2  |
| 722                    | Foodservices & drinking places .....   | 3 382                   | 140 112           | 15.3  |
| 7221                   | Full-service restaurants .....   | 1 836                   | 61 537            | 6.7   |
| 72211                  | Full-service restaurants .....   | 1 836                   | 61 537            | 6.7   |
| 722110                 | Full-service restaurants .....   | 1 836                   | 61 537            | 6.7   |
| 7222                   | Limited-service eating places .....  | 265                     | 5 574             | .6  |
| 72221                  | Limited-service eating places .....  | 265                     | 5 574             | .6  |
| 722211                 | Limited-service restaurants .....  | 148                     | 4 712             | .5  |
| 722213                 | Snack & nonalcoholic beverage bars .....   | 117                     | 862               | .1  |
| 7222131                | Ice cream & soft serve shops .....   | 112                     | 695               | .1  |
| 7223                   | Special foodservices .....   | 786                     | 56 610            | 6.2   |
| 72232                  | Caterers .....   | 778                     | 55 233            | 6.0   |
| 722320                 | Caterers .....   | 778                     | 55 233            | 6.0   |
| 7224                   | Drinking places (alcoholic beverages) .....  | 495                     | 16 391            | 1.8   |
| 72241                  | Drinking places (alcoholic beverages) .....  | 495                     | 16 391            | 1.8   |
| 722410                 | Drinking places (alcoholic beverages) .....  | 495                     | 16 391            | 1.8   |

See footnotes at end of table.

**Table 2. Kinds of Business by Broad Merchandise Line for the United States: 1997—Con.**

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

| ML code and NAICS code | Merchandise line and kind of business   | Establishments (number) | Sales (\$1,000)  | Percent of sales accounted for by kind of business <sup>1</sup> |
|------------------------|---|-------------------------|------------------|---|
| <b>0060</b>            | <b>Membership dues &amp; fees</b> .....   | <b>4 861</b>            | <b>428 538</b>   | <b>100.0</b>  |
| 721                    | Accommodation .....   | 2 798                   | 351 411          | 82.0  |
| 7211                   | Traveler accommodation .....  | 1 003                   | 203 813          | 47.6  |
| 72111                  | Hotels (except casino hotels) & motels .....                                    | 900                     | 201 875          | 47.1  |
| 721110                 | Hotels (except casino hotels) & motels .....                                    | 900                     | 201 875          | 47.1  |
| 7211101                | Hotels (except casino hotels) with 25 guestrooms or more .....                  | 553                     | 180 935          | 42.2  |
| 7211102                | Hotels with less than 25 guestrooms .....                                       | 41                      | 1 098            | .3  |
| 7211103                | Motels .....  | 237                     | 3 808            | .9  |
| 7211104                | Motor hotels .....  | 33                      | 1 262            | .3  |
| 7211105                | Organization hotels .....   | 36                      | 14 772           | 3.4   |
| 72119                  | Other traveler accommodation .....  | 103                     | 1 938            | .5  |
| 721191                 | Bed & breakfast inns .....  | 50                      | 536              | .1  |
| 721199                 | All other traveler accommodation .....  | 53                      | 1 402            | .3  |
| 7212                   | RV (recreational vehicle) parks & recreational camps .....                      | 598                     | 82 359           | 19.2  |
| 72121                  | RV (recreational vehicle) parks & recreational camps .....                      | 598                     | 82 359           | 19.2  |
| 721211                 | RV (recreational vehicle) parks & campgrounds .....                             | 410                     | 66 688           | 15.6  |
| 721214                 | Recreational & vacation camps (except campgrounds) .....                        | 188                     | 15 671           | 3.7   |
| 7213                   | Rooming & boarding houses .....   | 1 197                   | 65 239           | 15.2  |
| 72131                  | Rooming & boarding houses .....   | 1 197                   | 65 239           | 15.2  |
| 721310                 | Rooming & boarding houses .....   | 1 197                   | 65 239           | 15.2  |
| 722                    | Foodservices & drinking places .....  | 2 063                   | 77 127           | 18.0  |
| 7221                   | Full-service restaurants .....  | 750                     | 30 109           | 7.0   |
| 72211                  | Full-service restaurants .....  | 750                     | 30 109           | 7.0   |
| 722110                 | Full-service restaurants .....  | 750                     | 30 109           | 7.0   |
| 7222                   | Limited-service eating places .....   | 333                     | 3 548            | .8  |
| 72221                  | Limited-service eating places .....   | 333                     | 3 548            | .8  |
| 722211                 | Limited-service restaurants .....   | 307                     | 3 335            | .8  |
| 722213                 | Snack & nonalcoholic beverage bars .....  | 24                      | 212              | .7  |
| 7222133                | Donut shops .....   | 6                       | 153              | .7  |
| 7222135                | Coffee shops .....  | 7                       | 4                | .0  |
| 7223                   | Special foodservices .....  | 99                      | 5 980            | 1.4   |
| 72232                  | Caterers .....  | 99                      | 5 980            | 1.4   |
| 722320                 | Caterers .....  | 99                      | 5 980            | 1.4   |
| 7224                   | Drinking places (alcoholic beverages) .....                                     | 881                     | 37 490           | 8.7   |
| 72241                  | Drinking places (alcoholic beverages) .....                                     | 881                     | 37 490           | 8.7   |
| 722410                 | Drinking places (alcoholic beverages) .....                                     | 881                     | 37 490           | 8.7   |
| <b>0100</b>            | <b>Groceries &amp; other foods for human consumption off the premises</b> ..... | <b>35 397</b>           | <b>1 505 587</b> | <b>100.0</b>  |
| 721                    | Accommodation .....   | 8 352                   | 187 459          | 12.5  |
| 7211                   | Traveler accommodation .....  | 5 454                   | 129 531          | 8.6   |
| 72111                  | Hotels (except casino hotels) & motels .....                                    | 5 200                   | 104 597          | 6.9   |
| 721110                 | Hotels (except casino hotels) & motels .....                                    | 5 200                   | 104 597          | 6.9   |
| 7211101                | Hotels (except casino hotels) with 25 guestrooms or more .....                  | 1 514                   | 76 263           | 5.1   |
| 7211102                | Hotels with less than 25 guestrooms .....                                       | 242                     | 2 624            | .2  |
| 7211103                | Motels .....  | 3 286                   | 22 543           | 1.5   |
| 7211104                | Motor hotels .....  | 146                     | 3 007            | .2  |
| 7211105                | Organization hotels .....   | 12                      | 160              | .0  |
| 72112                  | Casino hotels .....   | 43                      | 20 808           | 1.4   |
| 721120                 | Casino hotels .....   | 43                      | 20 808           | 1.4   |
| 72119                  | Other traveler accommodation .....  | 211                     | 4 126            | .3  |
| 721191                 | Bed & breakfast inns .....  | 74                      | 1 560            | .1  |
| 721199                 | All other traveler accommodation .....  | 137                     | 2 566            | .2  |
| 7212                   | RV (recreational vehicle) parks & recreational camps .....                      | 2 789                   | 55 978           | 3.7   |
| 72121                  | RV (recreational vehicle) parks & recreational camps .....                      | 2 789                   | 55 978           | 3.7   |
| 721211                 | RV (recreational vehicle) parks & campgrounds .....                             | 2 305                   | 49 996           | 3.3   |
| 721214                 | Recreational & vacation camps (except campgrounds) .....                        | 484                     | 5 982            | .4  |
| 7213                   | Rooming & boarding houses .....   | 109                     | 1 950            | .1  |
| 72131                  | Rooming & boarding houses .....   | 109                     | 1 950            | .1  |
| 721310                 | Rooming & boarding houses .....   | 109                     | 1 950            | .1  |
| 722                    | Foodservices & drinking places .....  | 27 045                  | 1 318 128        | 87.5  |
| 7221                   | Full-service restaurants .....  | 5 954                   | 236 779          | 15.7  |
| 72211                  | Full-service restaurants .....  | 5 954                   | 236 779          | 15.7  |
| 722110                 | Full-service restaurants .....  | 5 954                   | 236 779          | 15.7  |
| 7222                   | Limited-service eating places .....   | 13 608                  | 889 851          | 59.1  |
| 72221                  | Limited-service eating places .....   | 13 608                  | 889 851          | 59.1  |
| 722211                 | Limited-service restaurants .....   | 6 658                   | 248 248          | 16.5  |
| 722212                 | Cafeterias .....  | 550                     | 10 967           | .7  |
| 722213                 | Snack & nonalcoholic beverage bars .....  | 6 400                   | 630 636          | 41.9  |
| 7222131                | Ice cream & soft serve shops .....  | 896                     | 125 909          | 8.4   |
| 7222132                | Frozen yogurt shops .....   | 104                     | 2 298            | .2  |
| 7222133                | Donut shops .....   | 1 089                   | 247 943          | 16.5  |
| 7222134                | Bagel shops .....   | 683                     | 45 221           | 3.0   |
| 7222135                | Coffee shops .....  | 3 183                   | 178 595          | 11.9  |
| 7222136                | Cookie shops .....  | 37                      | 1 852            | .1  |
| 7222137                | Other snack & nonalcoholic beverage bars .....                                  | 408                     | 28 818           | 1.9   |
| 7223                   | Special foodservices .....  | 1 686                   | 143 549          | 9.5   |
| 72231                  | Foodservice contractors .....   | 1 030                   | 77 746           | 5.2   |
| 722310                 | Foodservice contractors .....   | 1 030                   | 77 746           | 5.2   |
| 72232                  | Caterers .....  | 394                     | 25 549           | 1.7   |
| 722320                 | Caterers .....  | 394                     | 25 549           | 1.7   |
| 72233                  | Mobile foodservices .....   | 262                     | 40 254           | 2.7   |
| 722330                 | Mobile foodservices .....   | 262                     | 40 254           | 2.7   |
| 7224                   | Drinking places (alcoholic beverages) .....                                     | 5 797                   | 47 949           | 3.2   |
| 72241                  | Drinking places (alcoholic beverages) .....                                     | 5 797                   | 47 949           | 3.2   |
| 722410                 | Drinking places (alcoholic beverages) .....                                     | 5 797                   | 47 949           | 3.2   |

See footnotes at end of table.

**Table 2. Kinds of Business by Broad Merchandise Line for the United States: 1997—Con.**

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

| ML code and NAICS code | Merchandise line and kind of business   | Establishments (number) | Sales (\$1,000)    | Percent of sales accounted for by kind of business <sup>1</sup> |
|------------------------|---|-------------------------|--------------------|---|
| <b>0120</b>            | <b>Meals, unpackaged snacks, sandwiches, &amp; nonalcoholic beverages (incl soup &amp; salad bars, party platters, &amp; hand-dipped ice cream)</b> | <b>475 166</b>          | <b>231 548 302</b> | <b>100.0</b>  |
| 721                    | Accommodation   | 13 755                  | 12 978 314         | 5.6   |
| 7211                   | Traveler accommodation  | 10 646                  | 12 779 740         | 5.5   |
| 72111                  | Hotels (except casino hotels) & motels  | 9 279                   | 10 565 750         | 4.6   |
| 721110                 | Hotels (except casino hotels) & motels  | 9 279                   | 10 565 750         | 4.6   |
| 7211101                | Hotels (except casino hotels) with 25 guestrooms or more  | 6 886                   | 10 071 348         | 4.4   |
| 7211102                | Hotels with less than 25 guestrooms   | 554                     | 66 166             | Z   |
| 7211103                | Motels  | 1 467                   | 280 031            | .1  |
| 7211104                | Motor hotels  | 337                     | 122 951            | .1  |
| 7211105                | Organization hotels   | 35                      | 25 254             | Z   |
| 72112                  | Casino hotels   | 251                     | 2 106 282          | .9  |
| 721120                 | Casino hotels   | 251                     | 2 106 282          | .9  |
| 72119                  | Other traveler accommodation  | 1 116                   | 107 708            | Z   |
| 721191                 | Bed & breakfast inns  | 991                     | 97 692             | Z   |
| 721199                 | All other traveler accommodation  | 125                     | 10 016             | Z   |
| 7212                   | RV (recreational vehicle) parks & recreational camps  | 1 856                   | 103 660            | Z   |
| 72121                  | RV (recreational vehicle) parks & recreational camps  | 1 856                   | 103 660            | Z   |
| 721211                 | RV (recreational vehicle) parks & campgrounds   | 954                     | 43 187             | Z   |
| 721214                 | Recreational & vacation camps (except campgrounds)  | 902                     | 60 473             | Z   |
| 7213                   | Rooming & boarding houses   | 1 253                   | 94 914             | Z   |
| 72131                  | Rooming & boarding houses   | 1 253                   | 94 914             | Z   |
| 721310                 | Rooming & boarding houses   | 1 253                   | 94 914             | Z   |
| 722                    | Foodservices & drinking places  | 461 411                 | 218 569 988        | 94.4  |
| 7221                   | Full-service restaurants  | 191 245                 | 94 699 008         | 40.9  |
| 72211                  | Full-service restaurants  | 191 245                 | 94 699 008         | 40.9  |
| 722110                 | Full-service restaurants  | 191 245                 | 94 699 008         | 40.9  |
| 7222                   | Limited-service eating places   | 214 127                 | 105 232 896        | 45.4  |
| 72221                  | Limited-service eating places   | 214 127                 | 105 232 896        | 45.4  |
| 722211                 | Limited-service restaurants   | 174 104                 | 92 984 262         | 40.2  |
| 722212                 | Cafeterias  | 4 172                   | 2 544 873          | 1.1   |
| 722213                 | Snack & nonalcoholic beverage bars  | 35 851                  | 9 703 761          | 4.2   |
| 7222131                | Ice cream & soft serve shops  | 9 753                   | 1 989 031          | .9  |
| 7222132                | Frozen yogurt shops   | 1 582                   | 301 381            | .1  |
| 7222133                | Donut shops   | 6 175                   | 2 065 102          | .9  |
| 7222134                | Bagel shops   | 3 896                   | 1 390 646          | .6  |
| 7222135                | Coffee shops  | 6 843                   | 1 717 812          | .7  |
| 7222136                | Cookie shops  | 1 798                   | 408 030            | .2  |
| 7222137                | Other snack & nonalcoholic beverage bars  | 5 804                   | 1 831 759          | .8  |
| 7223                   | Special foodservices  | 28 062                  | 17 306 162         | 7.5   |
| 72231                  | Foodservice contractors   | 18 991                  | 13 688 379         | 5.9   |
| 722310                 | Foodservice contractors   | 18 991                  | 13 688 379         | 5.9   |
| 72232                  | Caterers  | 6 478                   | 2 800 894          | 1.2   |
| 722320                 | Caterers  | 6 478                   | 2 800 894          | 1.2   |
| 72233                  | Mobile foodservices   | 2 593                   | 816 889            | .4  |
| 722330                 | Mobile foodservices   | 2 593                   | 816 889            | .4  |
| 7224                   | Drinking places (alcoholic beverages)   | 27 977                  | 1 331 922          | .6  |
| 72241                  | Drinking places (alcoholic beverages)   | 27 977                  | 1 331 922          | .6  |
| 722410                 | Drinking places (alcoholic beverages)   | 27 977                  | 1 331 922          | .6  |
| <b>0130</b>            | <b>Alcoholic drinks (served at this establishment)</b>  | <b>192 464</b>          | <b>29 885 918</b>  | <b>100.0</b>  |
| 721                    | Accommodation   | 8 713                   | 3 334 286          | 11.2  |
| 7211                   | Traveler accommodation  | 8 136                   | 3 315 340          | 11.1  |
| 72111                  | Hotels (except casino hotels) & motels  | 7 369                   | 2 513 969          | 8.4   |
| 721110                 | Hotels (except casino hotels) & motels  | 7 369                   | 2 513 969          | 8.4   |
| 7211101                | Hotels (except casino hotels) with 25 guestrooms or more  | 5 801                   | 2 358 963          | 7.9   |
| 7211102                | Hotels with less than 25 guestrooms   | 375                     | 28 535             | .1  |
| 7211103                | Motels  | 919                     | 89 480             | .3  |
| 7211104                | Motor hotels  | 263                     | 33 685             | .1  |
| 7211105                | Organization hotels   | 11                      | 3 326              | Z   |
| 72112                  | Casino hotels   | 235                     | 773 831            | 2.6   |
| 721120                 | Casino hotels   | 235                     | 773 831            | 2.6   |
| 72119                  | Other traveler accommodation  | 532                     | 27 540             | .1  |
| 721191                 | Bed & breakfast inns  | 480                     | 24 651             | .1  |
| 721199                 | All other traveler accommodation  | 52                      | 2 889              | Z   |
| 7212                   | RV (recreational vehicle) parks & recreational camps  | 505                     | 14 538             | Z   |
| 72121                  | RV (recreational vehicle) parks & recreational camps  | 505                     | 14 538             | Z   |
| 721211                 | RV (recreational vehicle) parks & campgrounds   | 282                     | 8 780              | Z   |
| 721214                 | Recreational & vacation camps (except campgrounds)  | 223                     | 5 758              | Z   |
| 7213                   | Rooming & boarding houses   | 72                      | 4 408              | Z   |
| 72131                  | Rooming & boarding houses   | 72                      | 4 408              | Z   |
| 721310                 | Rooming & boarding houses   | 72                      | 4 408              | Z   |
| 722                    | Foodservices & drinking places  | 183 751                 | 26 551 632         | 88.8  |
| 7221                   | Full-service restaurants  | 111 636                 | 15 576 627         | 52.1  |
| 72211                  | Full-service restaurants  | 111 636                 | 15 576 627         | 52.1  |
| 722110                 | Full-service restaurants  | 111 636                 | 15 576 627         | 52.1  |
| 7222                   | Limited-service eating places   | 16 685                  | 670 322            | 2.2   |
| 72221                  | Limited-service eating places   | 16 685                  | 670 322            | 2.2   |
| 722211                 | Limited-service restaurants   | 15 941                  | 642 069            | 2.1   |
| 722212                 | Cafeterias  | 361                     | 10 417             | Z   |
| 722213                 | Snack & nonalcoholic beverage bars  | 383                     | 17 836             | .1  |
| 7222135                | Coffee shops  | 188                     | 2 889              | Z   |
| 7222137                | Other snack & nonalcoholic beverage bars  | 188                     | 14 885             | .1  |
| 7223                   | Special foodservices  | 2 605                   | 570 373            | 1.9   |
| 72231                  | Foodservice contractors   | 440                     | 320 865            | 1.1   |
| 722310                 | Foodservice contractors   | 440                     | 320 865            | 1.1   |
| 72232                  | Caterers  | 2 165                   | 249 508            | .8  |
| 722320                 | Caterers  | 2 165                   | 249 508            | .8  |

See footnotes at end of table.

**Table 2. Kinds of Business by Broad Merchandise Line for the United States: 1997—Con.**

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

| ML code and NAICS code | Merchandise line and kind of business   | Establishments (number) | Sales (\$1,000)  | Percent of sales accounted for by kind of business <sup>1</sup> |
|------------------------|---|-------------------------|------------------|---|
| <b>0130</b>            | <b>Alcoholic drinks (served at this establishment)—Con.</b>   |                         |                  |   |
| 722                    | Foodservices & drinking places—Con.   |                         |                  |   |
| 7224                   | Drinking places (alcoholic beverages) .....   | 52 825                  | 9 734 310        | 32.6  |
| 72241                  | Drinking places (alcoholic beverages) .....   | 52 825                  | 9 734 310        | 32.6  |
| 722410                 | Drinking places (alcoholic beverages) .....   | 52 825                  | 9 734 310        | 32.6  |
| <b>0140</b>            | <b>Packaged liquor, wine, &amp; beer .....</b>  | <b>18 896</b>           | <b>1 063 172</b> | <b>100.0</b>  |
| 721                    | Accommodation .....   | 1 585                   | 427 188          | 40.2  |
| 7211                   | Traveler accommodation .....  | 894                     | 420 277          | 39.5  |
| 72111                  | Hotels (except casino hotels) & motels .....  | 792                     | 391 848          | 36.9  |
| 721110                 | Hotels (except casino hotels) & motels .....  | 792                     | 391 848          | 36.9  |
| 7211101                | Hotels (except casino hotels) with 25 guestrooms or more .....  | 578                     | 382 939          | 36.0  |
| 7211102                | Hotels with less than 25 guestrooms .....   | 55                      | 773              | .1  |
| 7211103                | Motels .....  | 137                     | 6 005            | .6  |
| 7211104                | Motor hotels .....  | 20                      | 2 086            | .2  |
| 72112                  | Casino hotels .....   | 51                      | 27 609           | 2.6   |
| 721120                 | Casino hotels .....   | 51                      | 27 609           | 2.6   |
| 72119                  | Other traveler accommodation .....  | 51                      | 820              | .1  |
| 721191                 | Bed & breakfast inns .....  | 35                      | 556              | .1  |
| 721199                 | All other traveler accommodation .....  | 16                      | 264              | Z   |
| 7212                   | RV (recreational vehicle) parks & recreational camps .....  | 687                     | 6 792            | .6  |
| 72121                  | RV (recreational vehicle) parks & recreational camps .....  | 687                     | 6 792            | .6  |
| 721211                 | RV (recreational vehicle) parks & campgrounds .....   | 622                     | 6 358            | .6  |
| 721214                 | Recreational & vacation camps (except campgrounds) .....  | 65                      | 434              | Z   |
| 722                    | Foodservices & drinking places .....  | 17 311                  | 635 984          | 59.8  |
| 7221                   | Full-service restaurants .....  | 7 063                   | 346 229          | 32.6  |
| 72211                  | Full-service restaurants .....  | 7 063                   | 346 229          | 32.6  |
| 722110                 | Full-service restaurants .....  | 7 063                   | 346 229          | 32.6  |
| 7222                   | Limited-service eating places .....   | 1 733                   | 69 949           | 6.6   |
| 72221                  | Limited-service eating places .....   | 1 733                   | 69 949           | 6.6   |
| 722211                 | Limited-service restaurants .....   | 1 705                   | 68 516           | 6.4   |
| 722212                 | Cafeterias .....  | 20                      | 1 286            | .1  |
| 722213                 | Snack & nonalcoholic beverage bars .....  | 8                       | 147              | Z   |
| 7223                   | Special foodservices .....  | 215                     | 16 304           | 1.5   |
| 72232                  | Caterers .....  | 213                     | 16 068           | 1.5   |
| 722320                 | Caterers .....  | 213                     | 16 068           | 1.5   |
| 7224                   | Drinking places (alcoholic beverages) .....   | 8 300                   | 203 502          | 19.1  |
| 72241                  | Drinking places (alcoholic beverages) .....   | 8 300                   | 203 502          | 19.1  |
| 722410                 | Drinking places (alcoholic beverages) .....   | 8 300                   | 203 502          | 19.1  |
| <b>0150</b>            | <b>Cigars, cigarettes, tobacco, &amp; smokers' accessories (excluding sales from vending machines operated by others) .....</b> | <b>23 144</b>           | <b>254 012</b>   | <b>100.0</b>  |
| 721                    | Accommodation .....   | 1 871                   | 43 611           | 17.2  |
| 7211                   | Traveler accommodation .....  | 1 092                   | 39 000           | 15.4  |
| 72111                  | Hotels (except casino hotels) & motels .....  | 973                     | 24 373           | 9.6   |
| 721110                 | Hotels (except casino hotels) & motels .....  | 973                     | 24 373           | 9.6   |
| 7211101                | Hotels (except casino hotels) with 25 guestrooms or more .....  | 588                     | 22 154           | 8.7   |
| 7211102                | Hotels with less than 25 guestrooms .....   | 80                      | 378              | .1  |
| 7211103                | Motels .....  | 257                     | 1 543            | .6  |
| 7211104                | Motor hotels .....  | 45                      | 281              | .1  |
| 72112                  | Casino hotels .....   | 65                      | 13 965           | 5.5   |
| 721120                 | Casino hotels .....   | 65                      | 13 965           | 5.5   |
| 72119                  | Other traveler accommodation .....  | 54                      | 662              | .3  |
| 721191                 | Bed & breakfast inns .....  | 14                      | 136              | .1  |
| 721199                 | All other traveler accommodation .....  | 40                      | 526              | .2  |
| 7212                   | RV (recreational vehicle) parks & recreational camps .....  | 763                     | 4 523            | 1.8   |
| 72121                  | RV (recreational vehicle) parks & recreational camps .....  | 763                     | 4 523            | 1.8   |
| 721211                 | RV (recreational vehicle) parks & campgrounds .....   | 666                     | 4 161            | 1.6   |
| 721214                 | Recreational & vacation camps (except campgrounds) .....  | 97                      | 362              | .1  |
| 7213                   | Rooming & boarding houses .....   | 16                      | 88               | Z   |
| 72131                  | Rooming & boarding houses .....   | 16                      | 88               | Z   |
| 721310                 | Rooming & boarding houses .....   | 16                      | 88               | Z   |
| 722                    | Foodservices & drinking places .....  | 21 273                  | 210 401          | 82.8  |
| 7221                   | Full-service restaurants .....  | 7 488                   | 74 849           | 29.5  |
| 72211                  | Full-service restaurants .....  | 7 488                   | 74 849           | 29.5  |
| 722110                 | Full-service restaurants .....  | 7 488                   | 74 849           | 29.5  |
| 7222                   | Limited-service eating places .....   | 2 431                   | 36 052           | 14.2  |
| 72221                  | Limited-service eating places .....   | 2 431                   | 36 052           | 14.2  |
| 722211                 | Limited-service restaurants .....   | 1 743                   | 27 640           | 10.9  |
| 722212                 | Cafeterias .....  | 151                     | 844              | .3  |
| 722213                 | Snack & nonalcoholic beverage bars .....  | 537                     | 7 568            | 3.0   |
| 7222133                | Donut shops .....   | 199                     | 2 590            | 1.0   |
| 7222134                | Bagel shops .....   | 67                      | 1 227            | .5  |
| 7222135                | Coffee shops .....  | 199                     | 2 837            | 1.1   |
| 7222137                | Other snack & nonalcoholic beverage bars .....  | 69                      | 814              | .3  |
| 7223                   | Special foodservices .....  | 311                     | 8 805            | 3.5   |
| 72231                  | Foodservice contractors .....   | 95                      | 3 876            | 1.5   |
| 722310                 | Foodservice contractors .....   | 95                      | 3 876            | 1.5   |
| 72232                  | Caterers .....  | 82                      | 1 449            | .6  |
| 722320                 | Caterers .....  | 82                      | 1 449            | .6  |
| 72233                  | Mobile foodservices .....   | 134                     | 3 480            | 1.4   |
| 722330                 | Mobile foodservices .....   | 134                     | 3 480            | 1.4   |
| 7224                   | Drinking places (alcoholic beverages) .....   | 11 043                  | 90 695           | 35.7  |
| 72241                  | Drinking places (alcoholic beverages) .....   | 11 043                  | 90 695           | 35.7  |
| 722410                 | Drinking places (alcoholic beverages) .....   | 11 043                  | 90 695           | 35.7  |

See footnotes at end of table.

**Table 2. Kinds of Business by Broad Merchandise Line for the United States: 1997—Con.**

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

| ML code and NAICS code | Merchandise line and kind of business  | Establishments (number) | Sales (\$1,000)  | Percent of sales accounted for by kind of business <sup>1</sup> |
|------------------------|--|-------------------------|------------------|---|
| <b>9810</b>            | <b>Unclassified merchandise</b>  | <b>47 054</b>           | <b>3 525 782</b> | <b>100.0</b>  |
| 721                    | Accommodation  | 12 789                  | 1 648 441        | 46.8  |
| 7211                   | Traveler accommodation   | 9 297                   | 1 525 297        | 43.3  |
| 72111                  | Hotels (except casino hotels) & motels   | 8 370                   | 1 091 886        | 31.0  |
| 721110                 | Hotels (except casino hotels) & motels   | 8 370                   | 1 091 886        | 31.0  |
| 7211101                | Hotels (except casino hotels) with 25 guestrooms or more   | 3 725                   | 1 022 681        | 29.0  |
| 7211102                | Hotels with less than 25 guestrooms  | 409                     | 7 900            | 2.2   |
| 7211103                | Motels   | 3 283                   | 41 487           | 1.2   |
| 7211104                | Motor hotels   | 939                     | 17 721           | .5  |
| 7211105                | Organization hotels  | 14                      | 2 097            | .1  |
| 72112                  | Casino hotels  | 156                     | 421 426          | 12.0  |
| 721120                 | Casino hotels  | 156                     | 421 426          | 12.0  |
| 72119                  | Other traveler accommodation   | 771                     | 11 985           | .3  |
| 721191                 | Bed & breakfast inns   | 573                     | 7 301            | .2  |
| 721199                 | All other traveler accommodation   | 198                     | 4 684            | .1  |
| 7212                   | RV (recreational vehicle) parks & recreational camps   | 3 248                   | 117 162          | 3.3   |
| 72121                  | RV (recreational vehicle) parks & recreational camps   | 3 248                   | 117 162          | 3.3   |
| 721211                 | RV (recreational vehicle) parks & campgrounds  | 1 904                   | 70 604           | 2.0   |
| 721214                 | Recreational & vacation camps (except campgrounds)   | 1 344                   | 46 558           | 1.3   |
| 7213                   | Rooming & boarding houses  | 244                     | 5 982            | .2  |
| 72131                  | Rooming & boarding houses  | 244                     | 5 982            | .2  |
| 721310                 | Rooming & boarding houses  | 244                     | 5 982            | .2  |
| 722                    | Foodservices & drinking places   | 34 265                  | 1 877 341        | 53.2  |
| 7221                   | Full-service restaurants   | 13 117                  | 863 369          | 24.5  |
| 72211                  | Full-service restaurants   | 13 117                  | 863 369          | 24.5  |
| 722110                 | Full-service restaurants   | 13 117                  | 863 369          | 24.5  |
| 7222                   | Limited-service eating places  | 12 520                  | 729 328          | 20.7  |
| 72221                  | Limited-service eating places  | 12 520                  | 729 328          | 20.7  |
| 722211                 | Limited-service restaurants  | 8 241                   | 591 135          | 16.8  |
| 722212                 | Cafeterias   | 102                     | 7 521            | .2  |
| 722213                 | Snack & nonalcoholic beverage bars   | 4 177                   | 130 672          | 3.7   |
| 7222131                | Ice cream & soft serve shops   | 191                     | 2 613            | .1  |
| 7222132                | Frozen yogurt shops  | 22                      | 192              | .0  |
| 7222133                | Donut shops  | 155                     | 11 929           | .3  |
| 7222134                | Bagel shops  | 441                     | 7 939            | .2  |
| 7222135                | Coffee shops   | 2 956                   | 95 840           | 2.7   |
| 7222136                | Cookie shops   | 46                      | 666              | .0  |
| 7222137                | Other snack & nonalcoholic beverage bars   | 366                     | 11 493           | .3  |
| 7223                   | Special foodservices   | 2 013                   | 138 255          | 3.9   |
| 72231                  | Foodservice contractors  | 1 529                   | 103 546          | 2.9   |
| 722310                 | Foodservice contractors  | 1 529                   | 103 546          | 2.9   |
| 72232                  | Caterers   | 415                     | 29 745           | .8  |
| 722320                 | Caterers   | 415                     | 29 745           | .8  |
| 72233                  | Mobile foodservices  | 69                      | 4 964            | .1  |
| 722330                 | Mobile foodservices  | 69                      | 4 964            | .1  |
| 7224                   | Drinking places (alcoholic beverages)  | 6 615                   | 146 389          | 4.2   |
| 72241                  | Drinking places (alcoholic beverages)  | 6 615                   | 146 389          | 4.2   |
| 722410                 | Drinking places (alcoholic beverages)  | 6 615                   | 146 389          | 4.2   |
| <b>9980</b>            | <b>All other nonmerchandise receipts (incl receipts from rentals, storage &amp; other services provided to customers, excluding sales &amp; other taxes)</b> | <b>34 529</b>           | <b>5 594 079</b> | <b>100.0</b>  |
| 721                    | Accommodation  | 16 830                  | 3 781 339        | 67.6  |
| 7211                   | Traveler accommodation   | 13 440                  | 3 588 063        | 64.1  |
| 72111                  | Hotels (except casino hotels) & motels   | 12 713                  | 2 819 347        | 50.4  |
| 721110                 | Hotels (except casino hotels) & motels   | 12 713                  | 2 819 347        | 50.4  |
| 7211101                | Hotels (except casino hotels) with 25 guestrooms or more   | 7 983                   | 2 700 925        | 48.3  |
| 7211102                | Hotels with less than 25 guestrooms  | 413                     | 18 509           | .3  |
| 7211103                | Motels   | 3 780                   | 66 495           | 1.2   |
| 7211104                | Motor hotels   | 497                     | 15 315           | .3  |
| 7211105                | Organization hotels  | 40                      | 18 103           | .3  |
| 72112                  | Casino hotels  | 158                     | 753 843          | 13.5  |
| 721120                 | Casino hotels  | 158                     | 753 843          | 13.5  |
| 72119                  | Other traveler accommodation   | 569                     | 14 873           | .3  |
| 721191                 | Bed & breakfast inns   | 397                     | 10 519           | .2  |
| 721199                 | All other traveler accommodation   | 172                     | 4 354            | .1  |
| 7212                   | RV (recreational vehicle) parks & recreational camps   | 2 777                   | 168 212          | 3.0   |
| 72121                  | RV (recreational vehicle) parks & recreational camps   | 2 777                   | 168 212          | 3.0   |
| 721211                 | RV (recreational vehicle) parks & campgrounds  | 1 680                   | 99 730           | 1.8   |
| 721214                 | Recreational & vacation camps (except campgrounds)   | 1 097                   | 68 482           | 1.2   |
| 7213                   | Rooming & boarding houses  | 613                     | 25 064           | .4  |
| 72131                  | Rooming & boarding houses  | 613                     | 25 064           | .4  |
| 721310                 | Rooming & boarding houses  | 613                     | 25 064           | .4  |
| 722                    | Foodservices & drinking places   | 17 699                  | 1 812 740        | 32.4  |
| 7221                   | Full-service restaurants   | 4 720                   | 200 334          | 3.6   |
| 72211                  | Full-service restaurants   | 4 720                   | 200 334          | 3.6   |
| 722110                 | Full-service restaurants   | 4 720                   | 200 334          | 3.6   |
| 7222                   | Limited-service eating places  | 2 230                   | 86 024           | 1.5   |
| 72221                  | Limited-service eating places  | 2 230                   | 86 024           | 1.5   |
| 722211                 | Limited-service restaurants  | 1 782                   | 66 619           | 1.2   |
| 722212                 | Cafeterias   | 80                      | 2 340            | .0  |
| 722213                 | Snack & nonalcoholic beverage bars   | 368                     | 17 065           | .3  |
| 7222131                | Ice cream & soft serve shops   | 114                     | 1 636            | .0  |
| 7222133                | Donut shops  | 24                      | 1 289            | .0  |
| 7222134                | Bagel shops  | 24                      | 769              | .0  |
| 7222135                | Coffee shops   | 96                      | 3 354            | .1  |
| 7222136                | Cookie shops   | 41                      | 2 057            | .0  |
| 7222137                | Other snack & nonalcoholic beverage bars   | 65                      | 7 957            | .1  |

See footnotes at end of table.

**Table 2. Kinds of Business by Broad Merchandise Line for the United States: 1997—Con.**

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

| ML code and NAICS code | Merchandise line and kind of business   | Establishments (number) | Sales (\$1,000) | Percent of sales accounted for by kind of business <sup>1</sup> |
|------------------------|---|-------------------------|-----------------|---|
| <b>9980</b>            | <b>All other nonmerchandise receipts (incl receipts from rentals, storage &amp; other services provided to customers, excluding sales &amp; other taxes)—Con.</b> |                         |                 |   |
| 722                    | Foodservices & drinking places—Con.   |                         |                 |   |
| 7223                   | Special foodservices .....  | 3 611                   | 1 159 648       | 20.7  |
| 72231                  | Foodservice contractors .....   | 2 198                   | 963 278         | 17.2  |
| 722310                 | Foodservice contractors .....   | 2 198                   | 963 278         | 17.2  |
| 72232                  | Caterers .....  | 1 302                   | 183 873         | 3.3   |
| 722320                 | Caterers .....  | 1 302                   | 183 873         | 3.3   |
| 72233                  | Mobile foodservices .....   | 111                     | 12 497          | .2  |
| 722330                 | Mobile foodservices .....   | 111                     | 12 497          | .2  |
| 7224                   | Drinking places (alcoholic beverages) .....   | 7 138                   | 366 734         | 6.6   |
| 72241                  | Drinking places (alcoholic beverages) .....   | 7 138                   | 366 734         | 6.6   |
| 722410                 | Drinking places (alcoholic beverages) .....   | 7 138                   | 366 734         | 6.6   |

<sup>1</sup>Merchandise line percents by kind of business may not add to totals due to exclusion of selected lines to avoid disclosing data for individual companies and due to rounding.



# Appendix A.

## Explanation of Terms

---

### **NUMBER OF ESTABLISHMENTS**

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

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

under a single ownership, separate establishment reports for each of the different activities were obtained in the census.

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

### **SALES (\$1,000)**

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

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

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

# Appendix B.

## NAICS Codes, Titles, and Descriptions

---

### 72 ACCOMMODATION AND FOODSERVICES

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

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

#### 721 Accommodation

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

The subsector is organized into three industry groups: (1) traveler accommodation, (2) recreational accommodation, and (3) rooming and boarding houses. The Traveler Accommodation industry group includes establishments that primarily provide traditional types of lodging services. This group includes hotels, motels, and bed and breakfast inns. In addition to lodging, these establishments may provide a range of other services to their guests. The RV (Recreational Vehicle) Parks and Recreational Camps industry group includes establishments that operate lodging facilities primarily designed to accommodate outdoor enthusiasts. Included are travel trailer campsites, recreational vehicle parks, and outdoor adventure retreats. The Rooming and Boarding Houses industry group includes establishments providing temporary or longer-term accommodations that for the period of occupancy may serve as a principal residence. Board (i.e., meals) may be provided but is not essential.

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

#### 7211 Traveler Accommodation

This NAICS Industry Group includes establishments classified in the following Industries: 72111, Hotels (except Casino Hotels) and Motels; 72112, Casino Hotels; and 72119, Other Traveler Accommodation.

##### 72111 Hotels (Except Casino Hotels) and Motels

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

##### 721110 Hotels (Except Casino Hotels) and Motels

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

The data published with NAICS code 721110 are comprised of these parts of the following SIC industries:

- 7011 (pt) Motels
- 7011 (pt) Motor hotels
- 7011 (pt) Hotels (except casino hotels) with 25 guestrooms or more
- 7011 (pt) Hotels with less than 25 guestrooms
- 7041 (pt) Organization hotels

##### 7211101 Hotels (except Casino Hotels) With 25 Guestrooms or More

Establishments, known as hotels, with a total of 25 guestrooms or more primarily engaged in providing short-term lodging.

##### 7211102 Hotels With Less Than 25 Guestrooms

Establishments, known as hotels, with less than 25 guestrooms primarily engaged in providing short-term lodging.

---

### **7211103 Motels**

Establishments, known as motels, primarily engaged in providing short-term lodging.

### **7211104 Motor Hotels**

Establishments, known as motor hotels, motor lodges, or motor inns, primarily engaged in providing short-term lodging.

### **7211105 Organization Hotels**

Hotels operated by membership organizations for the benefit of their constituents and not open to the general public.

### **72112 Casino Hotels**

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

### **721120 Casino Hotels**

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

The data published with NAICS code 721120 are comprised of this part of the following SIC industry:

7011 (pt) Casino hotels

### **72119 Other Traveler Accommodation**

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

### **721191 Bed-and-Breakfast Inns**

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

The data published with NAICS code 721191 are comprised of these parts of the following SIC industries:

7011 (pt) Bed-and-breakfast inns with 25 guestrooms or more

7011 (pt) Bed-and-breakfast inns with less than 25 guestrooms

### **7211911 Bed-and-Breakfast Inns With 25 Guestrooms or More**

Establishments, known as bed-and-breakfast inns, primarily engaged in providing short-term lodging. These establishments provide lodging of 25 guestrooms or more in buildings converted for this purpose.

### **7211912 Bed-and-Breakfast Inns With Less Than 25 Guestrooms**

Establishments, known as bed-and-breakfast inns, primarily engaged in providing short-term lodging. These establishments provide lodging of less than 25 guestrooms in private houses or buildings converted for this purpose.

### **721199 All Other Traveler Accommodation**

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

The data published with NAICS code 721199 are comprised of this part of the following SIC industry:

7011 (pt) All other traveler accommodation

### **7212 RV (Recreational Vehicle) Parks and Recreational Camps**

This NAICS Industry Group includes establishments classified in the following NAICS Industry: 72121, RV (Recreational Vehicle) Parks and Recreational Camps.

### **72121 RV (Recreational Vehicle) Parks and Recreational Camps**

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

### **721211 RV (Recreational Vehicle) Parks and Campgrounds**

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

---

The data published with NAICS code 721211 are comprised of the following SIC industry:

7033 Recreational vehicle parks and campsites

### **721214 Recreational and Vacation Camps (Except Campgrounds)**

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

The data published with NAICS code 721214 are comprised of the following SIC industry:

7032 Sporting and recreational camps

### **7213 Rooming and Boarding Houses**

This NAICS Industry Group includes establishments classified in the following NAICS Industry: 72131, Rooming and Boarding Houses.

#### **72131 Rooming and Boarding Houses**

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

#### **721310 Rooming and Boarding Houses**

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

The data published with NAICS code 721310 are comprised of these parts of the following SIC industries:

7021 Rooming and boarding houses

7041 (pt) Organization rooming and boarding houses

#### **7213101 Rooming and Boarding Houses**

Establishments primarily engaged in operating rooming and boarding houses and similar facilities, such as dormitories and residential clubs. These establishments are open to the general public and provide temporary or longer-term accommodations which, for the period of occupancy, may serve as a principal residence.

#### **7213102 Organization Rooming and Boarding Houses**

Lodging houses operated by membership organizations for the benefit of their constituents and not open to the general public.

### **722 Food Services and Drinking Places**

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

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

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

#### **7221 Full-Service Restaurants**

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

#### **72211 Full-Service Restaurants**

This industry comprises establishments primarily engaged in providing food services to patrons who order and are served while seated (i.e. waiter/waitress service) and pay after eating. These establishments may provide

---

this type of food services to patrons in combination with selling alcoholic beverages, providing takeout services, or presenting live nontheatrical entertainment.

### **722110 Full-Service Restaurants**

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

The data published with NAICS code 722110 are comprised of this part of the following SIC industry:

5812 (pt) Full-service restaurants

### **7222 Limited-Service Eating Places**

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

#### **72221 Limited-Service Eating Places**

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

#### **722211 Limited-Service Restaurants**

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

The data published with NAICS code 722211 are comprised of this part of the following SIC industry:

5812 (pt) Limited-service restaurants

#### **722212 Cafeterias**

This U.S. industry comprises establishments, known as cafeterias, primarily engaged in preparing and serving meals for immediate consumption using cafeteria-style

serving equipment, such as steam tables, a refrigerated area, and self-service nonalcoholic beverage dispensing equipment. Patrons select from food and drink items on display in a continuous cafeteria line.

The data published with NAICS code 722212 are comprised of this part of the following SIC industry:

5812 (pt) Cafeterias

#### **722213 Snack and Nonalcoholic Beverage Bars**

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

The data published with NAICS code 722213 are comprised of these parts of the following SIC industries:

5461 (pt) Cookie shops

5461 (pt) Donut shops, baking on premises

5461 (pt) Donut shops, no baking on premises

5812 (pt) Ice cream and soft serve shops

5812 (pt) Frozen yogurt shops

5812 (pt) Bagel shops

5812 (pt) Coffee shops

5812 (pt) Other snack and nonalcoholic beverage bars

#### **7222131 Ice Cream and Soft Serve Shops**

Establishments primarily engaged in selling ice cream and/or frozen custard for immediate consumption.

#### **7222132 Frozen Yogurt Shops**

Establishments primarily engaged in selling frozen yogurt for immediate consumption.

#### **7222133 Donut Shops**

Establishments primarily engaged in selling donuts, for consumption on or off the premises.

#### **72221331 Donut Shops, Baking on Premises**

Establishments primarily engaged in selling donuts baked on the premises.

#### **72221332 Donut Shops, No Baking on Premises**

Establishments primarily engaged in selling donuts not baked on the premises.



---

### **7222134 Bagel Shops**

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

### **7222135 Coffee Shops**

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

### **7222136 Cookie Shops**

Establishments primarily engaged in selling cookies.

### **7222137 Other Snack and Nonalcoholic Beverage Bars**

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

### **7223 Special Food Services**

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

### **72231 Food Service Contractors**

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

### **722310 Food Service Contractors**

This U.S. industry comprises establishments primarily engaged in providing food services at institutional, governmental, commercial, or industrial locations of others based on contractual arrangements with these type of organizations for a specified period of time. The establishments of this industry provide food services for the convenience of the contracting organization or the contracting organization's customers. The contractual arrangement of

these establishments with contracting organizations may vary from type of facility operated (e.g., cafeteria, restaurant, fast-food eating place), revenue sharing, cost structure, to providing personnel. Management staff is always provided by the food services contractor.

The data published with NAICS code 722310 are comprised of this part of the following SIC industry:

5812 (pt) Foodservice contractors

### **72232 Caterers**

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

### **722320 Caterers**

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

The data published with NAICS code 722320 are comprised of this part of the following SIC industry:

5812 (pt) Caterers

### **72233 Mobile Food Services**

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

### **722330 Mobile Food Services**

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

---

The data published with NAICS code 722330 are comprised of this part of the following SIC industry:

5963 (pt) Mobile foodservices

**7224 Drinking Places (Alcoholic Beverages)**

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

**72241 Drinking Places (Alcoholic Beverages)**

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

**722410 Drinking Places (Alcoholic Beverages)**

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

The data published with NAICS code 722410 are comprised of the following SIC industry:

5813 Drinking places (alcoholic beverages)

# 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, sales, 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 firms, and all employer firms with payroll above a specified cutoff. (The term “employers” refers to firms with one or more paid employees at any time during 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 sales of establishments covered in the census. Data on sales, payroll, and employment for small employers in the nonmail universe were derived or estimated from administrative records of other Federal agencies.
  - b. All nonemployers, i.e., all firms with no paid employees during 1997. Sales 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 sales of all establishments covered in the census. The census included only those nonemployer firms which reported a sales volume of \$1,000 or more during 1997. Establishments with no paid employees were excluded as in previous censuses. Data for nonemployers are not included in this report, but are released as part of the “Core Business Statistics 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 1997 NAICS. More information on NAICS is available in the NAICS manual and at [www.census.gov/naics](http://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.** Establishments in the mail universe were classified on the basis of their self-designation, sales of merchandise lines, and other industry-specific inquiries.
2. **The nonmail universe.** Selected small employers were classified on the basis of the most current kind-of-business classification available from one of the Census Bureau’s current sample surveys or the 1992 Economic Census. Otherwise, the classification was obtained from administrative records of other Federal agencies. If the census or administrative record classifications proved inadequate (none corresponded to a 1997 Economic Census classification in the detail required for employers), the firm was sent a brief inquiry requesting information necessary to assign a kind-of-business code.

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 Merchandise Line Sales 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 included location, kind of business or operation, sales, 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 was expanded to represent 100 percent of the mail and nonmail employer universe. Data presented for industry-specific inquiries based on a December 31 reference date were expanded in direct relationship to total sales 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 sales of all establishments included in the category. In a few cases, expansion on the basis of sales was not appropriate, and another basic data item was used as the basis for expansion.

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 sales of establishments responding to the industry-specific inquiry as a percent of total sales for all establishments for which data are shown. For some inquiries, coverage is determined by the ratio of total payroll or employment of establishments responding to the inquiry to total payroll or employment of all establishments in the category.

# Appendix D. Geographic Notes

---

Not applicable for this report.

# Appendix E. Metropolitan Areas

---

Not applicable for this report.

