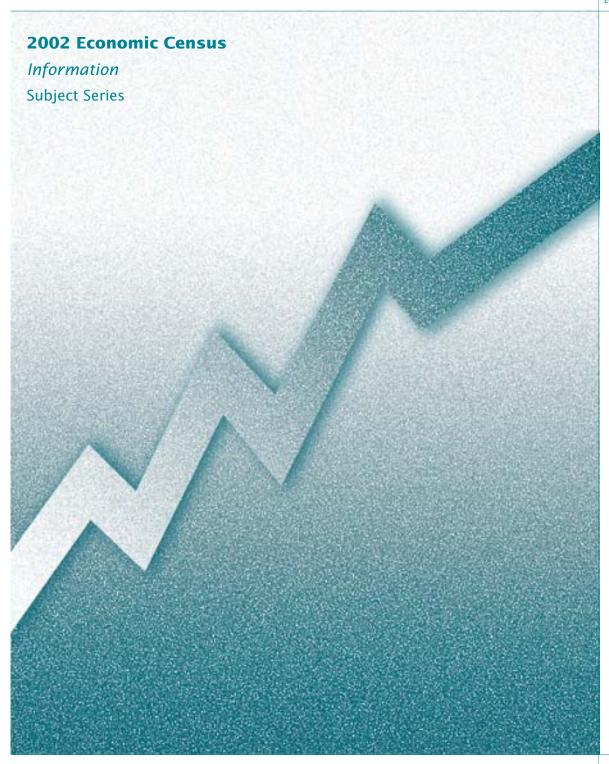
# Product Lines: 2002

Issued October 2005

EC02-51SL-LS





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#### ACKNOWLEDGMENTS

This report was prepared in the Service Sector Statistics Division under the direction of **Bobby E. Russell**, Assistant Division Chief for Census Programs. Planning, management, and coordination of this report were under the supervision of **Jack B. Moody**, Chief, Service Census Branch, assisted by **Jack R. Drago**, **Kirk K. Degler**, **Susan G. Baker**, **John P. Kern**, **Joyce Kiessling**, **Maria A. Poschinger**, and **Vannah L. Beatty**. Primary staff assistance was provided by **Kari M. Behrend**, **Scherrie L. Butler**, **Laurie E. Davis**, **Tara S. Dryden**, **Michael Dunfee**, **Sara Eddie**, **Holly C. Higgins**, **Julian T. Hunt**, **Misty I. Jensen**, **Christine M. Joseph**, **Robin A. Justice**, **Jason T. Lambert**, **John J. Manning**, **Patrice C. Norman**, **Karen K. Ruane**, **Jill L. Smith**, **Theresa L. Steele**, and **Brent M. Williams**.

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

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

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

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

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

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

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

EC02-51SL-LS

#### **2002 Economic Census**

*Information*Subject Series





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-- Not applicable for this report.

## Introduction to the Economic Census

#### PURPOSES AND USES OF THE ECONOMIC CENSUS

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

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

- Policymaking agencies of the federal government use the data to monitor economic activity and to assess the effectiveness of policies.
- State and local governments use the data to assess business activities and tax bases within their jurisdictions and to develop programs to attract business.
- Trade associations study trends in their own and competing industries, which allows them to keep their members informed of market changes.
- Individual businesses use the data to locate potential markets and to analyze their own production and sales performance relative to industry or area averages.

#### INDUSTRY CLASSIFICATIONS

Data from the 2002 Economic Census are published primarily according to the 2002 North American Industry Classification System (NAICS). NAICS was first adopted in the United States, Canada, and Mexico in 1997. The 2002 Economic Census covers the following NAICS sectors:

21	Mining
22	Utilities
23	Construction
31-33	Manufacturing
42	Wholesale Trade
44-45	Retail Trade
48-49	Transportation and Warehousing
51	Information
52	Finance and Insurance
53	Real Estate and Rental and Leasing
54	Professional, Scientific, and Technical Services
55	Management of Companies and Enterprises
56	Administrative and Support and Waste Management and Remediation Services
61	Educational Services
62	Health Care and Social Assistance
71	Arts, Entertainment, and Recreation
72	Accommodation and Food Services
81	Other Services (except Public Administration)

(Not listed above are the Agriculture, Forestry, Fishing, and Hunting sector (NAICS 11), partially covered by the census of agriculture conducted by the U.S. Department of Agriculture, and the Public Administration sector (NAICS 92), largely covered by the census of governments conducted by the Census Bureau.)

The 20 NAICS sectors are subdivided into 100 subsectors (three-digit codes), 317 industry groups (four-digit codes), and, as implemented in the United States, 1,179 industries (six-digit codes).

#### RELATIONSHIP TO HISTORICAL INDUSTRY CLASSIFICATIONS

Prior to the 1997 Economic Census, data were published according to the Standard Industrial Classification (SIC) system. While many of the individual NAICS industries correspond directly to industries as defined under the SIC system, most of the higher level groupings do not. Particular care should be taken in comparing data for retail trade, wholesale trade, and manufacturing, which are sector titles used in both NAICS and SIC, but cover somewhat different groups of industries. The 1997 Economic Census *Bridge Between NAICS and SIC* demonstrates the relationships between NAICS and SIC industries. Where changes are significant, it may not be possible to construct time series that include data for points both before and after 1997.

Most industry classifications remained unchanged between 1997 and 2002, but NAICS 2002 includes substantial revisions within the construction and wholesale trade sectors, and a number of revisions for the retail trade and information sectors. These changes are noted in industry definitions and will be demonstrated in the *Bridge Between NAICS 2002 and NAICS 1997*.

For 2002, data for enterprise support establishments (those functioning primarily to support the activities of their company's operating establishments, such as a warehouse or a research and development laboratory) are included in the industry that reflects their activities (such as warehousing). For 1997, such establishments were termed auxiliaries and were excluded from industry totals.

#### **BASIS OF REPORTING**

The economic census is conducted on an establishment basis. A company operating at more than one location is required to file a separate report for each store, factory, shop, or other location. Each establishment is assigned a separate industry classification based on its primary activity and not that of its parent company. (For selected industries, only payroll, employment, and classification are collected for individual establishments, while other data are collected on a consolidated basis.)

#### **GEOGRAPHIC AREA CODING**

Accurate and complete information on the physical location of each establishment is required to tabulate the census data for states, metropolitan and micropolitan statistical areas, counties, and corporate municipalities (places) including cities, towns, townships, villages, and boroughs. Respondents were required to report their physical location (street address, municipality, county, and state) if it differed from their mailing address. For establishments not surveyed by mail (and those single-establishment companies that did not provide acceptable information on physical location), location information from administrative sources is used as a basis for coding.

#### **AVAILABILITY OF ADDITIONAL DATA**

All results of the 2002 Economic Census are available on the Census Bureau Internet site (www.census.gov) and on digital versatile discs (DVD-ROMs) for sale by the Census Bureau. The American FactFinder system at the Internet site allows selective retrieval and downloading of the data. For more information, including a description of reports being issued, see the Internet site, write to the U.S. Census Bureau, Washington, DC 20233-6100, or call Customer Services at 301-763-4100.

#### HISTORICAL INFORMATION

The economic census has been taken as an integrated program at 5-year intervals since 1967 and before that for 1954, 1958, and 1963. Prior to that time, individual components of the economic census were taken separately at varying intervals.

The economic census traces its beginnings to the 1810 Decennial Census, when questions on manufacturing were included with those for population. Coverage of economic activities was expanded for the 1840 Decennial Census and subsequent censuses to include mining and some commercial activities. The 1905 Manufactures Census was the first time a census was taken apart

from the regular decennial population census. Censuses covering retail and wholesale trade and construction industries were added in 1930, as were some service trades in 1933. Censuses of construction, manufacturing, and the other business censuses were suspended during World War II.

The 1954 Economic Census was the first census to be fully integrated, providing comparable census data across economic sectors and using consistent time periods, concepts, definitions, classifications, and reporting units. It was the first census to be taken by mail, using lists of firms provided by the administrative records of other federal agencies. Since 1963, administrative records also have been used to provide basic statistics for very small firms, reducing or eliminating the need to send them census report forms.

The range of industries covered in the economic census expanded between 1967 and 2002. The census of construction industries began on a regular basis in 1967, and the scope of service industries, introduced in 1933, was broadened in 1967, 1977, and 1987. While a few transportation industries were covered as early as 1963, it was not until 1992 that the census broadened to include all of transportation, communications, and utilities. Also new for 1992 was coverage of financial, insurance, and real estate industries. With these additions, the economic census and the separate census of governments and census of agriculture collectively covered roughly 98 percent of all economic activity. New for 2002 is coverage of four industries classified in the agriculture, forestry, and fishing sector under the SIC system: landscape architectural services, landscaping services, veterinary services, and pet care services.

Printed statistical reports from the 1992 and earlier censuses provide historical figures for the study of long-term time series and are available in some large libraries. Reports for 1997 were published primarily on the Internet and copies of 1992 reports are also available there. CD-ROMs issued from the 1987, 1992, and 1997 Economic Censuses contain databases that include all or nearly all data published in print, plus additional statistics, such as ZIP Code statistics, published only on CD-ROM.

#### **SOURCES FOR MORE INFORMATION**

More information about the scope, coverage, classification system, data items, and publications for the 2002 Economic Census and related surveys is published in the *Guide to the 2002 Economic Census* at www.census.gov/econ/census02/guide. More information on the methodology, procedures, and history of the census will be published in the *History of the 2002 Economic Census* at www.census.gov/econ/www/history.html.

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# Information

#### **SCOPE**

The Information sector (sector 51) comprises establishments engaged in the following processes: (a) producing and distributing information and cultural products, (b) providing the means to transmit or distribute these products as well as data or communications, and (c) processing data.

The main components of this sector are the publishing industries, including software publishing, and both traditional publishing and publishing exclusively over the Internet; the telecommunications industries; the industries known as Internet service providers and Web search portals, data processing industries, and the information services industries.

The expressions "information age" and "global information economy" are used with considerable frequency today. The general idea of an "information economy" includes both the notion of industries primarily producing, processing, and distributing information, as well as the idea that every industry is using available information and information technology to reorganize and make themselves more productive.

For the purpose of developing NAICS, it is the transformation of information into a commodity that is produced and distributed by a number of growing industries that is at issue. The Information sector groups three types of establishments: (1) those engaged in producing and distributing information and cultural products; (2) those that provide the means to transmit or distribute these products as well as data or communications; and (3) those that process data. Cultural products are those that directly express attitudes, opinions, ideas, values, and artistic creativity; provide entertainment; or offer information and analysis concerning the past and present. Included in this definition are popular, mass-produced products, as well as cultural products that normally have a more limited audience, such as poetry books, literary magazines, or classical records.

The unique characteristics of information and cultural products, and of the processes involved in their production and distribution, distinguish the Information sector from the goods-producing and service-producing sectors. Some of these characteristics are:

- 1. Unlike traditional goods, an "information or cultural product," such as a newspaper online or television program, does not necessarily have tangible qualities, nor is it necessarily associated with a particular form. A movie can be shown at a movie theater, on a television broadcast, through video-on-demand or rented at a local video store. A sound recording can be aired on radio, embedded in multimedia products, or sold at a record store.
- 2. Unlike traditional services, the delivery of these products does not require direct contact between the supplier and the consumer.
- 3. The value of these products to the consumer lies in their informational, educational, cultural, or entertainment content, not in the format in which they are distributed. Most of these products are protected from unlawful reproduction by copyright laws.
- 4. The intangible property aspect of information and cultural products makes the processes involved in their production and distribution very different from goods and services. Only those possessing the rights to these works are authorized to reproduce, alter, improve, and distribute them. Acquiring and using these rights often involves significant costs. In addition, technology is revolutionizing the distribution of these products. It is possible to distribute them in a physical form, via broadcast, or online.
- 5. Distributors of information and cultural products can easily add value to the products they distribute. For instance, broadcasters add advertising not contained in the original product.

This capacity means that unlike traditional distributors, they derive revenue not from sale of the distributed product to the final consumer, but from those who pay for the privilege of adding information to the original product. Similarly, a directory and mailing list publisher can acquire the rights to thousands of previously published newspaper and periodical articles and add new value by providing search and software and organizing the information in a way that facilitates research and retrieval. These products often command a much higher price than the original information.

The distribution modes for information commodities may either eliminate the necessity for traditional manufacture, or reverse the conventional order of manufacture-distribute: A newspaper distributed online, for example, can be printed locally or by the final consumer. Similarly, it is anticipated that packaged software, which today is mainly bought through the traditional retail channels, will soon be available mainly online. The NAICS Information sector is designed to make such economic changes transparent as they occur, or to facilitate designing surveys that will monitor the new phenomena and provide data to analyze the changes.

Many of the industries in the NAICS Information sector are engaged in producing products protected by copyright law, or in distributing them (other than distribution by traditional wholesale and retail methods). Examples are traditional publishing industries, software and directory and mailing list publishing industries, and film and sound industries. Broadcasting and telecommunications industries and information providers and processors are also included in the Information sector, because their technologies are so closely linked to other industries in the Information sector.

Many of the "kinds of business" included in this sector are not thought of as commercial businesses and the terms (such as "business," "establishment," and "firm") used to describe them may not be descriptive of such services. However, these terms are applied to all "kinds of business" in order to maintain conformity in the measures of the production and delivery of goods and services and in the presentation of data.

**Exclusions.** The tabulations for this sector do not include central administrative offices, warehouses, or other establishments that serve information establishments within the same organization. Data for such establishments are classified according to the nature of the service they provide. For example, separate headquarters establishments are reported in NAICS sector 55, Management of Companies and Enterprises.

The reports described below exclude establishments of firms with no paid employees. These "nonemployers," typically self-employed individuals or partnerships operating businesses that they have not chosen to incorporate, are reported separately in *Nonemployer Statistics*. The contribution of nonemployers, relatively large for this sector, may be examined at www.census.gov/nonemployerimpact.

**Definitions.** Industry categories are defined in Appendix B, NAICS Codes, Titles, and Descriptions. Other terms are defined in Appendix A, Explanation of Terms.

#### REPORTS

The following reports provide statistics on this sector.

**Industry Series.** There are 13 reports, each covering a group of related industries. The reports present, by kind of business for the United States, general statistics for establishments of firms with payroll on number of establishments, receipts, payroll, and employment; comparative statistics for 2002 and 1997; product lines; and concentration of business activity in the largest firms. The data in industry reports are preliminary and subject to change in the following reports.

**Geographic Area Series.** There is a separate report for each state, the District of Columbia, and the United States. Each state report presents, for establishments of firms with payroll, general statistics on number of establishments, receipts, expenses of tax-exempt establishments, payroll, and employment by kind of business for the state, metropolitan and micropolitan statistical areas, counties, and places with 2,500 inhabitants or more. Greater kind-of-business detail is shown for larger areas. The United States report presents data for the United States as a whole for detailed kind-of-business classifications.

#### **Subject Series:**

- **Product Lines.** This report presents product lines data for establishments of firms with payroll by kind of business. Data are presented for the United States and states.
- Establishment and Firm Size (Including Legal Form of Organization). This report presents receipts/revenue, payroll, and employment data for the United States by receipts/revenue size, by employment size, and by legal form of organization for establishments of firms with payroll; and by receipts/revenue size (including concentration by largest firms), by employment size, and by number of establishments operated (single units and multiunits) for firms with payroll.
- **Miscellaneous Subjects.** This report presents data for a variety of industry-specific topics for establishments of firms with payroll. Presentation of data varies by kind of business.

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

#### **GEOGRAPHIC AREAS COVERED**

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

- 1. The United States as a whole.
- 2. States and the District of Columbia.
- 3. Metropolitan and micropolitan statistical areas. A core based statistical area (CBSA) contains a core area with a substantial population nucleus, together with adjacent communities having a high degree of social and economic integration with that core. CBSAs are differentiated into metropolitan and micropolitan statistical areas based on size criteria. Both metropolitan and micropolitan statistical areas are defined in terms of entire counties, and are listed in Appendix E, Metropolitan and Micropolitan Statistical Areas.
  - a. Metropolitan Statistical Areas (metro areas). Metro areas have at least one urbanized area of 50,000 or more population, plus adjacent territory that has a high degree of social and economic integration with the core as measured by commuting ties.
  - b. Micropolitan Statistical Areas (micro areas). Micro areas have at least one urban cluster of at least 10,000, but less than 50,000 population, plus adjacent territory that has a high degree of social and economic integration with the core as measured by commuting ties.
  - c. Metropolitan Divisions (metro divisions). If specified criteria are met, a metro area containing a single core with a population of 2.5 million or more may be subdivided to form smaller groupings of counties referred to as Metropolitan Divisions.
  - d. Combined Statistical Areas (combined areas). If specified criteria are met, adjacent metro and micro areas, in various combinations, may become the components of a new set of areas called Combined Statistical Areas. The areas that combine retain their own designations as metro or micro areas within the larger combined area.
- 4. Counties and county equivalents defined as of January 1, 2002. Counties are the primary divisions of states, except in Louisiana where they are called parishes and in Alaska where they are called boroughs, census areas, and city and boroughs. Maryland, Missouri, Nevada, and Virginia have one place or more that is independent of any county organization and constitutes primary divisions of their states. These places are treated as counties and as places.
- 5. Economic places.

- a. Municipalities of 2,500 inhabitants or more defined as of January 1, 2002. These are areas of significant population incorporated as cities, boroughs, villages, or towns according to the 2000 Census of Population. For the economic census, boroughs, census areas, and city and boroughs in Alaska and boroughs in New York are not included in this category.
- b. Consolidated cities defined as of January 1, 2002. Consolidated cities are consolidated governments that consist of separately incorporated municipalities.
- c. Townships in Michigan, New Jersey, and Pennsylvania, and towns in New York, Wisconsin, and the six New England states with 10,000 inhabitants or more (according to the 2000 Census of Population).
- d. Balance of county. Areas outside the entities listed above, including incorporated municipalities with populations of fewer than 2,500, towns and townships not qualifying as noted above, and the remainders of counties outside places are categorized as "Balance of county."

#### **DOLLAR VALUES**

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

All dollar values are shown in thousands of dollars.

#### **COMPARABILITY OF THE 1997 AND 2002 ECONOMIC CENSUSES**

Both the 2002 Economic Census and the 1997 Economic Census present data based on the North American Industry Classification System (NAICS).

The 1997 Economic Census was the first census to present data based on NAICS, the successor to the Standard Industrial Classification (SIC) system. NAICS was revised for 2002 and a number of revisions affect the Information Sector. New industries were created for Internet publishing and broadcasting and Web search portals. Revisions to the hierarchical structure were made and revised NAICS codes were assigned to selected industries. Most tables in the 2002 Economic Census reports present data based on 2002 NAICS. A comparative table in the Industry Series reports, and the multisector *Comparative Statistics* report, present data for both 2002 and 1997 based on 1997 NAICS.

These tables for 2002 include information establishments that primarily serve other establishments of the same enterprise. These "enterprise support" establishments were not included in data for the information sector in 1997, but were instead included in the "Other auxiliary establishments" kind-of-business category in the "Auxiliaries, Excluding Corporate, Subsidiary, and Regional Managing Offices" reports.

#### **RELIABILITY OF DATA**

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

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

#### **DISCLOSURE**

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

#### AVAILABILITY OF MORE FREQUENT ECONOMIC DATA

The Census Bureau conducts the Service Annual Survey (SAS) each year. This survey, while providing more frequent observations, yields less kind-of-business and geographic detail than the economic census. In addition, the County Business Patterns program offers annual statistics on the number of establishments, employment, and payroll classified by industry within each county, and Statistics of U.S. Businesses program provides annual statistics classified by the employment size of the enterprise, further classified by industry for the United States, and by broader categories for states and metropolitan areas.

#### **CONTACTS FOR DATA USERS**

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

#### ABBREVIATIONS AND SYMBOLS

The following abbreviations and symbols are used with these data:

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

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

				s with the product line	Prod	uct line receipts		
NAICS code	Product line code	Kind of business and product line				As percent of of-		
			Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	Estab- lishments with the product line	All estab- lishments <sup>1</sup>	Response coverage (percent
1		Information	137 678	х	891 845 956	x	100.0	84.2
11		Publishing industries (except Internet)	32 287	х	242 216 369	x	100.0	81.
	31000	Newspapers - Print - Subscriptions and sales: General newspapers	6 797	43 523 947	10 202 196	23.4	4.2	]
	31010 31020 31030	Newspapers - Print - Subscriptions and sales: Specialized newspapers . Newspapers - Internet - Subscriptions and sales: General newspapers . Newspapers - Internet - Subscriptions and sales: Specialized	1 016 375	3 049 023 3 350 471	427 274 86 302	14.0 2.6	.2 Z	
	31040	newspapers - Other media- Subscriptions and sales: General	110	477 450	11 159	2.3	Z	;
	31050	newspapers <sup>3</sup>	173	2 025 154	122 065	6.0	.1	1
	31060	newspapers <sup>3</sup>	51 6 275	130 614 42 701 357	24 169 29 690 397	18.5 69.5	Z 12.3	
	31070	Newspapers - Print - Sale of advertising space: Specialized newspapers	1 289	7 011 855	1 076 696	15.4	.4	2
	31080 31090	Newspapers - Internet - Sale of advertising space: General newspapers	1 567	23 346 429	325 166	1.4	.1	
	31100	Newspapers - Internet - Sale of advertising space: Specialized newspapers	104	454 234	18 042	4.0	Z	2
	31110	newspapers - Other media - Sale of advertising space: Specialized	407	4 136 059	234 820	5.7	.1	)
	31120	newspapers <sup>3</sup>	109 3 624	314 348 27 437 769	30 659 1 198 316	9.8 4.4	Z .5	
	31130 31160	Distribution of flyers, inserts, samples, etc., for others	2 669 172	22 112 453 7 650 690	2 084 172 21 137	9.4 .3	.5 .9 Z .2 .5	
	31170 31180	Sale or licensing of rights to content  Mailing lists, rental or sale	1 123 1 577	21 687 918 20 939 095	460 139 1 271 990	2.1 6.1	.2 .5	
	31200 31210	Publishing services for others	727 685	5 838 176 10 994 298	512 485 8 031 040	8.8 73.0	.2 3.3	
	31220	Books - Print: Children's books, excluding coloring activity books, sticker books, and water painting books	404	6 552 595	2 896 644	44.2	1.2	
	31230 31240	Books - Print: General reference books	857 1 056	4 273 470 7 225 800	1 676 909 3 162 981	39.2 43.8	.7 1.3	
	31250 31260	Books - Print: Adult trade books Books - Print - Sale of advertising space	1 134 51	10 903 139 425 548	7 006 458 48 444	64.3 11.4	2.9 Z	
	31270 31280	Books - Internet: Textbooks . Books - Internet: Children's books, excluding coloring activity books,	87 28	3 682 595 1 099 047	254 789 4 770	6.9	.1	
	31290 31300	sticker books, and water painting books  Books - Internet: General reference books  Books - Internet: Professional, technical, and scholarly books	63 168	138 467 3 118 819	14 440 1 013 872	10.4 32.5	Z Z	
	31310 31320	Books - Internet - Adult trade books  Books - Internet - Sale of advertising space	129	3 241 965 104 577	29 979 1 514	.9 1.4	.4 Z Z	
	31330 31340	Books - Other media: Textbooks <sup>3</sup>	119	5 850 740	324 455	5.5	.1	
	31350	books, sticker books, and water painting books <sup>3</sup> Books - Other media: General reference books <sup>3</sup>	20 110	3 194 776 1 969 545	66 556 95 510	2.1 4.8	Z Z	
	31360 31370	Books - Other media: Professional, technical, and scholarly books <sup>3</sup> Books - Other media: Adult trade books <sup>3</sup>	198 90	3 506 565 3 243 625	581 332 195 040	16.6 6.0	.2	
	31390 31400	Greeting cards - Internet	9 16	141 708 10 042	6 016 278	4.2 2.8	.1 Z Z Z	
	31410 31440	Patterns - Internet	6 7	2 635 7 244	153 1 429	5.8 19.7	Z	
	31460 31470	Cards, except greeting cards - Other media <sup>3</sup>	10	25 480	17 189	67.5	Z	
	31480	contract basis.). Consulting services (Related to book publishers.).	81 44	959 625 39 457	62 967 1 832	6.6 4.6	Z Z	:
	31490 31500	Training services (Related to book publishers.)  Sale of advertising space for other media, not specified by type of publication.	35 11	165 285 7 162	12 995 4 675	7.9 65.3	z	
	31510	Periodicals - Print - Subscriptions and sales: General interest periodicals	3 276	24 279 325	10 794 505	44.5	4.5	
	31520	Periodicals - Print - Subscriptions and sales: Business (including farming), professional, and academic periodicals	1 315	8 060 860	3 555 614	44.1	1.5	
	31530 31540	Periodicals - Print - Subscriptions and sales: Other periodicals Periodicals - Internet - Subscriptions and sales: General interest	372	1 378 327	813 878	59.0	.3	:
	31550	periodicals - Internet - Subscriptions and sales: Business (including	433	3 076 039	227 032	7.4	.1	
	31560	farming), professional, and academic periodicals	254 40	2 405 068 387 207	403 121 37 418	16.8 9.7	.2 Z	
	31570 31580	Periodicals - Other media - Subscriptions and sales: General interest periodicals - Other media - Subscriptions and sales: Business Periodicals - Other media - Subscriptions and sales: Business	206	1 839 121	141 129	7.7	.1	
	31580	(including farming), professional, and academic periodicals 3	176 35	4 055 999 188 295	2 033 630 33 451	50.1 17.8	.8 Z	
	31600	Periodicals - Orner friedia - Subscriptions and sales: Other periodicals - Periodicals - Print - Sale of advertising space: General interest periodicals	3 815	24 641 453	14 753 881	59.9	6.1	
	31610	Periodicals - Print - Sale of advertising space: Business (including farming), professional, and academic periodicals	937	5 520 954	2 860 084	51.8	1.2	
	31620 31630	Periodicals - Print - Sale of advertising space: Other periodicals Periodicals - Internet - Sale of advertising space: General interest	234	1 045 458	668 837	64.0	.3	
	31640	periodicals - Internet - Sale of advertising space: Business (including	363	5 576 048	63 889	1.1	Z	
	31650	farming), professional, and academic periodicals	245 18	3 074 543 132 915	97 456 2 974	3.2 2.2	Z Z	
	31660	Periodicals - Other media - Sale of advertising space: General interest periodicals <sup>3</sup>	129	709 365	142 040	20.0	.1	
	31670	Periodicals - Other media - Sale of advertising space: Business (including farming), professional, and academic periodicals <sup>3</sup>	109	433 113	73 217	16.9	Z	
	31680 31750	Periodicals - Other media - Sale of advertising space: Other periodicals <sup>3</sup>	39 123	107 902 5 281 698	14 499 3 593 207	13.4 68.0	Z 1.5	

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

				s with the product line	Prod	uct line receipts		
NAICS code	Product line code	Kind of business and product line	Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of of-		Response coverage <sup>2</sup> (percent)
51		Information — Con.	Number	(ψ1,000)	(ψ1,000)	iiile	iisiiiieitts	(percent)
511		Publishing industries (except Internet)—Con.						
	31760 31770 31780 31790 31840 31850 31860 31870 31880 31890 31900	Cards, except greeting cards - print Calendars - print Patterns - print Sale of print advertising space, not specified by type of publication Directories - Print - Subscriptions and sales Directories - Internet - Subscriptions and sales Directories - Internet - Subscriptions and sales Directories - Internet - Subscriptions and sales Directories - Other media - Subscriptions and sales³ Directories - Other media - Sale of advertising space Databases and other collections of information - Print - Subscriptions	71 71 36 338 352 1 384 47 476 51 6	744 550 3 141 589 120 328 314 227 3 356 270 14 140 236 531 821 10 731 389 520 735 2 739	690 146 65 182 106 544 220 992 655 637 13 543 655 108 629 199 785 118 592 1 514	92.7 2.1 88.5 70.3 19.5 95.8 20.4 1.9 22.8 55.3	.3 Z Z .1 .3 5.6 Z .1 Z	X X X X X X X X X
	31910	and sales.  Databases and other collections of information - Print - Sale of advertising space.	64	116 941	97 049	83.0	.1 Z	X
	31920	Databases and other collections of information - Internet - Subscriptions and sales	26	732 778	380 275	51.9	.2	X
	31930	Databases and other collections of information - Internet - Sale of advertising space.	6	47 774	6 071	12.7	Z	Х
	31940 31970 31980 32110 32120 32820 32830 32850 32870 33850 33850 34600	Databases and other collections of information - Other media - Subscriptions and sales³ Sale of Internet advertising space, not specified by type of publication . Printing services for others Music book publishing . Sheet music publishing . Yearbooks - Print . Posters - Print . Posters - Internet . Posters - Other media³ . Other publishing, not specified by type of publication . Other Internet publishing, not specified by type of publication . Graphic design services .	63 54 139 22 10 62 94 18 8 1 315 220 311	700 147 116 461 2 953 594 397 486 96 455 411 241 224 384 15 614 11 126 9 579 006 2 512 086 3 005 679	292 958 19 991 57 943 7 908 4 332 316 310 23 561 986 3 256 1 632 177 94 937 37 764	41.8 17.2 2.0 2.0 4.5 76.9 10.5 6.3 29.3 17.0 3.8 1.3	.1 Z Z Z 2 .1 Z Z Z Z Z Z Z Z Z Z Z Z Z Z Z Z Z Z	x x x x x x x x x x x x x x x x x x x
	35000 35050 35250 35300 35500 35600 35650 35700 35760 36250 37820	Graphic design services Information technology (IT) technical consulting services Custom computer application design and development services Application service provisioning Business process management services Information technology (IT) technical support services System software publishing Application software publishing Resale of computer hardware and software Information technology (IT) related training services Market research and public opinion polling services Convention, trade shows, and other special event production and/or	1 624 1 862 375 259 3 604 3 870 7 080 1 230 1 794 54	47 039 408 8 933 028 1 996 635 1 401 821 26 703 070 67 379 415 84 553 091 4 595 495 19 445 555 704 030	4 179 269 1 729 132 345 626 337 751 7 582 312 39 728 711 46 747 671 550 501 740 142 5 553	8.9 19.4 17.3 24.1 28.4 59.0 55.3 12.0 3.8	1.7 .7 .1 .1 3.1 16.4 19.3 .2 .3 Z	
	39000 39250 39500	management Merchandise sales. Rental or lease of goods and/or equipment All other receipts	744 1 794 139 6 934	11 116 812 12 281 484 2 968 309 87 227 395	696 148 1 686 537 22 221 5 362 029	6.3 13.7 .7 6.1	.3 .7 Z 2.2	X X X
5111		Newspaper, periodical, book, and directory publishers	22 334	Х	138 710 521	x	100.0	82.5
	31000 31001 31002 31010 31011 31012 31020 31021 31022	Newspapers - Print - Subscriptions and sales: General newspapers	6 797 2 619 4 472 1 016 91 941 375 178 209	43 523 947 40 473 731 9 084 205 3 049 023 358 379 2 759 099 3 350 471 3 129 813 311 609	10 202 196 9 157 299 1 044 897 427 274 69 084 358 002 86 302 73 370 12 932	23.4 22.6 11.5 14.0 19.3 13.0 2.6 2.3 4.2	7.4 6.6 .8 .3 .1 .3 .1	81.1 X 80.2 X X 77.8 X
	31030 31031 31032 31040	Newspapers - Internet - Subscriptions and sales: Specialized newspapers Daily.  Other than daily. Newspapers - Other media- Subscriptions and sales: General	110 9 100	477 450 21 629 455 477	11 159 226 10 927	2.3 1.0 2.4	Z Z Z	77.1 X X
	31041 31042 31050	newspapers <sup>3</sup> . Daily <sup>3</sup> . Other than daily <sup>3</sup> . Newspapers - Other media- Subscriptions and sales: Specialized	173 118 57	2 025 154 1 865 074 160 080	122 065 21 875 100 190	6.0 1.2 62.6	.1 Z .1	82.5 X X
	31051 31052 31060 31061 31062 31070	newspapers <sup>3</sup> . Daily <sup>3</sup> Other than daily <sup>3</sup> . Newspapers - Print - Sale of advertising space: General newspapers Daily Other than daily Newspapers - Print - Sale of advertising space: Specialized	51 8 45 6 275 2 359 4 470	130 614 17 716 117 338 42 701 357 39 740 323 12 006 910	24 169 8 128 16 041 29 690 397 26 203 434 3 479 800	18.5 45.9 13.7 69.5 65.9 29.0	Z Z Z 21.4 18.9 2.5	81.8 X X 81.9 X X
	31070 31071 31072 31080	newspapers Daily Other than daily Newspapers Internet - Sale of advertising space: General	1 289 124 1 184	7 011 855 1 295 543 6 094 095	1 076 696 188 908 887 638	15.4 14.6 14.6	.8 .1 .6	81.2 X X
	31081 31082 31090	newspapers Daily Other than daily Newspapers - Internet - Sale of advertising space: Specialized	1 567 1 164 425	23 346 429 22 600 898 1 291 548	325 166 313 792 10 771	1.4 1.4 .8	.2 .2 Z	81.7 X X
	31091 31092 31100	newspapers Daily Other than daily Newspapers - Other media - Sale of advertising space: General	104 13 94	454 234 31 277 425 234	18 042 1 871 16 171	4.0 6.0 3.8	Z Z Z	80.3 X X
	31101 31102	newspapers <sup>3</sup> . Daily <sup>3</sup> Other than daily <sup>3</sup>	407 160 256	4 136 059 3 821 582 599 360	234 820 195 908 38 536	5.7 5.1 6.4	.2 .1 Z	82.1 X X

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

				s with the product line	Prod	uct line receipts		
NAICS code	Product line code	Kind of business and product line				As percent of of-		
	line code	·	Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	Estab- lishments with the product line	All estab- lishments <sup>1</sup>	Response coverage <sup>2</sup> (percent)
51		Information—Con.						
511		Publishing industries (except Internet)—Con.						
5111		Newspaper, periodical, book, and directory publishers—Con.						
	31110 31111 31112 31120 31130 31160 31161 31162 31170 31180 31200 31210 31211	Newspapers - Other media - Sale of advertising space: Specialized newspapers <sup>3</sup> Daily <sup>3</sup> Other than daily <sup>3</sup> Printing services for others Distribution of flyers, inserts, samples, etc., for others Archival services Archival research Archival material Sale or licensing of rights to content Mailing lists, rental or sale Publishing services for others Books - Print: Textbooks Elementary and secondary school textbooks	109 6 103 3 624 2 669 172 55 142 1 123 1 577 727 685 434 368	314 348 39 960 274 388 27 437 769 22 112 453 7 650 690 3 743 819 5 923 454 21 687 918 20 939 095 5 838 176 10 994 298 8 151 695 4 674 517	30 659 2 856 27 803 1 198 316 2 084 172 21 137 5 893 15 244 440 139 1 271 990 512 488 8 031 040 5 795 044 2 235 996	9.8 7.1 10.1 4.4 9.4 .3 .2 .3 2.1 6.1 8.8 73.0 71.1 47.8	Z Z Z .9 1.5 Z Z Z .3 .9 .4 5.8 4.2 1.6	75.1 X X X X 63.1 X X X X X 74.7
	31212 31220	Post-secondary textbooks  Books - Print: Children's books, excluding coloring activity books,						
	31230 31231 31232 31232 31243 31241 31242 31244 31250 31260 31270 31271 31272 31280	sticker books, and water painting books Books - Print: General reference books Maps Atlases and gazetteers Other, including dictionaries, encyclopedias, thesauruses, etc. Books - Print: Professional, technical, and scholarly books Professional and technical books - Legal Professional and technical books - Medical Professional and technical books - Other Scholarly books Books - Print: Adult trade books Books - Print - Sale of advertising space Books - Internet: Textbooks Elementary and secondary school textbooks Post-secondary textbooks Books - Internet: Chalfern's books, excluding coloring activity books,	404 857 609 167 191 1 056 179 195 454 332 1 134 51 87 48	6 552 595 4 273 470 1 222 061 258 796 2 963 555 7 225 800 2 268 060 1 678 657 2 832 264 1 465 198 10 903 139 425 548 3 682 595 2 640 739 1 074 242	2 896 644 1 676 909 783 579 115 529 777 801 3 162 981 1 209 841 437 782 987 687 513 075 7 006 458 48 444 254 789 82 566 172 223	44.2 39.2 64.1 44.6 26.2 43.8 53.3 26.1 34.9 35.0 64.3 11.4 6.9 3.1	2.1 1.2 .6 .1 .6 2.3 .9 .3 .7 .4 5.1 Z	X 70.8 X X X 78.6 X X X X X X X X X X X X X X X X X X X
		sticker books, and water painting books	28	1 099 047	4 770	.4	Z	X
	31290 31291 31292 31293 31300 31301 31302 31303 31304 31310 31320 31330 31331 31332 31332	Books - Internet: General reference books Maps Atlases and gazetteers Other, including dictionaries, encyclopedias, thesauruses, etc. Books - Internet: Professional, technical, and scholarly books Professional and technical books - Legal Professional and technical books - Medical Professional and technical books - Other Scholarly books Books - Internet: Adult trade books Books - Internet: Adult trade books Books - Internet: Textbooks <sup>3</sup> Elementary and secondary school textbooks <sup>3</sup> Post-secondary textbooks <sup>3</sup> Books - Other media: Children's books, excluding coloring activity	63 35 10 21 168 30 33 71 42 129 6 119 75 52	138 467 9 615 14 817 126 112 3 118 819 1 698 004 464 861 927 629 77 270 3 241 965 104 577 5 850 740 3 780 860 2 097 331	14 440 163 1 135 13 142 1013 872 908 822 13 434 84 936 6 680 29 979 1 514 324 455 273 107 51 348	10.4 1.7 7.7 10.4 32.5 53.5 2.9 9.2 8.6 .9 1.4 5.5 7.2 2.4	Z Z Z Z Z Z Z Z Z Z Z Z Z Z Z Z Z Z Z	82.5 X X 82.5 X X X X X X X X X X X X X X X X X X X
	31340 31350 31351 31352	books, sticker books, and water painting books <sup>3</sup> Books - Other media: General reference books <sup>3</sup> Maps <sup>3</sup> Atlases and gazetteers <sup>3</sup>	20 110 81 17	3 194 776 1 969 545 278 692 36 268	66 556 95 510 55 353 22 655	2.1 4.8 19.9 62.5	Z .1 Z Z	X 82.5 X X X
	31353 31360 31361 31362 31363 31364 31370 31371 31372 31390 31400 31410 31440 31460	Dictionaries, encyclopedias, thesauruses, etc.3 Books - Other media: Professional, technical, and scholarly books <sup>3</sup> Professional and technical books - Legal <sup>5</sup> . Professional and technical books - Medical <sup>3</sup> Professional and technical books - Other <sup>3</sup> Scholarly books <sup>3</sup> Books - Other media: Adult trade books <sup>3</sup> Audio <sup>3</sup> Excluding audio <sup>3</sup> Greeting cards - Internet Calendars - Internet Calendars - Other media <sup>3</sup> Cards, except greeting cards - Other media <sup>3</sup>	18 198 25 45 96 39 90 52 57 9 16 6 7	1 657 316 3 506 565 1 749 226 501 203 815 711 506 790 3 243 625 2 683 320 1 606 603 141 708 10 042 2 635 7 244 25 480	17 502 581 332 120 334 57 283 337 309 66 406 195 040 51 630 6 016 278 153 1 429 17 189	1.1 16.6 6.9 11.4 41.4 13.1 6.0 5.3 3.2 4.2 2.8 5.8 19.7 67.5	Z .4 .1 .2 .2 .1 .1 .1 .2 .2 .2 .2 .2 .2 .2 .2 .2 .2 .2 .2 .2	82.4 X X X X 82.1 X X X X X X X X
	31470 31480 31490	Fulfillment services (Third party distributors of merchandise on a contract basis.).  Consulting services (Related to book publishers.)  Training services (Related to book publishers.)	81 44 35	959 625 39 457 165 285	62 967 1 832 12 995	6.6 4.6 7.9	Z Z Z	X X X
	31500	Sale of advertising space for other media, not specified by type of publication	11	7 162	4 675	65.3	z	X
	31510 31511 31512 31513 31514	Periodicals - Print - Subscriptions and sales: General interest periodicals - Arts, culture, leisure, and entertainment periodicals - Home and living periodicals - Political, social, and business news periodicals - Other general interest periodicals	3 276 1 272 498 586 1 143	24 279 325 10 626 811 4 791 575 3 178 540 8 231 036	10 794 505 4 500 098 1 817 999 1 479 191 2 977 838	44.5 42.3 37.9 46.5 36.2	7.8 3.2 1.3 1.1 2.1	80.2 X X X X
	31520 31530	Periodicals - Print - Subscriptions and sales: Business (including farming), professional, and academic periodicals	1 315 372	8 060 860 1 378 327	3 555 614 813 878	44.1 59.0	2.6	X
	31540 31541 31542 31543 31544	Periodicals - Internet - Subscriptions and sales: General interest periodicals . Arts, culture, leisure, and entertainment periodicals . Home and living periodicals . Political, social, and business news periodicals . Other general interest periodicals	433 152 38 154 91	3 076 039 629 289 162 318 1 685 525 703 307	227 032 51 636 10 393 112 617 50 865	7.4 8.2 6.4 6.7 7.2	.2 Z Z .1 Z	80.6 X X X X

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

				ts with the product line	Prod	uct line receipts		
NAICS code	Product line code	Kind of business and product line				As percent of of-		
	inte code		Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	Estab- lishments with the product line	All estab- lishments <sup>1</sup>	Response coverage <sup>2</sup> (percent)
51		Information—Con.						
511		Publishing industries (except Internet)—Con.						
5111		Newspaper, periodical, book, and directory publishers—Con.						
	31550 31560	Periodicals - Internet - Subscriptions and sales: Business (including farming), professional, and academic periodicals	254 40	2 405 068 387 207	403 121 37 418	16.8 9.7	.3 Z	X
	31570	Periodicals - Other media - Subscriptions and sales: General interest periodicals <sup>3</sup>	206	1 839 121	141 129	7.7	.1	81.2
	31571 31572 31573 31574	Arts, culture, leisure, and entertainment periodicals <sup>3</sup> Home and living periodicals <sup>3</sup> Political, social, and business news periodicals <sup>3</sup> Other general interest periodicals <sup>3</sup>	40 16 102 51	572 390 13 236 941 804 357 925	24 498 4 474 77 821 15 641	4.3 33.8 8.3 4.4	.1 Z Z .1 Z	X X X
	31580 31590 31600	Periodicals - Other media - Subscriptions and sales: Business (Including farming), professional, and academic periodicals <sup>3</sup> . Periodicals - Other media - Subscriptions and sales: Other periodicals <sup>3</sup> . Periodicals - Print - Sale of advertising space: General interest	176 35	4 055 999 188 295	2 033 630 33 451	50.1 17.8	1.5 Z	X
	31601 31602 31603 31604	periodicals Arts, culture, leisure, and entertainment periodicals Home and living periodicals Political, social, and business news periodicals Other general interest periodicals	3 815 1 060 483 510 1 968	24 641 453 9 985 726 4 849 157 2 591 862 9 312 577	14 753 881 5 098 261 2 388 057 1 253 595 6 001 249	59.9 51.1 49.2 48.4 64.4	10.6 3.7 1.7 .9 4.3	79.8 X X X X
	31610 31620 31630	Periodicals - Print - Sale of advertising space: Business (including farming), professional, and academic periodicals - Print - Sale of advertising space: Other periodicals - Print - Sale of advertising space: General interest	937 234	5 520 954 1 045 458	2 860 084 668 837	51.8 64.0	2.1	X
	31631 31632 31633 31634	periodicals Arts, culture, leisure, and entertainment periodicals Home and living periodicals Political, social, and business news periodicals Other general interest periodicals	363 114 56 94 107	5 576 048 1 469 676 2 182 743 892 083 755 815	63 889 15 205 10 056 19 563 16 047	1.1 1.0 .5 2.2 2.1	Z Z Z Z Z	76.9 X X X X
	31640 31650	Periodicals - Internet - Sale of advertising space: Business (including farming), professional, and academic periodicals	245 18	3 074 543 132 915	97 456 2 974	3.2 2.2	.1 Z	X
	31660 31661 31662	Periodicals - Other media - Sale of advertising space: General interest periodicals <sup>3</sup> Arts, culture, leisure, and entertainment periodicals <sup>3</sup> Home and living periodicals <sup>3</sup>	129 55 27	709 365 217 032 38 951	142 040 80 298 13 974	20.0 37.0 35.9	.1 .1 7	80.5 X
	31663 31664 31670	Political, social, and business news periodicals <sup>3</sup> . Other general interest periodicals <sup>3</sup> of advertising space: Business	26 28	378 833 75 240	18 740 29 028	4.9 38.6	.1 Z Z Z	X X X
	31680	(including farming), professional, and academic periodicals <sup>3</sup> Periodicals - Other media - Sale of advertising space: Other periodicals <sup>3</sup>	109	433 113 107 902	73 217 14 499	16.9 13.4	.1 Z	X
	31750 31760 31770 31780 31790 31840 31850 31860 31870 31880 31890 31900	Greeting cards - print Cards, except greeting cards - print Calendars - print Patterns - print Sale of print advertising space, not specified by type of publication. Directories - Print - Subscriptions and sales. Directories - Print - Sale of advertising space. Directories - Internet - Subscriptions and sales Directories - Unternet - Sale of advertising space Directories - Other media - Subscriptions and sales Directories - Other media - Subscriptions and sales <sup>3</sup> Directories - Other media - Subscriptions and sales <sup>3</sup> Databases and other collections of information - Print - Subscriptions	123 71 71 36 338 352 1 384 47 476 51 6	5 281 698 744 550 3 141 589 120 328 314 227 3 356 270 14 140 236 531 821 10 731 389 520 735 2 739	3 593 207 690 146 65 182 106 544 220 992 655 637 13 543 655 108 629 199 785 118 592 1 514	68.0 92.7 2.1 88.5 70.3 19.5 95.8 20.4 1.9 22.8 55.3	2.6 .5 Z .1 .2 .5 9.8 .1 .1	X X X X X X X X X X X X X X X X X X X
	31910	and sales	58	360 231	141 927	39.4	.1	Х
	31920	advertising space	64	116 941	97 049	83.0	.1	Х
	31930	and sales	26	732 778	380 275	51.9	.3	Х
	31940 31970	advertising space.  Databases and other collections of information. Other media.  Subscriptions and sales <sup>3</sup> Sale of Internet advertising space, not specified by type of publication.	63 54	47 774 700 147 116 461	6 071 292 958 19 991	12.7 41.8 17.2	.2 .2 Z	X X X
	31980 32110 32120 32820 32830 32850	Printing services for others Music book publishing. Sheet music publishing Yearbooks - Print Posters - Print Posters - Internet	139 22 10 62 94 18	2 953 594 397 486 96 455 411 241 224 384 15 614	57 943 7 908 4 332 316 310 23 561 986	2.0 2.0 4.5 76.9 10.5 6.3	.2 Z Z Z Z Z Z Z Z Z Z	X X X X X X 82.5 X X
	32870 33800 33801 33802 33803 33804	Posters - Other media <sup>3</sup> Other publishing, not specified by type of publication Other publishing, excluding newspapers Other publishing, excluding books Other publishing, excluding periodicals Other publishing, excluding cards, calendars, patterns, yearbooks	8 1 315 336 151 339	11 126 9 579 006 4 084 009 1 175 661 3 364 877	3 256 1 632 177 71 666 386 777 480 600	29.3 17.0 1.8 32.9 14.3	Z 1.2 .1 .3 .3	X 82.5 X X X
	33805	and posters	464	735 110	598 050	81.4	.4	Х
	33850 33851 33852 33853	collections of information Other Internet publishing, not specified by type of publication. Other Internet publishing, excluding newspapers Other Internet publishing, excluding books Other Internet publishing, excluding periodicals	26 220 64 36 80	219 348 2 512 068 915 250 437 218 787 921	95 084 94 937 2 837 42 428 20 201	43.3 3.8 .3 9.7 2.6	.1 .1 Z Z Z	X 82.5 X X X
	33854 33855 34600 36250 36251	Other Internet publishing, excluding cards, calendars, patterns, yearbooks, and posters Other Internet publishing, excluding directories Graphic design services Market research and public opinion polling services Market research services	33 7 311 54 54	202 765 168 914 3 005 679 704 030 704 030	16 122 13 349 37 764 5 553 5 553	8.0 7.9 1.3 .8	Z Z Z Z Z	X X X 82.5 X

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

				ts with the product line	Prod	uct line receipts	;	
NAICS code	Product line code	Kind of business and product line				As percent of of-		
			Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	Estab- lishments with the product line	All estab- lishments <sup>1</sup>	Response coverage <sup>2</sup> (percent)
51		Information — Con.						
511		Publishing industries (except Internet)—Con.						
5111	37820	Newspaper, periodical, book, and directory publishers—Con.  Convention, trade shows, and other special event production and/or						
	39000	management	744 1 479	11 116 812 10 762 262	696 148 1 456 461	6.3 13.5	.5 1.1	X 44.1
	39250 39500	Rental or lease of goods and/or equipment All other receipts	139 5 309	2 968 309 69 039 896	22 221 4 027 372	.7 5.8	Z 2.9	X 82.5
51111	39300	Newspaper publishers	8 603	09 039 090 X	46 179 063	X	100.0	91.6
51111	31000	Newspapers - Print - Subscriptions and sales: General newspapers	6 797	43 523 947	10 202 196	23.4	22.1	90.0
	31001 31002	Daily	2 619 4 472	40 473 731 9 084 205	9 157 299 1 044 897	22.6 11.5	19.8 2.3	X
	31010 31011	Newspapers - Print - Subscriptions and sales: Specialized newspapers .  Daily	1 014 91	3 048 679 358 379	427 086 69 084	14.0 19.3	.9 .2	89.0
	31012 31020	Other than daily	941 375	2 759 099 3 350 471	358 002 86 302	13.0 2.6	.8	X X 86.4
	31021 31022	Daily Other than daily	178 209	3 129 813 311 609	73 370 12 932	2.3 4.2	.2 Z	X
	31030	Newspapers - Internet - Subscriptions and sales: Specialized newspapers	108	477 106	11 153	2.3	z	85.6
	31031 31032	Daily Other than daily	9	21 629 455 477	226 10 927	1.0 2.4	Z Z	X
	31040	Newspapers - Other media- Subscriptions and sales: General newspapers <sup>3</sup>	173	2 025 154	122 065	6.0		91.5
	31041 31042	Daily <sup>3</sup> Other than daily <sup>3</sup>	118 57	1 865 074 160 080	21 875 100 190	1.2 62.6	.3 Z .2	X
	31050	Newspapers - Other media- Subscriptions and sales: Specialized newspapers <sup>3</sup>	51	130 614	24 169	18.5	.1	90.8
	31051 31052	Daily <sup>3</sup> Other than daily <sup>3</sup>	8 45	17 716 117 338	8 128 16 041	45.9 13.7	Z Z	X X
	31060 31061	Newspapers - Print - Sale of advertising space: General newspapers	6 273	42 693 216 39 740 323	29 683 234 26 203 434	69.5	64.3	90.9
	31061 31062 31070	Daily	2 359 4 470	12 006 910	3 479 800	65.9 29.0	56.7 7.5	X X
	31070	Newspapers - Print - Sale of advertising space: Specialized newspapers	1 287	7 011 511	1 076 546 188 908	15.4	2.3	90.1
	31071 31072 31080	Dailý Other than daily Newspapers - Internet - Sale of advertising space: General	124 1 184	1 295 543 6 094 095	887 638	14.6 14.6	.4 1.9	X X
	31080	newspapers	1 565 1 164	23 338 288 22 600 898	324 563 313 792	1.4 1.4	.7	90.7
	31082 31090	Daily	425	1 291 548	10 771	.8	.7 Z	X X
	31090	newspapers	104	454 234 31 277	18 042 1 871	4.0 6.0	Z Z Z	89.2
	31091 31092 31100	Daily	13 94	425 234	16 171	3.8	Ž	X X
	31100	newspapers <sup>3</sup> Daily <sup>3</sup>	405 160	4 127 918 3 821 582	234 444 195 908	5.7	.5	91.2
	31101 31102 31110	Other than daily <sup>3</sup> Newspapers - Other media - Sale of advertising space: Specialized	256	599 360	38 536	5.1 6.4	.4 .1	X X
		newspapers <sup>3</sup>	109	314 348	30 659 2 856	9.8	.1	83.4
	31111 31112	Dailý <sup>3</sup> . Other than daily <sup>3</sup> .	103	39 960 274 388	27 803 919 098	7.1	Z .1	X X X
	31120 31130	Printing services for others Distribution of flyers, inserts, samples, etc., for others	3 104 2 481	24 389 977 20 646 839	2 041 521	3.8 9.9	2.0 4.4	
	31160 31161	Archival services Archival research	172 55	7 650 690 3 743 819	21 137 5 893	.3 .2 .3 .5	Z Z Z Z	70.1 X
	31162 31170	Archival material	142 101	5 923 454 4 328 778	15 244 20 093		Z Z	X X X X
	31180 31200	Mailing lists, rental or sale	112 164	2 497 114 1 579 130	26 842 24 298	1.1 1.5	.1 .1	X X
	31600	Periodicals - Print - Sale of advertising space: General interest periodicals	21	446 331	12 355	2.8	Z	X
	31850 33800	Directories - Print - Sale of advertising space Other publishing, not specified by type of publication	25 338	50 317 4 088 603	2 400 72 126	4.8 1.8	Z Z .2 .2 .2 Z Z	91.6
	33801 33850	Other publishing, excluding newspapers	336 66	4 084 009 920 220	71 666 3 337	1.8 .4	.2 Z	X 91.6
	33851 34600	Other Internet publishing, excluding newspapers	64 311	915 250 3 005 679	2 837 37 764	.3 1.3	Z .1	X
	36250 36251	Market research and public opinion polling services	54 54	704 030 704 030	5 553 5 553	.8 .8	Z Z	91.6 X
	37820	Convention, trade shows, and other special event production and/or management	263	6 370 979	37 114	.6	.1	Х
	39000 39029	Merchandise sales	684 682	3 363 970 3 356 206	25 705 24 691	.8 .7	.1 .1	91.6 X
	39250 39500	Rental or lease of goods and/or equipment	74 2 885	1 696 261 33 401 794	4 727 664 202	.3 2.0	Z 1.4	X X 91.6
	39522	All other receipts	2 881	33 092 382	655 137	2.0	1.4	Х
511110	04.005	Newspaper publishers	8 603	X	46 179 063	X	100.0	91.6
	31000 31001	Newspapers - Print - Subscriptions and sales: General newspapers Daily	6 797 2 619	43 523 947 40 473 731	10 202 196 9 157 299	23.4 22.6	22.1 19.8	90.0 X X
	31002 31010	Other than daily	4 472 1 014	9 084 205 3 048 679	1 044 897 427 086	11.5 14.0	2.3	89.0
	31011 31012	Daily	91 941	358 379 2 759 099	69 084 358 002	19.3 13.0	.2 .8	X X
	31020 31021	Newspapers - Internet - Subscriptions and sales: General newspapers . Daily	375 178	3 350 471 3 129 813	86 302 73 370	2.6 2.3	.2 .2 .2 Z	86.4 X X
	31022	Other than daily	209	311 609	12 932	4.2	zl	X

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				s with the product ine	Prod	uct line receipts		
NAICS code	Product line code	Kind of business and product line				As percent of of-		
			Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	lishments with the product line	All estab- lishments <sup>1</sup>	Response coverage <sup>2</sup> (percent)
51		Information—Con.						
511		Publishing industries (except Internet)—Con.						
5111		Newspaper, periodical, book, and directory publishers—Con.						
31111		Newspaper publishers—Con.						
511110	31030	Newspaper publishers—Con.  Newspapers - Internet - Subscriptions and sales: Specialized						
	31031	newspapers	108	477 106 21 629	11 153 226	2.3 1.0	Z Z Z	85.6 X
	31032	Other than daily	100	455 477	10 927	2.4	Ž	x
	31040	Newspapers - Other media- Subscriptions and sales: General newspapers <sup>3</sup>	173	2 025 154	122 065	6.0	.3 Z	91.5
	31041 31042	Daily <sup>3</sup>	118 57	1 865 074 160 080	21 875 100 190	1.2 62.6	.2	×
	31050	Newspapers - Other media- Subscriptions and sales: Specialized newspapers <sup>3</sup>	51	130 614	24 169	18.5	.1	90.8
	31051 31052	Dailý <sup>3</sup>	8 45	17 716 117 338	8 128 16 041	45.9 13.7	Z Z	X
	31060 31061	Newspapers - Print - Sale of advertising space: General newspapers Daily	6 273 2 359	42 693 216 39 740 323	29 683 234 26 203 434	69.5 65.9	64.3 56.7	90.9 X
	31062 31070	Other than daily Newspapers - Print - Sale of advertising space: Specialized	4 470	12 006 910	3 479 800	29.0	7.5	X
		newspapers	1 287	7 011 511	1 076 546	15.4	2.3	90.1
	31071 31072	Daily	124 1 184	1 295 543 6 094 095	188 908 887 638	14.6 14.6	.4 1.9	X
	31080	Newspapers - Internet - Sale of advertising space: General newspapers	1 565	23 338 288	324 563	1.4	.7	90.7
	31081 31082	Daily	1 164 425	22 600 898 1 291 548	313 792 10 771	1.4 .8	.7 Z	X
	31090	Newspapers - Internet - Sale of advertising space: Specialized newspapers	104	454 234	18 042	4.0		89.2
	31091 31092	Daily. Other than daily.	13	31 277 425 234	1 871 16 171	6.0 3.8	Z Z Z	X
	31100	Newspapers - Other media - Sale of advertising space: General						
	31101	newspapers <sup>3</sup> . Daily <sup>3</sup> .	405 160	4 127 918 3 821 582	234 444 195 908	5.7 5.1	.5 .4	91.2 X
	31102 31110	Other than daily <sup>3</sup>	256	599 360	38 536	6.4	.1	Х
	31111	newspapers <sup>3</sup>	109 6	314 348 39 960	30 659 2 856	9.8 7.1	.1 Z .1	83.4 X
	31112 31120	Other than daily <sup>3</sup> Printing services for others	103 3 104	274 388 24 389 977	27 803 919 098	10.1 3.8	.1 2.0	X X X X
	31130 31160	Distribution of flyers, inserts, samples, etc., for others	2 481 172	20 646 839 7 650 690	2 041 521 21 137	9.9	4.4	70.1
	31161	Archival research	55	3 743 819	5 893	.3 .2 .3 .5	Z Z Z Z	
	31162 31170	Archival material	142 101	5 923 454 4 328 778	15 244 20 093		Ž	Ş
	31180 31200	Mailing lists, rental or sale	112 164	2 497 114 1 579 130	26 842 24 298	1.1 1.5	.1 .1	) ) )
	31600	Periodicals - Print - Sale of advertising space: General interest periodicals	21	446 331	12 355	2.8	7	
	31850 33800	Directories - Print - Sale of advertising space Other publishing, not specified by type of publication	25 338	50 317 4 088 603	2 400 72 126	4.8 1.8	Z Z .2 .2 Z Z	X X 91.6
	33801	Other publishing, excluding newspapers	336	4 084 009	71 666	1.8	.2	Х
	33850 33851	Other Internet publishing, not specified by type of publication Other Internet publishing, excluding newspapers	66 64	920 220 915 250	3 337 2 837	.4		91.6 X
	34600 36250	Graphic design services	311 54	3 005 679 704 030	37 764 5 553	1.3 .8	.1 Z Z	91.6
	36251 37820	Market research services	54	704 030	5 553	.8	Z	X
	39000	management	263 684	6 370 979 3 363 970	37 114 25 705	.6	.1 .1	91.6
	39029	Resale of merchandise, not specified by type	682	3 356 206	24 691	.8 .7	.1	¥ X
	39250 39500	Rental or lease of goods and/or equipment	74 2 885	1 696 261 33 401 794	4 727 664 202	.3 2.0	Z 1.4	91.6
	39522	All other receipts	2 881	33 092 382	655 137	2.0	1.4	X
1112		Periodical publishers	7 298	X	40 180 864	X	100.0	68.1
	31120 31130	Printing services for others	320 188	2 329 740 1 465 614	124 028 42 651	5.3 2.9	.3 .1	X
	31170 31180	Sale or licensing of rights to content  Mailing lists, rental or sale	402 863	9 089 960 13 198 691	188 574 238 200	2.1 1.8	.5 .6	× × × × ×
	31200 31240	Publishing services for others	322	2 795 749	238 925 7 714	8.5	.6 Z	X
	31250	Books - Print: Professional, technical, and scholarly books	34	35 188 1 336 563	129 991	21.9 9.7	.3	x
	31510	Periodicals - Print - Subscriptions and sales: General interest periodicals	3 268	24 258 243	10 775 126	44.4	26.8	66.3
	31511 31512	Arts, culture, leisure, and entertainment periodicals	1 272 498	10 626 811 4 791 575	4 500 098 1 817 999	42.3 37.9	11.2 4.5	X X X
	31513 31514	Political, social, and business news periodicals	586 1 143	3 178 540 8 231 036	1 479 191 2 977 838	46.5 36.2	4.5 3.7 7.4	X
	31520	Periodicals - Print - Subscriptions and sales: Business (including		8 060 860	3 555 614	44.1		
	31530	farming), professional, and academic periodicals	1 315 362	1 300 795	780 542	60.0	8.8 1.9	X
	31540	Periodicals - Internet - Subscriptions and sales: General interest periodicals	424	3 054 642	225 511	7.4	.6	67.0
	31541 31542	Arts, culture, leisure, and entertainment periodicals	152 38	629 289 162 318	51 636 10 393	8.2 6.4	.1 Z	X
	31543 31544	Political, social, and business news periodicals	154 91	1 685 525 703 307	112 617 50 865	6.7 7.2	.3	X

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				ts with the product line	Prod	uct line receipts		
NAICS	Product					As percent of of-		
code	line code	Kind of business and product line	Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	Estab- lishments with the product line	All estab- lishments <sup>1</sup>	Response coverage <sup>2</sup> (percent)
51		Information—Con.						
511		Publishing industries (except Internet)—Con.						
5111		Newspaper, periodical, book, and directory publishers—Con.						
51112		Periodical publishers—Con.						
	31550 31560 31570	Periodicals - Internet - Subscriptions and sales: Business (including farming), professional, and academic periodicals - Periodicals - Internet - Subscriptions and sales: Other periodicals - Subscriptions and sales: General interest	254 36	2 405 068 368 003	403 121 34 209	16.8 9.3	1.0	×
	31571 31572 31573 31574 31580	periodicals <sup>3</sup> Arts, culture, leisure, and entertainment periodicals <sup>3</sup> Home and living periodicals <sup>3</sup> Political, social, and business news periodicals <sup>3</sup> Other general interest periodicals <sup>3</sup> Periodicals - Other media - Subscriptions and sales: Business	204 40 16 102 51	1 838 692 572 390 13 236 941 804 357 925	141 125 24 498 4 474 77 821 15 641	7.7 4.3 33.8 8.3 4.4	.4 .1 Z .2 Z	67.0 X X X X
	31590 31600	(including farming), professional, and academic periodicals <sup>3</sup> .  Periodicals - Other media - Subscriptions and sales: Other periodicals <sup>3</sup> .  Periodicals - Print - Sale of advertising space: General interest	176 33	4 055 999 170 496	2 033 630 33 081	50.1 19.4	5.1 .1	X
	31601 31602 31603 31604 31610	periodicals.  Arts, culture, leisure, and entertainment periodicals. Home and living periodicals. Political, social, and business news periodicals. Other general interest periodicals. Periodicals - Print - Sale of advertising space: Business (including	3 791 1 060 483 510 1 968	24 194 402 9 985 726 4 849 157 2 591 862 9 312 577	14 741 162 5 098 261 2 388 057 1 253 595 6 001 249	60.9 51.1 49.2 48.4 64.4	36.7 12.7 5.9 3.1 14.9	67.4 X X X X
	31620 31630	farming), professional, and academic periodicals Periodicals - Print - Sale of advertising space: Other periodicals Periodicals - Internet - Sale of advertising space: General interest	937 232	5 520 954 1 019 813	2 860 084 668 735	51.8 65.6	7.1 1.7	X
	31631 31632 31633 31634 31640	periodicals.  Arts, culture, leisure, and entertainment periodicals.  Home and living periodicals.  Political, social, and business news periodicals.  Other general interest periodicals.  Periodicals - Internet - Sale of advertising space: Business (including	361 114 56 94 107	5 274 404 1 469 676 2 182 743 892 083 755 815	60 871 15 205 10 056 19 563 16 047	1.2 1.0 .5 2.2 2.1	.2 Z Z Z Z	68.1 X X X X
	31650 31660	farming), professional, and academic periodicals	245 18	3 074 543 132 915	97 456 2 974	3.2 2.2	.2 Z	X
	31661 31662 31663 31664 31670	periodicals <sup>3</sup> Arts, culture, leisure, and entertainment periodicals <sup>3</sup> Home and living periodicals <sup>3</sup> Political, social, and business news periodicals <sup>3</sup> Other general interest periodicals <sup>3</sup> Periodicals - Other media - Sale of advertising space: Business	129 55 27 26 28	709 365 217 032 38 951 378 833 75 240	142 040 80 298 13 974 18 740 29 028	20.0 37.0 35.9 4.9 38.6	.4 .2 Z Z .1	66.4 X X X X
	31680	(including farming), professional, and academic periodicals of their media - Sale of advertising space: Other periodicals - Other media - Sale of advertising space: Other periodicals -	109 39	433 113 107 902	73 217 14 499	16.9 13.4	.2 Z	X X
	31850 31970 33800 33803 33850 33853 37820	Directories - Print - Sale of advertising space. Sale of Internet advertising space, not specified by type of publication. Other publishing, not specified by type of publication. Other publishing, excluding periodicals. Other Internet publishing, not specified by type of publication. Other Internet publishing, excluding periodicals. Convention, trade shows, and other special event production and/or	7 7 337 335 78 78	9 063 29 821 3 432 149 3 356 615 782 951 782 951	1 265 229 551 079 476 301 19 701 19 701	14.0 .8 16.1 14.2 2.5 2.5	Z Z 1.4 1.2 Z Z	X X 68.1 X 68.1 X
	39250	management Rental or lease of goods and/or equipment	481 44	4 745 833 1 260 530	659 034 16 967	13.9 1.3	1.6 Z	X
511120		Periodical publishers	7 298	X	40 180 864	X	100.0	68.1
	31120 31130 31170 31180 31200 31240 31250 31510	Printing services for others Distribution of flyers, inserts, samples, etc., for others Sale or licensing of rights to content Mailing lists, rental or sale Publishing services for others Books - Print: Professional, technical, and scholarly books Books - Print: Adult trade books Periodicals - Print - Subscriptions and sales: General interest	320 188 402 863 322 7 34	2 329 740 1 465 614 9 089 960 13 198 691 2 795 749 35 188 1 336 563	124 028 42 651 188 574 238 200 238 925 7 714 129 991	5.3 2.9 2.1 1.8 8.5 21.9 9.7	.3 .1 .5 .6 .6 Z	X X X X X X
	31511 31512 31513 31514 31520	periodicals Arts, culture, leisure, and entertainment periodicals Home and living periodicals Political, social, and business news periodicals Other general interest periodicals	3 268 1 272 498 586 1 143	24 258 243 10 626 811 4 791 575 3 178 540 8 231 036	10 775 126 4 500 098 1 817 999 1 479 191 2 977 838	44.4 42.3 37.9 46.5 36.2	26.8 11.2 4.5 3.7 7.4	66.3 X X X X
	31530 31540	Periodicals - Print - Subscriptions and sales: Business (including farming), professional, and academic periodicals - Print - Subscriptions and sales: Other periodicals - Print - Subscriptions and sales: General interest	1 315 362	8 060 860 1 300 795	3 555 614 780 542	44.1 60.0	8.8 1.9	X
	31541 31542 31543 31544	periodicals.  Arts, culture, leisure, and entertainment periodicals.  Home and living periodicals.  Political, social, and business news periodicals.  Other general interest periodicals.	424 152 38 154 91	3 054 642 629 289 162 318 1 685 525 703 307	225 511 51 636 10 393 112 617 50 865	7.4 8.2 6.4 6.7 7.2	.6 .1 Z .3 .1	67.0 X X X X
	31550 31560 31570	Periodicals - Internet - Subscriptions and sales: Business (including farming), professional, and academic periodicals - Periodicals - Internet - Subscriptions and sales: Other periodicals - Periodicals - Other media - Subscriptions and sales: General interest	254 36	2 405 068 368 003	403 121 34 209	16.8 9.3	1.0	X
	31571 31572 31573	periodicals <sup>3</sup> Arts, culture, leisure, and entertainment periodicals <sup>3</sup> Home and living periodicals <sup>3</sup> Political, social, and business news periodicals <sup>3</sup>	204 40 16 102	1 838 692 572 390 13 236 941 804	141 125 24 498 4 474 77 821	7.7 4.3 33.8 8.3	.4 .1 Z .2	67.0 X X X X
	31574 31580 31590	Other general interest periodicals <sup>3</sup> .  Periodicals - Other media - Subscriptions and sales: Business (including farming), professional, and academic periodicals <sup>3</sup> Periodicals - Other media - Subscriptions and sales: Other periodicals <sup>3</sup> .	176 33	357 925 4 055 999 170 496	15 641 2 033 630 33 081	50.1 19.4	.2 Z 5.1 .1	X X X

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

				s with the product	Prod	uct line receipts		
NAICS code	Product line code	Kind of business and product line				As percent of of-		
	iiie code		Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	Estab- lishments with the product line	All estab- lishments <sup>1</sup>	Response coverage <sup>2</sup> (percent)
<b>51</b> 511		Information — Con. Publishing industries (except Internet) — Con.						
5111		Newspaper, periodical, book, and directory publishers—Con.						
51112		Periodical publishers—Con.						
511120	04.000	Periodical publishers—Con.						
	31600	Periodicals - Print - Sale of advertising space: General interest periodicals	3 791	24 194 402	14 741 162	60.9	36.7	67.4
	31601 31602	Arts, culture, leisure, and entertainment periodicals	1 060 483	9 985 726 4 849 157	5 098 261 2 388 057	51.1 49.2	12.7 5.9	X X X
	31603 31604	Political, social, and business news periodicals	510 1 968	2 591 862 9 312 577	1 253 595 6 001 249	48.4 64.4	3.1 14.9	X
	31610	Periodicals - Print - Sale of advertising space: Business (including farming), professional, and academic periodicals	937	5 520 954	2 860 084	51.8	7.1	X
	31620 31630	Periodicals - Print - Sale of advertising space: Other periodicals Periodicals - Internet - Sale of advertising space: General interest	232	1 019 813	668 735	65.6	1.7	
	31631	periodicals	361 114	5 274 404 1 469 676	60 871 15 205	1.2 1.0	.2 Z Z Z Z	68.1 X
	31632 31633	Home and living periodicals	56 94	2 182 743 892 083	10 056 19 563	.5 2.2	Z Z	X X X
	31634 31640	Other general interest periodicals	107	755 815	16 047	2.1		Х
	31650	farming), professional, and academic periodicals	245 18	3 074 543 132 915	97 456 2 974	3.2 2.2	.2 Z	X X
	31660	Periodicals - Other media - Sale of advertising space: General interest	129	709 365	142 040	20.0		66.4
	31661 31662	periodicals <sup>3</sup> Arts, culture, leisure, and entertainment periodicals <sup>3</sup> Home and living periodicals <sup>3</sup>	55 27	217 032 38 951	80 298 13 974	37.0 35.9	.4 .2 Z Z	
	31663 31664	Political, social, and business news periodicals <sup>3</sup> Other general interest periodicals <sup>3</sup>	26 28	378 833 75 240	18 740 29 028	4.9 38.6	.1	X X X
	31670	Periodicals - Other media - Sale of advertising space: Business (including farming), professional, and academic periodicals <sup>3</sup>	109	433 113	73 217	16.9	.2	X
	31680	Periodicals - Other media - Sale of advertising space: Other periodicals <sup>3</sup>	39	107 902	14 499	13.4		
	31850 31970	Directories - Print - Sale of advertising space	7 7	9 063 29 821	1 265 229	14.0	Z Z Z	X X X
	33800 33803	Other publishing, not specified by type of publication Other publishing, excluding periodicals	337	3 432 149 3 356 615	551 079 476 301	16.1 14.2	1.4	68.1 X
	33850 33853	Other Internet publishing, not specified by type of publication	335 78 78	782 951 782 951	19 701 19 701	2.5 2.5	1.2 Z Z	68.1 X
	37820	Other Internet publishing, excluding periodicals	481					
	39250	management	44	4 745 833 1 260 530	659 034 16 967	13.9 1.3	1.6 Z	X
51113		Book publishers	3 526	x	27 928 786	X	100.0	83.0
	31120 31170	Printing services for others Sale or licensing of rights to content	94 528	430 450 5 218 148	50 599 203 870	11.8 3.9	.2 .7	X 71.7
	31171 31172	Sale or licensing of rights to textbooks	71 41	2 168 546 909 318	42 802 9 545	2.0 1.1	.2 Z Z	X X X
	31173 31174	Sale or licensing of rights to general reference books	12	124 658	5 659	4.5	<b>I</b>	
	31175	books	120 234	525 510 1 895 373	13 651 58 499	2.6 3.1	.2	X X
	31176 31180	Sale or licensing of rights to other content Mailing lists, rental or sale Publishing services for others	53 114	892 955 2 159 014	11 714 19 921	1.3 .9	.2 Z .1	X X X X
	31200 31210	Publishing services for others	138 685	1 318 859 10 994 298	168 256 8 031 040	12.8 73.0	.6 28.8	X 75.2
	31211 31212	Elementary and secondary school textbooks	434 368	8 151 695 4 674 517	5 795 044 2 235 996	71.1 47.8	20.7 8.0	X
	31220	Books - Print: Children's books, excluding coloring activity books, sticker books, and water painting books	403	6 519 627	2 896 015	44.4	10.4	Х
	31230 31231	Books - Print: General reference books	851 604	4 270 920 1 220 374	1 676 040 782 968	39.2 64.2	6.0 2.8	71.2
	31232 31233	Atlases and gazetteers	164 191	257 845 2 963 555	115 271 777 801	44.7 26.2	2.8	X X X
	31240 31241	Books - Print: Professional, technical, and scholarly books Professional and technical books - Legal	1 048 179	7 190 266 2 268 060	3 155 191 1 209 841	43.9 53.3	11.3 4.3	79.4
	31242 31243	Professional and technical books - Medical	195 454	1 678 657 2 832 264	437 782 987 687	26.1 34.9	1.6 3.5	X X X X X
	31244 31250	Scholarly books Books - Print: Adult trade books	332 1 095	1 465 198 9 515 353	513 075 6 874 066	35.0 72.2	1.8 24.6	X
	31260 31270	Books - Print - Sale of advertising space	51 87	425 548 3 682 595	48 444 254 789	11.4 6.9	.2	X 83.0
	31271 31272	Elementary and secondary school textbooks  Post-secondary textbooks	48 48	2 640 739 1 074 242	82 566 172 223	3.1 16.0	.3	X
	31280	Books - Internet: Children's books, excluding coloring activity books, sticker books, and water painting books	28	1 099 047	4 770	.4	z	X
	31290 31291	Books - Internet: General reference books	63 35	138 467 9 615	14 440 163	10.4 1.7	.1	83.0
	31292 31293	Atlases and gazetteers Other, including dictionaries, encyclopedias, thesauruses, etc	10	14 817 126 112	1 135 13 142	7.7 10.4	.1 Z Z Z	X X X
	31300 31301	Books - Internet: Professional, technical, and scholarly books  Professional and technical books - Legal	168 30	3 118 819 1 698 004	1 013 872 908 822	32.5 53.5	3.6	83.0
	31302 31303	Professional and technical books - Medical Professional and technical books - Other	33 71	464 861 927 629	13 434 84 936	2.9 9.2	3.3 Z .3 Z	ŷ
	31304	Scholarly books	42 129	77 270	6 680 29 979	8.6 .9	.3 Z	X X X X X
	31310 31320 31330	Books - Internet: Adult trade books Books - Internet - Sale of advertising space	6	3 241 965 104 577	1 514	1.4	.1 Z	X X
	31330 31331	Books - Other media: Textbooks <sup>3</sup>	119 75	5 850 740 3 780 860	324 455 273 107	5.5 7.2	1.2 1.0	70.2 X X

See footnotes at end of table.

Product Lines

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

				s with the product line	Prod	uct line receipts		
NAICS code	Product line code	Kind of business and product line				As percent of of-		Response
			Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	product line	estab- lishments <sup>1</sup>	coverage <sup>2</sup> (percent)
<b>51</b> 511 5111		Information — Con. Publishing industries (except Internet) — Con. Newspaper, periodical, book, and directory publishers — Con.						
51113	31340 31350 31351 31352 31353 31360 31361 31362 31363 31364 31370 31371 31372 31470	Books - Other media: Children's books, excluding coloring activity books, sticker books, and water painting books <sup>3</sup> .  Books - Other media: General reference books <sup>3</sup> .  Maps <sup>3</sup> .  Atlases and gazetteers <sup>3</sup> .  Dictionaries, encyclopedias, thesauruses, etc. <sup>3</sup> .  Books - Other media: Professional, technical, and scholarly books <sup>3</sup> .  Professional and technical books - Legal <sup>3</sup> .  Professional and technical books - Medical <sup>3</sup> .  Professional and technical books - Other <sup>3</sup> .  Scholarly books <sup>3</sup> .  Books - Other media: Adult trade books <sup>3</sup> .  Audio <sup>3</sup> .  Excluding audio <sup>3</sup> .  Fuffillment services (Third party distributors of merchandise on a	20 110 81 17 18 198 25 45 96 39 90 52 57	3 194 776 1 969 545 278 692 36 268 1 657 316 3 506 565 1 749 226 501 203 815 711 506 790 3 243 625 2 683 320 1 606 603	66 556 95 510 55 353 22 655 17 502 581 332 120 334 57 283 337 309 66 406 195 040 143 410 51 630	2.1 4.8 19.9 62.5 1.1 16.6 6.9 11.4 41.4 13.1 6.0 5.3 3.2	.2 .3 .2 .1 .1 .1 .1 .4 .2 .1 .2 .2 .7 .5 .2	83.0 83.0 X X 82.8 X X X X X 82.6 X
	31480 31490	contract basis.). Consulting services (Related to book publishers.) Training services (Related to book publishers.)	81 44 35	959 625 39 457 165 285	62 967 1 832 12 995	6.6 4.6 7.9	.2 Z Z	X X X
	31500 31760 31770 31770 31970 32110 32120 32820 32830 32850 33800 33802 33804	Sale of advertising space for other media, not specified by type of publication.  Cards, except greeting cards - print Calendars - print Sale of print advertising space, not specified by type of publication. Sale of Internet advertising space, not specified by type of publication. Music book publishing, Sheet music publishing Yearbooks - Print Posters - Print Posters - Internet Other publishing, not specified by type of publication Other publishing, excluding books Other publishing, excluding cards, calendars, patterns, yearbooks	7 12 9 214 25 22 10 12 59 11 188 147	5 989 23 718 32 036 102 349 69 329 397 486 96 455 91 168 129 043 11 975 1 200 720 1 165 883	3 953 7 500 61 57 540 15 249 7 908 4 332 6 743 2 296 500 390 873 377 295	66.0 31.6 .2 56.2 22.0 2.0 4.5 7.4 1.8 4.2 32.6 32.4	Z Z Z .2 .1 Z Z Z Z Z Z 1.4 1.4	X X X X X X X X 83.0
	33850 33852 33854	and posters Other Internet publishing, not specified by type of publication Other Internet publishing, excluding books Other Internet publishing, excluding cards, calendars, patterns,	39 49 34	27 161 607 122 427 446	9 741 44 771 42 136	35.9 7.4 9.9	Z .2 .2	X 83.0 X
	39000 39031 39033 39250 39500 39523 39525	yearbooks, and posters Merchandise sales. Resale of merchandise, not specified by type Resale of merchandise, not specified by type Rental or lease of goods and/or equipment All other receipts All other receipts All other receipts	15 268 153 114 14 530 404 124	179 676 561 410 308 369 252 619 9 356 7 669 882 7 514 880 129 347	2 635 98 491 78 504 19 983 125 1 503 357 1 482 370 19 339	1.5 17.5 25.5 7.9 1.3 19.6 19.7 15.0	Z .4 .3 .1 Z 5.4 5.3	X 83.0 X X X 83.0 X
511130	04400	Book publishers	3 526	X	27 928 786	X	100.0	83.0
	31120 31170 31171 31172 31173 31174	Printing services for others Sale or licensing of rights to content Sale or licensing of rights to textbooks Sale or licensing of rights to children's books Sale or licensing of rights to general reference books Sale or licensing of rights to professional, technical, and scholarly	94 528 71 41 12	430 450 5 218 148 2 168 546 909 318 124 658	50 599 203 870 42 802 9 545 5 659	11.8 3.9 2.0 1.1 4.5	.2 .7 .2 Z Z	X 71.7 X X X
	31175 31176 31180 31200 31210 31211 31212 31220	books Sale or licensing of rights to adult trade books Sale or licensing of rights to other content Mailing lists, rental or sale Publishing services for others Books - Print: Textbooks Elementary and secondary school textbooks Post-secondary textbooks	120 234 53 114 138 685 434 368	525 510 1 895 373 892 955 2 159 014 1 318 859 10 994 298 8 151 695 4 674 517	13 651 58 499 11 714 19 921 168 256 8 031 040 5 795 044 2 235 996	2.6 3.1 1.3 .9 12.8 73.0 71.1 47.8	Z .2 Z .1 .6 28.8 20.7 8.0	X X X X 75.2 X
	31230 31231 31232 31233 31240 31241 31242 31243 31244	Books - Print: Children's books, excluding coloring activity books, sticker books, and water painting books Books - Print: General reference books Maps Atlases and gazetteers Other, including dictionaries, encyclopedias, thesauruses, etc. Books - Print: Professional, technical, and scholarly books Professional and technical books - Legal Professional and technical books - Medical Professional and technical books - Other Scholarly books	403 851 604 164 191 1 048 179 195 454 332	6 519 627 4 270 920 1 220 374 257 845 2 963 555 7 190 266 2 268 060 1 678 657 2 832 264 1 465 198	2 896 015 1 676 040 782 968 115 271 777 801 3 155 191 1 209 841 437 782 987 687 513 075	44.4 39.2 64.2 44.7 26.2 43.9 53.3 26.1 34.9 35.0	10.4 6.0 2.8 .4 2.8 11.3 4.3 1.6 3.5	X 71.2 X X X 79.4 X X X X X X X
	31250 31260 31270 31271 31272 31280	Books - Print: Adult trade books Books - Print - Sale of advertising space Books - Internet: Textbooks Elementary and secondary school textbooks Post-secondary textbooks	1 095 51 87 48 48	9 515 353 425 548 3 682 595 2 640 739 1 074 242	6 874 066 48 444 254 789 82 566 172 223	72.2 11.4 6.9 3.1 16.0	24.6 .2 .9 .3	83.0 X 83.0 X X
	31290 31291 31292 31293	Books - Internet: Children's books, excluding coloring activity books, sticker books, and water painting books Books - Internet: General reference books Maps Atlases and gazetteers Other, including dictionaries, encyclopedias, thesauruses, etc.	28 63 35 10 21	1 099 047 138 467 9 615 14 817 126 112	4 770 14 440 163 1 135 13 142	.4 10.4 1.7 7.7 10.4	Z .1 Z Z Z	83.0 X X X
	31300 31301 31302 31303	Books - Internet: Professional, technical, and scholarly books Professional and technical books - Legal Professional and technical books - Medical Professional and technical books - Other	168 30 33 71	3 118 819 1 698 004 464 861 927 629	1 013 872 908 822 13 434 84 936	32.5 53.5 2.9 9.2	3.6 3.3 Z .3	83.0 X X X

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

				s with the product line	Prod	uct line receipts		
NAICS code	Product line code	Kind of business and product line				As percent of of-		
			Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	lishments with the product line	All estab- lishments <sup>1</sup>	Respons coverage (percen
1		Information—Con.						
11 111		Publishing industries (except Internet)—Con.  Newspaper, periodical, book, and directory publishers—Con.						
1113		Book publishers—Con.						
11130		Book publishers—Con.						
	31300	Books - Internet: Professional, technical, and scholarly books—Con.						
	31304 31310	Scholarly books Books - Internet: Adult trade books	42 129	77 270 3 241 965	6 680 29 979	8.6 .9	Z . <u>1</u>	
	31320 31330	Books - Internet - Sale of advertising space	6 119	104 577 5 850 740	1 514 324 455	1.4 5.5	Z 1.2	70
	31331 31332	Books - Other media: Textbooks <sup>3</sup> Elementary and secondary school textbooks <sup>3</sup> Post-secondary textbooks <sup>3</sup>	75 52	3 780 860 2 097 331	273 107 51 348	7.2 2.4	1.0	
	31340	Books - Other media: Children's books, excluding coloring activity books, sticker books, and water painting books <sup>3</sup> .  Books - Other media: General reference books <sup>3</sup> .	20	3 194 776	66 556	2.1	.2	
	31350 31351	Books - Other media: General reference books <sup>3</sup> Maps <sup>3</sup> Allases and gazetteers <sup>3</sup>	110 81	1 969 545 278 692	95 510 55 353	4.8 19.9	.3 .2	83
	31352 31353	Dictionaries, encyclopedias, thesauruses, etc.3	17 18	36 268 1 657 316	22 655 17 502	62.5 1.1	.1	
	31360 31361	Books - Other media: Professional, technical, and scholarly books <sup>3</sup> Professional and technical books - Legal <sup>3</sup>	198 25	3 506 565 1 749 226	581 332 120 334	16.6 6.9	2.1	82
	31362 31363	Professional and technical books - Medical <sup>3</sup>	45 96	501 203 815 711	57 283 337 309	11.4 41.4	.2 1.2	
	31364 31370	Scholarly hooks <sup>3</sup>	39 90	506 790 3 243 625	66 406 195 040	13.1 6.0	.2 .7	82
	31371 31372	Books - Other media: Adult trade books³ Audio³ Excluding audio³	52 57	2 683 320 1 606 603	143 410 51 630	5.3 3.2	.5 .2	82
	31470	Fulfillment services (Third party distributors of merchandise on a contract basis.)	81	959 625	62 967	6.6		
	31480 31490	Consulting services (Related to book publishers.)	44 35	39 457 165 285	1 832 12 995	4.6 7.9	.2 Z Z	
	31500	Sale of advertising space for other media, not specified by type of	7	5 989	3 953	66.0		
	31760 31770	publication. Cards, except greeting cards - print Calendars - print	12 9	23 718 32 036	7 500 61	31.6 .2	Z Z Z .2	
	31790 31970	Sale of print advertising space, not specified by type of publication Sale of Internet advertising space, not specified by type of publication	214 25	102 349 69 329	57 540 15 249	56.2 22.0	.2	
	32110 32120	Music book publishing.	22	397 486 96 455	7 908 4 332	2.0 4.5	Z	
	32820 32830	Yearbooks - Print Posters - Print	12 59	91 168 129 043	6 743 2 296	7.4 1.8	Z Z Z Z Z	
	32850 33800	Posters - Internet Other publishing, not specified by type of publication	11 188	11 975 1 200 720	500 390 873	4.2 32.6	Z   1.4	83
	33802 33804	Other publishing, excluding books Other publishing, excluding cards, calendars, patterns, yearbooks	147	1 165 883	377 295	32.4	1.4	00
	33850	and posters.  Other Internet publishing, not specified by type of publication	39 49	27 161 607 122	9 741 44 771	35.9 7.4	Z .2	83
	33852 33854	Other Internet publishing, excluding books Other Internet publishing, excluding cards, calendars, patterns, yearbooks, and posters	34 15	427 446 179 676	42 136 2 635	9.9 1.5	.2 Z	
	39000 39031	Merchandise sales. Resale of merchandise, not specified by type	268 153	561 410 308 369	98 491 78 504	17.5 25.5	.4 .3	83
	39033 39250	Resale of merchandise, not specified by type	114 14	252 619 9 356	19 983 125	7.9 1.3	.1 Z	
	39500 39523	All other receipts	530 404	7 669 882 7 514 880	1 503 357 1 482 370	19.6 19.7	5.4 5.3	83
1111	39525	All other receipts	124	129 347	19 339	15.0	.1	07
1114	31170	Directory and mailing list publishers	1 915	X 62 633	16 920 189 13 701	X 21.9	100.0	87
	31180 31200	Mailing lists, rental or sale Publishing services for others	473 16	3 056 547 26 814	986 273 4 406	32.3 16.4	5.8 Z	
	31840 31850	Directories - Print - Subscriptions and sales Directories - Print - Sale of advertising space	352 1 352	3 356 270 14 080 856	655 637 13 539 990	19.5 96.2	3.9 80.0	25
	31851 31852	Telephone directories Other directories	1 218	13 251 598 1 064 850	13 065 774 474 216	98.6 44.5	77.2 2.8	20
	31860 31870	Directories - Internet - Subscriptions and sales	47 476	531 821 10 731 389	108 629 199 785	20.4 1.9	.6 1.2	
	31880	Directories - Internet - Sale of advertising space Directories - Other media - Subscriptions and sales <sup>3</sup> Directories - Other media - Sale of advertising space <sup>3</sup>	51	520 735	118 592	22.8	.7	
	31890 31900	Databases and other collections of information - Print - Subscriptions	6	2 739	1 514	55.3	Z	
	31910	and sales	58	360 231	141 927	39.4	.8	
	31920	advertising space	62	116 464	96 738	83.1	.6	
	31930	and sales	26	732 778	380 275	51.9	2.2	
	31940	advertising space Oatabases and other collections of information - Other media -	6	47 774	6 071	12.7	Z	
	31980	Subscriptions and sales <sup>3</sup> Printing services for others	63 139	700 147 2 953 594	292 958 57 943	41.8 2.0	1.7	-
	33800 33804	Other publishing, not specified by type of publication	29	171 503	27 748	16.2	.2	87
	33805	and posters Other publishing, excluding directories, databases and other	6	27 689	7 442	26.9	Z	
	33850	collections of information	24 7	143 814 168 914	20 306 13 349	14.1 7.9	.1 .1	87
	33855 39000	Other Internet publishing, excluding directories	7 9	168 914 15 682	13 349 7 110	7.9 45.3	.1 Z Z	87.

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				s with the product line	Prod	uct line receipts		
NAICS code	Product line code	Kind of business and product line				As percent of of-		
			Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	Estab- lishments with the product line	All estab- lishments <sup>1</sup>	Response coverage (percent
51		Information—Con.						
511		Publishing industries (except Internet)—Con.						
5111		Newspaper, periodical, book, and directory publishers—Con.						
51114		Directory and mailing list publishers—Con.						
	39500 39526	All other receipts	483 480	10 260 958 10 259 857	200 333 200 258	2.0 2.0	1.2 1.2	87.2 )
511140		Directory and mailing list publishers	1 915	x	16 920 189	x	100.0	87.
	31170 31180 31200 31840 31850 31851 31852 31860 31870 31880 31890 31900	Sale or licensing of rights to content Mailing lists, rental or sale Publishing services for others Directories - Print - Subscriptions and sales Directories - Print - Sale of advertising space Telephone directories Other directories Directories - Internet - Subscriptions and sales Directories - Internet - Subscriptions and sales Directories - Other media - Sale of advertising space Directories - Other media - Sale of advertising space Directories - Other media - Sale of advertising space <sup>3</sup> Databases and other collections of information - Print - Subscriptions	34 473 16 352 1 352 1 218 151 47 476 51 6	62 633 3 056 547 26 814 3 356 270 14 080 856 13 251 598 1 064 850 531 821 10 731 389 520 735 2 739	13 701 986 273 4 406 655 637 13 539 990 13 065 774 474 216 108 629 199 785 118 592 1 514	21.9 32.3 16.4 19.5 96.2 98.6 44.5 20.4 1.9 22.8 55.3	.1 5.8 Z 3.9 80.0 77.2 2.8 .6 1.2 .7 Z	25." )
	31910	and sales	58	360 231		39.4		>
	31920	advertising space	62	116 464	96 738	83.1	.6	>
	31930	and sales	26	732 778	380 275	51.9	2.2	>
	31940	advertising space	6	47 774	6 071	12.7	Z	>
	31980 33800	Subscriptions and sales <sup>3</sup> Printing services for others Other publishing, not specified by type of publication	63 139 29	700 147 2 953 594 171 503	292 958 57 943 27 748	41.8 2.0 16.2	1.7 .3 .2	) ) 87.4
	33804	Other publishing, excluding cards, calendars, patterns, yearbooks and posters	6	27 689	7 442	26.9	z	>
	33805 33850 33855 39000 39034 39500 39526	Other publishing, excluding directories, databases and other collections of information Other Internet publishing, not specified by type of publication Other Internet publishing, excluding directories Merchandise sales.  Resale of merchandise, not specified by type All other receipts All other receipts	24 7 7 9 9 483 480	143 814 168 914 168 914 15 682 15 682 10 260 958 10 259 857	20 306 13 349 13 349 7 110 7 110 200 333 200 258	14.1 7.9 7.9 45.3 45.3 2.0 2.0	.1 .1 .1 Z Z 1.2	87.4 87.4 87.4 87.2 87.2
51119		Other publishers	992	x	7 501 619	x	100.0	91.1
	31120 31170 31180 31200 31230 31390 31400 31410 31460 31510	Printing services for others Sale or licensing of rights to content Mailing lists, rental or sale Publishing services for others Books - Print: General reference books Greeting cards - Internet Calendars - Internet Patterns - Internet Cards, except greeting cards - Other media <sup>3</sup> Periodicals - Print - Subscriptions and sales: General interest	106 58 15 87 6 9 11 6	287 602 2 988 399 27 729 117 624 2 550 141 708 8 702 2 635 25 480	104 591 33 901 754 76 600 869 6 016 265 153 17 189	36.4 1.1 2.7 65.1 34.1 4.2 3.0 5.8 67.5	1.4 .5 Z 1.0 Z .1 Z	X X X X X X X
	31540	periodicals   Periodicals - Internet - Subscriptions and sales: General interest	8	21 082	19 379	91.9	.3	Х
	31750 31760 31770 31780 31790 31970 32820 32830 32850 32870 33800	periodicals Greeting cards - print Cards, except greeting cards - print Calendars - print Patterns - print Sale of print advertising space, not specified by type of publication Sale of Internet advertising space, not specified by type of publication Yearbooks - Print Posters - Print Posters - Print Posters - Internet Other media <sup>3</sup> Other publishing, not specified by type of publication	7 123 59 62 36 120 22 48 35 7 6 423	20 498 5 281 698 720 832 3 109 553 120 328 210 659 17 311 319 290 95 341 3 639 10 282 686 031	1 503 3 593 207 682 646 65 121 106 544 162 984 4 513 309 433 21 265 486 3 237 590 351	7.3 68.0 94.7 2.1 88.5 77.4 26.1 96.9 22.3 13.4 31.5 86.1	Z 47.9 9.1 .9 1.4 2.2 .1 4.1 .3 Z Z 7.9	X X X X X X X X Y 91.0
	33804	Other publishing, excluding cards, calendars, patterns, yearbooks and posters.	417	675 666	580 407	85.9	7.7	X
	33850 33854	Other Internet publishing, not specified by type of publication Other Internet publishing, excluding cards, calendars, patterns,	20	32 861	13 779	41.9	.2	91.1
511191		yearbooks, and posters  Greeting card publishers	18	23 089 X	13 487 5 355 731	58.4 X	100.0	<b>)</b> 96.1
511191	31120 31170 31390 31750 31760	Printing services for others Sale or licensing of rights to content Greeting cards - Internet Greeting cards - print Cards, except greeting cards - print	10 13 9 105 8	53 254 2 904 273 141 708 5 242 684 6 395	4 217 9 725 6 016 3 588 207 225	7.9 .3 4.2 68.4 3.5	.1 .2 .1 67.0 Z	96.1 X X X X X X X
	31770 31790 32830 33800 33804	Calendars - print Sale of print advertising space, not specified by type of publication	19 10 6 6	3 049 486 107 800 65 565 3 212	19 727 106 819 861 123	99.1 1.3 3.8	2.0 2 Z 2 Z	96. <sup>-</sup>

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

				with the product ne	Prod	uct line receipts		
NAICS code	Product line code	Kind of business and product line				As percent of of-	- '	- Decree
			Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	with the product line	All estab- lishments <sup>1</sup>	Respons coverage (percent
51		Information — Con.						
511		Publishing industries (except Internet)—Con.						
5111		Newspaper, periodical, book, and directory publishers—Con.						
51119		Other publishers—Con.						
11199		All other publishers	874	X	2 145 888	×	100.0	78.
	31120 31170	Printing services for others Sale or licensing of rights to content	96 45	234 348 84 126	100 374 24 176	42.8 28.7	4.7 1.1	
	31180	Mailing lists, rental or sale Publishing services for others Books - Print: General reference books	14	26 527	715	2.7	7	3
	31200 31230	Books - Print: General reference books	87 6	117 624 2 550	76 600 869	65.1 34.1	3.6 Z Z .8	
	31400 31460	Calendars - Internet	8 10	6 816 25 480	170 17 189	2.5 67.5	Z	
	31510	Periodicals - Print - Subscriptions and sales: General interest						
	31540	periodicals	8	21 082	19 379	91.9	.9	
	31750	periodicals	7 18	20 498 39 014	1 503 5 000	7.3 12.8	.1 .2 31.8	
	31760	Cards, except greeting cards - print	51	714 437	682 421	95.5	31.8	
	31770 31780	Calendars - print Patterns - print Sale of print advertising space, not specified by type of publication	43 33	60 067 118 442	45 394 106 449	75.6 89.9	2.1 5.0	
	31790	Sale of print advertising space, not specified by type of publication	110	102 859	56 165	54.6	2.6	
	31970 32820	Sale of Internet advertising space, not specified by type of publication	22 48 29	17 311 319 290	4 513 309 433	26.1 96.9	.2 14.4	
	32830 32870	Yearbooks - Print Posters - Print Posters - Other media <sup>3</sup>	29	29 776 10 282	20 404 3 237	68.5 31.5	1.0	
	33800	Other publishing, not specified by type of publication	417	682 819	590 228	86.4	27.5	78.
	33804	Other publishing, excluding cards, calendars, patterns, yearbooks and posters	411	672 454	580 284	86.3	27.0	
	33850 33854	Other Internet publishing, not specified by type of publication Other Internet publishing, excluding cards, calendars, patterns, yearbooks, and posters	20	32 861 23 089	13 779 13 487	41.9 58.4	.6 .6	78.
112		Software publishers	9 953	x	103 505 848	Х	100.0	81.
	35000	Information technology (IT) technical consulting services	1 624	47 039 408	4 179 269	8.9	4.0	
	35050 35051	Custom computer application design and development services	1 862 212	8 933 028 663 157	1 729 132 95 663	19.4 14.4	1.7	75.
	35052	Web site design and development services	266	699 897	76 446	10.9	.1 .1	
	35053 35054	Customization and integration of cross-industry application software .  Customization and integration of vertical market application software .	391 840	2 027 297 4 432 420	306 276 968 886	15.1 21.9	.3	
	35055 35250	Other custom application design and development services	346 375	1 711 746 1 996 635	281 861 345 626	16.5 17.3	.3	
	35300	Application service provisioning	259	1 401 821	337 751	24.1	.3 .9 .3 .3 .3 7.3	
	35500 35501	Information technology (ÎT) technical support services	3 604 3 604	26 703 070 26 703 070	7 582 312 7 582 312	28.4 28.4	7.3 7.3	76.
	35600 35601	System software nublishing	3 870 1 000	67 379 415 42 825 547	39 728 711 13 344 621	59.0 31.2	38.4 12.9	74.
	35602	Operating systems software publishing Network software publishing Database management software publishing	1 228	49 053 425	9 806 769	20.0	9.5	
	35603 35604	Database management software publishing	1 585 1 228	52 187 640 44 791 549	8 522 141 4 881 999	16.3 10.9	8.2 4.7	74
	35605	Other systems software publishing	1 041 7 080	40 581 114 84 553 091	3 173 181 46 747 671	7.8	3.1 45.2	75
	35650 35651	Application software publishing	1 666	45 808 067	21 212 064	55.3 46.3	20.5	75
	35652 35653	Game software publishing	432 1 864	32 336 198 59 460 785	3 903 938 10 249 843	12.1 17.2	3.8 9.9	
	35654	Verticle market application software publishing	2 350	15 911 584	5 570 013	35.0	5.4	
	35655 35656	Utilities software publishing	1 179	12 586 262 14 940 879	661 277 5 150 536	5.3 34.5	5.0	
	35700 35760	Resale of computer hardware and software	1 230 1 794	4 595 495 19 445 555	550 501 740 142	12.0 3.8	.5 .7	
	39000	Merchandise sales Sale of merchandise, excluding computer hardware and software	315	1 519 222 1 519 222	230 076 230 076	15.1	.2	66
	39035 39500	All other receipts	315 1 625	18 187 499	1 334 657	15.1 7.3	1.3	77.
1121	39527	All other receipts	1 625	18 187 499	1 334 657 103 505 848	7.3	1.3	01
121	35000	Information technology (IT) technical consulting services	9 953 1 624	X   47 039 408	4 179 269	X 8.9	100.0	81.
	35050	Custom computer application design and development services	1 862	8 933 028	1 729 132	19.4	1.7	75
	35051 35052	Web site design and development services	212 266	663 157 699 897	95 663 76 446	14.4 10.9	.1 .1	
	35053 35054	Customization and integration of cross-industry application software .  Customization and integration of vertical market application software .	391 840	2 027 297 4 432 420	306 276 968 886	15.1 21.9	.3	
	35055	Other custom application design and development services	346	1 711 746	281 861	16.5	.9 .3 .3 .3	
	35250 35300	Application service provisioning	375 259	1 996 635 1 401 821	345 626 337 751	17.3 24.1	.3	
	35500 35501	Information technology (IT) technical support services	3 604 3 604	26 703 070 26 703 070	7 582 312 7 582 312	28.4 28.4	7.3 7.3	76
	35600	System software publishing	3 870	67 379 415	39 728 711	59.0	38.4	74
	35601 35602	Operating systems software publishing	1 000 1 228	42 825 547 49 053 425	13 344 621 9 806 769	31.2 20.0	12.9 9.5	
	35603	Database management software publishing	1 585	52 187 640	8 522 141	16.3	8.2	
	35604 35605	Development tools and programming languages software publishing	1 228 1 041	44 791 549 40 581 114	4 881 999 3 173 181	10.9 7.8	4.7 3.1	
	35650 35651	Application software publishing	7 080 1 666	84 553 091 45 808 067	46 747 671 21 212 064	55.3 46.3	45.2 20.5	75
	35652	Game software publishing	432	32 336 198	3 903 938	12.1	3.8	
	35653 35654	Cross-industry application software publishing Verticle market application software publishing	1 864 2 350	59 460 785 15 911 584	10 249 843 5 570 013	17.2 35.0	9.9 5.4	75.
	35655	Utilities software publishing	651	12 586 262	661 277	5.3	.6	

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				s with the product line	Prod	uct line receipts		
NAICS code	Product line code	Kind of business and product line				As percent of of-		Response
			Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	product line	estab- lishments <sup>1</sup>	coverage <sup>2</sup> (percent)
51		Information — Con.						
511		Publishing industries (except Internet)—Con.						
5112		Software publishers—Con.						
51121	35700	Software publishers — Con.  Resale of computer hardware and software	1 230	4 595 495	550 501	12.0	5	Y
	35760 39000	Information technology (IT) related training services.  Merchandise sales.	1 794 315	19 445 555 1 519 222	740 142 230 076	3.8 15.1	.5 .7 .2	X X 66.0
	39035	Sale of merchandise, excluding computer hardware and software	315	1 519 222	230 076	15.1	.2	X
	39500 39527	All other receipts	1 625 1 625	18 187 499 18 187 499	1 334 657 1 334 657	7.3 7.3	1.3 1.3	77.5 X
511210		Software publishers	9 953	x	103 505 848	Х	100.0	81.2
	35000 35050	Information technology (IT) technical consulting services Custom computer application design and development services	1 624 1 862	47 039 408 8 933 028	4 179 269 1 729 132	8.9 19.4	4.0 1.7	X 75.1
	35051 35052	Web site design and development services	212 266	663 157 699 897	95 663 76 446	14.4 10.9	.i	X
	35052 35053 35054	Customization and integration of cross-industry application software .	391 840	2 027 297 4 432 420	306 276 968 886	15.1 21.9	.3	X X X X 76.4 74.7 X X X X 75.6 S X X X X X X X X X X X X X X X X X X
	35055	Customization and integration of vertical market application software.  Other custom application design and development services	346	1 711 746	281 861	16.5	.3	â
	35250 35300	Application service provisioning	375 259	1 996 635 1 401 821	345 626 337 751	17.3 24.1	.3 .3 .3	X
	35500 35501	Information technology (IT) technical support services	3 604 3 604	26 703 070 26 703 070	7 582 312 7 582 312	28.4 28.4	7.3 7.3	76.4 X
	35600 35601	System software publishing Operating systems software publishing Network software publishing	3 870 1 000	67 379 415 42 825 547	39 728 711 13 344 621	59.0 31.2	38.4 12.9	74.7 X
	35602 35603	Database management software publishing	1 228 1 585	49 053 425 52 187 640	9 806 769 8 522 141	20.0 16.3	9.5 8.2	X X
	35604 35605	Development tools and programming languages software publishing .  Other systems software publishing	1 228 1 041	44 791 549 40 581 114	4 881 999 3 173 181	10.9 7.8	4.7 3.1	X
	35650 35651	Application software publishing	7 080 1 666	84 553 091 45 808 067	46 747 671 21 212 064	55.3 46.3	45.2 20.5	75.6 X
	35652 35653	Game software publishing  Cross-industry application software publishing	432 1 864	32 336 198 59 460 785	3 903 938 10 249 843	12.1 17.2	3.8 9.9	X
	35654	Verticle market application software publishing	2 350	15 911 584 12 586 262	5 570 013	35.0	5.4	ŷ
	35655 35656	Utilities software publishing Other applications software publishing	651 1 179	14 940 879	661 277 5 150 536	5.3 34.5	.6 5.0	â
	35700 35760	Resale of computer hardware and software	1 230 1 794	4 595 495 19 445 555	550 501 740 142	12.0 3.8	.5 .7	X
	39000 39035	Merchandise sales	315 315	1 519 222 1 519 222	230 076 230 076	15.1 15.1	.2 .2	66.0 X
	39500 39527	All other receipts	1 625 1 625	18 187 499 18 187 499	1 334 657 1 334 657	7.3 7.3	1.3 1.3	77.5 X
512		Motion picture and sound recording industries	22 458	x	78 250 368	х	100.0	84.0
	30500 30550	Admissions, excluding admission taxes	N	N	7 457 549	N	9.5	Х
	30560	theaters	N N	N N	55 786 26 864	N N	.1 Z	X X
	30580 31990	This establishment's share of receipts from concessions or amusement machines not operated by this establishment.  Distribution of commercial theater motion pictures	N N	N N	32 075 24 837 107	N N	Z 31.7	X
	32000	Distribution of television programs, excluding commercials and music videos	N	Ŋ	13 047 310	N	16.7	
	32010 32020	Distribution of commercials Distribution of music videos	N N	N N	1 417 217 77 832	N N	1.8	X X X
	32030 32040	Distribution of other films and tapes/DVDs (e.g., direct-to-video)  Contract production, excluding postproduction services	N N	N N	1 117 404 2 809 492	N N	1.4 3.6	X X X
	32050 32070	Postproduction services	N	N	3 674 697	N	4.7	
	32080	distribution	N N	N N	508 112 140 557	N N	.6 .2	X X X X
	32090 32110	Motion picture film processing	N N	N N	688 494 333 477	N N	.9 .4	X
	32120 32130	Sheet music publishing	N	N	324 321	N	.4	
	32140	musical compositions	N N	N N	1 664 931 743 483	N N	2.1 1.0	X
	32150	Sales of duplicate recordings generated from masters that you own or lease the rights to: Prerecorded audio discs	N	N	9 168 274	N	11.7	X
	32160	Sales of duplicate recordings generated from masters that you own or lease the rights to: Prerecorded audio tapes, including DAT	N N	N	212 272	N	.3	X
	32170	Sales of duplicate recordings generated from masters that you own or lease the rights to: Prerecorded audio records	N N	N	9 237	N	z	X
	32180	Sales of duplicate recordings generated from masters that you own or						
	32190	lease the rights to: Prerecorded video discs or tapes	N N	N N	214 618	N	.3	X
	32200	involve buying or leasing masters	N N	N N	19 501 622 411	N N	Z . <u>8</u>	X X X X X
	32220 32230	Audio taping of conferences, seminars, and meetings	N N	N N	30 173 93 551	N N	.1	X X
	39000 39200	Merchandise sales	N N	N N	246 639 3 025 745	N N	.3 3.9	X X
5121		Motion picture and video industries	19 074	x	62 926 611	х	100.0	83.2
	30500 30550	Admissions, excluding admission taxes	N	N	7 457 549	N	11.9	Х
		theaters	N	N	55 786 26 864	N	.1	X
	30560	Amusement machines operated by this establishment This establishment's share of receipts from concessions or amusement	N	N	26 864	N	Z	Х

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				ts with the product line	Prod	luct line receipts		
NAICS	Product	Kod d Lucion and and a Sec				As percent of of-		
code	line code	Kind of business and product line	Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	Estab- lishments with the product line	All estab- lishments <sup>1</sup>	Response coverage <sup>2</sup> (percent)
51		Information — Con.						
512 5121		Motion picture and sound recording industries—Con.  Motion picture and video industries—Con.						
0121	31990	Distribution of commercial theater motion pictures	N	N	24 837 107	N	39.5	70.5
	31991 31992 31993	To theaters To television networks and stations To cable networks and systems and direct broadcast satellite (DBS)	N N	N N	4 978 878 3 552 287	N N	7.9 5.6	X
	31994	systems	N	N	3 711 150	N	5.9	Х
	31995	cassettes and DVDs	N N	N N	10 480 034 1 197 325	N N	16.7 1.9	X X X
	31996 31997 32000	To domestic independent distributors and exchanges To other Distribution of television programs, excluding commercials and music	N N	N N	501 392 416 041	N N	.8 .7	X
	32001	videos  To television networks and stations (for television exhibition)	N N	N N	13 047 310 8 760 231	N N	20.7 13.9	69.8 X
	32002	To cable networks and systems and direct broadcast satellite (DBS) systems	N	N	1 914 893	N	3.0	
	32003 32004 32010	To independent distributors and syndicates	N N N	N N N	1 952 207 419 979 1 417 217	N N N	3.1 .7 2.3	X X X X
	32020 32030	Distribution of music videos Distribution of other films and tapes/DVDs ( e.g., direct-to-video)	N N	N N N	77 832 1 117 404	N N	.1 1.8	X 72.2
	32031 32032	To independent distributors	N	N	157 571	N	.3	Х
	32033 32040	video cassettes and DVDs To other Contract production, excluding postproduction services	N N N	N N N	228 104 731 729 2 809 492	N N N	.4 1.2 4.5	X X 79.4
	32040 32041 32042	For other producers. For television networks and stations	N N	N N N	541 791 1 014 461	N N	.9 1.6	X X X
	32043 32050	For other Postproduction services	N N	N N	1 253 240 3 674 697	N N	2.0 5.8	X 80.5
	32051 32052	Linear video/audio editing Non-linear video/audio editing Film to tape transfer	N N N	N N N	385 026 669 167 234 896	N N	.6 1.1	X
	32053 32054 32055	Audio postproduction Graphics and animation	N N	N N N	316 716 372 074	N N N	.4 .5 .6	X X
	32056 32057	Visual and compositing effects	N N	N N	761 937 27 869	N N	1.2 Z	X X
	32058 32059	Format conversion and compression	N N	N N	82 444 449 210	N N	.1 .7	80.5 X X X X X X X X X X
	32061 32070	All other services Other services allied to film, video, or digital media production and distribution.	N N	N N	375 356 508 112	N N	.6 .8	
	32080 32090	Receipts received for screen advertising	N N	N N	140 557 688 494	N N	.2 1.1	X X X
	39000 39036	Merchandise sales	N	N	220 150	N	.4	83.0
	39037	pictures, television programs, commercials, music videos, and direct-to-home videos/DVDs Sales of other merchandise, not specified by type	N N	N N	201 306 18 844	N N	.3 Z	X X
	39200 39201	Sales of food and beverages  Sales of food and nonalcoholic beverages	N N	N N	3 025 745 3 025 622	N N	4.8 4.8	64.3 X
	39500 39528	All other receipts All other receipts	N N	N N	3 790 220 3 709 890	N N	6.0 5.9	83.1 X X
51211	39529	All other receipts	11 163	N X	80 330 46 761 808	N X	100.0	X 82.8
0.2	31990	Distribution of commercial theater motion pictures	Q	Q	24 321 183	Q	52.0	70.1
	31991 31992 31993	To theaters To television networks and stations To cable networks and systems and direct broadcast satellite (DBS)	QQ	Q Q	4 899 636 3 482 129	QQ	10.5 7.4	X
	31994	systems.  To wholesalers, retailers, and rental chains or stores, including video	Q	Q	3 695 996	Q	7.9	Х
	31995	cassettes and DVDs	QQ	Q	10 421 123 1 025 618	QQ	22.3 2.2	X X X
	31996 31997 32000	To domestic independent distributors and exchanges To other Distribution of television programs, excluding commercials and music	QQ	Q Q	410 424 386 257	QQ	.9 .8	X
	32000	videos To television networks and stations (for television exhibition)	Q	Q Q	12 822 429 8 632 664	Q	27.4 18.5	69.4 X
	32002	To cable networks and systems and direct broadcast satellite (DBS) systems	Q	Q	1 843 477	Q	3.9	
	32003 32004 32010	To independent distributors and syndicates To other, including video cassettes and DVDs. Distribution of commercials	Q Q Q	9999	1 949 119 397 169 1 349 134	Q Q Q	4.2 .8 2.9	X X X X
	32020 32030	Distribution of music videos .  Distribution of other films and tapes/DVDs ( e.g., direct-to-video)	a a	QQQ	77 465 815 234	Q	.2 1.7	X 70.6
	32031 32032	To independent distributors	Q	Q	119 290	Q	.3	Х
	32033 32040	video cassettes and DVDs. To other. Control production excluding portproduction continue	90	90	121 979 573 965	90	.3 1.2	X X 79.0
	32040 32041 32042	Contract production, excluding postproduction services.  For other producers.  For television networks and stations	Q Q Q	900	2 781 135 526 934 1 013 018	Q Q Q	5.9 1.1 2.2	78.9 X X
	32043 32050	For other	Q Q	Q Q	1 241 183 587 763	QQQ	2.7 1.3	X 82.5
	32051 32052	Linear video/audio editing Non-linear video/audio editing Film to topo transfer	90	aaaaaaaa	92 695 187 683 12 062	QQQ	.2 .4 Z .1	X X X 82.5 X X X
	32053 32054	Film to tape transfer Audio postproduction	Q	Q	24 330	Q	.1	â

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				s with the product line	Prod	luct line receipts	;	
NAICS code	Product line code	Kind of business and product line				As percent of of		
			Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	Estab- lishments with the product line	All estab- lishments <sup>1</sup>	Response coverage <sup>2</sup> (percent)
51		Information—Con.						
512		Motion picture and sound recording industries—Con.						
5121		Motion picture and video industries—Con.						
51211	32050	Motion picture and video production—Con.  Postproduction services—Con.						
	32055 32056	Graphics and animation Visual and compositing effects	Q	Q	74 100 61 856	Q	.2	X
	32057	Captioning	QQ	a a a a	3 245	9999	.2 .1 Z	â
	32058 32059	Format conversion and compression	Q Q Q Q	Q	26 819 63 347	Q	.1	X X X X X X
	32061 32070	All other services Other services allied to film, video, or digital media production and		Q	41 626	Q	.1	
	32090	distribution	Q Q	Q Q	231 928 7 546	Q	.5 Z	X
	39000 39036	Merchandise sales	Q	Q	154 500	Q	.3	82.7
	33333	pictures, television programs, commercials, music videos, and direct-to-home videos/DVDs	Q	Q	154 500	Q	3	х
	39500 39528	All other receipts All other receipts	Q	Q	3 613 491 3 613 491	QQ	.3 7.7 7.7	82.7 X
512110	39326	Motion picture and video production	11 163	X	46 761 808	x x	100.0	82.8
	31990	Distribution of commercial theater motion pictures	Q	Q	24 321 183	Q	52.0	70.1
	31991 31992	To theaters	QQ	Q Q	4 899 636 3 482 129	Q	10.5 7.4	X X
	31993	To cable networks and systems and direct broadcast satellite (DBS) systems	Q	Q	3 695 996	Q	7.9	X
	31994	To wholesalers, retailers, and rental chains or stores, including video	Q	Q	10 421 123	Q	22.3	
	31995	cassettes and DVDs To foreign independent distributors and exchanges	l Q	Q	1 025 618	Q	2.2	X
	31996 31997	To domestic independent distributors and exchanges	Q Q	Q Q	410 424 386 257	QQ	.9 .8	X X
	32000	Distribution of television programs, excluding commercials and music videos	Q	Q	12 822 429	Q	27.4	69.4
	32001 32002	To television networks and stations (for television exhibition) To cable networks and systems and direct broadcast satellite (DBS)	Q	Q	8 632 664	Q	18.5	Х
	32003	systems	00000	Q Q	1 843 477 1 949 119	Q	3.9 4.2	X
	32004 32010	To other, including video cassettes and DVDs	Q	Q Q	397 169 1 349 134	99999	.8 2.9	X X X X
	32020 32030	Distribution of music videos . Distribution of other films and tapes/DVDs ( e.g., direct-to-video)	Q Q	Q Q	77 465 815 234	Q	.2 1.7	X 70.6
	32030 32031 32032	To independent distributors  To wholesalers, retailers, and rental chains and stores, including	ă	ã	119 290	ď	.3	70.0 X
		video cassettes and DVDs	Q	Q	121 979	Q	.3	X
	32033 32040	To other	Q	Q Q	573 965 2 781 135	Q	1.2 5.9	X 78.9
	32041 32042	For other producers	QQQ	Q Q	526 934 1 013 018	Q	1.1 2.2	X X X 82.5
	32043 32050	For other	QQ	Q Q	1 241 183 587 763	QQ	2.7 1.3	X 82.5
	32051 32052	Linear video/audio editing Non-linear video/audio editing	aaaaaaaaaa	Q Q	92 695 187 683	00000000000	.2 .4 Z	X
	32053 32054	Film to tape transfer Audio postproduction	Q	ã	12 062 24 330	ã	Z .1	X X X X
	32055	Graphics and animation	Q	Q	74 100	Q	.2	
	32056 32057	Visual and compositing effects Captioning Format conversion and compression	Q	Q	61 856 3 245	Q	.1 Z .1	X
	32058 32059	Duplication	9999	Q Q	26 819 63 347	30000	.1	X X X X
	32061 32070	All other services Other services allied to film, video, or digital media production and	Q	Q	41 626		.1	
	32090	distribution	Q Q	Q Q	231 928 7 546	Q	.5 Z .3	X X
	39000 39036	Merchandise sales	Q	Q	154 500	Q	.3	82.7
	33333	pictures, television programs, commercials, music videos, and direct-to-home videos/DVDs	Q	Q	154 500	Q	.3	х
	39500 39528	All other receipts All other receipts	Q	Q Q	3 613 491	QQ	7.7	82.7 X
E1010	39528	'		X	3 613 491		7.7 100.0	
51212	31990	Motion picture and video distribution	484 Q	Q	1 161 901 515 610	X	44.4	75.7 72.0
	31991	To theaters	Q	Q	79 242	Q	6.8	72.0 X X
	31992 31993	To television networks and stations	Q	Q	70 122	Q	6.0	
	31994	systems	Q	Q	15 046	Q	1.3	X
	31995	cassettes and DVDs	Q Q	Q Q	58 862 171 707	QQ	5.1 14.8	X X
	31996 31997	To domestic independent distributors and exchanges To other	Q	Q Q Q	90 847 29 784	Q	7.8 2.6	X X
	32000	Distribution of television programs, excluding commercials and music videos	Q	Q	223 046	Q	19.2	71.1
	32001 32002	To television networks and stations (for television exhibition)	ď	Q	127 106	Q	10.9	/1.1 X
		To cable networks and systems and direct broadcast satellite (DBS) systems.	Q	Q	70 263	Q	6.0	X
	32003 32004	To independent distributors and syndicates	Q	Q Q	3 007 22 670	QQ	.3 2.0	X X X
		To other, including video cassettes and DVDs. Distribution of commercials	Q Q Q	Q Q Q	22 670 64 578	Q	2.0 5.6	

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				s with the product ine	Prod	uct line receipts		
NAICS code	Product line code	Kind of business and product line				As percent of of-		
code	line code	·	Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	Estab- lishments with the product line	All estab- lishments <sup>1</sup>	Respons coverage (percen
i1		Information — Con.						
12		Motion picture and sound recording industries—Con.						
5121		Motion picture and video industries—Con.						
1212		Motion picture and video distribution—Con.						
	32030 32031 32032	Distribution of other films and tapes/DVDs ( e.g., direct-to-video)	QQ	QQ	300 725 38 229	Q	25.9 3.3	70.
	32033	video cassettes and DVDs	QQ	Q	105 706 156 790	Q	9.1 13.5	
	32050 32051	Postproduction services Linear video/audio editing	00000000	aaaaaaaa	24 476 912	00000000	2.1	73.
	32052	Non-linear video/audio editing	ď	ã	189	ã	<u>z</u>	
	32053 32055	Film to tape transfer		Q	178 324	Q	.1 Z Z Z .5 1.5	
	32058	Format conversion and compression	a l	ā	124	Q	Z	
	32059 32061	Duplication All other services		ă	5 472 17 265	Q	1.5	
	32070	Other services allied to film, video, or digital media production and distribution	Q	Q	24 354	Q	2.1	
	39000 39036	Merchandise sales Sales of merchandise, excluding films, video cassettes/DVDs, motion pictures, television programs, commercials, music videos, and	Q	Q	6 583	Q	.6	75.
	39500	direct-to-home videos/ĎVDs All other receipts	Q Q	Q Q	6 583 2 108	Q Q	.6 .2	75.
	39528	All other receipts	ã	ã	2 108	ã	.2	70
12120		Motion picture and video distribution	484	x	1 161 901	X	100.0	75
	31990	Distribution of commercial theater motion pictures	Q	Q	515 610	Q	44.4	72
	31991 31992	To theaters	QQ	Q	79 242 70 122	Q Q	6.8 6.0	
	31993	To cable networks and systems and direct broadcast satellite (DBS)	Q	Q	15 046	Q	1.3	
	31994	systems						
	31995	cassettes and DVDs	Q Q	Q Q	58 862 171 707	Q Q	5.1 14.8	
	31996	To domestic independent distributors and exchanges	Q	Q	90 847	Q	7.8	
	31997 32000	To other  Distribution of television programs, excluding commercials and music	Q	Q	29 784	Q	2.6	
	32001	videos	Q Q	Q Q	223 046 127 106	Q Q	19.2 10.9	71
	32002	To cable networks and systems and direct broadcast satellite (DBS) systems	ام	Q	70 263	Q	6.0	
	32003 32004	To independent distributors and syndicates	00000	ā a	3 007 22 670	Q	2.0	
	32010	Distribution of commercials	ď	Q	64 578	9999	5.6	
	32030 32031	Distribution of other films and tapes/DVDs ( e.g., direct-to-video)	Q	Q	300 725 38 229	Q	25.9 3.3	70
	32032	To wholesalers, retailers, and rental chains and stores, including						
	32033	video cassettes and DVDs	aaaaaaa	Q Q	105 706 156 790	0000000	9.1 13.5	
	32050 32051	Postproduction services	Q	Q	24 476 912	Q	2.1	73
	32052	Linear video/audio editing Non-linear video/audio editing	Į ĝ	Q	189	ã	Ž	
	32053 32055	Film to tape transfer	Q	Q	178 324	Q	.1 Z Z Z Z	
	32058 32059	Format conversion and compression	Q	Q	124 5 472	Q	Z .5	
	32061	Duplication	ă	ă	17 265	ã	1.5	
	32070	Other services allied to film, video, or digital media production and distribution.	Q	Q	24 354	Q	2.1	
	39000 39036	Merchandise sales.  Sales of merchandise, excluding films, video cassettes/DVDs, motion pictures, television programs, commercials, music videos, and	Q	Q	6 583	Q	.6	7:
	39500	direct-to-home videos/ĎVDs All other receipts	Q Q	Q Q	6 583 2 108	Q Q	.6 .2	7
	39528	All other receipts	Q	Q	2 108	Q	.2	
213		Motion picture and video exhibition	5 264	X	10 837 750	X	100.0	86
	30500 30550	Admissions, excluding admission taxes	5 264	10 837 750	7 457 549	68.8	68.8	
	30560 30580	theaters. Amusement machines operated by this establishment. This establishment's share of receipts from concessions or amusement	1 868 1 169	6 333 573 3 702 307	55 786 26 864	.9 .7	.5 .2	
	32080	machines not operated by this establishment	1 409 3 197	4 922 556 8 539 792	32 075 140 557	.7	.3 1.3	
	39000	Receipts received for screen advertising	442	883 502	18 844	1.6 2.1	.2	86
	39037 39200	Sales of other merchandise, not specified by type	442 4 909	883 502 10 500 712	18 844 3 025 745	2.1 28.8	.2 27.9	6
	39201	Sales of food and nonalcoholic beverages	4 909	10 500 712	3 025 622	28.8	27.9	
	39500 39529	All other receipts	2 587 2 587	7 826 493 7 826 493	80 330 80 330	1.0 1.0	.7 .7	8
2131		Motion picture theaters (except drive-ins)	4 979	x	10 729 734	х	100.0	8
	30500	Admissions, excluding admission taxes	4 979	10 729 734	7 371 474	68.7	68.7	
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters	1 847	6 318 964	51 193	.8	.5	
	30560	Amusement machines operated by this establishment	1 158	3 695 357	26 782	.7	.3	
	30580	This establishment's share of receipts from concessions or amusement machines not operated by this establishment	1 392	4 914 521	31 729	.6	.3	

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				s with the product line	Prod	uct line receipts		
NAICS code	Product line code	Kind of business and product line				As percent of of-		
			Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	lishments with the product line	All estab- lishments <sup>1</sup>	Response coverage <sup>2</sup> (percent)
51		Information—Con.						
512		Motion picture and sound recording industries—Con.						
5121		Motion picture and video industries—Con.						
51213 512131		Motion picture and video exhibition—Con.  Motion picture theaters (except drive-ins)—Con.						
312131	39000	Merchandise sales	432	876 402	18 713	2.1	.2	86.4
	39037 39200 39201 39500 39529	Sales of other merchandise, not specified by type Sales of food and beverages Sales of food and nonalcoholic beverages All other receipts All other receipts	432 4 723 4 723 2 563 2 563	876 402 10 445 454 10 445 454 7 815 281 7 815 281	18 713 3 009 946 3 009 946 79 380 79 380	2.1 28.8 28.8 1.0 1.0	28.1 28.1 28.1 .7	66.8 X 86.3 X
512132		Drive-in motion picture theaters	285	x	108 016	х	100.0	97.8
	30500	Admissions, excluding admission taxes	285	108 016	86 075	79.7	79.7	Х
	30550	Rental fees for the use of facilities, including stadiums, arenas, or theaters	21	14 609	4 593	31.4	4.3	X
	30560 30580	Amusement machines operated by this establishment This establishment's share of receipts from concessions or amusement	11	6 950	82	1.2	.1	X
	32080	machines not operated by this establishment	17 14	8 035 5 091	346 40	4.3 .8	.3 Z	X X
	39000 39037	Merchandise sales	10 10	7 100 7 100	131 131	1.8 1.8	.1	97.8 X
	39200 39201	Sales of food and beverages	186 186	55 258 55 258	15 799 15 676	28.6 28.4	14.6 14.5	90.1 X
	39500 39529	All other receipts All other receipts	24 24	11 212 11 212	950 950	8.5 8.5	.9	95.8 X
51219	00020	Postproduction and other motion picture and video industries	2 163	X	4 165 152	X	100.0	81.2
	31990	Distribution of commercial theater motion pictures	6	16 932	314	1.9	z	Х
	32000	Distribution of television programs, excluding commercials and music videos	23	20 724	1 835	8.9	z	81.2 X
	32001 32002	To television networks and stations (for television exhibition) To cable networks and systems and direct broadcast satellite (DBS)	13	11 903	461	3.9	Z	
	32004	systems	10 7	15 471 2 112	1 153 140	7.5 6.6	Z Z	X X X
	32010 32030	Distribution of commercials Distribution of other films and tapes/DVDs ( e.g., direct-to-video)	42 35	24 129 20 731	3 505 1 445	14.5 7.0	.1 Z	X 71.2
	32032	To wholesalers, retailers, and rental chains and stores, including video cassettes and DVDs.	11	9 742	419	4.3		
	32033	To other	23	10 914	974	8.9	Z Z .7	X
	32040 32041	Contract production, excluding postproduction services.	199 106	152 378 90 303	28 263 14 803	18.5 16.4	.7 . <u>4</u>	80.5 X X X
	32042 32043	For television networks and stations	33 102	34 636 60 535	1 443 12 017	4.2 19.9	.4 Z .3	X
	32050 32051	Postproduction services	1 900 493	3 404 118 1 089 068	3 062 458 291 419	90.0 26.8	73.5 7.0	69.4 X
	32052 32053	Non-linear video/audio editing	902 332	1 380 384 1 175 330	481 295 222 656	34.9 18.9	11.6 5.3	X
	32054 32055	Audio postproduction	580 733	1 320 145 1 187 097	292 374 297 650	22.1 25.1	7.0 7.1	X
	32056 32057	Graphics and animation Visual and compositing effects Captioning	344 96	1 143 910 217 767	700 081 24 624	61.2 11.3	16.8	69.4 X X X X X X X X X X X X X X X X X X X
	32058	Format conversion and compression	303	595 818	55 501	9.3	1.3	â
	32059 32061	Duplication All other services	695 415	1 390 872 940 635	380 391 316 465	27.3 33.6	9.1 7.6	X
	32070	Other services allied to film, video, or digital media production and distribution	398	692 998	251 830	36.3	6.0	X
	32090 39000	Motion picture film processing Merchandise sales. Sales of merchandise, excluding films, video cassettes/DVDs, motion	66 49	775 439 138 601	680 948 40 223	87.8 29.0	16.3 1.0	X 80.4
	39036	pictures, television programs, commercials, music videos, and						
	39500	direct-to-home videos/ĎVDs All other receipts	49 169	138 601 865 101	40 223 94 291	29.0 10.9	1.0 2.3	X 81.2
	39528	All other receipts	169	865 101	94 291	10.9	2.3	Х
512191		Teleproduction and other postproduction services	1 847	Х	3 209 083	Х	100.0	79.0
	31990 32000	Distribution of commercial theater motion pictures	6	16 932	314	1.9	Z	Х
	32001	videos	23 13	20 724 11 903	1 835 461	8.9 3.9	.1 Z	79.0 X
	32002	To cable networks and systems and direct broadcast satellite (DBS) systems	10	15 471	1 153	7.5		
	32004 32010	To other, including video cassettes and DVDs	7 42	2 112 24 129	140 3 505	6.6 14.5	Z Z .1	X X X
	32030	Distribution of other films and tapes/DVDs (e.g., direct-to-video)	31	19 194	1 433	7.5	ž	68.9
	32032	To wholesalers, retailers, and rental chains and stores, including video cassettes and DVDs	11	9 742	419	4.3	Z Z	X
	32033 32040	To otherContract production, excluding postproduction services	19 190	9 377 150 117	962 28 057	10.3 18.7	.9	78.4
	32041 32042	For other producers	106 33	90 303 34 636	14 803 1 443	16.4 4.2	.5 Z	X X X
	32043 32050	For other	93 1 847	58 274 3 209 083	11 811 3 006 404	20.3 93.7	.4 93.7	X 66.8
	32051 32052	Linear video/audio editing Non-linear video/audio editing	481 882	1 014 817 1 373 053	289 178 480 954	28.5 35.0	9.0 15.0	X
	32053 32054	Film to tape transfer Audio postproduction	310 568	1 084 445 1 241 766	206 460 289 166	19.0 23.3	6.4 9.0	66.8 X X X X X X
	32055	Graphics and animation	726	1 184 707	297 441	25.1	9.3	0

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				s with the product line	Prod	uct line receipts		
NAICS	Product					As percent of of-	total receipts	
code	line code	Kind of business and product line	Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	Estab- lishments with the product line	All estab- lishments <sup>1</sup>	Response coverage <sup>2</sup> (percent)
51		Information — Con.						
512 5121 51219		Motion picture and sound recording industries—Con.  Motion picture and video industries—Con.  Postproduction and other motion picture and video industries—Con.						
512191		Teleproduction and other postproduction services—Con.						
	32050 32057 32058 32059 32061	Postproduction services—Con. Captioning. Format conversion and compression Duplication All other services	96 294 670 409	217 767 589 375 1 298 392 846 149	24 624 55 398 362 484 300 618	11.3 9.4 27.9 35.5	.8 1.7 11.3 9.4	X X X
	32070 39000 39036	Other services allied to film, video, or digital media production and distribution	129 32	379 702 36 140	141 642 1 941	37.3 5.4	4.4	X 75.8
	39500 39528	direct-to-home videos/ĎVDs All other receipts All other receipts	32 140 140	36 140 160 857 160 857	1 941 23 166 23 166	5.4 14.4 14.4	.1 .7 .7	79.0 X
512199		Other motion picture and video industries	316	X	956 069	X	100.0	88.3
	32040 32043 32050 32051 32052 32052 32053 32054 32055 32058 32059	Contract production, excluding postproduction services. For other .  Postproduction services Linear video/audio editing Non-linear video/audio editing. Film to tape transfer Audio postproduction Graphics and animation Format conversion and compression Duplication	9 9 53 12 20 22 12 7 9	2 261 2 261 195 035 74 251 7 331 90 885 78 379 2 390 6 443 92 480	206 206 56 054 2 241 341 16 196 3 208 209 103 17 907	9.1 9.1 28.7 3.0 4.7 17.8 4.1 8.7 1.6 19.4	Z Z 5.9 .2 Z 1.7 .3 Z Z 1.9	88.3 88.3 X X X X X X X X X
	32061 32070	All other services Other services allied to film, video, or digital media production and	269	94 486	15 847 110 188	16.8	1.7	
	32090 39000 39036	distribution.  Motion picture film processing  Merchandise sales.  Sales of merchandise, excluding films, video cassettes/DVDs, motion pictures, television programs, commercials, music videos, and	62 17	313 296 762 937 102 461	680 202 38 282	35.2 89.2 37.4	11.5 71.1 4.0	X X 88.3
	39500 39528	direct-to-home videos/ĎVDs All other receipts All other receipts	17 29 29	102 461 704 244 704 244	38 282 71 125 71 125	37.4 10.1 10.1	4.0 7.4 7.4	88.3 X
5122	00440	Sound recording industries	3 384	X	15 323 757	X	100.0	87.0
	32110 32120 32130	Music book publishing. Sheet music publishing. Royalties, license fees, and other payments for authorizing the use of musical compositions	N N	N N	333 477 324 321 1 664 931	N N	2.2 2.1 10.9	X X 79.7
	32131 32132 32133 32140 32150	Performance Reproduction Distribution Receipts from sales, leasing, and licensing fees of master recordings Sales of duplicate recordings generated from masters that you own or	N N N N	N N N N	375 290 1 206 793 80 734 743 483	N N N N	2.4 7.9 .5 4.9	X X X
	32151 32152 32153	lease the rights to: Prerecorded audio discs. Compact disc (CD), full-length. Compact disc (CD), singles/maxisingles. Prerecorded audio discs: Others, including audio and visual CD,	N N N	N N N N N N N N N N N N N N N N N N N	9 168 274 9 113 423 22 193	N N N	59.8 59.5 .1	45.9 X X
	32160	enhanced CD, and minidisc Seles of duplicate recordings generated from masters that you own or lease the rights to: Prerecorded audio tapes, including DAT	N N	N N	32 658 212 272	N N	.2 1.4	X 67.7
	32161 32170	Cassettes, full-length Sales of duplicate recordings generated from masters that you own or lease the rights to: Prerecorded audio records.	N N	N N	200 330 9 237	N N	1.3	Х
	32171 32172 32180	Vinyl long playing (LP) Vinyl singles, including 7 and 12 inch Sales of duplicate recordings generated from masters that you own or	N N N	N N	4 241 4 996	N N	.1 Z Z	86.8 X X
	32181 32182 32190	lease the rights to: Prerecorded video discs or tapes	N N N	N N N	214 618 116 033 97 827	N N N	1.4 .8 .6	86.5 X X
	32200 32220 32230 39000	involve buying or leasing masters.  Receipts from the use of sound recording studio.  Audio taping of conferences, seminars, and meetings  Radio show tape production/distribution  Merchandise sales.	N N N N	N N N N N N N N N N N N N N N N N N N	19 501 622 411 30 173 93 551 26 489	N N N N	.1 4.1 .2 .6	X X X X 84.8
	39038	Sales of other merchandise, not specified by type	N	N	24 430	N	.2	Х
51221	32130	Record production	349	X	336 600	×	100.0	58.8
	32131 32132 32133 32140	musical compositions Performance Reproduction Distribution Receipts from sales, leasing, and licensing fees of master recordings	56 8 49 8 349	32 219 10 456 28 155 4 064 336 600	17 732 151 17 313 268 306 781	55.0 1.4 61.5 6.6 91.1	5.3 Z 5.1 .1 91.1	35.3 X X X X
	32150 32151 32200	Sales of duplicate recordings generated from masters that you own or lease the rights to: Prerecorded audio discs.  Compact disc (CD), full-length.  Receipts from the use of sound recording studio.	10 10 15	2 622 2 622 2 396	1 243 1 243 690	47.4 47.4 28.8	.4 .4 .2	32.0 X X
	32210	Fees received from collecting royalties for music/sound recording copyright holders	6	198	15	7.6	z	X

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				s with the product ine	Prod	uct line receipts		
NAICS code	Product line code	Kind of business and product line				As percent of of-		
			Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	Estab- lishments with the product line	All estab- lishments <sup>1</sup>	Response coverage <sup>2</sup> (percent)
51		Information—Con.						
512		Motion picture and sound recording industries—Con.						
5122 51221		Sound recording industries—Con.  Record production—Con.						
	39500	All other receipts	56	35 852	7 704	21.5	2.3	54.
10010	39531	All other receipts	56	35 852	7 704	21.5	2.3	50
12210	32130	Record production	349	X	336 600	×	100.0	58.
	32131	musical compositions Performance	56 8	32 219 10 456	17 732 151	55.0 1.4	5.3 Z	35.
	32132 32133	Reproduction Distribution	49 8	28 155 4 064	17 313 268	61.5 6.6	5.1	
	32140 32150	Receipts from sales, leasing, and licensing fees of master recordings Sales of duplicate recordings generated from masters that you own or	349	336 600	306 781	91.1	91.1	Ì
	32151	lease the rights to: Prerecorded audio discs	10 10	2 622 2 622	1 243 1 243	47.4 47.4	.4 .4	32.
	32200 32210	Receipts from the use of sound recording studio	15	2 396	690	28.8	.2	j
	39500	copyright holders All other receipts	6 56	198 35 852	15 7 704	7.6 21.5	Z 2.3	54.
	39531	All other receipts	56	35 852	7 704	21.5	2.3	2
1222	20110	Integrated record production/distribution	437 Q	X	10 511 732 3 191	X	100.0 Z	88.
	32110 32120 32130	Music book publishing. Sheet music publishing.	ă	ã	264 448	ă	2.5	]
		Royalties, license fees, and other payments for authorizing the use of musical compositions  Performance	Q	Q	57 152	Q	.5 .2	88.
	32131 32132	Reproduction	QQ	QQ	19 294 7 330	Q Q	.1	
	32133 32140	Distribution	QQ	Q Q	30 528 423 465	a	.3 4.0	
	32150	Sales of duplicate recordings generated from masters that you own or lease the rights to: Perecorded audio discs	Q	Q	9 140 737	Q	87.0	46.
	32151 32152	Compact disc (CD), full-length	QQ	Q Q	9 085 886 22 193	QQ	86.4 .2	)
	32153	Prerecorded audio discs: Others, including audio and visual CD, enhanced CD, and minidisc	Q	Q	32 658	Q	.3	
	32160	Sales of duplicate recordings generated from masters that you own or lease the rights to: Prerecorded audio tapes, including DAT	Q	Q	209 954	Q	2.0	69.(
	32161 32170	Cassettes, full-length Sales of duplicate recordings generated from masters that you own or	Q	Q	198 302	Q	1.9	20.
	32171	lease the rights to: Prerecorded audio records. Vinyl long playing (LP) Vinyl singles, including 7 and 12 inch.	QQ	QQ	9 237 4 241	QQ	.1 Z Z	88.6 (
	32172 32180	Sales of duplicate recordings generated from masters that you own or lease the rights to: Prerecorded video discs or tapes	Q	Q Q	4 996 208 903	Q	2.0	
	32181	Prerecorded video discs, including laser and DVD	QQQ	Q	111 747	Q	1.1	88.4 )
	32182 32190	Prerecorded video tapes	Q	Q	97 156	Q	.9	
	32200 32210	involve buying or leasing masters	ă	ă	13 410 4 861	ă	.1 Z	>
	39000	Fees received from collecting royalties for music/sound recording copyright holders	Q	Q	191 5 890	Q	Z .1	( 88.88
	39038 39500	Merchandise sales. Sales of other merchandise, not specified by type All other receipts	QQ	Q	5 890 5 890 170 275	Q	.1	>
	39531	All other receipts	ă	Q Q	170 275	QQ	1.6 1.6	88.8
12220	20112	Integrated record production/distribution	437	X	10 511 732	X	100.0	88.
	32110 32120	Music book publishingSheet music publishing	QQ	Q Q	3 191 264 448	QQ	Z 2.5	)
	32130	Royalties, license fees, and other payments for authorizing the use of musical compositions	Q	Q	57 152	Q	.5	88.
	32131 32132	Performance	Q Q	Q Q Q	19 294 7 330	Q Q	.2	,
	32133 32140	Distribution Receipts from sales, leasing, and licensing fees of master recordings	ă	ă	30 528 423 465	ă	.3 4.0	)
	32150 32151	Sales of duplicate recordings generated from masters that you own or lease the rights to: Prercorded audio discs	Q	Q	9 140 737	Q	87.0	46.
	32152	Compact disc (CD), full-length	QQ	Q Q	9 085 886 22 193	ă	86.4	)
	32153 32160	Prerecorded audio discs: Others, including audio and visual CD, enhanced CD, and minidisc	Q	Q	32 658	Q	.3	>
	32160	lease the rights to: Prerecorded audio tapes, including DAT	Q	Q	209 954 198 302	Q	2.0 1.9	69.0
	32170	Cassettes, full-length. Sales of duplicate recordings generated from masters that you own or	Q		9 237	Q		
	32171 32172	lease the rights to: Prerecorded audio records	daa	Q Q Q	4 241	000	.1 Z Z	88.6 (
	32172	Vinyl singles, including 7 and 12 inch.  Sales of duplicate recordings generated from masters that you own or lease the rights to: Prerecorded video discs or tapes	Q	Q	4 996 208 903	Q	2.0	
	32181 32182	Prerecorded video discs, including laser and DVD	daa	QQQ	208 903 111 747 97 156	a	1.1	88.4 )
	32182 32190	Prerecorded video tapes Distribution for others of finished products (sound recording) that do not involve buying or leasing masters.	Q	Q	13 410	Q	.9 .1	
	32200 32210	Receipts from the use of sound recording studio	Q	a	4 861	a a	. I Z	>
	32210	copyright holders	Q	q١	191	Q	z	>

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				s with the product line	Prod	uct line receipts		
NAICS code	Product line code	Kind of business and product line				As percent of of-		
			Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	lishments with the product line	All estab- lishments <sup>1</sup>	Response coverage <sup>2</sup> (percent)
51		Information—Con.						
512		Motion picture and sound recording industries—Con.						
5122		Sound recording industries—Con.						
51222		Integrated record production/distribution—Con.						
512220		Integrated record production/distribution—Con.						
	39000 39038 39500 39531	Merchandise sales. Sales of other merchandise, not specified by type All other receipts All other receipts	Q Q Q Q	Q Q Q Q	5 890 5 890 170 275 170 275	999	.1 .1 1.6 1.6	88.8 X 88.8 X
51223		Music publishers	619	x	3 348 360	х	100.0	90.1
	32110 32120 32130	Music book publishing. Sheet music publishing. Royalties, license fees, and other payments for authorizing the use of	152 179	415 909 515 644	330 249 59 871	79.4 11.6	9.9 1.8	X
	32131 32132 32133	musical compositions Performance Reproduction Distribution	512 368 340 171	3 155 516 1 470 293 2 914 865 972 078	1 582 832 352 407 1 180 487 49 938	50.2 24.0 40.5 5.1	47.3 10.5 35.3 1.5	81.4 X X X
512230		Music publishers	619	x	3 348 360	x	100.0	90.1
	32110 32120 32130	Music book publishing	152 179	415 909 515 644	330 249 59 871	79.4 11.6	9.9 1.8	X
	32131 32132 32133	musical compositions Performance Reproduction Distribution	512 368 340 171	3 155 516 1 470 293 2 914 865 972 078	1 582 832 352 407 1 180 487 49 938	50.2 24.0 40.5 5.1	47.3 10.5 35.3 1.5	81.4 X X X
51224		Sound recording studios	1 488	x	664 248	х	100.0	61.1
	32130 32131 32132 32140	Royalties, license fees, and other payments for authorizing the use of musical compositions Performance Reproduction Receipts from sales, leasing, and licensing fees of master recordings	75 42 43 39	22 131 15 504 11 324 18 718	5 101 3 438 1 663 2 667	23.0 22.2 14.7 14.2	.8 .5 .3 .4	58.9 X X X
	32190 32200 32210	Distribution for others of finished products (sound recording) that do not involve buying or leasing masters.  Receipts from the use of sound recording studio.  Fees received from collecting royalties for music/sound recording	57 1 488	26 702 664 248	3 829 603 587	14.3 90.9	.6 90.9	X
	32220 32230 39000 39038 39500 39531	copyright holders Audio taping of conferences, seminars, and meetings Radio show tape production/distribution Merchandise sales. Sales of other merchandise, not specified by type All other receipts All other receipts	58 66 52 269 269 338 338	27 066 19 880 19 327 97 625 97 625 95 429 95 429	3 373 1 232 3 509 13 514 13 514 27 434 27 434	12.5 6.2 18.2 13.8 13.8 28.7 28.7	.5 .2 .5 2.0 2.0 4.1 4.1	X X X 60.6 X 58.2 X
512240		Sound recording studios	1 488	x	664 248	х	100.0	61.1
	32130 32131 32132 32140	Royalties, license fees, and other payments for authorizing the use of musical compositions  Performance  Reproduction  Receipts from sales, leasing, and licensing fees of master recordings	75 42 43 39	22 131 15 504 11 324 18 718	5 101 3 438 1 663 2 667	23.0 22.2 14.7 14.2	.8 .5 .3 .4	58.9 X X X
	32190 32200 32210	Distribution for others of finished products (sound recording) that do not involve buying or leasing masters.  Receipts from the use of sound recording studio.  Fees received from collecting royalties for music/sound recording	57 1 488	26 702 664 248	3 829 603 587	14.3 90.9	.6 90.9	X
	32220 32230 39000 39038 39500 39531	copyright holders Audio taping of conferences, seminars, and meetings Radio show tape production/distribution Merchandise sales. Sales of other merchandise, not specified by type All other receipts All other receipts	58 66 52 269 269 338 338	27 066 19 880 19 327 97 625 97 625 95 429 95 429	3 373 1 232 3 509 13 514 13 514 27 434 27 434	12.5 6.2 18.2 13.8 13.8 28.7 28.7	.5 .2 .5 2.0 2.0 4.1 4.1	X X K 60.6 X 58.2 X
51229		Other sound recording industries	491	x	462 817	X	100.0	80.8
	32140 32190	Receipts from sales, leasing, and licensing fees of master recordings . Distribution for others of finished products (sound recording) that do not	9	9 699	8 502 623	87.7	1.8	Х
	32220 32230 39000 39038	involve buying or leasing masters. Audio taping of conferences, seminars, and meetings Radio show tape production/distribution Merchandise sales. Sales of other merchandise, not specified by type	15 47 150 16 16	32 171 98 894 8 418 8 418	28 931 90 034 1 370 1 370	4.5 89.9 91.0 16.3 16.3	.1 6.3 19.5 .3	X X X 80.8 X
512290		Other sound recording industries	491	x	462 817	x	100.0	80.8
	32140 32190	Receipts from sales, leasing, and licensing fees of master recordings Distribution for others of finished products (sound recording) that do not	9	9 699	8 502	87.7	1.8	Х
	32220 32230 39000 39038	involve buying or leasing masters.  Audio taping of conferences, seminars, and meetings.  Radio show tape production/distribution  Merchandise sales.  Sales of other merchandise, not specified by type	15 47 150 16 16	13 939 32 171 98 894 8 418 8 418	623 28 931 90 034 1 370 1 370	4.5 89.9 91.0 16.3 16.3	.1 6.3 19.5 .3	X X X 80.8 X

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

					ts with the product line	Prod	uct line receipts		
Information			Kind of business and product line				Estab- lishments	_ `	
Moline plature and sound moorting industries—Con.				Number			product	All estab- lishments <sup>1</sup>	Response coverage <sup>2</sup> (percent)
Stage	51		Information—Con.						
St2290	512		Motion picture and sound recording industries—Con.						
S12290									
122002   22000   220									
32190									
March   Process   1	5122902	00400		143	X	93 410	X	100.0	75.6
Second   S			involve buying or leasing masters					.6	Х
39,000   Micrhandise sales   7		32200 32230						.8 96.0	X X X
S9500		39000	Merchandise sales	7	3 419	199	5.8	.2	75.6 X
S12989   All other sound recording inclustries   348		39500	All other receipts	25	17 011	2 149	12.6	2.3	75.6
Section   Sect		39531	, ,					2.3	Х
	5122909							100.0	82.2
32230			Receipts from sales, leasing, and licensing fees of master recordings Receipts from the use of sound recording studio					2.3 3.4	X X X
Second Second Programming Services   9   4 999   1171   23.4   171   23.5   171   23.5   171   23.5   171   23.5   171   23.5   171   23.5   171   23.5   171   23.5   171   23.5   171   23.5   171   23.5   171   23.5   171   23.5   171   23.5   23.		32220	Audio taping of conferences, seminars, and meetings	47	32 171	28 931	89.9	7.8	X
Broadcasting (except Internet)		39000	Merchandise sales	9	4 999	1 171	23.4	.3	82.2 X
32240	E1E	39038						.3	91.1
advertising	313	32240		9 340	^	73 902 116	^	100.0	91.1
Section   Sect			advertising	6 435	15 404 976	14 313 794	92.9	19.4	X
S2280   Radio: Program rights   136   1 499 392   59 646   4.0			contributions, gifts, and grants					1.0	X
S2290   Radio: Other broadcasting services   724   3 456 627   191 942   5.6		32280	Radio: Program rights	136	1 499 392	59 646		Z .1	X X X X
advertising		32290 32300	Radio: Other broadcasting services	724	3 456 627	191 942	5.6	.3	Х
Contributions, gifts, grants   400   2 090 601   1 472 936   70.5			advertising	2 342	53 792 194	45 616 344	84.8	61.7	X
32300   Television: Production and postproduction services   939   14 625 987   516 921   3.5			contributions, gifts, grants					2.0	X
32350   Television: Other broadcasting services   311   9 291 846   737 814   7.9		32330	Television: Production and postproduction services	939	14 625 987	516 921	3.5	9.8 .7	X
Sample   Repair and maintenance of communications equipment, including broadcasting system equipment   96   240   496   15   428   6.4   32810   Sale of online advertising space: Broadcasting   377   8   996   604   91   279   1.1   4   33000   3319   1.4   38000   Merchandise sales   320   600   3319   1.4   4   33000   Merchandise sales   320   600   3319   1.4   4   4   600   3319   1.4   6   6   6   6   6   6   6   6   6			Television: Program rights					.7 1.0	X X X X
Sale of online advertising space: Broadcasting   377   8 096 064   91 279   1.1			Repair and maintenance of communications equipment, including	96				z	
39000   Merchandise sales.   3223   5 930 275   352 286   5.9   39500   39500   All other receipts   3 627   41 418 006   2 056 173   5.0   5.			Sale of online advertising space: Broadcasting	377	8 096 064	91 279	1.1	.1 Z	X X X X X
39500   All other receipts		39000	Merchandise sales	323	5 930 275	352 286	5.9	.5	â
32240   Air time - Radio broadcasting, including network compensation and advertising		39250 39500	All other receipts					.1 2.8	X
advertising	5151		Radio and television broadcasting	8 851	x	48 589 052	x	100.0	91.9
S2241   Network compensation   2 653   8 645 046   268 181   3.1		32240							
32242   National and regional advertising (net)   5 054   14 681 357   3 869 435   26.4		32241				14 313 794 268 181		29.5 .6	90.6 X
Saction   Public and noncommercial programming services, including contributions, gifts, and grants   Saction   Specialty programming (wholesaling) services   Audio   Specialty programming (wholesaling) services   Saction		32242	National and regional advertising (net)	5 054	14 681 357		26.4	8.0 20.9	X X X
32260   Specialty programming (wholesaling) services - Audio.   57   168 824   6 555   3.9			Radio: Public and noncommercial programming services, including						
32280   Radio: Program rights   133   1 377 289   52 284   3.8     32290   Radio: Other broadcasting services   706   3 227 456   189 611   5.9     32300   Air time - Television broadcasting, including network compensation and advertising   1 796   31 759 785   30 238 438   95.2   60     32301   Network compensation   907   14 877 534   1 390 272   9.3     32302   National and regional advertising (net)   1 433   30 514 555   18 399 895   60.3     32303   Local advertising (net)   1 654   20 151 431   10 448 271   51.8     32310   Television: Public and noncommercial programming services, including contributions, gifts, grants   71.6     32320   Specialty programming (wholesaling) services - Television   45 819 700   54 932   6.7     32330   Television: Production and postproduction services   861   12 457 759   270 100   2.2     32340   Television: Other broadcasting services   203   7 330 721   352 806   4.8     32350   Television: Other broadcasting services   252   7 442 751   220 898   3.0     32370   Repair and maintenance of communications equipment   93   231 062   13 308   5.8     32810   Sale of online advertising space: Broadcasting   341   5 558 654   32 152   6     32550   Internet access services   23   220 726   2 564   1.2     35552   Broadband   20   212 012   2 494   1.2     39000   Merchandise sales   221   1 240 023   41 385   3.3     39039   Sale of merchandise, not specified by type   221   1 240 023   41 385   3.3     39250   Rental or lease of goods and/or equipment   778   4 789 073   42 139   9     39500   All other receipts   3 281   26 297 154   709 835   2.7		32260	Specialty programming (wholesaling) services - Audio	57	168 824	6 555	3.9	1.5 Z Z	X X X X
Air time - Television broadcasting, including network compensation and advertising		32280	Radio: Program rights		1 377 289	52 284	3.8	.1	X
advertising		32290 32300	Radio: Other broadcasting services	706	3 227 456	189 611	5.9	.4	Х
32302			advertising		31 759 785 14 877 534	30 238 438 1 390 272		62.2 2.9	90.8 X
Television: Public and noncommercial programming services, including contributions, gifts, grants		32302	National and regional advertising (net)	1 433	30 514 555	18 399 895	60.3	37.9	X X X
32320   Specialty programming (wholesaling) services - Television   45   819 700   54 932   6.7		32310	Television: Public and noncommercial programming services, including					21.5	
32340   Television: Program rights			Specialty programming (wholesaling) services -Television	45	819 700	54 932	6.7	2.6 .1	X X X X
32350   Television: Other broadcasting services   252   7 442 751   220 898   3.0								.6 .7	X
broadcasting system equipment 93 231 062 13 308 5.8 Sale of online advertising space: Broadcasting 341 5 558 654 32 152 6.8 Internet access services 23 220 726 2 564 1.2 S5552 Broadband 20 212 012 2 494 1.2 S5552 Broadband 20 212 012 2 494 1.2 S5552 Broadband 221 1 240 023 41 385 3.3 S9039 Sale of merchandise sales 221 1 240 023 41 385 3.3 S9039 Sale of merchandise, not specified by type 221 1 240 023 41 385 3.3 S9250 Rental or lease of goods and/or equipment 7778 4 789 073 42 139 9 S9500 All other receipts 3 281 26 297 154 709 835 2.7 S9532 All other receipts 3 281 26 297 154 709 835 2.7		32350	Television: Other broadcasting services		7 442 751	220 898		.5	X
35550   Internet access services   23   220 726   2 564   1.2			broadcasting system equipment					Z	X X
35552     Broadband     20     212 012     2 494     1.2       39000     Merchandise sales.     221     1 240 023     41 385     3.3       39039     Sale of merchandise, not specified by type.     221     1 240 023     41 385     3.3       39250     Rental or lease of goods and/or equipment     778     4 789 073     42 139     .9       39500     All other receipts     3 281     26 297 154     709 835     2.7       39532     All other receipts     3 281     26 297 154     709 835     2.7		35550	Internet access services	23	220 726	2 564	1.2	.1 Z Z	91.1
39039     Sale of merchandise, not specified by type.     221     1 240 023     41 385     3.3       39250     Rental or lease of goods and/or equipment     778     4 789 073     42 139     .9       39500     All other receipts     3 281     26 297 154     709 835     2.7       39532     All other receipts     3 281     26 297 154     709 835     2.7		35552 39000						Z   .1	X 91.9
39500   All other receipts   3 281   26 297 154   709 835   2.7		39039	Sale of merchandise, not specified by type	221	1 240 023	41 385	3.3	.1 .1	X X
		39500	All other receipts	3 281	26 297 154	709 835	2.7	1.5	91.9 X
	51511	39332						1.5	88.8
32240 Air time - Radio broadcasting, including network compensation and	01011	32240	Air time - Radio broadcasting including network compensation and	0 693	*	15 602 466	^	100.0	00.8
advertising			advertising					91.1	87.5
32242   National and regional advertising (net)		32242	National and regional advertising (net)	5 030	14 348 854	3 855 419	26.9	1.7 24.7 64.7	X X X

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				s with the product line	Prod	uct line receipts		
NAICS code	Product line code	Kind of business and product line		Tatal vasainta	A	As percent of of-	_ ·	Response
			Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	product line	estab- lishments <sup>1</sup>	coverage <sup>2</sup> (percent)
51		Information—Con.						
515		Broadcasting (except Internet)—Con.						
5151		Radio and television broadcasting—Con.						
51511		Radio broadcasting—Con.						
	32250 32260 32270 32280 32290 32300	Radio: Public and noncommercial programming services, including contributions, gifts, and grants Specialty programming (wholesaling) services - Audio	810 57 93 127 693	1 012 702 168 824 254 920 1 227 266 3 077 375	685 073 6 555 6 571 50 055 186 590	67.6 3.9 2.6 4.1 6.1	4.4 Z Z .3 1.2	X X X X
	32302 32303 32310	advertising. National and regional advertising (net) Local advertising (net) Television: Public and noncommercial programming services, including	24 13 18	31 761 22 705 19 460	13 544 5 549 7 752	42.6 24.4 39.8	.1 Z .1	84.8 X X
	32320 32330 32350	contributions, gifts, grants Specialty programming (wholesaling) services -Television Television: Production and postproduction services Television: Other broadcasting services	17 7 12 8	163 604 12 976 24 124 17 741	43 218 1 204 1 429 528	26.4 9.3 5.9 3.0	.3 Z Z Z	X X X
	32370 32810 35550 35552 39000 39039	Repair and maintenance of communications equipment, including broadcasting system equipment Sale of online advertising space: Broadcasting Internet access services Broadband Merchandise sales. Sale of merchandise, not specified by type.	79 138 12 10 140 140	217 528 1 204 488 46 487 46 377 499 272 499 272	12 956 8 342 258 258 31 383 31 383	6.0 .7 .6 .6 6.3 6.3	.1 .1 Z Z .2 .2	X 87.9 87.9 88.8 88.8
	39250 39500 39532	Rental or lease of goods and/or equipment All other receipts All other receipts	438 2 447 2 447	1 553 752 7 362 645 7 362 645	16 808 325 515 325 515	1.1 4.4 4.4	.1 2.1 2.1	X X 88.7 X
515111		Radio networks	599	×	2 099 149	Х	100.0	81.3
	32240 32241 32242 32243 32250	Air time - Radio broadcasting, including network compensation and advertising.  Network compensation National and regional advertising (net) Local advertising (net) Radio: Public and noncommercial programming services, including	416 103 290 242	1 940 869 339 647 1 839 914 616 745	1 677 865 36 356 1 193 827 447 682	86.4 10.7 64.9 72.6	79.9 1.7 56.9 21.3	80.1 X X X
	32260 32270 32280 32290	contributions, gifts, and grants Specialty programming (wholesaling) services - Audio Radio: Production and postproduction services Radio: Program rights Radio: Other broadcasting services	224 6 23 52 68	226 736 121 161 48 690 1 023 460 566 165	172 682 1 199 1 828 24 872 81 637	76.2 1.0 3.8 2.4 14.4	8.2 .1 .1 1.2 3.9	X X X X
	32300 32320 32330 32370	Air time - Television broadcasting, including network compensation and advertising.  Specialty programming (wholesaling) services -Television Television: Production and postproduction services Repair and maintenance of communications equipment, including	7 7 6	7 199 12 976 7 728	1 157 1 204 539	16.1 9.3 7.0	.1 .1 Z	X X X
	32810 39000 39039 39250 39500 39532	broadcasting system equipment Sale of online advertising space: Broadcasting Merchandise sales. Sale of merchandise, not specified by type Rental or lease of goods and/or equipment All other receipts All other receipts	10 18 60 60 23 117 117	16 245 381 414 176 386 176 386 36 160 916 627 916 627	232 4 215 26 178 26 178 364 104 950 104 950	1.4 1.1 14.8 14.8 1.0 11.5 11.5	Z .2 1.2 1.2 Z 5.0 5.0	X 81.3 81.3 X 81.3
515112		Radio stations	6 294	x	13 503 317	х	100.0	89.9
	32240 32241 32242 32243 32250	Air time - Radio broadcasting, including network compensation and advertising	5 968 2 537 4 740 5 881	12 969 958 8 088 339 12 508 940 12 736 048	12 534 295 231 103 2 661 592 9 641 600	96.6 2.9 21.3 75.7	92.8 1.7 19.7 71.4	88.6 X X X
	32260 32270 32280 32290 32300	contributions, gifts, and grants Specialty programming (wholesaling) services - Audio. Radio: Production and postproduction services Radio: Program rights Radio: Other broadcasting services Air time - Television broadcasting, including network compensation and	586 51 70 75 625	785 966 47 663 206 230 203 806 2 511 210	512 391 5 356 4 743 25 183 104 953	65.2 11.2 2.3 12.4 4.2	3.8 Z Z .2 .8	X X X X
	32302 32303 32310	Advertising  National and regional advertising (net)  Local advertising (net)  Television: Public and noncommercial programming services, including	17 8 15	24 562 15 836 19 130	12 387 4 623 7 521	50.4 29.2 39.3	.1 Z .1	84.7 X X
	32330 32350 32370	contributions, gifts, grants Television: Production and postproduction services Television: Other broadcasting services Repair and maintenance of communications equipment, including	17 6 7	163 604 16 396 9 607	43 218 890 447	26.4 5.4 4.7	.3 Z Z	X X X
	32810 35550 35552 39000 39039 39250 39500 39532	repair and maintenance or communications equipment, including broadcasting system equipment. Sale of online advertising space: Broadcasting Internet access services. Broadband Merchandise sales. Sale of merchandise, not specified by type. Rental or lease of goods and/or equipment All other receipts.	69 120 10 10 80 80 415 2 330 2 330	201 283 823 074 46 377 46 377 322 886 322 886 1 517 592 6 446 018	12 724 4 127 258 258 5 205 5 205 16 444 220 565 220 565	6.3 .5 .6 .6 1.6 1.6 1.1 3.4	.1 Z Z Z Z .1 1.6 1.6	X X 89.1 X 89.9 X X 89.9

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				s with the product line	Prod	uct line receipts		
NAICS	Product	Wind of business and an electrical				As percent of of-		
code	line code	Kind of business and product line	Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	Estab- lishments with the product line	All estab- lishments <sup>1</sup>	Response coverage <sup>2</sup> (percent)
51		Information—Con.						
515		Broadcasting (except Internet)—Con.						
5151		Radio and television broadcasting—Con.						
51512		Television broadcasting	1 958	X	32 986 586	X	100.0	93.3
	32240	Air time - Radio broadcasting, including network compensation and advertising	51	494 149	101 634	20.6	.3	93.3
	32241 32242	Network compensation	13 24	217 060 332 503	722 14 016	.3 4.2	.3 Z Z	X
	32243 32250	Local advertising (net)	47	468 222	86 896	18.6	.3	X
	32270	contributions, gifts, and grants Radio: Production and postproduction services	55 21	459 449 363 731	67 635 3 642	14.7 1.0	.2 Z Z Z	X X X
	32280 32290	Radio: Program rights	6 13	150 023 150 081	2 229 3 021	1.5 2.0	Z	X
	32300	Air time - Television broadcasting, including network compensation and advertising	1 772	31 728 024	30 224 894 1 390 029	95.3	91.6	92.2
	32301 32302 32303	Network compensation National and regional advertising (net)	906 1 420	14 869 542 30 491 850 20 131 971	18 394 346 10 440 519	9.3 60.3	4.2 55.8 31.7	X X X
	32310	Local advertising (net) Television: Public and noncommercial programming services, including contributions gifter grants	1 636 284	1 630 541	1 242 112	51.9 76.2	31.7	
	32320 32330	contributions, gifts, grants Specialty programming (wholesaling) services -Television Television: Production and postproduction services	38 849	806 724 12 433 635	53 728 268 671	6.7 2.2	.2 .8	X X X X
	32340 32350	Television: Program rights Television: Other broadcasting services	200 244	7 329 973 7 425 010	352 529 220 370	4.8 3.0	1.1 .7	x X
	32370	Repair and maintenance of communications equipment, including broadcasting system equipment	14	13 534	352	2.6		
	32810 35550	Sale of online advertising space: Broadcasting	203	4 354 166 174 239	23 810 2 306	.5 1.3	Z .1 Z Z Z Z	X X 92.6
	35552 39000	Broadband Merchandise sales	10 81	165 635 740 751	2 236 10 002	1.4 1.4	Z Z	X 93.3
	39039 39250	Sale of merchandise, not specified by type	81 340	740 751 3 235 321	10 002 25 331	1.4	Z .1	X
	39500 39532	All other receipts	834 834	18 934 509 18 934 509	384 320 384 320	2.0 2.0	1.2 1.2	93.3 X
515120		Television broadcasting	1 958	х	32 986 586	x	100.0	93.3
	32240	Air time - Radio broadcasting, including network compensation and		404 440	101 001			
	32241	advertising	51 13	494 149 217 060	101 634 722	20.6	.3 Z Z	93.3 X
	32242 32243	National and regional advertising (net)  Local advertising (net)	24 47	332 503 468 222	14 016 86 896	4.2 18.6	.3	X
	32250 32270	Radio: Public and noncommercial programming services, including contributions, gifts, and grants Radio: Production and postproduction services	55 21	459 449 363 731	67 635 3 642	14.7 1.0	.2	X
	32280 32290	Radio: Program rights Radio: Other broadcasting services	6	150 023 150 081	2 229 3 021	1.5 2.0	.2 Z Z Z	X X X
	32300	Air time - Television broadcasting, including network compensation and advertising.	1 772	31 728 024	30 224 894	95.3	91.6	92.2
	32301 32302	Network compensation National and regional advertising (net)	906 1 420	14 869 542 30 491 850	1 390 029 18 394 346	9.3 60.3	4.2 55.8	X X X
	32303 32310	Local advertising (net)  Television: Public and noncommercial programming services, including	1 636	20 131 971	10 440 519	51.9	31.7	Х
	32320	contributions, gifts, grants	284 38	1 630 541 806 724	1 242 112 53 728	76.2 6.7	3.8	X X
	32330 32340	Television: Production and postproduction services	849 200	12 433 635 7 329 973	268 671 352 529	2.2 4.8	.8 1.1	X X X
	32350 32370	Television: Other broadcasting services	244	7 425 010	220 370	3.0	.7	
	32810	broadcasting system equipment Sale of online advertising space: Broadcasting Internet access services	14 203	13 534 4 354 166	352 23 810 2 306	2.6	Z .1	X
	35550 35552 39000	Broadband	11 10 81	174 239 165 635 740 751	2 236 2 236 10 002	1.3 1.4 1.4	.1 Z Z Z Z	92.6 X 93.3
	39000 39039 39250	Sale of merchandise, not specified by type	81 340	740 751 740 751 3 235 321	10 002 10 002 25 331	1.4	Z Z .1	33.3 X X
	39500 39532	All other receipts  All other receipts	834 834	18 934 509 18 934 509	384 320 384 320	2.0 2.0	1.2	93.3 X
5152	00002	Cable and other subscription programming	689	X	25 373 066	x	100.0	89.7
	32290	Radio: Other broadcasting services	18	229 171	2 331	1.0	z	Х
	32300	Air time - Television broadcasting, including network compensation and advertising	546	22 032 409	15 377 906	69.8	60.6	56.6
	32301 32302	Network compensation National and regional advertising (net)	316 461	7 533 932 21 764 253	3 589 478 11 451 290	47.6 52.6	14.1 45.1	X
	32303 32310	Local advertising (net)	191	6 851 459	337 138	4.9	1.3	X
	32320	contributions, gifts, grants	99 195	296 456 12 681 872	187 606 7 180 271	63.3 56.6	.7 28.3	X
	32330 32340	Television: Production and postproduction services Television: Program rights Television: Other breadesting continue	78 79	2 168 228 1 560 320	246 821 130 753	11.4 8.4	1.0	X
	32350 32810	Television: Other broadcasting services Sale of online advertising space: Broadcasting	59 36	1 849 095 2 537 410	516 916 59 127	28.0 2.3	2.0	X X X X X 89.7
	39000 39039 39250	Merchandise sales. Sale of merchandise, not specified by type.	102 102 26	4 690 252 4 690 252 364 613	310 901 310 901	6.6 6.6	1.2 1.2 Z	89.7 X X
	39250 39500 39532	Rental or lease of goods and/or equipment All other receipts All other receipts	26 346 346	15 120 852 15 120 852	3 859 1 346 338 1 346 338	1.1 8.9	5.3	89.7

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				s with the product line	Prod	uct line receipts		
NAICS code	Product line code	Kind of business and product line	Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of of-		Response coverage <sup>2</sup> (percent)
51		Information—Con.						
515		Broadcasting (except Internet)—Con.						
5152		Cable and other subscription programming—Con.						
51521		Cable and other subscription programming	689	x	25 373 066	x	100.0	89.7
	32290	Radio: Other broadcasting services	18	229 171	2 331	1.0	z	Х
	32300 32301 32302 32303	Air time - Television broadcasting, including network compensation and advertising	546 316 461 191	22 032 409 7 533 932 21 764 253 6 851 459	15 377 906 3 589 478 11 451 290 337 138	69.8 47.6 52.6 4.9	60.6 14.1 45.1 1.3	56.6 X X X
	32310 32320 32330 32340 32350 32810 39000 39039 39250 39500 39532	Television: Public and noncommercial programming services, including contributions, gifts, grants Specialty programming (wholesaling) services -Television Television: Production and postproduction services Television: Program rights Television: Other broadcasting services Sale of online advertising space: Broadcasting Merchandise sales. Sale of merchandise, not specified by type Rental or lease of goods and/or equipment All other receipts All other receipts	99 195 78 79 59 36 102 102 26 346 346	296 456 12 681 872 2 168 228 1 560 320 1 849 095 2 537 410 4 690 252 4 690 252 364 613 15 120 852 15 120 852	187 606 7 180 271 246 821 130 753 516 916 59 127 310 901 3 859 1 346 338 1 346 338	63.3 56.6 11.4 8.4 28.0 2.3 6.6 6.6 1.1 8.9 8.9	.7 28.3 1.0 .5 2.0 .2 1.2 1.2 5.3 5.3	X X X X X 89.7 X 89.7 X
515210		Cable and other subscription programming	689	x	25 373 066	x	100.0	89.7
	32290 32300	Radio: Other broadcasting services	18	229 171	2 331	1.0	z	Х
	32301 32302 32303 32310	Advertising .  Network compensation .  National and regional advertising (net) . Local advertising (net) .  Television: Public and noncommercial programming services, including	546 316 461 191	22 032 409 7 533 932 21 764 253 6 851 459	15 377 906 3 589 478 11 451 290 337 138	69.8 47.6 52.6 4.9	60.6 14.1 45.1 1.3	56.6 X X X
	32320 32330 32340 32350 32810 39000 39039 39250 39500 39532	contributions, gifts, grants Specialty programming (wholesaling) services -Television Television: Production and postproduction services Television: Program rights Television: Other broadcasting services Sale of online advertising space: Broadcasting Merchandise sales. Sale of merchandise, not specified by type Rental or lease of goods and/or equipment All other receipts All other receipts	99 195 78 79 59 36 102 102 26 346 346	296 456 12 681 872 2 168 228 1 560 320 1 849 995 2 537 410 4 690 252 4 690 252 364 613 15 120 852 15 120 852	187 606 7 180 271 246 821 130 753 516 916 59 127 310 901 310 901 3 859 1 346 338 1 346 338	63.3 56.6 11.4 8.4 28.0 2.3 6.6 6.6 1.1 8.9 8.9	7 28.3 1.0 .5 2.0 1.2 1.2 5.3 5.3	X X X X X 89.7 X 89.7
516		Internet publishing and broadcasting	2 057	X	6 363 468	X	100.0	45.1
	31020 31080 31120 31170 31180 31200 31300 31540	Newspapers - Internet - Subscriptions and sales: General newspapers Newspapers - Internet - Sale of advertising space: General newspapers Printing services for others Sale or licensing of rights to content Mailing lists, rental or sale Publishing services for others Books - Internet: Professional, technical, and scholarly books Periodicals - Internet - Subscriptions and sales: General interest	6 38 6 497 17 13 23	44 643 222 082 4 158 1 590 069 99 076 7 570 S	2 694 167 991 112 689 276 15 830 4 605 83 128	75.6 2.7 43.3 16.0 60.8 S	2.6 Z 10.8 .2 .1	x x x x x x
	31550	periodicals	136	503 957	454 145	90.1	7.1	Х
	31560	farming), professional, and academic periodicals	66 11	79 113 5 849	67 264 5 669	85.0 96.9	1.1	X X
	31630	Periodicals - Internet - Sale of advertising space: General interest periodicals	138	608 612	524 863	86.2	8.2	Х
	31640 31860 31870	Periodicals - Internet - Sale of advertising space: Business (including farming), professional, and academic periodicals	39 81 44	128 228 420 878 396 352	117 647 338 475 343 632	91.7 80.4 86.7	1.8 5.3 5.4	X X X
	31920 31930	Databases and other collections of information - Internet - Subscriptions and sales	134	1 431 261	1 095 976	76.6	17.2	Х
	31970 32670 32720	advertising space.  Sale of Internet advertising space, not specified by type of publication.  Video and audio streaming services.  Sale of on-line advertising space: ISP's, web search portals, and other	23 26 20	3 291 79 258 69 634	2 369 43 200 41 590	72.0 54.5 59.7	Z .7 .7	X X X
	32730 32790 33850 35000 35050 35250 35250 35450	information services, except Internet publishing Information search services on a contract or fee basis	824 76 6 88 36 144 57 8	1 682 360 249 422 3 357 125 224 222 885 200 578 38 684 13 791	1 202 880 108 362 670 101 256 24 308 49 035 2 241 1 382	71.5 43.4 20.0 80.9 10.9 24.4 5.8 10.0	18.9 1.7 Z 1.6 .4 .8 Z Z	X X X X X X
	35500 35550 37820	management services. Information technology (IT) technical support services. Internet access services. Convention, trade shows, and other special event production and/or	13 26 39	31 646 200 491 97 966	6 206 10 332 22 303	19.6 5.2 22.8	.1 .2 .4	X X
	39000 39500	management Merchandise sales. All other receipts	12 144 700	9 927 463 290 2 914 958	122 65 548 708 956	1.2 14.1 24.3	1.0 11.1	X X X

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				s with the product line	Prod	uct line receipts		
NAICS	Product	Wind of business and an electrical				As percent of of-		
code	line code	Kind of business and product line	Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	Estab- lishments with the product line	All estab- lishments <sup>1</sup>	Response coverage <sup>2</sup> (percent)
51		Information — Con.		(* /***/	(+ //			<u> </u>
516		Internet publishing and broadcasting—Con.						
5161		Internet publishing and broadcasting	2 057	x	6 363 468	x	100.0	45.1
	31020 31080	Newspapers - Internet - Subscriptions and sales: General newspapers . Newspapers - Internet - Sale of advertising space: General newspapers .	6 38	44 643 222 082	2 694 167 991	6.0 75.6	Z 2.6	X 37.4
	31081 31120	Daily Printing services for others Sale or licensing of rights to content Mailing lists, rental or sale Publishing services for others	38	222 082 4 158	167 991 112	75.6 2.7	2.6 Z	
	31170 31180	Sale or licensing of rights to content	497 17	1 590 069 99 076	689 276 15 830	43.3 16.0	10.8	X X X X X
	31200	Publishing services for others	13	7 570	4 605	60.8	.2	ŝ
	31300 31540	Periodicals - Internet - Subscriptions and sales: General interest	23	S	83 128	S	1.3	
	31550	periodicals	136	503 957	454 145	90.1	7.1	Х
	31560 31630	farming), professional, and academic periodicals	66 11	79 113 5 849	67 264 5 669	85.0 96.9	1.1	X
	31631	periodicals	138 48	608 612 145 818	524 863 107 413	86.2 73.7	8.2 1.7	35.7 X
	31632 31633	Home and living periodicals Political, social, and business news periodicals	6 58	5 858 113 756	2 076 30 044	35.4 26.4	.5	X X X
	31634	Other general interest periodicals	23	113 730 S	385 330	S S	6.1	x
	31640	Periodicals - Internet - Sale of advertising space: Business (including farming), professional, and academic periodicals	39	128 228	117 647	91.7	1.8	X X X
	31860 31870	Directories - Internet - Subscriptions and sales Directories - Internet - Sale of advertising space	81 44	420 878 396 352	338 475 343 632	80.4 86.7	5.3 5.4	X
	31920	Databases and other collections of information - Internet - Subscriptions and sales	134	1 431 261	1 095 976	76.6	17.2	Х
	31930	Databases and other collections of information - Internet - Sale of advertising space	23	3 291	2 369	72.0	Z .7	X
	31970 32670	Sale of Internet advertising space, not specified by type of publication . Video and audio streaming services	26 20	79 258 69 634	43 200 41 590	54.5 59.7	.7	X X X
	32720	information services, except Internet publishing	824	1 682 360	1 202 880	71.5	18.9	X
	32730 32790	Information search services on a contract or fee basis	76 6	249 422 3 357	108 362 670	43.4 20.0	1.7 Z	X X X
	33850 33852	Other Internet publishing, not specified by type of publication  Other Internet publishing, excluding books	88 6	125 224 8 169	101 256 163	80.9 2.0	1.6 Z	44.9 X X
	33853 33854	Other Internet publishing, excluding periodicals	6	524	478	91.2	Z Z	Х
	33855	yearbooks, and posters	70 6	102 067 14 464	97 863 2 752	95.9 19.0	1.5 Z	X X X
	35000 35050	Information technology (IT) technical consulting services Custom computer application design and development services	36 144	222 885 200 578	24 308 49 035	10.9 24.4	.4 .8	X 42.2
	35051 35052	Web site design and development services	134 22	190 354 8 632	33 670 265	17.7	.5	42.2 X X X
	35053 35200	Customization and integration of cross-industry application software . Web site hosting services	11 57	25 829 38 684	12 175 2 241	47.1 5.8	.2	X 45.1
	35201 35202	Web site hosting services with integration of related applications	30 33	36 500 5 671	2 087 154	5.7 2.7	.5 Z .2 Z Z Z Z Z	X
	35250	Web site hosting services without integration of related applications . Application service provisioning	8	13 791	1 382	10.0	Ž	45.1
	35251 35450	Information technology (IT) infrastructure (computer) and network	8	13 791	1 382	10.0		X
	35500	management services	13 26	31 646 200 491	6 206 10 332	19.6 5.2	.1 .2 .2	X 45.1
	35501 35550	Software-related technical support services	26 39	200 491 97 966	10 320 22 303	5.1 22.8	.4	X 45.1
	35552 37820	Broadband	39	97 966	22 303	22.8	.4	Х
	39000	management Merchandise sales.	12 144	9 927 463 290	122 65 548	1.2 14.1	Z 1.0	X 41.4
	39032 39043	Resale of merchandise, not specified by type	19 112	76 120 332 333	8 372 55 936	11.0 16.8	.1 .9	X X
	39500	All other receipts	700	2 914 958	708 956	24.3	11.1	41.0
51611		Internet publishing and broadcasting	2 057	X	6 363 468	X	100.0	45.1
	31020 31080	Newspapers - Internet - Subscriptions and sales: General newspapers . Newspapers - Internet - Sale of advertising space: General	6	44 643	2 694	6.0	Z	Х
	31081	newspapers Daily D	38 38	222 082 222 082	167 991 167 991	75.6 75.6	2.6 2.6	37.4 X
	31120 31170	Printing services for others Sale or licensing of rights to content	6 497	4 158 1 590 069	112 689 276	2.7 43.3	Z 10.8	X X X X X
	31180 31200	Mailing lists, rental or sale	17 13	99 076 7 570	15 830 4 605	16.0 60.8	.2	X
	31300 31540	Books - Internet: Professional, technical, and scholarly books Periodicals - Internet - Subscriptions and sales: General interest	23	s	83 128	S	1.3	X
	31550	periodicals - Internet - Subscriptions and sales: Business (including	136	503 957	454 145	90.1	7.1	Х
	31560	farming), professional, and academic periodicals	66 11	79 113 5 849	67 264 5 669	85.0 96.9	1.1	X X
	31630	Periodicals - Internet - Sale of advertising space: General interest periodicals.	138	608 612	524 863	86.2	8.2	35.7
	31631	Arts, culture, leisure, and entertainment periodicals	48	145 818	107 413	73.7	1.7	X
	31632 31633	Home and living periodicals . Political, social, and business news periodicals .	6 58	5 858 113 756	2 076 30 044	35.4 26.4	.5	X X X
	31634 31640	Other general interest periodicals	23	\$	385 330	S	6.1	
	31860	farming), professional, and academic periodicals	39 81	128 228 420 878	117 647 338 475	91.7 80.4	1.8 5.3	X X X
	31870	Directories - Internet - Sale of advertising space	44	396 352	343 632	86.7	5.4	X

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				s with the product line	Prod	uct line receipts		
NAICS code	Product line code	Kind of business and product line				As percent of of-		Response
			Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	product line	estab- lishments <sup>1</sup>	coverage <sup>2</sup> (percent)
51		Information—Con.						
516		Internet publishing and broadcasting—Con.						
5161		Internet publishing and broadcasting—Con.						
51611		Internet publishing and broadcasting—Con.						
	31920	Databases and other collections of information - Internet - Subscriptions	134	1 431 261	1 095 976	76.6	17.2	х
	31930	and sales . Databases and other collections of information - Internet - Sale of			2 369	70.0		
	31970 32670	advertising space. Sale of Internet advertising space, not specified by type of publication	23 26 20	3 291 79 258 69 634	43 200 41 590	54.5 59.7	Z .7 .7	X X X
	32720	Video and audio streaming services. Sale of on-line advertising space: ISP's, web search portals, and other information services, except Internet publishing	824	1 682 360	1 202 880	71.5	18.9	
	32730 32790	Information search services on a contract or fee basis	76 6	249 422 3 357	108 362 670	43.4 20.0	1.7 Z	X X X
	33850 33852	Other Internet publishing, not specified by type of publication.  Other Internet publishing, excluding books.	88 6	125 224 8 169	101 256 163	80.9 2.0	1.6	44.9
	33853 33854	Other Internet publishing, excluding periodicals.  Other Internet publishing, excluding periodicals.  Other Internet publishing, excluding cards, calendars, patterns,	6	524	478	91.2	Z Z	X
	33855	yearbooks, and posters Other Internet publishing, excluding directories	70 6	102 067 14 464	97 863 2 752	95.9 19.0	1.5 Z .4	X X X
	35000 35050	Information technology (IT) technical consulting services	36 144	222 885 200 578	24 308 49 035	10.9 24.4	.4	X 42.2
	35051 35052	Web site design and development services  Database design and development services	134 22	190 354 8 632	33 670 265	17.7	.5	X X X
	35053 35200	Customization and integration of cross-industry application software .  Web site hosting services	11 57	25 829 38 684	12 175 2 241	47.1 5.8	.5 Z .2 Z Z Z Z	X 45.1
	35201 35202	Web site hosting services with integration of related applications Web site hosting services without integration of related applications	30 33	36 500 5 671	2 087 154	5.7 2.7	Ž	X
	35250 35251	Application service provisioning Application service provisioning with integration services  Application service provisioning with integration services	8 8	13 791 13 791	1 382 1 382	10.0 10.0	Ž	45.1 X
	35450	Information technology (IT) infrastructure (computer) and network management services	13	31 646	6 206	19.6	.1	X
	35500 35501	Information technology (IT) technical support services  Software-related technical support services	26 26	200 491 200 491	10 332 10 320	5.2 5.1	.2	45.1 X
	35550 35552	Internet access services Broadband	39 39	97 966 97 966	22 303 22 303	22.8 22.8	.4 .4	45.1 X
	37820	Convention, trade shows, and other special event production and/or management	12	9 927	122	1.2	Z .4	X
	39000 39032	Merchandise sales. Resale of merchandise, not specified by type	144	463 290 76 120	65 548 8 372	14.1 11.0	1.0	41.4 X
	39043 39500	Sale of merchandise, excluding computer hardware and software All other receipts	112 700	332 333 2 914 958	55 936 708 956	16.8 24.3	.9 11.1	X 41.0
516110	33300	Internet publishing and broadcasting	2 057	Z 314 330	6 363 468	X X	100.0	45.1
0.00	31020	Newspapers - Internet - Subscriptions and sales: General newspapers .	6	44 643	2 694	6.0	Z	X
	31080	Newspapers - Internet - Sale of advertising space: General newspapers	38	222 082	167 991	75.6	2.6	37.4
	31081 31120	Daily Printing services for others	38 6	222 082 4 158	167 991 112	75.6 2.7	2.6 Z	X
	31170 31180	Printing services for others Sale or licensing of rights to content Mailing lists, rental or sale	497 17	1 590 069 99 076	689 276 15 830	43.3 16.0	10.8	X X X X X
	31200 31300	Books - Internet: Professional, technical, and scholarly books	13 23	7 570 S	4 605 83 128	60.8 S	.1 1.3	X
	31540	Periodicals - Internet - Subscriptions and sales: General interest periodicals	136	503 957	454 145	90.1	7.1	х
	31550	Periodicals - Internet - Subscriptions and sales: Business (including farming), professional, and academic periodicals	66	79 113	67 264	85.0	1.1	×
	31560 31630	Periodicals - Internet - Subscriptions and sales: Other periodicals Periodicals - Internet - Sale of advertising space: General interest	11	5 849	5 669	96.9	.1	
	31631	periodicals	138 48	608 612 145 818	524 863 107 413	86.2 73.7	8.2 1.7	35.7 X
	31632 31633	Home and living periodicals	6 58	5 858 113 756	2 076 30 044	35.4 26.4	Z .5	X X X
	31634 31640	Other general interest periodicals	23	S	385 330	S	6.1	
	31860	farming), professional, and academic periodicals	39 81	128 228 420 878	117 647 338 475	91.7 80.4	1.8 5.3	X X X
	31870 31920	Directories - Internet - Sale of advertising space	44	396 352	343 632	86.7	5.4	
	31930	and salesDatabases and other collections of information - Internet - Sale of	134	1 431 261	1 095 976	76.6	17.2	X
	31970	advertising space	23 26	3 291 79 258	2 369 43 200	72.0 54.5	Z .7	X X X
	32670 32720	Video and audio streaming services	20	69 634	41 590	59.7	.7	
	32730	information services, except Internet publishing	824 76	1 682 360 249 422	1 202 880 108 362	71.5 43.4	18.9 1.7	X X X
	32790 33850	Stock photo services	6 88	3 357 125 224	670 101 256	20.0 80.9	Z 1.6	44.9
	33852 33853	Other Internet publishing, excluding books	6 6	8 169 524	163 478	2.0 91.2	Z Z	X
	33854	Other Internet publishing, excluding cards, calendars, patterns, yearbooks, and posters	70	102 067	97 863	95.9	1.5 Z	Х
	33855 35000	Other Internet publishing, excluding directories	6 36	14 464 222 885	2 752 24 308	19.0 10.9	.4	X
	35050 35051	Custom computer application design and development services  Web site design and development services	144 134	200 578 190 354	49 035 33 670	24.4 17.7	.8 .5 Z	X X X 42.2 X X X
	35052 35053	Database design and development services	22 11	8 632 25 829	265 12 175	3.1 47.1	Z .2	X

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to the 199	7 Économic (	Census]	I <b></b> .					
				ts with the product line	Prod	uct line receipts		
NAICC	Duaduat					As percent of of-		
NAICS code	Product line code	Kind of business and product line	Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	Estab- lishments with the product line	All estab- lishments <sup>1</sup>	Response coverage <sup>2</sup> (percent)
51		Information—Con.						
516		Internet publishing and broadcasting—Con.						
5161		Internet publishing and broadcasting—Con.						
51611		Internet publishing and broadcasting—Con.						
516110		Internet publishing and broadcasting—Con.						
	35200 35201 35202 35250 35251 35450	Web site hosting services Web site hosting services with integration of related applications Web site hosting services without integration of related applications. Application service provisioning Application service provisioning with integration services Information technology (IT) infrastructure (computer) and network	57 30 33 8 8	38 684 36 500 5 671 13 791 13 791	2 241 2 087 154 1 382 1 382	5.8 5.7 2.7 10.0 10.0	Z Z Z Z Z	45.1 X X 45.1 X
	35500 35501 35550 35552	management services. Information technology (IT) technical support services. Software-related technical support services. Internet access services Broadband	13 26 26 39 39	31 646 200 491 200 491 97 966 97 966	6 206 10 332 10 320 22 303 22 303	19.6 5.2 5.1 22.8 22.8	.1 .2 .2 .4 .4	X 45.1 X 45.1 X
	37820 39000 39032 39043	Convention, trade shows, and other special event production and/or management	12 144 19 112	9 927 463 290 76 120 332 333	122 65 548 8 372 55 936	1.2 14.1 11.0 16.8	Z 1.0 .1 .9	X 41.4 X X
517	39500	All other receipts	700 49 275	2 914 958 X	708 956 411 644 543	24.3 X	11.1	41.0 91.1
317	31730 32340 32380 32390 32400	Mailing lists, rental or sale Television: Program rights Multichannel programming distribution services (analog and digital) Air time - Program distribution networks: Advertising Cable and other program distribution: Related services	N N N N	X	4 459 5 207 44 925 512 3 200 248 3 232 094	, zz z z z z z z z z z z z z z z z z z	Z Z 10.9	X X X X X
	32410 32420 32430	Production and postproduction services - Television  Carrier services, including network access services to other telecommunication carriers	N N	N N N	1 183 59 420 695 37 601 274	N N N	.8 Z 14.4 9.1	
	32440 32450 32460	Basic fixed local telephony - Residential Basic fixed local telephony - Business Basic fixed local telephony - Public Calling features, including call waiting, caller ID, voice mail - Fixed	N N	N N	27 737 460 7 985 005	N N	6.7 1.9	X X X
	32470 32480 32490 32500 32510 32520 32530	telephony.  Basic fixed long distance telephony - Outbound - Residential.  Basic fixed long distance telephony - Outbound - Business.  Basic fixed long distance telephony - Outbound - Public.  Basic fixed long distance telephony - Inbound.  Basic fixed all distance telephony.  Private network services.  Data transmission services.	777777	222222	11 721 785 26 865 984 19 699 084 1 281 832 8 581 785 1 343 414 9 242 697 9 871 992 63 365 037	Z Z Z Z Z Z Z Z Z Z Z Z Z Z Z Z Z Z Z	2.8 6.5 4.8 .3 2.1 .3 2.2 2.4	x x x x x x
	32540 32550 32560 32570 32580 32590	Mobile local access and use <sup>4</sup> Calling features, including call waiting, caller ID, voice mail - Mobile telephony <sup>4</sup> Mobile long distance telephony <sup>4</sup> Mobile all distance telephony <sup>4</sup> Messaging (paging) services <sup>4</sup> Mobile dispatch services <sup>4</sup>		Z	2 676 614 6 316 454 10 219 297 3 226 518 143 014	2 2222	15.4 .7 1.5 2.5 .8 Z	× × × × ×
	32610 32620 32630 32640 32650 32710 35100	Other telecommunication services, including telegraph, audio conferencing, telex, etc. Telecommunications network installation services Telecommunications equipment sales. Telecommunications equipment rental, including leasing. Telecommunications equipment maintenance Sale of directory advertising space - print, not specified by type. Internet backbone services Computer network design and development services.	7 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	22222	11 958 257 1 235 212 8 186 484 857 139 1 489 326 1 050 749 2 580 840 963 132	2 2 2 2 2 2 2 2 2	2.9 .3 2.0 .2 .4 .3 .6	X X X X X X X X
	35550 39000 39500	Internet access services Merchandise sales All other receipts	N N N	N N N	13 972 400 115 527 10 566 833	N N N	3.4 Z 2.6	X X X
5171		Wired telecommunications carriers	27 955	X	237 697 299	X	100.0	93.5
	31730 32380 32420	Mailing lists, rental or sale Multichannel programming distribution services (analog and digital) Carrier services, including network access services to other telecommunication carriers	Q Q	α α	1 140 287 231 52 321 277	Q Q Q	Z .1 22.0	X X
	32430 32440 32450 32460	Basic fixed local telephony - Residential Basic fixed local telephony - Business Basic fixed local telephony - Public Calling features, including call waiting, caller ID, voice mail - Fixed	9000	QQQ	35 937 721 26 729 461 7 866 177	9000	15.1 11.2 3.3	X X X
	32461 32462 32470 32480 32481	telephony. Residential Business Basic fixed long distance telephony - Outbound - Residential Basic fixed long distance telephony - Outbound - Business. Switched access outbound - Intrastate	99999	000000000000000000000000000000000000000	11 584 733 8 705 677 2 879 056 24 360 337 18 358 774 3 066 057	9999	3.7 1.2 10.2 7.7 1.3	93.1 X X X 61.0 X
	32482 32483 32484 32485 32486	Switched access outbound - Interstate Switched access outbound - International Special access outbound - Intrastate Special access outbound - Interstate Special access outbound - International	99999	aaaac	7 561 204 2 301 844 1 538 590 3 839 642 51 437	9999	3.2 1.0 .6 1.6 Z	X X X X X
	32490 32500 32510	Basic fixed long distance telephony - Outbound - Public Basic fixed long distance telephony - Inbound Basic fixed all distance telephony	Q Q	9999	1 116 574 8 072 895 1 056 432	9999	.5 3.4 .4	56.6 X

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to the 1997	Economic C	¿ensus]		s with the product	Drod	uct line receipts		
				line	-100	As percent of of-		
NAICS code	Product line code	Kind of business and product line	Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	Estab- lishments with the product line	All estab- lishments <sup>1</sup>	Response coverage <sup>2</sup> (percent)
51		Information — Con.						
517 5171		Telecommunications—Con. Wired telecommunications carriers—Con.						
	32520 32521 32522 32523 32530 32540 32550	Private network services Intrastate toll service Interstate toll service International toll service Data transmission services Mobile local access and use <sup>4</sup> Calling features, including call waiting, caller ID, voice mail	99999	aaaaaa	8 805 492 955 254 7 312 739 537 499 9 015 070 92 739	000000	3.7 .4 3.1 .2 3.8 Z	72.5 X X X X X
	32560 32570 32580 32600	telephony <sup>4</sup> Mobile long distance telephony <sup>4</sup> Mobile all distance telephony <sup>4</sup> Mossaging (paging) services <sup>4</sup> Other telecommunication services, including telegraph, audio	9999	aaaa	8 661 65 437 7 815 567 680	9999	Z Z Z .2	X X X
	32610 32620 32630 32640 32650 32710 35100	conferencing, telex, etc. Telecommunications network installation services Telecommunications equipment sales. Telecommunications equipment rental, including leasing. Telecommunications equipment maintenance Sale of directory advertising space - print, not specified by type Internet backbone services Computer network design and development services.	aaaaaaa	aaaaaaaa	4 995 055 1 024 039 2 218 674 682 822 1 352 462 1 050 203 2 446 769 945 771	00000000	2.1 .4 .9 .3 .6 .4 1.0	X X X X X X Y 92.9
	35102 35550 35551 35552 39000 39041 39500 39534	Computer network design and development services, other than security Internet access services Narrowband Broadband Merchandise sales. Sale of other merchandise, not specified by type All other receipts All other receipts	00000000	00000000	945 771 8 922 255 2 959 070 5 963 185 50 844 7 752 759 7 752 759	00000000	.4 3.8 1.2 2.5 Z 3.3 3.3	X 78.5 X 93.5 X 93.5 X
51711	31730 32380	Wired telecommunications carriers  Mailing lists, rental or sale  Multichannel programming distribution services (analog and digital)	27 955 Q Q	X Q Q	237 697 299 1 140 287 231	X Q Q	100.0 Z .1	93.5 X X
	32420 32430 32440 32450	Carrier services, including network access services to other telecommunication carriers Basic fixed local telephony - Residential Basic fixed local telephony - Business Basic fixed local telephony - Public	9 9	999	52 321 277 35 937 721 26 729 461 7 866 177	9999	22.0 15.1 11.2 3.3	X X X
	32450 32460 32461 32462 32470 32480 32481 32482 32483 32484 32485 32486 32500 32510 32520 32521 32522 32523 32530 32550	Calling features, including call waiting, caller ID, voice mail - Fixed telephony.  Residential Business Basic fixed long distance telephony - Outbound - Residential Business Switched access outbound - Intrastate Switched access outbound - Interstate Switched access outbound - Interstate Switched access outbound - International Special access outbound - International Special access outbound - International Special access outbound - International Basic fixed long distance telephony - Outbound - Public Basic fixed ong distance telephony - Inbound Basic fixed all distance telephony - Inbound Basic fixed all distance telephony Private network services Intrastate toll service International toll service International toll service Data transmission services Mobile local access and use <sup>4</sup> Calling features including caller ID, voice mail - Mobile	000000000000000000000000000000000000000	000000000000000000000000000000000000000	11 584 733 8 705 677 2 879 056 24 360 337 18 358 74 3 066 057 7 561 204 2 301 841 1 538 590 3 839 642 51 437 1 116 574 8 072 895 1 056 432 8 805 492 955 254 7 312 739 9 015 070 92 739	000000000000000000000000000000000000000	4.9 3.7 1.2 10.2 7.7 1.3 3.2 1.0 .6 1.6 2 2 .5 3.4 4 3.7 4.3 3.1 .2 3.8 2	93.1 X X 61.0 X X X X X X 56.6 X 72.5 X X
	32560 32570 32580 32600	telephony <sup>4</sup> Mobile long distance telephony <sup>4</sup> Mobile all distance telephony <sup>4</sup> Messaging (paging) services <sup>4</sup> Other telecommunication services, including telegraph, audio	Q Q Q Q	aaaa	8 661 65 437 7 815 567 680	Q Q Q Q	Z Z Z .2	X X X
	32610 32620 32630 32640 32650 32710 35100 35102	conferencing, telex, etc. Telecommunications network installation services Telecommunications equipment sales. Telecommunications equipment rental, including leasing. Telecommunications equipment maintenance Sale of directory advertising space - print, not specified by type. Internet backbone services Computer network design and development services, other than	00000000	00000000	4 995 055 1 024 039 2 218 674 682 822 1 352 462 1 050 203 2 446 769 945 771	00000000	2.1 .4 .9 .3 .6 .4 1.0	X X X X X X X 22.9
	35550 35551 35552 39000 39041 39500 39534	security Internet access services Narrowband Broadband Merchandise sales. Sale of other merchandise, not specified by type All other receipts All other receipts	aaaaaaaa	aaaaaaaa	945 771 8 922 255 2 959 070 5 963 185 50 844 7 752 759 7 752 759	00000000	.4 3.8 1.2 2.5 Z Z 3.3 3.3	X 78.5 X 93.5 X 93.5 X
517110	31730 32380 32420	Wired telecommunications carriers  Mailing lists, rental or sale Multichannel programming distribution services (analog and digital) Carrier services, including network access services to other telecommunication carriers	27 955 Q Q Q	x Q Q	237 697 299 1 140 287 231 52 321 277	x a a	100.0 Z .1 22.0	93.5 X X X

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

				ts with the product line	Prod	uct line receipts		
NAICS	Product	Wind of business and an about the				As percent of of-		
code	line code	Kind of business and product line	Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	Estab- lishments with the product line	All estab- lishments <sup>1</sup>	Response coverage <sup>2</sup> (percent)
51		Information—Con.						
517		Telecommunications—Con.						
5171		Wired telecommunications carriers—Con.						
51711		Wired telecommunications carriers—Con.						
517110	20420	Wired telecommunications carriers—Con.	Q	0	25 027 721		15.1	v
	32430 32440 32450 32460	Basic fixed local telephony - Residential - Basic fixed local telephony - Business - Basic fixed local telephony - Public - Calling features, including call waiting, caller ID, voice mail - Fixed telephony -	300 0	a a a	35 937 721 26 729 461 7 866 177 11 584 733	Q Q Q	15.1 11.2 3.3 4.9	X X X 93.1
	32461 32462 32470 32480 32481 32482 32483 32484 32485 32486 32490 32500 32510 32521 32522 32522 32522 32523 32530 32540 32550 32560 32570 32560 32570 32580 32600	Residential Business Basic fixed long distance telephony - Outbound - Residential Basic fixed long distance telephony - Outbound - Business Switched access outbound - Intrastate Switched access outbound - Intersatate Switched access outbound - Intersatate Switched access outbound - International Special access outbound - International Special access outbound - International Special access outbound - International Basic fixed long distance telephony - Outbound - Public Basic fixed long distance telephony - International Basic fixed services International toll service International toll service International toll service Data transmission services Mobile local access and use <sup>4</sup> Calling features, including call waiting, caller ID, voice mail - Mobile telephony <sup>4</sup> Mobile long distance telephony <sup>4</sup> Mobile long distance telephony <sup>4</sup> Messaging (paging) services <sup>4</sup> Other telecommunication services, including telegraph, audio conferencing, telex, etc.	000000000000000000 0000 00	aaaaaaaaaaaaaaaa aaaa a	8 705 677 2 879 056 24 360 337 18 358 774 3 066 057 7 561 204 2 301 844 1 538 590 3 839 642 51 437 1 116 574 8 072 895 1 056 432 8 805 492 955 254 7 312 739 9 015 070 92 739  8 661 65 437 7 815 567 680 4 995 055 1 024 039	000000000000000000 0000 00	3.7 1.2 10.2 7.7 3.2 1.0 6 1.6 2 5 3.4 4 3.7 4 3.1 2 3.8 2 Z Z Z Z Z Z	X X X X X X X X X X X X X X X X X X X
	32610 32620 32630 32640 32650 32710 35100 35102	Telecommunications equipment sales Telecommunications equipment rental, including leasing. Telecommunications equipment maintenance Sale of directory advertising space - print, not specified by type Internet backbone services Computer network design and development services, other than Computer network design and development services, other than	3000000 0	aaaaaa (	2 218 674 682 822 1 352 462 1 050 203 2 446 769 945 771	00000	.9 .3 .6 .4 1.0	X X X X X X 92.9
	35550 35551 35552 39000 39041 39500 39534	security Internet access services Narrowband Broadband Merchandise sales Sale of other merchandise, not specified by type All other receipts All other receipts	30000000	aaaaaaa	945 771 8 922 255 2 959 070 5 963 185 50 844 50 844 7 752 759 7 752 759	00000000	.4 3.8 1.2 2.5 Z Z 3.3 3.3	X 78.5 X X 93.5 X 93.5 X
5172		Wireless telecommunications carriers (except satellite)	11 155	X	99 192 758	x	100.0	92.3
	32380 32420	Multichannel programming distribution services (analog and digital) Carrier services, including network access services to other	Q	Q	5 974	Q	Z	Х
	32430 32440 32450	telecommunication carrièrs Basic fixed local telephony - Residential Basic fixed local telephony - Business Basic fixed local telephony - Public	9999	999	2 859 208 32 818 29 090 3 042	Q Q Q	2.9 Z Z Z	X X X
	32460 32461 32462 32470 32480 32481 32482 32500 32510 32522 32520 32521 32522 32530 32540 32550 32560 32570 32580 32580 32580 32600	Calling features, including call waiting, caller ID, voice mail - Fixed telephony. Residential Business Basic fixed long distance telephony - Outbound - Residential Business Switched access outbound - Intrastate Switched access outbound - International Basic fixed long distance telephony - Outbound - Business Switched access outbound - International Basic fixed long distance telephony - Inbound Basic fixed long distance telephony - Inbound Basic fixed all distance telephony Private network services Intrastate toll service Interstate toll service Sata transmission services Mobile local access and use <sup>4</sup> Calling features, including call waiting, caller ID, voice mail - Mobile telephony <sup>4</sup> Mobile all distance telephony <sup>4</sup> Mobile dispatch services <sup>4</sup> Mobile dispatch services <sup>4</sup> Mobile dispatch services <sup>4</sup> Mobile dispatch services, including telegraph, audio conferencing, telex, etc. Telecommunication network installation services	000000000000000000000000000000000000000	000000000000000000000000000000000000000	3 957 3 391 566 1 986 6 556 3 331 3 085 74 33 484 3 576 6 598 3 889 1 975 15 722 62 787 922 2 661 032 6 243 196 2 43 196 9 933 410 2 615 257 142 999 4 528 296 175 246	aaaaaaaaaaaa aaaaa aa	Z Z Z Z Z Z Z Z Z Z Z Z Z Z Z Z Z Z Z	91.6 X X X 91.7 X 92.3 X 90.3 X X X X X
	32620 32630 32640	Telecommunications equipment sales. Telecommunications equipment rental, including leasing Telecommunications equipment maintenance.	QQ	a a a	5 686 863 150 217 130 729	9	5.7 .2 .1	X X X X

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				ts with the product line	Prod	uct line receipts		
NAICS	Product	Kind of business and product line				As percent of of-		
code	line code	Nind of Basiness and product me	Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	Estab- lishments with the product line	All estab- lishments <sup>1</sup>	Response coverage <sup>2</sup> (percent)
51		Information — Con.		(+1,000)	(+1,000)			((*************************************
517		Telecommunications—Con.						
5172		Wireless telecommunications carriers (except satellite)—Con.						
	35100 35102	Computer network design and development services	Q	Q	2 611	Q	Z	92.3
	35550	security	QQ	Q Q	2 611 200 444	Q Q	Z .2 Z Z	X X
	39000 39041	Merchandise sales	Q	<i>aaaaaa</i>	44 986 44 986	ã		91.4 X
	39500 39534	All other receipts	QQ	Q Q	886 509 886 509	Q Q	.9 .9	92.3 X
51721		Wireless telecommunications carriers (except satellite)	11 155	X	99 192 758	x	100.0	92.3
	32380 32420	Multichannel programming distribution services (analog and digital) Carrier services, including network access services to other	Q	Q	5 974	Q	z	X
	32430	telecommunication carriers	Q	Q Q	2 859 208 32 818	QQ	2.9 Z	X
	32440 32450	Basic fixed local telephony - Business	Q	Q	29 090 3 042	Q	Z Z Z	X X X
	32460	Calling features, including call waiting, caller ID, voice mail - Fixed telephony	Q	Q	3 957	Q		01.6
	32461 32462	Residential	QQ	Q Q	3 391 566	QQQ	Z Z Z Z Z Z Z Z Z Z Z Z Z Z Z Z Z Z Z	X X X 91.7
	32470 32480	Basic fixed long distance telephony - Outbound - Residential	QQ	Q Q	1 986 6 556	Q Q	Z Z	X 91.7
	32481 32482	Switched access outbound - Intrastate Switched access outbound - Interstate	QQ	9999	3 331 3 085	Q Q	Z Z	X
	32483 32500	Switched access outbound - International	QQ	Q Q Q	74 33 484	QQ	Z   Z	91.7 X X X 92.3 X
	32510 32520	Basic fixed all distance telephony	QQ	Q	3 576 6 598	QQ	Z   Z	90.3
	32521 32522	Intrastate toll service	QQ	Q	3 889 1 975	QQ	Z   Z	90.3 X X X X
	32530 32540	Data transmission services  Mobile local access and use <sup>4</sup>	QQ	Q Q	15 722 62 787 922	Q Q	63.3	X
	32550	Calling features, including call waiting, caller ID, voice mail - Mobile telephony <sup>4</sup>	Q	Q	2 661 032	Q	2.7	X
	32560 32570	Mobile long distance telephony <sup>4</sup> Mobile all distance telephony <sup>4</sup> Messaging (paging) services <sup>4</sup> Mobile dispatch services <sup>4</sup>	000	999	6 243 196 9 933 410 2 615 257	Q Q Q	6.3 10.0	X X X X
	32580 32590 32600	Mobile dispatch services <sup>4</sup> Other telecommunication services, including telegraph, audio	Q	ga	142 999	ď	2.6	X
	32610	conferencing, telex, etc	Q	Q Q	4 528 296 175 246	Q Q	4.6 .2	X
	32620 32630	Telecommunications equipment sales Telecommunications equipment rental, including leasing	ga	QQ	5 686 863 150 217	ğ	5.7 .2	X X X X
	32640 35100	Telecommunications equipment maintenance	Q Q	Q Q	130 729 2 611	Q Q	.1 Z	X 92.3
	35102	Computer network design and development services, other than security	Q	Q	2 611	Q	z	
	35550 39000	Internet access services Merchandise sales.	Q	Q Q	200 444 44 986	Q Q	.2 Z Z	X X 91.4
	39041 39500	Sale of other merchandise, not specified by type	Q	Q Q	44 986 886 509	Q Q	.9	X 92.3
	39534	All other receipts	Q	Q	886 509	Q	.9	Х
517211	32380	Paging	1 643 Q	X Q	2 662 566 3 043	X Q	100.0	60.4 X
	32420	Multichannel programming distribution services (analog and digital) Carrier services, including network access services to other telecommunication carriers	Q		8 133	Q	.3	
	32430 32440	Basic fixed local telephony - Residential Basic fixed local telephony - Business	QQ	999	1 543 1 268	Q	.1 Z	X X X
	32460	Calling features, including call waiting, caller ID, voice mail - Fixed telephony.	Q		699	Q		46.6
	32461 32470	Residential Basic fixed long distance telephony - Outbound - Residential	Q	aaaaaaa	499 728	Q Q	Z Z Z	X
	32480 32481	Basic fixed long distance telephony - Outbound - Business	Q	Q	2 696 1 427	Q	.1 .1	60.4
	32482 32500	Switched access outbound - Interstate	QQ	Q Q	1 269 22	Q Q	Z   Z	X X 60.4
	32540 32550	Mobile local access and use <sup>4</sup>	Q		8 919	Q	.3	Х
	32560	telephony <sup>4</sup>	QQ	a a a a	789 469	QQ	Z Z Z	X X X X X
	32570 32580	Mobile long distance telephony <sup>4</sup> Mobile all distance telephony <sup>4</sup> Messaging (paging) services <sup>4</sup>	QQ	Q	1 022 2 335 644	Q	87.7	X
	32590 32600	Mobile dispatch services <sup>4</sup> Other telecommunication services, including telegraph, audio	Q		3 850	Q	.1	
	32610	conferencing, telex, etc. Telecommunications network installation services	QQ	Q	8 895 3 271	QQ	.3 .1	X
	32620 32630	Telecommunications equipment sales.  Telecommunications equipment rental, including leasing	990	900	109 850 70 021	QQ	4.1 2.6	X X X X 60.4 X
	32640 35550	Telecommunications equipment maintenance	999	300	79 109 1 814 1 436	Q Q Q	3.0	60.4
	35551 35552 39000	Narrowband Broadband Merchandise sales.	900	QQ	378 11 619	\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	.1 Z .4	X X 60.4
	39000 39041 39500	Sale of other merchandise, not specified by type  All other receipts	900	aaaaaaaaaa	11 619 11 619 8 894	9	.4 .4 .3	X
	39534	All other receipts  All other receipts	ا ۵۱	Q	8 894 8 894	Q	.3	60.4 X

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				s with the product line	Prod	uct line receipts		
NAICS code	Product line code	Kind of business and product line		Total vasainte	Amazzai	As percent of of-	_ ·	Response
			Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	product line	estab- lishments <sup>1</sup>	coverage <sup>2</sup> (percent)
51		Information—Con.						
517		Telecommunications—Con.						
5172		Wireless telecommunications carriers (except satellite)—Con.						
51721 517212		Wireless telecommunications carriers (except satellite)—Con.  Cellular and other wireless telecommunications	9 512	x	96 530 192	x	100.0	93.2
317212	32420	Carrier services, including network access services to other	9 312	^	90 330 192	^	100.0	33.2
	32430	telecommunication carriers Basic fixed local telephony - Residential	Q	Q	2 851 075 31 275	Q	3.0	X X X
	32440 32460	Basic fixed local telephony - Business	ã	ã	27 822	ã	Z Z	X
	32461	telephony.  Residential	Q	Q	3 258 2 892	Q	Z	93.0
	32462 32470	Business Basic fixed long distance telephony - Outbound - Residential Basic fixed long distance telephony - Outbound - Business Switched access outbound - Intrastate	ă a	000000000000000000000000000000000000000	366 1 258	ă	Z Z Z Z Z Z Z Z Z Z Z Z Z Z Z Z Z Z Z	X X X
	32480 32481	Basic fixed long distance telephony - Outbound - Testaeritat	ă a	ğ	3 860 1 904	ă	Ž	92 6
	32482	Switched access outbound - interstate	Q	ă	1 816	00000000	Ž	X X X 93.2
	32483 32500	Switched access outbound - International	QQ	Q	74 33 462	Q	Z	93.2
	32510 32520	Basic fixed all distance telephony. Private network services Intrastate toll service	Q Q	Q Q	3 576 6 541	Q	Z Z	91.1
	32521 32530	Intrastate toll service	Q Q	Q Q	3 861 15 722	Q		X X X
	32540 32550	Data transmission services  Mobile local access and use <sup>4</sup> Calling features, including call waiting, caller ID, voice mail - Mobile	Q	Q	62 779 003	Q	65.0	Х
	32560	Calling features, including call waiting, caller ID, voice mail - wiobile telephony <sup>4</sup> .  Mobile long distance telephony <sup>4</sup> .  Mobile all distance telephony <sup>4</sup> .  Messaging (paging) services <sup>4</sup> .  Mobile dispatch services <sup>4</sup> .	QQ	Q	2 660 243 6 242 727	Q	2.8 6.5	X
	32570 32580	Mobile all distance telephony <sup>4</sup>	Q	9	9 932 388 279 613	Q	10.3	X X X X
	32590 32590 32600	Mobile dispatch services	ã	ă	139 149	ă	.1	â
		conferencing, telex, etc.	Q	Q	4 519 401	Q	4.7	X
	32610 32620	Telecommunications network installation services  Telecommunications equipment sales	Q	999	171 975 5 577 013	QQ	.2 5.8	X X X X 93.2
	32630 32640	Telecommunications equipment rental, including leasing Telecommunications equipment maintenance	Q Q	Q	80 196 51 620	Q Q	.1 .1 Z	X X
	35100 35102	Computer network design and development services	Q	Q	2 611	Q		
	35550	security	QQ	999	2 611 198 630	QQ	Z .2 .2 Z Z	X
	39000 39041	Merchandise sales	QQ	Q	33 367 33 367	QQQ	Z Z	92.1 X
	39500 39534	All other receipts	Q	Q	877 615 877 615	QQ	.9 .9	93.2 X
5173		Telecommunications resellers	2 525	x	9 716 887	X	100.0	50.7
	31730	Mailing lists, rental or sale	6	267 583	2 597	1.0	Z Z	X
	32380 32420	Carrier services, including network access services to other	14	10 844	3 663	33.8		X
	32430	telecommunication carriers  Basic fixed local telephony - Residential	399 801	3 792 352 4 084 431	471 427 1 128 248	12.4 27.6	4.9 11.6	X
	32440 32450	Basic fixed local telephony - Business	693 166	3 627 221 240 825	953 183 115 542	26.3 48.0	9.8 1.2	X X X
	32460	Calling features, including call waiting, caller ID, voice mail - Fixed telephony	471	1 399 616	119 129	8.5	1.2	49.5
	32461 32462	Residential Business	421 330	1 290 826 1 258 132	42 001 77 128	3.3 6.1	.4 .8	X X X
	32470 32480	Basic fixed long distance telephony - Outbound - Residential Basic fixed long distance telephony - Outbound - Business	761 1 052	5 489 304 3 824 274	2 437 195 1 295 852	44.4 33.9	25.1 13.3	X 49 9
	32481 32482	Switched access outbound - Intrastate Switched access outbound - Interstate	899 853	3 338 091 2 984 398	485 058 318 378	14.5 10.7	5.0 3.3	49.9 X X X X X X
	32483 32484	Switched access outbound - International Special access outbound - Intrastate	654 281	2 709 672 1 185 727	254 162 28 498	9.4 2.4	2.6	X
	32485 32486	Special access outbound - Interstate Special access outbound - Interstate Special access outbound - International	289	1 166 530 543 952	189 014 20 742	16.2	1.9	ŷ
	32490	Basic fixed long distance telephony - Outbound - Public	177 174	262 654	164 333	3.8 62.6	.2 1.7	X
	32500 32510	Basic fixed long distance telephony - Inbound	677 222	4 616 022 733 940	464 565 239 246	10.1 32.6	4.8 2.5	50.5 X 50.7
	32520 32521	Private network services	159 109	1 519 658 1 431 603	46 262 26 959	3.0 1.9	.5 .3	50.7 X
	32522 32523	Interstate toll service	58 39	115 818 68 877	16 236 3 067	14.0 4.5	.2 Z	X X
	32530 32540	Data transmission services Mobile local access and use <sup>4</sup>	150 364	488 133 2 048 036	35 742 484 376	7.3 23.7	.4 5.0	X X X X
	32550	Calling features, including call waiting, caller ID, voice mail - Mobile telephony <sup>4</sup>	153	159 112	6 921	4.4	.1	
	32560 32570	Mobile long distance telephony <sup>4</sup> Mobile all distance telephony <sup>4</sup> Messaging (paging) services <sup>4</sup>	100 145	137 056 389 803	7 821 243 601	5.7 62.5	.1 2.5	X X X X
	32580 32600	Messaging (paging) services <sup>4</sup>	348	381 104	43 581	11.4	.4	â
		Other telecommunication services, including telegraph, audio conferencing, telex, etc.	339	1 519 878	724 032	47.6	7.5	X
	32610 32620	Telecommunications network installation services	165 592	461 981 1 168 254	18 222 170 668	3.9 14.6	.2 1.8	X X X X X X
	32630 32640	Telecommunications equipment rental, including leasing Telecommunications equipment maintenance	106 118	189 654 288 336	13 190 6 135	7.0 2. <u>1</u>	.1	X X
	32650 32710	Sale of directory advertising space - print, not specified by type	113 42	33 521 116 357	251 13 534	.7 11.6	Z .1	
	35100 35102	Computer network design and development services Computer network design and development services, other than	34	67 686	8 959	13.2	.1	50.7
		security	34	67 686	8 959	13.2	.1	X

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to the 199	7 Economic (	zensusj		s with the product	Prod	uct line receipts		
NAICS	Product	Kind of business and product line		iiii		As percent of of-		
code	line code	Killid of business and product line	Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	Estab- lishments with the product line	All estab- lishments <sup>1</sup>	Response coverage <sup>2</sup> (percent)
51		Information — Con.						
517 5173		Telecommunications – Con. Telecommunications resellers – Con.						
	35550 35551 35552 39000 39041 39500 39534	Internet access services . Narrowband . Broadband . Merchandise sales . Sale of other merchandise, not specified by type . All other receipts .	322 125 268 179 179 503 503	2 137 904 453 444 1 890 789 483 198 483 198 4 081 957 4 081 957	291 789 49 464 242 325 19 697 19 697 187 111	13.6 10.9 12.8 4.1 4.1 4.6 4.6	3.0 .5 2.5 .2 .2 1.9	50.7 X X 50.7 X 50.6 X
51731	31730	Telecommunications resellers	2 525 6	X 267 583	9 716 887 2 597	1.0	100.0 Z	50.7 X
	32380 32420	Multichannel programming distribution services (analog and digital) Carrier services, including network access services to other	14	10 844	3 663	33.8	ZZZ	Х
	32430 32440 32450 32460	telecommunication carriers Basic fixed local telephony - Residential Basic fixed local telephony - Business Basic fixed local telephony - Public Calling features, including call waiting, caller ID, voice mail - Fixed	399 801 693 166	3 792 352 4 084 431 3 627 221 240 825	471 427 1 128 248 953 183 115 542	12.4 27.6 26.3 48.0	4.9 11.6 9.8 1.2	X X X
	32461 32462 32470 32480 32481 32482 32483 32485 32486 32490 32500 32510 32520 32521 32522 32521 32522 32523 32530 32540 32550 32560 32570 32580 32570 32580 32580 32580 32580 32580 32580 32580 32580 32580 32580 32580 32580	telephony.  Residential Business Basic fixed long distance telephony - Outbound - Residential Business Basic fixed long distance telephony - Outbound - Business Switched access outbound - Intrastate Switched access outbound - Interstate Switched access outbound - Interstate Special access outbound - Interstational Basic fixed long distance telephony - Inbound Basic fixed all distance telephony - Inbound Basic fixed all distance telephony Private network services Interstate toll service Interstate toll service Data transmission services Mobile local access and use <sup>4</sup> Calling features, including call waiting, caller ID, voice mail - Mobile telephony <sup>4</sup> Mobile all distance telephony <sup>4</sup> Mobile all distance telephony <sup>4</sup> Mobile all distance telephony <sup>4</sup> Messaging (paging) services <sup>4</sup> Other telecommunication services, including telegraph, audio conferencing, telex, etc. Telecommunications equipment sales	339 165 592	1 399 616 1 290 826 1 258 132 5 489 304 3 824 274 3 338 091 2 984 382 2 709 672 1 185 72 1 186 530 543 952 262 654 4 616 022 733 340 1 519 658 1 431 608 1 151 818 68 877 488 133 2 048 036 159 112 137 056 389 803 381 104	119 129 42 001 77 128 2 437 195 1 295 852 485 058 318 378 254 162 28 498 189 014 20 742 164 333 464 565 239 246 46 262 26 959 16 236 3 067 35 742 484 376 6 921 7 821 243 601 43 581 724 032 18 222 170 668	8.5 3.3 6.1 44.4 33.9 14.5 10.7 9.4 2.4 16.2 3.8 62.6 10.1 32.6 3.0 1.9 14.0 4.5 7.3 23.7 4.4 5.7 62.5 11.4	1.2 .4 .8 25.1 13.3 5.0 3.3 2.6 .3 1.9 .2 1.7 4.8 2.5 .3 .2 Z .4 5.0 .1 .1 2.5 .4 7.5 .4	49.5 X X 49.9 X X X X X 50.5 X X X X X X X X X X X X X
	32630 32640 32650 32710 35100 35102	Telecommunications equipment rental, including leasing.  Telecommunications equipment maintenance Sale of directory advertising space - print, not specified by type Internet backbone services Computer network design and development services. Computer network design and development services other than	106 118 113 42 34	189 654 288 336 33 521 116 357 67 686	13 190 6 135 251 13 534 8 959	7.0 2.1 .7 11.6 13.2	.1 .1 Z .1	X X X X X X 50.7
E47040	35550 35551 35552 39000 39041 39500 39534	security Internet access services Narrowband Broadband Merchandise sales Sale of other merchandise, not specified by type All other receipts All other receipts	34 322 125 268 179 179 503 503	67 686 2 137 904 453 444 1 890 789 483 198 483 198 4 081 957 4 081 957	8 959 291 789 49 464 242 325 19 697 19 697 187 111 187 111	13.2 13.6 10.9 12.8 4.1 4.1 4.6 4.6	.1 3.0 .5 2.5 .2 .2 1.9	50.7 X X 50.7 X 50.6 X
517310	31730	Telecommunications resellers  Mailing lists, rental or sale	2 525	267 583	9 716 887 2 597	1.0	100.0 Z Z	50.7 X X
	32380 32420	Multichannel programming distribution services (analog and digital) Carrier services, including network access services to other telecommunication carriers	14 399	10 844 3 792 352	3 663 471 427	33.8 12.4	4.9	
	32430 32440 32450 32460	Basic fixed local telephony - Residential Basic fixed local telephony - Business Basic fixed local telephony - Public Calling features, including call waiting, caller ID, voice mail - Fixed	801 693 166	4 084 431 3 627 221 240 825	1 128 248 953 183 115 542	27.6 26.3 48.0	11.6 9.8 1.2	X X X
	32461 32462 32470 32480 32481 32482 32483 32484 32485 32486 32490 32500 32510 32520 32521 32522 32523	telephony. Residential Business Basic fixed long distance telephony - Outbound - Residential Business Basic fixed long distance telephony - Outbound - Business Switched access outbound - Intrastate Switched access outbound - Interstate Switched access outbound - Interstate Special access outbound - Interst	471 421 330 761 1 052 899 853 654 281 177 174 677 222 159 109 58	1 399 616 1 290 826 1 258 132 5 489 304 3 824 274 3 338 091 2 984 398 2 709 672 1 185 727 1 166 530 543 952 262 654 4 616 022 733 340 1 519 658 1 431 603 115 818 68 877	119 129 42 001 77 128 2 437 195 1 295 852 485 058 318 378 254 162 28 498 189 014 20 742 164 333 464 565 239 246 46 262 26 959 16 236 3 067	8.5 3.3 6.1 44.4 33.9 14.5 10.7 9.4 2.4 16.2 3.8 62.6 10.1 32.6 3.0 1.9 14.0	1.2 .4 .8 25.1 13.3 5.0 3.3 2.6 .3 1.9 .2 1.7 4.8 2.5 .3 .2	49.5 X 49.9 X X X X X X 50.5 X X X

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				s with the product line	Prod	uct line receipts		
NAICS code	Product line code	Kind of business and product line		Total receipts	Amount <sup>1</sup>	As percent of total receipts of —  Estab- lishments with the product estab-		Response coverage <sup>2</sup>
			Number	(\$1,000)	(\$1,000)	line	lishments <sup>1</sup>	(percent)
51		Information—Con.						
517		Telecommunications—Con.						
5173 51731		Telecommunications resellers—Con. Telecommunications resellers—Con.						
517310		Telecommunications resellers—Con.						
	32530 32540 32550	Data transmission services  Mobile local access and use <sup>4</sup> Calling features, including call waiting, caller ID, voice mail - Mobile	150 364	488 133 2 048 036	35 742 484 376	7.3 23.7	.4 5.0	X
	32560 32570	Calini gleatures, including can waiting, caller ID, voice mail "wiblie telephony" in the properties of	153 100 145	159 112 137 056 389 803	6 921 7 821 243 601	4.4 5.7 62.5	.1 .1 2.5	X X X X
	32580 32600	Other telecommunication services, including telegraph, audio	348	381 104	43 581	11.4	.4	
	32610	conferencing, telex, etc	339 165	1 519 878 461 981	724 032 18 222	47.6 3.9	7.5	X
	32620 32630	Telecommunications equipment sales	592 106	1 168 254 189 654	170 668 13 190	14.6 7.0	1.8	X X
	32640 32650	Telecommunications equipment maintenance	118 113	288 336 33 521	6 135 251	2.1	.1 Z	X X
	32710 35100 35102	Internet backbone services  Computer network design and development services  Computer network design and development services, other than	42 34	116 357 67 686	13 534 8 959	11.6 13.2	.1 .1	X X X X X X 50.7
	35550	security	34 322	67 686 2 137 904	8 959 291 789	13.2 13.6	.1 3.0	X 50.7
	35551 35552	Narrowband	125 268	453 444 1 890 789	49 464 242 325	10.9 12.8	.5 2.5	X
	39000 39041	Merchandise sales. Sale of other merchandise, not specified by type	179 179	483 198 483 198	19 697 19 697	4.1 4.1	.2	50.7 X
	39500 39534	All other receipts All other receipts	503 503	4 081 957 4 081 957	187 111 187 111	4.6 4.6	1.9	50.6 X
5174	39334	Satellite telecommunications	646	4 081 937 X	5 748 139	X X	100.0	37.8
	32380	Multichannel programming distribution services (analog and digital)	14	270 974	224 178	82.7	3.9	X
	32420	Carrier services, including network access services to other telecommunication carriers	446	4 372 875	3 710 089	84.8	64.5	Х
	32480 32481	Basic fixed long distance telephony - Outbound - Business	7 7	5 283 5 283	4 225 524	80.0 9.9	.1 Z	37.8 X
	32482 32483	Switched access outbound - Interstate Switched access outbound - International	7 7	5 283 5 283	2 899 802	54.9 15.2	.1 Z	X X X
	32500	Basic fixed long distance telephony - Inbound	7 7	10 737 92 362	4 295 40 114	40.0 43.4	.1	37.8
	32510 32520	Basic fixed all distance telephony Private network services	83	1 071 905	375 894	35.1	.7 6.5	37.8 X X X
	32530 32600	Data transmission services	145	1 179 040	779 570	66.1	13.6	
	32610	conferencing, telex, etc	114 18	1 897 776 161 227	269 511 17 705	14.2 11.0	4.7	X X X X
	32620 32630	Telecommunications equipment sales	83 19	493 148 52 669	73 011 10 910	14.8 20.7	1.3	X
	32710 35550	Internet backbone services Internet access services	25 10	903 659 84 453	120 510 23 501	13.3 27.8	2.1	X 37.8
	35552 39500	Broadband All other receipts	10 51	84 453 1 023 761	23 501 53 642	27.8 5.2	.4	X 37.8
	39534	All other receipts	51	1 023 761	53 642	5.2	.9	X
51741		Satellite telecommunications	646	Х	5 748 139	X	100.0	37.8
	32380 32420	Multichannel programming distribution services (analog and digital) Carrier services, including network access services to other	14	270 974	224 178	82.7	3.9	Х
	32480	telecommunication carriers	446 7	4 372 875 5 283	3 710 089 4 225	84.8 80.0	64.5	X 37.8
	32481 32482	Switched access outbound - Intrastate Switched access outbound - Interstate	7 7	5 283 5 283	524 2 899	9.9 54.9	Z .1	X X X
	32483 32500	Switched access outbound - International	7 7	5 283 10 737	802 4 295	15.2 40.0	.1	37.8
	32510 32520	Basic fixed all distance telephony	7 83	92 362 1 071 905	40 114 375 894	43.4 35.1	.7 6.5	X X X
	32530 32600	Data transmission services Other telecommunication services, including telegraph, audio	145	1 179 040	779 570	66.1	13.6	X
	32610	conferencing, telex, etc	114 18	1 897 776 161 227	269 511 17 705	14.2 11.0	4.7	X
	32620	Telecommunications equipment sales	83	493 148	73 011	14.8	1.3	X X X X
	32630 32710	Telecommunications equipment rental, including leasing Internet backbone services	19 25	52 669 903 659	10 910 120 510	20.7 13.3	.2 2.1	X
	35550 35552	Internet access services Broadband	10 10	84 453 84 453	23 501 23 501	27.8 27.8	.4 .4	37.8 X
	39500 39534	All other receipts	51 51	1 023 761 1 023 761	53 642 53 642	5.2 5.2	.9 .9	37.8 X
517410		Satellite telecommunications	646	x	5 748 139	x	100.0	37.8
	32380	Multichannel programming distribution services (analog and digital)	14	270 974	224 178	82.7	3.9	Х
	32420	Carrier services, including network access services to other telecommunication carriers	446	4 372 875	3 710 089	84.8	64.5	Х
	32480 32481	Basic fixed long distance telephony - Outbound - Business	7 7	5 283 5 283	4 225 524	80.0 9.9	.1 Z	37.8
	32482 32483	Switched access outbound - Interstate Switched access outbound - Interstate Switched access outbound - International	7 7	5 283 5 283	2 899 802	54.9 15.2	.1 Z	X X X
	32500	Basic fixed long distance telephony - Inbound	7 7 7	10 737 92 362	4 295 40 114	40.0 43.4	.1	37.8
	32510 32520	Basic fixed all distance telephony	83	1 071 905 1 179 040	375 894	35.1	.7 6.5	X X X

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code         line           51         517           5174         51741           517410         326           326         326           327         35           35         35           35         32           32         32 <td< th=""><th>2600 2610 2620 2630 2710 5550 5550 9503</th><th>Information — Con. Telecommunications — Con. Satellite telecommunications — Con. Satellite telecommunications — Con. Satellite telecommunications — Con. Other telecommunication services, including telegraph, audio conferencing, telex, etc. Telecommunications equipment sales. Telecommunications equipment sales.</th><th>Number</th><th>Total receipts (\$1,000)</th><th>Amount<sup>1</sup> (\$1,000)</th><th>As percent of of-</th><th></th><th>Response coverage<sup>2</sup> (percent)</th></td<>	2600 2610 2620 2630 2710 5550 5550 9503	Information — Con. Telecommunications — Con. Satellite telecommunications — Con. Satellite telecommunications — Con. Satellite telecommunications — Con. Other telecommunication services, including telegraph, audio conferencing, telex, etc. Telecommunications equipment sales. Telecommunications equipment sales.	Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of of-		Response coverage <sup>2</sup> (percent)
5175 5174 51741 517410 326 326 327 355 395 5175 323 323 323 324 324 324 324 324	2610 2620 2630 2710 5550 5552 9500	Telecommunications—Con.  Satellite telecommunications—Con.  Satellite telecommunications—Con.  Satellite telecommunications—Con.  Other telecommunication services, including telegraph, audio conferencing, telex, etc.  Telecommunications network installation services  Telecommunications equipment sales		(\$1,000)	(\$1,000)	illie	iisiiiieiits	(percent)
5175 5174 517410 326 326 327 328 329 321 321 322 322 322 322 322 322	2610 2620 2630 2710 5550 5552 9500	Telecommunications—Con.  Satellite telecommunications—Con.  Satellite telecommunications—Con.  Satellite telecommunications—Con.  Other telecommunication services, including telegraph, audio conferencing, telex, etc.  Telecommunications network installation services  Telecommunications equipment sales						
51741 517410 326 326 326 327 355 355 359 321 322 322 322 322 322 322 322 322 322	2610 2620 2630 2710 5550 5552 9500	Satellite telecommunications—Con.  Satellite telecommunications—Con.  Other telecommunication services, including telegraph, audio conferencing, telex, etc.  Telecommunications network installation services  Telecommunications equipment sales.						
517410  326 326 326 327 327 355 355 359 398 5175  323 322 322 322 322 322 322 322 322 3	2610 2620 2630 2710 5550 5552 9500	Satellite telecommunications—Con.  Other telecommunication services, including telegraph, audio conferencing, telex, etc.  Telecommunications network installation services  Telecommunications equipment sales.						
326 326 327 327 327 327 328 329 322 322 322 322 322 322 322 322 322	2610 2620 2630 2710 5550 5552 9500	Other telecommunication services, including telegraph, audio conferencing, telex, etc. Telecommunications network installation services Telecommunications equipment sales.						
326 327 327 327 355 395 395 395 322 322 322 323 323 324 324 324 324 324	2610 2620 2630 2710 5550 5552 9500	conferencing, telex, etc. Telecommunications network installation services Telecommunications equipment sales.						
32: 32: 32: 32: 32: 32: 32: 32: 32: 32:		Internet backbone services Internet access services Broadband All other receipts All other receipts	114 18 83 19 25 10 10 51	1 897 776 161 227 493 148 52 669 903 659 84 453 84 453 1 023 761 1 023 761	269 511 17 705 73 011 10 910 120 510 23 501 23 501 53 642 53 642	14.2 11.0 14.8 20.7 13.3 27.8 27.8 5.2 5.2	4.7 .3 1.3 .2 2.1 .4 .9	X X X X 37.8 X 37.8 X
322 323 323 324 324 324 324 324 324 324		Cable and other program distribution	6 288	x	57 708 708	Х	100.0	92.9
324 324 324 324 324 324 324 325 325 325 325 325 325 325 325 325 325	2340 2380 2381 2382 2383 2390 2391 2392 2400	Television: Program rights Multichannel programming distribution services (analog and digital) Basic programming package, including startup and reconnect fees. Premium programming package Pay-per-view Air time - Program distribution networks: Advertising National and regional (net). Local (net). Cable and other program distribution: Related services Installation services, installing cable and/or outlets on customer's	000000000	aaaaaaaaa	5 207 44 404 466 36 335 028 5 354 740 2 714 698 3 200 248 1 402 586 1 797 662 3 232 094	000000000	76.9 63.0 9.3 4.7 5.5 2.4 3.1 5.6	X 90.3 X X X 26.7 X X 54.9
322 322 322 322 322 325 325 355 355 355	2402 2403 2404 2410 2420	premise Equipment rental Equipment sales, including decoders, satellite dishes, etc. Other related services Production and postproduction services - Television Carrier services, including network access services to other	00000	00000	425 243 991 499 747 736 1 067 616 1 183	aaaaa	.7 1.7 1.3 1.9 Z	X X X X
324 325 325 326 355 355 355 395 395	2430 2440 2450 2460	telecommunication carriers Basic fixed local telephony - Residential Basic fixed local telephony - Business Basic fixed local telephony - Public Calling features, including call waiting, caller ID, voice mail - Fixed	9999	9999	51 338 499 360 20 674 244	Q Q Q	.1 .9 Z Z	X X X
	2470 2480 2500 2520 2530 5550 5551 5552 9500 9533	telephony. Basic fixed long distance telephony - Outbound - Residential. Basic fixed long distance telephony - Outbound - Business. Basic fixed long distance telephony - Inbound Private network services Data transmission services Internet access services Narrowband Broadband All other receipts All other receipts	000000000000	00000000000	12 815 41 329 18 973 347 7 738 1 910 4 519 707 27 875 4 491 832 1 686 812	00000000000	Z .1 Z Z Z 7.8 Z 7.8 2.9 2.9	X X X X 58.5 X Y 90.0
000		Cable and other program distribution	6 288	x	57 708 708	х	100.0	92.9
323 323 323 323 323 323 324 324	2340 2380 2381 2382 2383 2390 2391 2392 2400 2401	Television: Program rights	aaaaaaaa	aaaaaaaa	5 207 44 404 466 36 335 028 5 354 740 2 714 698 3 200 248 1 402 586 1 797 662 3 232 094	00000000000	Z 76.9 63.0 9.3 4.7 5.5 2.4 3.1 5.6	X 90.3 X X X 26.7 X X 54.9
324 324 324 324	2402 2403 2404 2410 2420	premise	a a a a a a	99999	425 243 991 499 747 736 1 067 616 1 183	a a a a a	.7 1.7 1.3 1.9 Z	X X X X
324 324 324	2430 2440 2450 2460	telecommunication carriers Basic fixed local telephony - Residential Basic fixed local telephony - Business Basic fixed local telephony - Public Calling features, including call waiting, caller ID, voice mail - Fixed	9999	9999	51 338 499 360 20 674 244	9999	.1 .9 Z Z	X X X
324 324 325 325 355 355 358	2470 2480 25200 2530 5550 5551 5552 9500 9533	telephony. Basic fixed long distance telephony - Outbound - Residential	000000000000	000000000000000000000000000000000000000	12 815 41 329 18 973 347 7 738 1 910 4 519 707 27 875 4 491 832 1 686 812 1 686 812	00000000000	Z .1 Z Z Z 7.8 Z 7.8 2.9 2.9	X X X X X 58.5 X 90.0
517510		Cable and other program distribution	6 288	x	57 708 708	х	100.0	92.9

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

to the 1997	7 Économic (	Census]						
				s with the product line	Prod	uct line receipts		
NAICS code	Product line code	Kind of business and product line				As percent of of-		
			Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	lishments with the product line	All estab- lishments <sup>1</sup>	Response coverage <sup>2</sup> (percent)
<b>51</b> 517 5175 51751 517510		Information — Con. Telecommunications — Con. Cable and other program distribution — Con. Cable and other program distribution — Con. Cable and other program distribution — Con.						
317310	32380 32381 32382 32383 32390 32391 32392 32400 32401	Multichannel programming distribution services (analog and digital)	3000	00000000	44 404 466 36 335 028 5 354 740 2 714 698 3 200 248 1 402 586 1 797 662 3 232 094	00000000	76.9 63.0 9.3 4.7 5.5 2.4 3.1 5.6	90.3 X X X 26.7 X 54.9
	32402 32403 32404 32410 32420	premise Equipment rental Equipment sales, including decoders, satellite dishes, etc. Other related services. Production and postproduction services - Television Carrier services, including network access services to other	aaaaa	aaaaa	425 243 991 499 747 736 1 067 616 1 183	Q Q Q Q	.7 1.7 1.3 1.9 Z	X X X X
	32430 32440 32450 32460	telecommunication carriers Basic fixed local telephony - Residential Basic fixed local telephony - Business Basic fixed local telephony - Public Calling features, including call waiting, caller ID, voice mail - Fixed		a a a a	51 338 499 360 20 674 244	9999	.1 .9 Z Z	X X X
	32470 32480 32500 32520 32530 35550 35551 35552 39500 39533	telephony. Basic fixed long distance telephony - Outbound - Residential. Basic fixed long distance telephony - Outbound - Business. Basic fixed long distance telephony - Inbound Private network services Data transmission services Internet access services. Narrowband Broadband All other receipts All other receipts	000000000	aaaaaaaaaa	12 815 41 329 18 973 347 7 738 1 910 4 519 707 27 875 4 491 832 1 686 812 1 686 812	000000000000000000000000000000000000000	Z .1 Z Z Z 7.8 Z 7.8 2.9 2.9	X X X X X 58.5 X 90.0
5179		Other telecommunications	706	X	1 580 752	X	100.0	13.4
51791 517910		Other telecommunications Other telecommunications	706 706	X X	1 580 752 1 580 752	X X	100.0	13.4 13.4
518		Internet service providers, web search portals, and data processing	700	^	1 300 732	^	100.0	13.4
	31170	services	18 589 76	518 826	74 507 785 70 761	13.6	100.0	51.6 X
	32660 32670 32680 32690 32700 32710 32720	Collocation services Video and audio streaming services. Other information technology (IT) infrastructure provisioning services. Information and document transformation services. Internet telecommunication services Internet backbone services Sale of on-line advertising space: ISP's, web search portals, and other	1 841	5 730 770 903 513 946 510 6 359 078 1 134 753 2 185 200	3 577 240 166 028 678 479 2 935 786 723 870 1 816 401	62.4 18.4 71.7 46.2 63.8 83.1	4.8 .2 .9 3.9 1.0 2.4	X X X X X
	32730 32740 35000 35050 35100 35150 35200 35250 35300 35350 35450	information services, except Internet publishing Information search services on a contract or fee basis. Newspaper clipping services Information technology (IT) technical consulting services Custom computer application design and development services Computer network design and development services. Computer systems design, development, and integration services Web site hosting services Application service provisioning Business process management services Data storage services Data management services Information technology (IT) infrastructure (computer) and network	1 454	10 922 944 1 911 120 3 407 6 647 002 14 443 742 3 558 638 3 493 293 11 833 185 9 909 140 17 662 229 3 892 125 10 213 838	2 842 182 355 366 22 1 759 422 2 237 842 589 257 606 536 3 180 567 5 644 769 12 753 701 1 043 552 6 256 009	26.0 18.6 .6 26.5 15.5 16.6 17.4 26.9 57.0 72.2 26.8 61.3	3.8 .5 Z 2.4 3.0 .8 .8 4.3 7.6 17.1 1.4 8.4	x x x x x x x x
	35500 35550 35700 35750 35760 35770 35780 36030 39000 39500	management services Information technology (IT) technical support services. Internet access services. Resale of computer hardware and software Rental and leasing of computer hardware Information technology (IT) related training services. Data analysis services Computer staff augmentation services Management consulting services Merchandise sales. All other receipts	1 435 3 857 4 528 2 741 127 811 292 111 365 863 2 261	7 136 109 13 972 833 18 908 763 9 437 749 1 663 097 3 025 595 633 785 999 438 1 263 542 11 137 390 21 084 106	4 662 998 4 427 723 13 957 549 1 120 241 60 197 179 658 196 084 133 100 141 900 701 121 1 689 380	65.3 31.7 73.8 11.9 3.6 5.9 30.9 13.3 11.2 6.3 8.0	6.3 5.9 18.7 1.5 .1 .2 .3 .2 .2 .9 2.3	x x x x x x x x
5181		Internet service providers and web search portals		Х	21 418 640	x	100.0	70.3
	31170 32660 32670 32700 32710 32720	Sale or licensing of rights to content Collocation services Video and audio streaming services. Internet telecommunication services Internet backbone services Sale of on-line advertising space: ISP's, web search portals, and other	1 192 123 205	518 826 1 216 270 342 528 813 044 2 185 200	70 761 89 674 14 229 700 031 1 816 401	13.6 7.4 4.2 86.1 83.1	.3 .4 .1 3.3 8.5	X X X X
	32720 32730 32740	Sale of ori-line advertising space. ISP's, web search portals, and other information services, except Internet publishing Information search services on a contract or fee basis	595 98	10 922 944 1 911 120 3 407	2 842 182 355 366 22	26.0 18.6 .6	13.3 1.7 Z	X X X

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

to the 199	7 Économic (	Census]	Establishment	a with the product				
				s with the product line	Prod	luct line receipts		
NAICS	Product					As percent of of-		
code	line code		Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	Estab- lishments with the product line	All estab- lishments <sup>1</sup>	Response coverage <sup>2</sup> (percent)
51		Information—Con.						
518		Internet service providers, web search portals, and data processing services—Con.						
5181		Internet service providers and web search portals—Con.						
	35000 35050 35051 35052 35053 35054 35100 35101 35102	Information technology (IT) technical consulting services Custom computer application design and development services Web site design and development services Database design and development services Customization and integration of cross-industry application software Customization and integration of vertical market application software Computer network design and development services Computer network design and development services, other than	691 1 424 1 363 421 33 37 681 468	664 517 1 184 185 1 148 736 220 148 15 877 29 315 386 972 257 888	30 740 75 698 64 960 9 973 418 347 24 141 12 117	4.6 6.4 5.7 4.5 2.6 1.2 6.2 4.7	.1 .4 .3 Z Z Z .1	X 60.7 X X X X X 64.7
	35200 35201 35202 35250 35251 35252 35450	security  Web site hosting services  Web site hosting services with integration of related applications  Web site hosting services without integration of related applications.  Application service provisioning  Application service provisioning with integration services  Application service provisioning without integration services.  Information technology (IT) infrastructure (computer) and network	421 2 481 1 443 1 455 140 104 73	238 233 6 080 127 3 827 588 3 839 349 304 120 284 241 70 911	12 024 396 853 244 367 152 486 79 847 77 761 2 086	5.0 6.5 6.4 4.0 26.3 27.4 2.9	.1 1.9 1.1 .7 .4 .4	X 38.9 X X 63.3 X
	35500 35501 35502 35502 35503 35550 35551 35552 35700 39700 39000 39043 39500 39536	management services Information technology (IT) technical support services Information technology (IT) technical support services Software-related technical support services Hardware-related technical support services Combined software and hardware technical support services Internet access services Narrowband Broadband Resale of computer hardware and software Information technology (IT) related training services Merchandise sales. Sale of merchandise, excluding computer hardware and software All other receipts	334 633 324 357 354 4 132 3 298 3 168 1 131 95 332 332 830 830	303 431 567 976 329 903 233 632 256 368 17 432 234 15 729 024 15 907 099 1 518 363 53 131 8 607 146 8 607 146 13 709 905	20 210 39 440 17 322 9 314 12 804 13 798 487 9 691 046 4 107 441 63 529 2 045 400 716 400 716 598 224 598 224	6.7 6.9 5.3 4.0 5.0 79.2 61.6 25.8 4.2 3.8 4.7 4.7 4.7	.1 .2 .1 Z .1 64.4 45.2 19.2 .3 Z 1.9 1.9 2.8 2.8	X 67.6 X X X 67.9 X X X 70.0 89.6 X
51811		Internet service providers and web search portals	4 820	Х	21 418 640	x	100.0	70.3
	31170 32660 32670 32700 32710	Sale or licensing of rights to content Collocation services Video and audio streaming services. Internet telecommunication services Internet backbone services Sale of on-line advertising space: ISP's, web search portals, and other	76 1 192 123 205 540	518 826 1 216 270 342 528 813 044 2 185 200	70 761 89 674 14 229 700 031 1 816 401	13.6 7.4 4.2 86.1 83.1	.3 .4 .1 3.3 8.5	X X X X
	32720 32730 32740 35000 35050 35051 35052 35053 35054 35100 35101	information services, except Internet publishing Information search services on a contract or fee basis.  Newspaper clipping services. Information technology (IT) technical consulting services Custom computer application design and development services.  Web site design and development services. Database design and development services Customization and integration of cross-industry application software. Customization and integration of vertical market application software. Computer network design and development services. Computer network security design and development services.	595 98 8 691 1 424 1 363 421 33 37 681 468	10 922 944 1 911 120 3 407 664 517 1 184 185 1 148 736 220 148 15 877 29 315 386 972 257 888	2 842 182 355 366 22 30 740 75 698 64 960 9 973 418 347 24 141 12 117	26.0 18.6 .6 4.6 6.4 5.7 4.5 2.6 1.2 6.2 4.7	13.3 1.7 Z .1 .4 .3 Z Z Z Z	X X X 60.7 X X X X X X X X X X X X X X
	35102 35200 35201 35202 35250 35251 35252	Computer network design and development services, other than security Web site hosting services Web site hosting services with integration of related applications Web site hosting services without integration of related applications. Application service provisioning Application service provisioning with integration services Application service provisioning without integration services.	421 2 481 1 443 1 455 140 104 73	238 233 6 080 127 3 827 588 3 839 349 304 120 284 241 70 911	12 024 396 853 244 367 152 486 79 847 77 761 2 086	5.0 6.5 6.4 4.0 26.3 27.4 2.9	.1 1.9 1.1 .7 .4 .4	X 38.9 X X 63.3 X
	35450 35500 35501 35502 35503 35550 35551 35552	Information technology (IT) infrastructure (computer) and network management services Information technology (IT) technical support services. Software-related technical support services. Hardware-related technical support services Combined software and hardware technical support services. Internet access services. Narrowband Broadband	334 633 324 357 354 4 132 3 298 3 168	303 431 567 976 329 903 233 632 256 368 17 432 234 15 729 024 15 907 099	20 210 39 440 17 322 9 314 12 804 13 798 487 9 691 046 4 107 441	6.7 6.9 5.3 4.0 5.0 79.2 61.6 25.8	.1 .2 .1 Z .1 64.4 45.2 19.2	67.6 X X X 67.9 X X X
	35700 35760 39000 39043 39500 39536	Resale of computer hardware and software Information technology (IT) related training services.  Merchandise sales. Sale of merchandise, excluding computer hardware and software All other receipts	1 131 95 332 332 830 830	1 518 363 53 131 8 607 146 8 607 146 13 709 905 13 709 905	63 529 2 045 400 716 400 716 598 224 598 224	4.2 3.8 4.7 4.7 4.4 4.4	.3 Z 1.9 1.9 2.8 2.8	70.0 X 69.6 X
518111		Internet service providers	4 370	Х	18 710 967	x	100.0	71.5
	31170 32660 32670 32700 32710	Sale or licensing of rights to content Collocation services Video and audio streaming services. Internet telecommunication services Internet backbone services Sale of on-line advertising space: ISP's, web search portals, and other	17 1 185 97 205 540	16 692 1 209 115 294 086 813 044 2 185 200	604 87 886 3 809 700 031 1 816 401	3.6 7.3 1.3 86.1 83.1	Z .5 Z 3.7 9.7	X X X X
	32720 32730 32740 35000	Sale of on-line advertising space: ISP's, web search portals, and other information services, except Internet publishing Information search services on a contract or fee basis	168 18 8	8 232 719 11 767 3 407 571 182	1 093 670 2 906 22 27 093	13.3 24.7 .6 4.7	5.8 Z Z .1	X X X

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

	Product line code			s with the product line	Prod	luct line receipts		
NAICS code		Kind of business and product line	Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of of-		Response coverage <sup>2</sup> (percent)
51		Information — Con.		(* /***/	(* //	-		4 ,
518		Internet service providers, web search portals, and data processing services—Con.						
5181		Internet service providers and web search portals—Con.						
51811		Internet service providers and web search portals—Con.						
518111		Internet service providers—Con.						
	35050 35051 35052 35053 35054 35100 35101 35102	Custom computer application design and development services Web site design and development services Database design and development services Customization and integration of cross-industry application software. Customization and integration of vertical market application software. Computer network design and development services. Computer network design and development services, other than	1 356 1 301 405 33 37 672 459	1 114 847 1 081 039 217 489 15 877 29 315 376 347 247 263	62 311 52 391 9 155 418 347 23 033 11 009	5.6 4.8 4.2 2.6 1.2 6.1 4.5	.3 .3 Z Z Z .1 .1	62.1 X X X X 65.6 X
	35200 35201 35202 35250 35251 35252 35450	security Web site hosting services Web site hosting services with integration of related applications Web site hosting services without integration of related applications. Application service provisioning Application service provisioning with integration services Application service provisioning without integration services Information technology (IT) infrastructure (computer) and network	421 2 425 1 387 1 446 130 94 73	238 233 4 979 345 2 726 806 2 774 956 178 276 158 397 70 911	12 024 275 041 166 357 108 684 19 559 17 473 2 086	5.0 5.5 6.1 3.9 11.0 11.0 2.9	.1 1.5 .9 .6 .1 .1	X 30.4 X X 64.3 X
	35500 35501 35502 35502 35503 35550 35551 35552 35700 39700 39043 39500 39536	management services Information technology (IT) technical support services Software-related technical support services Hardware-related technical support services Combined software and hardware technical support services Internet access services Narrowband Broadband Resale of computer hardware and software Information technology (IT) related training services Merchandise sales Sale of merchandise, excluding computer hardware and software All other receipts	327 613 304 357 351 4 112 3 283 3 158 1 126 95 247 247 730 730	296 276 474 732 236 659 233 632 256 150 16 266 274 14 563 101 14 866 983 1 016 021 53 131 8 395 140 8 395 140 11 601 661 11 601 661	19 694 30 925 8 840 9 314 12 771 13 732 769 9 626 174 4 106 595 58 502 2 045 373 860 380 762 380 762	6.6 6.5 3.7 4.0 5.0 84.4 66.1 27.6 5.8 3.8 4.5 4.5 3.3	.1 .2 Z .1 .1 .73.4 51.4 21.9 .3 Z 2.0 2.0 2.0	X 68.1 X X 68.9 X X X X 71.2 X 70.8 X
518112		Web search portals	450	Х	2 707 673	х	100.0	61.7
	31170 32660	Sale or licensing of rights to content	59 7	502 134 7 155	70 157 1 788	14.0 25.0	2.6	X X X
	32670 32720 32730 35000 35050 35051 35052 35101 35200 35201 35202 35250 35251 35450	Video and audio streaming services.  Sale of on-line advertising space: ISP's, web search portals, and other information services, except Internet publishing.  Information search services on a contract or fee basis.  Information technology (IT) technical consulting services.  Custom computer application design and development services.  Web site design and development services.  Database design and development services.  Computer network design and development services.  Computer network design and development services.  Web site hosting services with integration of related applications.  Web site hosting services with integration of related applications.  Application service provisioning.  Application service provisioning with integration services.  Information technology (IT) infrastructure (computer) and network	26 427 80 16 68 62 16 9 9 56 56 9	48 442 2 690 225 1 899 353 93 335 69 338 67 697 2 659 10 625 1 100 782 1 100 782 1 1064 393 125 844	10 420 1 748 512 352 460 3 647 13 387 12 569 818 1 108 1 108 121 812 78 010 43 802 60 288 60 288	21.5 65.0 18.6 3.9 19.3 18.6 30.8 10.4 10.4 11.1 7.1 4.1 4.7 4.7 9	.4 64.6 13.0 .1 .5 .5 .7 .7 .7 .2 .4.5 2.9 1.6 2.2 2.2	X X X 43.1 X X 61.7 X 60.4 X X X X X X X
	35500 35501 35550 35551 35552 39000 39043 39500 39536	management services Information technology (IT) technical support services Software-related technical support services Internet access services Narrowband Broadband Merchandise sales Sale of merchandise, excluding computer hardware and software All other receipts All other receipts	7 20 20 20 15 10 85 85 100	7 155 93 244 93 244 1 165 960 1 165 923 1 040 116 212 006 212 006 2 108 244 2 108 244	516 8 515 8 482 65 718 64 872 846 26 856 217 462 217 462	7.2 9.1 9.1 5.6 5.6 .1 12.7 10.3	Z .3 .3 2.4 2.4 Z 1.0 1.0 8.0	X 61.7 X 61.7 X X 61.7 X 61.7
5182	20660	Data processing, hosting, and related services	13 769	X =14 =00	53 089 145	X 77.3	100.0	44.1
	32660 32670 32680 32690 32691 32692 32700 35000 35050 35051 35052 35053 35054 35055 35101 35101	Collocation services Video and audio streaming services Other information technology (IT) infrastructure provisioning services Information and document transformation services Imaging and other data capture services Data conversion and migration services Data conversion and migration services Internet telecommunication services Internet telecommunication services Unstormation technology (IT) technical consulting services Custom computer application design and development services Database design and development services Database design and development services Customization and integration of cross-industry application software Customization and integration of vertical market application software Other custom application design and development services Computer network design and development services Computer network security design and development services	649 172 290 1 899 1 231 970 63 1 709 3 420 1 492 1 629 533 929 351 773 560	4 514 500 560 985 946 510 6 359 073 3 753 128 3 177 958 321 709 5 982 485 13 259 557 2 856 637 4 501 365 2 759 617 3 484 963 3 995 624 3 717 666 2 120 637	3 487 566 151 799 678 479 2 935 786 1 738 574 1 190 180 23 339 1 728 682 2 162 144 265 973 561 166 311 752 599 517 423 736 565 116 438 563	77.3 27.1 71.7 46.2 46.3 37.5 7.4 28.9 16.3 9.3 12.5 11.3 17.2 10.6 17.8 20.7	6.6 .3 1.3 5.5 3.3 2.2 Z 3.3 4.1 .6 1.1 .8	X X X 40.2 X X X X X X X X X X X X X X X X X X X
	35102 35150	Computer network design and development services, other than security Computer systems design, development, and integration services Computer systems integration services	374 732	1 625 714 3 493 293	126 553 606 536	7.8 17.4	.2 1.1	X 32.1

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

				s with the product line	Prod	uct line receipts		
NAICS code	Product line code	Kind of business and product line				As percent of total receipts of—  Estab- lishments with the All		Response
			Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	product line	estab- lishments <sup>1</sup>	coverage (percent
I		Information—Con.						
18		Internet service providers, web search portals, and data processing services—Con.						
182		Data processing, hosting, and related services—Con.						
	35200 35201 35202 35250 35300 35350 35400 35450	Web site hosting services Web site hosting services with integration of related applications Web site hosting services without integration of related applications. Application service provisioning Business process management services Data storage services Data management services Information technology (IT) infrastructure (computer) and network	2 083 1 610 833 2 597 3 871 727 2 063	5 753 058 4 705 391 1 727 507 9 605 020 17 662 229 3 892 125 10 213 838	2 783 714 2 129 250 654 379 5 564 922 12 753 701 1 043 552 6 256 009	48.4 45.3 37.9 57.9 72.2 26.8 61.3	5.2 4.0 1.2 10.5 24.0 2.0 11.8	26.
	35500 35501 35502 35503 35504 35505 35506 35507 35507 35750 35760 35760 35770 35780 35780 35780 36030 39000	management services Information technology (IT) technical support services. Software-related technical support services. Hardware-related technical support services Combined software and hardware technical support services Auditing and assessing computer operations Data recovery services. Disaster recovery services, business continuity services. Other information technology (IT) technical support services Internet access services. Resale of computer hardware and software Rental and leasing of computer hardware Information technology (IT) related training services. Data analysis services Computer staff augmentation services Management consulting services Management consulting services All other receipts	1 101 3 224 2 050 518 996 109 125 163 254 396 1 610 127 716 292 1111 365 531 1 431	6 832 678 13 406 416 2 007 844 4 307 965 649 043 251 881 1 438 095 657 120 1 476 529 7 919 386 1 663 097 2 972 464 633 785 999 438 1 263 542 2 530 244 7 374 201	4 642 788 4 388 283 2 231 417 257 825 1 337 612 28 091 168 385 33 763 321 267 159 062 1 056 712 60 197 177 613 196 084 133 100 141 900 300 405 1 091 156	68.0 32.7 26.5 12.8 31.1 4.3 66.9 2.3 48.9 10.8 13.3 3.6 6.0 30.9 13.3 11.2 11.9	8.7 8.3 4.2 5.5 1.1 .3 2.0 1.1 3.3 4.3 3.3 6.6 2.1	39.1
1821		Data processing, hosting, and related services	13 769	Х	53 089 145	X	100.0	44.1
	32660 32670 32680 32690 32691 32692 32700 35050 35051 35051 35052 35053 35054 35055 35100 35100	Collocation services Video and audio streaming services. Other information and document transformation services Information and document transformation services Imaging and other data capture services Data conversion and migration services Internet telecommunication services Internet telecommunication services Information technology (IT) technical consulting services Custom computer application design and development services.  Web site design and development services Database design and development services Customization and integration of cross-industry application software Customization and integration of vertical market application software Customization and development services Computer network design and development services Computer network design and development services. Computer network design and development services, other than	649 172 290 1 899 1 231 970 63 1 709 3 420 1 492 1 629 351 773 560	4 514 500 560 985 946 510 6 359 078 3 753 128 3 177 958 321 709 5 982 485 13 259 557 2 856 637 4 501 36 2 759 617 3 484 963 3 995 624 3 171 666 2 120 637	3 487 566 151 799 678 479 2 935 786 1 738 574 1 190 180 23 839 1 728 682 2 162 144 265 973 561 166 311 752 599 517 423 736 565 116 438 563	77.3 27.1 71.7 46.2 46.3 37.5 7.4 28.9 16.3 9.3 12.5 11.3 17.2 10.6 17.8 20.7	6.6 3 1.3 5.3 5.3 2.2 2 3.3 4.1 .5 1.1 .8	40.2 40.2 37.3 37.3 37.3 37.3
	35150 35153 35200 35201 35202 35250 35300 35350 35400	security Computer systems design, development, and integration services Computer systems integration services Web site hosting services Web site hosting services with integration of related applications Web site hosting services without integration of related applications Application service provisioning Business process management services Data storage services Data management services Information technology (IT) infrastructure (computer) and network	374 732 732 2 083 1 610 833 2 597 3 871 727 2 063	1 625 714 3 493 293 3 493 293 5 753 058 4 705 391 1 727 507 9 605 020 17 662 229 3 892 125 10 213 838	126 553 606 536 606 536 2 783 714 2 129 250 654 379 5 564 922 12 753 701 1 043 552 6 256 009	7.8 17.4 17.4 48.4 45.3 37.9 57.9 72.2 26.8 61.3	.2 1.1 1.1 5.2 4.0 1.2 10.5 24.0 2.0 11.8	X 32.1 X 26.1 X X X X X X
	35450 35500 35501 35502 35502 35503 35504 35506 35506 35700 35750 35760 35760 35770 35780 35780 35780 35900	Information technology (IT) intrastructure (computer) and network management services Information technology (IT) technical support services Software-related technical support services Hardware-related technical support services Combined software and hardware technical support services Auditing and assessing computer operations Data recovery services Disaster recovery services, business continuity services Other information technology (IT) technical support services Internet access services Resale of computer hardware and software Rental and leasing of computer hardware Information technology (IT) related training services Data analysis services Computer staff augmentation services Management consulting services Management consulting services All other receipts	1 101 3 224 2 050 518 996 109 125 163 254 396 1 610 127 716 292 111 365 531 1 431	6 832 678 13 404 857 8 406 416 2 007 844 4 307 965 649 043 251 881 1 438 095 657 120 1 476 529 7 919 386 1 663 097 2 972 464 633 782 999 785 999 783 1 263 542 2 530 244 7 374 201	4 642 788 4 388 283 2 231 417 257 825 1 337 612 28 091 168 385 33 763 321 267 1 59 062 1 056 712 60 197 177 613 196 084 133 100 141 900 300 405 1 091 156	68.0 32.7 26.5 12.8 31.1 4.3 66.9 10.8 13.3 3.6 6.0 30.9 13.3 11.2 11.9	8.7 8.3 4.2 5.5 2.1 3 .6 3 2.0 1.3 4.3 3.3 6.2.1	X 39.1 X X X X X X X X X X X X X X X X X X X
18210	20000	Data processing, hosting, and related services	13 769	X	53 089 145	X	100.0	44.1
	32660 32670 32680 32690 32691 32692 32700 35000	Collocation services Video and audio streaming services. Other information technology (IT) infrastructure provisioning services Information and document transformation services. Imaging and other data capture services Data conversion and migration services Internet telecommunication services Information technology (IT) technical consulting services	649 172 290 1 899 1 231 970 63 1 709	4 514 500 560 985 946 510 6 359 078 3 753 128 3 177 958 321 709 5 982 485	3 487 566 151 799 678 479 2 935 786 1 738 574 1 190 180 23 839 1 728 682	77.3 27.1 71.7 46.2 46.3 37.5 7.4 28.9	6.6 .3 1.3 5.5 3.3 2.2 Z 3.3	X X X 40.2 X X X X

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

				s with the product line	Prod	uct line receipts		
NAICS code	Product line code	Kind of business and product line	Number	Total receipts	Amount <sup>1</sup>	As percent of of-	All estab-	Response coverage
 51		Information — Con.	Number	(\$1,000)	(\$1,000)	line	lishments <sup>1</sup>	(percent)
51 518		Internet service providers, web search portals, and data processing						
010		services—Con.						
5182		Data processing, hosting, and related services—Con.						
51821		Data processing, hosting, and related services—Con.						
518210	35050	Data processing, hosting, and related services—Con.	3 420	13 259 557	2 162 144	16.3	4.1	27.0
	35050 35051 35052 35053 35054 35055 35100 35101 35102	Custom computer application design and development services  Web site design and development services Database design and development services Customization and integration of cross-industry application software Customization and integration of vertical market application software Other custom application design and development services Computer network design and development services Computer network security design and development services Computer network design and development services.	1 492 1 629 533 929 351 773 560	2 856 637 4 501 365 2 759 617 3 484 963 3 995 624 3 171 666 2 120 637	265 973 561 166 311 752 599 517 423 736 565 116 438 563	9.3 12.5 11.3 17.2 10.6 17.8 20.7	1.1 .6 1.1 .8 1.1	37.3 X X X X X 41.9 X
	35150 35153 35200 35201 35202 35250 35300 35350 35400 35450	security Computer systems design, development, and integration services Computer systems integration services Web site hosting services Web site hosting services with integration of related applications Web site hosting services without integration of related applications. Application service provisioning Business process management services Data storage services Data management services Information technology (IT) infrastructure (computer) and network	374 732 732 2 083 1 610 833 2 597 3 871 727 2 063	1 625 714 3 493 293 3 493 293 5 753 058 4 705 391 1 727 507 9 605 020 17 662 229 3 892 125 10 213 838	126 553 606 536 606 536 2 783 714 2 129 250 654 379 5 564 922 12 753 701 1 043 552 6 256 009	7.8 17.4 17.4 48.4 45.3 37.9 57.9 72.2 26.8 61.3	.2 1.1 1.1 5.2 4.0 1.2 10.5 24.0 2.0 11.8	X 32.1 X 26.1 X X X X X X
	35500 35501 35502 35502 35503 35504 35506 35506 35507 35700 35760 35760 35770 35780 36030 39000 39500	management services Information technology (IT) technical support services Software-related technical support services Hardware-related technical support services Combined software and hardware technical support services Auditing and assessing computer operations Data recovery services Disaster recovery services, business continuity services Other information technology (IT) technical support services Internet access services Resale of computer hardware and software Rental and leasing of computer hardware Information technology (IT) related training services Data analysis services Computer staff augmentation services Management consulting services Merchandise sales All other receipts	1 101 3 224 2 050 518 996 109 125 163 254 396 1 610 127 716 292 111 365 531 1 431	6 832 678 13 404 857 8 406 416 2 007 844 4 307 965 649 043 251 881 1 438 095 657 120 1 476 529 7 919 386 1 663 097 2 972 464 633 785 999 438 1 263 542 2 530 244 7 374 201	4 642 788 4 388 283 2 231 417 257 825 1 337 612 28 091 168 385 33 763 321 267 1 056 712 60 197 177 613 196 084 133 100 141 900 300 405 1 091 156	68.0 32.7 26.5 12.8 31.1 4.3 66.9 2.3 48.9 10.8 13.3 3.6 6.0 30.9 11.2 11.9 14.8	8.7 8.3 4.2 5.5 2.5 1.3 6.3 2.0 1.3 4.3 3.6 2.1	X 39.1 X X X X X X X X X X X X X X X X X X X
519		Other information services	3 472	x	4 901 305	x	100.0	58.2
	31170 32730 32740 32750 32760 32770	Sale or licensing of rights to content Information search services on a contract or fee basis. Newspaper clipping services. Contributions, gifts, and grants Sales of books and other educational materials. Fees and dues from providing access to library or archive collections,	27 96 77 2 594 736	86 853 636 729 414 709 1 578 583 689 707	80 445 515 644 378 477 1 315 742 24 091	92.6 81.0 91.3 83.4 3.5	1.6 10.5 7.7 26.8 .5	X X X X
	32780	including overdue fees	1 535	1 228 747	119 882	9.8	2.4 35.1	X
	32790 32800 35050 39000 39500	pictures, and other features to the news media Stock photo services. Fees from educational workshops and seminars. Custom computer application design and development services. Merchandise sales. All other receipts	598 300 302 7 259 1 370	1 908 573 1 238 329 424 278 13 835 252 444 1 762 679	1 719 230 463 585 9 923 10 956 18 148 230 051	90.1 37.4 2.3 79.2 7.2 13.1	9.5 .2 .2 .4 4.7	X X X X X
5191		Other information services	3 472	x	4 901 305	x	100.0	58.2
	31170 32730 32740 32750 32751 32752	Sale or licensing of rights to content Information search services on a contract or fee basis. Newspaper clipping services. Contributions, gifts, and grants Federal, state, and local government Private, including individuals, community efforts, and commissioned	27 96 77 2 594 2 279	86 853 636 729 414 709 1 578 583 1 347 079	80 445 515 644 378 477 1 315 742 1 013 755	92.6 81.0 91.3 83.4 75.3	1.6 10.5 7.7 26.8 20.7	X X X 46.0 X
	32760	fundraisers	2 177 736	1 276 772 689 707	301 987 24 091	23.7 3.5	6.2 .5	X
	32770 32780	Fees and dues from providing access to library or archive collections, including overdue fees	1 535	1 228 747	119 882	9.8	2.4	х
	32790 32800 35050 35051 39000	pictures, and other features to the news media.  Stock photo services. Fees from educational workshops and seminars.  Custom computer application design and development services.  Web site design and development services.	598 300 302 7 7 259	1 908 573 1 238 329 424 278 13 835 13 835 252 444	1 719 230 463 585 9 923 10 956 10 956 18 148	90.1 37.4 2.3 79.2 79.2 7.2	35.1 9.5 .2 .2 .2	X X X 33.9 X 58.2
	39044 39500 39536 39537	Sales of merchandise, excluding books and other educational materials.  All other receipts.  All other receipts  All other receipts	254 1 370 19 1 351	251 928 1 762 679 35 710 1 726 969	17 864 230 051 6 931 223 120	7.1 13.1 19.4 12.9	.4 4.7 .1 4.6	X 58.1 X X

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

				ts with the product line	Prod	uct line receipts	5	
NAICS	Product	Kind of business and product line				As percent of of		
code	line code	de Nind of business and product line	Number	Total receipts (\$1,000)	Amount <sup>1</sup> (\$1,000)	Estab- lishments with the product line	All estab- lishments <sup>1</sup>	Response coverage <sup>2</sup> (percent)
51		Information—Con.						
519		Other information services—Con.						
5191		Other information services—Con.						
51911		News syndicates	535	X	1 843 668	х	100.0	75.5
	32730 32740 32750	Information search services on a contract or fee basis	6 10 11	7 279 23 995 6 972	4 538 1 939 4 602	62.3 8.1 66.0	.2 .1 .3	X X 75.5
	32752	Private, including individuals, community efforts, and commissioned fundraisers	9	6 609	4 059	61.4	.2	Х
	32780	Fees from supplying information, including news reports, articles, pictures, and other features to the news media	535	1 843 668	1 714 809	93.0	93.0	X
	32790 39500 39537	Stock photo services . All other receipts	126 136 136	748 896 820 416 820 416	21 501 96 021 96 021	2.9 11.7 11.7	1.2 5.2 5.2	X 75.5 X
519110		News syndicates	535	X	1 843 668	X	100.0	75.5
	32730 32740 32750 32752	Information search services on a contract or fee basis	6 10 11	7 279 23 995 6 972	4 538 1 939 4 602	62.3 8.1 66.0	.2 .1 .3	X X 75.5
	32780	fundraisers Fees from supplying information, including news reports, articles,	9	6 609	4 059	61.4	.2	Х
	32790 39500 39537	pictures, and other features to the news media	535 126 136 136	1 843 668 748 896 820 416 820 416	1 714 809 21 501 96 021 96 021	93.0 2.9 11.7 11.7	93.0 1.2 5.2 5.2	X X 75.5 X
51912		Libraries and archives	2 680	x	1 649 136	x	100.0	78.4
	32730	Information search services on a contract or fee basis	63	75 875	31 844	42.0	1.9	Х
	32750 32751 32752	Contributions, gifts, and grants Federal, state, and local government Private, including individuals, community efforts, and commissioned fundraisers	2 583 2 275 2 168	1 571 611 1 344 348 1 270 163	1 311 140 1 013 212 297 928	83.4 75.4 23.5	79.5 61.4 18.1	61.9 X X
	32760 32770	Sales of books and other educational materials. Fees and dues from providing access to library or archive collections, including overdue fees	734 1 535	688 081 1 228 747	24 089 119 882	3.5 9.8	1.5	x x
	32780	Fees from supplying information, including news reports, articles, pictures, and other features to the news media	63	64 905	4 421	6.8	.3	
	32790 32800 39000 39044	Stock photo services. Fees from educational workshops and seminars. Merchandise sales. Sales of merchandise, excluding books and other educational	44 300 252	49 257 424 019 249 560	3 123 9 690 17 841	6.3 2.3 7.1	.5 .2 .6 1.1	X X X 78.4
	39500 39537	materials	252 1 215 1 215	249 560 906 553 906 553	17 841 127 099 127 099	7.1 14.0 14.0	1.1 7.7 7.7	X 78.1 X
519120		Libraries and archives	2 680	x	1 649 136	х	100.0	78.4
	32730 32750 32751	Information search services on a contract or fee basis	63 2 583 2 275	75 875 1 571 611 1 344 348	31 844 1 311 140 1 013 212	42.0 83.4 75.4	1.9 79.5 61.4	61.9 X
	32752 32760	Private, including individuals, community efforts, and commissioned fundraisers  Sales of books and other educational materials	2 168 734	1 270 163 688 081	297 928 24 089	23.5 3.5	18.1 1.5	×
	32770 32780	Fees and dues from providing access to library or archive collections, including overdue fees Fees from supplying information, including news reports, articles,	1 535	1 228 747	119 882	9.8	7.3	X
	32780 32790 32800 39000	rees from supplying information, including news reports, articles, pictures, and other features to the news media.  Stock photo services.  Fees from educational workshops and seminars.  Merchandise sales.	63 44 300 252	64 905 49 257 424 019 249 560	4 421 3 123 9 690 17 841	6.8 6.3 2.3 7.1	.3 .2 .6 1.1	X X X 78.4
	39044 39500	Sales of merchandise, excluding books and other educational materials.  All other receipts	252 1 215	249 560 906 553	17 841 127 099	7.1 14.0	1.1 7.7	X 78.1
51919	39537	All other receipts All other information services	1 215 257	906 553 X	127 099 1 408 501	14.0 X	7.7 100.0	X 11.9
519190		All other information services	257	X	1 408 501	Х	100.0	11.9

<sup>&</sup>lt;sup>1</sup>Product line receipts and/or product line percents may not sum to total due to exclusion of selected lines to avoid disclosing data for individual companies, due to rounding, and/or due to exclusion of lines that did not meet publication criteria.

<sup>2</sup>Receipts of establishments reporting product line receipts as percent of total receipts.

<sup>3</sup>Other media, including CD-ROM, diskette, audio cassette, and microform.

<sup>4</sup>Mobile telephony (local and long distance), including cellular, PCS, ESMR technology, and satellite services

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

# Appendix A. Explanation of Terms

#### **ESTABLISHMENTS**

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

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

Leased service departments (separately owned businesses operated as departments or concessions of other service establishments or of retail businesses, such as a separately owned shoeshine parlor in a barber shop, or a beauty shop in a department store) are treated as separate service establishments for census purposes. Leased retail departments located in service establishments (e.g., a gift shop located in a hotel) are considered separate retail establishments.

# **RECEIPTS**

Includes gross receipts from customers or clients for services provided, from the use of facilities, and from merchandise sold during 2002, whether or not payment was received in 2002. Receipts include royalties, license fees, and other payments from the marketing of intangible products (e.g., licensing the use of or granting reproduction rights for software, musical compositions, and other intellectual property). Receipts also include the rental and leasing of vehicles, equipment, instruments, tools, etc.; total value of service contracts; market value of compensation received in lieu of cash; amounts received for work subcontracted to others; dues and assessments from members and affiliates; this establishment's share of receipts from departments, concessions, and vending and amusement machines operated by others. Sales to and receipts from foreign parent firms, subsidiaries, and branches are included. Receipts also include advertising sales, and sales of goods and services marketed through sales offices. For public broadcast stations and libraries, receipts include contributions, gifts, grants, and income from interest, rental of real estate, and dividends.

Receipts do not include sales and other taxes (including Hawaii's General Excise Tax) collected directly from customers or clients and paid directly to a local, state, or federal tax agency. Also excluded are gross receipts collected on behalf of others; gross receipts from departments or concessions operated by others; sales of used equipment previously rented or leased to customers; proceeds from the sale of real estate (land and buildings), investments, or other assets (except inventory held for resale); contributions, gifts, grants, and income from interest, rental of real estate, and dividends, EXCEPT for public broadcast stations and libraries; domestic intracompany transfers; receipts of foreign parent firms and subsidiaries; and other nonoperating income (e.g., franchise fees).

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# Appendix B. NAICS Codes, Titles, and Descriptions

#### **51 INFORMATION**

The Information sector comprises establishments engaged in the following processes: (a) producing and distributing information and cultural products, (b) providing the means to transmit or distribute these products as well as data or communications, and (c) processing data.

The main components of this sector are the publishing industries, including software publishing, and both traditional publishing and publishing exclusively on the Internet; the motion picture and sound recording industries; the broadcasting industries, including traditional broadcasting and those broadcasting exclusively over the Internet; the telecommunications industries; the industries known as Internet service providers and Web search portals, data processing industries and the information services industries.

The expressions "information age" and "global information economy" are used with considerable frequency today. The general idea of an "information economy" includes both the notion of industries primarily producing, processing, and distributing information, as well as the idea that every industry is using available information and information technology to reorganize and make themselves more productive.

For the purpose of developing NAICS, it is the transformation of information into a commodity that is produced and distributed by a number of growing industries that is at issue. The Information sector groups three types of establishments: (1) those engaged in producing and distributing information and cultural products; (2) those that provide the means to transmit or distribute these products as well as data or communications; and (3) those that process data. Cultural products are those that directly express attitudes, opinions, ideas, values, and artistic creativity; provide entertainment; or offer information and analysis concerning the past and present. Included in this definition are popular, mass-produced, products as well as cultural products that normally have a more limited audience, such as poetry books, literary magazines, or classical records.

The unique characteristics of information and cultural products, and of the processes involved in their production and distribution, distinguish the Information sector from the goods-producing and service-producing sectors. Some of these characteristics are:

- 1. Unlike traditional goods, an "information or cultural product," such as a newspaper on-line or television program, does not necessarily have tangible qualities, nor is it necessarily associated with a particular form. A movie can be shown at a movie theater, on a television broadcast, through video-on-demand or rented at a local video store. A sound recording can be aired on radio, embedded in multimedia products, or sold at a record store.
- 2. Unlike traditional services, the delivery of these products does not require direct contact between the supplier and the consumer.
- 3. The value of these products to the consumer lies in their informational, educational, cultural, or entertainment content, not in the format in which they are distributed. Most of these products are protected from unlawful reproduction by copyright laws.
- 4. The intangible property aspect of information and cultural products makes the processes involved in their production and distribution very different from goods and services. Only those possessing the rights to these works are authorized to reproduce, alter, improve, and distribute them. Acquiring and using these rights often involves significant costs. In addition, technology is revolutionizing the distribution of these products. It is possible to distribute them in a physical form, via broadcast, or on-line.

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5. Distributors of information and cultural products can easily add value to the products they distribute. For instance, broadcasters add advertising not contained in the original product. This capacity means that unlike traditional distributors, they derive revenue not from sale of the distributed product to the final consumer, but from those who pay for the privilege of adding information to the original product. Similarly, a directory and mailing list publisher can acquire the rights to thousands of previously published newspaper and periodical articles and add new value by providing search and software and organizing the information in a way that facilitates research and retrieval. These products often command a much higher price than the original information.

The distribution modes for information commodities may either eliminate the necessity for traditional manufacture, or reverse the conventional order of manufacture-distribute: A newspaper distributed on-line, for example, can be printed locally or by the final consumer. Similarly, it is anticipated that packaged software, which today is mainly bought through the traditional retail channels, will soon be available mainly on-line. The NAICS Information sector is designed to make such economic changes transparent as they occur, or to facilitate designing surveys that will monitor the new phenomena and provide data to analyze the changes.

Many of the industries in the NAICS Information sector are engaged in producing products protected by copyright law, or in distributing them (other than distribution by traditional wholesale and retail methods). Examples are traditional publishing industries, software and directory and mailing list publishing industries, and film and sound industries. Broadcasting and telecommunications industries and information providers and processors are also included in the Information sector, because their technologies are so closely linked to other industries in the Information sector.

# **511 PUBLISHING INDUSTRIES (EXCEPT INTERNET)**

Industries in the Publishing Industries (except Internet) subsector group establishments engaged in the publishing of newspapers, magazines, other periodicals, and books, as well as directory and mailing list and software publishing. In general, these establishments, which are known as publishers, issue copies of works for which they usually possess copyright. Works may be in one or more formats including traditional print form, CD-ROM, or proprietary electronic networks. Publishers may publish works originally created by others for which they have obtained the rights and/or works that they have created in-house. Software publishing is included here because the activity, creation of a copyrighted product and bringing it to market, is equivalent to the creation process for other types of intellectual products.

In NAICS, publishing—the reporting, writing, editing, and other processes that are required to create an edition of a newspaper—is treated as a major economic activity in its own right, rather than as a subsidiary activity to a manufacturing activity, printing. Thus, publishing is classified in the Information sector; whereas printing remains in the NAICS Manufacturing sector. In part, the NAICS classification reflects the fact that publishing increasingly takes place in establishments that are physically separate from the associated printing establishments. More crucially, the NAICS classification of book and newspaper publishing is intended to portray their roles in a modern economy, in which they do not resemble manufacturing activities.

Music publishers are not included in the Publishing Industries (except Internet) subsector, but are included in the Motion Picture and Sound Recording Industries subsector. Reproduction of prepackaged software is treated in NAICS as a manufacturing activity; on-line distribution of software products is in the Information sector, and custom design of software to client specifications is included in the Professional, Scientific, and Technical Services sector. These distinctions arise because of the different ways that software is created, reproduced, and distributed.

The Publishing Industries (except Internet) subsector does not include establishments that publish exclusively on the Internet. Establishments publishing exclusively on the Internet are included in Subsector 516, Internet Publishing and Broadcasting. The Publishing Industries (except Internet) subsector also excludes products, such as manifold business forms. Information is not the essential component of these items. Establishments producing these items are included in Subsector 323, Printing and Related Support Activities.

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# 5111 NEWSPAPER, PERIODICAL, BOOK, AND DIRECTORY PUBLISHERS

This industry group comprises establishments primarily engaged in publishing newspapers, magazines, other periodicals, books, directories and mailing lists, and other works, such as calendars, greeting cards, and maps. These works are characterized by the intellectual creativity required in their development and are usually protected by copyright. Publishers distribute or arrange for the distribution of these works.

Publishing establishments may create the works in-house, contract for, purchase, or compile works that were originally created by others. These works may be published in one or more formats, such as print and/or electronic form, including proprietary electronic networks. Establishments in this industry may print, reproduce or offer direct access to the works themselves or may arrange with others to carry out such functions.

Establishments that both print and publish may fill excess capacity with commercial or job printing. However, the publishing activity is still considered to be the primary activity of these establishments.

# **51111 NEWSPAPER PUBLISHERS**

This industry comprises establishments known as newspaper publishers. Establishments in this industry carry out operations necessary for producing and distributing newspapers, including gathering news; writing news columns, feature stories, and editorials; and selling and preparing advertisements. These establishments may publish newspapers in print or electronic form.

# **511110 NEWSPAPER PUBLISHERS**

This industry comprises establishments known as newspaper publishers. Establishments in this industry carry out operations necessary for producing and distributing newspapers, including gathering news; writing news columns, feature stories, and editorials; and selling and preparing advertisements. These establishments may publish newspapers in print or electronic form.

# **51112 PERIODICAL PUBLISHERS**

This industry comprises establishments known as magazine or periodical publishers. These establishments carry out the operations necessary for producing and distributing magazines and other periodicals, such as gathering, writing, and editing articles, and selling and preparing advertisements. These establishments may publish magazines and other periodicals in print or electronic form.

# **511120 PERIODICAL PUBLISHERS**

This industry comprises establishments known as magazine or periodical publishers. These establishments carry out the operations necessary for producing and distributing magazines and other periodicals, such as gathering, writing, and editing articles, and selling and preparing advertisements. These establishments may publish magazines and other periodicals in print or electronic form.

# **51113 BOOK PUBLISHERS**

This industry comprises establishments known as book publishers. Establishments in this industry carry out design, editing, and marketing activities necessary for producing and distributing books. These establishments may publish books in print, electronic, or audio form.

# **511130 BOOK PUBLISHERS**

This industry comprises establishments known as book publishers. Establishments in this industry carry out design, editing, and marketing activities necessary for producing and distributing books. These establishments may publish books in print, electronic, or audio form.

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#### **51114 DIRECTORY AND MAILING LIST PUBLISHERS**

This industry comprises establishments primarily engaged in publishing directories, mailing lists, and collections or compilations of fact. The products are typically protected in their selection, arrangement and/or presentation. Examples are lists of mailing addresses, telephone directories, directories of businesses, collections or compilations of proprietary drugs or legal case results, compilations of public records, etc. These establishments may publish directories and mailing lists in print or electronic form.

# **511140 DIRECTORY AND MAILING LIST PUBLISHERS**

This industry comprises establishments primarily engaged in publishing directories, mailing lists, and collections or compilations of fact. The products are typically protected in their selection, arrangement and/or presentation. Examples are lists of mailing addresses, telephone directories, directories of businesses, collections or compilations of proprietary drugs or legal case results, compilations of public records, etc. These establishments may publish directories and mailing lists in print or electronic form.

# **51119 OTHER PUBLISHERS**

This industry comprises establishments known as publishers (except newspaper, magazine, book, directory, mailing list, and music publishers). These establishments may publish works in print or electronic form.

# **511191 GREETING CARD PUBLISHERS**

This industry comprises establishments primarily engaged in publishing greeting cards.

# **511199 ALL OTHER PUBLISHERS**

This industry comprises establishments generally known as publishers (except newspaper, magazine, book, directory, database, music, and greeting card publishers). These establishments may publish works in print or electronic form.

# **5112 SOFTWARE PUBLISHERS**

This industry comprises establishments primarily engaged in computer software publishing or publishing and reproduction. Establishments in this industry carry out operations necessary for producing and distributing computer software, such as designing, providing documentation, assisting in installation, and providing support services to software purchasers. These establishments may design, develop, and publish, or publish only.

# **51121 SOFTWARE PUBLISHERS**

This industry comprises establishments primarily engaged in computer software publishing or publishing and reproduction. Establishments in this industry carry out operations necessary for producing and distributing computer software, such as designing, providing documentation, assisting in installation, and providing support services to software purchasers. These establishments may design, develop, and publish, or publish only.

# **511210 SOFTWARE PUBLISHERS**

This industry comprises establishments primarily engaged in computer software publishing or publishing and reproduction. Establishments in this industry carry out operations necessary for producing and distributing computer software, such as designing, providing documentation, assisting in installation, and providing support services to software purchasers. These establishments may design, develop, and publish, or publish only.

B-4 Appendix B Information

#### 512 MOTION PICTURE AND SOUND RECORDING INDUSTRIES

Industries in the Motion Picture and Sound Recording Industries subsector group establishments involved in the production and distribution of motion pictures and sound recordings. While producers and distributors of motion pictures and sound recordings issue works for sale as traditional publishers do, the processes are sufficiently different to warrant placing establishments engaged in these activities in a separate subsector. Production is typically a complex process that involves several distinct types of establishments that are engaged in activities, such as contracting with performers, creating the film or sound content, and providing technical postproduction services. Film distribution is often to exhibitors, such as theaters and broadcasters, rather than through the wholesale and retail distribution chain. When the product is in a mass-produced form, NAICS treats production and distribution as the major economic activity as it does in the Publishing Industries subsector, rather than as a subsidiary activity to the manufacture of such products.

This subsector does not include establishments primarily engaged in the wholesale distribution of video cassettes and sound recordings, such as compact discs and audio tapes; these establishments are included in the Wholesale Trade sector. Reproduction of video cassettes and sound recordings that is carried out separately from establishments engaged in production and distribution is treated in NAICS as a manufacturing activity.

## **5121 MOTION PICTURE AND VIDEO INDUSTRIES**

This industry group comprises establishments primarily engaged in the production and/or distribution of motion pictures, videos, television programs, or commercials; in the exhibition of motion pictures; or in the provision of postproduction and related services.

# **51211 MOTION PICTURE AND VIDEO PRODUCTION**

This industry comprises establishments primarily engaged in producing, or producing and distributing motion pictures, videos, television programs, or television commercials.

# **512110 MOTION PICTURE AND VIDEO PRODUCTION**

This industry comprises establishments primarily engaged in producing, or producing and distributing motion pictures, videos, television programs, or television commercials.

# **51212 MOTION PICTURE AND VIDEO DISTRIBUTION**

This industry comprises establishments primarily engaged in acquiring distribution rights and distributing film and video productions to motion picture theaters, television networks and stations, and exhibitors.

# **512120 MOTION PICTURE AND VIDEO DISTRIBUTION**

This industry comprises establishments primarily engaged in acquiring distribution rights and distributing film and video productions to motion picture theaters, television networks and stations, and exhibitors.

# **51213 MOTION PICTURE AND VIDEO EXHIBITION**

This industry comprises establishments primarily engaged in operating motion picture theaters and/or exhibiting motion pictures or videos at film festivals, and so forth.

# **512131 MOTION PICTURE THEATERS (EXCEPT DRIVE-INS)**

This industry comprises establishments primarily engaged in operating motion picture theaters (except drive-ins) and/or exhibiting motion pictures or videos at film festivals, and so forth.

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#### **512132 DRIVE-IN MOTION PICTURE THEATERS**

This industry comprises establishments primarily engaged in operating drive-in motion picture theaters.

# 51219 POSTPRODUCTION SERVICES AND OTHER MOTION PICTURE AND VIDEO INDUSTRIES

This industry comprises establishments primarily engaged in providing postproduction services and other services to the motion picture industry, including specialized motion picture or video postproduction services, such as editing, film/tape transfers, titling, subtitling, credits, closed captioning, and computer-produced graphics, animation and special effects, as well as developing and processing motion picture film.

# 512191 TELEPRODUCTION AND OTHER POSTPRODUCTION SERVICES

This industry comprises establishments primarily engaged in providing specialized motion picture or video postproduction services, such as editing, film/tape transfers, subtitling, credits, closed captioning, and animation and special effects.

# **512199 OTHER MOTION PICTURE AND VIDEO INDUSTRIES**

This industry comprises establishments primarily engaged in providing motion picture and video services (except motion picture and video production, distribution, exhibition, and teleproduction and other postproduction services).

#### **5122 SOUND RECORDING INDUSTRIES**

This industry group comprises establishments primarily engaged in producing and distributing musical recordings, in publishing music, or in providing sound recording and related services.

# **51221 RECORD PRODUCTION**

This industry comprises establishments primarily engaged in record production (e.g., tapes, CDs). These establishments contract with artists and arrange and finance the production of original master recordings. Establishments in this industry hold the copyright to the master recording and derive most of their revenues from the sales, leasing, and licensing of master recordings. Establishments in this industry do not have their own duplication or distribution capabilities.

# **512210 RECORD PRODUCTION**

This industry comprises establishments primarily engaged in record production (e.g., tapes, CDs). These establishments contract with artists and arrange and finance the production of original master recordings. Establishments in this industry hold the copyright to the master recording and derive most of their revenues from the sales, leasing, and licensing of master recordings. Establishments in this industry do not have their own duplication or distribution capabilities.

# **51222 INTEGRATED RECORD PRODUCTION/DISTRIBUTION**

This industry comprises establishments primarily engaged in releasing, promoting, and distributing sound recordings. These establishments manufacture or arrange for the manufacture of recordings, such as audio tapes/cassettes and compact discs, and promote and distribute these products to wholesalers, retailers, or directly to the public. Establishments in this industry produce master recordings themselves, or obtain reproduction and distribution rights to master recordings produced by record production companies or other integrated record companies.

# 512220 INTEGRATED RECORD PRODUCTION/DISTRIBUTION

This industry comprises establishments primarily engaged in releasing, promoting, and distributing sound recordings. These establishments manufacture or arrange for the manufacture of recordings, such as audio tapes/cassettes and compact discs, and promote and distribute these

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products to wholesalers, retailers, or directly to the public. Establishments in this industry produce master recordings themselves, or obtain reproduction and distribution rights to master recordings produced by record production companies or other integrated record companies.

## **51223 MUSIC PUBLISHERS**

This industry comprises establishments primarily engaged in acquiring and registering copyrights for musical compositions in accordance with law and promoting and authorizing the use of these compositions in recordings, radio, television, motion pictures, live performances, print, or other media. Establishments in this industry represent the interests of the songwriter or other owners of musical compositions to produce revenues from the use of such works, generally through licensing agreements. These establishments may own the copyright or act as administrator of the music copyrights on behalf of copyright owners. Publishers of music books and sheet music are included in this industry.

#### **512230 MUSIC PUBLISHERS**

This industry comprises establishments primarily engaged in acquiring and registering copyrights for musical compositions in accordance with law and promoting and authorizing the use of these compositions in recordings, radio, television, motion pictures, live performances, print, or other media. Establishments in this industry represent the interests of the songwriter or other owners of musical compositions to produce revenues from the use of such works, generally through licensing agreements. These establishments may own the copyright or act as administrator of the music copyrights on behalf of copyright owners. Publishers of music books and sheet music are included in this industry.

# **51224 SOUND RECORDING STUDIOS**

This industry comprises establishments primarily engaged in providing the facilities and technical expertise for sound recording in a studio. This industry includes establishments that provide audio production and postproduction services to produce master recordings. These establishments may provide audio services for film, television, and video productions.

# **512240 SOUND RECORDING STUDIOS**

This industry comprises establishments primarily engaged in providing the facilities and technical expertise for sound recording in a studio. This industry includes establishments that provide audio production and postproduction services to produce master recordings. These establishments may provide audio services for film, television, and video productions.

# **51229 OTHER SOUND RECORDING INDUSTRIES**

This industry comprises establishments primarily engaged in providing sound recording services (except record production, distribution, music publishing, and sound recording in a studio). Establishments in this industry provide services, such as the audio recording of meetings and conferences.

# **512290 OTHER SOUND RECORDING INDUSTRIES**

This industry comprises establishments primarily engaged in providing sound recording services (except record production, distribution, music publishing, and sound recording in a studio). Establishments in this industry provide services, such as the audio recording of meetings and conferences.

# **5122902 PRODUCERS OF TAPED RADIO PROGRAMS**

Establishments primarily engaged in producing taped radio shows.

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#### 5122909 ALL OTHER SOUND RECORDING INDUSTRIES

Establishments primarily engaged in providing other sound recording services not specifically provided for elsewhere. These establishments provide services, such as audio recording of meetings and conferences, recording books onto tapes, maintaining stock music for the media and other commercial users.

# **515 BROADCASTING (EXCEPT INTERNET)**

Industries in the Broadcasting (except Internet) subsector include establishments that create content or acquire the right to distribute content and subsequently broadcast the content. The industry groups (Radio and Television Broadcasting and Cable and Other Subscription Programming) are based on differences in the methods of communication and the nature of services provided. The Radio and Television Broadcasting industry group includes establishments that operate broadcasting studios and facilities for over the air or satellite delivery of radio and television programs of entertainment, news, talk, and the like. These establishments are often engaged in production and purchase of programs and generating revenues from the sale of air time to advertisers and from donations, subsidies, and/or the sale of programs. The Cable and Other Subscription Programming industry group includes establishments operating studios and facilities for the broadcasting of programs that are typically narrowcast in nature (limited format, such as news, sports, education, and youth-oriented programming) on a subscription or fee basis.

The distribution of cable and other subscription programming is included in Subsector 517, Telecommunications. Establishments that broadcast exclusively on the Internet are included in Subsector 516, Internet Publishing and Broadcasting.

#### 5151 RADIO AND TELEVISION BROADCASTING

This industry group comprises establishments primarily engaged in operating broadcast studios and facilities for over-the-air or satellite delivery of radio and television programs. These establishments are often engaged in the production or purchase of programs or generate revenues from the sale of air time to advertisers, from donations and subsidies, or from the sale of programs.

# 51511 RADIO BROADCASTING

This industry comprises establishments primarily engaged in broadcasting audio signals. These establishments operate radio broadcasting studios and facilities for the transmission of aural programming by radio to the public, to affiliates, or to subscribers. The radio programs may include entertainment, news, talk shows, business data, or religious services.

# **515111 RADIO NETWORKS**

This industry comprises establishments primarily engaged in assembling and transmitting aural programming to their affiliates or subscribers via over-the-air broadcasts, cable, or satellite. The programming covers a wide variety of material, such as news services, religious programming, weather, sports, or music.

# **515112 RADIO STATIONS**

This industry comprises establishments primarily engaged in broadcasting aural programs by radio to the public. Programming may originate in their own studio, from an affiliated network, or from external sources.

# **51512 TELEVISION BROADCASTING**

This industry comprises establishments primarily engaged in broadcasting images together with sound. These establishments operate television broadcasting studios and facilities for the programming and transmission of programs to the public. These establishments also produce or

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transmit visual programming to affiliated broadcast television stations, which in turn broadcast the programs to the public on a predetermined schedule. Programming may originate in their own studios, from an affiliated network, or from external sources.

# **515120 TELEVISION BROADCASTING**

This industry comprises establishments primarily engaged in broadcasting images together with sound. These establishments operate television broadcasting studios and facilities for the programming and transmission of programs to the public. These establishments also produce or transmit visual programming to affiliated broadcast television stations, which in turn broadcast the programs to the public on a predetermined schedule. Programming may originate in their own studios, from an affiliated network, or from external sources.

# **5152 CABLE AND OTHER SUBSCRIPTION PROGRAMMING**

This industry group comprises establishments primarily engaged in operating studios and facilities for the broadcasting of programs on a subscription or fee basis. The broadcast programming is typically narrowcast in nature (e.g., limited format, such as news, sports, education, or youth-oriented). These establishments produce programming in their own facilities or acquire programming from external sources. The programming material is usually delivered to a third party, such as cable systems or direct-to-home satellite systems, for transmission to viewers.

# 51521 CABLE AND OTHER SUBSCRIPTION PROGRAMMING

This industry group comprises establishments primarily engaged in operating studios and facilities for the broadcasting of programs on a subscription or fee basis. The broadcast programming is typically narrowcast in nature (e.g., limited format, such as news, sports, education, or youth-oriented). These establishments produce programming in their own facilities or acquire programming from external sources. The programming material is usually delivered to a third party, such as cable systems or direct-to-home satellite systems, for transmission to viewers.

# 515210 CABLE AND OTHER SUBSCRIPTION PROGRAMMING

This industry group comprises establishments primarily engaged in operating studios and facilities for the broadcasting of programs on a subscription or fee basis. The broadcast programming is typically narrowcast in nature (e.g., limited format, such as news, sports, education, or youth-oriented). These establishments produce programming in their own facilities or acquire programming from external sources. The programming material is usually delivered to a third party, such as cable systems or direct-to-home satellite systems, for transmission to viewers.

# **516 INTERNET PUBLISHING AND BROADCASTING**

Industries in the Internet Publishing and Broadcasting subsector group establishments that publish and/or broadcast content exclusively for the Internet. The unique combination of text, audio, video, and interactive features present in informational or cultural products on the Internet justifies the separation of Internet publishers and broadcasters from more traditional publishers included in subsector 511, Publishing Industries (except Internet) and subsector 515, Broadcasting (except Internet).

# **5161 INTERNET PUBLISHING AND BROADCASTING**

This industry comprises establishments engaged in publishing and/or broadcasting content on the Internet exclusively. These establishments do not provide traditional (non-Internet) versions of the content that they publish or broadcast. Establishments in this industry provide textual, audio, and/or video content of general or specific interest on the Internet.

# 51611 INTERNET PUBLISHING AND BROADCASTING

This industry comprises establishments engaged in publishing and/or broadcasting content on the Internet exclusively. These establishments do not provide traditional (non-Internet) versions of the content that they publish or broadcast. Establishments in this industry provide textual, audio, and/or video content of general or specific interest on the Internet.

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#### 516110 INTERNET PUBLISHING AND BROADCASTING

This industry comprises establishments engaged in publishing and/or broadcasting content on the Internet exclusively. These establishments do not provide traditional (non-Internet) versions of the content that they publish or broadcast. Establishments in this industry provide textual, audio, and/or video content of general or specific interest on the Internet.

# **517 TELECOMMUNICATIONS**

Industries in the Telecommunications subsector include establishments providing telecommunications and the services related to that activity. The Telecommunications subsector is primarily engaged in operating, maintaining, and/or providing access to facilities for the transmission of voice, data, text, sound, and video. A transmission facility may be based on a single technology or a combination of technologies. Establishments primarily engaged as independent contractors in the maintenance and installation of broadcasting and telecommunications systems are classified in Sector 23, Construction.

# **5171 WIRED TELECOMMUNICATIONS CARRIERS**

This industry group comprises establishments primarily engaged in operating, maintaining or providing access to facilities for the transmission of voice, data, text, sound, and video using wired telecommunications networks. Transmission facilities may be based on a single technology or a combination of technologies.

#### 51711 WIRED TELECOMMUNICATIONS CARRIERS

This industry comprises establishments engaged in (1) operating and maintaining switching and transmission facilities to provide direct communications via landlines, microwave, or a combination of landlines and satellite linkups or (2) furnishing telegraph and other nonvocal communications using their own facilities.

# **517110 WIRED TELECOMMUNICATIONS CARRIERS**

This industry comprises establishments engaged in (1) operating and maintaining switching and transmission facilities to provide direct communications via landlines, microwave, or a combination of landlines and satellite linkups or (2) furnishing telegraph and other nonvocal communications using their own facilities.

# 5172 WIRELESS TELECOMMUNICATIONS CARRIERS (EXCEPT SATELLITE)

This industry comprises establishments primarily engaged in operating and maintaining or providing access to facilities for the transmission of voice, data, text, sound, and video using wireless telecommunications networks. Transmission facilities may be based on a single technology or a combination of technologies.

# 51721 WIRELESS TELECOMMUNICATIONS CARRIERS (EXCEPT SATELLITE)

This industry comprises establishments primarily engaged in operating and maintaining switching and transmission facilities that provide omni-directional communications via airwaves. Included in this industry are establishments providing wireless telecommunications network services, such as cellular telephone or paging services.

# **517211 PAGING**

This industry comprises establishments primarily engaged in operating paging networks. The establishments of this industry may also supply and maintain equipment used to receive signals.

# 517212 CELLULAR AND OTHER WIRELESS TELECOMMUNICATIONS

This industry comprises establishments primarily engaged in operating cellular telecommunications and other wireless telecommunications networks (except paging).

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#### **5173 TELECOMMUNICATIONS RESELLERS**

This industry comprises establishments primarily engaged in purchasing access and network capacity from owners and operators of the networks and reselling wired and wireless telecommunications services to businesses and households. Establishments in this industry resell telecommunications; they do not operate and maintain telecommunications switching and transmission facilities.

# **51731 TELECOMMUNICATIONS RESELLERS**

This industry comprises establishments primarily engaged in purchasing access and network capacity from owners and operators of the networks and reselling wired and wireless telecommunications services to businesses and households. Establishments in this industry resell telecommunications; they do not operate and maintain telecommunications switching and transmission facilities.

# **517310 TELECOMMUNICATIONS RESELLERS**

This industry comprises establishments primarily engaged in purchasing access and network capacity from owners and operators of the networks and reselling wired and wireless telecommunications services to businesses and households. Establishments in this industry resell telecommunications; they do not operate and maintain telecommunications switching and transmission facilities.

# **5174 SATELLITE TELECOMMUNICATIONS**

This industry comprises establishments primarily engaged in providing point-to-point telecommunications services to other establishments in the telecommunications and broadcasting industries by forwarding and receiving communications signals via a system of satellites or reselling satellite telecommunications.

# **51741 SATELLITE TELECOMMUNICATIONS**

This industry comprises establishments primarily engaged in providing point-to-point telecommunications services to other establishments in the telecommunications and broadcasting industries by forwarding and receiving communications signals via a system of satellites or reselling satellite telecommunications.

# **517410 SATELLITE TELECOMMUNICATIONS**

This industry comprises establishments primarily engaged in providing point-to-point telecommunications services to other establishments in the telecommunications and broadcasting industries by forwarding and receiving communications signals via a system of satellites or reselling satellite telecommunications.

# 5175 CABLE AND OTHER PROGRAM DISTRIBUTION

This industry comprises establishments primarily engaged as third-party distribution systems for broadcast programming. The establishments of this industry deliver visual, aural, or textual programming received from cable networks, local television stations, or radio networks to consumers via cable or direct-to-home satellite systems on a subscription or fee basis. These establishments do not generally originate programming material.

# 51751 CABLE AND OTHER PROGRAM DISTRIBUTION

This industry comprises establishments primarily engaged as third-party distribution systems for broadcast programming. The establishments of this industry deliver visual, aural, or textual programming received from cable networks, local television stations, or radio networks to consumers via cable or direct-to-home satellite systems on a subscription or fee basis. These establishments do not generally originate programming material.

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#### 517510 CABLE AND OTHER PROGRAM DISTRIBUTION

This industry comprises establishments primarily engaged as third-party distribution systems for broadcast programming. The establishments of this industry deliver visual, aural, or textual programming received from cable networks, local television stations, or radio networks to consumers via cable or direct-to-home satellite systems on a subscription or fee basis. These establishments do not generally originate programming material.

# **5179 OTHER TELECOMMUNICATIONS**

This industry comprises establishments primarily engaged in providing specialized telecommunications applications, such as satellite tracking, communications telemetry, and radar station operations; or providing satellite terminal stations and associated facilities operationally connected with one or more terrestrial communications systems and capable of transmitting telecommunications to or receiving telecommunications from satellite systems.

# **51791 OTHER TELECOMMUNICATIONS**

This industry comprises establishments primarily engaged in providing specialized telecommunications applications, such as satellite tracking, communications telemetry, and radar station operations; or providing satellite terminal stations and associated facilities operationally connected with one or more terrestrial communications systems and capable of transmitting telecommunications to or receiving telecommunications from satellite systems.

#### **517910 OTHER TELECOMMUNICATIONS**

This industry comprises establishments primarily engaged in providing specialized telecommunications applications, such as satellite tracking, communications telemetry, and radar station operations; or providing satellite terminal stations and associated facilities operationally connected with one or more terrestrial communications systems and capable of transmitting telecommunications to or receiving telecommunications from satellite systems.

# 518 INTERNET SERVICE PROVIDERS, WEB SEARCH PORTALS, AND DATA PROCESSING SERVICES

Industries in the Internet Service Providers, Web Search Portals, and Data Processing Services subsector group establishments that provide: (1) access to the Internet; (2) search facilities for the Internet; and (3) data processing, hosting, and related services. The industry groups (Internet Service Providers and Web Search Portals, Data Processing Hosting, and Related Services) are based on differences in the processes used to access information and process information. The Internet Service Providers and Web Search Portals industry group includes establishments that are providing access to the Internet or aiding in navigation on the Internet. The Data Processing, Hosting, and Related Services industry group includes establishments that process data. These establishments can transform data, prepare data for dissemination, or place data or content on the Internet for others. In addition, the shared use of computer resources is included in the Data Processing, Hosting, and Related Services industry group.

Establishments that are publishing exclusively on the Internet are included in Subsector 516, Internet Publishing and Broadcasting and establishments that are retailing goods using the Internet are included in Sector 44-45, Retail Trade.

# **5181 INTERNET SERVICE PROVIDERS AND WEB SEARCH PORTALS**

This industry comprises establishments known as Internet service providers or known as Web search portals. Establishments in this industry provide clients access to the Internet or operate Web sites that use a search engine to provide Internet search services. Establishments in this industry generally provide related services, such as Web hosting, Web page design, and related advice and assistance. Web search portals often provide additional Internet services, such as e-mail, connections to other Web sites, auctions, news, and other limited content, and serve as a home base for Internet users.

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#### 51811 INTERNET SERVICE PROVIDERS AND WEB SEARCH PORTALS

This industry comprises establishments known as Internet service providers or known as Web search portals. Establishments in this industry provide clients access to the Internet or operate Web sites that use a search engine to provide Internet search services. Establishments in this industry generally provide related services, such as Web hosting, Web page design, and related advice and assistance. Web search portals often provide additional Internet services, such as e-mail, connections to other Web sites, auctions, news, and other limited content, and serve as a home base for Internet users.

# **518111 INTERNET SERVICE PROVIDERS**

This industry comprises establishments known as Internet service providers. Establishments in this industry provide clients access to the Internet and generally provide related services such as Web hosting, Web page designing, and hardware or software consulting related to the Internet connectivity. Establishments in this industry may provide local, regional, or national coverage for clients or provide backbone services (except telecommunications carriers) for other Internet service providers. Internet service providers have the equipment and telecommunication network access required for a point-of-presence on the Internet.

# **518112 WEB SEARCH PORTALS**

This industry comprises establishments known as Web Search Portals. Establishments in this industry operate Web sites that use a search engine to generate and maintain extensive databases of Internet addresses and content in an easily searchable format. Web search portals often provide additional Internet services, such as e-mail, connections to other Web sites, auctions, news, and other limited content, and serve as a home base for Internet users.

# 5182 DATA PROCESSING, HOSTING, AND RELATED SERVICES

This industry comprises establishments primarily engaged in providing infrastructure for hosting or data processing services. These establishments may provide specialized hosting activities, such as Web hosting, streaming services or application hosting, provide application service provisioning, or may provide general timeshare mainframe facilities to clients. Data processing establishments provide complete processing and specialized reports from data supplied by clients or provide automated data processing and data entry services.

# 51821 DATA PROCESSING, HOSTING, AND RELATED SERVICES

This industry comprises establishments primarily engaged in providing infrastructure for hosting or data processing services. These establishments may provide specialized hosting activities, such as Web hosting, streaming services or application hosting, provide application service provisioning, or may provide general timeshare mainframe facilities to clients. Data processing establishments provide complete processing and specialized reports from data supplied by clients or provide automated data processing and data entry services.

# 518210 DATA PROCESSING, HOSTING, AND RELATED SERVICES

This industry comprises establishments primarily engaged in providing infrastructure for hosting or data processing services. These establishments may provide specialized hosting activities, such as Web hosting, streaming services or application hosting, provide application service provisioning, or may provide general timeshare mainframe facilities to clients. Data processing establishments provide complete processing and specialized reports from data supplied by clients or provide automated data processing and data entry services.

# **519 OTHER INFORMATION SERVICES**

Industries in the Other Information Services subsector group establishments supplying information, storing information, providing access to information, and searching and retrieving information. The main components of the subsector are news syndicates, libraries, and archives.

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#### **5191 OTHER INFORMATION SERVICES**

Industries in the Other Information Services subsector group establishments supplying information, storing information, providing access to information, and searching and retrieving information. The main components of the subsector are news syndicates, libraries, and archives.

#### **51911 NEWS SYNDICATES**

This industry comprises establishments primarily engaged in supplying information, such as news reports, articles, pictures, and features, to the news media.

# **519110 NEWS SYNDICATES**

This industry comprises establishments primarily engaged in supplying information, such as news reports, articles, pictures, and features, to the news media.

# **51912 LIBRARIES AND ARCHIVES**

This industry comprises establishments primarily engaged in providing library or archive services. These establishments are engaged in maintaining collections of documents (e.g., books, journals, newspapers, and music) and facilitating the use of such documents (recorded information regardless of its physical form and characteristics) as are required to meet the informational, research, educational, or recreational needs of their user. These establishments may also acquire, research, store, preserve, and generally make accessible to the public historical documents, photographs, maps, audio material, audiovisual material, and other archival material of historical interest. All or portions of these collections may be accessible electronically.

## 519120 LIBRARIES AND ARCHIVES

This industry comprises establishments primarily engaged in providing library or archive services. These establishments are engaged in maintaining collections of documents (e.g., books, journals, newspapers, and music) and facilitating the use of such documents (recorded information regardless of its physical form and characteristics) as are required to meet the informational, research, educational, or recreational needs of their user. These establishments may also acquire, research, store, preserve, and generally make accessible to the public historical documents, photographs, maps, audio material, audiovisual material, and other archival material of historical interest. All or portions of these collections may be accessible electronically.

# **51919 ALL OTHER INFORMATION SERVICES**

This industry comprises establishments primarily engaged in providing other information services (except news syndicates and libraries and archives).

# **519190 ALL OTHER INFORMATION SERVICES**

This industry comprises establishments primarily engaged in providing other information services (except news syndicates and libraries and archives).

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# Appendix C. Methodology

#### SOURCES OF THE DATA

For this sector, large- and medium-size firms, plus all firms known to operate more than one establishment, were sent report forms to be completed for each of their establishments and returned to the Census Bureau. For most very small firms, data from existing administrative records of other federal agencies were used instead. These records provide basic information on location, kind of business, receipts, payroll, number of employees, and legal form of organization.

Firms in the 2002 Economic Census are divided into those sent report forms and those not sent report forms. The coverage of and the method of obtaining census information from each are described below:

- 1. Establishments sent a report form:
  - a. Large employers, i.e., all multiestablishment firms, and all employer firms with payroll above a specified cutoff. (The term "employers" refers to firms with one or more paid employees at any time during 2002 as shown in the active administrative records of other federal agencies.)
  - b. A sample of small employers, i.e., single-establishment firms with payroll below a specified cutoff in classifications for which specialized data precludes reliance solely on administrative records sources. The sample was stratified by industry and geography.
- 2. Establishments not sent a report form:
  - a. Small employers, i.e., single-establishment firms with payroll below a specified cutoff, not selected into the small employer sample. Although the payroll cutoff varies by kind of business, small employers not sent a report form generally include firms with less than 10 employees and represent about 10 percent of total receipts of establishments covered in the census. Data on receipts, payroll, and employment for these small employers were derived or estimated from administrative records of other federal agencies.
  - b. All nonemployers, i.e., all firms with no paid employees during 2002. Receipts information for these firms was obtained from administrative records of other federal agencies. Although consisting of many firms, nonemployers account for less than 10 percent of total receipts of all establishments covered in the census. Data for nonemployers are not included in this report, but are released in the annual *Nonemployer Statistics* series.

The report forms used to collect information for establishments in this sector are available at help.econ.census.gov/econhelp/resources/.

A more detailed examination of census methodology is presented in the *History of the Economic Census* at www.census.gov/econ/www/history.html.

# INDUSTRY CLASSIFICATION OF ESTABLISHMENTS

The classifications for all establishments are based on the *North American Industry Classification System, United States, 2002* manual. Changes between 1997 and 2002 affecting this sector are discussed in the text at the beginning of this report. Tables at www.census.gov/epcd/naics02/identify all industries that changed between the 1997 North American Industry Classification System (NAICS) and 2002 NAICS.

The method of assigning classifications and the level of detail at which establishments were classified depends on whether a report form was obtained for the establishment.

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- 1. Establishments that returned a report form were classified on the basis of their self-designation, product line receipts, and responses to other industry-specific inquiries.
- 2. Establishments without a report form:
  - a. Small employers not sent a form were, where possible, classified on the basis of the most current kind-of-business classification available from one of the Census Bureau's current sample surveys or the 1997 Economic Census. Otherwise, the classification was obtained from administrative records of other federal agencies. If the census or administrative record classifications proved inadequate (none corresponded to a 2002 Economic Census classification in the detail required for employers), the firm was sent a brief inquiry requesting information necessary to assign a kind-of-business code.
  - b. Nonemployers were classified on the basis of information obtained from administrative records of other federal agencies.

# RELIABILITY OF DATA

All data compiled in the economic census are subject to nonsampling errors. Nonsampling errors can be attributed to many sources during the development or execution of the census:

- inability to identify all cases in the actual universe;
- definition and classification difficulties;
- differences in the interpretation of questions;
- errors in recording or coding the data obtained; and
- other errors of collection, response, coverage, processing, and estimation for missing or misreported data.

Data presented in the Miscellaneous Subjects and the Product Lines reports for this sector are subject to sampling errors, as well as nonsampling errors. Specifically, these data are estimated based on information obtained from census report forms mailed to all large employers and to a sample of small employers in the universe. Sampling errors affect these estimates, insofar, as they may differ from results that would be obtained from a complete enumeration.

The accuracy of these tabulated data is determined by the joint effects of the various nonsampling errors or by the joint effects of sampling and nonsampling errors. No direct measurement of these effects has been obtained except for estimation for missing or misreported data; however, precautionary steps were taken in all phases of the collection, processing, and tabulation of the data in an effort to minimize the effects of nonsampling errors.

The Census Bureau obtains limited information extracted from administrative records of other federal agencies, such as gross receipts from federal income tax records and employment and payroll from payroll tax records. This information is used in conjunction with other information available to the Census Bureau to develop estimates for nonemployers, small employers, and other establishments for which responses were not received in time for publication.

Key tables in this report include a column for "Percent of receipts from administrative records." This includes receipts information obtained from administrative records of other federal agencies. The "Percent of receipts estimated" includes receipts information that was imputed based on historic company ratios or administrative records, or on industry averages.

The Census Bureau recommends that data users incorporate this information into their analyses, as nonsampling error and sampling error could impact the conclusions drawn from economic census data.

# TREATMENT OF NONRESPONSE

Census report forms included two different types of inquiries, "basic" and "industry-specific." Data for the basic inquiries, which include location, kind of business or operation, receipts, payroll, and number of employees, were available from a combination of sources for all establishments. Data for industry-specific inquiries, tailored to the particular kinds of business or operation covered by the report form, were available only from establishments responding to those inquiries.

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Data for industry-specific inquiries in this sector were expanded in most cases to account for establishments that did not respond to the particular inquiry for which data are presented. Unless otherwise noted in specific reports, data for industry-specific inquiries were expanded in direct relationship to total receipts of all establishments included in the category. In a few cases, expansion on the basis of the receipts was not appropriate, and another basic data item was used as the basis for expansion of reported data to account for nonrespondents.

All reports in which industry-specific data were expanded include a coverage indicator for each publication category, which shows the receipts of establishments responding to the industry-specific inquiry as a percent of total receipts 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.

#### **DISCLOSURE**

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

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# Appendix D. Geographic Notes

Not applicable for this report.

# Appendix E. Metropolitan and Micropolitan Statistical Areas

Not applicable for this report.

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U.S. Census Bureau, 2002 Economic Census